

Workshop 5 : How Can We Collaborate to Increase Consumer Knowledge and Demand for Electrifying Their Homes and Cars?

Speaker: Friday Apaliski, Director of Communications for the Building Decarbonization Coalition, which operates the program called The Switch Is On.

Brenna Shafizadez asked attendees:

What are the ways your organization communicates to the public?

- Hosting workshops, using social media, hosting webinars, tabling events, sharing newsletters, and websites.

What challenges does your organization have with public communication?

- Challenges include asking how to reach residents and small businesses in the community about the opportunities/programs available to them to enroll in. Establishing a level of trust with sharing information. Challenges in meeting people where they are at. Educating consumers.

The Switch is On Described by Friday:

- How we communicate at the Switch Is On
 - Provide education materials
 - Inspiration (story-telling) by having people speaking with their community
 - Action/“doing the switch”
 1. Using finder tools on the Switch is On website to search for incentives you qualify for in your area, contractors that are installing electrification in your area, all searchable by zip code. Soon to come there will be a product finder and an all electric home finder that will find electrified homes for sale/rent
- How do we talk to the community about electrification?
 - Everyone’s entry point to electrification is different, we have to hold space for all of those entry points.
 - Meet them where they are
 - Putting electrification at the forefront of our messaging over typical climate change/crisis branding. Examples: electrification improves daily tasks, making them more efficient. Another example: people care about their loved ones health, use gas stoves correlated with asthma, switch to electric improved health measures.
- How to reach disadvantaged communities
 - Peer to peer education/communication, using CBOs
- How do we help people navigate the complex system of electrifying your home?
 - Getting your home electrified is very paper heavy, challenging to navigate.
 - Pair folks who want to share information/education with those who need help.
- How do we work with contractors?
 - Provide opportunities for training to become qualified in home electrification contracting.

- Another piece is educating the consumer about heat pumps/home electrification/rebates/incentives to improve the interaction between consumers and contractors.

What idea did we discuss? Would you like to see further work through to help our county?

- County, state, or nationwide campaigns to educate the public of electrification and programs.
- There is a role for community advocates to encourage local governments to educate and market home electrification.
- Presenting electrification devices in person events, places where families can familiarize themselves with devices and concepts of how they work.
- How do we scale contractor and consumer education and collaborate across municipalities in coordinated messaging and access to tools.
- Can we promote and get cities and the County to embrace ideas like the Energy Navigator concept proposed by Sustainability Commission Chair Luz Gomez, to help folks navigate how to electrify.