

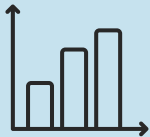
TECH Clean California

December 13, 2022

Evan Kamei



The 3 Pillars of TECH Clean California



Spur the clean heating market through statewide strategies



Create scalable models through regional pilots



Inform long-term building decarbonization framework

TECH Team:



RECURVE



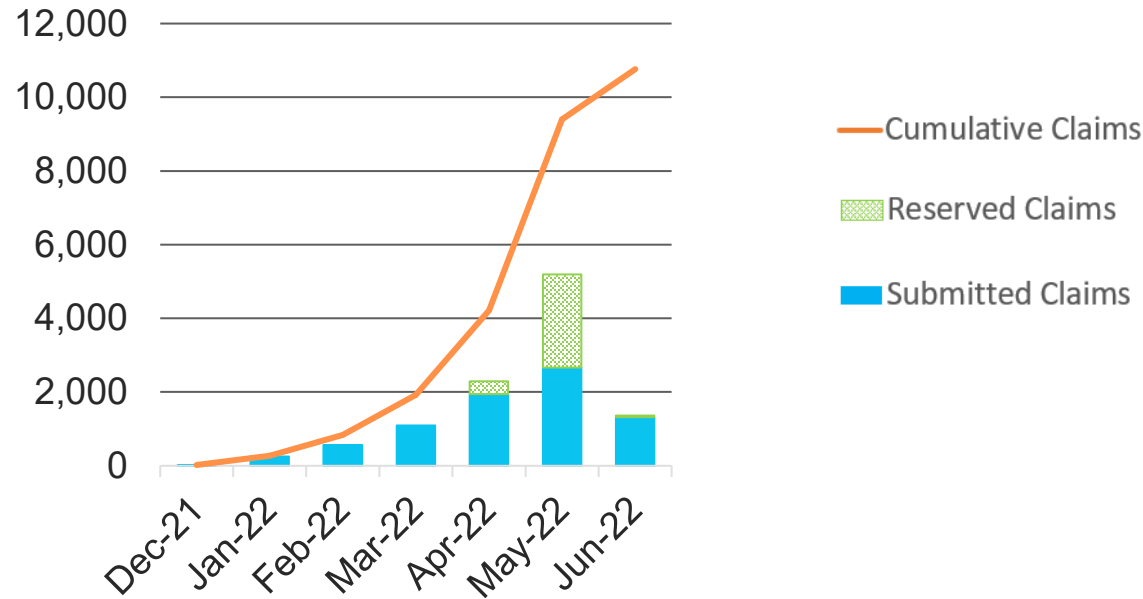
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TECH Single-Family Incentives

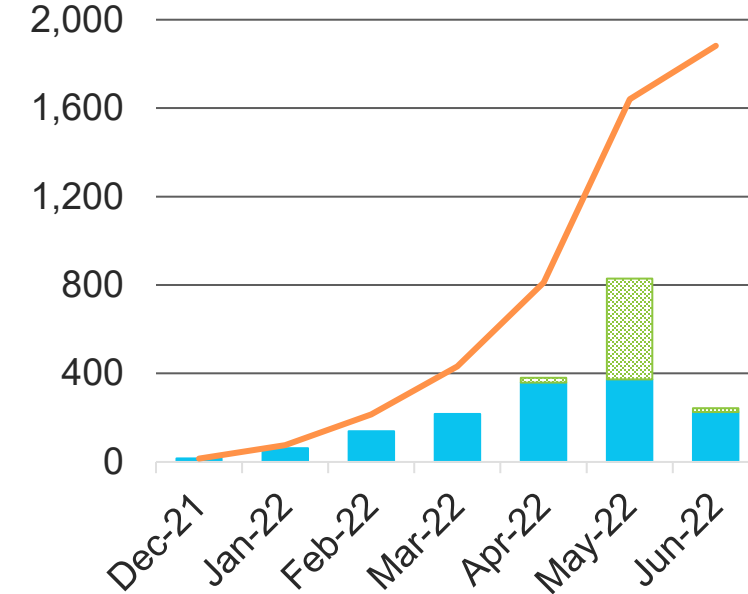
Results as of 6/21/2022

Even at May install rate, need 6x increase to hit California's 2030 target of 6 million heat pumps!

Heat Pump HVAC Project Reservations



Heat Pump Water Heater Project Reservations



Reaching Equity

Our current focus is on key barriers to market transformation:

- Quick Start Grants
- Low-Income Integration Pilot
- Low-Income Multifamily Pilot

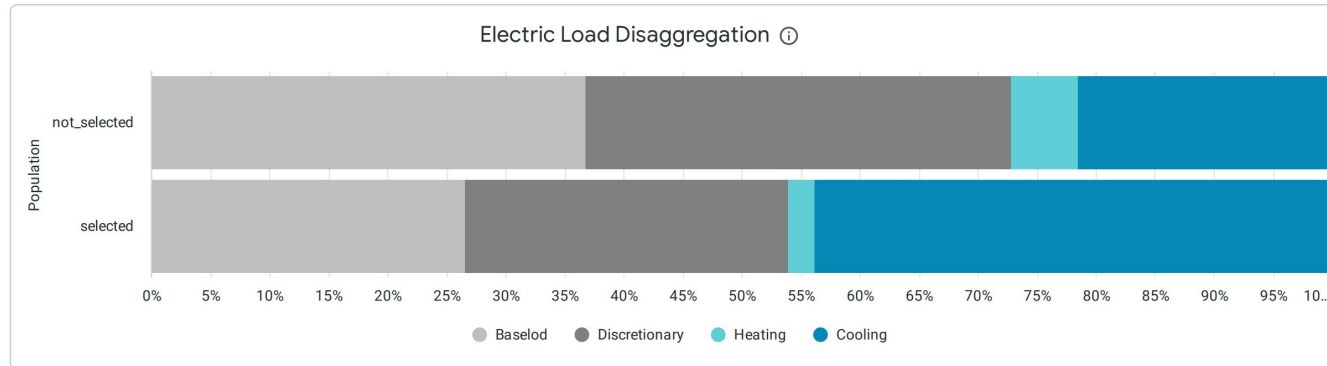
We are using data to inform bill impacts and target customers.



Budget Category	% of Spending Towards Equity Communities
QSG Solicitation 1	75%
QSG Solicitation 2	100%
Low Income Integration Pilot	100%
Low Income Multifamily Pilot	100%
Multifamily Market-Rate Incentives	60%
Single-Family Market-Rate Incentives	7%

Regional Pilot Spotlight: Customer Targeting

Preliminary results for single-family electric meters in SCE territory

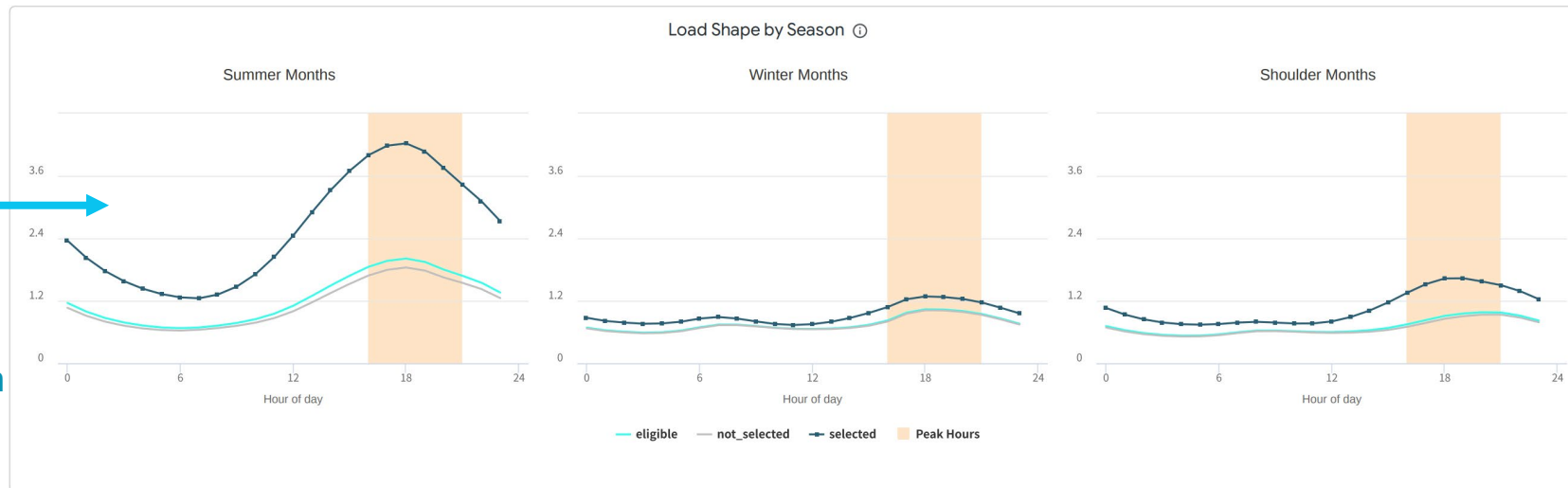


These customers have particularly high cooling burdens (2x average)

These same customers also have ~2x higher peak demand.



Next step is to conduct targeted interventions to identify and convert high propensity candidates into customers



If we are going to install six million heat pumps by 2030...

Start Now and Iterate – We have eight years. There is no time to waste.

Expect Demand – Most clean heating programs have run out of funding quickly. Plan for this.

Keep It Simple – Contractors are busy. Don't let perfect be the enemy of the good.

Catalyze Innovation – Use pilots and program data to inform policies and test scalable deployment models.

Measure Performance – Make efficiency and decarbonization into an investable, clean energy resource.

Align Investments & Milestones – Incentives, milestones and target dates play an important role.

Thank You

For more information or to get involved, contact:

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