

# What Is the Big Deal About Heat Pumps and Electrification?



## Regional Forum

March 30, 2022





# Welcome and Introduction

**Mindy Craig, BluePoint Planning**

# Zoom Orientation

- Please be sure your full name is displayed
- Please **mute** upon joining
- Use **Chat** box to share questions or comments
- Under **Reactions** select **Raise Hand** to share a question or comment verbally
- The session may be **recorded** and posted to 3C-REN's on-demand page. Feel free to ask questions via the chat and keep video off if you want to remain anonymous in the recording.



Mute ↗ ↖ Stop/Start Video ↖ ↗ Chat ↖ ↗ Reactions ↖

# Agenda

**Introductions and Meeting Orientation** 5:30 pm

Mindy Craig, BluePoint Planning, Facilitator

## Decarbonization Mythbusting Quiz

**II. Context Setting** 5:40 pm

Gray Gautereaux, 3C-REN County of San Luis Obispo

**III. Panel Discussion: Homeowners, Contractors & Experts** 5:55 pm

Mindy Craig, Moderator

**Dr. Steve Colomé**, Homeowner/Heat Pump Customer - Co-founder, Aromatica

**Jessica Leader**, Director of Strategic Outreach, Building Decarbonization Coalition

**Marc Whitman**, Homeowner/Heat Pump Customer AIA, Whitman Architectural Design

**Ben Hummer**, Residential Manager, West Coast Air Conditioning, Heating & Solar

**Frank Scotti**, Marketing Director, SolarPonics

**Ryan Montague**, Service Manager, SolarPonics

**IV. Closing: Resources and Final Thoughts** 6:25 pm

Jordan Garbayo, 3C-REN County of San Luis Obispo



**Optional Q & A with Panelists** 6:30 pm



# 3C-REN Staff Online





# Mythbusting Quiz



# Context Setting and Overview

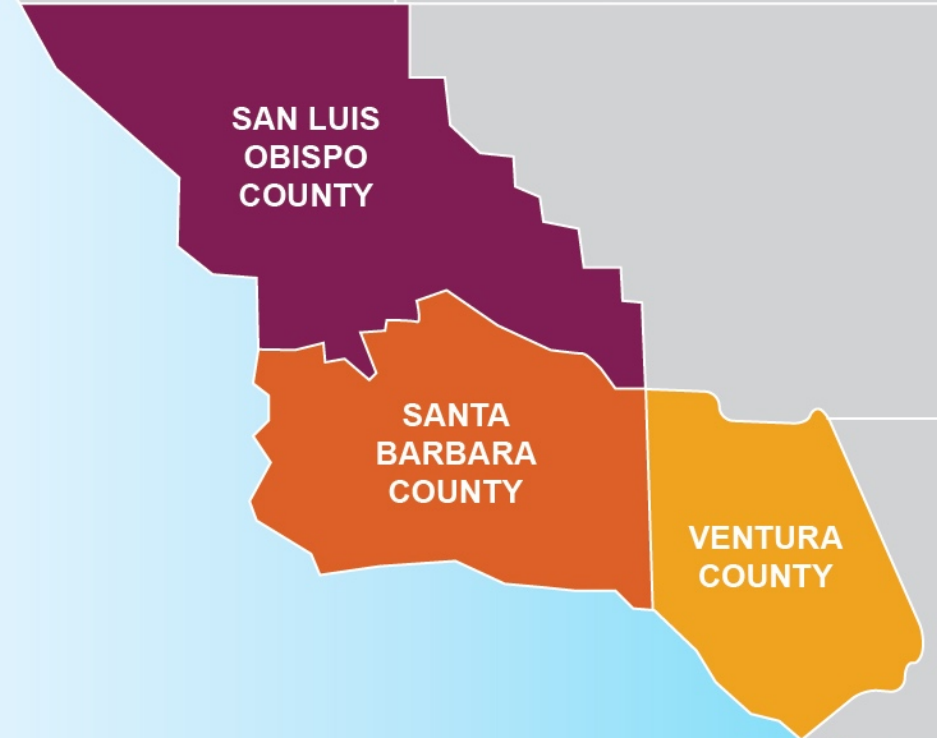
Gray Gautereaux, 3C-REN





# 3C-REN: Tri-County Regional Energy Network

- Three counties working together to improve energy efficiency in the region
- Services for –
  - **Building Professionals:** industry events, training, and energy code compliance support
  - **Households:** free and discounted home upgrades
- Funded by ratepayer dollars that 3C-REN returns to the region





ENERGY  
CODE  
CONNECT

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BUILDING  
PERFORMANCE  
TRAINING

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HOME  
ENERGY  
SAVINGS

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# How do we use energy at home?

In California, existing buildings account for 37% of statewide energy consumption. Single family homes:

- **Space heating and cooling (27%)**
- **Water heating (25%)**
- Cooking
- Laundry drying
- Lighting



# What is in YOUR energy?

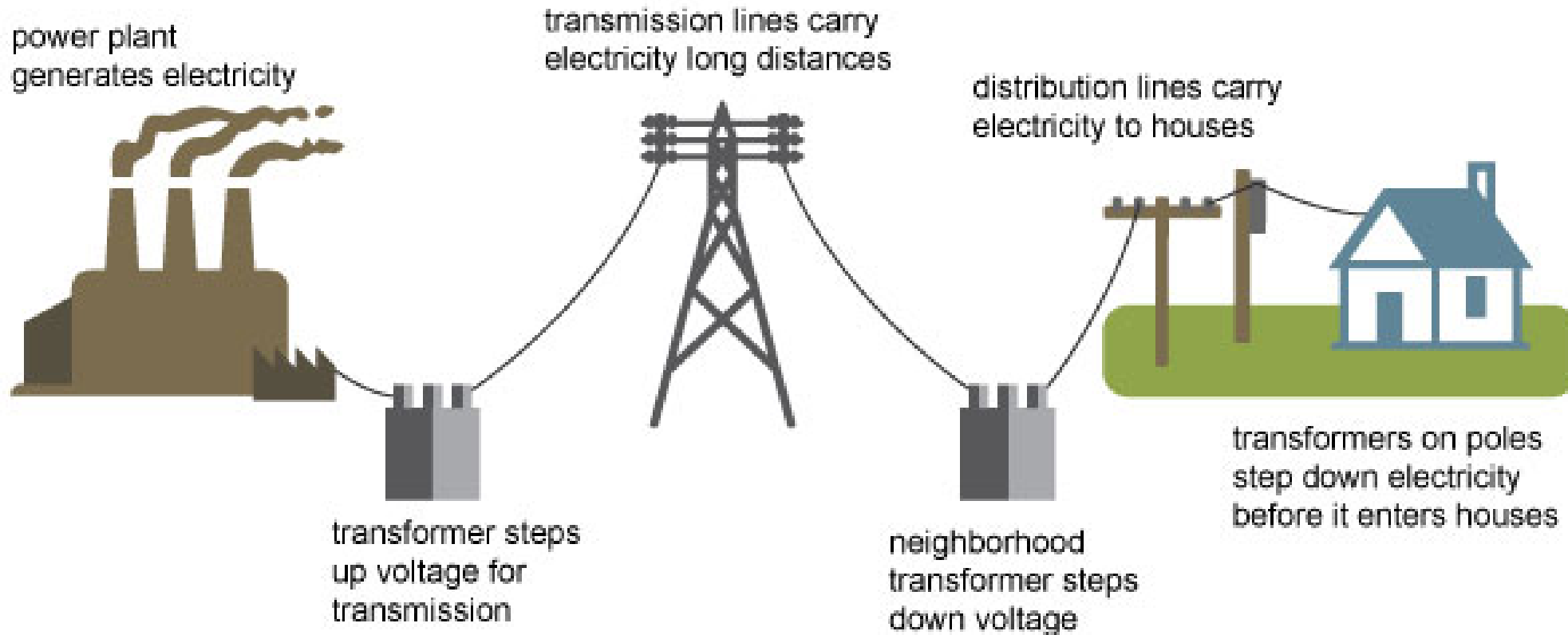
	PG&E	SCE	3CE	All California
Renewable	28.5%	35.1%	30.9%	31.7%
Coal	0%	0%	0%	3.0%
Large Hydroelectric	27.2%	7.9%	69.1%	14.6%
Natural Gas	0%	16.1%	0%	34.2%
Nuclear	44.3%	8.2%	0%	9.0%
Other	0%	0.1%	0%	0.2%
Unspecified Source	0%	32.6%	0%	7.3%





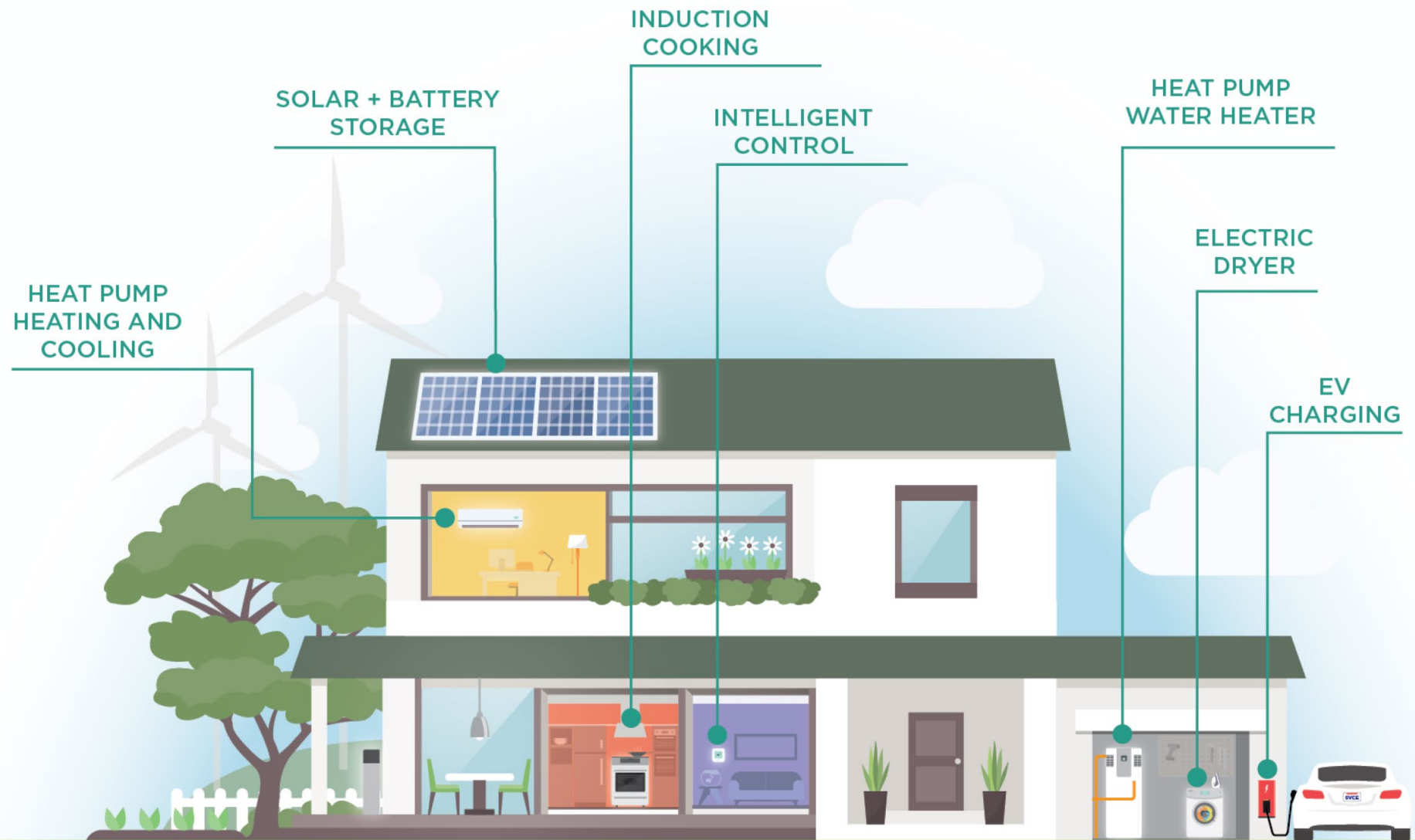
# Where does home electricity come from?

## Electricity generation, transmission, and distribution



Source: Adapted from National Energy Education Development Project (public domain)





# Why homeowners go electric



## ENERGY EFFICIENT HOME

We're talking appliances that are 3-5 times as efficient as their gas counterparts



## REDUCE YOUR ENERGY BILL

Appliances that use less energy and could save you nearly \$500 a year

# Why homeowners go electric



## HELP THE ENVIRONMENT

Lower greenhouse gas emissions and reduce your impact for years to come



## MAKE YOUR HOME MORE RESILIENT

Have power during outages and be self-reliant when it matters





# Why homeowners go electric



## IMPROVE INDOOR AIR QUALITY AND SAFETY

No more indoor air pollution and fewer safety risks



## TAKE ADVANTAGE OF LIMITED TIME REBATES

Use [rebates and incentives](#) to lower the cost of replacing your old appliances



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# 3C-REN Programs and Incentives

**April Price, 3C-REN**



# 3C-REN's Residential Programs



## 3C-REN Multifamily Home Energy Savings

*Enhanced rebates for  
eligible multifamily buildings*

The Multifamily Home Energy Savings program serves owners of properties with 5 or more units in San Luis Obispo, Santa Barbara, and Ventura Counties. Participants can receive up to \$750 per apartment in rebates, plus additional rebates for advanced high-performing technologies to reduce your operating and maintenance costs, while improving the comfort and safety of your residents.

We provide no-cost energy consulting to help you meet your energy and cost saving goals. Owners and property managers can receive rebates for upgrades such as:



Central and in-unit  
domestic hot water  
systems



Lighting and  
appliances



Heating and  
cooling systems



Wall, window, and  
roof insulation



### How to Participate

1. Fill out an interest form online at [www.3c-ren.org/mfr-interest](http://www.3c-ren.org/mfr-interest).
2. A technical assistant will reach out to learn more about your goals and needs.
3. You and your technical assistant will work together to select an eligible scope of work.
4. Reserve your rebates!
5. A contractor of your choice installs approved property enhancement measures.
6. Claim and deposit rebates as you and your tenants enjoy reduced bills and greater comfort!

#### Questions?

Reach out anytime at 805-724-0709 or email us at [multifamily@3C-REN.org](mailto:multifamily@3C-REN.org).

- **Multifamily program** provides incentives to property owners to update units and common areas
- **Electrification and Energy Efficiency Projects**
- **Sign up now on 3C-REN website**



# 3C-REN's Residential Programs



- **Single Family Program**  
Incentives available for energy efficiency and electrification projects.
- Must work with a program contractor
- More information will be emailed shortly





## Take the Survey!!!

You could be eligible for a \$50 gift card to a local restaurant who has either electrified or done significant energy efficiency retrofits to their business!



# Contractor and Homeowner Electrification Panel

# Panelists



**Dr. Steve Colomé**

Homeowner and  
Heat Pump  
Customer  
Co-founder,  
Aromatica



**Jessica Leader**

Director of  
Strategic Outreach,  
Building  
Decarbonization  
Coalition



**Marc Whitman**

Homeowner and  
Heat Pump  
Customer  
AIA, Whitman  
Architectural Design





# Panelists



**Ben Hummer**  
Residential  
Manager,  
West Coast Air  
Conditioning,  
Heating & Solar



**Frank Scotti**  
Marketing Director,  
SolarPonics



**Ryan Montague**  
Service Manager,  
SolarPonics





# Key Takeaways

Mindy Craig, BluePoint Planning



# Research, Resources and Upcoming Offerings

Jordan Garbayo, 3C-REN



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# Research and Resources - FAQs for ADUs

- 3C-REN has developed an “Ask a Contractor” Checklist for attendees to use should you have questions or need guidance on moving forward with electrifying your home!
- Guides you on many questions to ask you contractor, from vetting to design to pricing and maintenance.

## [What to Ask a Contractor](#)

**Special thanks to April Price, Sara Huskey, Alexandra Brouke, and Mikela Topey for developing this document!**





# Learning Units and Upcoming 3C-REN Events

- Coming to Your Inbox Soon!
  - Forum Slides, Survey, Recording, and What to Ask A Contractor Checklist
- Upcoming Offerings and Courses:
  - HES [Single Family](#) and [Multifamily Programs](#)
  - [Energy Code Coach](#)
  - [Trainings and Events](#)
  - [On-Demand Trainings](#)
  - [Resources](#)
  - [Newsletter](#)





**Get Involved!**

Visit [3C-REN.org](https://3C-REN.org)

For questions:  
[info@3C-REN.org](mailto:info@3C-REN.org)



TRI-COUNTY REGIONAL ENERGY NETWORK  
SAN LUIS OBISPO • SANTA BARBARA • VENTURA

# Thank You!





# Audience Q&A