

Electrification in Mobile and Pre-Fabricated homes

- Most energy efficiency programs are not targeted at mobile homes, yet these populations are often the largest amount of income impacted people
- Most CA mobile homes you own the home but not the land, it is leased
- The homes are often with 1x1 or 2x2 inch walls, with minimal insulation
- Additionally, the areas are smaller than traditional single family homes (which makes things like water heater swaps challenging, since they need space)
- Many of these homes are on a master meter, and plan to use natural gas and propane
- Of the 4 mobile home owners, they all chose to keep their energy system swaps, rather than retrofit back to their gas systems
- All of these systems impacted the participants, and they had their bills increase, which impacted these already fixed income participants
 - SOLUTION: they added Plug-in Solar
 - Just this small couple thousand dollar system of solar plugged in the outlet has made the retrofits financially viable
 - This plug in solution is 4/watt (including the battery) while rooftop solar was 14/watt, and did not include the battery
 - Additionally, the resident loved the resiliency of it all, using the sun to provide their power
- SB 868 - allows plug in solar to be installed without blocks (Support it)

Diversity Coalition San Luis Obispo County: Why is a Social Justice Non-Profit Doing Energy Work?

Rita

- Working with the community members where they are at
 - They went to dia de los muertos events, for example
- Partners with air pollution district and different grants won
- Lessons Learned:
 - Leading with a community based approach (would *you* want to go to this event?)
 - “Electrification” is a confusing term, consider that most might not understand it
 - Bring in bilingual and multicultural staff
 - Real human conversations, backed by data
 - Electrification is rarely anyone's first issue, but they care about human health and cost, so connect it into things like this (air quality, cost of utilities)
- Something they prioritized is returning to the community, to explain what the research they conducted resulted in, they wanted them to feel a valued and continued part of the community (this also means they will come and return)
- Many in mobile homes, especially an older demographic, might not have smart phones or is tech savvy to be able to use certain home monitoring or adjusting systems
- Reflect on your inclusion of the human factor you are including in your projects

- Don't outreach at the end, incorporate community based organization and partners early

SLo Climate Coalition

Eric

- Used Spanish radio to reach Spanish speakers: worked out well
 - Mentioned the fatigue of information from the people they need to reach
 - Also added the concept of value, "what can we provide that is worth the value of this?"
 - Hard to reach clients are difficult to get, since funding is down and they tend to be the most "costly" clients to reach
 - Call to action, identify your friendly neighborhood climate action organization and commit to three things you can do to invest in your partnership and their capabilities
-

Talk Like a Human: How to Better Reach the People We Need If We Want Change