



*Education & Awareness:*

- Develop and implement public workshops on building electrification
- Host induction stove demonstrations for the public (FY 22)
- Evaluate hosting an electrification expo in Alameda (FY 22)
- Build webpages specifically for electrification education and rebate programs
- Develop a variety of printed handouts on electrification for outlets like the City permitting department and other local spots
- Conduct marketing campaigns
- Conduct targeted outreach to commercial customers

*Proposed Incentives for Existing Residential Buildings:*

- Introduce new rebates for smart thermostats, portable induction burners, induction stoves, and panel upgrades
- Introduce new rebates for heat pump dryers and space heating (FY 22)
- Build and launch AMP-branded marketplace
- Launch home efficiency assessment and advisor program (FY 22)
- Evaluate expansion of existing direct install Energy Assistance Program (EAP) Plus (FY 22)

*Proposed Incentives for Existing Commercial Buildings*

- Launch suite of commercial kitchen equipment rebates
- Introduce new rebates for smart thermostats, larger capacity heat pump water heaters, and panel upgrades
- Introduce new rebates for heat pump space heating/cooling (FY 22)
- Evaluate whole-building and common-area system incentives for multifamily buildings (FY 22)

FINANCIAL IMPACT

Customer programs planned for implementation in FY 21 are included in the FY 21 budget that was approved by the Board at its June 2020 meeting. Other proposed programs that require contracts will be brought to the Board for approval. Funding is provided by the short-term sale of renewable energy credits from 2012-2019.

LINK TO STRATEGIC PLAN AND METRICS

- Sustainability: Strategy 1, Promote building electrification
- Customer Experience: Strategy 3, Maximize opportunities to meet customer needs and improve engagement

EXHIBIT

A. PowerPoint presentation