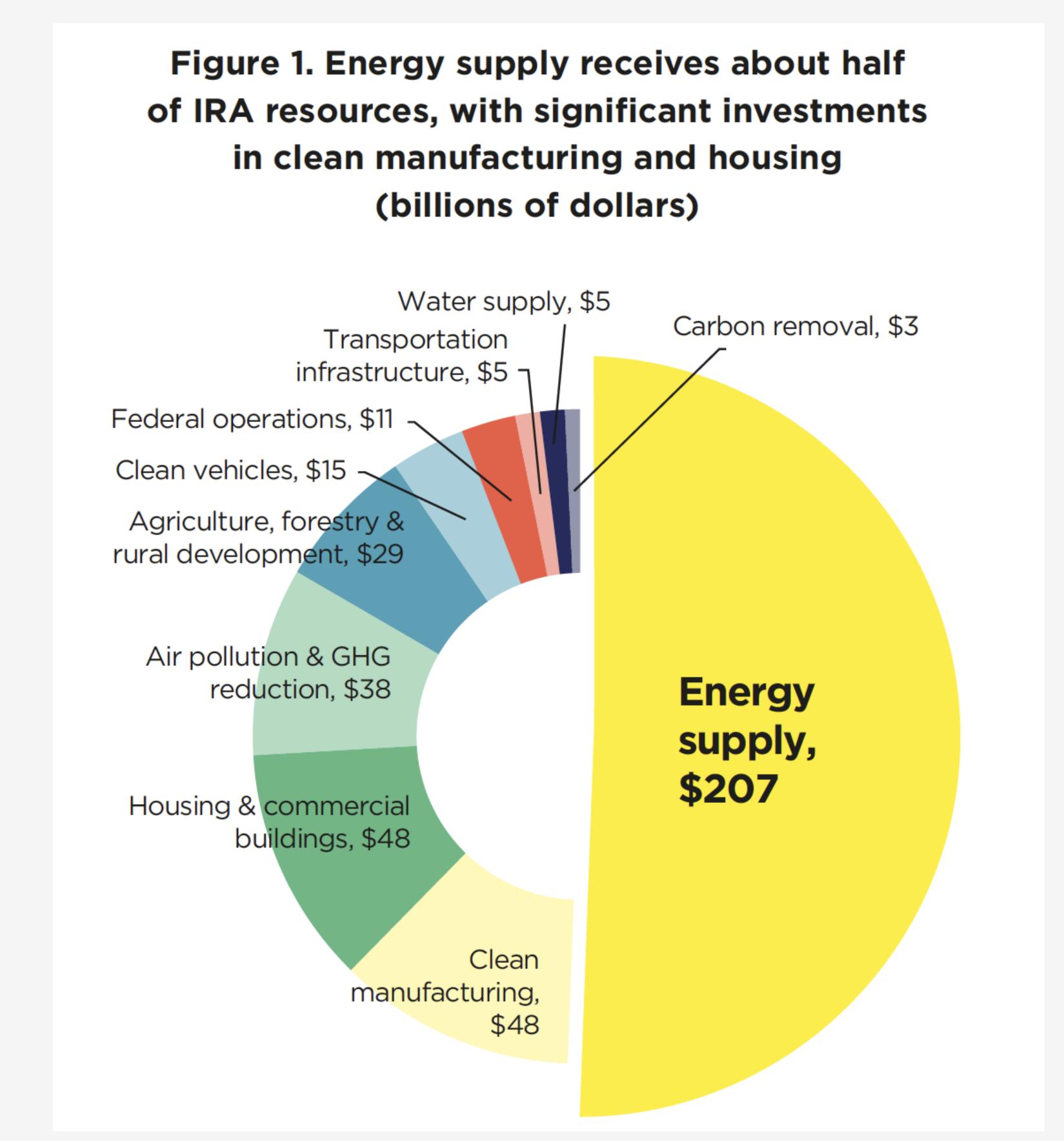
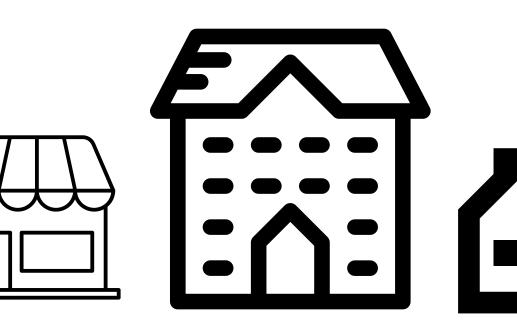


SHIFTS IN POWER: ENSURING THE IRA, 2022 ENERGY CODE, AND CALIFORNIA'S CLIMATE POLICIES BENEFIT THE TRICOUNTY REGION!





How to set up the Region for Success



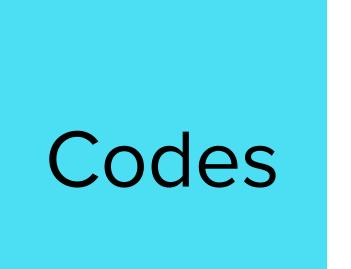


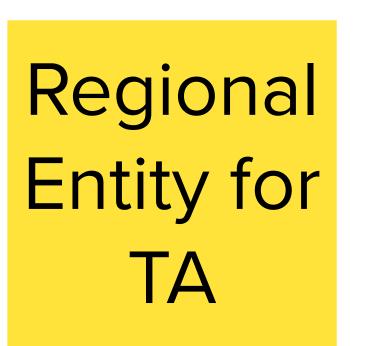












	Policy? Program? Peoples	Opportunities		Barriers			Strategies			
Energy Efficiency	Knowledge!!!! - Consumer & Contractors	Education Campaigns		Complexity! Esp beyond an appliance	Change is hard	Reduce restrictions, and permit issue	Building Energy Coaches	approaches	Leverage	
			Pay for it!				SIMPLE	! Impactful	Build the people already doing this to build trust	
SHG Reduction	How can we collaborate at regional scale to drawdown funds? For local communities	Guided templated path	Good for anyone!	Non politicized language	engage		SIMPLE SIMPLE SIMPLE			
	Regional concierge - handholders etc	Bilingual	Free audit							
Low Income/DAC			Transparent about actual costs and savings Communications with data driven approaches	Tax credits won't really work for this audience	——————————————————————————————————————		Financing or bridge loans	statewide.	get the	
		or EV? Esp	organizations who are already in the	Fear of displacement from rent increases	High costs for EVC Infrastructure	Lack of capital				
Rural	Rural is strong and focus here - esp related opportunity! People is a focus here - esp related	SIMPLIFY	Take things one element at a time - focus on one message and one process Take things one element at a lincrease support	Too complex!	information	Advocate for access	need to be	Know our roles and capabilities and focus on those who can do and work with the key communities	Fuel switching!	inc sim ca a
	How do we increase access to these resources and opportunities	Local issue - by rural for rural	not a one solution				Value the voice of local leaders critically and constantly	Support the Rural REN!	Advocate loudly and boldly!	wor an ge me
Big Ideas for the Region	Simple Package solutions Communication	Communication								
	Regional Handholder Think local and build to wo access CE	ortunity ork with 30s Working water and a control of the control	with rers							
	Policy? Program? Peoples		pportunities	Barriers			Strategies			