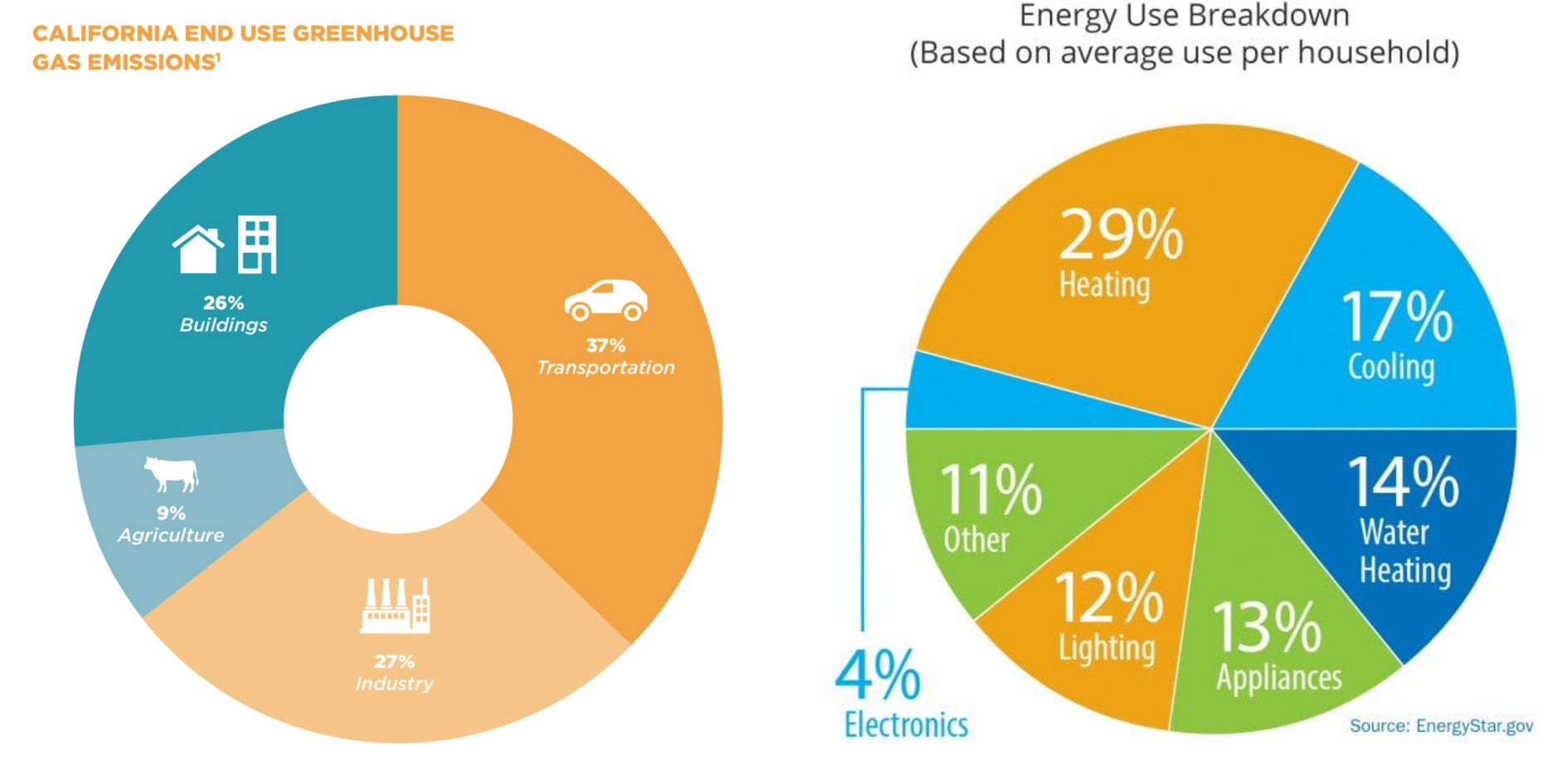
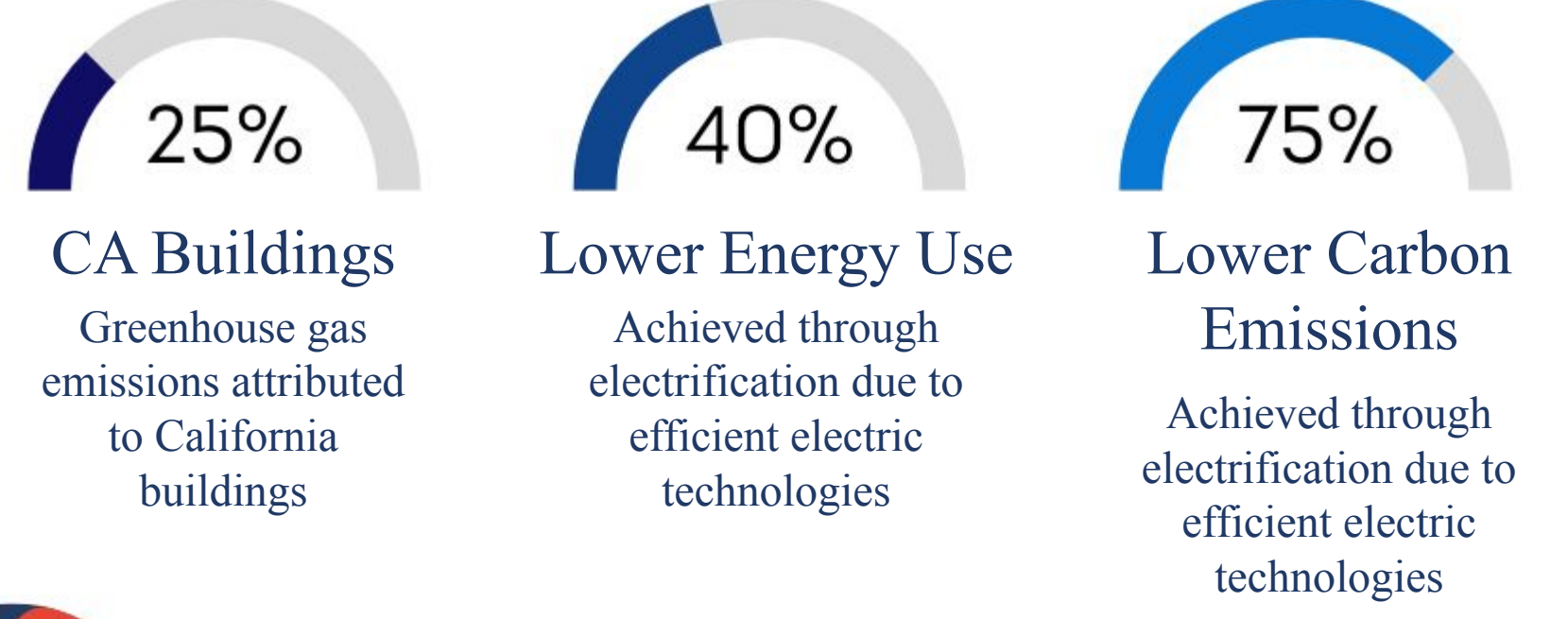


Watts Up with Residential Electrification?

Purpose



Electrify My Home, an innovative HVAC contractor has built a business around replacing dirty gas appliances with clean electric heat pumps. They've come to us seeking tools and guidance for ways to simplify a customer's electrification journey.



Methodology

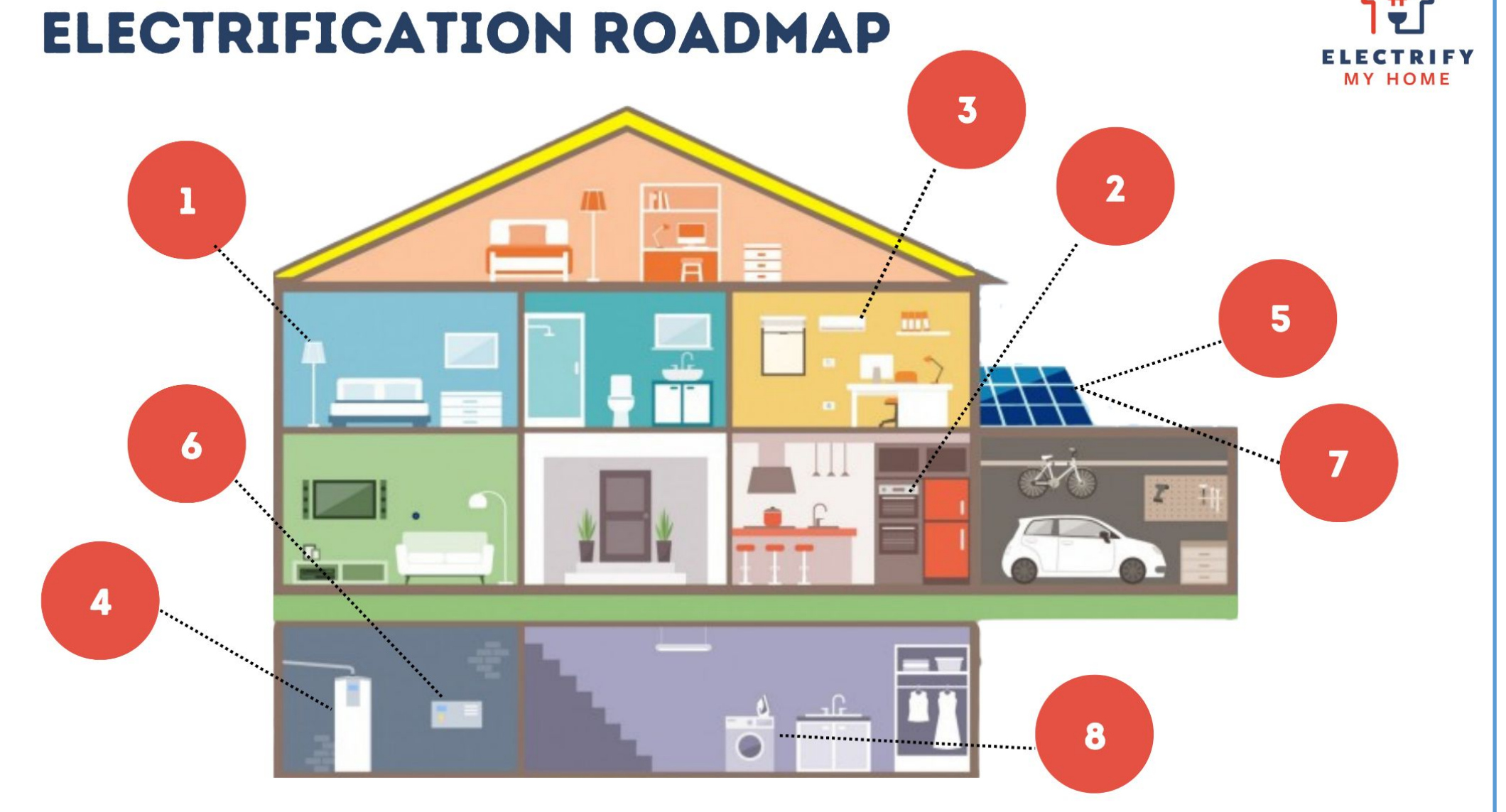
Surveys were used to understand what prior knowledge an average homeowner may have on residential electrification to identify knowledge gaps and what communication styles would be most effective. Google Forms was used to send questionnaires, and was limited to homeowners in Northern California.

Conducting research in the electrification process, best sales approaches, and psychology of potential customer bases gave a basic framework for the team to base the deliverables on.

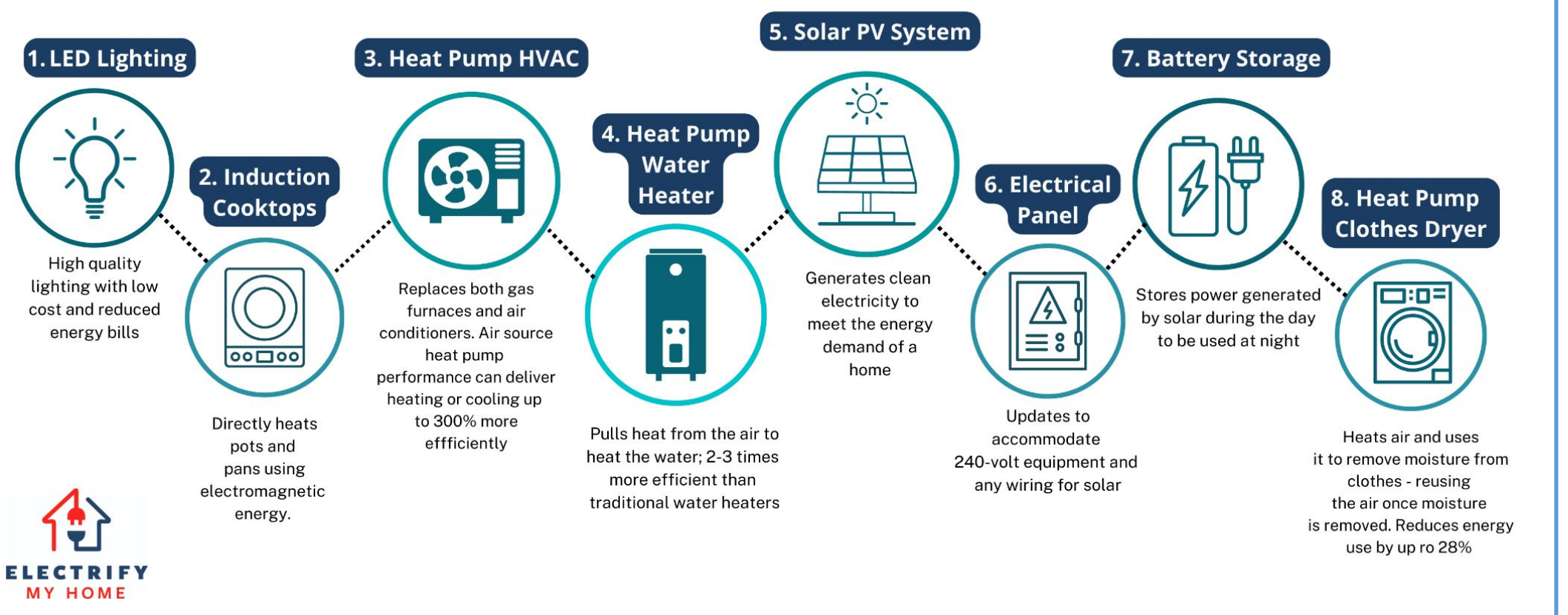
Deliverables: Roadmap visualizing home electrification with an accompanying manual addressing the knowledge gaps customers may have

Reference Material

Results

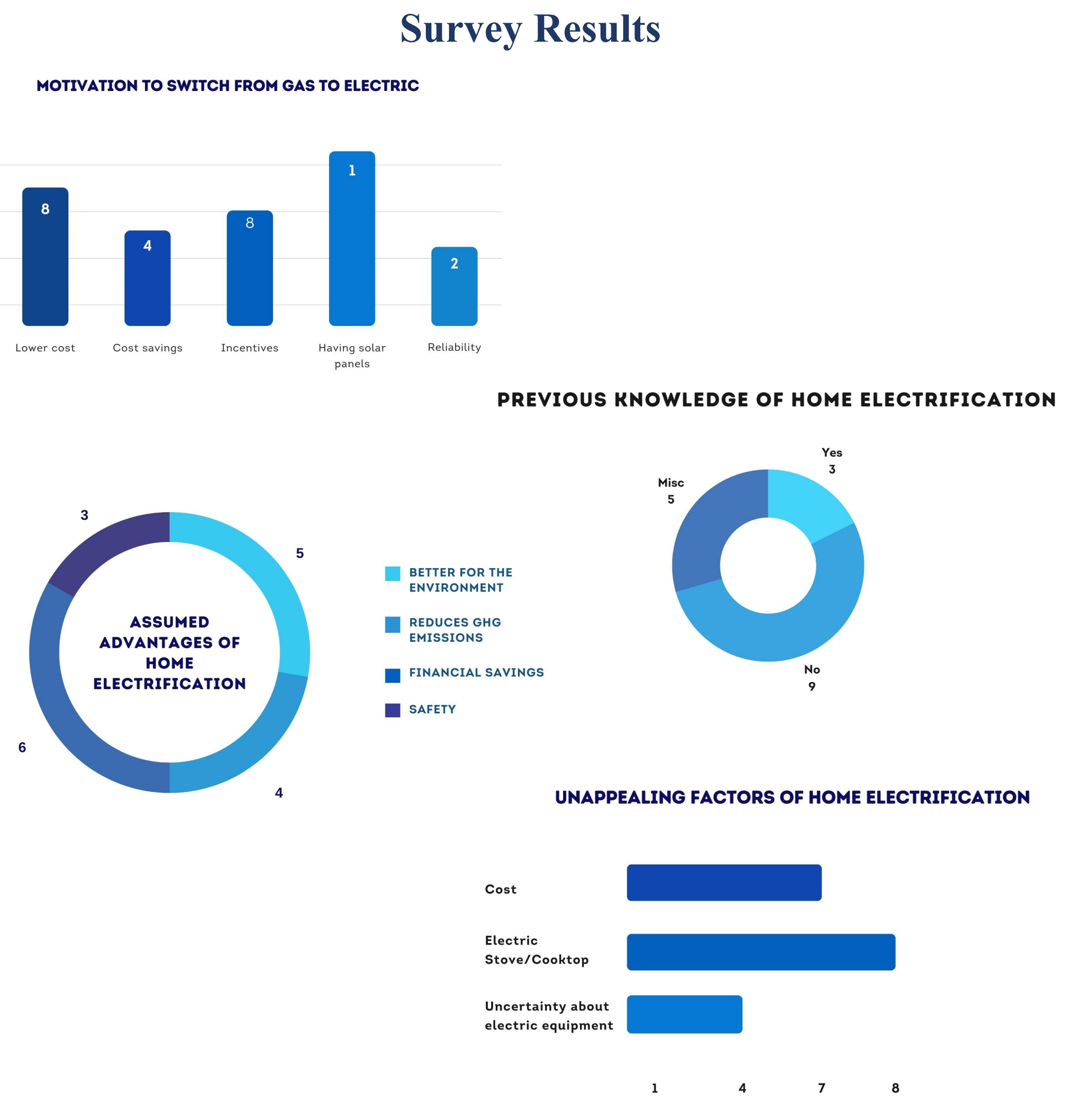


HOME ELECTRIFICATION COMPONENTS



Available Technologies

Results



Customer Archetypes

Analyzed different types of customers, what their motivations for electrifying may be, and key selling points

HOMEOWNER FACT SHEET

Incentive Program	Eligible Upgrades	Administrator
Energy Efficiency Upgrades Rebates	Heat pump water heater, induction cooktop, service panel upgrades, solar + storage	Community Choice Aggregators (CCAs)
Residential Energy Efficiency Rebates	High efficiency heat pump water heater	Pacific Gas & Electric
SMUD Energy Efficiency	Heat pump water heater, ductless mini-split, HVAC replacement	SMUD
Home+ BayREN	Heat pump water heater, induction cooktop, heat pumps, heat pump dryer	Bay Area Regional Energy Network (BayREN)

Conclusion

Future Work

Web-based application where customers can input their gas appliances and receive recommendations and cost estimates for electric alternatives

Expanding manual to include holistic methods to promote energy efficiency such as HVAC sealing, switching out light bulbs, and smart control devices.

Addressing Equity

Opportunities	Challenges
Multiple Languages	Cost Effectiveness
Survey Diverse Demographics	Different Levels of Awareness
Easy to Understand	No Bandwidth to Tackle Electrification

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