




Electrification Coaching Advice from Rewiring America

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Rewiring America & Individualized Coaching

|  Types of Electric Coaches | | | | |
|--|--|---|--|---|
| | Connector | Guide | Mentor | Educator |
| Technical know-how | Basic understanding of and enthusiasm for electrification technologies | Has some lived experience with some electric appliances solutions | Extensive electrification knowledge | Comprehensive electrification knowledge |
| Training | Light technical training | A medium level of technical training, whether self-guided or professional | A high level of training and/or professional certification | Receives hands-on training to facilitate Electrification 101 courses |
| Activities | <ul style="list-style-type: none"> Supports other coaches with outreach and administrative needs Directs residents to resources and educational materials Responds to inbound questions received through online forms and forums, or by phone | <ul style="list-style-type: none"> Guides individuals in learning about electrification projects & solutions Reviews contractor bids & recommendations Helps individuals understand rebates & incentives Builds electrification roadmaps tailored to client needs | <ul style="list-style-type: none"> Assist residents in learning more about solutions and providing appropriate guidance Support Coaches, Concierges, and Educators with technical knowledge & coaching tactics Develops new resources as needed Co-manages or moderates online community of practice | <ul style="list-style-type: none"> Identifies speaking opportunities within their community or online Works with Rewiring America team to design and deliver presentation materials |
| Attributes | <ul style="list-style-type: none"> Strong communicator Organized Good at solving problems Digitally savvy Flexible schedule | <ul style="list-style-type: none"> Excited to grow & share technical materials Strong empathy & listening skills Interest in hosting demo events, online or in-person Schedule driven by client needs | <ul style="list-style-type: none"> Passion for coaching peers Prefers to work collaboratively & hands-on Strategic thinker Fixed schedule | <ul style="list-style-type: none"> Simplifies complex topics Comfortable presenting to large groups, in-person or online Strong storytelling & presentation skills Fixed schedule |


Local “Spark” – Jumpstart a Community to get critical mass of change

- Abode Energy Management (energy advocate) chose Acton, MA
 - Identified a community likely to want heat pumps due to high utility cost of fuel oil, old systems. They had a “sustainability coordinator” so there was a local advocate


ACTON, MA WORKFORCE ENGAGEMENT PLAN



Submit interest form



Contractor’s day!



Receive & review 3 quotes with your coach



Install

Coach: Brian LaMorte – Ithaca, NY

Brian LaMorte of LaMorte Electric Heating and Cooling in Ithaca, NY

- Converts people to all electric homes, refers other jobs to other local contractors
- Coaches other contractors
- Business advice:
 - Target people who have propane and oil.
 - Involve local contractors and educate them, help them get clients.
- Help needed to overcome these obstacles:
 - Someone to help small business plumbers and electricians do the paperwork
 - How to get rebates in a timely fashion so their cash flow is ok.



Coach:
Janice Kruger
– Rewiring
America –
Upstate NY

- Community events
- Leads with “How to Access Govt Incentive\$ for Green Home Improvement”.
 - Increase your home’s resale value, more comfort & safety.
 - Talk to real estate agents too
 - Increase feeling of agency: 42% of your emissions are under your control
 - Emotional: “Stop burning all those little fires in your house and improve your indoor air quality”

Can we jumpstart NJ?

Need list of qualified & enthusiastic contractors

Can we provide online coaching to get people started? Example of online coaching: Third Act Zoom Coaches

- Sign up with online form, Google Doc maintains data
- Volunteer coaches are notified of changes in Google Doc
- Coaches contact people, log contacts

Make monthly seminars more widely available with relevant notes as backup documents

Attend local town fairs, farmer's markets, give library talks, notify local FB/Nextdoor groups

Contact the towns that are leading in "Sustainable NJ"