



For Immediate Release

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**Find Ways to Save on Heat Pump Water Heaters with 3C-REN's New
Personalized Incentive Finder**

-October is National Energy Awareness Month; 3C-REN is providing tri-county residents with opportunities to save money and make a change through a new online tool-

San Luis Obispo, Santa Barbara and Ventura, Calif. – October 9, 2023 – October is National Energy Awareness Month, which is a national effort to promote awareness and understanding of the importance of energy conservation, sustainability, and efficiency. Locally, 3C-REN (Tri-County Regional Energy Network), a partnership between the Counties of San Luis Obispo, Santa Barbara and Ventura that delivers energy-saving programs, is introducing an “Incentives Finder,” a new online tool that helps residents find personalized programs and incentives for saving money and reducing energy usage. This tool is especially helpful in navigating the incentives that can be stacked for residents who upgrade their natural gas furnace or water heaters to high-efficiency, all-electric heat pumps.

“October serves as the perfect time to remind everyone about the opportunities and easy switches we can all make to be more energy wise,” said Marisa Hanson-Lopez, 3C-REN Program Manager. “Our new online tool allows residents to find the programs and incentives that are tailored specifically to them. We’re here to make it easy for the Central Coast to get onboard with electrification and energy savings. While this awareness month comes once a year, we encourage everyone to be energy efficient all year-round.”

Water heating is typically the second largest energy use in the home. Heat pump water heaters are about three times more efficient than their natural gas or electric resistance counterparts, and have the added benefit of increased safety by removing fossil fuel combustion from the home. Plus, with the tax credits and incentive programs available through 3C-REN approved contractors, a new heat pump water heater is more affordable than ever. Recently, a Lompoc resident received a heat pump water heater for free.

“I have solar and I am working towards getting rid of natural gas in my home because of the high gas bills recently, and the environmental benefits,” said Ariel Colon, Lompoc resident who used incentives through the 3C-REN program. “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.”

Residents can combine financial benefits from local energy programs and federal tax credits to access steep discounts on efficient, electric heating and cooling systems that can lead to lower energy bills, more comfortable homes, and reduced carbon emissions.

To use the tool, visit www.3c-ren.org/programs-incentives. For more information on 3C-REN programs and incentives, visit www.3c-ren.org.

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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 or to start saving energy today, visit www.3c-ren.org.