

August 2021

Too many cooks in the electric kitchen

Lessons learned from
kitchen electrification programs



What is EBCE?

East Bay Community Energy (EBCE) is our local power supplier committed to providing Alameda County and the city of Tracy with cleaner, greener electricity at lower rates. EBCE reinvests earnings back into the community to create local green energy jobs, local energy programs, and clean power projects.



Who we're serving

~630k Customers

2021

45%

Non-English
Speaking Home

32.5%

Foreign Born

16.5%

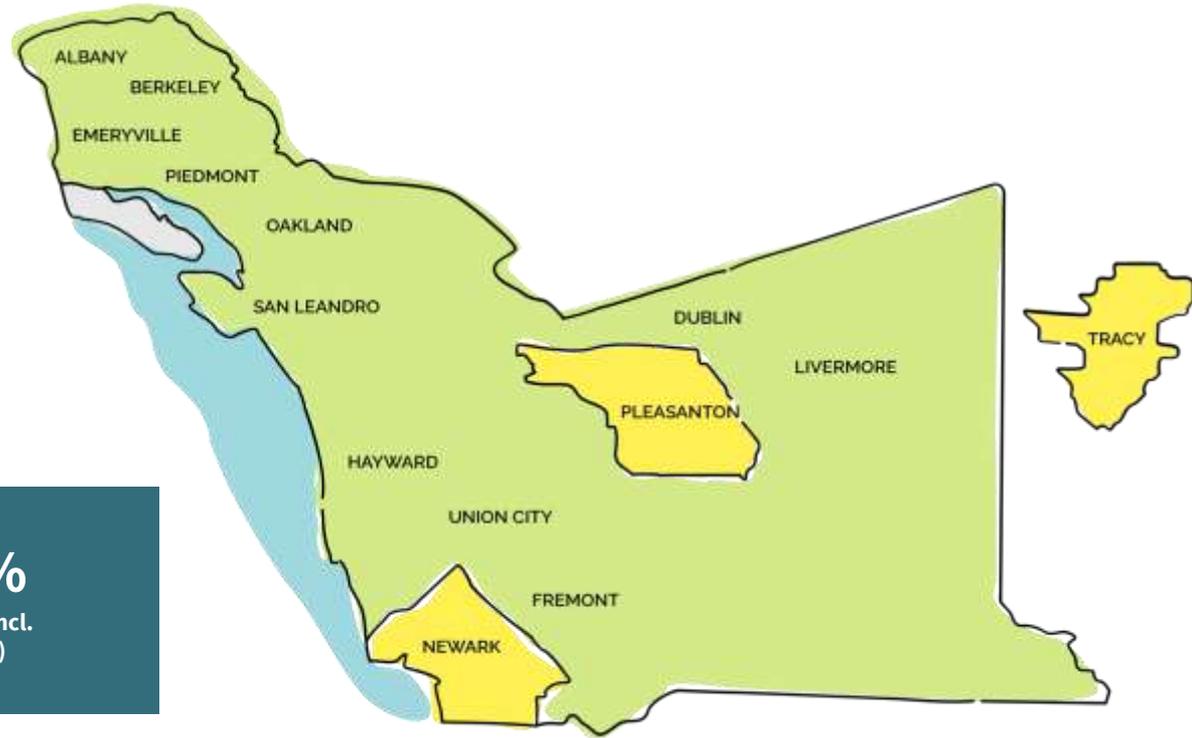
Spanish

9%

Chinese
(Incl. Mandarin &
Contonese)

3.7%

Tagalog (incl.
Filipino)



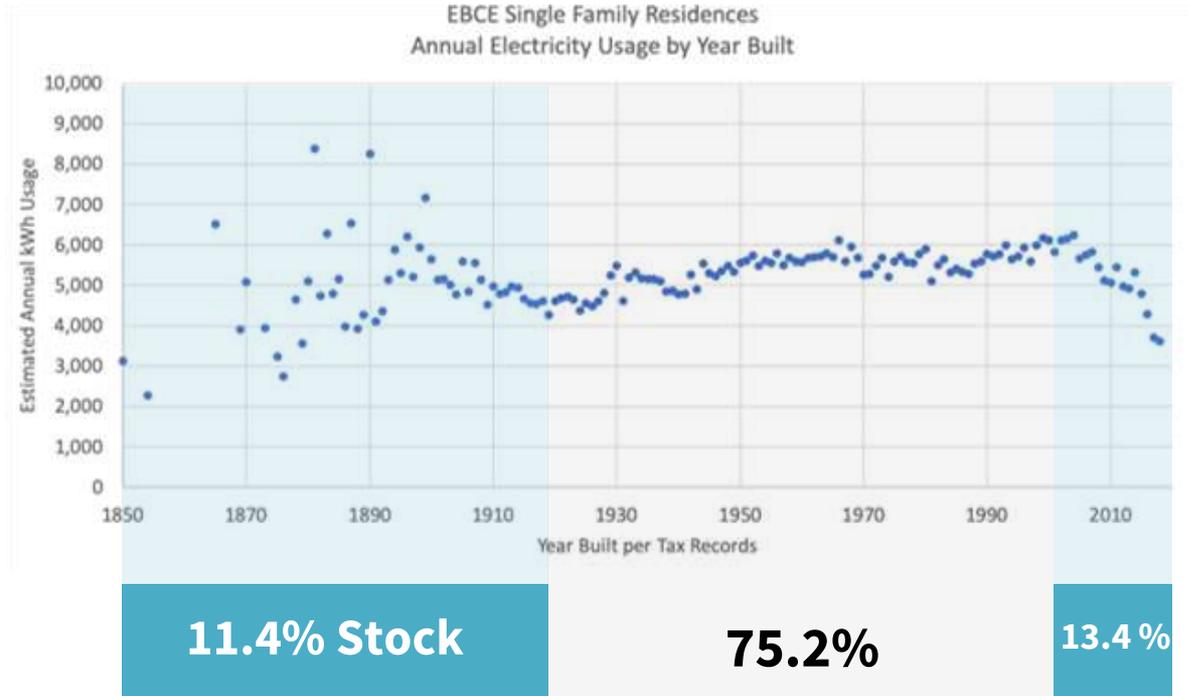
Who we're serving

91%
Residential

62.5%
Single Family

37.5%
Multifamily

53.5%
Homeowner



Program Offerings & Activities Kitchen Electrification

Commercial Induction Rebate

Manufacturer-independent rebate and technical assistance for commercial induction installations. Ranges, Cooktops, woks.

Restructured from a commissary kitchen grant program.

Incentive

Up to \$15,000 project costs, first 5 projects. \$7,500 after.

Up to \$2,500 required electrical upgrades

Up to \$400 per portable unit, max 2.

Technical Assistance

City Induction Cooktop Lending

Portable Induction Cooktop lending directly to residents in partnership with member cities. EBCE donated 2x kits with cities administering to residents.

2 Cities Actively Lending, 6 Pending.

Induction Cooking Kits

Cooktop - Max Burton 1800W Single Element

1 Induction-Compatible Pot

1 Induction-Compatible Pan

Printed Induction Recipe Card

Printed Induction Education Card

Chef Engagement & Education

Sponsored cooking videos with local chefs and targeted engagement with commissary kitchens and foodservice vendors.

Chef Induction Videos

Reem Assil, Reem's Kitchen

Nite Yun, Nyum Bai

Hanif Sadir, Komaaaj



Switch is On

Partner to the Building Decarbonization Coalition's consumer education campaign and subgroup to enhance kitchen electrification efforts..

Direct-to-consumer decarbonization awareness, education, and resource connecting.



Program Communications

Commercial Induction Rebate

A mixed bag of targeted, direct marketing and community supported outreach.

Community Outreach

Language-diverse chambers of commerce, city newsletters

Multilingual program materials

Direct Outreach

Targeted email marketing based on NAICS code

Direct outreach to community food service organizations and commissary kitchens

Chef Engagement & Education

Sponsored ad placements and conventional media channels.

Culturally and language diverse

Ad Placements

Sunset Magazine

Local Publications - Berkeleyside, Oaklandside



Switch is On

Leveraged consumer education materials in paid advertising across social media, local publications, and traditional media.



Shakshuka with Reem Assil on Induction

with support
from Celery
Design &
The
Understory



Trends and Lessons Learned

Commercial Induction Rebate

Foodservice industry is time-constrained, operating on thin margins, and either skeptical or unfamiliar with electric alternatives.

Trends & Lessons

Direct outreach was the most effective in gaining interest.

Projects that allow induction in addition to existing gas have greater buy-in.

City Induction Cooktop Lending

Lending is time-intensive but interest is there.

Trends and Lessons

Residents have high interest and curiosity as indicated by high demand

Coordinating with cities is difficult due to bandwidth constraints

Chef Engagement & Education

Some chefs are interested, others are very much not. Vendors are interested but face barriers that prevent them from acting.

Trends and Lessons

Food service vendors lack incentive to stock induction due to low demand

- Potential stranded assets
- Unaware of the changing policy landscape to support electrification

Chefs need education, experience, and funding to make the stars align

Future Plans

Contractor Induction Lending

3rd party administered lending program directly to residents

Distributed lending throughout service territory in partnership with cities

Induction education

Induction Campaign

Comprehensive induction campaign targeting education, awareness, and experiences.

Hands on experiential elements
virtual cooking classes

Community-based video content creation with local creators from our cities

Questions?

**Commercial
Induction Rebate**

**City Induction
Cooktop Lending**

**Chef Engagement &
Education**

Switch is On

Program Design

Communication and Messaging

Contact Building

Lessons Learned