Evolving Electrification Policy and Program Design in the Pursuit of Decarbonization

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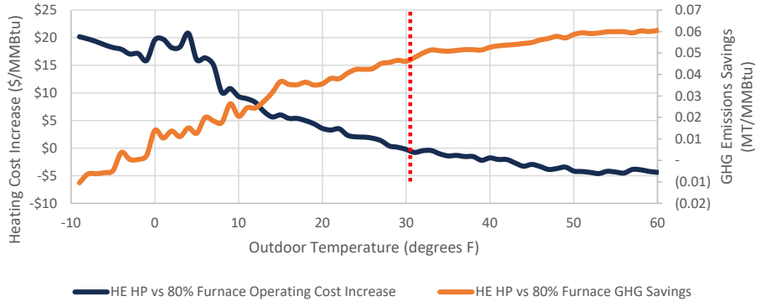
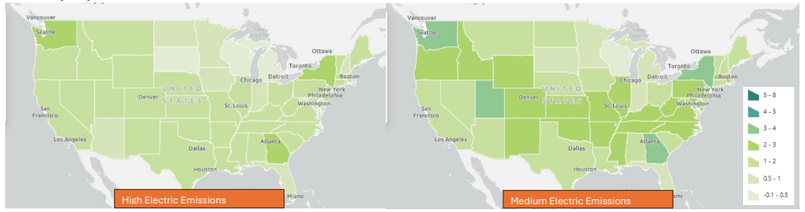
Our Objective:
Maximize Decarbonization from Mass-Market Electrification

Tradeoff between Heat Pump Operating Cost Increases and GHG Emissions Reductions

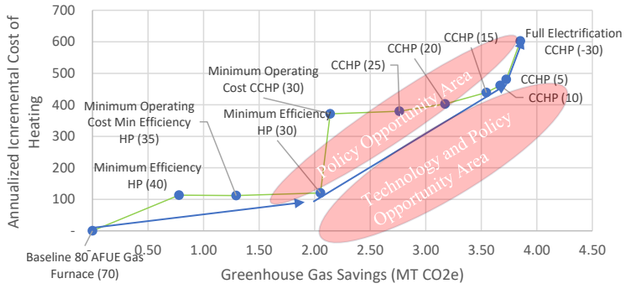


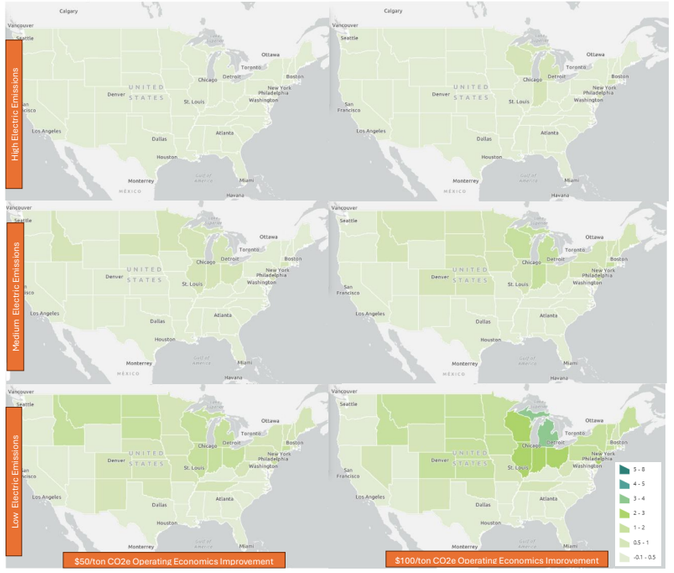
Electrification has better economics in places with relatively lower ratios of electricity prices to natural gas prices. It almost always looks good compared to higher cost heating fuels, like fuel oil and propane.



States with darker green are great candidates for electrification of heating right now. Current DSM program models are likely to be successful in breaking down barriers around awareness and lowering first costs.
States in colder climates with lighter green will need more innovative designs to improve customer operating economics, as well as dealing with traditional barriers to adoption.

Improving customer economics can increase GHG savings dramatically.





How might we improve the operating economics of heat pumps?

- Dual Fuel HP
- Heat Pump Rate
- Operating Incentive
- Bill Impact Estimator
- Carbon Tax
- Tax on Gas
- Include Weatherization

How might we prevent negative impacts on low income customers?

- Annual Payment
- Limit Participation Based on Economics