



Enabling Adoption of Electrification Technologies

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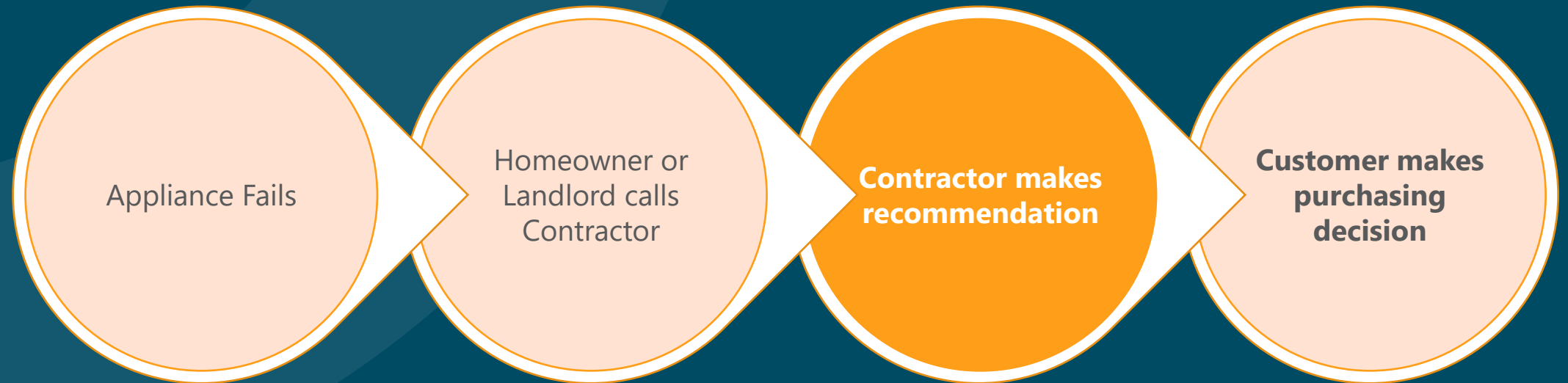
“

If you think technology can solve your problems then you don't understand technology AND you don't understand your problems

”

Laurie Anderson

Intervention Point



What Drives Contractor Recommendations?

Predisposition

- Comfort
- Capacity
- Capability

Product Availability

Customer Perception/ Reception/ Acceptance

Inspector Acceptance/ Permitting

Incentives

Distributor Relationship(s)

Emergency Replacement Heat Pump Water Heater Market Study

Project:

Study a decision-making process for contractors to offer gas loaners or 120V HPWHs to electrify water heating during emergency replacements

Hypothesis:

With decision making guidance contractors can drive a higher conversion rate on burnout.

Preliminary Findings:

Majority contractor install, 84% accept contractor recommendation.



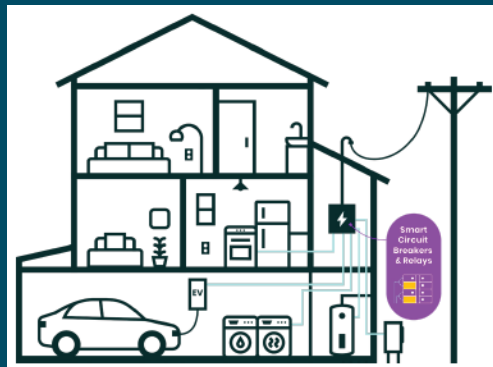
Household Electric Infrastructure Upgrade Alternatives for Electrification



Smart Electrical Panels



Circuit Control Units



Smart Breakers and Relays



Outlet Splitters

Project: Market Study of emerging intelligent power management technologies ("IPMTs")

Findings: Barriers include lack of familiarity and install experience, confidence in product / manufacturer support, permitting & inspection uncertainty, and cost

Recommendations:

- Awareness for consumers, contractors, electricians, and code officials
- Incentivize IPMTs for specific retrofits

A path to scale

- Focus where circumstances compel people to spend money
- Have technology options
- Support the purchasing influencer (contractor) with good information
- Programs which incentivize the influencer to execute the conversion, and incentives are streamlined





To contact VEIC or get on the distribution list for our CalNEXT Final Reports

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