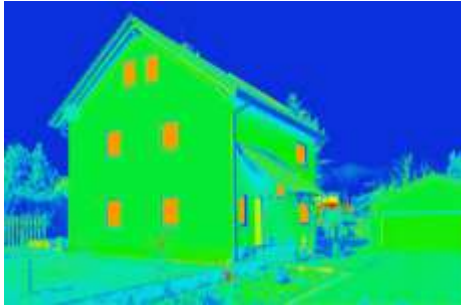


# Energize Arizona Campaign

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## CONCEPT



The figure above represents SmartPower's experience in encouraging sustainable upgrades to residential buildings. This figure depicts the energy imaging from an assessment of the heat leaving a home, indicating to a resident where weatherization and envelope improvements would be most useful.

## APPROACH

Through the option to install a host of environmental improvements to their homes (including, but not limited to onsite and community solar, and energy storage, electric vehicle chargers, insulation, air sealing, window improvements, heat pumps, and/or heat pump water heaters) citizens in the APS utility zone will have a myriad of upgrades to choose from. Through SmartPower's partnership with WeeGreen, residents will have one website to use to view all of their home upgrade options, decreasing the barrier of confusion and lack of education for people interested in upgrades for their homes. **With one streamlined process of education, connection with outside organizations installing the technologies, and a website to choose the upgrades, SmartPower's value is undeniable in enabling ease of adoption.**

## IMPACT

SmartPower's Coalition will empower communities to adopt sustainable changes to their homes through a seamless campaign including education, one online location to learn all options for upgrades, and the vetted, local installation companies. They are bringing energy parity and resiliency to disadvantaged communities.

Solarize campaigns have been proven to work well within low-to-moderate-income (LMI) communities, despite the preconception that LMI communities are challenges for sustainable adoption. With this application, SmartPower will expand the outreach ability they have to enact more change.

The example represented in this submission is set in the Arizona Public Service (APS) Utility zone; however, SmartPower can implement a campaign like Energize Arizona in any community across the country.

## CONTEXT

SmartPower's extensive research indicates that community norms and the encouragement of individual social circles are exponentially tied to driving each person toward a clean energy purchase. Therefore, they are harnessing this power to build stronger communities through clean energy adoption in residential and multifamily buildings for both low-to-moderate-income homes and non-low-to-moderate-income homes.

Through this work, SmartPower creates successful and engaging community-based campaigns that combine grassroots outreach with an online platform of information.

SmartPower will be implementing this comprehensive program in the APS utility service area. APS is Arizona's largest and longest-serving energy provider with over 1.3 million customers, including some of the most disadvantaged communities in the state.