

Ambassador Forum

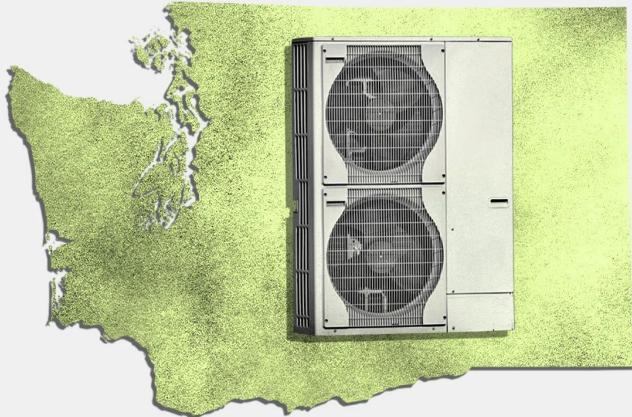
#4

April 2022



THE SWITCH IS ON

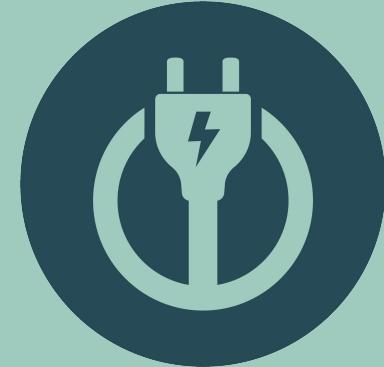
Agenda



Tonight we will cover

- Ice Breaker/Intros
- What's New in SIO/Decarbonization
- **Spotlight on Ambassador Adam Klaus's journey to connect with SIO Next Door**
- Break Out Session
- Upcoming Opportunities
- Feedback Examples
- Gratuities and Closing

Icebreaker & Intros



Your name

Your
Town/City/Village

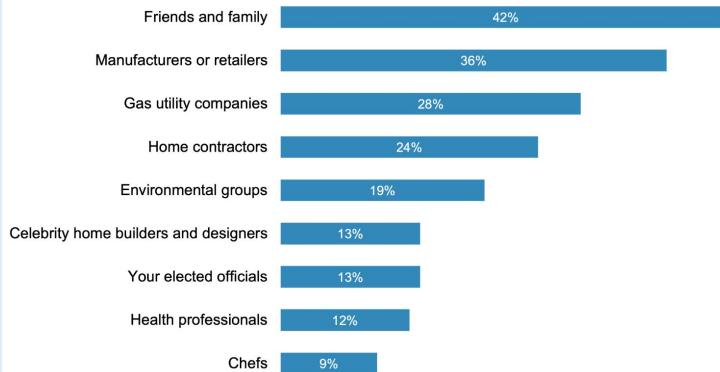
Your favorite thing you
learned, shared, or
engaged with on Earth
Day

What's New in Decarbonization

Washington just became the first state in the country to mandate that newly constructed buildings be outfitted with all-electric space heating and hot water systems.

AMERICANS TURN
TO FRIENDS AND
FAMILY,
MANUFACTURERS
AND RETAILERS
FOR APPLIANCE
INFORMATION

From which of the following people and groups do you get information about appliances for home heating, water heating, and cooking? Please check all that apply.



Biden administration lines up \$3 billion so low-income families can retrofit their homes

The move will affect nearly a half million households and lower greenhouse gas emissions

Switch is On TECH (Clean CA) Support

TECH Incentives and the statewide
Switch in On campaign launched
December 2021

- 7000+ Heat Pumps Installed
- 600+ contractors enrolled
- 9 Million in incentives distributed

SDG&E Territory Incentives Paused



Month	January-22	February-22	March-22	April-22
\$ Distributed	\$826,500	\$1,870,850	\$3,637,500	\$2,976,750
Application Submitted	300	683	1296	1063

SIO Ambassador Program(s)

Neighborhood Ambassadors

- 126 Interest Forms
- Eureka to San Diego

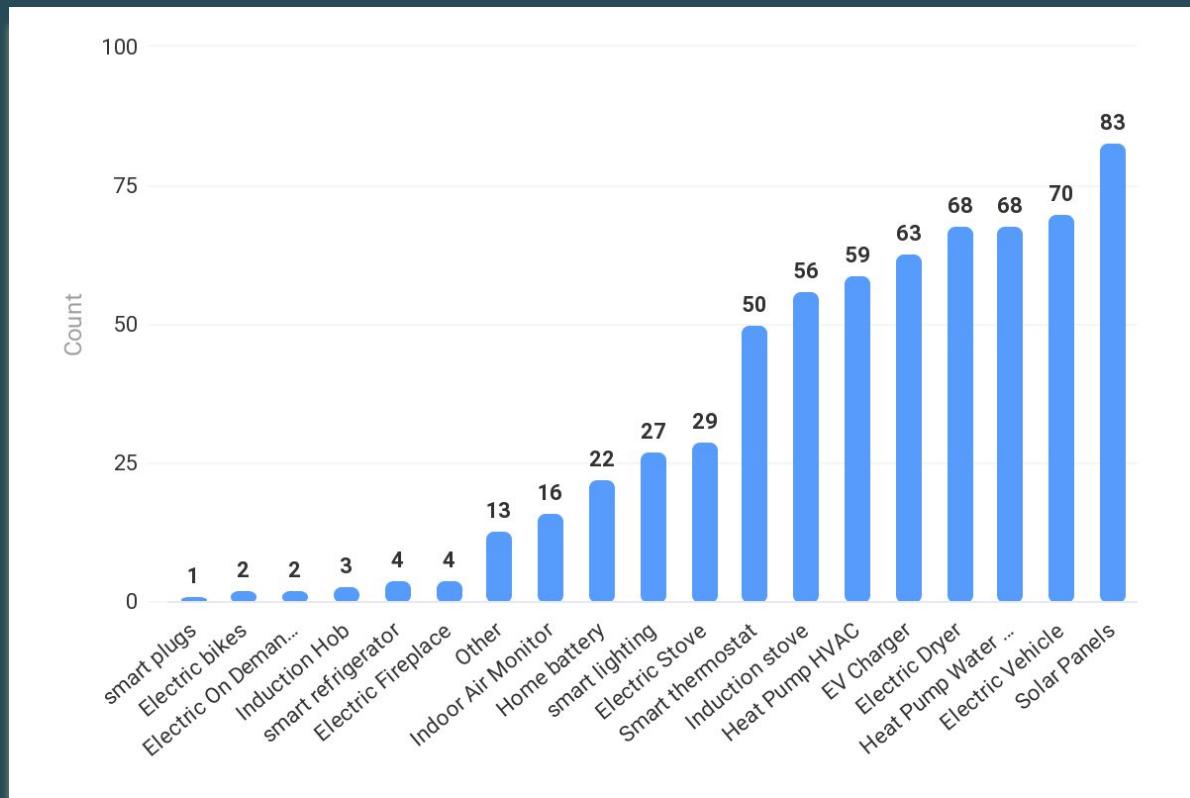
Organization/CBO

Ambassadors

- Piloting with Climate Reality groups, cities, and The Energy Foundation
- CBOs graduating RMI cohort to join in summer

Contractor Ambassadors

- Upcoming SIO Spotlight feature
- Use TECH Install data to recruit



In their homes....

SIO Ambassadors in Action

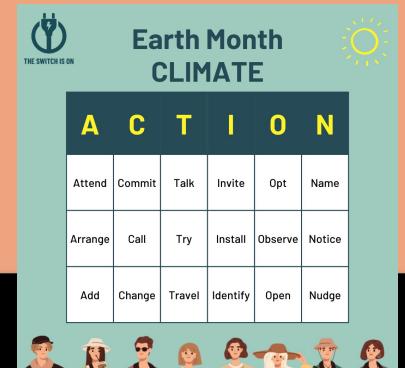
Telling your stories, speaking to your communities, and providing first hand feedback



What's a Good Ancestor, and How Can I Be One?

Geoff and Bev Ainscow

→ READ MORE



switchisonca

switchisonca If electrifying a 100-year-old California home sounds too challenging, think again!

Learn about Avideh Haghighi and her efforts to switch out her gas stove and other appliances, in a project she calls ZEROHOUZ.

Read about her experience and how you can start your own home #electrification process: <https://bit.ly/375UhOr> @zero.houz

Edited · 2w

zero houz Thank you for featuring me!

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2:31

Search

THE SWITCH IS

Home Electrification

69 members

Invite

Adam Klaus San Francisco, CA · 3w

Helpful new heat pump guide from Wirecutter! <https://www.nytimes.com/wirecutter/guides/heat-pump-buying-guide/>

A Heat Pump Might Be Right for Your Ho... nytimes.com

7 Neighbors

Like

Cooper Marcus San Francisco, CA · 1w

A terrific new group has appeared - check out <https://www.facebook.com/GasLeaksAction> and <https://twitter.com/GasLeaksAction>

GAS LEAKS

Gas Leaks Action facebook.com

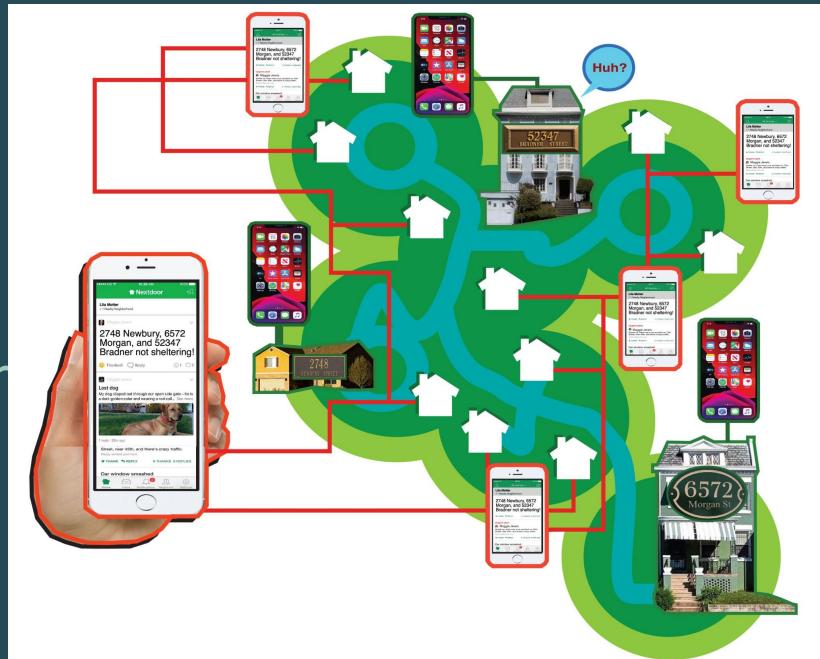
1 Neighbor

Like

SIO Spotlight:

“Connecting with your community thru
Next Door”

With ambassador, **Adam Klaus**



Breakout Rooms

(15-20 minutes)

Problems you're encountering in spreading the message of home electrification

Something that is inspiring to you in your electrification journey

A decarb/electrification success that you have enjoyed this past month

Upcoming Opportunities



USGBC-LA Conference

May 20 - Industry Day
May 21 - Public Day

5 ambassadors
Two BDC reps

All bringing the
lightning!



East Bay Green Home Tour

Saturday and Sunday
May 14-15 online
free event

Multiple ambassadors
showing off the goods
and the "how to's"



Outreach

To your communities,
local, state and federal
governments and
across your networks
Statewide!

Continuous Improvement

Feedback Examples

Hi Erich,

I thought it went well. I had a hob and a saucepan on display with a yellow spoon holder and a couple of wooden stirring spoons. This caught attention. I also had a color-coordinated pot with flowers. I used a white cloth tablecloth on the table. This covered where I needed to tape the banner because it was too "tall" for the table height. We used a little rope to anchor the bottom of the banner to the table. (The wind made this essential.) I taped the flyer front and flyer back to heavy reusable metal water bottles inside plastic sleeves so something was standing up on the table. I wore an "Electrify Everything" sweatshirt, and I also had a "Heat Pumps are Sexy" T-shirt over one of the chair backs. Because there wasn't reliable WiFi, I printed out some pages from the website to show visitors. In it I had, among other things, a sampling of the rebate pages from nearby cities. I think this was a good "hook" for visitors. (I've attached a photo of the setup.)

The conversations were highly variable depending on the background and needs of the visitor. Renters felt the info didn't apply to them, so the portable hob was helpful. I could demonstrate how cheaply you could try out induction cooking. (I also mentioned the lending library for hobs for customers in certain service areas when it made sense in a conversation.) Having some broad general knowledge was helpful. It felt great to be out talking about this.

Thank you for your efforts and
commitment to the Switch!