

MEMORANDUM

TO: Thurston Climate Mitigation Collaborative Community Advisory Workgroup

FROM: Thurston Climate Mitigation Collaborative Staff Team:
Rebecca Harvey, Thurston County

DATE: April 15, 2025

SUBJECT: Update on 2025 Energize Thurston Campaign

Requested Action

Receive an update from TCMC staff on the progress of the 2025 Energize Thurston Campaign.

Purpose of this Action

To keep CAW members informed about the status of implementing this 2024-2025 TCMC regional initiative.

Background and Analysis

The [Thurston Climate Mitigation Collaborative \(TCMC\)](#) chose to implement a residential energy efficiency and electrification campaign as a priority regional initiative to tackle the County's largest source of greenhouse gas emissions: residential energy use. The TCMC Staff Team began to research, design and plan the campaign in early 2024, building on the successful Energize Olympia heat pump group purchase campaign. Once contracts were executed with campaign partner South Puget Sound Habitat for Humanity, WA Department of Commerce for grant funding, and four competitively selected Installation Partners, Energize Thurston launched in March 2025.

[Energize Thurston](#) aims to reduce household energy costs and make homes more comfortable by providing community members access to efficient, all-electric heat pump heating & cooling systems and heat pump water heaters. Energize Thurston provides program-exclusive discounts, instant access to rebates, free educational workshops, streamlined installation, and customer support. It also provides a limited number of grant-funded, subsidized installations for income-qualified households.

At the time of writing this memo, Energize Thurston has held one in-person workshop in Tumwater on March 20 (68 attendees), one virtual workshop on March 24 (62 attendees), and posted the on-demand workshop recording on the website in English and Spanish. The program has thus far received 136 total applications: 120 for subsidized installations and 16 for self-funded installations. Additional workshops are scheduled for April 9 in Yelm, April 22 in Lacey, May 6 in Tenino, and May 27 in Olympia.

Decision Options

N/A – Briefing Only