

# Shoreline Home Electrification Program Overview (Energize Shoreline)

## Program Overview

Energy use in buildings is the second largest source of greenhouse gas (GHG emissions) in Shoreline, accounting for 42% of total community-wide emissions in 2019. These emissions come mainly from using natural gas or heating oil for heating homes and buildings. By electrifying space and water heating in both new and existing buildings (Strategy BE 1 in the CAP), we can reduce a significant portion of Shoreline's GHG emissions, while also providing residents with the benefits of electrification, including improved comfort, air-conditioning, reduced indoor air pollution, and potentially lowered heating costs in their homes.

The City of Shoreline needs an effective and equitable program to incentivize and help make the transition to electric heat pumps more feasible. Energize Shoreline is a pilot home electrification program that will educate residents about heat pump technology, provide information about available incentives/rebates for homeowners to install heat pumps, and make heat pump technology accessible for low to moderate (LMI) homeowners. Energize Shoreline helps the City accomplish action BE 1.3 (Provide a home electrification program) in the CAP.

Energize Shoreline will operate on two parallel programs tracks: the market rate program and the low to moderate income (LMI) program. The market rate program will operate in a manner similar to "Solarize" photovoltaic campaigns, where educational workshops, pre-selected installers, and access to modest group discounts or rebates are part of the offering. The LMI program will also have educational workshops and will provide for the full cost of installing a heat pump in 3-5 qualified LMI homes.

Energize Shoreline has the following components:

- Educational workshops: Energize Shoreline will offer three virtual workshops for residents to attend to learn about heat pumps and the available rebates to install them in their homes.
- Rebates: Energize Shoreline will help residents stack rebates/incentives available for residents to install heat pumps.
- Installers: Energize Shoreline will select a group of vetted local heat pump installers to be a part of the program, so that residents can easily request quotes from qualified installers.
- LMI home installations: Up to 5 low to moderate (LMI) homes will receive cost-covered installations of heat pumps. The City will work with local partners such as Seattle City Light to reach LMI homes in Shoreline.

While the program launching in 2024 is considered a pilot due to its scale, the City would ultimately like to expand this program to continue to offer rebates and support for residents in purchasing heat pumps for their homes in the future.