



## City Council

### Special Recognition - The Switch Is On Campaign

**Agenda Date:**  
**Agenda Item Number: 2.B**  
**File Number: 24-0239**

---

**Type:** recognition **Version:** 1 **Status:** Filed

---

**Title**

Special Recognition - The Switch Is On Campaign

**Recommended Action**

**Committee Recommendation:**

Not referred to a committee.

**City Manager Recommendation:**

Recognize the Switch Is On Campaign.

**Report**

**Issue:**

Whether to recognize the Switch Is On Campaign.

**Staff Contact:**

Pamela Braff, PhD, Director of Climate Programs, Office of Community Vitality, 360.753.8249

**Presenter(s):**

Pamela Braff PhD, Director of Climate Programs, Office of Community Vitality

**Background and Analysis:**

The Washington Switch Is On (SIO) campaign is a consumer awareness campaign, designed to educate, inspire, and empower residents, community groups, contractors, and other community leaders to advance building decarbonization through energy efficiency and electrification.

The SIO Campaign includes a web-based information hub that connects user locations (via zip code) with applicable incentives and nearby contractors. This web-based hub will be paired with an outreach and educational campaign, to help spread awareness and direct users to the central information hub. The outreach campaign, which launched in March 2024, will include community events, paid and earned media, and the development of additional outreach materials and web-based resources.

The Inflation Reduction Act (IRA) has the potential to kickstart widespread residential decarbonization. However, only a small number of people are aware of electric technologies and their

benefits. Even those who are aware still face barriers to implementation including high upfront costs, lack of specific localized information, and limited technical support to guide them along the way. By growing consumer awareness and providing a centralized information hub, the SIO Campaign will help to ensure that more residents can access the benefits of the IRA and building decarbonization.

**Climate Analysis:**

Building electrification is a key strategy to achieve Olympia’s greenhouse gas emissions reduction goals. The SIO Campaign will support a long-term reduction in greenhouse gas emissions through improved consumer awareness of building electrification tools and resources.

**Equity Analysis:**

The 2022 Inflation Reduction Act (IRA) includes a suite of rebates and incentives to help households implement electrification and efficiency improvements, with a special focus on low- and moderate-income households. Households will be able to take advantage of upfront rebates and tax credits to reduce the costs of electric appliances, such as heat pumps and heat-pump hot water heaters. A key goal of the SIO Campaign is to help increase awareness of these (soon-to-be) available rebates and incentives.

**Financial Impact:**

Several cities and counties in Washington State (including Olympia, Thurston County, Pierce County, King County, and Seattle) have partnered with the Building Decarbonization Coalition to launch the Switch Is On Campaign. Olympia’s contribution to fund the campaign is \$25,000.

**Options:**

1. Recognize The Switch is On Campaign.
2. Do not recognizing The Switch is On Campaign.
3. Take other action.

**Attachments:**

Link to The Switch Is On Website