

Challenge ^(GPPG P92)

- HPWH are new tech
- Installs take longer
- New RULES = ^(PERCEIVED) INCONVENIENCE
- WH ARE NOT "VISIBLE" TO CONSUMERS
- BLDG INSPECTORS MUST PRIORITIZE HEALTH + SAFETY → IS PERMITTING RIGHT PLACE TO DRIVE INSTALLS?
- ONLY 5% ARE PERMITTED
- COST BURDEN ON PROP. OWNER
 - INSTALL + EQUIP COST
 - ENERGY COST
 - PANEL UPGRADES
- BLDG CONSTRAINTS (SMALL SPACE, 3rd FL, ETC)
- TENANT/OWNER SPLIT INCENTIVE
- EQUITY PROJECTS: BLDGS HAVE DEFERRED MAINT.
- PANEL UPGRADE DELAYS

Opportunity

- CCAS COULD MANAGE HPWH INSPECTIONS
- "HOT WATER AS A SERVICE"
 - ↳ CCAS INSTALL + RUN FOR LOAD SHIFTING
 - ↳ USE MORE, PAY MORE
- CPUC RATE REFORM
- OFFER ELEC. RESISTANCE AS AN ALTERNATIVE
- AIR DISTRICT COULD SELL PERMITS FOR GAS WH
- TAX POLICY
- IMPROVE EQUITY BLDG STOCK BEYOND JUST WH
- MOST PROJECTS WILL GO OK; DESIGN TOOLS FOR EDGE CASES w/ CHALLENGES
- SHIFT PERCEPTION OF HOMEOWNER RESPONSIBILITY + PROJECT DIFFICULTY
- INCENTIVIZE UPGRADES FOR ELEC. INTR.
- "RIGHT-SIZE" TECH