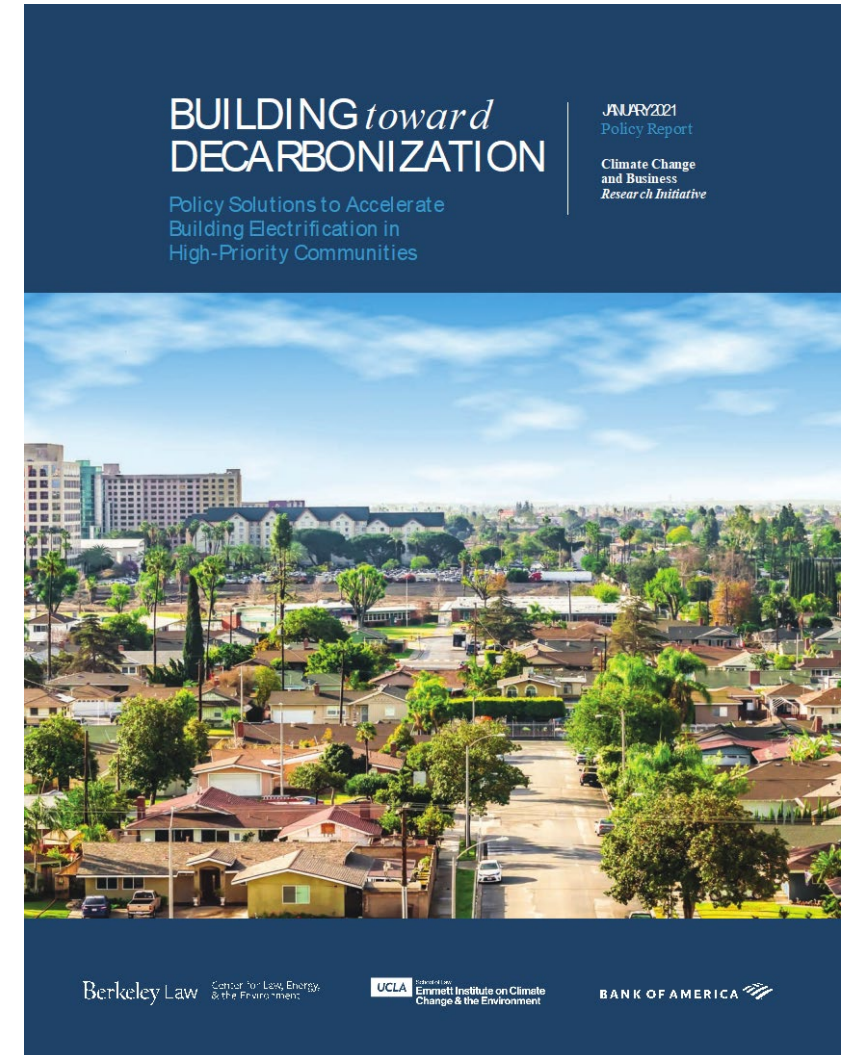


Decarbonizing the Built Environment: Addressing Customer Behavior

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Scale of the Need

- 14 million existing California homes/units
- CEC “moderate electrification scenario”: \$26 billion in costs through 2030
- Building Decarb Coalition: \$150 billion for space & water conditioning electrification through 2050
- Example: GoGreen Financing: six years, over 3,000 loans = \$55 million in residential retrofit projects
- *Incentive-based approach not working*



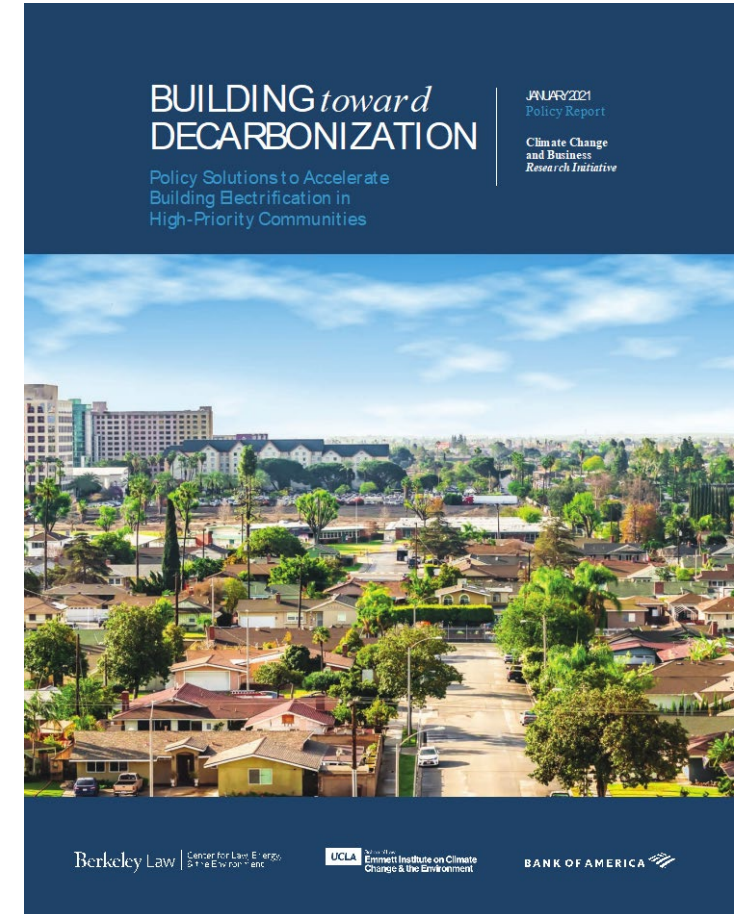
Consumer Resistance – Barriers

- Lack of capital, time & knowledge
- Contractors unaware
- Emergency repair situations
- Political resistance to phase-out of gas service
- Complicated incentive programs



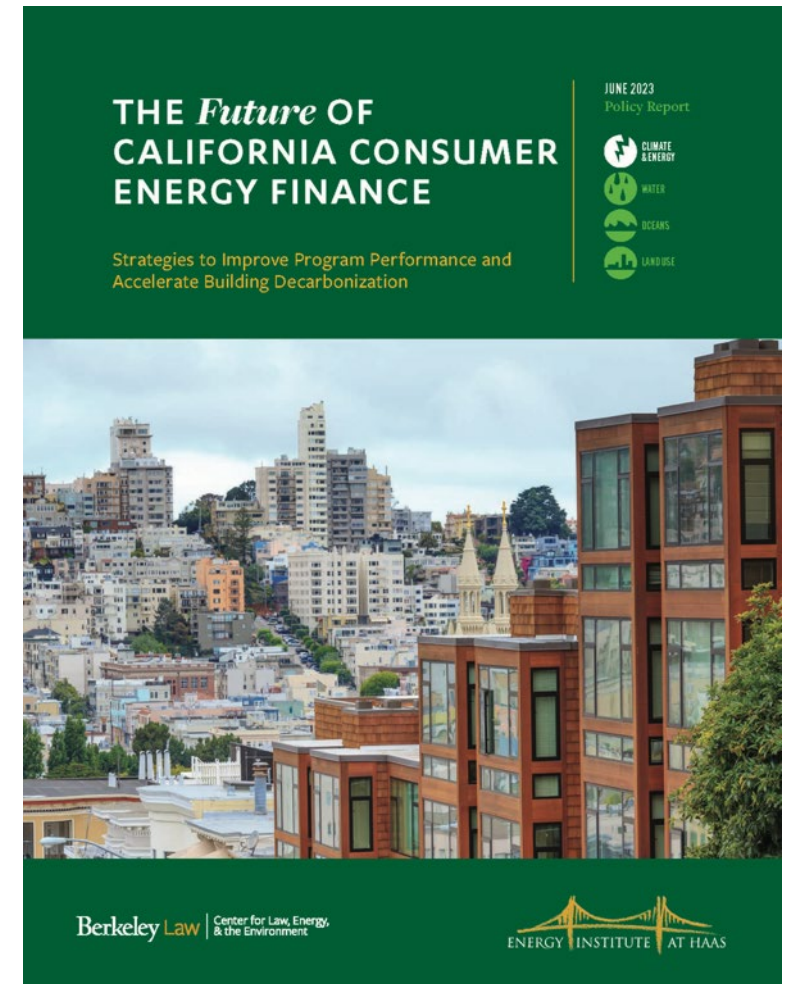
Decarbonizing the Built Environment – Solutions

- ID areas with greatest health & energy needs
- Community-based organizations: outreach, technical assistance & demonstrations
- Public messaging: i.e. indoor air quality
- Educate & train contractors



Decarbonizing the Built Environment – Solutions

- One-stop shop for incentives
- Public/private partnerships to expand capital
- Microloan marketplace for appliances
- Utilize data-sharing to ID equipment replacement needs in advance
- Mandate energy audits and retrofits at point of sale/lease



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