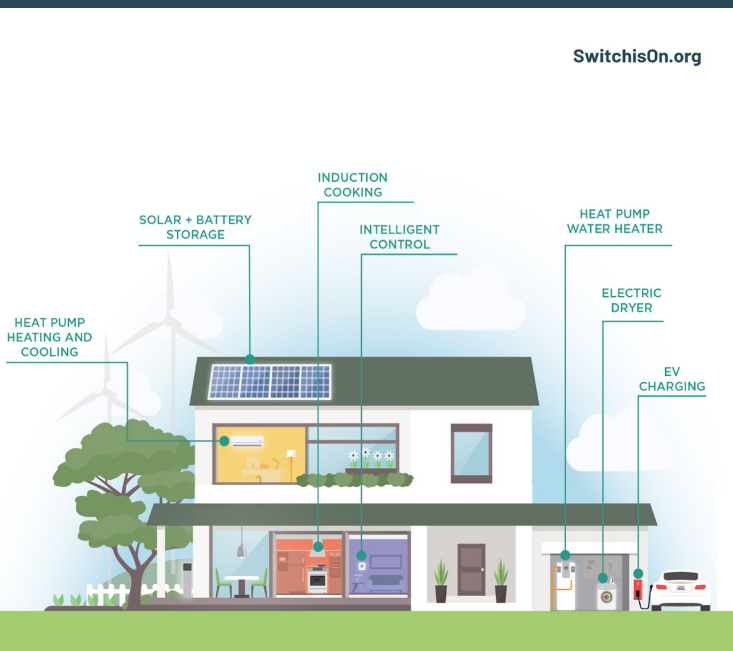




THE SWITCH IS ON



What is the Switch is On?



Credit: Silicon Valley Clean Energy eHub

The Switch Is On is a California statewide campaign to educate consumers about home electrification.

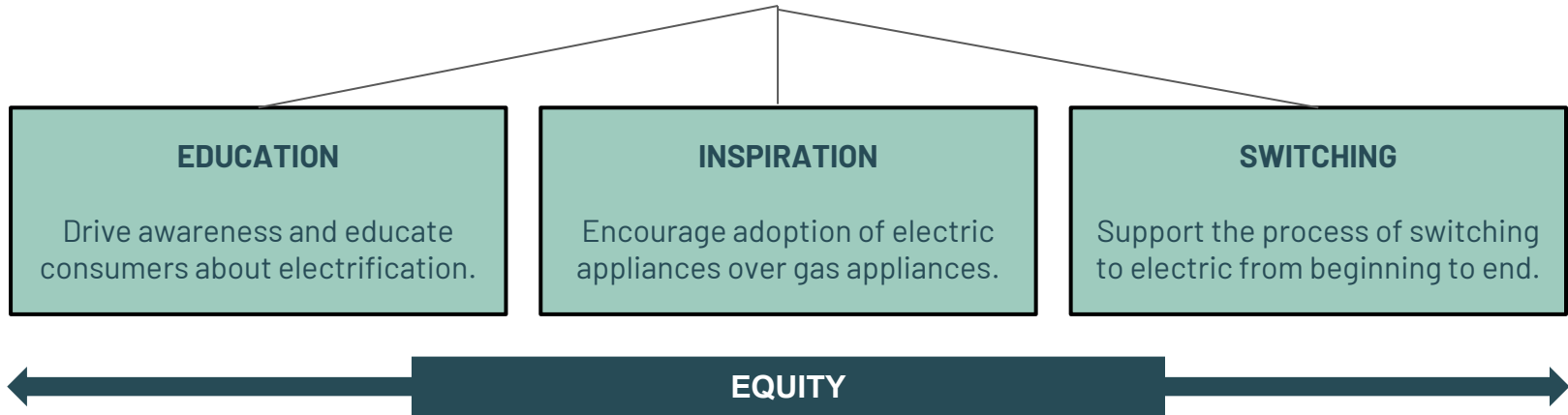
Made possible through a combination of the TECH Initiative (heat pump focused) and individual partners (focused on broader home electrification).



Campaign Purpose

To encourage consumers to swap out their gas-powered appliances for electric appliances.

Campaign Goals



Campaign Components



Website



Paid Media



Earned Media



Social Media



Partnerships



Ambassadors

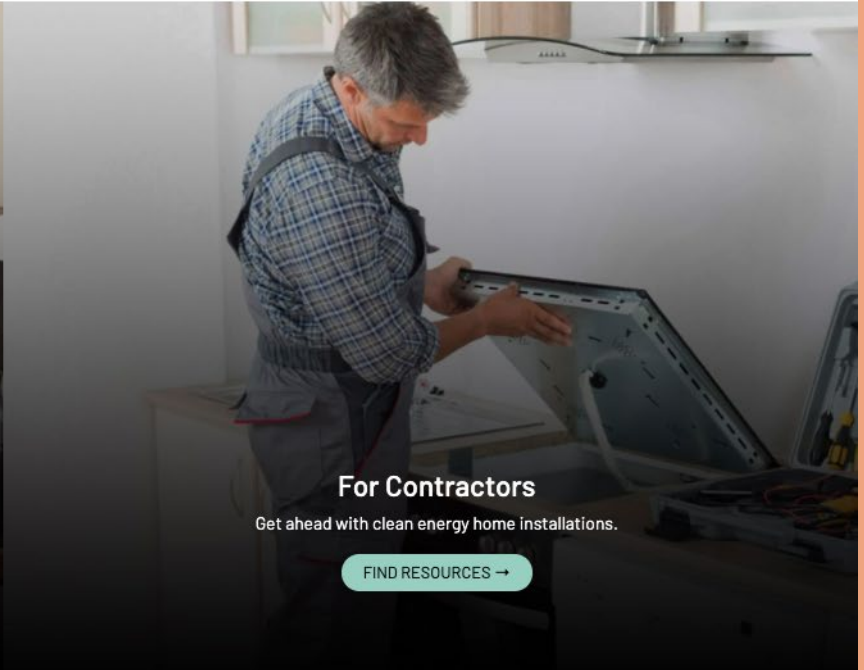
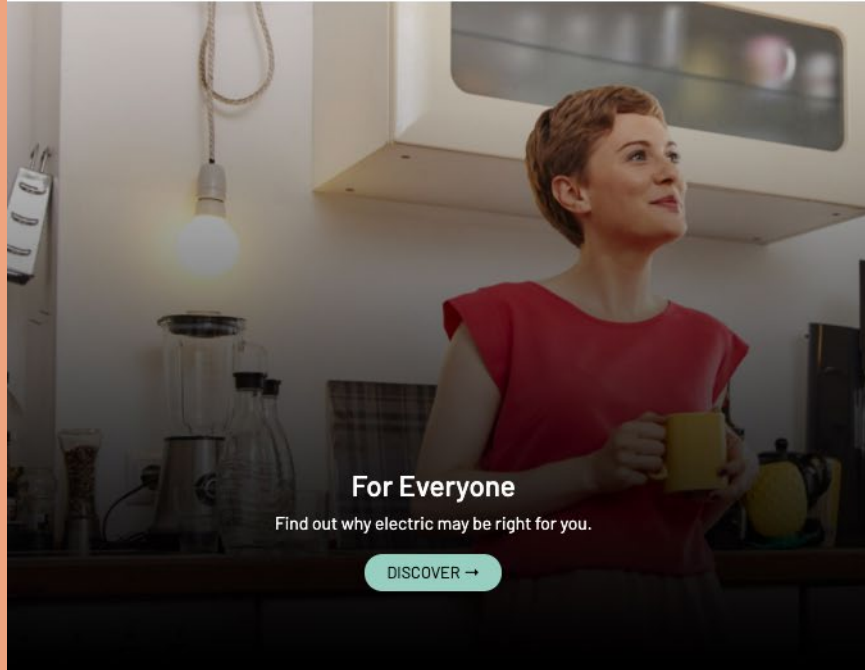
Website Journey



Select Language ▾

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FIND OUT HOW IT WORKS

Choose a category from below

[Learn More](#) [How it works](#)

WATER HEATING

Get a water heater that makes you feel like you got a buy-one, get-one-free deal.

HEATING AND COOLING

With that kind of a commitment, you want that energy used as efficiently as possible.

LAUNDRY DRYING

The most energy efficient form of drying clothes is using a clothesline, but that isn't always practical.

COOKING

Welcome to electric stoves 2.0: the induction cooktop. A trifecta of precision, efficiency, and safety.

ADDITIONAL ELECTRIC TECHNOLOGIES

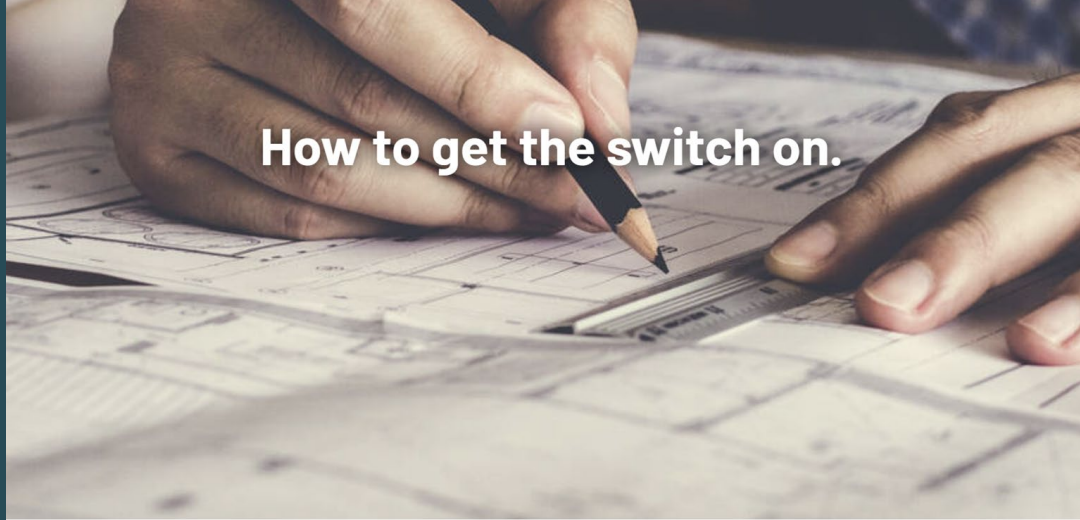
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Educational Content

- Appliances & Equipment
- Electrification 101
- News
- Stories

Rebate Finder

Just enter a zip code



How to get the switch on.

Did we mention there are rebates to help drive down the cost of installing your new electric appliances? Simply input your zip code below and search for incentive programs available in your city. You can also find a list of prescreened contractors.

Moving to all-electric living means that solar may make even more sense with your home. You can also contact a local solar contractor to learn more about how you can make the most of electric.

If you own your home, there may also be tax credits available. Contact your tax specialist or [find out more](#) about tax credits that may apply to you.



FIND REBATES

FIND CONTRACTORS

[Liability Limitations](#)

9 Rebates Found for 94501



THE SWITCH IS ON

Select Language

ABOUT SWITCH IS ON

FIND A CONTRACTOR

FIND A CONTRACTOR

Contractor Name

Category

Services Offered

Zipcode

Distance from Zip

SEARCH

CLEAR ALL

REFINE SEARCH

SERVICES >

REBATES >

SEARCH

for local California contractor by location, specialty and more.

CONNECT

directly with trusted contractors, no middle-man.

COMPARE

quotes and pick the right professional for your project.

Contractor Directory

Search for a contractor in your area by zip code

Expert Guidance



Tell Us About Your Home

Location

176 Picnic Ave, San Rafael, CA 94901, USA

Size your water heater



50 Gallons
(3-5 people)

What is your current water heater fuel type?

Natural Gas

Is this a water heater emergency?

No

Yes

Your Hybrid Electric Water Heater Recommended Options

Rheem Pro Prestige 50 LeakGuard 3.75 ef



- 4X more efficient as a standard model
- 10-year manufacturer warranty
- Built-in leak prevention system
- Control settings with a mobile app

Base Price \$1,500

(Installation not included)

Available Incentives \$1,500

Equipment Cost \$0

Your Est. Annual Savings is \$60

Get Install Quote

[View More Details](#)

Rheem Pro Prestige 65 15-amp 3.55 ef



- 4X more efficient as a standard model
- 10-year manufacturer warranty
- Delivers 75 gallons in the first hour
- Control settings with a mobile app

Base Price \$1,500

(Installation not included)

Available Incentives \$1,500

Equipment Cost \$0

Your Est. Annual Savings is \$55

Get Install Quote

[View More Details](#)

A.O. Smith Voltex 80 gallon-FPTU-80 3.45 ef



- Twice as efficient as a standard model
- 6-year manufacturer warranty
- Delivers 84 gallons in first hour
- User-friendly electronic interface

Base Price \$2,200

(Installation not included)

Available Incentives \$2,200

Equipment Cost \$0

Your Est. Annual Savings is \$0

Get Install Quote

[View More Details](#)

[See All Options](#)

The Heat Pump Water Heater Advantage

Clean & Healthy Air

No in-home air pollution or greenhouse gas emissions

Reduced Carbon Footprint

Carbon offset equivalent for your home equals **560 trees planted**

Lower Energy Bills

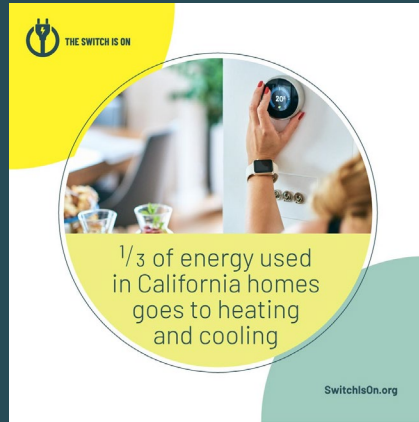
Up to 75% reduction in energy use

Social Media

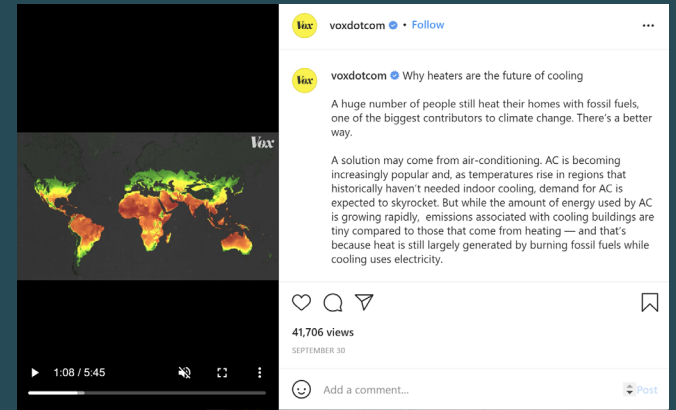
Campaign will pre-plan two posts per week



Spotlight
Stories/Quotes



Facts and Figures



Real Time



Ambassadors

The eyes, ears, and voice of the campaign in the community.

1) At least once a month talk, write, post or share something about electrification with your community.

2) Observe how they respond

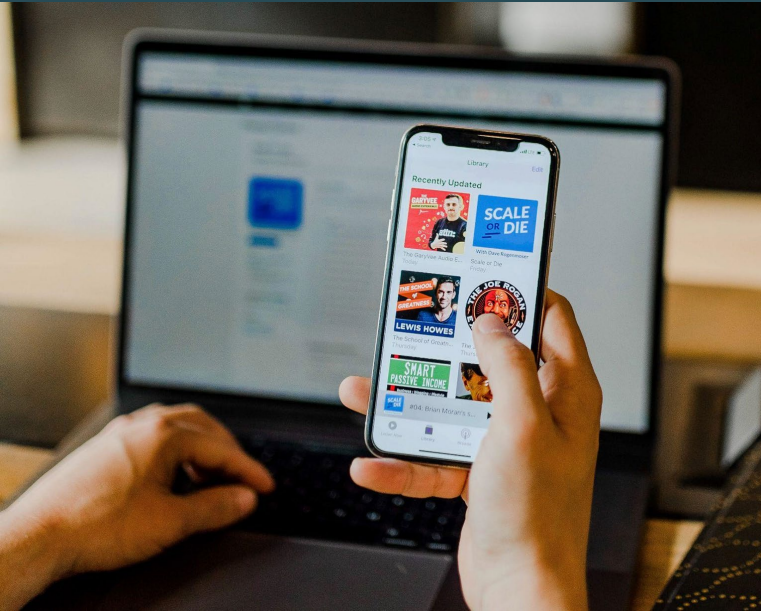
- What do they say are their barriers?
- Can something one of the Switch is On resources help them?
- Where do you see them making decisions about appliances?
- What factors into those decision?

3) Share with the Switch is On Team (including other ambassadors) via monthly forum or slack

Partnerships



Summary



- Switch is On is a people-focused campaign focused on educating, inspiring, and supporting Californians to make the switch
- The campaign uses the Switchison.org website, media, ambassadors, and partnerships to accomplish this goal
- The Switch is On is a learning campaign that will adjust and improve to meet the needs of California communities
- Switch is On welcomes engagement and feedback from all stakeholders

Interested in engaging with the campaign?

Connect with rebecca@buildingdecarb.org, visit Switchison.org, or follow on social



[@switchison](https://twitter.com/switchison)



[@SwitchisOnCA](https://www.facebook.com/SwitchisOnCA)



[@switchisonca](https://www.instagram.com/switchisonca)



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