Promote and incentivize building weatherization and insulation upgrades Electrification

need weatherization for market rate customers as well

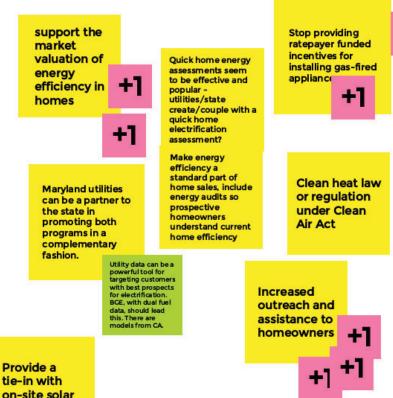
How can the state jointly pursue energy efficiency and electrification? How can heat pumps and other appliances become more feasible to be installed? CONSIDER: Challenges, Existing Resources, Needs

Consider the role for hybrid heating solutions

Ensure there are consumer protections against fraud or problematic installations

One major challenge is the utility company getting up to speed and demand and usage with a more realistic methodology

when possible



midstream is more than incentives, but also influences what is stocked and recomended

Focus on market

transformation,

(supply chain,

incentives, data,

education, codes)

integrated approach

consider midstream incentives to narrow margins for CC heat pumps

EmPOWER has a midstream HP program but it is not very effective: needs reforms, including more streamlined statewide implementation

Clearly advertise the electric incentives to homeowners and contractors so they are easy to quantify, understand, and redeem the credits

Better training and clarification for all contractors so they don't, for example, keep recommending gas

Possible

non-financial

electrifying

buildings

incentives- make

the process easier

for projects that are

furnaces dependent on incentives and

Try to standardize

"installation types"

identification criteria

so installation process

installation efficiency

with well defined

isn't unique every

time, to help

The electrification tools are currently available, having it happen is highly education

Market rate customers also need help with whole-building upgrades, e.g. bundling weatherization with electrification as a

package incentive or

program

Compensate

for peak load reduction

+1

Need clarity on State versus Local (County) adoption and implementation (timing and

requirements)

This has nothing to do with non-covered residential buildings





Incentives and Financing

What are the distinct challenges of condominiums vs single-family homes vs multifamily rentals? How could existing programs be expanded or modified to support electric and efficient appliances? What type of new financing or incentives support different building types with varying financeable qualifications

(commercial tax credits, direct subsidy payments, on-bill financing)? +1 consider on-bill Look for innovative financing with a cap **Builder incentives** financial Re On-bill: IRA could Consider creating that keeps the incentives need to approaches to Expand the versus homeowner provide low/no cost energy bill lower, programs specific to be higher in this reduce upfront cost in unit capital for this. (e.g. but finances electric incentives. Give state green rental properties market without - such as leasing **GHG Reduction** heating. Financing builders more regulatory sticks, to bank with incentives that equipment for a low Fund) it with the savings. influence up-front reasons to electrify. monthly payment Sort of like an ESCO programs benefit both decision making. (NC) for homeowners at scale property owner and renters can use tarrif authority and End of life: central not be Multifamily upgrades home energy A/C upgrades are a debt-based Engage are likely paid by checkups--could be good opportunity. landlords but the more electrification but panel upgrades private equity Rebates/incentives operational benefits focused - encourage End the competing can be a sticking funds to that can lower are received by the panel upgrades incentives for point--need to get tenants = less upfront costs seem prior to end of life high-efficiency gas support long ahead of that with incentive for landlords easiest and most replacement furnaces proactive upgrades term leases or to upgrade needed for SFH or financing condo owners. Develop a program to take advantage of bulk purchasing to MUST be For multifamily. reduce the cost of Condo buildings Fannie Mae and Align green building electrification may also have easy to Fannie Mae and programs (LEED, Freddie Mac interest projects Freddie Mac interest central systems to EarthCraft) with replace. Condo rate incentives for rate incentives for use and electric apartment board education on available incentives electric buildings buildings. Fannie Mae unitized choices and access and availability of

and Freddie Mac

green initiatives

supplemental loan

availability to finance

prioritize large carbon reductions

systems its hard to target

Incentive programs from utility or tax credits are much more difficult for condos to navigate. They either fall into commercial or residential but could use targeted help

co-ops also kev

central system

choices.

supplemental loans

for green initiatives

do buildings ld benefit from t-purchasing if nits are around same age and or replacement.

Education and Outreach

What efforts can grow homeowner action towards decarbonization and energy efficiency? How can the state and other parties support an increased participation from the workforce, education, and private sectors?

Increased financial incentives for energy efficient upgrades It is not a small task to create educational resources and sources that the public will go to and trust. Leveraging existing trusted voices can be very helpful.

Centralized source of information that everyone can point to

MD needs a significant workforce development program to recruit and train HVAC installers and other trades

'endor/installer education.
Homeowners rely on their contractor for advice. If they recommend in-kind replacement most ppl take that at face value.

+1

Clearly defined benefits from homeowner's perspective of why to do this, so they can do their own cost/benefit analysis once costs are also known

Emphasize other benefits - adding cooling, better control/comfort, indoor air quality

+1

Messaging should be evidence-based use marketing tactics that are demonstrated to work. Installer network
like the utilities'
service provider
network. If you
know you want to
electrify, how to find
a vendor to help
you.

Community outreach to determine common barriers and lack of interest



insulation





Also focus on

ontrol/comfort, door air quality

