



Memorandum

Date: 4/26/2022

Meeting of: Committee of the Whole - Parks and Environmental Sustainability

File No. CM 22-329

Type: Committee Memo

TO: Committee of the Whole - Parks and Environmental Sustainability

FROM: Mayor Angela Birney

DEPARTMENT DIRECTOR CONTACT(S):

Executive	Lisa Maher	425-556-2427
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DEPARTMENT STAFF:

Executive	Jenny Lybeck	Sustainability Program Manager
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TITLE:

Eastside Heat Pump Campaign Overview

OVERVIEW STATEMENT:

Staff will provide a brief overview of the new Eastside Heat Pump Campaign, a partnership between the cities of Bellevue, Issaquah, Kirkland, Mercer Island, and Redmond. Heat pumps provide highly efficient, all electric space heating and cooling and are a key element in the transition to a low carbon future.

The goal of the campaign is to increase awareness of and knowledge about heat pumps in the five communities, ultimately resulting in more heat pump installations, lower greenhouse gas emissions, greater resilience through the provision of air conditioning, and reduced costs through economies of scale. The campaign will be hosted in partnership with Spark Northwest, a local non-profit organization that works to accelerates the shift to clean energy. Other key project partners include Imagine Housing, Hopelink, and Puget Sound Energy.

The year-long campaign will encourage adoption of heat pumps through homeowner education, marketing, and group pricing. An integral part of this campaign is the pilot of a pathway for residents with low wealth to participate in the heat pump program by providing significant buy down for income qualified residents. The campaign will be open to all community members within the participating jurisdictions, but center low- and moderate-income community members though a larger incentive/subsidy to ensure that the electrification transition is accessible and prioritizes those with limited resources and increased vulnerability. Each participating jurisdiction will offer different incentives to evaluate and identify successful funding structures (full subsidy, small incentive, multi-family, etc.).

☐ **Additional Background Information/Description of Proposal Attached**

REQUESTED ACTION:

☒ **Receive Information**

☐ **Provide Direction**

☐ **Approve**

REQUEST RATIONALE:

- **Relevant Plans/Policies:**

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- o Redmond Comprehensive Plan
- o Environmental Sustainability Action Plan
- o Climate Emergency Declaration
- o Community Strategic Plan
- o Housing Action Plan
- **Required:**
N/A
- **Council Request:**
N/A
- **Other Key Facts:**
N/A

OUTCOMES:

Lower greenhouse gas emissions, energy savings, and increased climate resilience.

COMMUNITY/STAKEHOLDER OUTREACH AND INVOLVEMENT:

- **Timeline (previous or planned):**
Community outreach will begin May 2022
- **Outreach Methods and Results:**
 - o Workshops (virtual and in person)
 - o Social media
 - o Community partnerships
- **Feedback Summary:**
Outreach will begin in May

BUDGET IMPACT:

Total Cost:

\$80,000, including \$17,800 for program administration

Approved in current biennial budget: ☒ Yes ☐ No ☐ N/A

Budget Offer Number:

00220 - Environmental Sustainability

Budget Priority:

Healthy and Sustainable

Other budget impacts or additional costs: ☐ Yes ☐ No ☒ N/A

If yes, explain:

N/A

Funding source(s):

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General Fund

Council approved Human Services Fund Balance (i.e. \$2.5M)

Budget/Funding Constraints:

N/A

☐ **Additional budget details attached**

COUNCIL REVIEW:

Previous Contact(s)

Date	Meeting	Requested Action
N/A	Item has not been presented to Council	N/A

Proposed Upcoming Contact(s)

Date	Meeting	Requested Action
N/A	None proposed at this time	N/A

Time Constraints:

N/A

ANTICIPATED RESULT IF NOT APPROVED:

N/A

ATTACHMENTS:

N/A