

Creating Pathways to Achieve California's Climate Goals

Landmark legislation helps supercharge the market for low-emissions space and water heating

A Central Source for Residential Heat Pumps

The goal of TECH Clean California is to accelerate the adoption of clean space and water heating technology across California homes. TECH is a central hub of information on residential heat pump technologies, consumer education, supply chain engagement, and workforce education, training, and development. The initiative supplies incentives to contractors and installers, centralizes application submittals, and tests novel approaches to increase market adoption through regional pilots and Quick Start Grants. A result of California SB 1477, TECH Clean California is funded by California gas corporation ratepayers under the auspices of the California Public Utilities Commission and implemented by Energy Solutions with support from a best-in-class team.



TECH Clean California makes clean heating technologies accessible to more Californians, with a focus on low-income residents, who are disproportionately affected by air pollution and energy costs. 40% of program benefits are targeted toward low-income and disadvantaged communities.

A Powerful Partnership

TECH Clean California and the transition to clean heating will only be successful through partnership with utilities, local governments, supply chain and market partners, and other organizations. Below is a summary of what the initiative includes and how you can get involved.

Transforming the Heat Pump Market: TECH Clean California coordinates residential heat pump efforts across the entire supply chain from manufacturers, distributors, retailers, contractors to consumers to make heat pumps the preferred technology for residential space and water heating. The initiative will:

- Provide comprehensive guidance on product incentives, pilots, workforce development and training opportunities, and local and state policies that impact the market.
- Expand the reach of consumer awareness campaign, *The Switch is On*, in markets where TECH is present.
- Develop custom messaging and outreach for low-income customers and disadvantaged communities through low-income facilitators and community-based organizations.
- Collect and publish sales and impacts data to inform California's long-term decarbonization strategy.

Matched Incentive Funding and The Incentive Clearinghouse: The initiative adds upon existing utility, program administrator, and third-party funder clean heating incentives.

All matching incentives are provided at the contractor level, regardless of where the base program incentive is distributed. TECH Clean California hosts a centralized incentive platform to make it easy for customers to find trade allies, and for market partners to find incentives and submit a single application for all eligible programs.

Quick Start Grants, Regional Pilots, and Financing: TECH Clean California is jumpstarting large-scale opportunities and addressing barriers to adoption.

Quick Start Grants:

Leverage large-scale installation opportunities and strategically important installations that accelerate deployment of heat pumps.

Regional Pilots:

- Permit Streamlining
- Strategic Customer Targeting
- Tariffed-on-Bill (TOB) financing
- Low-Income Fuel Switching
- Multifamily Portfolio Projects
- HPWH Load-Shifting Readiness

Financing:

Support access to low-interest financing by helping to expand GoGreen Home and GoGreen Multifamily.

Workforce Training and Development: TECH Clean California offers workforce education and training through a centralized hub that can be coordinated with existing programs. The initiative will:

- Collaborate with manufacturers, distributors, utilities, and existing contractor trainers to expand and promote their heat pump and heat pump water heater trainings.
- Introduce and conduct training on selling electrification.
- Provide hands-on support for contractors who serve and hire from low-income communities, help them acquire licenses to complete projects, and help grow their workforce.
- Support multifamily property owners, engineers, and contractors with pre-installation analysis, post-installation monitoring, and three levels of training—the benefits of electrification, design and specification, and product training.
- Distribute free HPWHs to contractors to give them first-hand experience of living with heat pump technology and enhance their customer sales process.

The TECH Clean California Team

TECH will be implemented by a team led by Energy Solutions including the following organizations:



About Energy Solutions:

Energy Solutions is a mission driven clean energy implementation firm that, for 25 years, has pioneered end-to-end, market-driven solutions that deliver reliable, large-scale, and cost-effective savings to utility, government, and private sector clients across North America.

For information about how you can participate, or if you have questions, contact us at TECH.info@energy-solution.com.

