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# 2024 Regional Initiatives Update – Residential Energy Efficiency & Electrification Campaign

**TCMC Executive Committee Meeting**

**April 28, 2025**

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# Residential Energy Efficiency & Electrification Campaign





# Agenda

- **What is Energize Thurston?**
- **Campaign Planning & Launch**
- **Outreach & Marketing**
- **Implementation Update**
- **Next Steps**



# Energize Thurston is...

## **A heat pump purchasing program for Thurston County residents:**

- Financing and incentives
- Installation and free site assessment from vetted installers
- Guidance and customer support
- A limited number of free or reduced cost installations for income-qualified households

## **Supported by a partnership among:**

- Thurston Climate Mitigation Collaborative
- Thurston County and cities of Olympia, Lacey, Tumwater, and Tenino
- South Puget Sound Habitat for Humanity
- Qualified and competitively selected Installation Partners



# Energize Thurston Participant Pathways

## Low and Moderate-Income (LMI) Pathway

- Subsidized Installations administered by South Puget Sound Habitat for Humanity
- Low-income: 100% cost coverage on equipment and installation
- Moderate-income: 80% cost coverage (maximum owner contribution of \$2,500)

## Self-Funded Pathway

- Available to all households in Thurston County
- Group purchase discount of 10% or greater
- Up to \$5,000 in total savings (including rebates and federal tax credits)
- Free educational workshops, streamlined installation, customer support

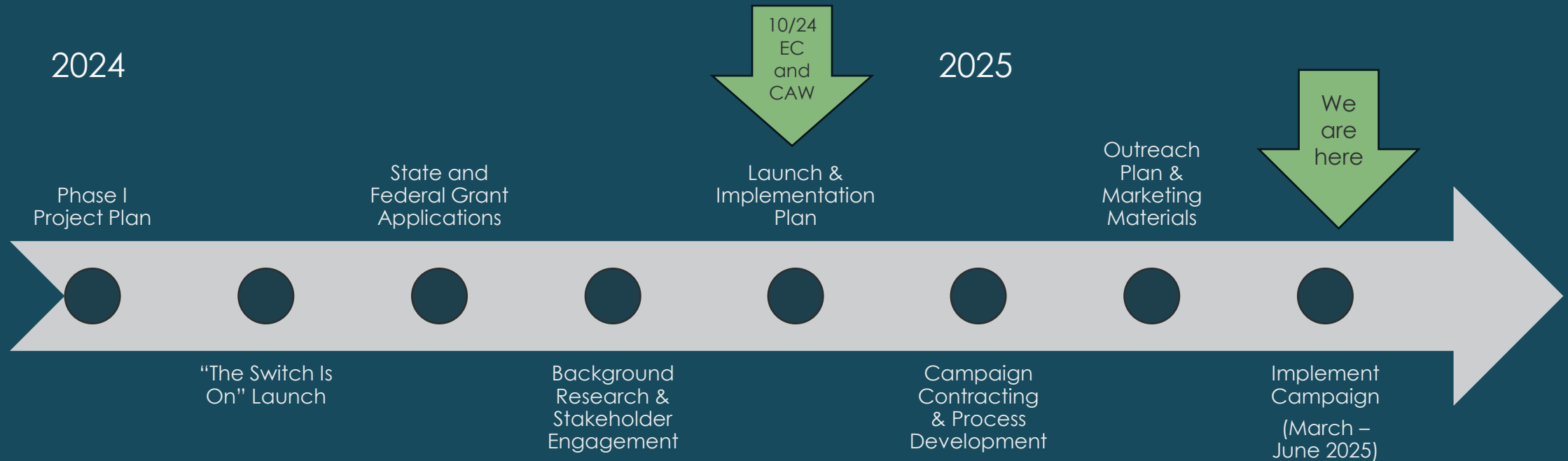


# Campaign Planning & Launch

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# Campaign Development Timeline





# Energize Thurston Contracting

- **Interlocal Agreement (5 jurisdictions) executed 2/25/25**
- **Grant Contracts**
  - 5 jurisdictions awarded State HEAR grants
  - City of Olympia also awarded Federal EECBG grant
- **Contracts with Habitat for Humanity (5 jurisdictions)**
  - Administer LMI Pathway with grant funding
- **Request for Proposals (RFP) for Installation Services**
  - Thurston County issued RFP 12/4/24 and closed on 1/10/25
  - 9 responsive proposals; 6 finalists interviewed
  - Contracts with 4 selected Installation Partners approved 2/18/25





# Energize Thurston 2025 Installation Partners

## Heat Pumps and Heat Pump Water Heaters

- Resicon, LLC of University Place
- Sunset Air, Inc. of Lacey

## Heat Pumps only

- AirGanic, LLC of Edmonds
- Alpine Ductless, LLC of Olympia





# Participant Application Process

- **EnergizeThurston.org Website**
  - Program Overview, Benefits, How It Works
  - Workshop Registration
- **Educational Workshops**
  - 5 In-Person Workshops
  - Virtual / On-Demand (English and Spanish)
  - Application provided after workshop
- **Participant Intake and Tracking System**
  - Applications go into an online system where they are screened for eligibility, distributed to Installers, and tracked throughout the process.



# Outreach and Marketing

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# Outreach Methods

- **Flyers/Posters**
  - 200 Posters Distributed Across the County
- **Tabling & Community Events**
  - 8 tabling events to date
- **Presentations**
  - 5 short presentations to community groups, HOAs, environmental groups
- **Street Banners**
  - Banners displayed in Lacey, Olympia, Capitol Way, & Yelm
- **Installation Partner Marketing**
  - NextDoor, social media, targeted mailers, etc.
- **Puget Sound Energy Email**
  - Sent April 7th to approximately 37,000 PSE customers in Thurston County
  - Second email scheduled for May 15th
- **Solarize Thurston**
- **[EnergizeThurston.org](http://EnergizeThurston.org) website**
- **Social Media**







# Implementation Update (as of April 25, 2025)

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# Workshop Stats

- **586 Total Workshop Registrations and 430 Attendees**
  - Initial Program Goal = 600 Attendees
- **Workshop 1: Tumwater High School, March 20<sup>th</sup>**
  - 68 Attendees
- **Workshop 2: Virtual (ZOOM), March 24<sup>th</sup>**
  - 62 Attendees
- **Workshop 3: Yelm Timberland Library, April 9<sup>th</sup>**
  - 20 Attendees
- **Workshop 4: Lacey Timberland Library, April 22<sup>nd</sup>**
  - 48 Attendees



# Workshop Stats

- **On-Demand Workshop**

- Available on [EnergizeThurston.org](https://energizethurston.org) with English and Spanish subtitles
- 231 workshop viewers

- **Future Workshops**

- Workshop 5: Tenino Timberland Library (May 6th)
- Workshop 6: Olympia Timberland Library (May 27th)





# Application Stats

- **304 Total Applications from 233 Unique Households**
  - **Participant Pathway:** 257 LMI, 47 Self Funded
  - **Equipment:** 214 Heat Pumps, 90 Heat Pump Water Heaters
- **22 installations completed so far.**
- **Grant funds are estimated to be fully spent except in Tenino & Olympia HPWH.**
- **LMI applicants are now being placed on a waitlist.**
- **Self-Funded applications will be accepted through May 31, 2025.**



# Participant Testimonials

"Thank you so much for your help and for this program. During the recent heat dome, before we had this heat pump, it got so hot in our house that our cat almost died. Now I feel a sense of safety and comfort knowing that we will be protected from those extremes as hot weather gets more common. "

- Energize Participant, 2025

"As a Thurston County resident for 35 years, I am really grateful that I qualified and was selected to be included in the Energize Thurston Program. The two main installers were very efficient, helpful, extremely knowledgeable, and friendly during the installation process... I felt secure and well taken care of throughout the transition...

You were instrumental in working with me to find the right system for my home. You were helpful, knowledgeable and always available to answer any questions or concerns I had while I took this new step towards energy efficiency."

- Energize Participant, 2025



Learn more and apply at:  
[www.EnergizeThurston.org](http://www.EnergizeThurston.org)

# Energize Thurston Next Steps

- **Applications accepted through May 31**
  - Focus outreach on Self-Funded Pathway
  - LMI Pathway applicants will go on a waitlist
- **Installations will continue through June 30**
- **Campaign Evaluation and Continuation Plan**
  - Document and evaluate processes and partnerships
  - Research funding availability for next round
  - Consider related state and regional initiatives
  - Develop recommendations for expanding the program



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# Questions?

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