



ELECTRIFY EVERYTHING— CHALLENGES & OPPORTUNITIES FOR CONTRACTORS/INSTALLERS

Part 1 in a Series

Peter Troast, Founder & CEO

Energy Circle Webinar Series

May 8, 2019

Greetings from the All Electric EC Office!



Part 1 in a Series

THE ELECTRIFICATION “MOVEMENT”—WHAT ARE WE TALKING ABOUT?

IS THERE ANY TRACTION AROUND WHAT TO CALL IT?

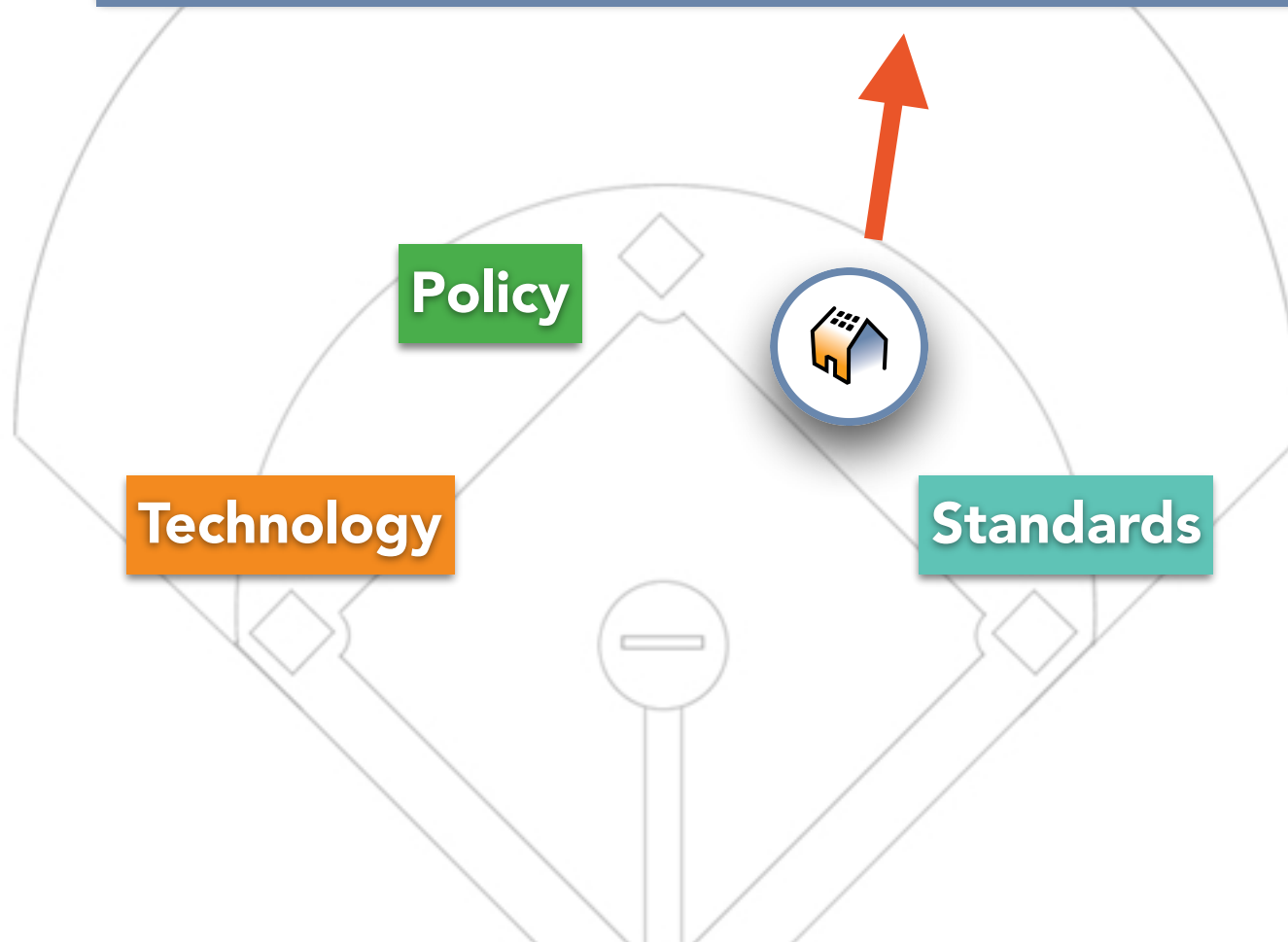
WHAT WE KNOW ABOUT THE MARKET TODAY

LAYING THE FOUNDATION TO TAKE ADVANTAGE

Playing Our Position

Energy Circle's Role:

- how electrification translates to contracting work?
- where and from who is the emerging demand?
- how can contractors/installers take advantage?



Retrofitting to Electric = Good Jobs/Results

- **Gas/Oil Heating —> Heat Pumps**
- **Gas/Oil Water —> Heat Pump Water Heaters**
- **Solar**
- **EV Car Charging**
- **Storage**
- **Appliances**



HOME ELECTRIFICATION: ALL POLICY AND NO MARKET?

The key to tackling climate change: electrify everything

By David Roberts | @drvox | david@vox.com | Updated Oct 27, 2017, 8:48am EDT

f | Twitter | SHARE



(Shutterstock)

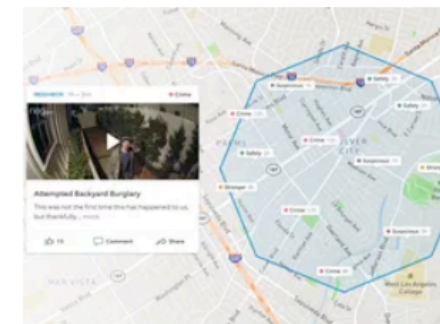
Tackling climate change is a complicated undertaking, to say the least. But here's a good rule of thumb for how to get started:

Electrify everything.

Powered by TripleLift

SPONSORED VIDEO
Watch to learn more
Ad Tdameritrade.Com

MOST READ



The rise of fear-based social media like Nextdoor, Citizen, and now Amazon's Neighbors

Opinion

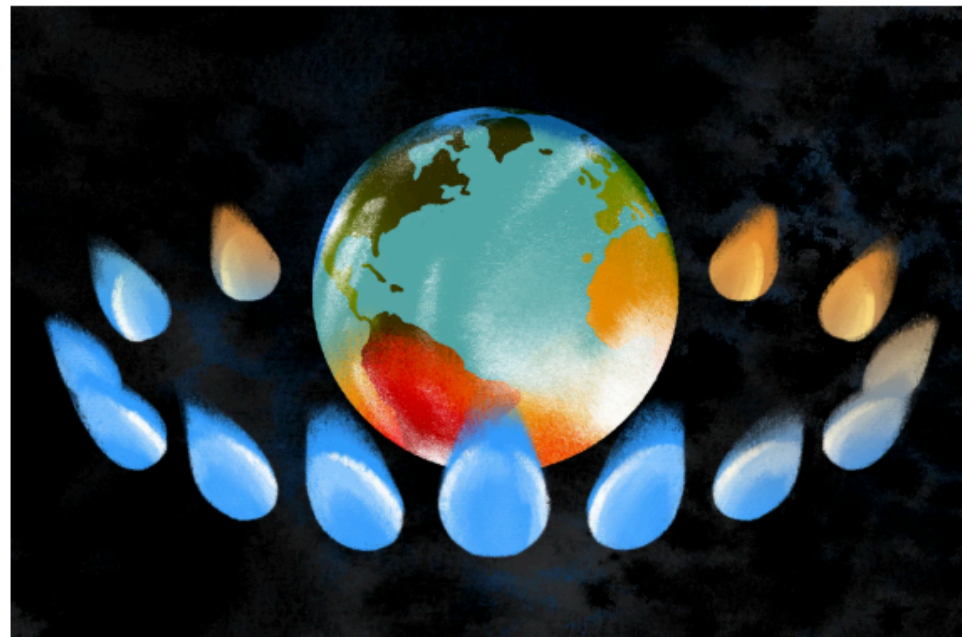
Your Gas Stove Is Bad for You and the Planet

To help solve the climate crisis, we need to electrify everything.

By **Justin Gillis and Bruce Nilles**

Mr. Gillis is a former New York Times environmental reporter and a contributing opinion writer. Mr. Nilles is a managing director at Rocky Mountain Institute.

May 1, 2019



Angie Wang

OAKLAND, Calif. — We have some good news that sounds like bad news: Your gas stove has to go.



Action Plan to Accelerate Strategic
Electrification in the Northeast



Strategy #4: Support Market Development for Key Electrification Pathways

State and local government should more aggressively develop and expand key strategic electrification markets in conjunction with state utility regulators, environmental quality regulators, key market actors, and other states across the region. Accelerated market adoption will only be achieved if key market barriers are adequately addressed through policy, program, and collaboration. Efforts that align strategies across state lines leverage greater market relevancy.

Three technologies will likely form the backbone of most program and policy efforts to transform markets in the region. These technologies are:

1. Electric vehicles (EVs);
2. Advanced heat pumps including cold climate air-source heat pumps (ccASHP), variable refrigerant flow heat pumps (VRF), and ground source heat pumps (GSHP);
3. Heat pump water heaters (HPWH).

These technologies require focused efforts now to either “jump start” or rapidly expand the market beyond the earliest adopters.



HOME ELECTRIFICATION: IS THERE TRACTION ON THE CONCEPT?

Wonk Talk

- **Beneficial Electrification**
- **Strategic Electrification**
- **Efficient Electrification**
- **De-Carbonization**
- **Home Electrification**
- **Electrify Everything**



beneficial electrification



All

News

Images

Shopping

Maps

More

Settings

Tools


About 859,000 results (0.45 seconds)

Beneficial electrification (or strategic **electrification**) is a term for replacing direct fossil fuel use (e.g., propane, heating oil, gasoline) with electricity in a way that reduces overall emissions and energy costs. There are many opportunities across the residential and commercial sectors.

[Beneficial Electrification | EESI](https://www.eesi.org/projects/electrification)

<https://www.eesi.org/projects/electrification>



 About this result

 Feedback



beneficial ele

beneficial **electrification**
beneficial **electrification league**
beneficial **elements in plants**
beneficial **electrification rap**
beneficial **electric**
beneficial **electrification of water heating**
beneficial **electric delaware**
beneficial **electrostatic interaction**
beneficial **elements**
beneficial **elements definition**

Google Search

I'm Feeling Lucky

Report inappropriate predictions

home electrification

home electrification
home electrification **systems**
solar home electrification
electrification **of home appliances**

Google Search

I'm Feeling Lucky

Report inappropriate predictions

electrification

electrification **as utopia**
electrification
electrification **definition**
electrification **coalition**
electrification **quirk**
electrification **of transportation**
electrification **1920s**
electrification **in india**
electrification **products**
electrification **rate**

Google Search

I'm Feeling Lucky

Report inappropriate predictions

electrify

electrify **america**
electrifying
electrify
electrify **america map**
electrify **my heart**
electrifying **wood**
electrify **america stock**
electrifying **synonym**
electrifying **definition**
electrify **my oh oh oh**

Google Search

I'm Feeling Lucky

Report inappropriate predictions

all electric|

all electric
all electric **cars**
all electric **maine**
all electric **topsham maine**
all electric **truck**
all electric **suv**
all electric **type pokemon**
all electric **cars 2019**
all electric **vehicles**
all electrical **symbols**

Google Search

I'm Feeling Lucky

Report inappropriate predictions

electric vs

electric vs **gas dryer**
electric vs **gas water heater**
electric vs **gas pressure washer**
electric vs **gas stove**
electric vs **gas lawn mower**
electric vs **gas tankless water heater**
electric vs **electronic**
electric vs **gas power washer**
electric vs **acoustic guitar**
electric vs **gas car**

Google Search

I'm Feeling Lucky

Report inappropriate predictions

Even Google Says...Hmm

The screenshot shows the Google Trends interface. At the top, the 'Compare' tab is active. Four search terms are entered in the comparison boxes: 'beneficial electric...', 'strategic electrifica...', 'efficient electrificat...', and 'electrify your home'. Below the search terms, the filters are set to 'United States', '2004 - present', 'All categories', and 'Web Search'. The main content area, titled 'Interest over time', displays a large warning icon (a triangle with an exclamation mark) and the message: 'Hmm, your search doesn't have enough data to show here. Please make sure everything is spelled correctly, or try a more general term.'

Where's the Demand Volume?

Right Now:

SPECIFIC PRODUCTS

Is This The Rallying Cry?

#electrifyeverything



THE MARKET TODAY SUCH AS IT IS

Where We're Seeing Traction Today

Locations with Aggressive Electrification Incentives

—Sacramento Municipal (SMUD)

Aggressive Heat Pump & HPWH Locations/Programs

—New England states

—Northwest

—Oil & Propane locations

Gas Disasters

—Lawrence/Andover, MA

Very Select Climate Change-oriented Locations

—California, Massachusetts

—College Towns

The Best Target Audiences

Homeowners with Solar

—Electric on their roof & minds

Homeowners Getting Solar (Bundled)

Electric Car Owners

Climate Change Motivated

—Easily targeted

—Left leaning, highly educated (aka college towns)

Younger, New Homeowners

[Seal and insulate](#)[Heating and cooling systems](#)[Go-Electric Bonus Package](#)

Go-Electric Bonus Package

New electric appliances and HVAC systems are more energy-efficient than their gas counterparts and reduce your carbon footprint. By avoiding the open flames and emissions associated with gas appliances, you also make your home safer and improve indoor air quality.

- **First**, replace your gas furnace with a heat pump HVAC system and get a bonus rebate of up to \$2,500.
- **Second**, replace your gas water heater with a Heat Pump Water Heater and get a bonus rebate of up to \$3,000.
- **Third**, go the extra mile and make your home all electric-ready and get a bonus rebate of up to \$2,500.
- Make your house electric-ready by wiring your house for an EV charger and electric appliances. Receive up to \$500 towards each new electric circuit, up to a total of \$2,500 if you also require a panel upgrade. Eligible circuits include: EV charger, cooktop / range, and clothes dryer.

Let's get started!

[Select your contractor](#)



FIRST STEPS: LAYING THE FOUNDATION TO TAKE ADVANTAGE

Content (Storytelling) First

Benefits & Capabilities of Electric Heating/Cooking

- Heat Pumps and HPWH
- Comfort & Control
- High Efficiency
- Induction Cooking (gas stove elephant in the room)
- Cooling in Summer


Search Volume is for Products

- Heat pumps, mini splits, ductless, hot water heaters, VRF

Addressing the Objections

- Distrust of Electric Utility
- Hangover of 70's Electric Push


Ease In, Confront the Objections



About | Podcast | Projects | Specials | Rebates & Financing | Blog | Contact
(916) 741-0508

HEATING | AIR CONDITIONING | HOME PERFORMANCE | SOLAR | ENERGY AUDITS | COMMERCIAL SERVICES

Electrification: Cold Beers & Hot Showers



July 25, 2018

There's been a lot of buzz around the new **SMUD incentives** to convert homes in the Sacramento area from gas to electric appliances. With an offered savings of up to \$13,750, you may be wondering what this "electrification" can mean for your home.

While it may be hard to imagine a home without a gas stove and furnace (among other necessities), it has truly become more financially viable for California homes to switch entirely to electric power for their home comfort needs. Let's take a look at the challenges your family might face in electrifying your home, and how the experts at Brower Mechanical can help.

Cold Beers & Hot Showers

Reaching into the refrigerator for a beverage, you likely aren't thinking about what all goes in to the process of keeping your drinks cold – you just pop the top and take a sip. Similarly, when you're in the shower you

Thinking of converting your gas appliances to electric?
Our experts can convert your home for less.
[\(916\) 741-0508](tel:(916)741-0508)


Name

Phone or Email

Phone

Email

Question or Comment

I'm not a robot 
reCAPTCHA
Privacy - Terms

[LEARN MORE](#)

[Back to Blog page](#)



THANK YOU!
QUESTIONS?

peter@energycircle.com