



Central Coast
Community
Energy



Community
Environmental
Council
Bold Climate Action
Acción Climática Audaz
cecsb.org



TECH CLEAN
CALIFORNIA

For Immediate Release

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Big Savings Available on Heat Pumps for Central Coast Residents

Residents can combine financial benefits from local energy programs and federal tax credits to access steep discounts on efficient, electric heating and cooling systems

San Luis Obispo, Santa Barbara and Ventura, Calif. – March 1, 2023 – 3C-REN (Tri-County Regional Energy Network), 3CE (Central Coast Community Energy), and TECH Clean California are offering generous incentives for residents who upgrade their natural gas furnace or water heaters to high-efficiency, all-electric heat pumps. These programs can be combined with Federal tax credits for massive savings that can lead to lower energy bills, more comfortable homes, and reduced carbon emissions.

Heat pumps are about three times more efficient than their natural gas counterparts and have the added benefit of increased safety by removing natural gas combustion from the home. Additionally, a heat pump that replaces a central furnace also adds air conditioning to the home in one appliance, as HVAC heat pumps provide both heating and cooling.

“Whether you’re replacing an old system, trying to lower your carbon footprint, or want a safer and more comfortable home, now is the time to switch to electric-powered water heaters and HVAC heat pumps,” said April Price, 3C-REN Program Manager. “The local and state programs combined with tax credits can make opting for a heat pump cheaper than a traditional natural gas replacement, and in some cases free. Residents can expect the local programs and tax credits to take between \$6,000 and \$14,000 off the total cost of a heat pump project.”

To ensure more residents can access these savings, the Community Environmental Council (CEC) launched a new program with funding from 3C-REN, “Electrify Your Life” to help residents navigate tax credits and incentive programs that can be “stacked” together. Incentives and tax credits vary based on location, income and other factors. Any individual living in the tri-county

can call 805.881.3877 or email energy@cecmail.org to access resources and identify discounts to electrify their home.

Incentives include:

3C-REN incentives

Residents in San Luis Obispo, Santa Barbara, or Ventura Counties can access incentives in the form of discounts from contractors that are enrolled in 3C-REN's Single Family program. For customers replacing their natural gas furnace with a heat pump, participating contractors may offer program discounts of about \$3,000. For San Luis Obispo and Santa Barbara County residents on discounted utility rates or who primarily speak a language other than English at home, incentives are more than doubled. Natural gas water heater replacement with heat pumps projects may be discounted by about \$2,000. 3C-REN incentives/discounts can be combined with 3CE and TECH incentives and tax credits.

3CE Incentives

3CE customers can access Electrify Your Home program incentives for switching from natural gas fired furnaces or water heaters to heat pumps by working with contractors enrolled in their program. Incentives for HVAC heat pumps are up to \$3,500. Incentives for heat pump water heater replacements are up to \$3,800. There are additional incentives for electric panel upgrades and for customers on discounted utility rates.

A portion of the 3CE incentives is provided by TECH for 3CE customers.

TECH Incentives

Customers in Southern California Gas territory can access TECH Clean California water heater heat pump incentives of \$3,100 by working with an enrolled contractor until the original 2022 program budget is expended. The program will relaunch HVAC incentives in Spring 2023, with \$1,000 HVAC heat pump incentives available to any residential customer in California.

Federal Tax Credits

Households across the county can access tax credits through the Inflation Reduction Act's 25C Residential Energy Efficiency Tax Credit which are capped at \$2,000 for HVAC or water heater heat pumps.

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About 3C-REN

3C-REN (The Tri-County Regional Energy Network) is a partnership between the Counties of San Luis Obispo, Santa Barbara, and Ventura. 3C-REN takes a holistic approach to improve energy efficiency and develop workforce in the tri-county region. These efforts reduce energy use,

strengthen local job markets and support climate goals. For more information, visit www.3c-ren.org

About 3CE

Central Coast Community Energy is a public agency that sources competitively priced electricity from clean and renewable energy resources. 3CE is locally controlled and governed by board members who represent each community served by the agency. Revenue generated by 3CE stays local and helps keep electricity rates affordable for customers, while also funding innovative energy programs designed to lower greenhouse gas emissions and stimulate economic development. 3CE serves 444,000 customers throughout the Central Coast, including residential, commercial, and agricultural customers in communities located within Monterey, San Benito, San Luis Obispo, Santa Barbara, and Santa Cruz counties. Learn more at 3CEnergy.org.

About TECH Clean CA

TECH Clean California is a statewide initiative accelerating the adoption of clean space and water heating technology across California through incentives offered by participating contractors. TECH Clean CA incentives are paid to participating contractors and passed through to the customer as a line item on the project invoice. Customers can find contractors and available incentives at www.switchison.org. For more information, please go to www.techcleanca.com or reach out at TECH.info@energy-solution.com.

About Community Environmental Council

The Community Environmental Council (CEC) advances rapid and equitable solutions to the climate crisis – including ambitious zero carbon goals, drawdown of excess carbon, and protection against the impacts of climate change. CEC was recognized as a 2020 California Nonprofit of the Year and a City of Santa Barbara Climate Hero, and is led by CEO Sigrid Wright who was recently named 2022 Congressional Woman of the Year. CEC has worked since 1970 to incubate and innovate real life environmental solutions that directly affect the California Central Coast. Our programs lead to clean vehicles, solar energy, resilient food systems and reduction of single-use plastic. Learn more about CEC at CECSB.org/impact