



My community.
My choice.

Lessons Learned from LIFT

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About MCE

**4 Bay Area
Counties**

**~540,000
Accounts**

**1 million +
Customers**



Low-Income Families & Tenants (LIFT)

- Launched October 2017 as an ESA pilot
- Re-authorized through 2023
- Offers:
 - Electrification – HVAC and water heating
 - Energy efficiency
 - Health, safety and comfort upgrades

Lessons Learned

- Electrification is popular for many reasons
- Robust behind-the-scenes program coordination
- Outreach in partnership with local gov'ts
- When/how to engage owners, tenants
- Contractor availability challenges

Thank You

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