



# Office of Energy & Sustainable Development Community Building Electrification Outreach

Environment and Climate Commission

April 26, 2022



# East Bay Electrification Expo February 2019



LEGER WANASELJA ARCHITECTURE



# Vendors





# Local Ambassadors



Amy Kiser  
Bruce Mast  
Chris Gilbert  
Jane Melia  
John Elliott  
Maurice Levitch  
Pierre Delforge  
Rosemary Ehat  
Sach Constantine



**Berkeley**  
**Electrification**  
**Working Group**



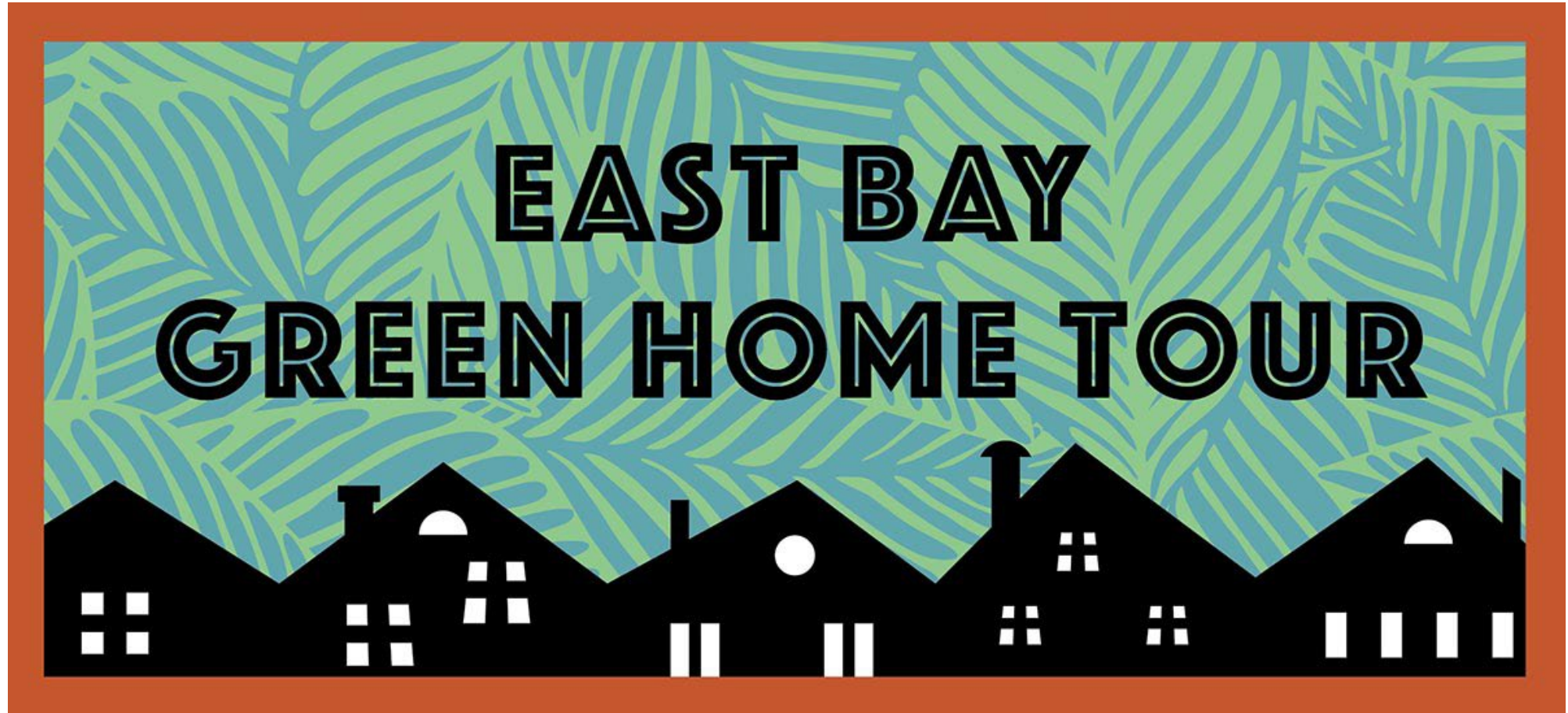
# Everything Electric







# East Bay Green Home Tour – May 20th



More info at: [eastbaygreenhome.com](http://eastbaygreenhome.com)

# Oakland Electrification Clinics

## Upcoming Outreach

| Date             | Title                                | Location/Time  | Event Type    |
|------------------|--------------------------------------|--|---------------|
| April 15th, 2023 | Oakland Roots                        | Laney College, 5-9pm   | Pop-up        |
| April 21st, 2023 | OMCA Friday Nights                   | 1000 Oak St., 5-9pm  | Pop-up        |
| April 26th, 2023 | Melrose Neighborhood Council Meeting | Virtual, 7-7:30pm  | Presentation  |
| April 27th, 2023 | Fruitvale Farmer's Market            | Avenida de la Fuente, 12pm-3:30pm  | Pop-up        |
| May 4th, 2023    | Building Electrification Clinic      | Cypress Mandela Training Center, 977 66th Avenue ( <a href="#">Register here</a> ) | Resource Fair |
| May 11th, 2023   | Building Electrification Clinic      | West Oakland Senior Center, 1724 Adeline St. ( <a href="#">Register here</a> )     | Resource Fair |
| May 14th, 2023   | West Oakland Farmer's Market         | 1809 Peralta St.   | Pop-up        |

Learn more at:

[oaklandca.gov/topics/building-electrification-public-engagement](https://oaklandca.gov/topics/building-electrification-public-engagement)

# Thank You!

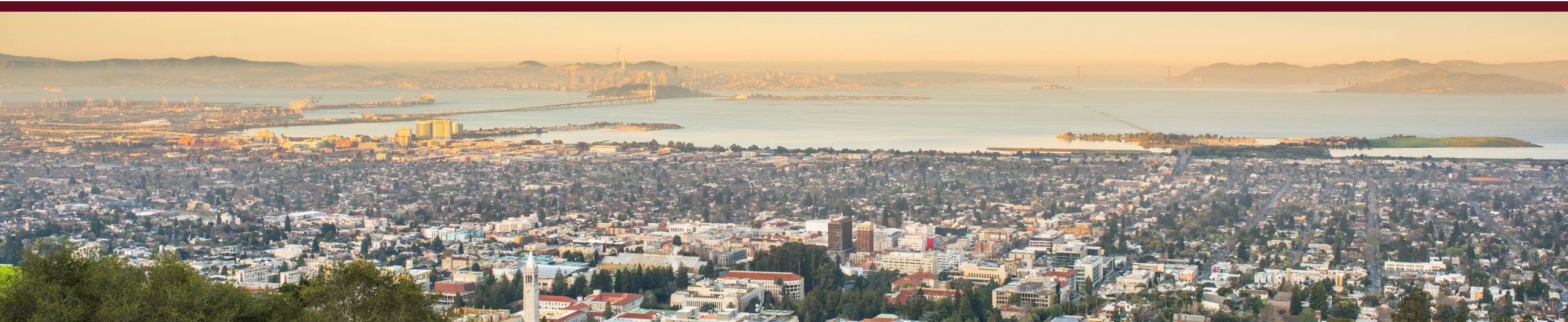
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**Rebecca Milliken**

City of Berkeley

Office of Energy & Sustainable Development

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# CCL Building Electrification Projects

## Home Electrification Fair

The Brower Center

April 22, 2 - 5 PM

80 - 100 attended

### Goal

Give homeowners, renters and landlords information about home electrification:

- Health, safety, financial, climate benefits
- Different pathways, options
- Rebates and credits



# Home Electrification Fair

## About

### Three presentations

#### **Electrification 101**

Justification, overview, basic principles.  
(All-Electric California)

#### **Incentives**

Home safety, rebates and credits  
(BayREN)

#### **The Path Toward Efficiency**

Each home is different, assessing individual options, water heaters, heat pumps.  
(Electrify My Home)



# Home Electrification Fair

## About

### Nine Information Tables

BayREN

The Switch is On

Quit Carbon

Citizens Climate Lobby

League of Women Voters

Home Electrification Ambassadors

All-Electric California

Electrify My Home

Harvest Thermal



# Home Electrification Fair

## What we did right

### Good team. Good outreach.

Team of 5 selected and engaged with potential presenters, tablers.

Divided outreach tasks: news outlets, allied organizations, flyers at events.

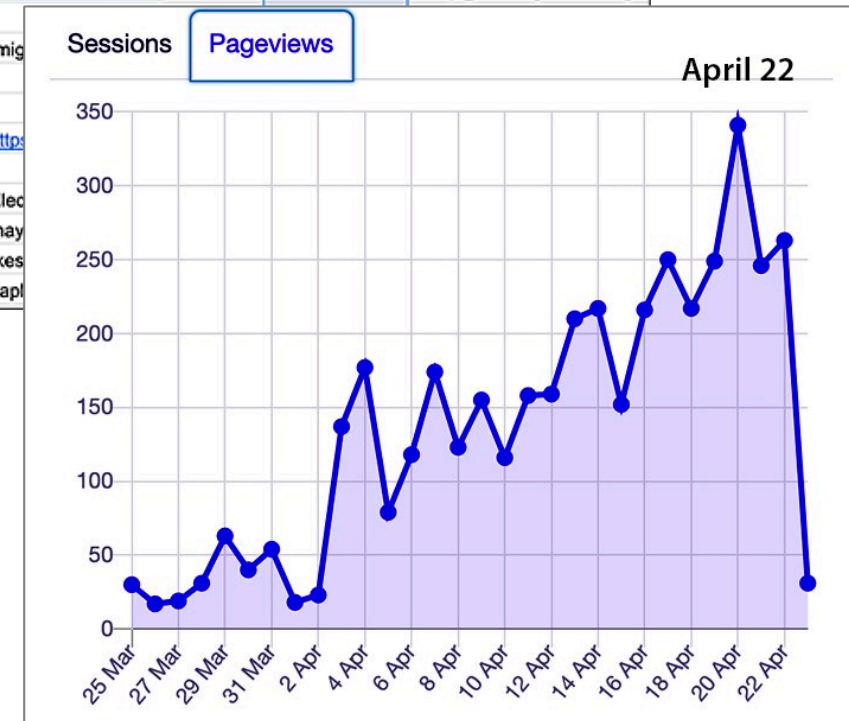
### Unintended but good

Content overlap of first and third presenters was good. Both early and late arrivers learned about technical and financial aspects, though in different order.

### Our host

The David Brower Center provided an ideal venue: tables, auditorium with professional AV support.

| 1  | Organization/Media                      | URL   | Who?                | Email                      | Newsroom   |
|----|---|---|---------------------|----------------------------|------------|
| 13 | East Bay Times                          | <a href="https://www.eastbaytimes.com/lo">https://www.eastbaytimes.com/lo</a>     | Nik                 |                            | local@baya |
| 14 | Eventbrite listing                      | <a href="https://www.eventbrite.com/!sell-">https://www.eventbrite.com/!sell-</a> | Nick                |                            |            |
| 15 | CCL Alameda Chapter Briefing            |   | Nick                |                            |            |
| 16 | Richmond Rotary                         |   | Nick                |                            |            |
| 17 | Facebook ad                             |   | Elyce will ask Tony |                            |            |
| 18 | Facebook Event (for both the EF and W   | <a href="https://www.facebook.com/event:">https://www.facebook.com/event:</a>     | Nick                |                            |            |
| 19 | Twitter post                            | <a href="https://twitter.com/CCLAlameda">https://twitter.com/CCLAlameda</a>       | Tom Y, Nick         | tomyamaguchi@mac.com       |            |
| 20 | KALW radio                              |   | Sandra              | sandrailu.berl news@kalw.o |            |
| 21 | KPFA radio                              | <a href="https://kpfa.org/contact/recordir">https://kpfa.org/contact/recordir</a> | Tom Y               | calendar@kp news@kpfa.o    |            |
| 22 | The Switch Is On                        | <a href="https://switchison.org">https://switchison.org</a>                       | Mike                | friday@buildingdecarb.org  |            |
| 23 | Berkeley Climate Action Coalition       |   |                     |                            |            |
| 24 | BCAC Electrification Working Group      | (mig  |                     |                            |            |
| 25 | Berkeley Sustainability News newsletter |   |                     |                            |            |
| 26 | Flyers for tabling, meeting hand-outs   |   |                     |                            |            |
| 27 | LinkedIn                                | <a href="https://">https://</a>   |                     |                            |            |
| 28 | Rockridge News                          |   |                     |                            |            |
| 29 | Mayor and City Council Newsletters:     | Elec  |                     |                            |            |
| 30 | Mayor Jesses Arreguin                   | may   |                     |                            |            |
| 31 | District 1 Rashi Kesarwani              | rkes  |                     |                            |            |
| 32 | District 2 Terry Taplin                 | ttapl   |                     |                            |            |



# Home Electrification Fair

## What we can do better

### **Very few people of color**

Can more targeted outreach help achieve more diversity?

### **Program felt cramped**

Those who wanted to attend all three presentations had little time to visit tables. Instead of 2-5 PM 1-5 PM would work better.

### **Lack of feedback**

We prepared an audience survey form but didn't manage to get people to fill them out. Maybe email survey to attendees afterwards.





# Electrification House Parties

- **Goal:** Give people the confidence to dive in
- **Electrified home:** Heat pump, heat pump H<sub>2</sub>O heater, induction cooking
  - **Small scale, ongoing:** One home, every two months
  - **Neighbor to Neighbor:** Personal touch
- **Short talk, then tour**
  - **Switch is On:** Info about rebates & contractors
  - **Host & Guests:** See, touch, listen, ask
  - **And snacks!**



# CCL Building Electrification Projects

**Thank you for your interest!**