



THE SWITCH IS ON

Residential Building Electrification

One-Stop Shop Education and Outreach Campaign

Why is consumer education and outreach needed?



The Home Electrification Journey Is Long

Ongoing engagement is needed to build trust and nurture consumers through their home electrification journey by providing them with the right info at the right time, based on what stage they're at in the this cycle:



Create and Share Layered, Consistent Messaging

PARTNERSHIPS

Government Partners

- Pierce County & Tacoma
- Thurston County & Olympia
- King County & Seattle

Community Partners

- Climate Solutions
- Shift Zero
- Network of 60+ non-profits and CBOs

Industry Champions

- Energy providers
- Chefs
- Manufacturers
- Retailers
- Contractors
- Realtors

DIGITAL INFRASTRUCTURE

Website

- Information and resources on products, incentives, and contractors

Incentive Finder

- Local, state, federal, and utility incentives

Contractor Directory

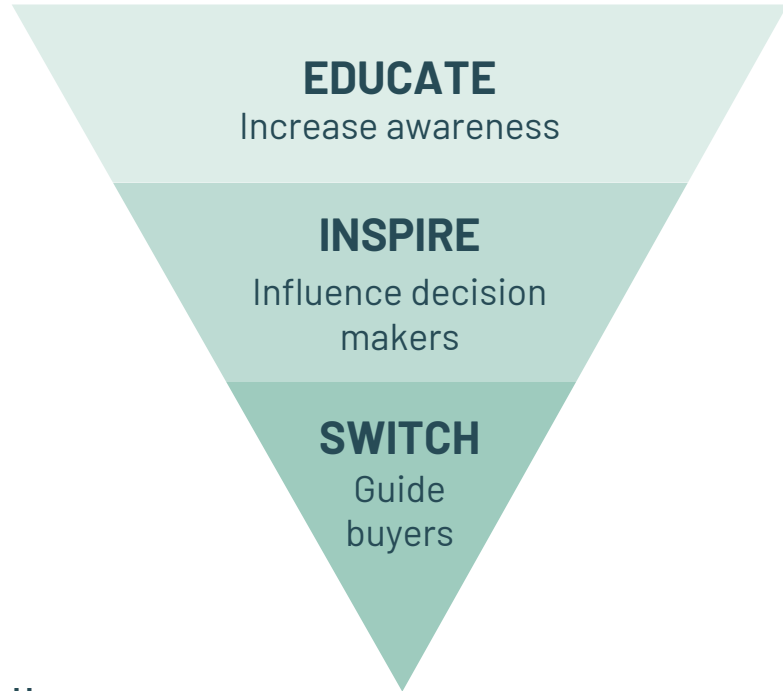
- Pre-qualified and vetted
- Pro-electrification

PAID MEDIA

- Targeted by geographics, demographic, interest, behavior, and context
- Past results show up to 26% statistical significant lift across awareness, favorability, and perceptions

Campaign Strategy

Run a statewide campaign along with a network of local campaigns



- Reach beyond early adopters
- Empower localized campaigns that are carried out by trusted voices
- Increase awareness, favorability, and action among consumers
- Provide a centralized place for consumers to access trusted info and resources



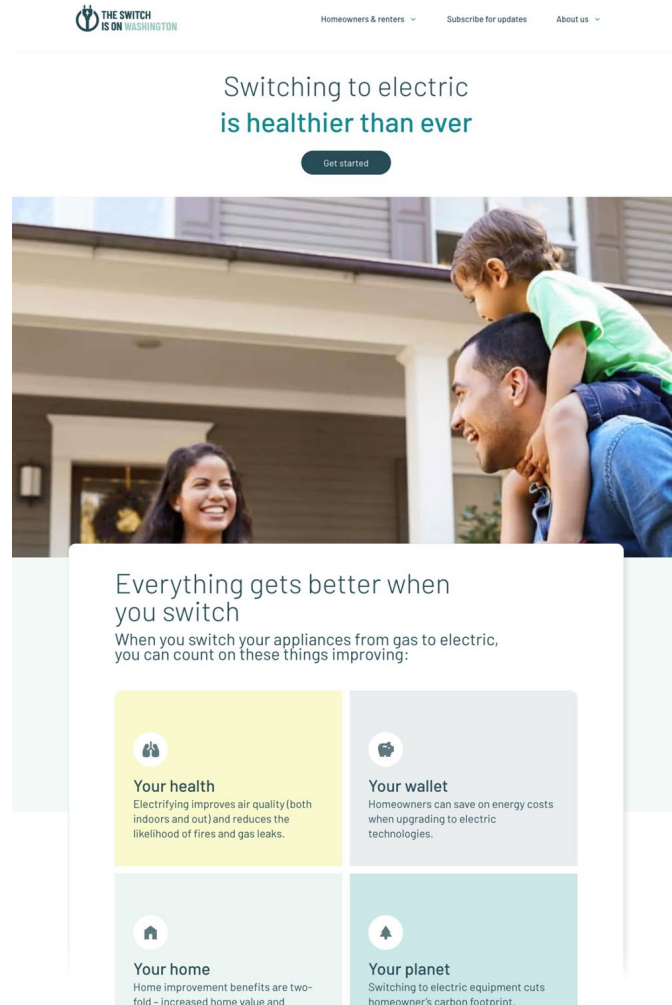
EDUCATE
INSPIRE
SWITCH

The Switch Is On Website

wa.switchison.org

It's the place to go for info on:

- Benefits of switching to electric
- Electrification solutions
- Product guides
- Health benefits
- How to get started
- Incentive options and providers
- Incentive update notifications
- Working with a contractor
- Finding a contractor
- Electrification options for renters



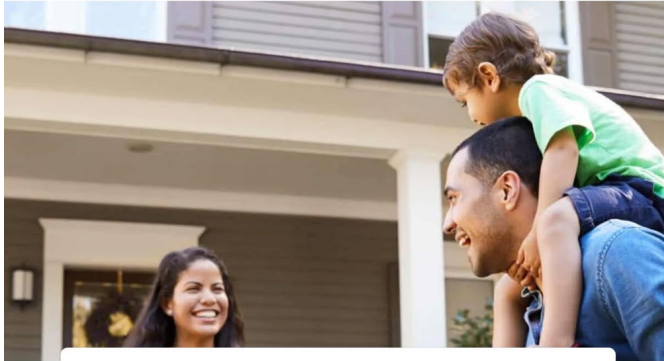
The screenshot shows the homepage of the website. At the top left is the logo 'THE SWITCH IS ON WASHINGTON'. To the right are navigation links: 'Homeowners & renters', 'Subscribe for updates', and 'About us'. The main headline reads 'Switching to electric is healthier than ever' with a 'Get started' button below it. A large photograph of a family (a man, a woman, and a child) is featured. Below the photo is a text box with the heading 'Everything gets better when you switch' and a sub-heading 'When you switch your appliances from gas to electric, you can count on these things improving:'. This text box contains four benefit cards: 'Your health' (improves air quality), 'Your wallet' (saves on energy costs), 'Your home' (increases value), and 'Your planet' (cuts carbon footprint).

THE SWITCH IS ON WASHINGTON

Homeowners & renters Subscribe for updates About us

Switching to electric is healthier than ever

Get started



Everything gets better when you switch

When you switch your appliances from gas to electric, you can count on these things improving:

- Your health**
Electrifying improves air quality (both indoors and out) and reduces the likelihood of fires and gas leaks.
- Your wallet**
Homeowners can save on energy costs when upgrading to electric technologies.
- Your home**
Home improvement benefits are two-fold - increased home value and
- Your planet**
Switching to electric equipment cuts homeowner's carbon footprint.

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Create Trusted Messengers



Campaign Ambassador telling her electrification story on Spanish TV



Campaign Ambassador doing home tour with Congresswoman Porter and Secretary Granholm



Live induction cooking demonstration at National Association of Realtors conference



Rheem product banner at local expo event



Contractor training hosted by Ferguson and sponsored by BDC, AO Smith, and Fujitsu



Chefluencer product and media training for professional chefs

Community Presence

Friends, family, neighbors, and chefs are the most trusted messengers of all



Ambassadors tabling at neighborhood council event.



Celebrity Chef Tu David Phu doing a live induction demonstration for 180 primarily Vietnamese speaking local residents.



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Trusted Info and Resources For Consumers

LOCALIZED CAMPAIGN WEBSITE

Intuitive user experience to help consumers make the switch.
A campaign that feels local, no matter where consumers live.

CONTRACTOR FINDER

Uplift & promote quality
contractors.

INCENTIVE FINDER

Reliable, comprehensive
rebate data.
Open data to foster more
innovative solutions.

Contractor Finder

A directory of quality electrification contractors



- ENERGY AUDITS
- EV CHARGING
- FRESH AIR SYSTEMS
- HEAT PUMP CLOTHES DRYER
- HEAT PUMPS DUCTED (CENTRAL AIR, HVAC)
- HEAT PUMPS DUCTLESS (MINI-SPLITS)
- HEAT PUMP WATER HEATERS
- INDUCTION COOKING
- INSULATION
- SMART HOME CONTROLS
- SOLAR PV
- VARIABLE SPEED POOL PUMPS
- WHOLE HOUSE FANS
- WINDOWS

CERTIFICATIONS

- TECH CLEAN CALIFORNIA VERIFIED
- 94804 94801 94501

REBATES

CATEGORY

PROPERTY TYPE

PROJECT TYPE

LANGUAGES

OFFERS

Total 1 AC & Heating

UPLAND

VIEW CONTRACTOR PROFILE

CLEAN ENERGY CONNECTION VERIFIED
FEBRUARY 16, 2022

REQUEST QUOTE

Heat Pumps Ducted (central air, HVAC)
Heat Pumps Ductless (mini-splits)
Insulation
Whole House Fans

A Plus Heating & Air Conditioning

GARDEN GROVE

VIEW CONTRACTOR PROFILE

CLEAN ENERGY CONNECTION VERIFIED
JANUARY 5, 2022

REQUEST QUOTE

Heat Pumps Ducted (central air, HVAC)
Heat Pumps Ductless (mini-splits)

TECH CLEAN CALIFORNIA

25 Google Reviews
4.1 ★★★★★

White Mechanical Inc Air Sealing

2024 roadmap:

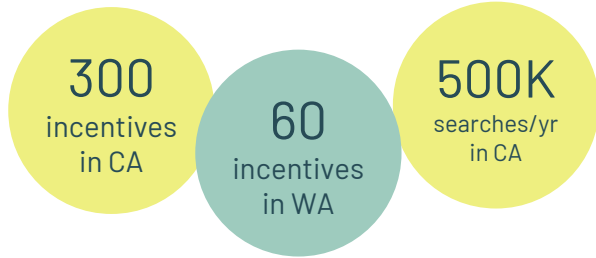
- Launch first version with 30 vetted contractor listings in each county
- Recruit additional contractors through corporate partners like Gensco and Ferguson
- Have contractors submit profile information
- Launch profile version with filterable search

Quality assurance:

- Strict vetting process
- Program badges
- Online reviews
- Customer surveys
- Reward responsiveness
- Reward great customer experience

Incentive Finder

A complete list of local, state, federal, and utility incentives



INCENTIVE LOOKUP FOR CUSTOMERS

98439 ○ Home Function ▼

SEARCH

22 Incentives Available For 98439

Federal Tax Credit

Save Up To \$2,000 - Federal Tax Credit On Heat Pumps, Ducted (Central Air, HVAC), Heat Pumps, Ductless (Mini-Split) Projects

LEARN MORE

REQUIREMENTS

The 25C tax credit is effective for products purchased and installed between January 1, 2023, and December 31, 2032. Eligible for 30% of costs, including labor, up to yearly maximum limit of \$2,000 for heat pumps for an existing home. Not eligible for new construction.

WHO CAN APPLY

Homeowners
 Renters

BUILDING TYPE

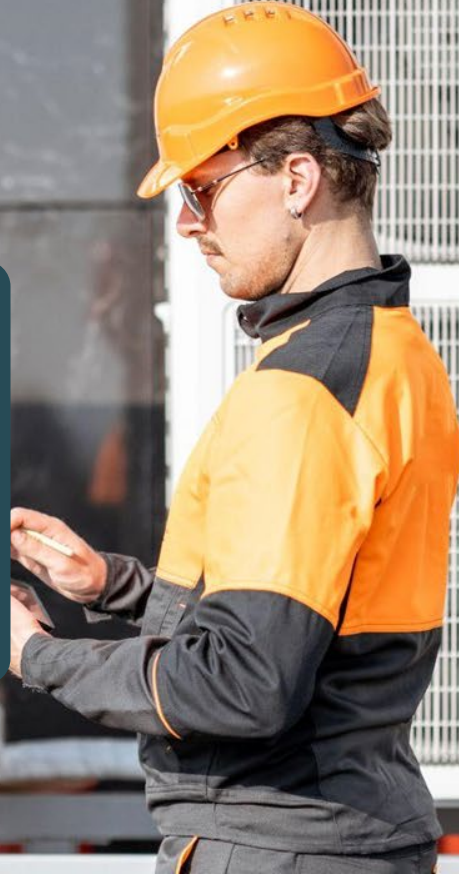
Multi-family
 Single-family

Federal Tax Credit

Save Up To \$1,200 - Federal Tax Credit On Air Sealing, Comprehensive Energy Upgrades, Insulation And Ductwork Projects

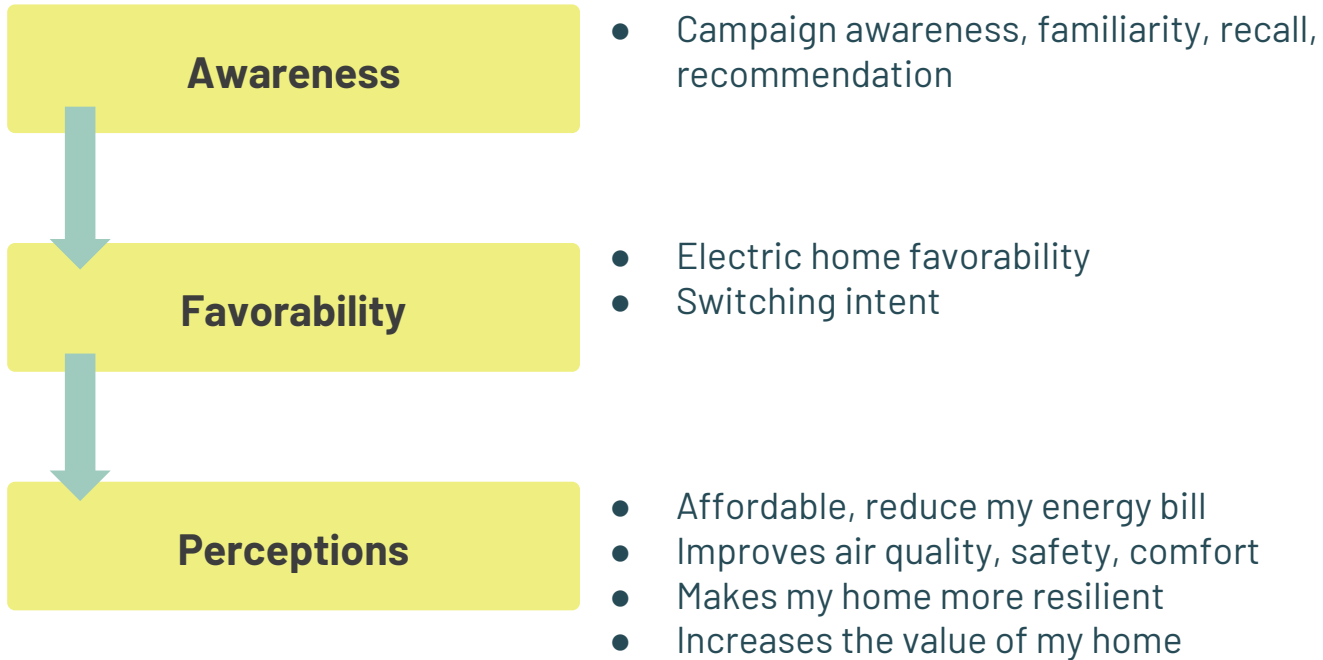
LEARN MORE

MEASURING SUCCESS



How to Know the Campaign is Working

Market transformation requires changing consumer beliefs on a deeper level.





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wa.switchison.org

