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## **Social Network and Trust Building Assessments and Pilots**

At the EPIC CEC Electrification Summit, Commissioner McAllister opened the proceedings, noting that it is the weak ties of social relationships and networks that influence how people make decisions, and that they are lacking in the EE sector. Substantial trust from the market, businesses, and residents of CA is needed to move forward and achieve our aggressive goals, especially in this "mid-transition". Social trust and the lack of durable civic infrastructure are major barriers to achieving our goals and to the uptake of the technologies we create. EPIC focuses on efforts that "lead to technological advancement and breakthroughs to overcome barriers that prevent the achievement of the state's statutory energy goals." While not a technological issue, better understanding and addressing approaches to building social trust and buy-in is a critical way to break through barriers. EPIC should devote one or more new funding projects to an overarching study and pilots to transform our education, communications, and civic infrastructure to build trust and interest in electrification and EE adoption. Focusing on technologies alone is not enough. What's more, this work should not be paired with any particular technology but be agnostic to the tech and focused on the outcomes of trust and buy-in to drive electrification and deeper energy efficiency.