

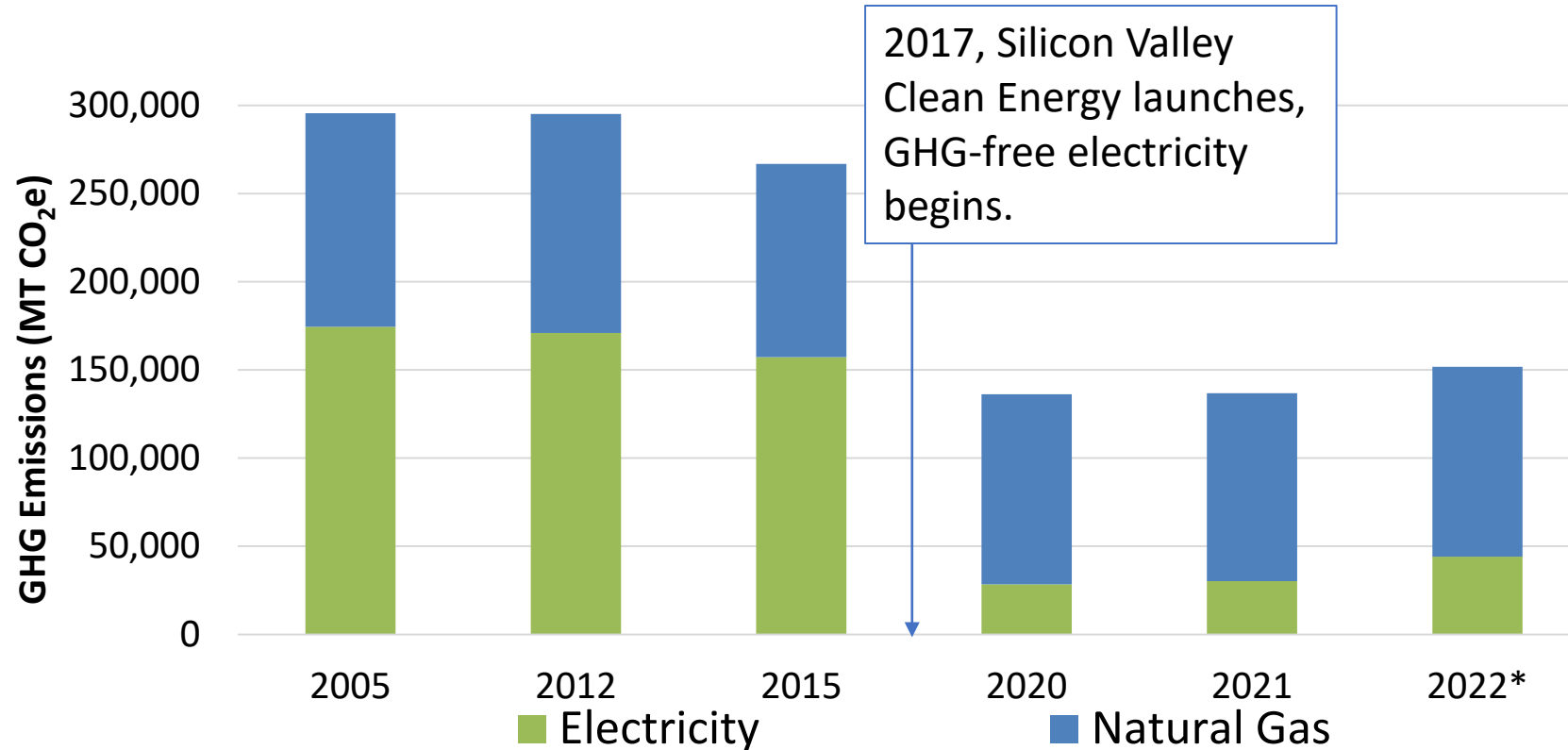


City of
**Mountain
View**

Year of the Water Heater Campaign

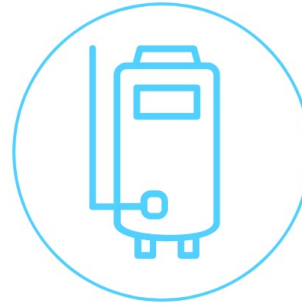
Whitney Ramos, Sustainability Analyst II

Council Sustainability Committee October 28, 2024



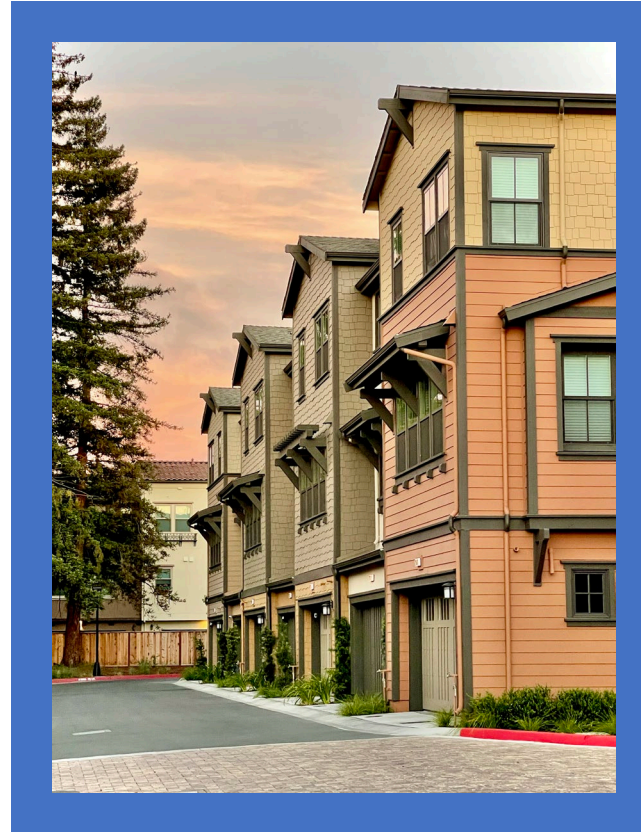
- Achieving communitywide decarbonization target
- Annual greenhouse gas emissions inventories show building energy as 2nd largest source

Why Year of the Water Heater



- A top home energy uses
- Easier and less expensive than space heating
- 2027 Bay Area Air Quality Management District rule
- Silicon Valley Clean Energy (SVCE) programs launching

- Increase number installed
- Reach new audiences
- Raise awareness and understanding
- Create word-of mouth excitement, interest and experience



Develop a Mountain View HPWH character

- Wattson the Heat Pump Water Heater (HWPH)
- Attention-catching
- Educational fun

Amplify SVCE HPWH Programs Locally

- On-bill financing pilot
- Direct-installation program and emergency loaner
- Go Electric Advisor

Mountain View Incentive Program for replacing gas-fired water heater with a HPWH

- Bring installation cost to parity with gas
- One-year only
- Concept: streamlined and stackable with SVCE

Placing local advertisements through various mediums

- Streaming audio and video
- Local movie theater
- Photo or digital ads seen while out of the home

Quarterly mailers

- Direct to those more likely to switch
- In bulk to all Mountain View homeowners

In-person outreach

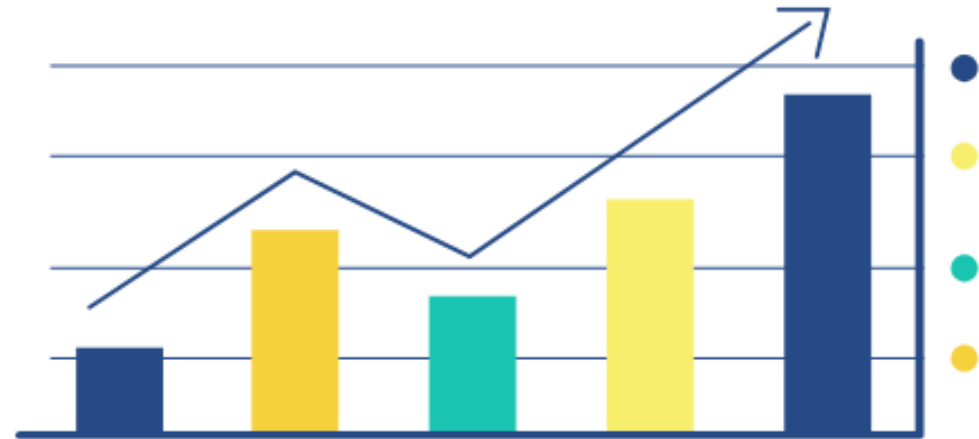
- Farmer's markets
- School and youth tie-in events
- Themed presence at annual events

Water Heater Challenge

- Invited to participate to win prizes
- Prepare step-by-step to convert to HPWH

Metrics such as:

- City permit and/or Mountain View-specific incentive data
- Silicon Valley Clean Energy program data
- Use trackable QR codes on media
- Surveys and case studies



Does the CSC have feedback on the activities and/or proposed incentive for the Year of the Water Heater Campaign?