



**DIVERSITY COALITION
SAN LUIS OBISPO COUNTY**



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SAN LUIS OBISPO COUNTY

IMPACT REPORT 2024

Our work





CLIMATE CHANGE
AFFECTS US
THE MOST!

EL PUE

WE
WANT
LIFE

TO THE
RESCUE!



TECH CLEAN
CALIFORNIA



DIVERSITY COALITION
SAN LUIS OBISPO COUNTY

CENTRAL COAST COALITION FOR
UNDOCUMENTED STUDENT SUCCESS

CCC  USS

R.A.C.E. MATTERS

 **BLOC
POWER**

GRANT #1:

Developing Targeted and Inclusive Marketing and Educational Materials for Equitable Electrification

Research questions

- **What type of clean energy messages and strategies resonate the most with BIPOC and LMI communities?**
- **How can a community-based marketing and outreach campaign successfully educate BIPOC and LMI communities about immediate bill reduction strategies and lead to heat pump adoption?**



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ELECTRIFICATION FOR EVERYONE

presents



FAVIANNA RODRIGUEZ
 Poster making workshop led by
 acclaimed Oakland artist and
 recognized climate justice leader.
 Agency: Evil Twin Booking Agency

CREATING COMMUNITY

FREE ART WORKSHOP
 FREE FOOD & PRIZES
 RESOURCE FAIR + DRUM CIRCLE

12PM, APRIL 14

FREE EVENT! RSVP AT
[EFORE.EVENTBRITE.COM](https://efore.eventbrite.com)

OCEANO COMMUNITY CENTER
 1425 19TH ST, OCEANO





Key Results

Community Outreach

1,542

people engaged with at
12 community events

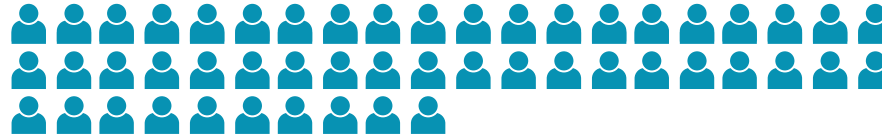
4%

the percent conversion rate
to information sign-ups

58,509

number of views on social media
channels of digital messaging

Measured Changes



70%

of those surveyed
indicated increased
awareness of heat pumps
during event

72%

reported they understood the
materials

60%

reported interest in getting a
heat pump

61 households
signed up for more
information through
electrification
programs



19 households answered to
email follow-up and pursued
more information through
local electrification programs

Identifying Best Practices

Community Based Approach

- Lead with engaging experiences, not technology
- Focus on building and continuing relationships
- Leverage local CBOs

Messaging that Resonates

- Real, human conversations & accessible written materials, especially when delivered by bilingual/multicultural staff
- “Electrification” is not a top of mind issue, but health and cost are.

[For more information, see TECH Public Reporting Diversity Coalition](#)



Barriers

- Biggest barrier overall: being a renter (44% of Californians are renters)
- Biggest barriers for homeowners:
 1. Insufficient incentives to cover cost
 2. Time/effort needed for installs
- Bill saving behaviors were well-accepted
 1. Leap to heat pump purchase was insurmountable.



Recommendations

- Identify, partner, fund local CBOs, trust their knowledge of the community and local context.
- To move beyond awareness to adoption, build streamlined incentive structures and concierge services to assist LMI/BIPOC community adoption.
- We need a clear strategy for renters to receive benefits of electrification is needed, particularly for LMI/BIPOC community that are majority renters.

GRANT #2:

Buildings UP Prize to Improve Community's Energy Efficiency - Department of Energy

Problem

- The residential sector in the United States consumes approximately 21% of the total U.S. energy consumption.
- Mobile homes, particularly those built before 1980, can consume considerably more energy per square foot compared to traditional site-built homes. While new manufactured homes are becoming more energy-efficient, they still tend to be less efficient than new site-built homes.
- The average energy burden (the percentage of income spent on energy) for communities with a higher percentage of manufactured homes is generally higher than for communities with fewer such homes.



Equitable Electrification for Mobile Home Units

Ideal scenario learnings

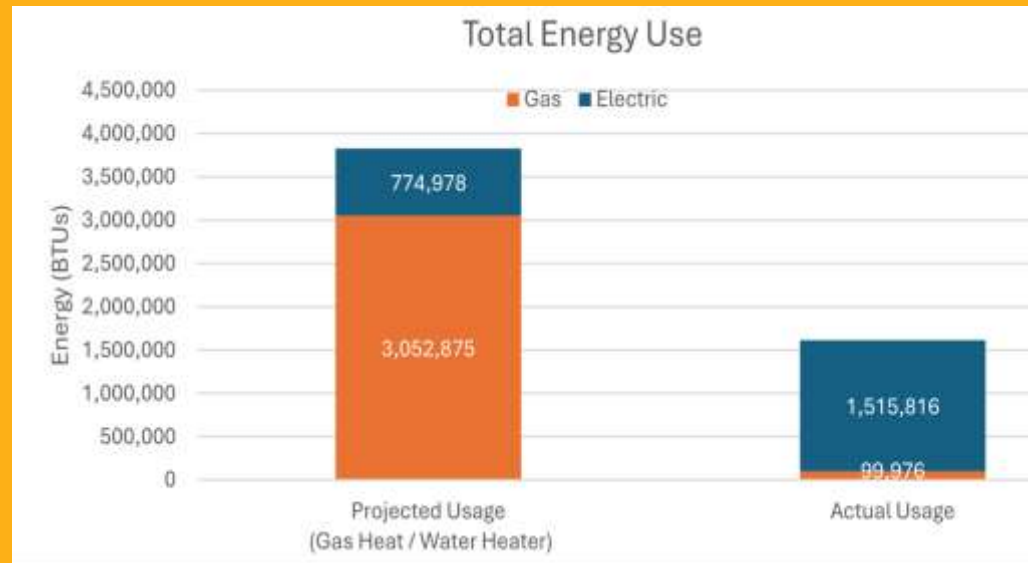
- Units go through weatherization process
- Appliances free of charge
- Panel upgrade
- Energy monitoring
- Bill Protection Program
- Team support
 - Energy coach
 - Comfort check-ins
 - Technical support

[For more information, see TECH Public Reporting Diversity Coalition](#)



Barriers (so far... study is far from over)

- Aging grid infrastructure
- High electricity prices compared to natural gas
- Lack of incentive programs for master-metered communities
- Rigid singular rate-structure available to master-metered manufactured housing communities are the most impactful barriers to the cost-effective electrification of this building stock.



- Energy consumption: 68% reduction
- Overall cost: Increased by \$40



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To be continued...

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