

Summit Summary And Next Steps

Market Transformation

Need to expedite typical adoption curve

- Financials:
 - Consumer Incentives
 - Upstream and mid stream
 - Rural – propane electrification
 - Air quality tied improvements
 - Rate Structures
 - Funding access
 - Stop Incentives on gas energy efficiency
- Rates
 - NEM-like?
 - All-electric options

Market Transformation

- Contractor Access
 - Equipment on truck
 - Consumer packages
- Good quality products and success stories
- Education!

Consumer inspiration

- Simplify
 - Messaging
 - Benefits, what's in it for me?
 - No compromise required
 - Bottom up and top down
 - Primary message and unique/diverse market stories
 - Contractors have
 - Technology access and experience
 - Incentive information
 - Packages to offer
- Keep in mind
 - Tenants
 - Build on existing wins
 - Trigger points
 - Trust matters
- Keep efforts
 - Fun
 - Easy
 - Financially viable
 - Transparent

Public Policy

- Government send clear signals where market is going
 - Change the metrics – we have to count carbon
- Finances
 - Fix funding silos
 - Monetize benefits
 - Carbon tax beyond cap and trade
- Be aware of existing efforts while innovating
- Potential policies:
 - Point of sale real estate
 - Performance based codes
 - Carbon disclosure

- Focus on:
 - Multi-family easier to reach at scale
 - Low income, Disadvantaged communities
 - Health and safety
 - Split Incentives
 - Workers education & training for those sectors losing their jobs
 - Make it easy and simple
 - Streamline codes, permits and enforcement
 - 200 amp panels set up at site
 - Load management technology – Rural areas
- Big picture stuff:
 - Strategic decommissioning of high-carbon sources
 - Local agencies to test fully electrified communities
 - Adaptation
 - Resiliency
 - Connect hazard readiness to insurance

Research

- Technologies
 - Vehicle to Home
 - Global Warming Potential
 - Retrofit Ready heat pumps
 - Future technology marketability
- Global models
- Actual performance of early adopters
- Jobs
- Health/IAQ Impacts including benefits

Good News!

- Technology is ready
- We are here
 - Our work here is a “powerful inoculation against naysayers” (Cmr. McAllister)
- Much work to be done but no better group to take it on.

Thank you!