



BUILDING
DECARBONIZATION
COALITION

BDC Presents:

Inspiring Consumers and the Supply Chain

Behind the Scenes at The Switch is On



BDC Presents: Inspiring Consumers & the Supply Chain

November 30, 2023

About the BDC

The Building Decarbonization Coalition (BDC) harnesses the power of coalition to forge paths to upgrade and power homes and buildings with clean electricity, using policy, research, market development and public engagement.

The BDC and its members are charting the course to eliminate fossil fuels in buildings to improve people's health, cut climate and air pollution, prioritize high-road jobs, and ensure that our communities are more resilient to the impacts of climate change.





Next up: Unlocking the Power of Thermal Energy Networks

December 14 at 10 am PT / 1 pm ET



Next up: California Policy Call

December 19 at 10 am PT

Webinar Logistics

- Everyone is muted
- Please ask your questions via chat and we will ask speakers to answer at the end of remarks
- This webinar is being recorded and will be placed in our website's Resource Library
- **Membership is free!** Join us! buildingdecarb.org/join
- **Sign up for our newsletter!**
<https://buildingdecarb.org/newsletter>



Today's Panelists



Laura Wilson
Director of Marketing



André Meurer
Head of Product



THE SWITCH IS ON

One-Stop Shop Marketing and Education Campaign

Residential Building Electrification

Why talk about consumer marketing?



The Home Electrification Journey Is Long



To build a trusted campaign...

- Have multiple touchpoints with different users
- This is hard; be honest and helpful

Streamline, But Don't Skip the Research Phase

This is not energy efficiency. This is not brand marketing.

1

Market Evaluation

- Existing research
- Buying & search trends

2

Qualitative Interviews

- Consumer focus groups
- Industry interviews

3

Message Testing

- Awareness
- Favorability
- Key Takeaways
- Likely Actions after Viewing

Create Layered, Consistent Messaging

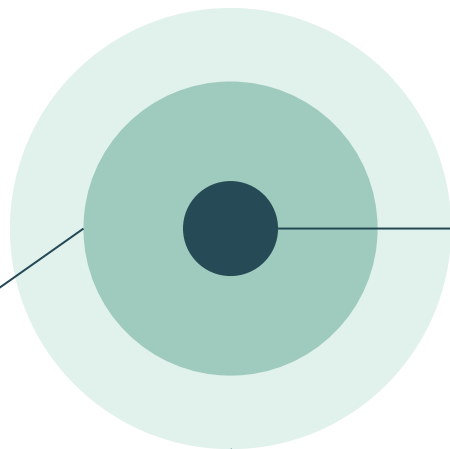
PARTNERSHIPS

Community Members

- 500 ambassadors
- 100+ events annually

Industry Champions

- Energy providers
- Chefs
- Manufacturers
- Retailers
- Contractors
- Realtors



DIGITAL INFRASTRUCTURE

Website

- 1,000+ daily unique visitors
- 20% returning visitors

Incentive Finder

- 70 programs
- 300 incentives
- 500K searches in 2023

Contractor Directory

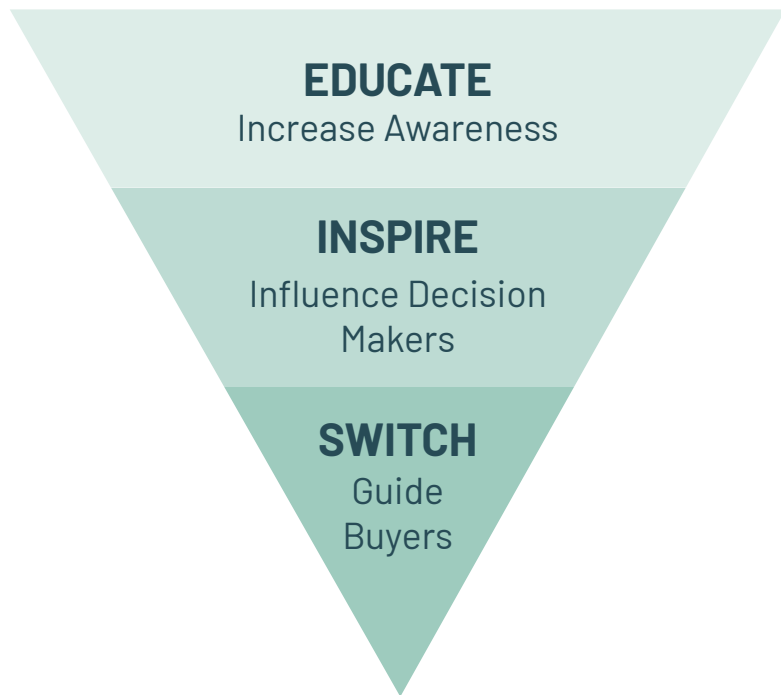
- 1,200 contractors

MEDIA

Up to 26% statistical significant lift across awareness, favorability, and perceptions

Up to 39% lift when partnering with utilities on customer emails & layering with metering data

Have a Strategy for Each Stage of the Funnel



- Reach beyond early adopters and prime both sides of the transaction
- Empower localized campaigns that are carried out by trusted voices
- Increase awareness, favorability, and action
- Be helpful when people are ready to switch



EDUCATE

INSPIRE
SWITCH

Make the Website the Place to Go



THE SWITCH IS ON

[Learn More](#) ▾

[Make the Switch](#) ▾

[For Contractors](#) ▾

[About Us](#)

[Contact](#)

[FAQs](#)

SWITCHING TO ELECTRIC IS BETTER THAN EVER.

[Learn More](#)



Why Switch To Electric

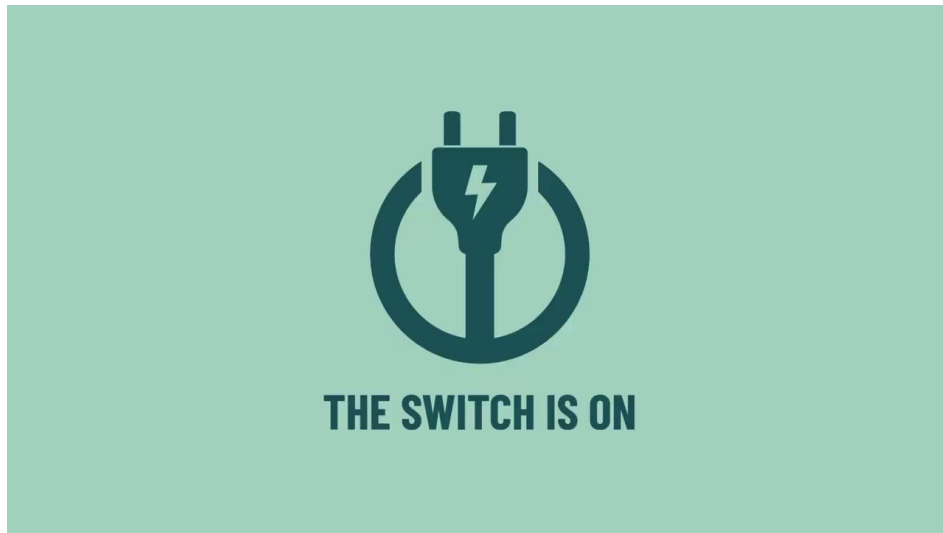
Burning fossil fuels like methane gas or propane, for cooking and heating, can significantly contribute to local air pollution and climate change. Electrifying your home by replacing gas appliances with modern electric appliances, helps you live in a cleaner and healthier environment.

The Switch Is On is a consumer inspiration campaign with a mission to equitably electrify communities across the United States. We provide information, resources, and tools to support homeowners and renters to electrify their homes and begin a cleaner, healthier way of powering their lives. We also offer tools for contractors to connect with customers who are looking to electrify their homes.



THE SWITCH IS ON

Tell a Story With Your Content

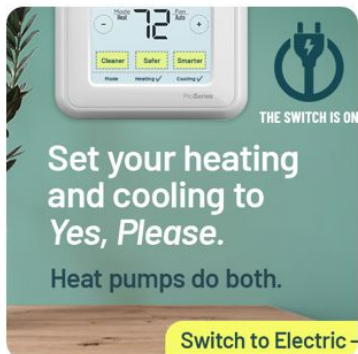


Ambassador Ying Shipman's life-changing testimonial with induction cooktop.

Content Creation & Library

- Stories and testimonials
- Videos
- Handouts
- Social media items
- Newsletter: Electric Life is the Best Life
- Blog
- Translated versions

Keep the Message Simple

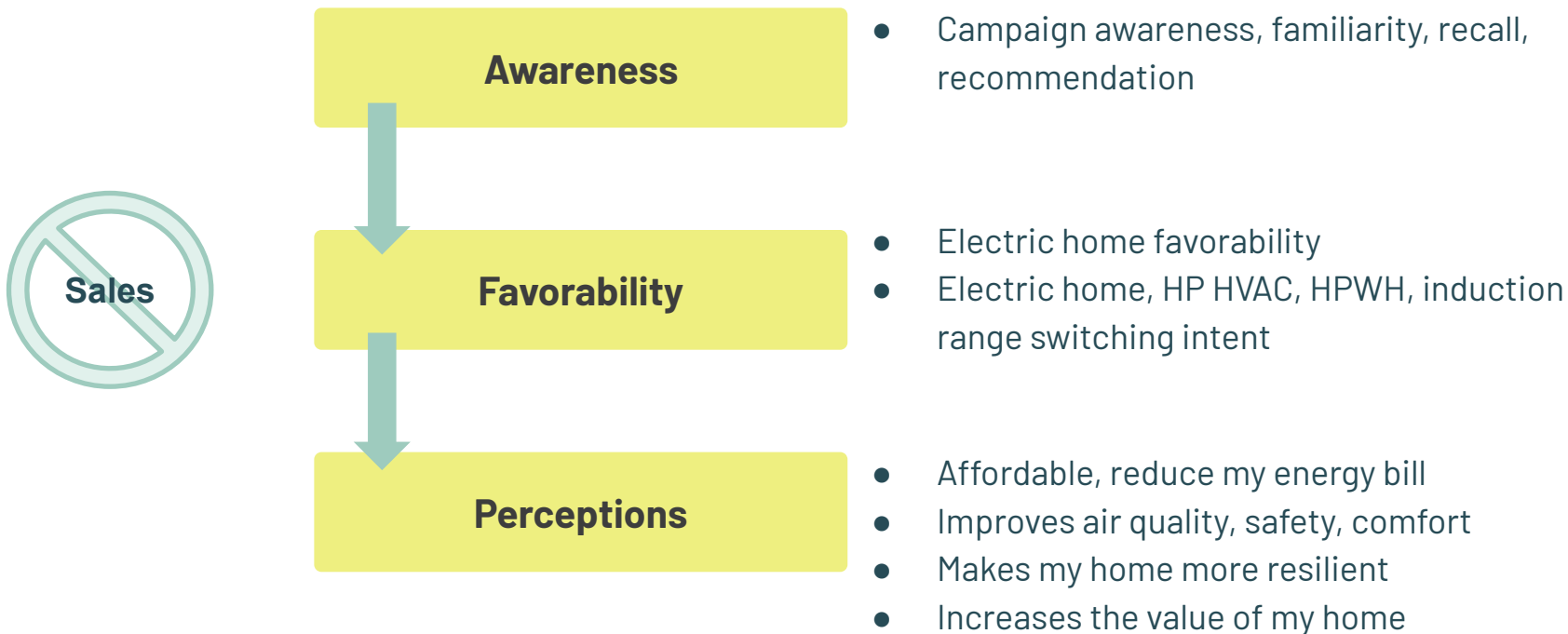


Electric is Better: Cleaner, Safer, Smarter

- Equipment creatives and messaging resonated well
- 15 and 30 second videos made positive impact

Measure the Right Things

Home electrification is a long, complex journey. If market transformation is your goal, changing their beliefs on a deeper level should be a higher priority than sales.



Apply Layers of Customer Data

Maximize your marketing effectiveness by laying more intelligence on potential switchers

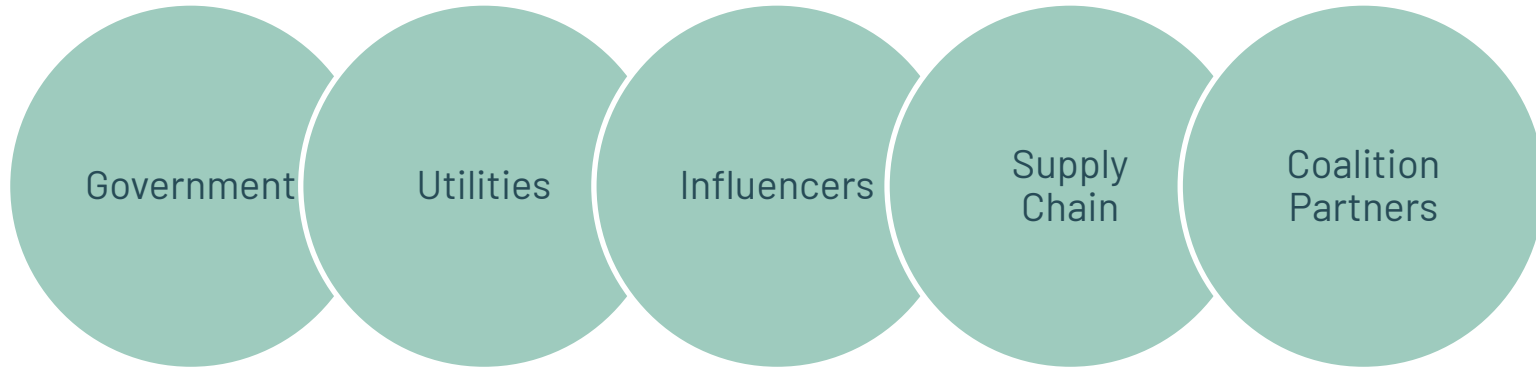
Use layers of data to more effectively engage relevant switchers:


- High # cooling days
- Climate zones
- Meter data
 - High cooling loads
 - Over producing solar
- Utility customer emails



Collaborate with Local Partners

Our partners have trusted roles in their local communities to further the reach and impact of our collective messaging and call to actions





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Create Trusted Messengers



Campaign Ambassador telling her electrification story on Spanish TV station, September 2022



Campaign Ambassador doing home tour with Congresswoman Porter and Secretary Granholm, October 2022



Live induction cooking demonstration at National Association of Realtors conference, November 2022



Rheem banner at AHR Expo, February 2023



Contractor convening hosted by Ferguson and sponsored by BDC, NYSERDA, AO Smith, and Fujitsu, March 2023



Chefluencer training for professional chefs on induction technology and media training, July 2023



THE SWITCH IS ON

Get in the Community

Friends, family, neighbors, and chefs are the most trusted messengers of all



Ambassadors tabling at LA Neighborhood Council event.



Celebrity Chef Tu David Phu doing a live induction demonstration - 180 primarily Vietnamese speaking local residents.

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Run Local Campaigns Without Reinventing the Wheel

CONTRACTOR FINDER

Uplift & promote quality contractors.

PRODUCT FINDER

Catalog of rebate-eligible electric appliances.

INCENTIVE FINDER

Reliable, comprehensive rebate data.
Open data to foster more innovative solutions.

LOCALIZED CAMPAIGN WEBSITE

Intuitive user experience to help consumers make the switch.
A campaign that feels local, no matter where consumers are.

Contractors Can Make or Break Your Campaign

Contractor Finder: A directory of quality electrification contractors

- ☐ ENERGY AUDITS
- ☐ EV CHARGING
- ☐ FRESH AIR SYSTEMS
- ☐ HEAT PUMP CLOTHES DRYER
- ☐ HEAT PUMPS DUCTED (CENTRAL AIR, HVAC)
- ☐ HEAT PUMPS DUCTLESS (MINI-SPLITS)
- ☐ HEAT PUMP WATER HEATERS
- ☐ INDUCTION COOKING
- ☐ INSULATION
- ☐ SMART HOME CONTROLS
- ☐ SOLAR PV
- ☐ VARIABLE SPEED POOL PUMPS
- ☐ WHOLE HOUSE FANS
- ☐ WINDOWS

CERTIFICATIONS ▼

- ☐ TECH CLEAN CALIFORNIA VERIFIED
- ☐ 94804 94801 94501

REBATES >

CATEGORY >

PROPERTY TYPE >

PROJECT TYPE >

LANGUAGES >

OFFERS >

Total 1AC & Heating

UPLAND

[VIEW CONTRACTOR PROFILE](#)

CLEAN ENERGY CONNECTION VERIFIED
FEBRUARY 16, 2022

[REQUEST QUOTE](#)

Heat Pumps Ducted (central air, HVAC)
Heat Pumps Ductless (mini-splits)
Insulation
Whole House Fans

A Plus Heating & Air Conditioning

GARDEN GROVE

[VIEW CONTRACTOR PROFILE](#)

CLEAN ENERGY CONNECTION VERIFIED
JANUARY 5, 2022

[REQUEST QUOTE](#)

Heat Pumps Ducted (central air, HVAC)
Heat Pumps Ductless (mini-splits)

TECH CLEAN CALIFORNIA

25 Google Reviews
4.1 ★★★★★

White Mechanical Inc. Air Sealing

1,200
contractors

7,000
leads/year

Start with select trusted contractors

Build quantity over time to bring prices down

Ensuring quality

- Strict vetting process
- Program badges
- Online reviews
- Customer surveys
- Reward responsiveness
- Reward great customer experience



THE SWITCH IS ON

Uplift Efficient Appliances, Empower Contractors

Product Finder: A searchable catalog of electric appliances – coming soon!

Qualifying Product List

Contractors can search for appliances eligible for TECH Clean California incentives

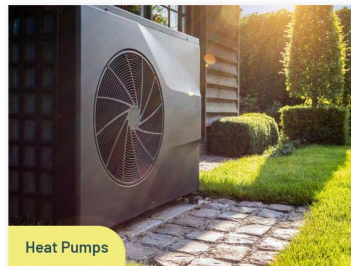
Technical Specifications

Performance attributes and other specs from certified AHRI database and NEEP cold climate heat pump list

Cold Climate Heat Pump Check

Guidance for consumers to ensure they get a heat pump appropriate for their climate

FIND ELECTRIC APPLIANCES



Heat Pumps



Water Heaters



Cooking



Dryers

OTHER ELECTRIC APPLIANCES



Fireplaces



Grills



Outdoor Heaters



Pool Heaters



Saunas

Everyone Wants Reliable Incentive Data

Incentive Finder: A complete list of local, state, and federal incentives

300
incentives

70
programs

500K
searches/yr

2024 ROADMAP

Additional product categories: solar, batteries, EVs, etc.

Improved incentive stacking & eligibility

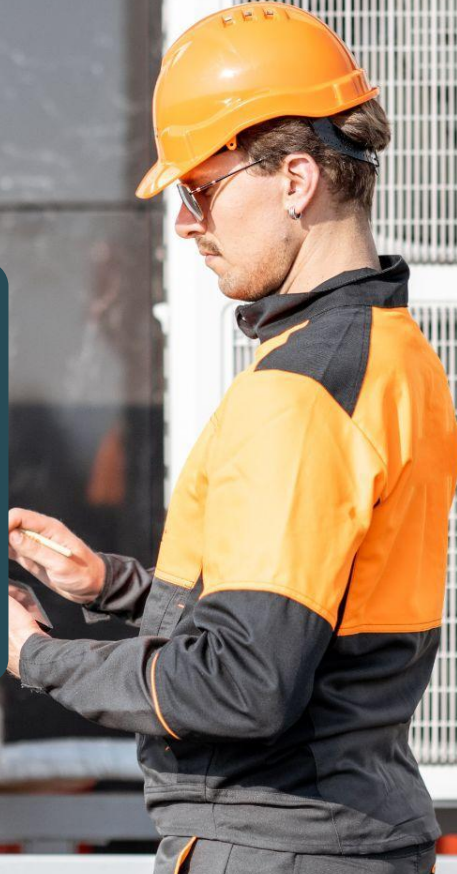
Integration into website user journey

Nationwide coverage with open data

- Every incentive program in the U.S.
- Comprehensive, structured, reliable database
- **NODE Collective:** nodecollective.org

The screenshot displays the 'INCENTIVE LOOKUP FOR CUSTOMERS' interface. On the left, a sidebar contains filters for Incentive Type (Rebate, Tax Credit), Building Type (Single-Family, Multi-Family), Equipment Type (Choose), Income Qualifying? (No), and Who Can Apply? (Homeowners, Renters). The main content area shows search filters for Zipcode and Space Heating/Cooling, with a SEARCH button and a CLEAR ALL link. Below this is a three-step process: SEARCH (for local California incentives), CONNECT (with trusted contractors), and ENJOY (the benefits of a new electric appliance). The featured result is the 'Federal Tax Credit' for 'Save Up To \$2000 - Federal Tax Credit On Central Heat Pumps, Mini-Split Heat Pumps Projects'. It includes a 'LEARN MORE' button and detailed requirements: 'The 25C tax credit is effective for products purchased and installed between January 1, 2023, and December 31, 2032. Eligible for 30% of costs, including labor up to yearly maximum limit of \$2,000 for heat pumps for an existing home. Not eligible for new construction.' It also lists who can apply: Homeowners and Renters, and building types: Multi-family and Single-family. At the bottom, a green banner asks 'Want to be notified when new incentives are available?' with a SIGN-UP button to receive updates.

KEY TAKEAWAYS



Remember These Five Things

- To reach beyond early adopters, you need a trusted messenger program
- Message consistency across all local partners is key
- Start small, get good, then go big
- Prime both sides of the transaction (customers and contractors)
- You are running a statewide campaign and a network of local campaigns

THANK YOU!

We are here to help you
on your journey.