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CENTRAL COAST COMMUNITY ENERGY PARTNERS WITH *SWITCH IS ON* ELECTRIFICATION CAMPAIGN

As Homes and Businesses Move Away from Natural Gas, Campaign Launches to Provide Resources to Help Californians Electrify

Monterey, CA. February 15, 2022 – Central Coast Community Energy (CCCE) today announced its partnership with the statewide *Switch Is On* campaign, part of a unified effort to help CCCE customers and all Californians make the switch from natural-gas-powered appliances and building infrastructure to all-electric solutions.

Next to transportation, buildings and related energy use are the biggest contributors to greenhouse gas emissions in the state. The *Switch Is On* campaign aims to educate and raise awareness about electrification while helping California households and businesses save money when converting from gas-powered to all-electric appliances. Additionally, *Switch Is On* invites interested contractors to register with its TECH program and gain access to significant contractor rebates, incentives, and workforce development and training resources.

“The *Switch Is On* campaign gives customers the tools to support the spread of electrification along the Central Coast.” said CCCE CEO, Tom Habashi. “We must build greater awareness and understanding of the benefits of electrification. This program gives households and businesses what they need to adopt cost-effective technologies that reduce greenhouse gas emissions.”

[The *Switch Is On* website](#) provides CCCE customers with access to free one-on-one advisors, incentives and rebates, and vetted contractors. The website also offers business development opportunities for the construction industry through a [contractor portal](#), offering contractors rebates and training through the Technology and Equipment for Clean Heating ([TECH](#)) [Clean California program](#) – a \$120 million initiative accelerating the adoption of clean space and water heating technology across California.

Replacing gas furnaces, water heaters, ranges, and other appliances with electric alternatives makes buildings safer, more efficient, and more environmentally friendly, especially as more renewable power generation is added to the electrical grid.

Since launching service in 2018, CCCE has made more than \$26 million in Energy Program rebates and incentives available to its customers. These programs are largely designed to electrify the region’s highest contributors to GHG emissions: transportation, buildings, and agriculture. In March, CCCE plans to launch a Residential Electrification Program, which will



include additional incentives to help single family and multi-family property owners make the switch from natural-gas powered appliances to all-electric alternatives.

“What’s exciting about the *Switch Is On* campaign is how it’s integrated with the TECH Clean California program and similar programs offered by over a dozen State and regional partners”, explains CCCE Director of Energy Programs, Jon Griesser. “Contractors are able to directly receive incentives from multiple “stackable” programs and significantly lower the up-front cost for customers replacing fossil fuel appliances with all-electric heat pump technologies.”

The [Building Decarbonization Coalition](#) (BDC) founded the *Switch Is On* campaign in 2019 to educate people about the importance of home electrification. BDC works to unite building industry stakeholders with energy providers, environmental organizations, and local governments to power California’s homes and workspaces with clean energy.

The *Switch Is On* campaign is supported by partners including 3C-REN, Pacific Gas and Electric Company (PG&E), Southern California Edison (SCE), and others.

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About Central Coast Community Energy

Central Coast Community Energy is a public agency that sources competitively priced electricity from clean and renewable energy resources. CCCE is locally controlled and governed by board members who represent each community served by the agency. Revenue generated by CCCE 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. CCCE serves 436,000 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.

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