



# “Energize Thurston” Update: 2025 Home Energy Efficiency & Electrification Campaign

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Thurston Climate Mitigation Collaborative - Staff Team  
Community Advisory Workgroup  
Oct 1, 2024



# What is Energize Thurston?

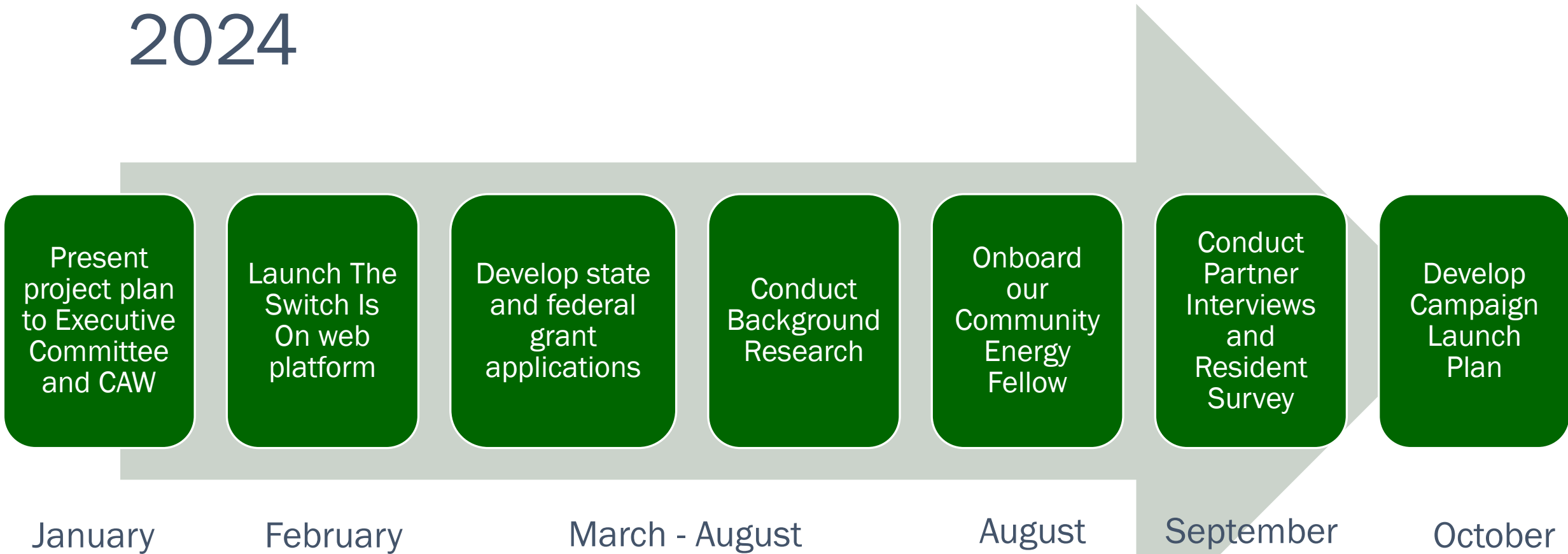
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- One of the TCMC's 2024 Regional Initiatives:  
Residential Energy Efficiency and Electrification Campaign
- Countywide outreach and incentive campaign to promote home electrification
- Builds on and expands the City of Olympia's "Energize Olympia" campaign
  - Subsidized home energy upgrades for income-qualified households;
  - Equipment discounts, guidance, and customer support for all participants
- Contributes to implementing TCMP Strategies
  - B1: Reduce energy use in existing residential buildings
  - B6: Convert to cleaner fuel sources



# Campaign Development Timeline

2024



# Preliminary campaign design based on research and stakeholder engagement\*

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\* Campaign design will be refined once stakeholder engagement is complete and delivered to the Staff Team in October.



# Participant Pathways

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## Income-qualified Pathway

- Subsidized equipment and services for low-to moderate income (LMI) households
- Potentially different subsidies for low-income (<80% area median income; AMI) and moderate-income (80-120% AMI) households
- Habitat for Humanity will coordinate installations along with site assessments, integrated critical home repair and weatherization services.

## Self-Funded Pathway

- Group purchase discount for participants who are not income-qualified
- Free educational workshops, guidance on incentives and financing, streamlined installation, and customer support
- TCMC staff will provide customer support and installer oversight.



# Types of Equipment and Services

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- Heat Pumps for space conditioning (heating and cooling)
  - Ductless heat pumps
  - Ducted heat pumps
- Heat Pump Water Heaters
- Electrical panel upgrades for heat pumps
- Weatherization services
  - Broken/single pane window replacement as required.
  - Duct sealing for ducted heat pump installations
  - Attic floor insulation
  - Foundation wall and rim joist insulation
  - General Air Sealing



# Energize Thurston Partners

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- **TCMC jurisdictions + City of Tenino:** provide grant funding for subsidized installations; support campaign administration, outreach & marketing.
- **Lead Jurisdiction:** contract with installation partners; lead campaign administration with support from TCMC Staff Team and potential Campaign Administrator.
- **South Puget Sound Habitat for Humanity:** provide integrated critical home repair and weatherization services in coordination with installations for LMI participants; support outreach and recruitment, may leverage additional grant funding.
- **Campaign Administrator (TBD):** The TCMC is considering augmenting staff capacity by contracting with a consultant to assist with customer support, case management, outreach, and education.



# Energize Thurston Partners (cont.)

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- **Installation Partners:** selected through a competitive RFP; provide information at workshops, conduct free site assessments, execute installations and offer streamlined access to incentives and rebates at time of sale to reduce up-front costs to program participants.
- **Puget Sound Energy:** provides rebates for energy efficiency retrofits including heat pumps, heat pump water heaters, and weatherization. These incentives help reduce the cost of installations and will allow Energize Thurston to provide subsidized installations to more households.





# Outreach and Marketing Strategy

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- Leverage existing “Energize Olympia” brand for marketing materials
- TCMC website as primary hub for campaign information
  - link to [wa.SwitchIsOn.org](http://wa.SwitchIsOn.org) for more info on technologies and incentives
  - Free educational workshop series (in-person and on-demand)
- Targeted advertising, tabling at community events, sharing flyers throughout the county, and attending meetings with community groups
- Spanish translations; budget for interpretation services as needed
- Target rural households as well as urban
- Partner with community-based organizations to reach disadvantaged communities and help recruit volunteers
- Emphasize health, safety, and cooling benefits of electrification

# Review of CAW suggestions from February 6 meeting

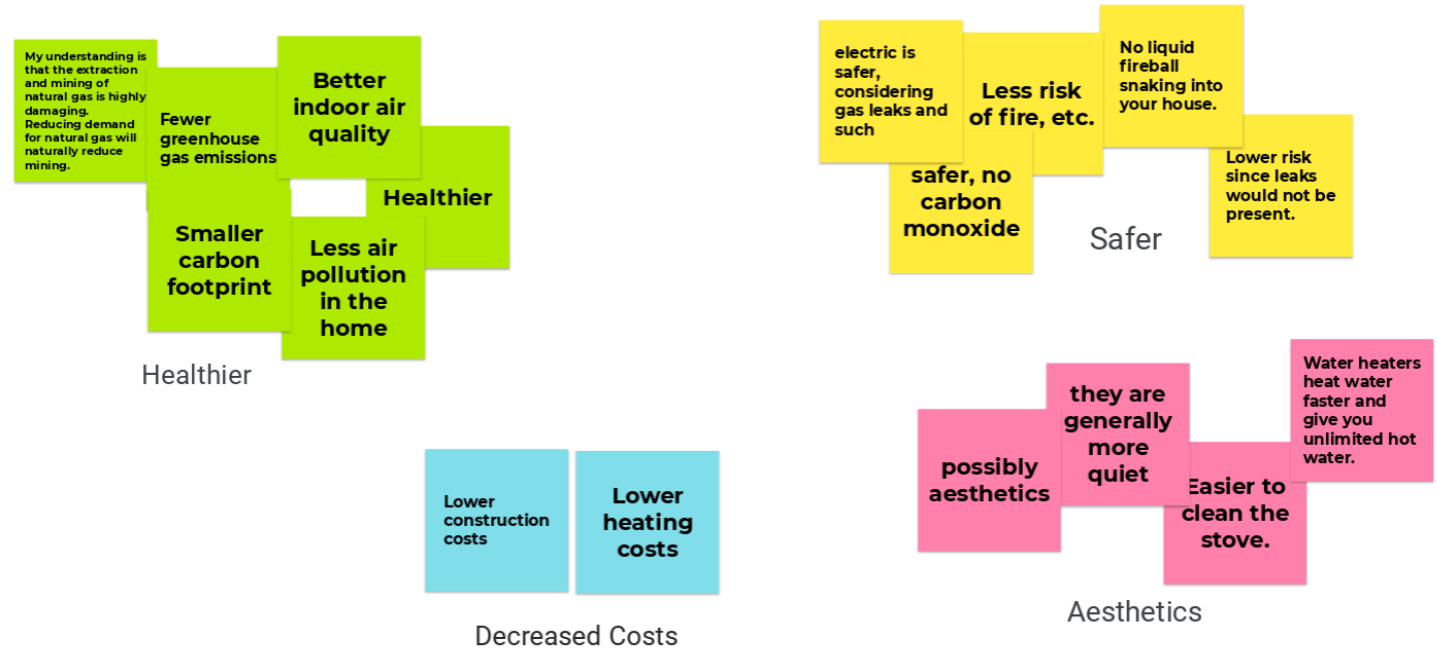
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# CAW 2.6.24 Electrification Benefits

- **Health & environment:** air quality, climate
- **Safety:** no risk of gas leaks
- Ease of use and aesthetics
- Lower costs of heating & construction

What do you think are the BENEFITS of electric home appliances (compared to natural gas)? Consider space heater, water heater, clothes dryers, stoves, etc.



How to Address:

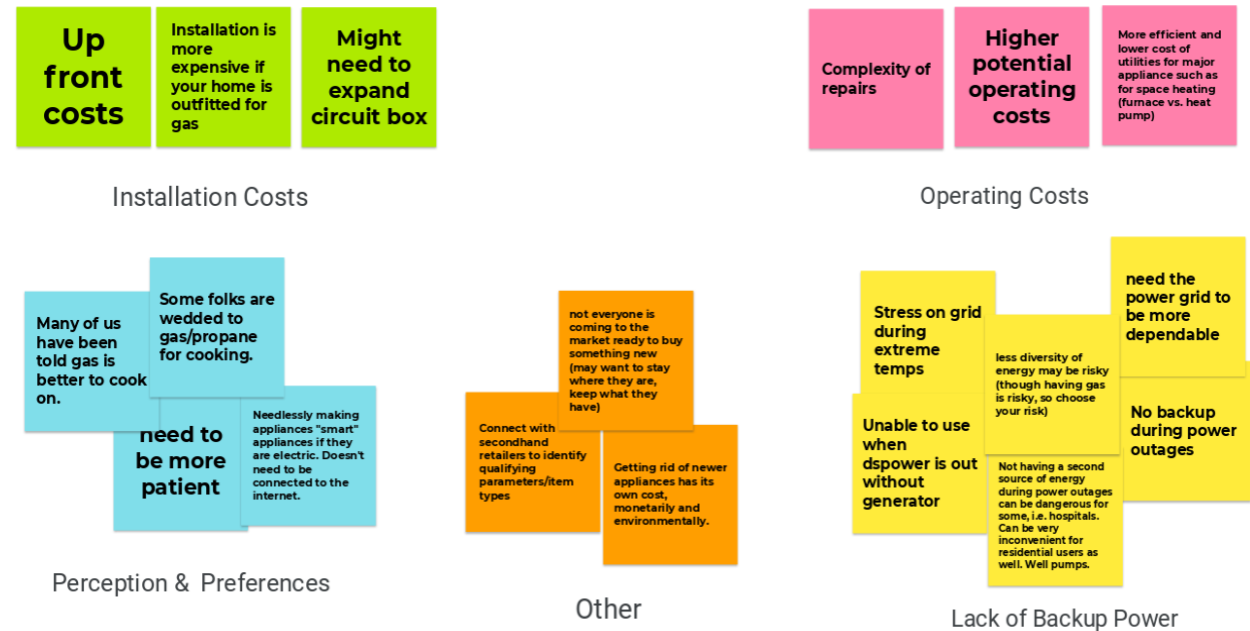
- Target outreach messages to focus on these benefits



# CAW 2.6.24 Electrification Drawbacks

- Higher upfront / installation costs
- Potentially higher operating costs
- Backup power / stress on grid during extreme temps
- Personal Preferences
- Other

What do you think are the DRAWBACKS of electric home appliances (compared to natural gas)? Consider space heater, water heater, clothes dryers, stoves, etc.



## How to Address:

- Equipment subsidies & discounts
- Workshops & FAQs
- Partnership with PSE



## 2.6.24 CAW Stakeholder Suggestions

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### Engaged Through Interviews For Energize

- Puget Sound Energy
- Community based organizations (CBOs)
- Administrators of similar programs

### Engaged Through HES Focus Groups

- Realtors
- Developers and investors

### Engaged Through Home Energy Survey & CBO Interviews

- Low wage workers / LMI households
- Seniors
- Families

### To Be Engaged Through RFP Process

- Contractors
- Appliance dealers

### Engaged Through Switch Is On

- Local cooking influencers for promo
- Legislators

*Reminder!*

If you haven't already, go to  
[www.thurstonclimatecollaborative.org](http://www.thurstonclimatecollaborative.org)  
to take the Home Energy Survey.



## 2.6.24 CAW Stakeholder Suggestions

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### Not Yet Engaged / Campaign Outreach

- Labor Unions
- Faith Communities
- Cultural Organizations
- Folks in areas highly impacted by air pollutants

### Potential For Future Campaigns

- Landlords
- Renters
- Property Managers



# Discussion Questions

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To subsidize installations for LMI households, Energize Thurston may either:

- a. Provide 100% cost coverage, or
- b. Require the homeowner to pay a share of the costs. This can increase homeowner buy-in and free up funds to allow the program to serve more households.

To hear the CAW's perspective on which option is preferable, we will ask 2 anonymous poll questions.  
(next slides →)



# Poll Question #1

Let's say you qualify for Energize Thurston as an LMI household (<120% AMI). You are to receive a subsidized heat pump with a total cost of \$20,000. How much do you think is a reasonable amount for your household to contribute without excluding you from participation?

- \$0 (fully subsidized)
- up to \$2,000 (10% cost share)
- up to \$4,000 (20% cost share)
- up to \$6,000 (30% cost share)
- >30% cost share

FY 2024 Income Limit Category	Persons in Family							
	1	2	3	4	5	6	7	8
120%	\$94,650	\$108,200	\$121,700	\$135,250	\$146,050	\$156,900	\$167,700	\$178,500







# Discussion Questions

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- How to reach disadvantaged communities, or households that aren't aware of home electrification or typically participate in energy efficiency programs?
- What kind of barriers should be considered to effectively support participation by LMI and disadvantaged communities?
- Considering the stakeholder engagement already in process, do you have additional suggestions for groups we may engage with?

# Questions & Discussion



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