

# Mobilizing for Community Electrification

City of Bloomington Climate Talk  
January 10, 2024



ONE IDEA



Rewiring America was founded  
in July 2020 with one simple idea:  
**Electrify Everything**

**Fossil fuels waste  
a lot of energy...**

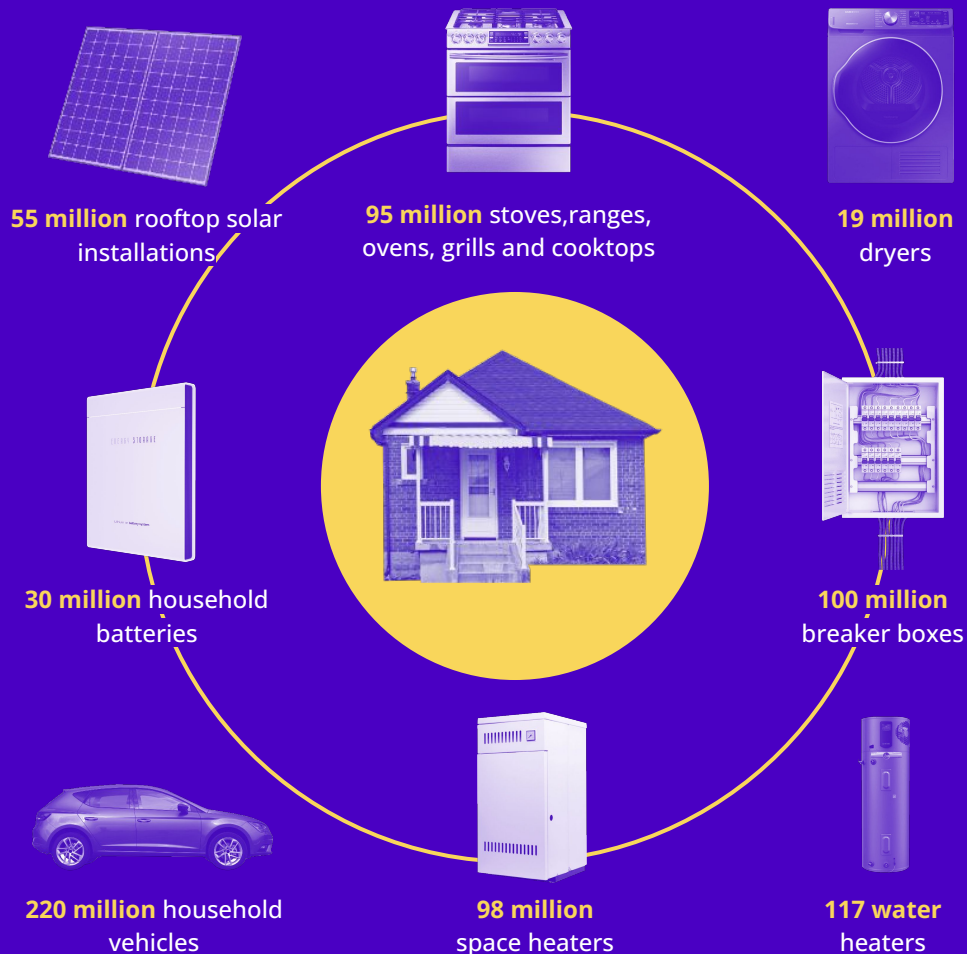
**If we electrify  
everything and  
power it all with  
renewables,** there  
would be much less  
waste



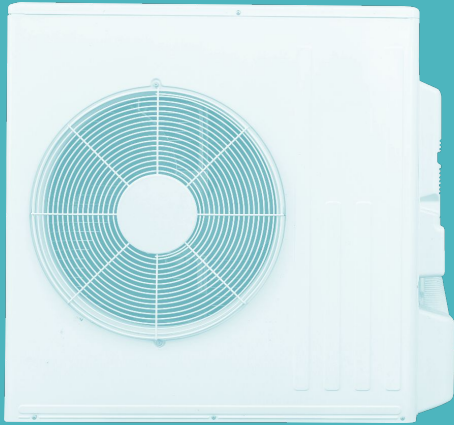
## CLIMATE ACTION AT HOME

**42% OF OUR ENERGY-RELATED EMISSIONS COME FROM DECISIONS MADE AROUND THE KITCHEN TABLE.**

That's how we heat and cool our homes, cook our food, dry our clothes, and get around. And it's a huge opportunity to take meaningful personal action.



## MEET THE KEY TECHNOLOGIES



### Heat pump

3x more efficient than a fossil  
fuel/electric furnace

Heats AND cools your home!



### Heat pump water heater

3x more efficient than a  
fossil fuel water heater

Still gives you all the warm showers

## MEET THE KEY TECHNOLOGIES



### Induction stove

Responsive, fast, and easy to clean

Induction >> electric resistance or gas!

Won't pollute your home

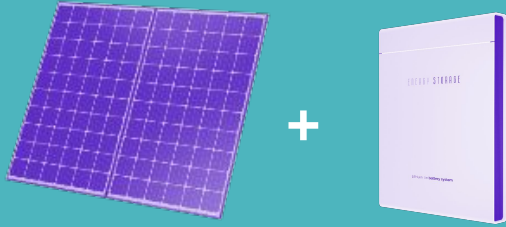


### Heat pump dryer

3x more efficient than  
a fossil fuel dryer

No venting needed

## MEET THE KEY TECHNOLOGIES



### Solar PV + Storage

No carbon emissions and can save you thousands of dollars a year

Energy independence



### EV + EV Charger

Can save over \$1,000 a year on fuel costs relative to gas vehicles

Require less maintenance

Have no tailpipe emissions

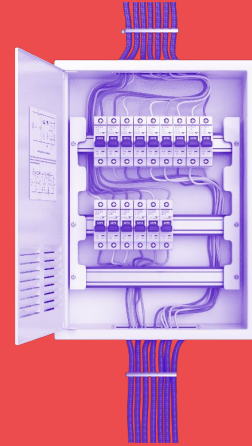
## MEET THE KEY TECHNOLOGIES



### Weatherization

Insulation will ensure that your heat pump HVAC system works efficiently to maintain a comfortable temperature

Reducing energy waste that results in utility bill savings



### Wiring + panel upgrades

May need an electrician to pre-wire your home

Most homes can electrify everything in their home on their existing panel



A story of economic renewal and community infrastructure –  
a new climate future.



Lower energy  
costs



Healthier  
homes



Climate  
benefit

**1 billion machines**  
to replace or install by 2050  
for a shot at 1.5°C warming

## The footrace is climate change versus our pace of progress.

To get every machine to be efficient and electric by 2050, we need to achieve 100 percent sales penetration much sooner. That means inducing market activity above the projected “business as usual” market case.

	Three Year BAU (2024-2026, in thousands)	Three Year Climate Target (2024-2026, in thousands)
Heat Pump HVAC	5,673	10,164
Heat Pump Water Heater	619	1,123
Induction Stove	1,409	4,110
Rooftop Solar	2,689	6,668
Electric Vehicles	2,567	12,252
<b>Total</b>	<b>12,957</b>	<b>34,317</b>



The Inflation Reduction Act has already **jump started the electrification movement** in every community in the nation.

### An electric bank account

Thanks to the **Inflation Reduction Act (IRA)**, the average household has **\$10,600 in new federal incentives** to electrify, which can ramp to an **\$567 billion cumulative investment** in communities across the U.S



When it comes to financial incentives available for consumers under the Inflation Reduction Act, they fall mainly under one of two categories:



## Energy Efficiency Tax Credit (25C)

- What:** A 30% tax credit for residential efficiency and electrification upgrades, up to \$3,200 per year.
- Who:** Anyone with enough federal tax liability, including renters.
- When:** Now through 2032.
- Details:** The purchase and installation of heat pumps & heat pump water heaters qualify for up to a \$2,000 tax credit per year.

## Clean Energy Credit (25D)

- What:** A 30% tax credit for the purchase and installation of solar panels, geothermal heat pumps, and battery storage.
- Who:** Anyone with enough federal tax liability, including renters.
- When:** Now through 2034 and retroactive to 2022.
- Details:** The tax credit is uncapped and can be carried forward.



## More Information

**Details:** 25C and 25D have their own form ([Form 5695](#))

To claim your tax credit, you will need to complete the Internal Revenue Service (IRS) Form when you file your taxes for the year your energy efficiency and electrification upgrade occurred

You must use the current version of Form 5695 for the tax year in which you are filing. Updated forms are typically released in January or February before taxes are due in April.

**Disclaimer:** *The information presented here is for educational and informational purposes only. It is not intended to provide specific tax guidance. We suggest that you consult with your tax advisor regarding your individual tax situation.*

## Clean Vehicle Credit (30D)

**What:** A \$7,500 tax credit for purchasing a new EV.

**Who:** Most households. Credits are income-limited and MSRP-limited.

**When:** Now through 2032.

**Details:** Only vehicles that meet critical mineral, battery component, and final assembly requirements qualify. See the list here: <https://fueleconomy.gov/feg/tax2023.shtml>

Credits will be transferable to dealers starting in 2024, essentially converting into an upfront discount.

## Credit for Previously Owned Clean Vehicles (25E)

- What:** A \$4,000 tax credit for purchasing a used EV.
- Who:** Most households. Credits are income-limited and MSRP-limited.
- When:** Now through 2032.
- Details:** Credits will be transferable to dealers starting in 2024, essentially converting into an upfront discount.

## Electrification Rebates (aka HEEHRA/HEAR)

- What:** Point-of-sale rebates up to \$14,000 for electric appliances including heat pumps, heat pump water heaters, induction stoves, electrical panel upgrades, and rewiring.
- Who:** Low- and moderate-income households.
- When:** State energy offices are finalizing this program now. We expect a roll out in 2024.
- Details:** 100% of project costs are covered for low income households, 50% for middle-income households.

## Efficiency Rebates (aka HOMES)

**What:** Rebates for large-scale projects that verifiably improve a home's energy efficiency.

**Who:** Everyone! Rebates for low-income households are doubled.

**When:** State energy offices are finalizing this program now. We expect a roll out in 2024.

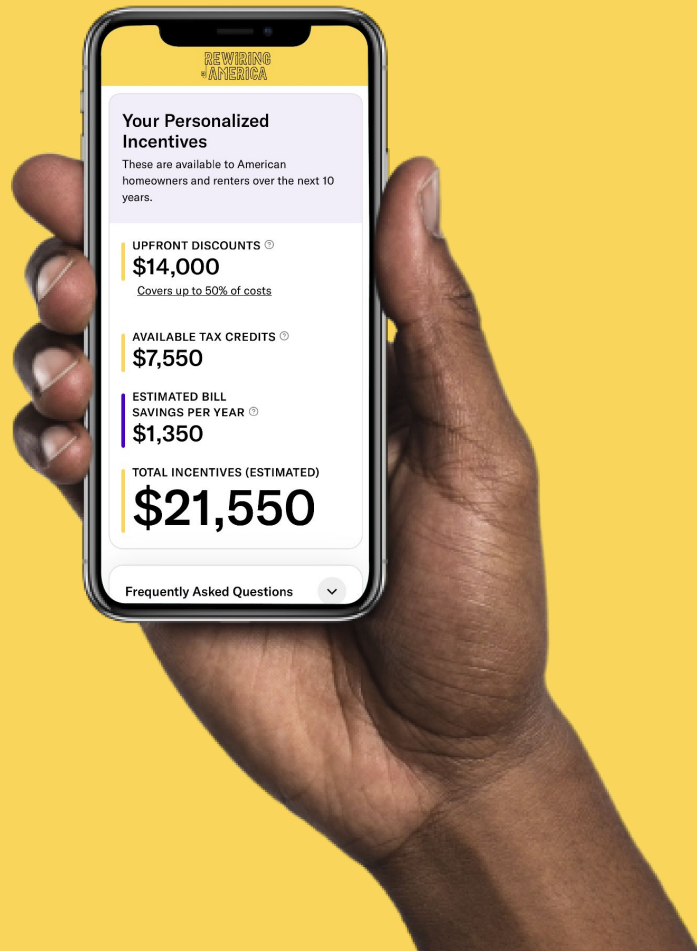
**Details:** Consumers have two ways to claim this rebate, either **modeled** or **measured** energy savings.

The total rebate amount a consumer qualifies for depends on the route & the amount of energy savings the project generates, but can be up to \$8,000.

## A USEFUL TOOL

**Use our IRA Savings Calculator  
to see how much money you'll  
get from the IRA:**

[https://www.rewiringamerica.org  
/app/ira-calculator](https://www.rewiringamerica.org/app/ira-calculator)



COMING SOON!

We will turn our IRA Savings calculator into a customizable electrification planning tool.



4.9 tons CO<sub>2</sub>/year.  
That's like 5 giraffes!  
(A giraffe is a ton)



Want to dig deeper  
on heat pumps?  
Want to read  
case studies?  
We'll have those.

Enter your information

Estimated energy bill savings

Emissions savings

Personal plan

Customized information

Whoa,  
you could  
save  
\$19,000!

We'll guide  
you through  
the process.

We want  
you to  
maximize  
your  
savings!

COMING SOON!

This spring, we will launch version 1 of the Personal Electrification Planner (PEP).

The PEP will make **smart assumptions** about your home and your energy use to generate a tailor-made electrification plan.

DRAFT: CONTENT IS SUBJECT TO CHANGE.

REWIRING  
AMERICA



911 NW 61st St, Seattle, WA

### Here's what we think your home energy profile looks like



Space Heating  
Gas Furnace



Water Heating  
Gas Water Heater



Cooking  
Gas Stove & Oven



Washer / Dryer  
Gas-fed



Electricity Source  
Natural Gas



Renewable Energy  
None

This info is incorrect

AVAILABLE INCENTIVES  
FOR ELECTRIFYING

**\$14,800**

ANNUAL SAVINGS BY  
ELECTRIFYING

**\$1,800/yr**

EMISSIONS REDUCTIONS  
BY ELECTRIFYING

**-65% CO<sub>2</sub>/yr**

Start your Personal Electrification Plan



COMING SOON!

PEP will present a **clear roadmap** for each user that is personalized to their household priorities and profile.

DRAFT: CONTENT IS SUBJECT TO CHANGE.

The screenshot displays a user dashboard for a project at '911 NW 61st St' in Seattle, WA, planned by Teo Smith. The dashboard features a vertical timeline on the left with a yellow circle highlighting the 'Water Heating' section. The main content area lists project items: 'Electric Vehicle' (completed in 2022), 'Water Heating' (with a 'Start project' button), 'Space Heating', 'Cooking', 'Washer / Dryer', and 'Renewable Energy'. A 'TEO'S PRIORITIES' sidebar lists 'Costs', 'Environment', and 'Family health'. The 'REWIRING AMERICA' logo is in the top right.

REWIRING AMERICA

**911 NW 61st St**  
Seattle, WA  
Plan by **Teo Smith**  
Set to complete in 2028

TEO'S PRIORITIES

- Costs 1
- Environment 2
- Family health 3

✓ **Electric Vehicle**  
Completed in 2022 [View project >](#)

**Water Heating**  
Why now? It's the most cost-effective option in reducing your carbon footprint. [Learn more](#) [Start project](#)

**Space Heating** ▾

**Cooking** ▾

**Washer / Dryer** ▾

**Renewable Energy** ▾

COMING SOON!

The Personal Electrification Planner will identify opportunities for you to stack federal, state, local, and utility **incentives**, help you scope and qualify your **projects**, and match you with qualified **contractors** and experts in your community.

DRAFT: CONTENT IS SUBJECT TO CHANGE.

REWORK AMERICA

## Water Heating Project

911 NW 61st St  
By Teo Smith

Share project

AVAILABLE REBATES & CREDITS <b>\$3,800</b>	ESTIMATED TOTAL INSTALLED COST <b>~\$4,500</b>	ESTIMATED BILL SAVINGS PER YEAR <b>\$900</b>	ESTIMATED CO2 SAVINGS PER YEAR <b>0.24t CO2e</b>
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### Home profile

- Current model: Rheem Sp1052gh
- Occupants: 4
- Bathrooms: 2
- Shower length: long [Edit](#)

### Recommended category

Rheem ProTerra 65 Gal or similar  
★★★★

[Other models >](#)

### Available contractors

- Ruus Plumbing**  
★★★★ SSS  
4 completed HPWH builds  
[Invite to bid >](#)
- Gary Chamberlain LLC**  
★★★★ S\$  
8 completed HPWH builds  
[Invite to bid >](#)

[View more](#)

### Advice from community

- Sherry Martinez**  
849 NW 63rd St  
Completed build in 2020
- Bill Zhao**  
6732 NW 70th St  
Completed build in 2022
- Raymond Douglas**  
109 NE 103rd St  
Completed build in 2022



# Take action

Electrifying everything takes everyone!



# Spread the word

Help your friends, family and neighbors understand how and why to electrify

## Be this person.

We need a million electric enthusiasts to socialize this transformation. Be one of them!





# Contact local contractors

Let them know you want to go electric!



# Contact your local government

Encourage your local officials to adopt policies supporting electrification

JOIN OUR COALITION

## Local Government Leaders for Electrification

### OVERVIEW

**200+ Members**  
including Mayors,  
Legislators and Staff

**32+ States**  
And growing



**Dan Aymar-Blair**  
Councilmember  
Beacon, NY



**Chandra Farley**  
Chief  
Sustainability  
Officer  
Atlanta, GA



**Jenny Hernandez**  
Sustainability  
Specialist  
Las Cruces, NM



**Lisa Batey**  
Mayor  
Milwaukie, OR



**Wei-Tai Kwok**  
Councilmember  
Lafayette, CA



**Devin Murphy**  
Mayor  
Pinole, CA



**Melissa Schmitz**  
Resiliency  
Coordinator  
Green Bay, WI



**James Walkinshaw**  
Supervisor  
Fairfax County, VA



**Joshua Dyer**  
Alderson  
Silvis, IL



**Lauren Clemens**  
Climate Action  
Manager  
Whatcom County,  
WA



**Adam Khosroabadi**  
Councilmember  
Milwaukie, OR



**Svante Myrick**  
Former Mayor  
Ithaca, NY



**Bill Peduto**  
Former Mayor  
Pittsburgh, PA



**Kai Hagen**  
Former  
Councilmember  
Frederick County,  
MD



**Steve Patterson**  
Mayor  
Athens, OH



**Christiana Rigby**  
Councilmember  
Howard County,  
MD

A group of electrification-minded local government leaders convened by Rewiring America to put communities on the path to electrification and decarbonize at scale.

[localgovleadersforelectrification.org](https://localgovleadersforelectrification.org)



REWIRING  
AMERICA

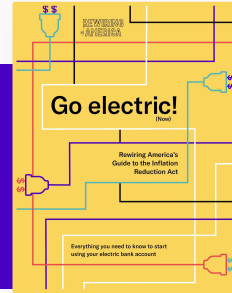
[evie@rewiringamerica.org](mailto:evie@rewiringamerica.org)

# Appendix

GO ELECTRIC!



Want to learn more about IRA incentives and electric appliances? Download the full version of RA's Go Electric Guide for free!



Check out our IRA calculator to see which incentives your household qualifies for.

