

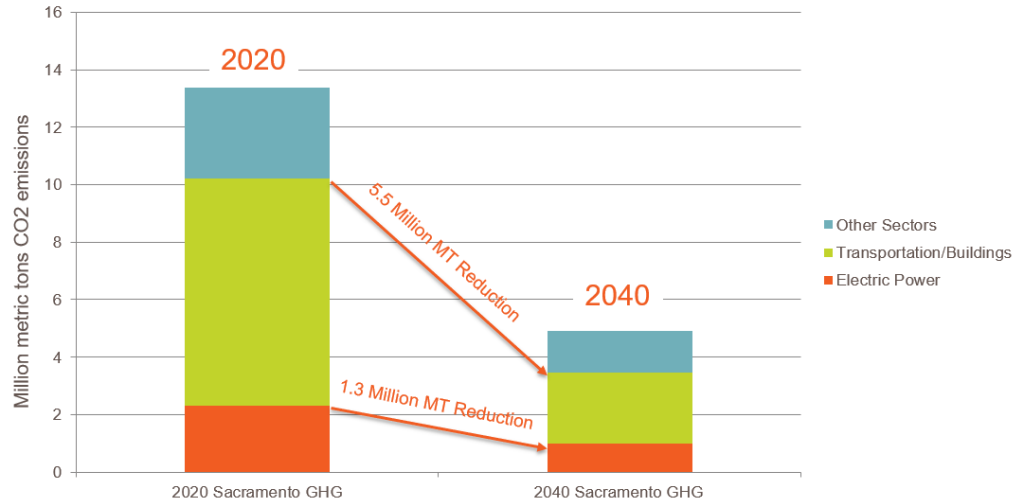
Building Decarbonization at SMUD

Obadiah Bartholomy
Presented to CPUC Workshop on Building
Decarbonization
April 8th, 2019

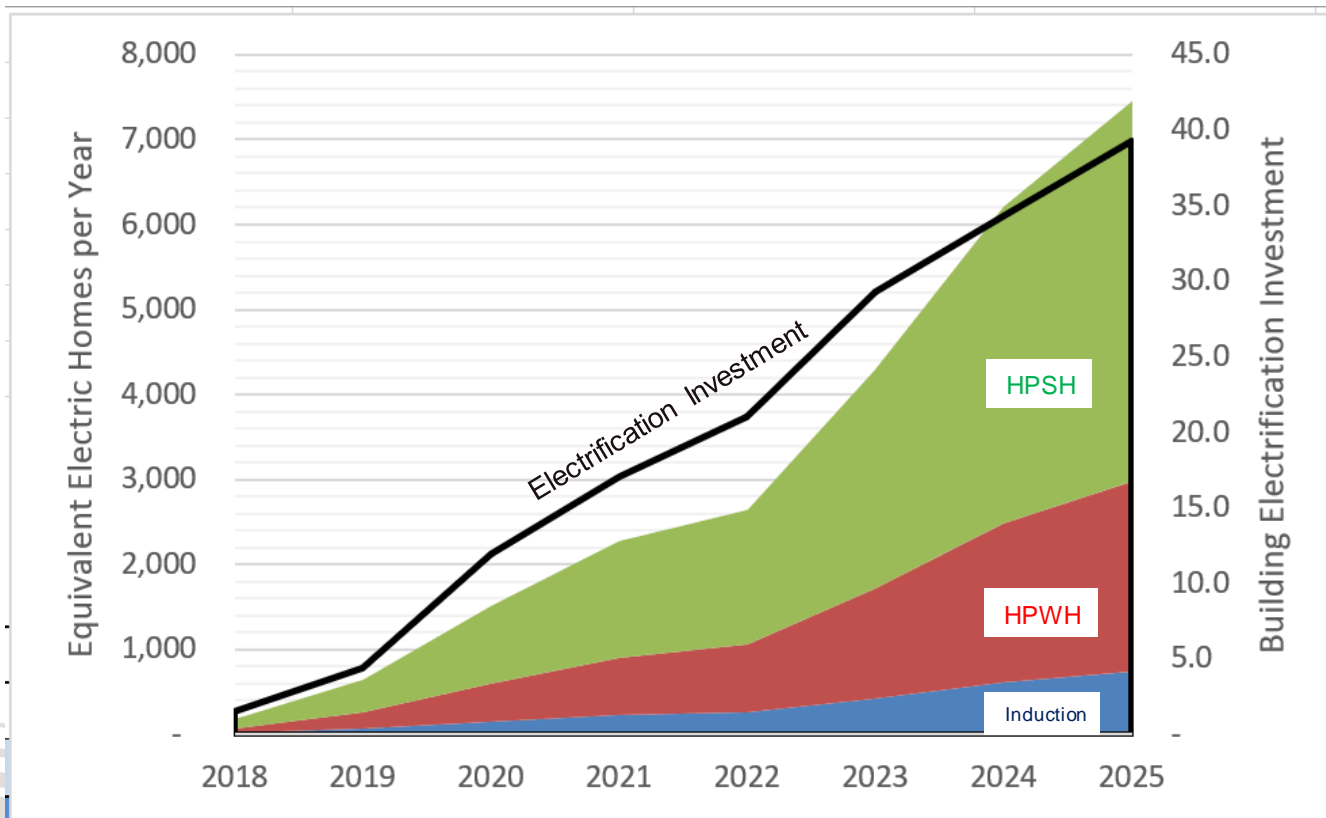


SMUD IRP and Carbon Goals

- IRP Tradeoff- further increasing renewable investments vs focus on transportation and building decarbonization
- Board chose more expensive local investment in T+B decarbonization, committing \$1.7B over next 20 years to these initiatives



Projected 'Equivalent Electric Home' Adoption and Budgets (\$Millions)



SMUD Electrification Program Offerings

	Launch Date	Total Possible Incentive	Base Incentive	HP-HVAC	HPWH	Induction	Bonus
Single Family New Construction	March 2018	\$5,000	\$4,000			\$1,000	x
Multifamily New Construction	March 2018	\$1,750	\$1,250			\$500	x
Single Family Existing	May 2018	\$10,500	n/a	\$4,500	\$3,000	\$500	\$2,500
HPWH Equipment Efficiency	June 2018	\$3,000	\$2,000	n/a		n/a	\$1,000
HPWH Midstream Incentive	November 2018	\$1,000	n/a	n/a		n/a	x
Multifamily Existing	December 2018	\$2,500	n/a	\$1,000	\$1,000	\$500	x
HP-HVAC Equipment Efficiency	1 st Quarter 2019	\$4,500	\$1,500	\$2,500	n/a	n/a	\$500
HPWH Direct Install Program	2nd Quarter 2019	\$3,000	n/a	n/a		n/a	x

SMUD Electrification Program Uptake

	2018 (7 Months)	2019 (Forecast)	
Single Family New Construction	79	194	Commitments from 4 of the top 25 builders in Sacramento, Much more interest this year, 230 commitments 2020-2021
Multifamily New Construction	0	18	Main issue is both lead time for multifamily as well as central HPWH systems are challenging to electrify
HP-HVAC Equipment	134	500	Predominantly HPP so far, launching Equipment Efficiency in June
HPWH Equipment	142	654	Delivery through HPP and Equip Eff, seeing some organization around HPWH
Induction Cooking	10	20	Multiple challenges – emotional choice for consumers, delivery method of program as well
Multifamily Existing	88	300	Aided by our internal low income programs as well as external low income programs (multiple funding sources)

Contractors selling the programs themselves

Contractor Actions:

Printing Flyers

Renting a Billboard

Home Show Displays 

Installing an all-electric showroom



All I want is an Induction Cooktop for Christmas

- Gave 287 induction cooktops to online survey panel members in December as thank you + survey
- Very or slightly positive impression of induction improved from 22% to 91% (61% very positive)
- 47% of Gas stove users much more likely to consider induction in the future
- 57% of gas stove users would very likely recommend induction to a friend

Try it! You may like it...



“It’s almost like cooking with magic, its fast, responsive, and seems safer”



Thank you.