

PCE Home Upgrade Services

Brisbane Citizens Advisory
Committee

June 25, 2025

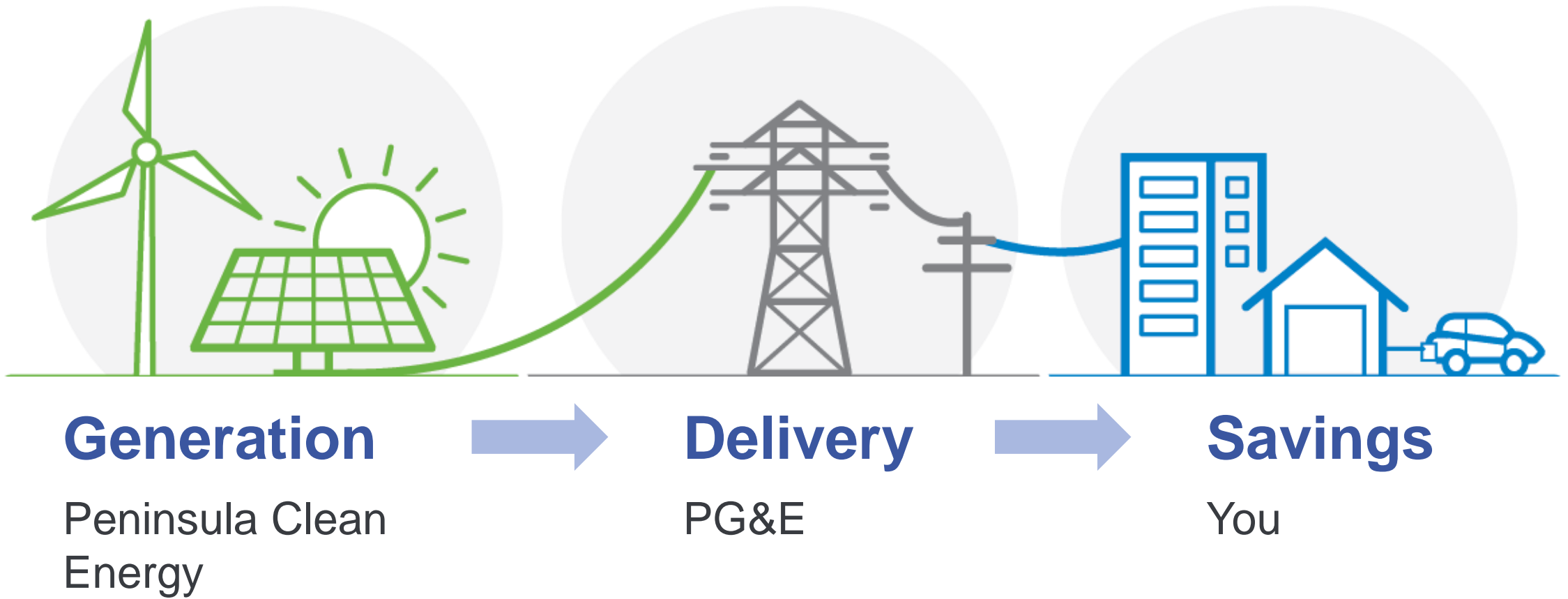


Peninsula Clean Energy

- Local public agency that provides **clean energy at lower rates**
- Launched in 2016 to reduce greenhouse gas emissions
- Serves San Mateo County and the City of Los Banos

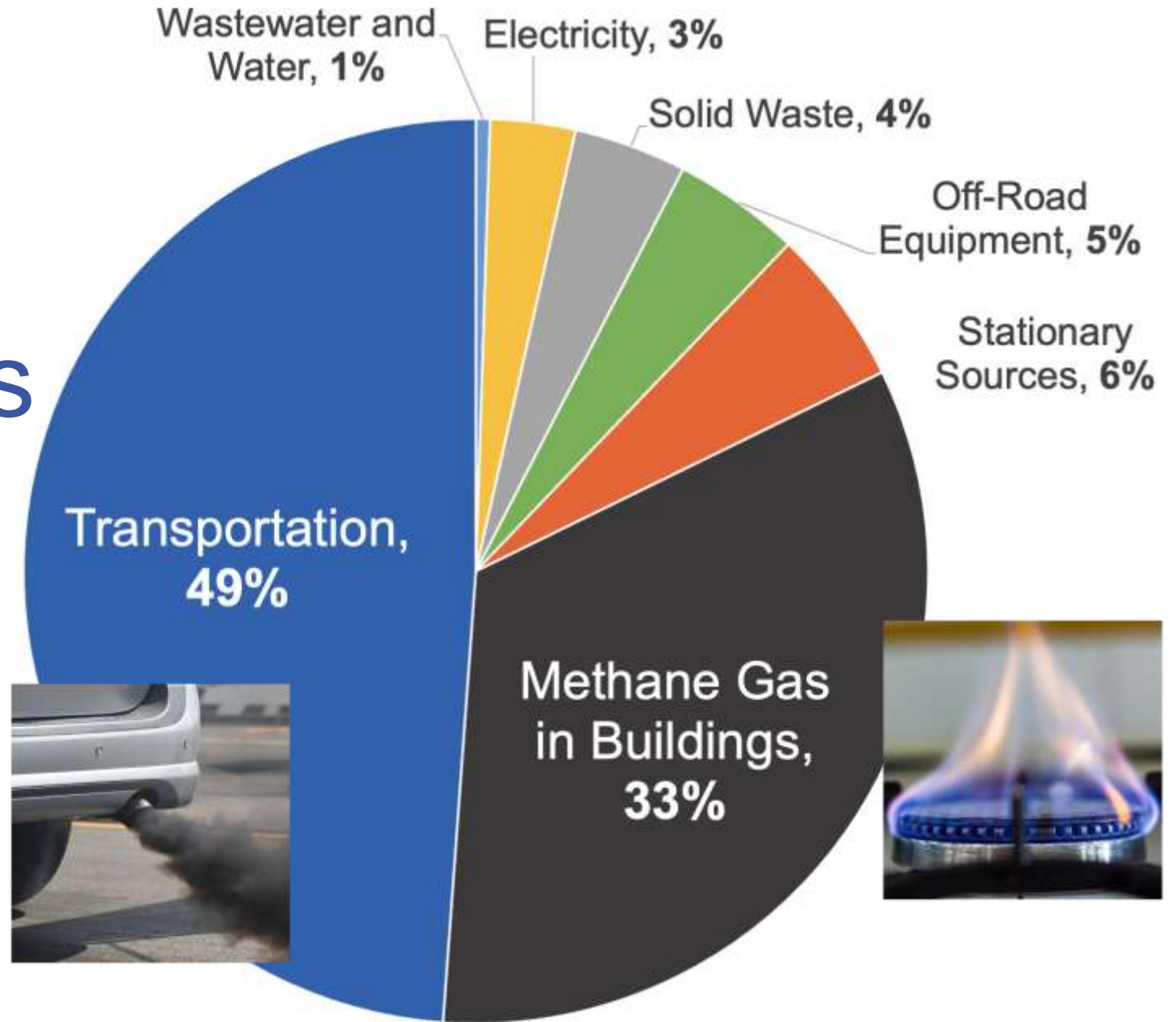


How It Works



What are the local contributors to climate change?

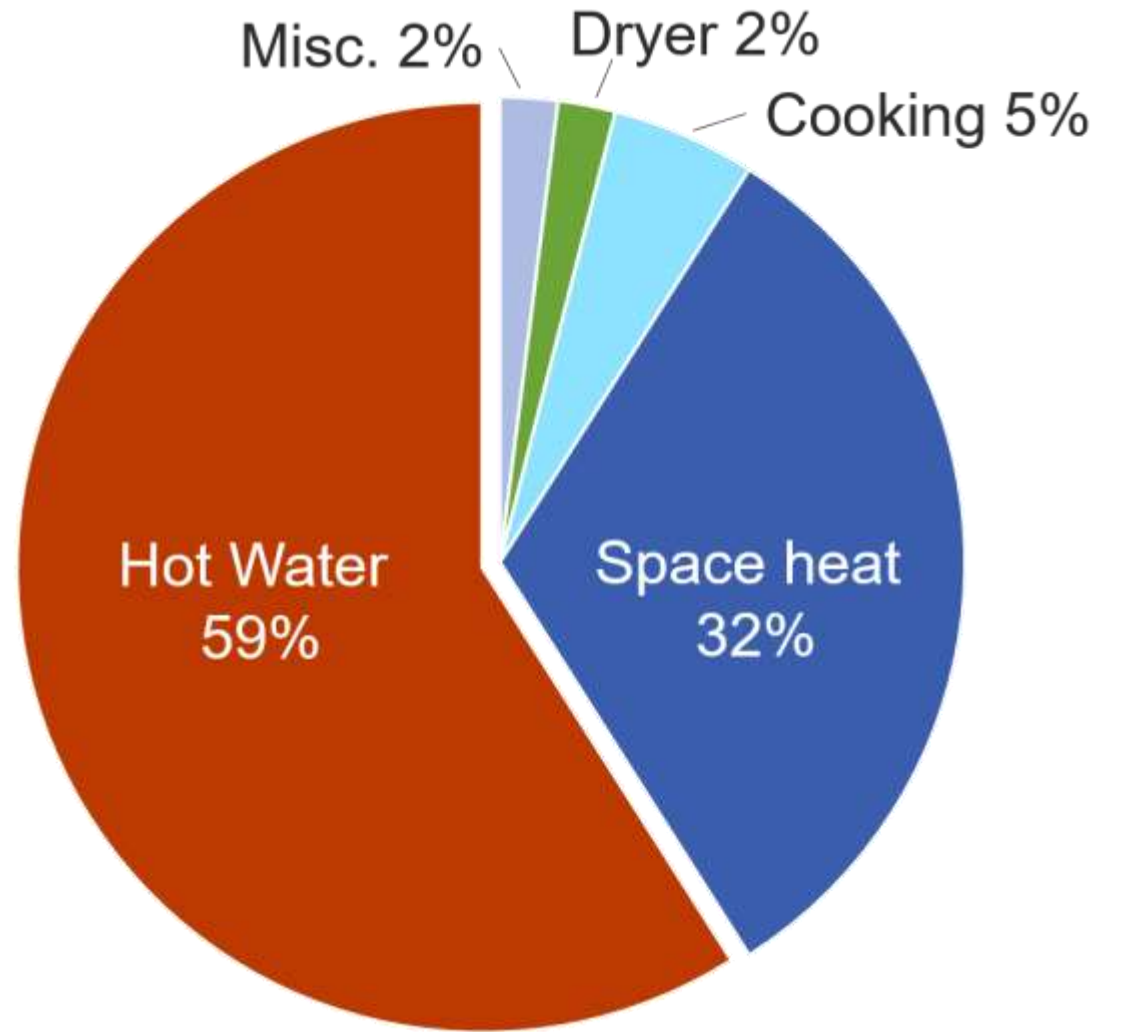
San Mateo County Emissions (2021)



Replace Gas with Electricity, Clean the Air



How do we use fossil fuels in buildings?



Average Gas Usage in CA Homes

Benefits of electric appliances

- Functional and often has enhanced features
- Efficient (uses less energy)
- Safer and better for air quality



What are barriers to using electric appliances?

- Lack of Awareness
- Cost
- Complexity



PCE Home Upgrade Services

A suite of services to help residents electrify their homes – from DIY to full-service



Rebates



Financing



Advising & Support



Full-Service Installation



Emergency Water Heater Replacement

New

Rebates and Financing from PCE



Heat Pump Water Heater

\$2,500 rebate



Heat Pump Space Heating & Cooling

\$1,500 rebate



Zero Percent Loan

\$10,000 Loan

Additional: \$1,000 for CARE/FERA, \$1,000 for electrical panel upgrade

Advising & Support

- In-house call center
 - Better customer experience
 - Support on programs
- Electrification Advisor
 - Personalized 1-on-1 support
 - Scheduled service



Full-Service Installation

- Free upgrades for income-qualified residents
 - Whole-home electrification at no-cost
 - Income-qualified homeowners only
- Incentives and fixed pricing for all other residents
 - PCE-backed installation with select vetted contractors
 - Fixed pricing and incentive support



Eligibility Criteria Full-Service Installation

- PCE residential customer
- Owner of residence
- Single-family home (up to a fourplex)
- Install at least a heat pump water heater OR heat pump HVAC replacing gas equipment

Additional criteria for no-cost upgrades only

- Owner and occupant of residence
- Income at or below 80% of area median income
- Residence below 2,000 sqft
- Must not own multiple properties
- **Investable assets must not exceed \$500,000¹**

¹Investable/liquid assets include education/custodial accounts, individually-owned retirement accounts, stocks, options, bonds, mutual funds, managed accounts, hedge funds, structured products, ETFs, cash accounts, annuities, and cash value life insurance.

Emergency Water Heater Replacement

- For failing gas water heaters
- Hot water back within 48 hours
- Installation by PCE vetted contractor, Fuse Service
- No-cost for income-qualified homeowners



Meeting different customer needs

Customer A:

- Wants to choose their own contractor or DIY
- Want to compare multiple quotes / get lowest price
- Wants to select exact equipment



Rebates & Financing



Advising & Support

Customer B:

- Just wants to “get it done” and not do a lot of research
- Is okay having less control of equipment and contractor selection
- OR is eligible for no-cost upgrades



Full-Service Installation

Customer C:

- Water heater fails, needs hot water asap



Emergency Water Heater Replacement



Thank you

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