

# Creating Pathways to Achieve California's Climate Goals

*Supercharging the market for low-emissions  
space and water heating.*

## A Central Source for Residential Heat Pumps

The goal of TECH Clean California is to accelerate the adoption of clean space and water heating technology across California homes. TECH is a central hub of information on residential heat pump technologies, consumer education, supply chain engagement, and workforce education, training, and development. The initiative offers incentives to contractors and installers, centralizes the application process, and tests new approaches to increase market adoption through regional pilots and Quick Start Grants. TECH Clean California is funded by California ratepayers and taxpayers and administered by Southern California Edison Company under the auspices of the California Public Utilities Commission.



TECH Clean California makes clean heating technologies accessible to more Californians, with a focus on low-income residents, who are disproportionately affected by air pollution and energy costs. 40% of program benefits are targeted toward low-income and disadvantaged communities.

## A Powerful Partnership

The success of TECH Clean California and the transition to clean heating depends upon partnership with utilities, local governments, supply chain and market partners, and other organizations. Here's how you can get involved:

### Transforming the Heat Pump Market

TECH Clean California coordinates residential heat pump efforts across the entire supply chain from manufacturers, distributors, retailers, contractors to consumers to make heat pumps the preferred technology for residential space and water heating. The initiative:

- Provides comprehensive guidance on product incentives, pilots, workforce development and training opportunities, and local and state policies that impact the market.
- Expands the reach of consumer awareness campaign, *The Switch is On*.
- Develops outreach for low-income customers and disadvantaged communities through community-based organizations.
- Collects and publishes impacts data to inform California's long-term decarbonization strategy.

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## Matched Incentive Funding and The Incentive Clearinghouse

The initiative adds upon existing utility, program administrator, and third-party funder clean heating incentives.

All matching incentives are provided at the contractor level, regardless of where the base program incentive is distributed. TECH Clean California hosts a centralized incentive platform to make it easy for customers to find trade allies, and for market partners to find incentives and submit a single application for all eligible programs.

## Quick Start Grants, Regional Pilots, and Financing

TECH Clean California is jumpstarting large-scale opportunities and addressing barriers to adoption.

### Quick Start Grants:

Leverage large-scale installation opportunities and strategically important installations that accelerate deployment of heat pumps.

### Regional Pilots:

- Inclusive Utility Investment
- Low-Income
- Multifamily
- HPWH Load Shifting
- Permitting
- Innovative Customer Targeting

### Financing:

Support access to low-interest financing by helping to expand GoGreen Home and GoGreen Multifamily.

## Workforce Training and Development

TECH Clean California offers workforce education and training through a centralized hub that can be coordinated with existing programs. The initiative:

- Collaborates with manufacturers, distributors, utilities, and existing contractor trainers to expand and promote their heat pump and heat pump water heater trainings.
- Introduces and conducts training on selling electrification.
- Provides hands-on support for contractors who serve and hire from low-income communities, help them acquire licenses to complete projects, and help grow their workforce.
- Supports multifamily property owners, engineers, and contractors with pre-installation analysis, post-installation monitoring, and three levels of training—the benefits of electrification, design and specification, and product training.
- Distributes free HPWHs to contractors giving them first-hand experience of living with heat pump technology and enhance their customer sales process.

## The TECH Clean California Team

TECH implementation is led by Energy Solutions and includes a team of the following organizations:



### About Energy Solutions:

Energy Solutions is a mission driven clean energy implementation firm that, for 25 years, has pioneered end-to-end, market-driven solutions to deliver reliable, large-scale, and cost-effective savings to utility, government, and private sector clients across North America.

For information about how you can participate, or if you have questions, contact us at [TECH.info@energy-solution.com](mailto:TECH.info@energy-solution.com).

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