

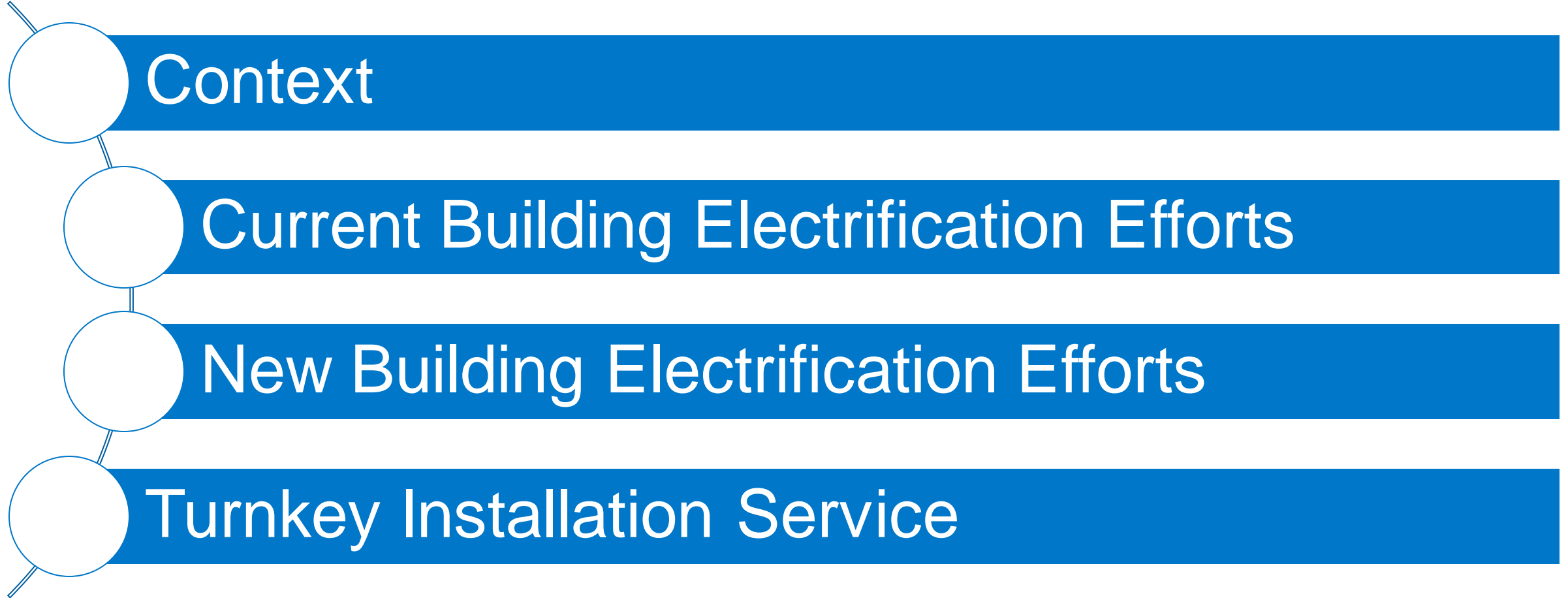


Single-Family Turnkey Electrification Installation Service

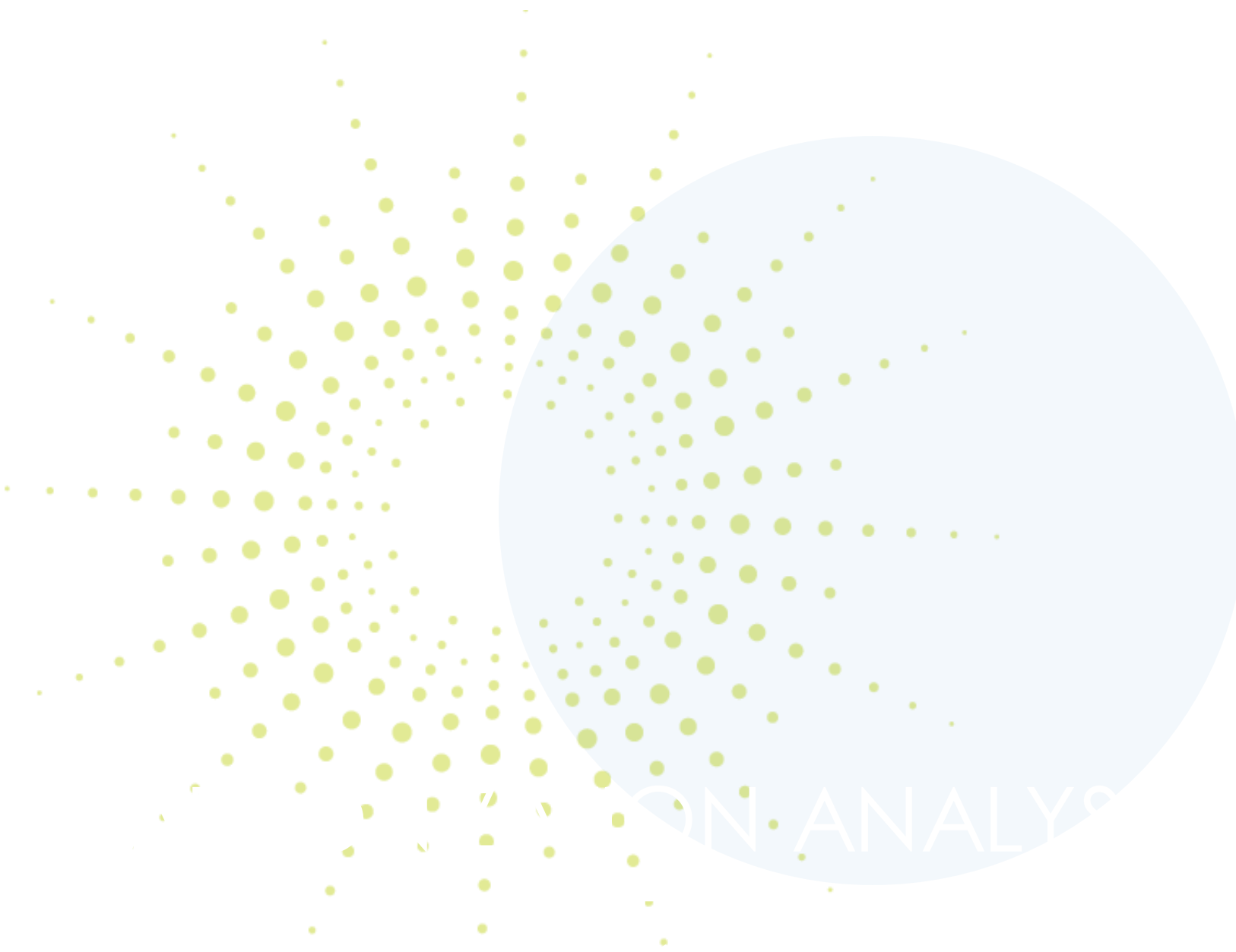
Community Advisory Committee

February 8, 2024

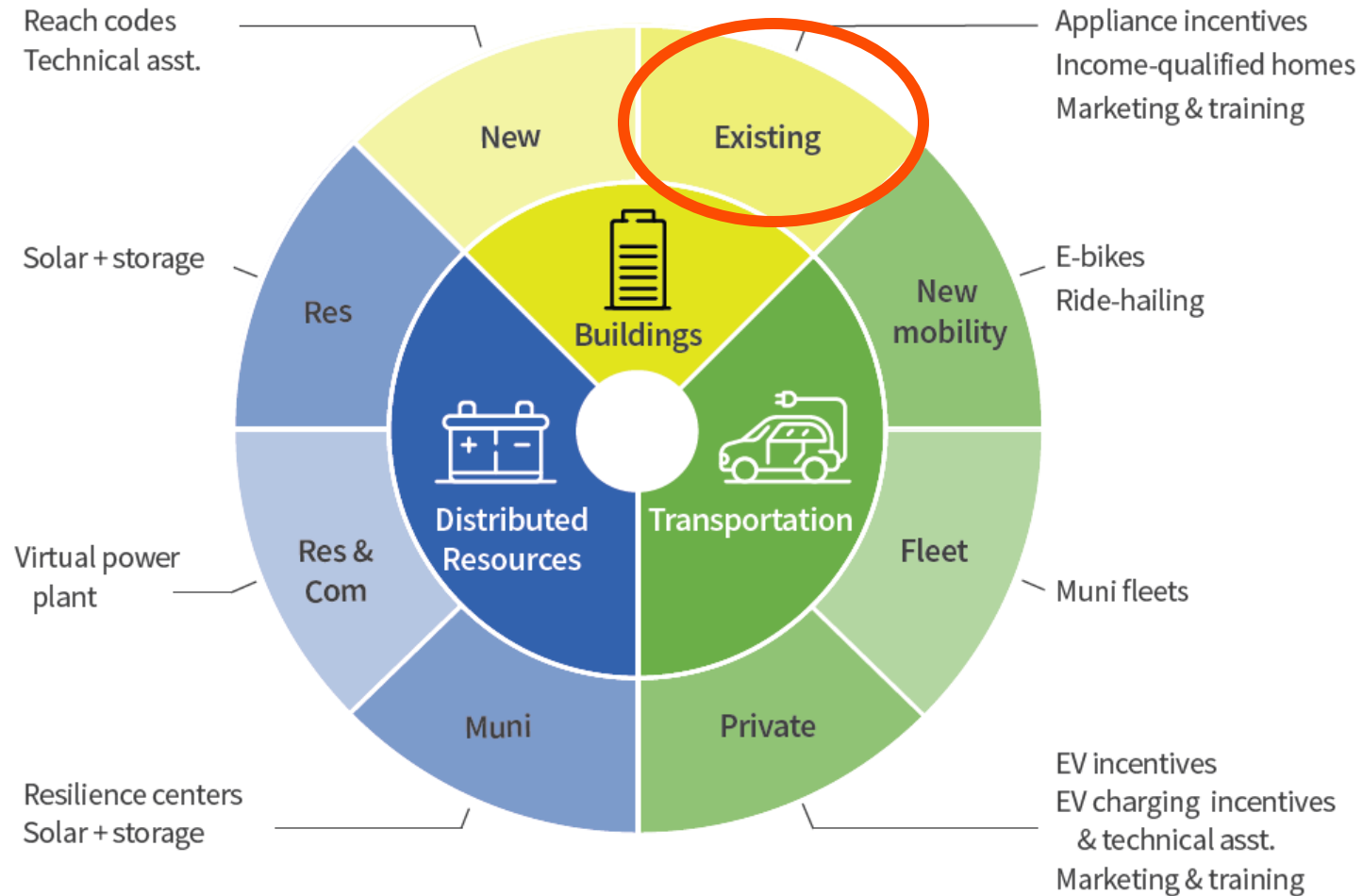
Presentation Overview



Context



Programs Portfolio

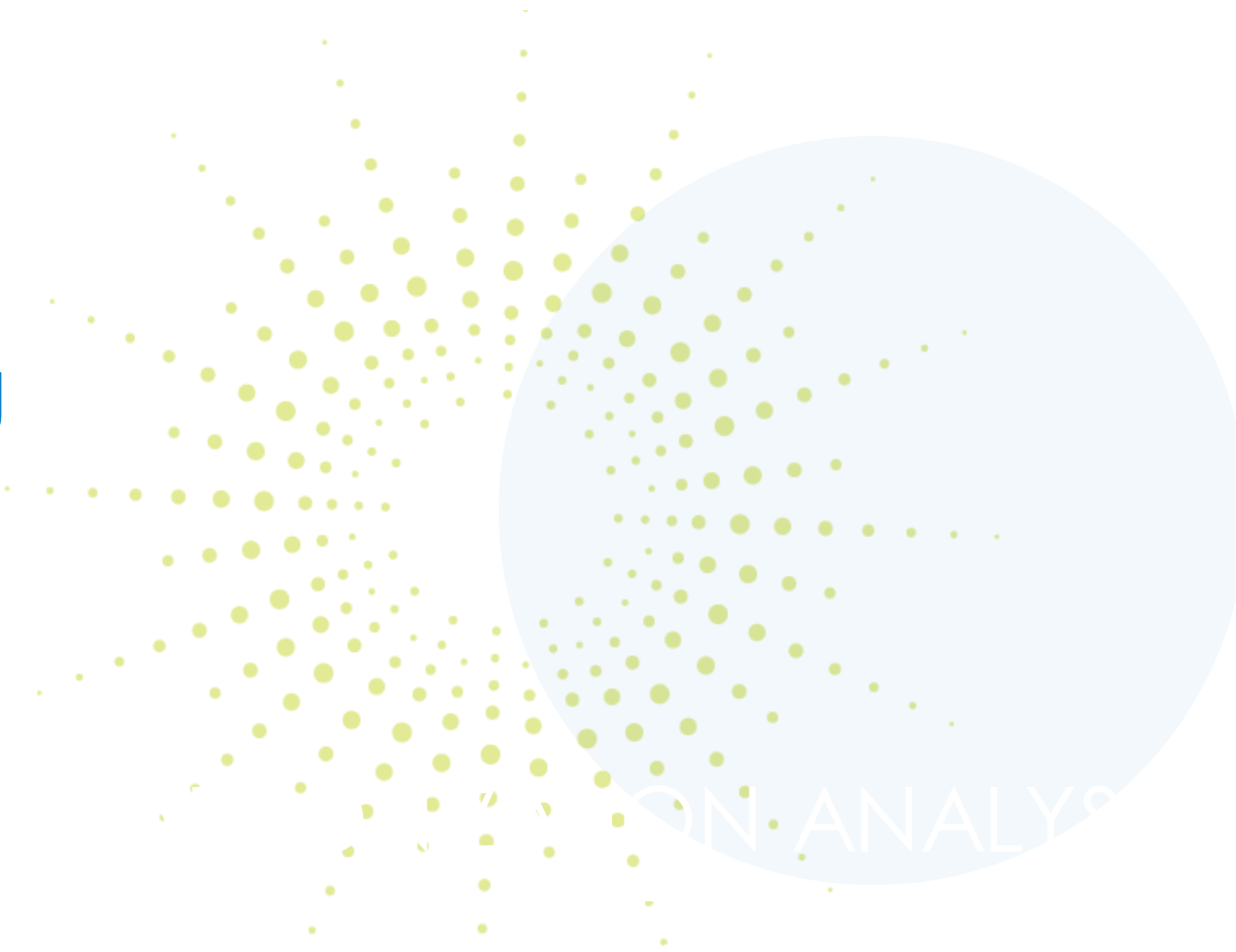


2035: Buildings Electrification



- 2035 Decarbonization Feasibility Assessment and Plan shows we need to rapidly scale building electrification.
- PCE is best positioned to affect change in small residential sector.
- Following program components needed to succeed:
 1. Flexible Incentives
 2. High touch support
 3. Links to Finance

Current Building Electrification



What We Have



Rebates for heat pump water heaters & heat pump HVAC



0% loans up to \$10k for heat pump water heaters & heat pump HVAC



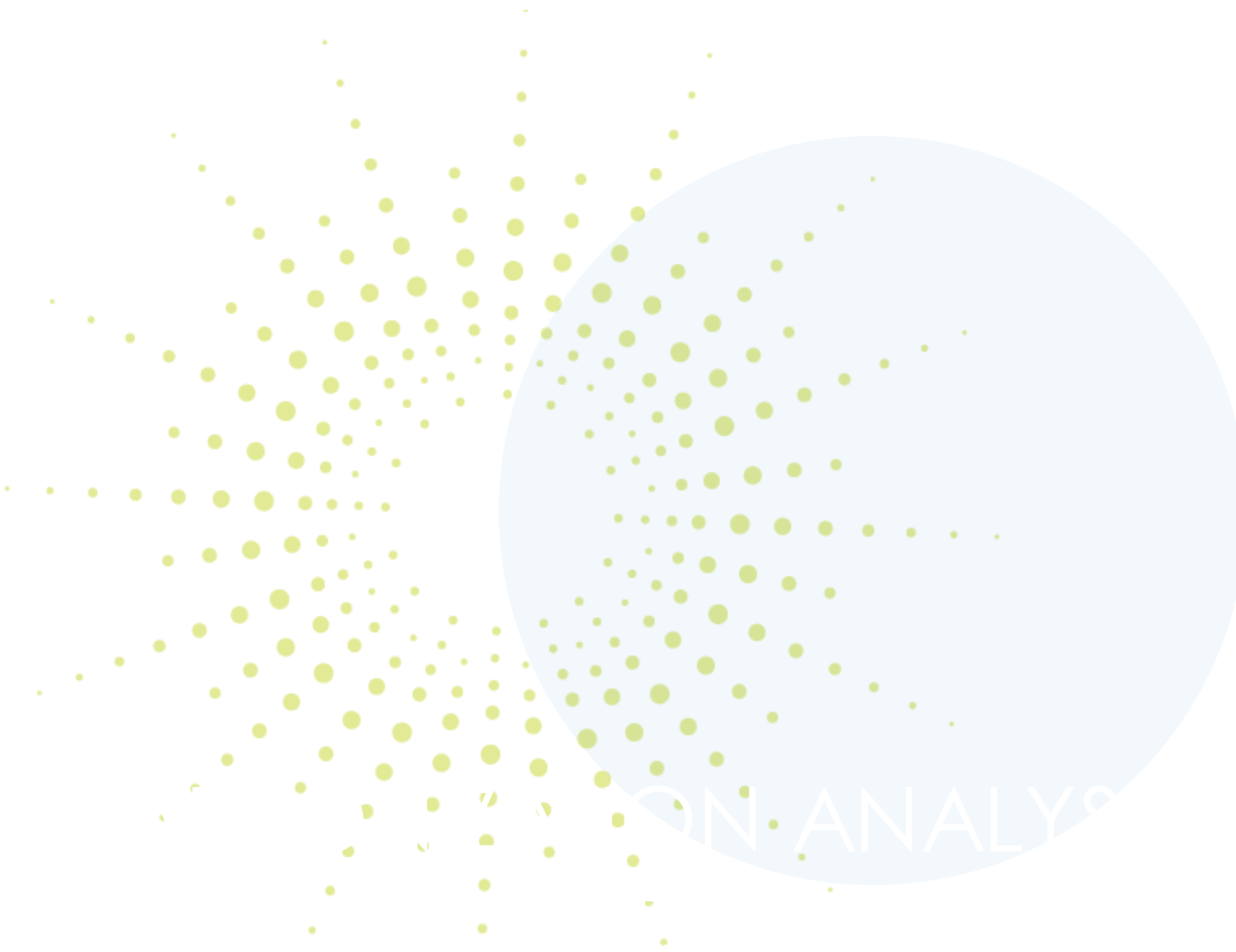
Home Upgrade program: no-cost electrification & minor home repairs for income-qualified homeowners

Participants	Count
Rebate & loan program	1,862
Home Upgrade program	281
Appliances installed (all programs)	Count
Heat pump water heater	1,114
Heat pump HVAC	1,096
Induction cooktop/range	75
Electric dryer	73

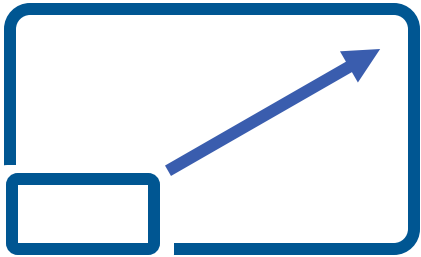
What We Still Need

- Current program provides incentives but minimal guidance/support
- Updated services needs to address barriers customers face:
 - Emergency replacements
 - Lack of clear information
 - Difficulty selecting contractors and equipment
 - Limited time and money
 - Technically complicated installations

Future Building Electrification



Vision Building Electrification v2



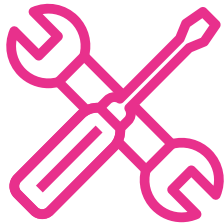
Scale to Whole Home



Increase Homes Impacted per Year



One-Stop Shop Services

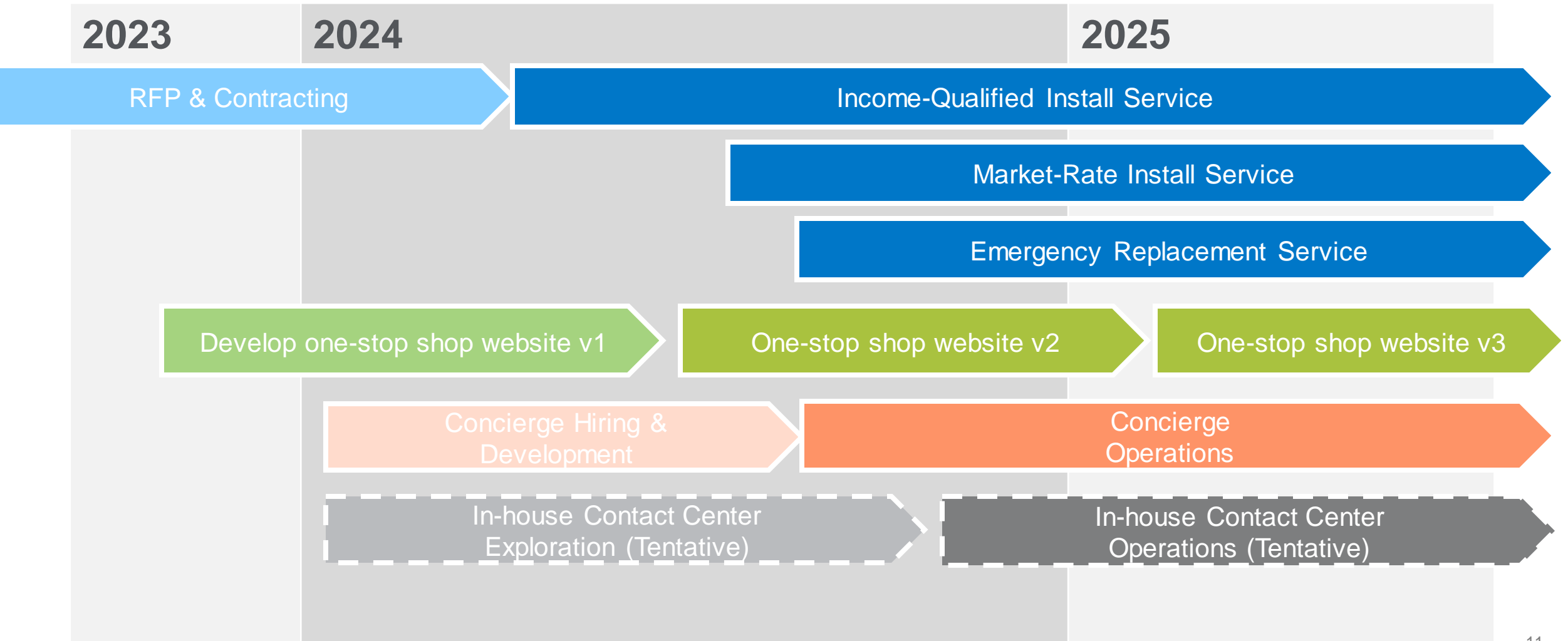


Concierge Services



Turnkey Installation Services

Building Electrification v2: Timeline



Turnkey Installation Service

Service Overview & Contract

ON ANALYS

RFP For Turnkey Installation Services

Select experienced consultant + installation contractors team to implement three suites of installation services:

Income-Qualified No-Cost Electrification

No-cost whole-home electrification for low-income residents (Home Upgrade v2)

Market-Rate Low-Cost Electrification

Low-cost installation services to non-income-qualified residents (NEW)

Emergency Water Heater Replacements

Rapid replacement of failing gas water heaters with heat pump water heaters (NEW)

RFP Detail

Process

- Joint RFP with SVCE; they intend launch the same services
- Released in August, proposals due October, selection in December

Results

- Received 5 proposals
- 2 shortlisted for interviews & follow up questions
- **Selected Franklin Energy as the awardee**

About Franklin Energy and Team

- **Franklin Energy**

- Large (~1,000 employees) nation-wide energy consulting firm, very active in CA
- Experience in with electrification and energy efficiency, and working in San Mateo County

- **Contractors**

- **Enso**: works on MCE program with Franklin. Will focus on income-qualified installs.
- **Fuse Service**: large Bay Area contractor experienced in electrification. Will focus on market-rate installs & emergency replacements.
- **Electrify My Home**: electrification-focused contractor. Will focus on market-rate installs.

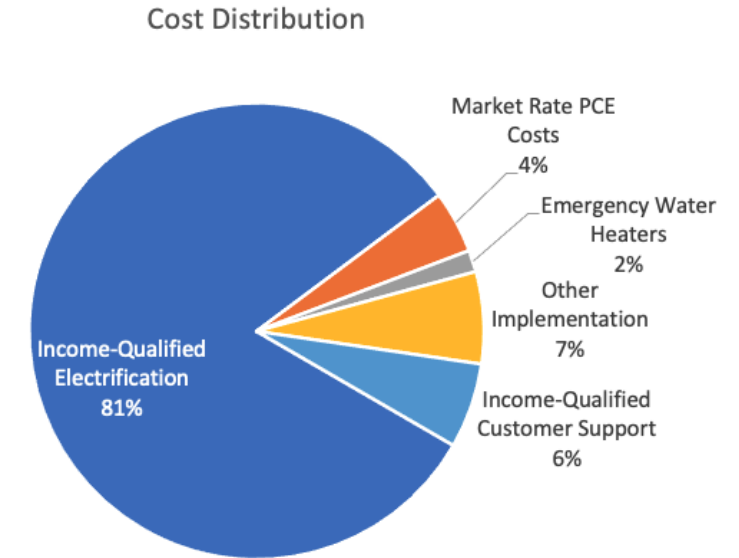
- **Others**

- **Xerohome**: energy modeling software to help develop home scopes and target customers



Contract Overview

	Min. # of homes ¹	3-Yr Budget ²
Income-Qualified Installs	525	\$19,560,000
Market-Rate Installs	175	\$1,060,000
Emergency Water Heater Installs	127	\$370,000
Implementation Costs ³		\$3,010,000
Total PCE Budget		\$24,000,000



¹ Income-qualified count assumes homes are fully electrified. Market-rate count assumes homes get water heating and space heating upgrades. As some homes will just get one or two upgrades, actual counts are likely to be greater.

² Income-qualified installs, fully paid by PCE, assume *average* whole-home electrification cost of \$32,000 and also factors in some homes receiving minor home repairs, light energy efficiency, and resiliency measures. Market-rate, paid by PCE rebates and customer co-payment, assumes current PCE incentive levels. Contract contains fixed costs for electrification measures. Program will pay prevailing wage.

³All non-installation costs including customer support, contractor oversight, site assessments, admin and reporting tasks.

Thank you!
Questions?

