



**HOME  
ENERGY  
SAVINGS**

CONTRACTOR CASE STUDY



# LOCAL CONTRACTOR FINDS SUCCESS IN NEW ENERGY EFFICIENCY INCENTIVE PROGRAM

## NEW TYPE OF ENERGY PROGRAM

3C-REN (Tri-County Regional Energy Network) has launched a one-size-fits-all energy efficiency and electrification program for San Luis Obispo, Santa Barbara, and Ventura Counties.

3C-REN's Home Energy Savings program for single family homes doesn't have a list of restrictive qualifying measures: any project that saves energy, electrifies systems, or shifts load away from peak hours can qualify for generous incentive payments.

## RESULTS

Atascadero-based contractor Bee Right There Heating and Air has positioned itself as an early adopter of the program. Taking advantage of the program's flexibility, Bee Right There has accessed incentive payments for both energy efficiency retrofits and electrification swaps; the HVAC company has earned incentives for upgrading natural gas furnaces to more efficient models, and for replacing natural gas heating systems with electric heat pumps.

*"The program has been great-being able to offer these incentives makes our service more affordable for homeowners. We have also gotten very motivated leads through the program that are especially interested in heat pumps. When folks are educated about the benefits of efficient electric technologies and we are able to offer them at the same price as gas equipment, it's an easy sell"*

-Michael Wiley, Owner,  
Bee Right There Heating and Air

## BEE RIGHT THERE PROGRAM TOTALS

**Projects completed to-date: 5**

**Incentives paid to-date:  
\$30,000**

**Additional incentives expected after energy savings are validated: \$30,000**

**Enroll at:  
[3c-ren.org/contractors](http://3c-ren.org/contractors)**