

Energy Smart Eastside

CMO Report Brief

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Environmental Stewardship Initiative, Community Development

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Information Only

Overview of Energy Smart Eastside and context for the grant awards on today's consent agenda from Department of Commerce and Puget Sound Energy.



Agenda

1. Overview
2. Program Objectives
3. Programming
4. Grant Funding
5. Partnerships & Leadership



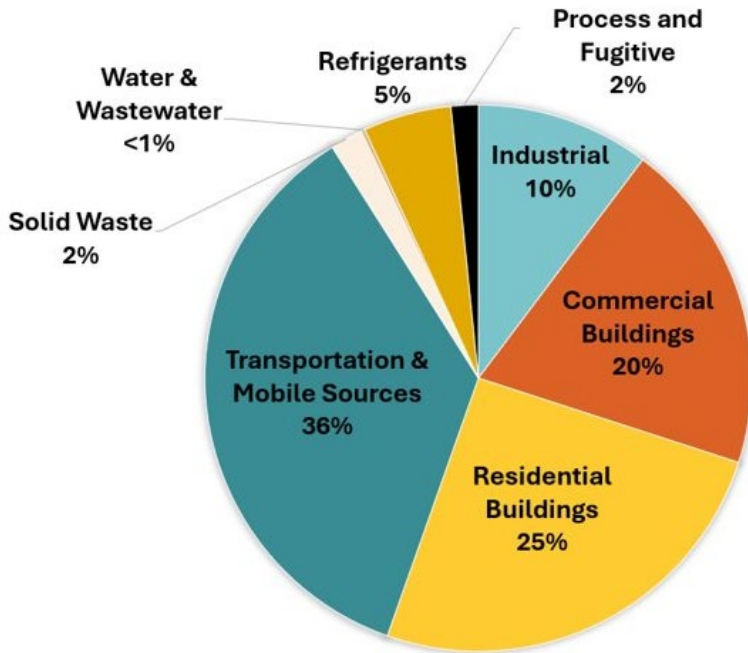
Energy Smart Eastside

Energy Smart Eastside connects residents with the information, incentives and resources they need to go electric. Together we foster **resilient, healthy and sustainable communities.**



Heat Pumps are a climate 2-for-1 win

2022 EASTSIDE CITIES GREENHOUSE GAS EMISSIONS



Transforming the market is key to achieving climate goals

BELLEVUE, WASHINGTON

BENCHMARK YEAR 2032 ▾

DOWNLOAD CSV ↗

● **22k**

Sales needed between **2024** and **2032**

● **6.6k**

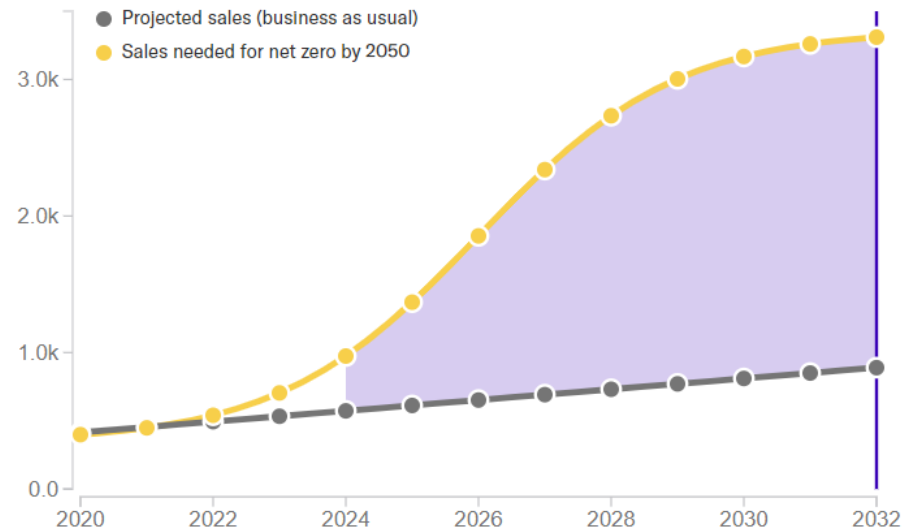
Projected sales between **2024** and **2032** (business as usual)

□ **15k**

Additional sales needed above business as usual between **2024** and **2032** in **Bellevue, Washington**

$(22K - 6.6K) = \sim 15K$

Annual electric heat pump sales



Awareness, cost and complexity are barriers

- 1. What are heat pumps? Is this a priority?*
- 2. It's a priority, but can I afford it?*
- 3. This seems hard, what are the first steps?*

Outreach,
Education,
Marketing

Rebates,
Financial
Assistance

1:1 Support
HVAC networks



Educating our community takes sustained outreach

- Digital campaigns
- Nurture campaigns
- Workshops
- Tabling
- City & community led education
- Earned media
- Contractor led cross promotion
- Utility led cross promotion
- 1:1 coaching services



Save up to \$3,000
on a Mitsubishi heat
pump this month.



Eastside communities work
together to provide heat pumps to
residents



Energy Smart Eastside is one of many organizations connecting residents to rebates, incentives and low or no-cost heating and cooling systems.



IS YOUR HOME'S
TEMPERATURE
TEMPERMENTAL?

Stay cool & save money with an electric heat pump.

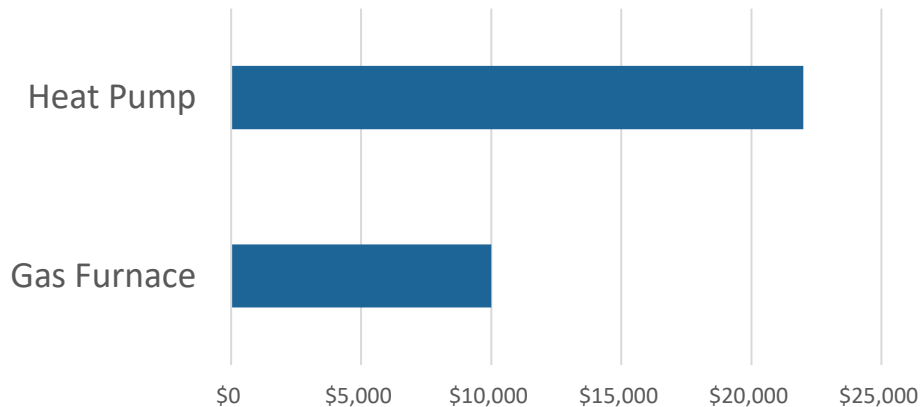
EnergySmartEastside.org



City of Bellevue

Heat pumps are a big investment, and 50% of homeowners may need help

Heat pumps are \$12k more expensive than a furnace



\$4m in new grant funding is helping us scale impact

Funding Breakout

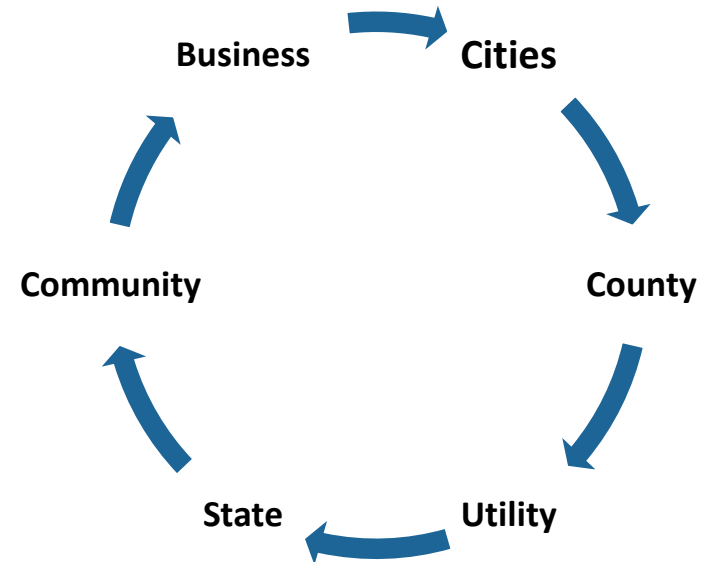
89% - will support
450+ heat pumps in low
and middle-income
homes

11% - will support
marketing and program
administration



Partnerships are key, and creates a model for the region

Bellevue's leadership builds capacity in other jurisdictions, which amplifies the climate impact.



King County - Cities
CLIMATE COLLABORATION



City of Bellevue



ENERGY SMART
EASTSIDE

Thank you

