



**For Immediate Release**

**MEDIA CONTACTS:**

Jaclyn Walian

[jwalian@migcom.com](mailto:jwalian@migcom.com); 619-772-5602

3C-REN PR Consultant

**Central Coast Residents Can Access Free Heat Pump Water Heaters with Help from 3C-REN**

**San Luis Obispo, Santa Barbara and Ventura, Calif. – April 5, 2024**—Heat pump water heaters are three to five times more energy efficient than their natural gas water heater counterparts, and 3C-REN (Tri-County Regional Energy Network) is helping to make these replacements more affordable—and sometimes free—for Central Coast residents. Through steep incentives and upcoming events in English and Spanish, 3C-REN aims to educate and empower residents this April.

State and local incentives and federal tax credits are designed to support the adoption of heat pump water heaters by bringing down the costs. For residents that meet certain State-defined equity criteria, the incentives usually translate to free projects. Ariel Colon of Lompoc received his free water heater in 2023. He explained, “I’m trying to remodel my house and if I can get something for free that helps the environment at the same time, that’s great! I love the heat pump water heater.” His project would have cost \$7,300 without the incentive programs.

Most people living in San Luis Obispo, Santa Barbara, and Ventura Counties can currently access about \$4,000 worth of incentives for a heat pump water heater. However, residents who don’t speak English as a primary language, who qualify for discounted utility rates, or who live in a mobile or manufactured home may qualify for a free system. Proof of citizenship is not required to access incentives.

Funding for the water heater replacements is provided by two programs:

1. 3C-REN's Home Energy Savings Program
2. TECH Clean California

Many residents want to know, “is a heat pump water heater right for me?” To answer this question, 3C-REN is holding webinars in English and Spanish, taught by water heater experts with a panel of local homeowners who have heat pump water heaters in their own homes. All of the most common questions will be addressed: Is it right for my home? Are they really that much better than gas water heaters? Should I wait until my gas water heater burns out to upgrade?



Residents are invited to attend one of the following:

- English Webinar: Thursday, April 11<sup>th</sup> at 12pm. Registration at [www.3c-ren.org/event/is-a-heat-pump-water-heater-right-for-me](http://www.3c-ren.org/event/is-a-heat-pump-water-heater-right-for-me)
- Spanish Webinar: Wednesday, April 17<sup>th</sup> at 6:00pm. Registration at [www.3c-ren.org/event/es-un-calentador-de-agua-electrico-para-mi](http://www.3c-ren.org/event/es-un-calentador-de-agua-electrico-para-mi)

In order to access the full financial benefits including free heat pump water heaters, residents must work with contractors who are enrolled in these programs. To connect with a heat pump water heater contractor, fill out an interest form at the [3C-REN website](http://www.3c-ren.org).

Residents can also receive guidance on heat pump water heater incentives in English and Spanish by calling: (805) 881-3877 or emailing [april@3c-ren.org](mailto:april@3c-ren.org).

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#### **About 3C-REN**

3C-REN (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 or to start saving energy today, visit [www.3c-ren.org](http://www.3c-ren.org).