

Quick Start Grants Informational Webinar

June 15, 2022



Technology and Equipment for Clean Heating (TECH)



Welcome!

Goal: Introduce the QSG Solicitation & Goals and answer applicants' initial questions.

Presentation Guidelines:

- This is a webinar format. Please enter your questions in the Q&A panel. We will do our best to answer questions in the Q&A portion of the presentation.
- If we cannot get to all the questions, we will follow up with answers in the Q&A section of the website: <https://energy-solution.com/tech-qsg/>.
- Please do not hesitate to reach out with any questions after the presentation by emailing TECH.Pilots@energy-solution.com. Q&A will be posted on a rolling basis through June 30.



Agenda

- | | | |
|-------|------------------------------|---------|
| 1 | Introduction to TECH | 5 min |
| <hr/> | | |
| 2 | What are Quick Start Grants? | 15 min |
| <hr/> | | |
| 3 | Q&A (using chat function) | 30+ min |

1

Introduction to TECH



Quick Start Grants Team

Quick Start Grants Lead



VEIC is on a mission to generate the energy solutions the world needs.

TECH Lead

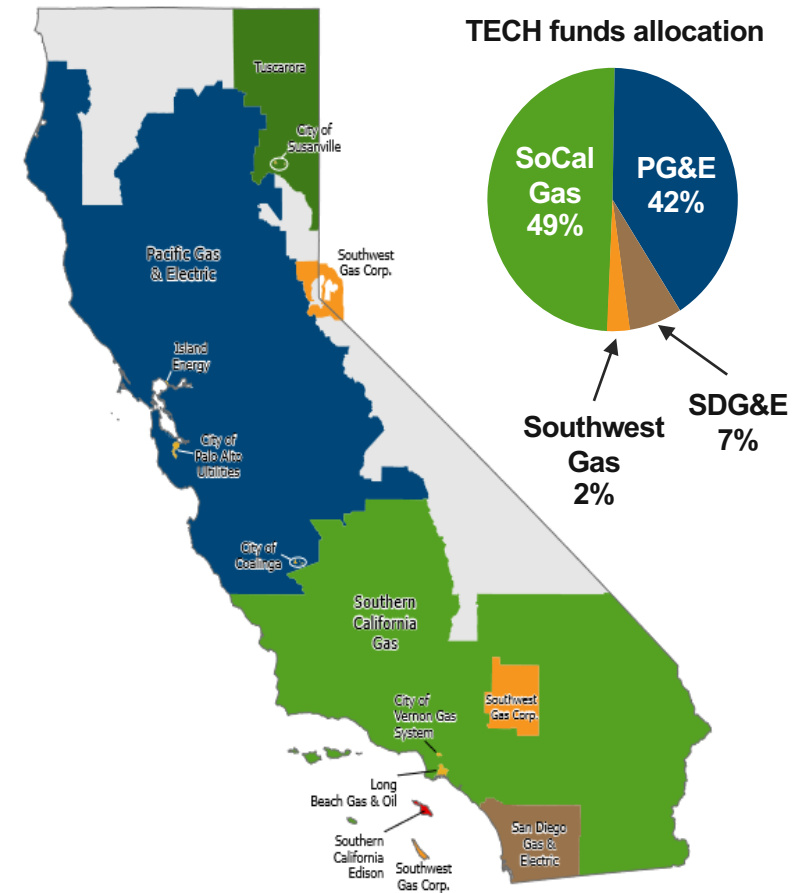


Energy Solutions is focused on creating large-scale environmental impacts by providing cost effective, market-based carbon, energy, and water management solutions.

What is TECH Clean California?

- A statewide market transformation initiative for heat pump space and water heating
- Aims to leverage a comparatively small initial investment of \$120M to inform California's broader building decarbonization framework and future decarbonization investments
- Eligibility: Single- and multi-family homes in gas investor-owned utility territory
- Authorized by legislation (Senate Bill 1477) and administered by the California Public Utilities Commission

For a more complete overview, visit the program website:
energy-solution.com/tech/



Map source: <https://cecgis-caenergy.opendata.arcgis.com/pages/pdf-maps>

The TECH Clean California initiative is funded by California gas corporation ratepayers under the auspices of the California Public Utilities Commission.

TECH Team:

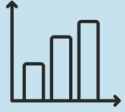


RECURVE



Tre'Laine

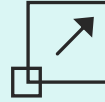
The 3 Pillars of TECH



Spur the clean heating market through statewide strategies

Activate the supply chain through midstream incentives and training making heat pump installations profitable and easy.

Drive consumer demand through a marketing campaign and consumer-facing website.



Create scalable models through regional pilots

Test strategies to overcome market barriers through 6 regional pilots, targeting barriers from throughout the customer life cycle, from finding customers to managing new electric load.

Support market innovation through Quick Start Grants



Inform long-term building decarbonization framework

Develop public reporting site for policymakers and market actors to share program impacts and answer key policy questions.

Quantify decarbonization impacts, including avoided costs, grid benefits, and customer bill impacts.

2

Quick Start Grants



Overarching Goal

Quick Start Grants fund targeted, innovative pilot programs that test solutions to market barriers impeding the adoption of heat pump space and water heating in single- and multifamily homes.



Basic Details

Award amount:
Up to \$350,000
per award

Number of grants:
6 - 12

Application period:
May 31 - July 31,
2022

- Successful applications will clearly demonstrate that the project:
 - Tests a solution to a barrier to residential building decarbonization, *especially barriers for market segments that face formidable barriers or that have been historically underserved*
 - Has the potential to expand into a statewide approach
 - Can be implemented within 12-16 months, starting in January 2023

Visit energy-solution.com/tech-qsg for more information and to apply.

Quick Start Grants – Timeline & Process



Priority Areas

Prioritizing projects that:

- Use heat pumps to lower household energy burden
- Use heat pumps to improve habitability or resident health
- Develop innovative financing models
- Focus on the customer experience and satisfaction with heat pumps
- Help customers plan for future fuel switching
- Test scalable outreach, education or marketing approaches
- Take place in market segments that face formidable barriers to building electrification or have been historically underserved

At least 75% of funds will go to projects that directly benefit low-income households, disadvantaged communities, or other historically underserved customer groups.



Scoring Criteria



Program Impact (50)

- Clearly articulated hypothesis
- Scalability
- Addresses QSG Focus Area



Feasibility (40)

- Qualifications and experience
- Thoughtful implementation plan
- Feasible to implement within budget and within 1 year



Equity (20)

- Equitable benefits
- Inclusive process

Wrap-Up and Next Steps

Submit intent to apply:

- Future communications sent to applicants who submitted intent
- Email TECH.Pilots@energy-solution.com with subject line “Quick Start Grants – Intent to bid”

Visit the website:

- Download the application form from <https://energy-solution.com/tech-qsg/>
- Review resources, Q&A, and list of 2021 QSG recipients

Ask questions:

- Questions due June 30, 2022 by 5 PM PDT
- Email questions to TECH.Pilots@energy-solution.com
- Answers to be posted on rolling basis

Submit application:

- Applications due July 31, 2022 by 5PM PDT
- Email completed application to TECH.Pilots@energy-solution.com with the subject line “Quick Start Grants – [Company Name]”

3

Q&A



Thank You

<https://energy-solution.com/tech-qsg/>

