

**DOCKETED**

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# Heat Pump Programs and Implementation

## San Joaquin Valley Disadvantaged Communities Pilot Projects

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APRIL 5, 2022

ABIGAIL SOLIS

SELF HELP ENTERPRISES



# Self-Help Enterprises

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Established in 1965, SHE is a nationally recognized community development and affordable housing organization.

Our mission is to work together with low-income families to build and sustain healthy homes and communities.

Our team has provided technical assistance and project management for infrastructure improvement projects in more than 200 small, disadvantaged communities.



# San Joaquin Valley DAC Pilot Projects

CPUC Decision authorized San Joaquin Valley DAC Pilot Proceeding to provide free electrification measures to customers in eleven small, underserved communities in the SJV. Residents do not have access to gas service and rely on propane or wood burning for heating purposes.



Self-Help Enterprises is the Community Energy Navigator Program Manager (CPM). Community leaders and CBOs are the liaison between the SJV Pilot PA's and project participants. CENs provide robust community engagement, education and support to pilot participants.

# San Joaquin Valley DAC Pilot Projects

## Program participation:

- 950 families have applied
- 250 projects are complete
- All single family homes

## Project offerings:

- Heat pump space heating
- Heat pump water heater
- Electric Dryer
- Induction Stove

No cost to participants





# Collaboration in the SJV DAC Pilot Model

Administrators (installing heat pumps)

- Pacific Gas & Electric
- Southern California Edison
- Richard Health & Associates

Program Administrators, Program Implementors and Community Energy Navigators work together to provide quality customer experience and overcome barriers to participation.

CENS provide necessary community outreach and education, lead program enrollment. CENs are continuously engaged with the community throughout the process. Facilitate community meeting and project updates.





# Lessons Learned

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Families need help to understand the benefits of new technology, they are often hesitant to go “electric” and want assurance that their energy costs will not increase

Plan for “electrification hesitancy”. Program interest and participation increases as appliance installations occur in communities.

Building and maintaining trust is essential to the success of new programs. CBOs can assist with this.

User friendly education material is needed

Increase the chances of adoption providing the opportunity to test the new appliances

Programs should include an equitable landlord-tenant agreement for participation





# Additional Considerations

Heat pumps are an important part of building decarbonization. Building decarb should include building electrification, energy efficiency, and renewable energy

Leverage additional programs to achieve building decarbonization goals

Many homes will have additional remediation needs

Electric panel upgrades are often needed

New heat pump water heaters do not “fit” in some mobile home/older home

HCD permits for mobile homes can cause delays

Plan for hard-to-reach customers

Often low-income program implementation is focused on quantity over quality

- PI flexibility would improve customer satisfaction and increase participation
- Evenings and weekend work is needed for success
- Increase customer engagement
- Focus on providing quality appliances, installations and customer service



# Recommendations

Low-income communities should be prioritized in the clean energy transition

Low-income families have the greatest need and can not afford to pay for upgrades.

CA should prioritize existing single family and multi-family homes in disadvantaged communities, especially homes that use wood-burning and propane gas

The clean energy transition requires a new approach to education and community engagement, SJV Pilot should be looked at as a possible model to replicate.

Funding CBOs for community engagement and education is critical and should be a required in future programs.

Aligning agency regulatory objectives, funding sources and developing a clear plan centered in community needs and preference will help us reach our clean energy goals.



# Thank you

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