



Demand-side challenges *to beneficial electrification*

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ICE-Juneau

In Juneau...

- Community goal of 80% renewable energy for heating and transportation by 2045
- Peak load occurs in winter
- Several local partners with complementary goals



Photo credit Alaska Heat Smart



ICE-Juneau

Incentivizing Cold Climate Efficiency

- Thermalize campaign for ductless heat pumps and energy efficiency
 - Control group of residences
 - Ductless heat pump installation group of residences
 - Energy efficiency retrofit + ductless heat pump group of residences
- Workforce development and outreach

We hope this pilot project will inform future efforts.



- What is the effect of running a beneficial electric campaign on the total annual load? For the heat pump only group? For the comprehensive group?
- Is beneficial electrification affordable for homeowners in Juneau? Does it matter if they install a heat pump before other efficiency measures?
- What are the barriers do homeowners face in converting appliances to electricity? How can incentives and programs help reduce them?
- Who is left behind in a beneficial electrification program?



Thank you

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