

Program Theory

The program theory indicates that providing incentives and Direct Installation services to multifamily properties owners to offset the incremental cost of energy efficient equipment will:

- ◆ Increase customer awareness of higher efficiency equipment;
- ◆ Create motivation for customers to buy and install more efficient equipment;
- ◆ Improve customer energy efficiency decision making;
- ◆ Result in energy savings over the short, mid and long term;
- ◆ Increase broader adoption of higher efficiency equipment leading to market transformation;
- ◆ Contribute to the collective achievement of energy savings; and
- ◆ Move California closer to the target of doubling statewide energy efficiency savings in electricity and natural gas end uses by 2030 as set by The Clean Energy and Pollution Reduction Act (Senate Bill 350)

Program Logic Model

