



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

For Immediate Release

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**3C-REN to Bring the Building Decarbonization Coalition's
"The Switch is On" Program to Tri-County Area**

Campaign supports widespread home electrification in California including incentives, live advisors, vetted contractors, ambassadors and more

San Luis Obispo, Santa Barbara and Ventura, Calif. – January 6, 2022 – 3C-REN (The Tri-County Regional Energy Network), a partnership between the Counties of San Luis Obispo, Santa Barbara and Ventura that delivers energy-saving programs and building industry trainings, has partnered with the Building Decarbonization Coalition for the ["Switch is On"](#) campaign to help tri-county residents interested in the switch from gas-powered to all-electric appliances. An all-electric home reduces health risks, contributes to a more resilient energy system, supports the state's decarbonization goals, and in many cases can save money for homeowners. This campaign is the first of its kind in California.

The "Switch is On" offers residents the opportunity to speak one-on-one with home electrification advisors, find local vetted contractors, get information on incentives and rebates, and find additional resources about home electrification.

"The state is pushing a lot of funding towards electrification to meet climate goals and improve public health," said Marisa Hanson-Lopez of 3C-REN. "As a result, prices for technologies like heat pumps will be significantly lower and we want local residents to be prepared to take advantage of the savings opportunity; when your gas water heater goes out, you can replace it with a highly efficient heat pump!"

The campaign provides education about the value of swapping out gas-powered water heaters, dryers, cooktops, and furnaces for electric alternatives, and provides information on a variety of incentives to support the switch, including those offered by 3C-REN. The campaign also educates homeowners about clean energy initiatives such as energy efficiency and weatherization, and related technologies like home solar and battery storage.

In the coming months 3C-REN will communicate campaign details to the region and help local contractors enroll so tri-county residents can take advantage of incentives. The "Switch Is On"

campaign can be found at www.switchison.org. All tri-county residents — including homeowners, renters, and contractors — are encouraged to go to the website to learn more.

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About 3C-REN

3C-REN (The Tri-County Regional Energy Network) is a partnership between the Counties of San Luis Obispo, Santa Barbara and Ventura. 3C-REN takes a holistic approach to improve energy efficiency and develop workforce in the tri-county region. These efforts reduce energy use, strengthen local job markets and support climate goals. For more information, visit www.3c-ren.org

About The Building Decarbonization Coalition

Launched in 2018, the Building Decarbonization Coalition (BDC) forges public-private partnerships among government authorities, utilities, manufacturers, builders and other vital sector stakeholders. These diverse and dynamic partnerships drive the development of clean energy powered, zero-emission homes, commercial buildings and communities. The Switch is On campaign is supported by TECH Clean California, a statewide initiative under the auspices of the California Public Utilities Commission (CPUC).