



SMC Building Decarbonization Strategy

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- Agenda:
 - Building Decarbonization Strategy – Susan Wright
 - Electrification communications campaign: feedback and discussion – Forest Abbott-Lum & Alhad Dighe



San Mateo County Building Decarbonization Strategy



New Building Reach Code:

Repeal existing code, adopt new reach code that applies to new buildings to curtail the expansion of methane gas infrastructure.



Permit Simplification:

Pursue opportunities for easing permitting processes for property owners to more seamlessly transition to electric appliances



Electrification Communications Campaign:

Develop a tailored suite of messaging materials for audiences about the benefits, feasibility, and challenges of electrification



Existing Building Electrification Roadmap:

Develop an equity-centered roadmap for decarbonizing existing building stock and creating local workforce development opportunities



Neighborhood Electrification Pilot:

Carry out complete conversion of a neighborhood block, enabling officials to “prune” the methane gas pipeline permanently



Interest in Electrification Communications Campaign: Based on Feedback from City Staff



Feb-April, 2023 series of RICAPS meetings on existing building electrification

- “Electrification **outreach campaign** to small contracting businesses and distributors...”
- “Create **education materials for electeds**, enabling conditions for passage of existing building electrification policies”
- “**Outreach campaign** for the general public & local governments, focusing on grid upgrades, reliability, zonal electrification, etc.”



Scope of Electrification Communication Campaign

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- **Increase the public's understanding and acceptance of building electrification**
- **Support the passage of building electrification policy countywide by correcting common public misconceptions and allaying concerns about electrification**
- **Produce campaign materials and outreach strategy based on stakeholder feedback with options for customization for SMC jurisdictions**



Feedback and Discussion



Discussion: Electrification Communications Campaign



- What images come to mind when you think about “electrification” or the transition away from methane gas powered appliances such as stoves, furnaces, and water heaters? Either in your capacity as an elected official or a private person.
- What comes up for you when you think about challenges and opportunities relating to electrification?
- What about electrification would you like to understand better so you could feel comfortable supporting electrification policies? What about electrification is confusing or concerning?
- What's the best way to help elected officials learn about this topic? Webinar, come give a presentation/study session at their city? Create a robust website with videos and info sheets?
- Potential follow up questions:
 - Would a fact sheet about electrification/energy transition fact sheet be helpful?
 - What is the best way to reach your communities?

