



REWIRING AMERICA

CCL - 1/26/23



Rewiring America is the leading electrification nonprofit, focused on electrifying our homes, businesses and communities.

We develop accessible, actionable data, and tools.

We believe in **Shared Abundance and a climate-safe future.**



Our Belief.

Electrify Everything = Shared Abundance



Founded in the summer of 2020, ours is an electrifying story of economic renewal and community infrastructure – a new climate future.



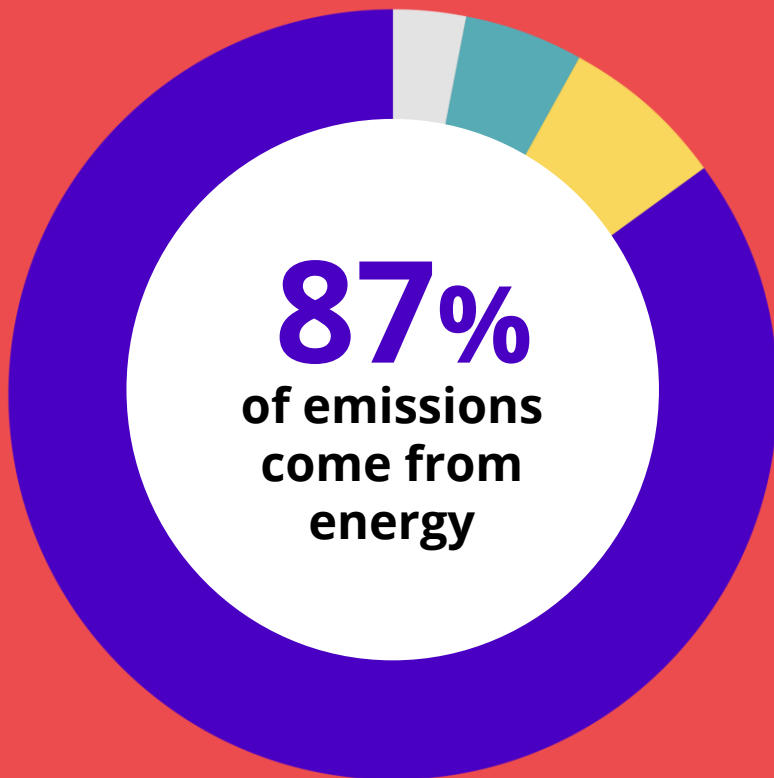
**Lower energy
costs**



**Healthier
homes**



**Climate
benefit**



- Soil management (N2O)
- Enteric fermentation and manure
- Refrigerants
- Coal
Natural gas
Oil

This includes:



The cars we drive.



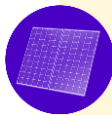
How we heat our homes and water.



How we cook our food.



How we dry our clothes.



Where our electricity comes from.



42%

of our energy-related emissions come from decisions made around the kitchen table.



70%

of Americans are concerned about climate but haven't had a place to go.

How did we get here?

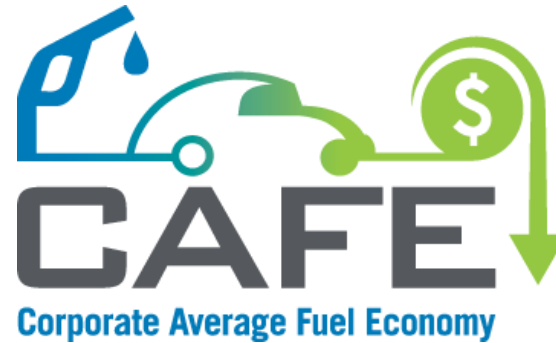
Our first energy crisis inspired the US government to map our energy flows in a diagram called a Sankey.

The goal was to have enough supply to power our needs.



Good things happened.

We got Energy Star.
And Miles Per Gallon
labels on cars. Efficiency
became our policy.



**We were told that
waste is bad and
efficiency is good.**

Duh.





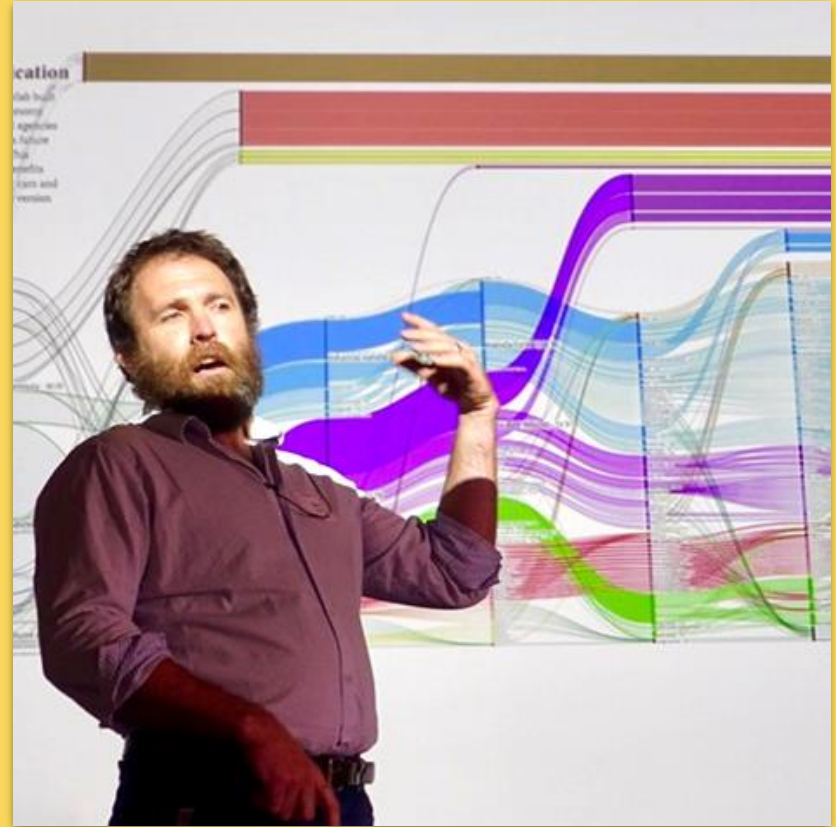
But the climate crisis is a different kind of crisis. We cannot efficiency our way to zero.

The most efficient gas car still uses gas.

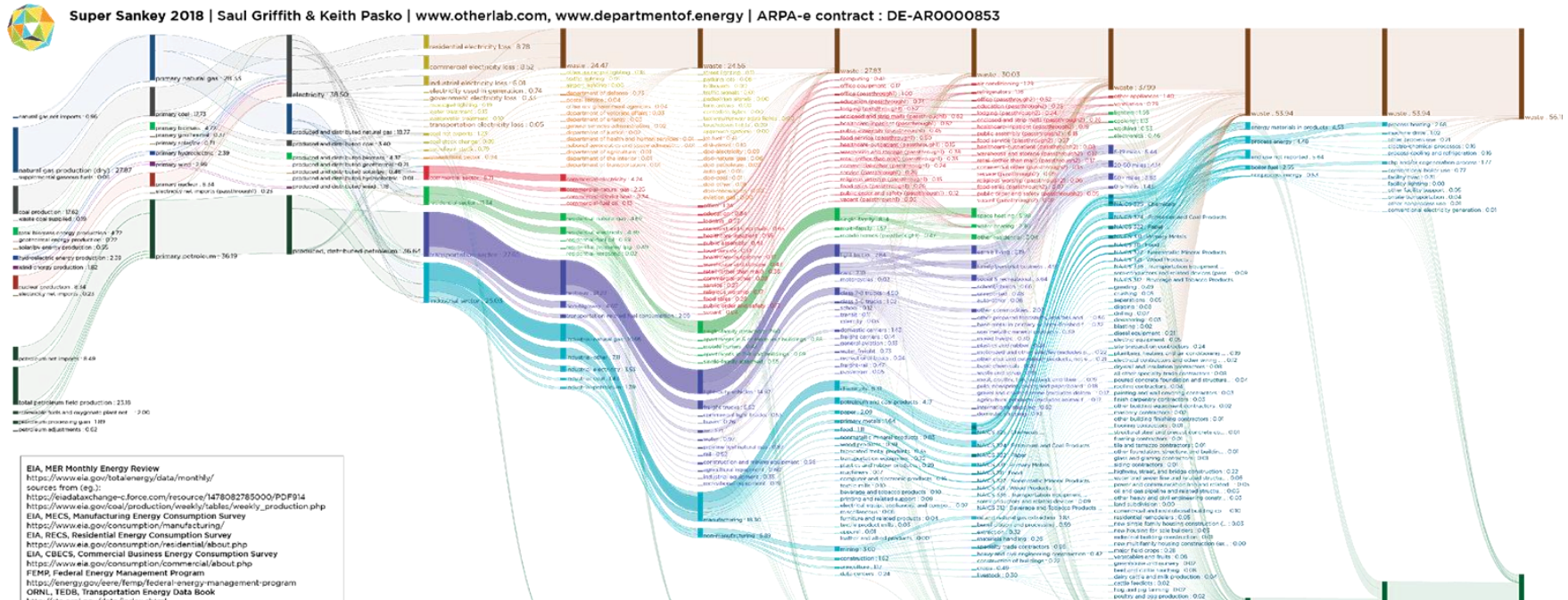
AHA!

**The way we had
mapped our energy
flows did not tell the
whole story.**

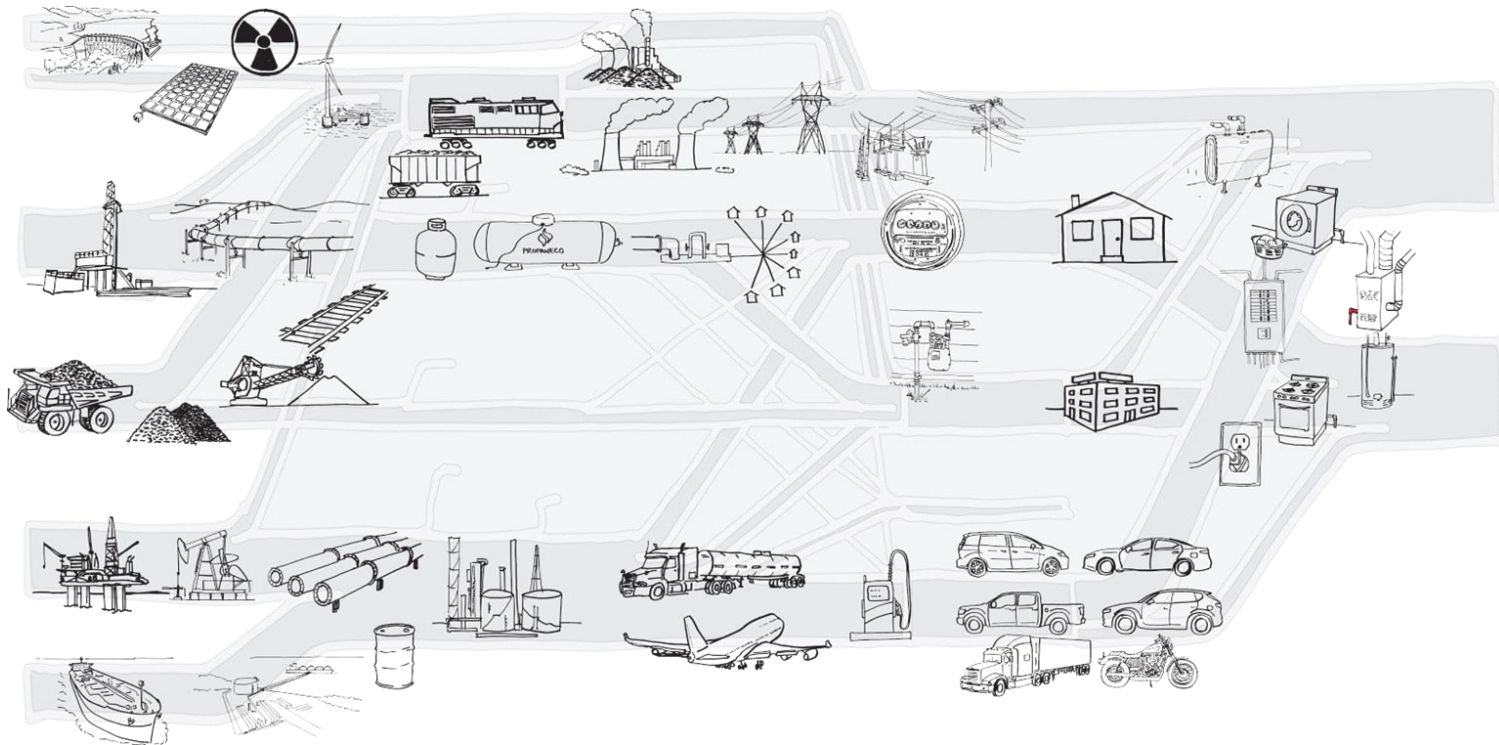
Enter Saul.



We know this is possible by looking at the details.



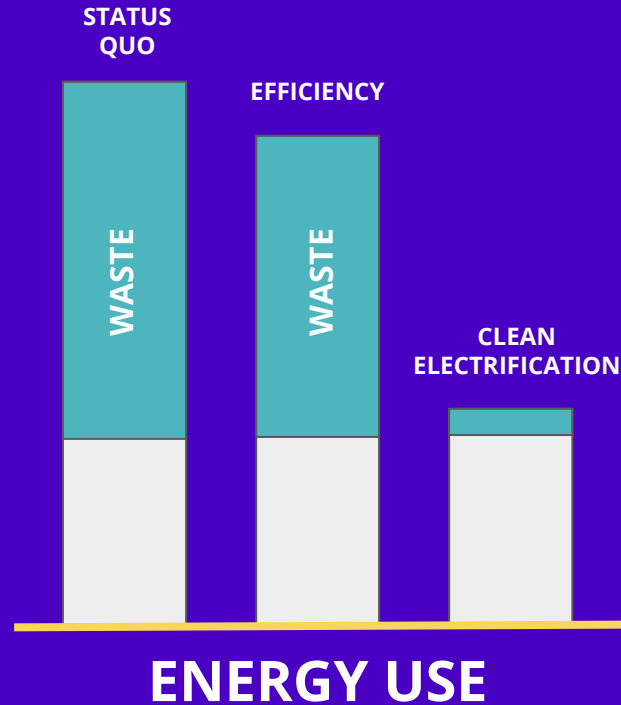
The details let you think about the machines underneath.

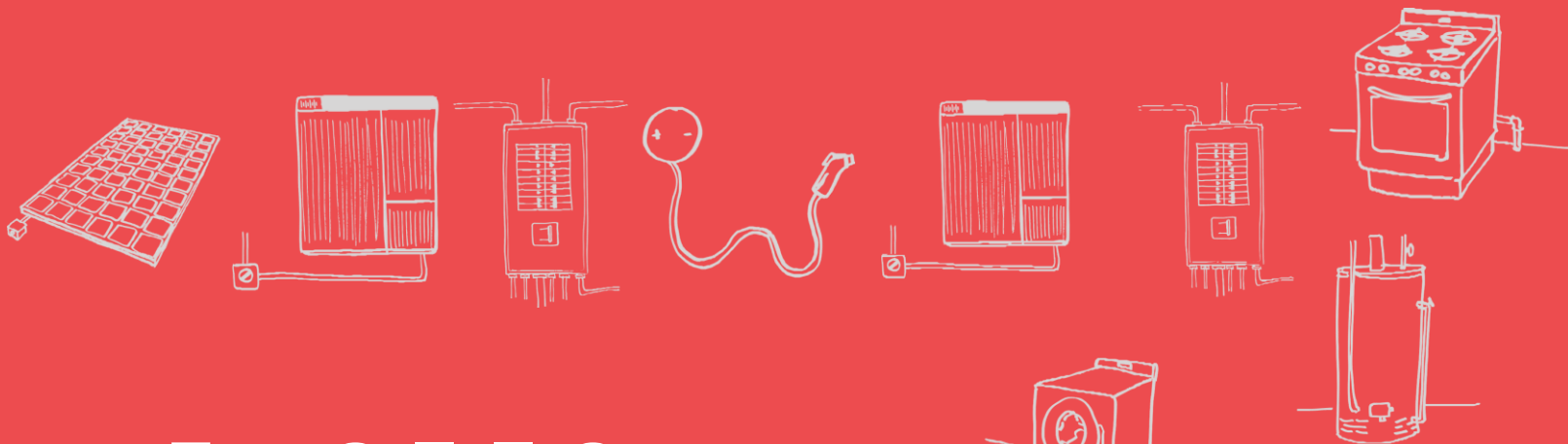


THEY BOTH BEGIN WITH E



Electrification *IS*
the efficiency.



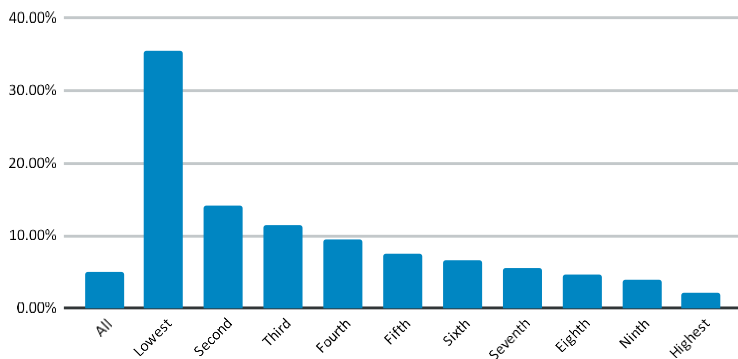


1 billion

machines to electrify across our
121 million households.

Reason enough to do it is the benefits that will be realized by American families.

Energy Expenditures as percentage of household income.



U.S. AVERAGE HOUSEHOLD SPENDING

Personal taxes, \$11,394	State and local income taxes, \$2,284		
	Federal income taxes, \$9,031		
Savings, \$3,368	Change in securities, \$1,918		
	Change in value of savings, checking, money market, and CDs, \$1,449		
Average annual expenditures, \$61,224	Personal insurance and pensions, \$7,295	Pensions and Social Security, \$6,830	Deductions for Social Security, \$5,023
	Cash contributions, \$1,887	Cash contributions to church, religious organizations, \$789	
	Miscellaneous, \$992	College tuition, \$798	
	Education, \$1,407	Personal care, \$768	
	Entertainment, \$3,225	Pets, toys and hobbies, \$816	AV equipment and services, \$1,029
	Healthcare, \$4,968	Medical services, \$908	Medicare payments, \$605
	Health insurance, \$3,404	Commercial health insurance, \$604	Vehicle insurance, \$976
	Transportation, \$9,761	Gasoline, other fuels, oil, \$2,108	Maintenance and repairs, \$889
	Apparel and services, \$1,866	Vehicle purchases (net outlay), \$3,974	Cars and trucks, used, \$2,083
	Housing, \$20,090	Cars and trucks, new, \$1,825	Gasoline, \$1,929
	Alcoholic beverages, \$582	Household furnishings, \$2,024	Water and other public services, \$613
	Food, \$7,923	Household operations, \$1,522	Fuel oil and other fuels, \$129
		Utilities, fuels, and public services, \$4,048	Natural gas, \$409
		Shelter, \$11,747	Electricity, \$1,496
		Rented dwellings, \$4,248	
		Owned dwellings, \$6,677	
		Food away from home, \$3,458	
		Food at home, \$4,464	
		Meals at restaurants, carry outs and other, \$2,957	
		Fruits and vegetables, \$857	
		Meats, poultry, fish, and eggs, \$960	

Source: Bureau of Economic Analysis, U.S. Department of Commerce



\$1,800

Average amount American households
would save if they electrified.

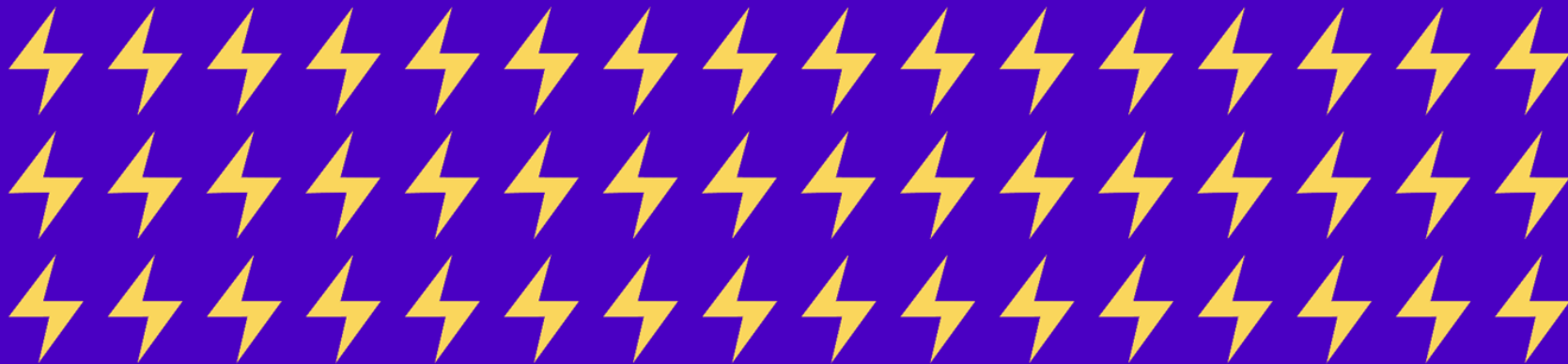


The largest wealth transfer from energy producers to consumers.

In history.



Shared Abundance.



IMPERATIVE

Within the decade, we must change the market default so the efficient, electric machine is the most affordable, convenient and accessible one to purchase and install.



So why hasn't it happened yet?

Our fragmented, fossil-fueled market is the default.


And that creates a fossil fuel feedback loop.

Consumers don't know what's available.

Installers aren't incentivized to sell something different.

Without scale, the upfront cost of the machines remains high.

Thanks, IRA!



**We have an incredible
opportunity to not just
electrify our households,
but our nation.**



Electric bank account

Because of the IRA, every household now has a bank account with thousands of dollars in it to go electric. They just don't know about it.



Widespread household uptake
means community economic growth.

**We call this
electric potential.**



\$858

~~**\$100 billion**~~

The potential in the Inflation Reduction Act for residential electrification.

POTENTIALLY



**But only if we
make it so.**



- 1. Drive down costs.**
- 2. Change the narrative.**
- 3. Create the market.**



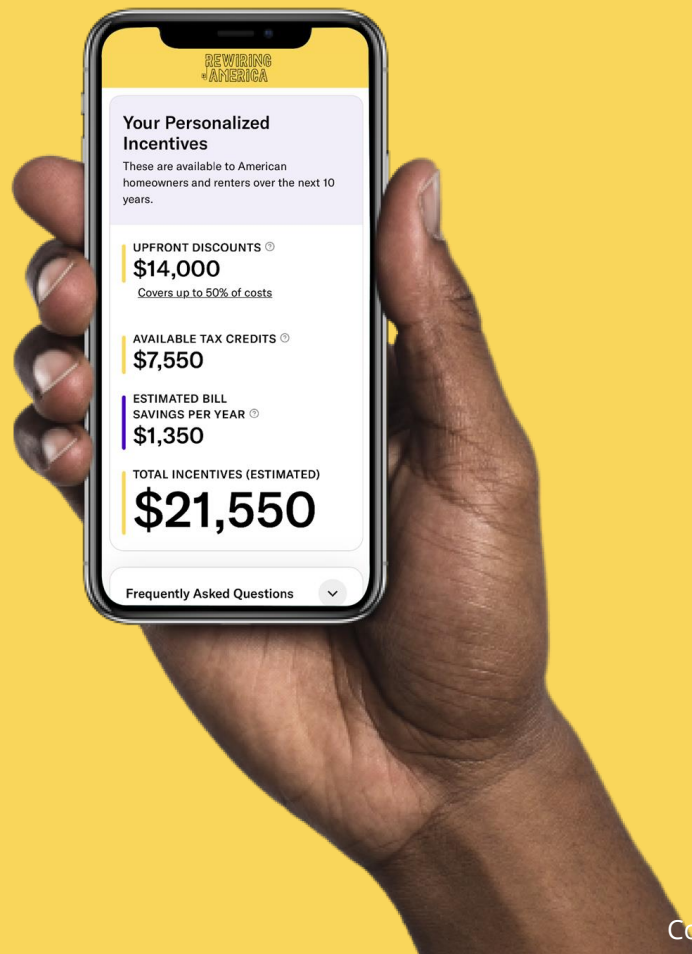
With the modest goal of getting the entire country to

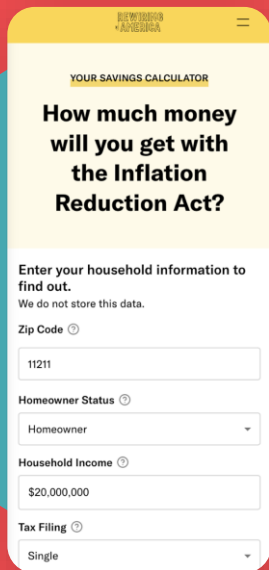


GO ELECTRIC!

We launched an Inflation Reduction Act electric savings calculator on August 16th.

- **352,000+** unique pageviews.
- **311,000** total pageviews.
- **215,000** people have calculated their savings.
- Major media coverage from ABC news and others.
- Tweets + support from Senator Schumer, Jonathan Scott and many others.





REWIRING AMERICA

YOUR SAVINGS CALCULATOR

How much money will you get with the Inflation Reduction Act?

Enter your household information to find out.
We do not store this data.

Zip Code ⓘ

11211

Homeowner Status ⓘ

Homeowner

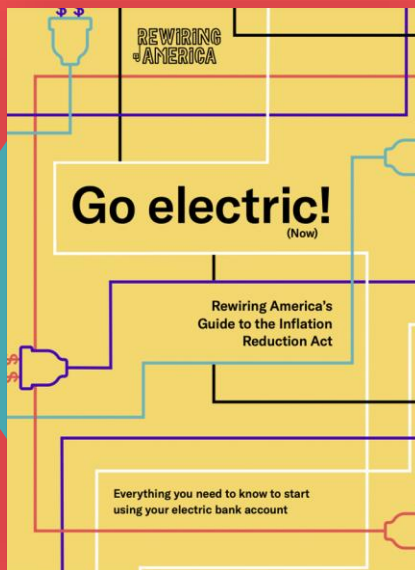
Household Income ⓘ

\$20,000,000

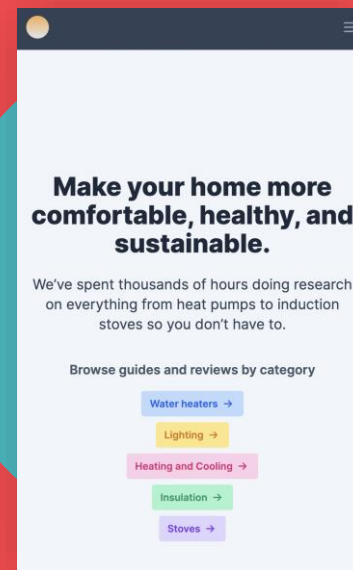
Tax Filing ⓘ

Single

Personal calculator
400K+ users since August launch



Guide with
case studies

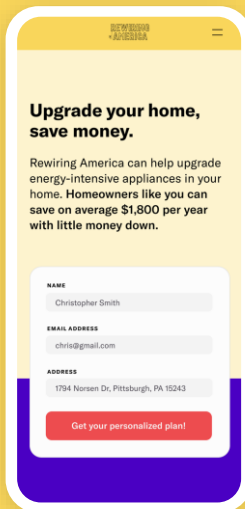


Carbon Switch
80,000 monthly visitors

CREATE THE TOOLS

We will turn this into customized electric planning tools.

- All incentives and rebates **available** at federal, state, municipal and utility levels.
- A custom household electrification plan based on needs and opportunity.
- Community-based resources and service providers.



BETWEEN
+ADVISIA

Upgrade your home, save money.

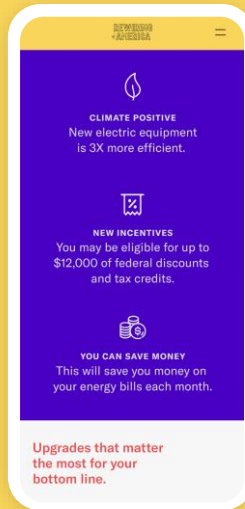
Rewiring America can help upgrade energy-intensive appliances in your home. Homeowners like you can save on average \$1,800 per year with little money down.

NAME
Christopher Smith

EMAIL ADDRESS
chris@gmail.com

ADDRESS
1794 Norven Dr, Pittsburgh, PA 15243

[Get your personalized plan!](#)



BETWEEN
+ADVISIA

CLIMATE POSITIVE
New electric equipment is 3X more efficient.

NEW INCENTIVES
You may be eligible for up to \$12,000 of federal discounts and tax credits.

YOU CAN SAVE MONEY
This will save you money on your energy bills each month.

Upgrades that matter the most for your bottom line.



BETWEEN
+ADVISIA

Upgrades that matter the most for your bottom line.

ROOFTOP-SOLAR
This will save you money on your energy bills each month.

EV CHARGER
This will save you money on your energy bills each month.



BETWEEN
+ADVISIA

The results are in!

We estimate you can save \$850 per year on your energy bills if you go all-electric.

Going solar at the same time could increase your cost savings from electric appliances.

Recommendations

REPLACEMENT RECOMMENDED
Heat Pump Space Heater



EMISSIONS SAVINGS

Equal to 5 cross country trips in a minivan!

4.9
TONS CO₂/Year

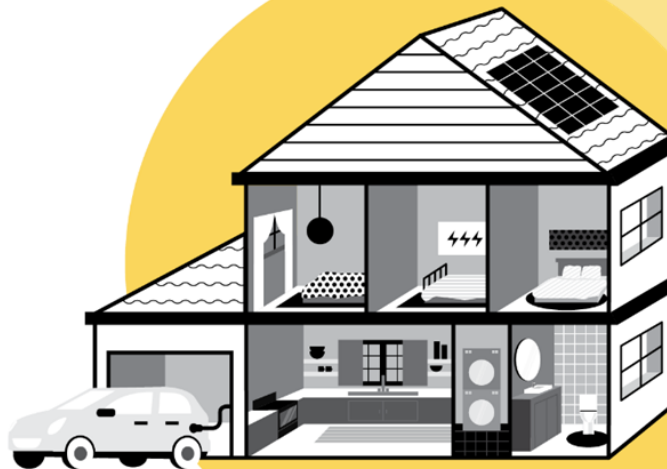
[See details](#)



The Colemans care about cost and climate

With a modest income, this family in Cleveland can realize their electric dreams

Household Profile: Size: 4 people; Location: Cleveland, OH; Income: \$128,000 (which is under 80 percent of Area Median Income for Cleveland)



The Colemans go electric

	Replacing	Buying	Est. cost, installed	Up-front discount	30% Tax credit	Final cost
2022	Dirty electricity	Clean electricity	\$0			\$0
2023	Propane Range	Electric range	\$749	-\$749 (HEEHRA)		\$0
	—	Electric wiring	\$1,500	-\$1,500 (HEEHRA)		\$0
2024	Tank propane water heater	Heat pump water heater	\$3,000	-\$1,750 (HEEHRA)	-\$375 (25C)	\$875
2025	—	Weatherization	\$1,600	-\$1,600 (HEEHRA)		\$0
	Propane Furnace	Ducted mini- split heat pump	\$7,500	-\$7,500 (HEEHRA)		\$0
	Window AC unit					
	Propane clothes dryer	Heat pump clothes dryer	\$798	-\$798 (HEEHRA)		\$0
2027	Cap gas line!					-\$160/ year
2027	Gasoline car	Used EV	\$14,000	-\$4,000 (25E)		\$10,000
TOTAL AFTER TEN YEARS			\$29,147	-\$17,897	-\$375	\$10,075

Upgrades considered but not currently planned:

	100A electric panel	200A electrical panel	\$2,000	-\$2000 (HEEHRA)		\$0
	—	EV charger	\$1,000		-\$300 (30C)	\$700
	—	Rooftop solar	\$19,000		-\$5,700 (25D)	\$13,300
	—	Battery storage	\$16,000		-\$4,800 (25D)	\$11,200

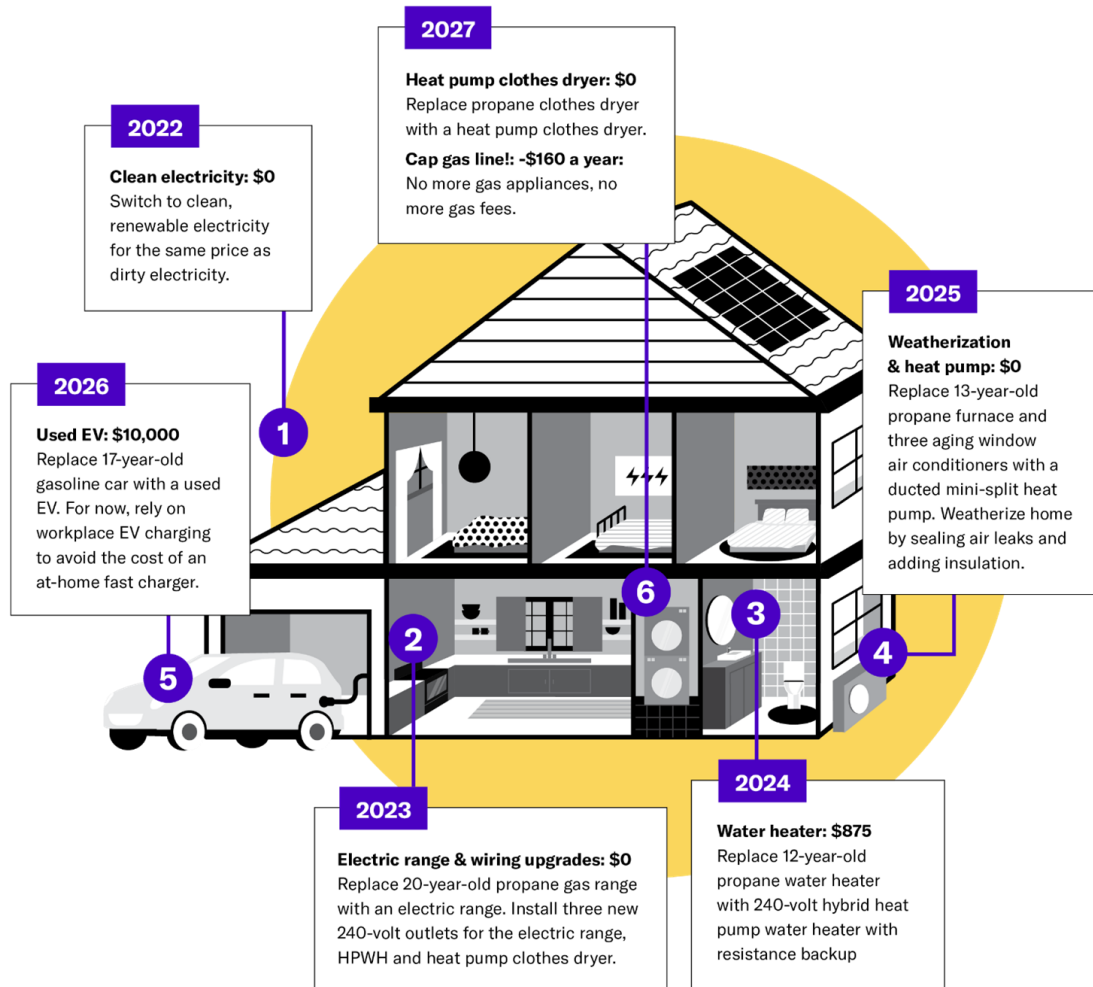
Household Profile:

Size: 4 people

Income: \$128,000

AMI: Under 80%

Location: Cleveland, OH





Unleashing carbon value.

The scale of community impact is immense.

\$30 Billion in carbon offsets annually

1.2M

Homes
electrified
annually

\$2.2B

Annual
homeowner
bill savings

120M

MT of carbon
mitigated

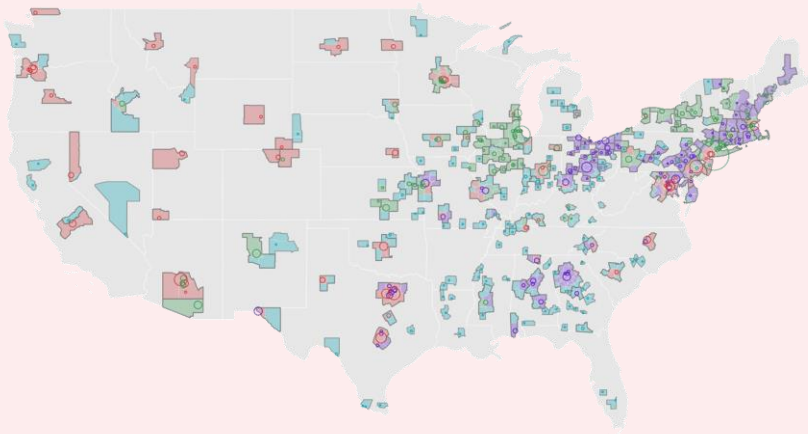
49,000

New jobs

Note: Model considers electrification credits trading at \$250 per Metric Ton, and the average project resulting in 99 MT across 15 years



**Aggregating demand
("Rewiring Communities").**



**Creating local,
synthetic
markets and
leverage for
increased
savings.**

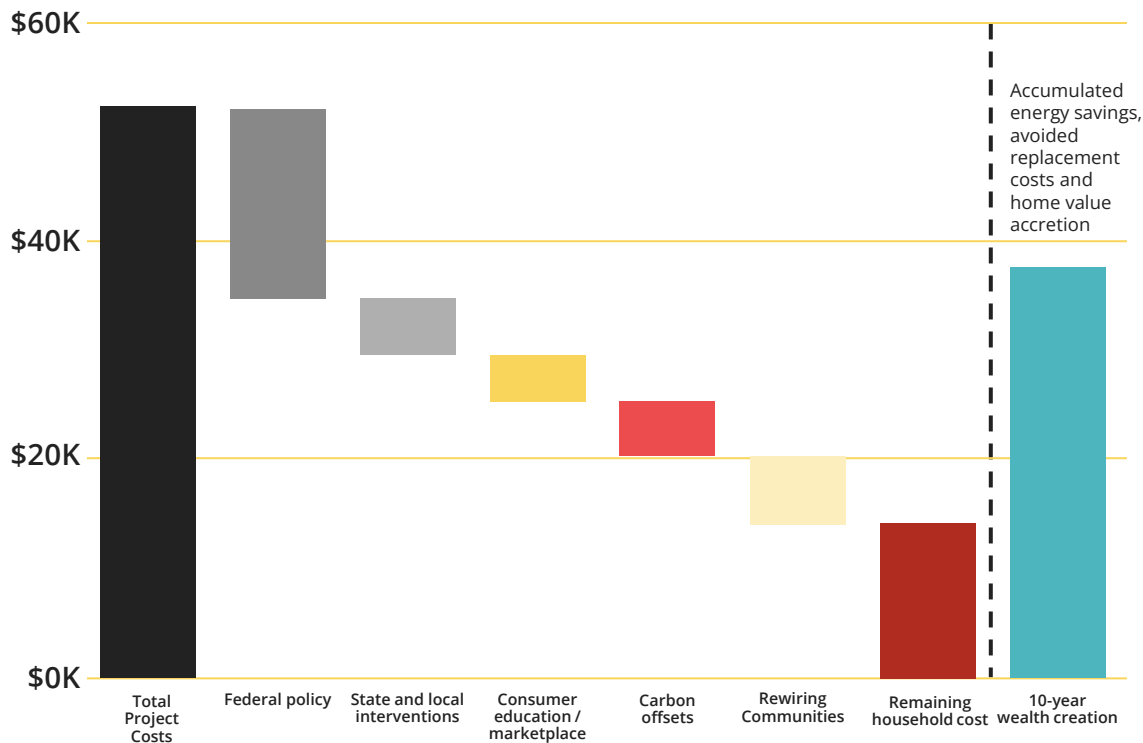
500,000

Households directly organized and electrified



The community circuitry completes the Rewiring Waterfall:

- Federal policy:**
IRA, Electrify My Government and more!
- State and local interventions:**
Key market and local policy plays.
- Consumer education / marketplace:**
Giant campaign and lead funnel w/ tools.
- Carbon offsets:**
Realizing the carbon value in every home.
- Rewiring Communities:**
Aggregating local demand through civic partnership.





The Three Year Vision: Empower every electric event in America



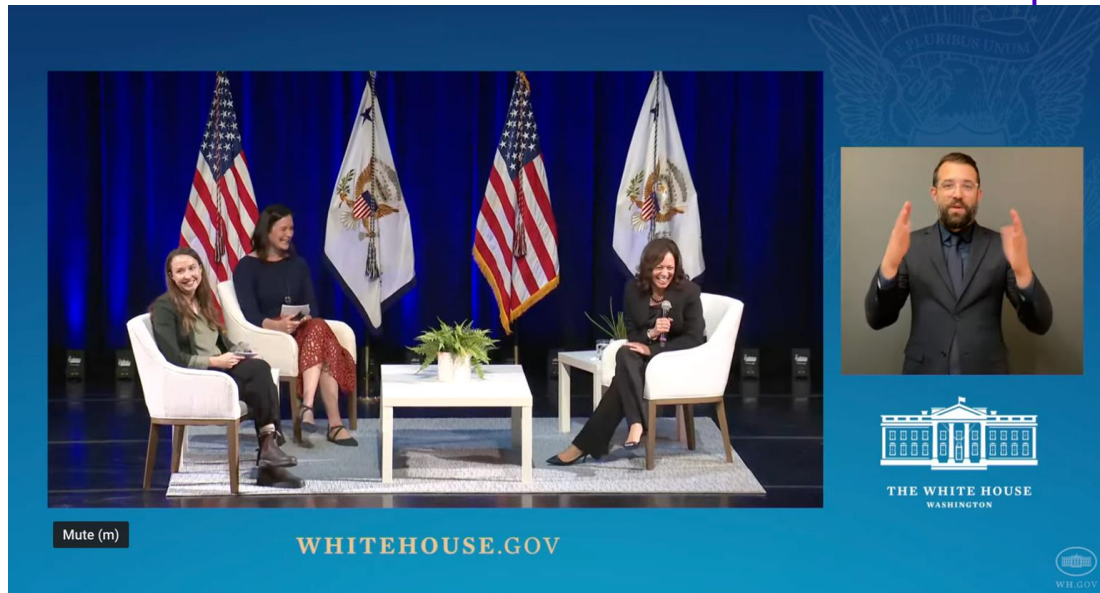
GO ELECTRIC!

WHY IT'S WORKING



Madame Vice President,
I work for an organization
called Rewiring America
and we want to talk about
heat pumps.

Dr. Leah Stokes interviews Vice President Harris,
October 18, 2022

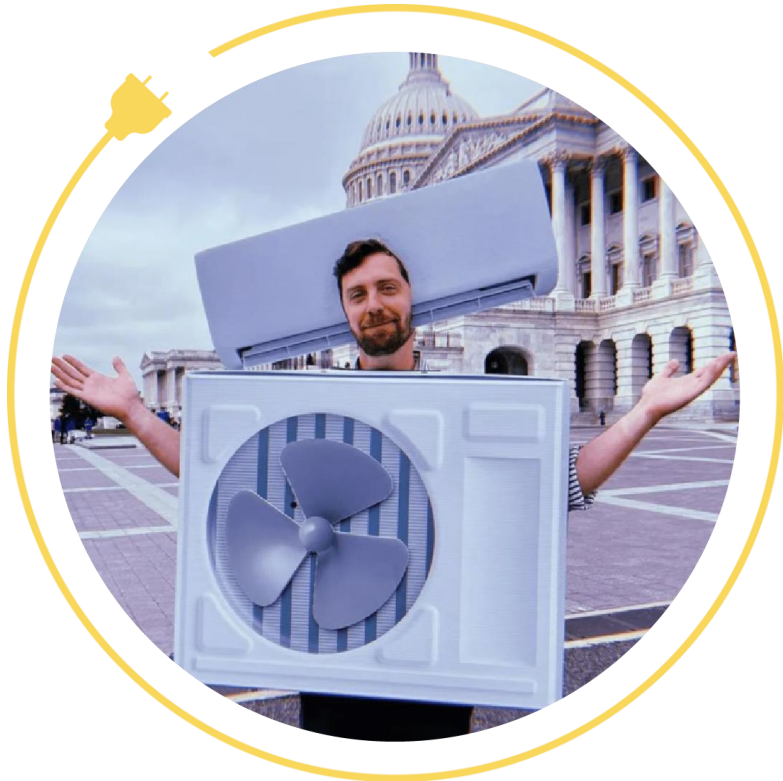


BECAUSE OF YOU



You guys don't
f*ck around.

OEM partner, August, 2022





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