

New Partnership Press Release

Contact Information:

ElectrifyPDX, Eli Spevak, info@electrifypdx.org (503) 422-2607



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For Immediate Release

New Program Helps Portlanders Clean Up Home Air Quality

Portland, Or – Home electrification powerhouse [ElectrifyNow](#) just teamed up with local non-profit [Families for Climate](#) to launch [ElectrifyPDX](#), a yard sign and home certification program that's educating & inspiring Portlanders to power their homes with renewable electricity.

There's a quiet revolution underway across our region, as early adopters steadily update their homes to 100% renewable electricity. "Most of these electric home updates are invisible from the street, so it's hard to tell they're even happening," said ElectrifyPDX co-founder Eli Spevak of Orange Splot LLC. "People are much more likely to take action if they know friends & neighbors are participating – and if they have guidance on what to do." The ElectrifyPDX team worked with local designers to create a sign program and website with resources to help Portlanders plan for their home update and sign up for Oregon's community solar program *to start saving* money on their bill. "Anyone with an electric bill can participate!" said Spevak.

Families for Climate is serving as fiscal sponsor for the project. "We are excited to host this program! Getting fossil fuels out of people's homes is at the crossroads of public health, equity, and the climate crisis. Helping families go electric is an investment in kids' health and safety, for both their [immediate indoor air quality](#), and their long term climate outlook," said Nora Lehmann of Families for Climate. "Kids' futures are on the line."

While major federal funding is becoming available to offset the up-front costs for home electrification starting January 1 (see [Rewiring America's IRA calculator](#)), no local or state public entity is serving as an information outlet for consumers.

For now, volunteer organizations are filling the gap. Since 2019 the ElectrifyNow coalition has developed a strong network of contractors and a valuable library of recorded webinars available at, [ElectrifyNow.net](#). "We've got to find a way to get this information out to people and train up contractors" said ElectrifyNow co-founder Brian Stewart. "We can help people avoid the scenario where something breaks at an unlucky time, and they get stuck with another 20-year fossil fuel furnace." ElectrifyPDX will assist with outreach by sharing updates on programs that help cover the cost of electrification, particularly those available to low and moderate income owners & renters.

To participate in ElectrifyPDX, Portlanders can order a sign that can be posted at their home to let neighbors know about their new project. A welcome kit includes resources and colorful badges that can be applied as home systems are updated. Anyone is welcome to join the

ElectrifyPDX Facebook group, where neighbors exchange advice and contractor referrals. When participants reach their 100% renewable electric goal, they can order a permanent certification sign.

Since its mid-October launch, three dozen households have joined ElectrifyPDX. According to co-founder, Noelle Studer-Spevak, “It’s really inspiring to see a diversity of Portlanders taking steps toward home and planetary health – renters, owners, single family, multi-family and a mobile-home owner have signed up. We’re doing this – together!”



Participant Quotes

“My monthly bills have dropped dramatically - it’s just delightful,” said retired public health expert, Theodora T.

“My mobile home was already 100% electric. When I replaced the electric resistance furnace with a heat pump, my winter electric bills dropped from \$350 per month to about \$150/month. \$80 in summer! And I get cooling too. I’m so proud to have my home certified by ElectrifyPDX.”
Laura P.

Eric H. signed up “To save money and the planet (and our family’s health)”

“Just last week Energy Trust of Oregon contacted residential customers about big savings available for gas furnaces. It’s really upsetting this is happening in 2022, given what we know about the lung health and climate dangers of methane,¹” said Noelle Studer-Spevak.



Resources

[Nov. 2022 Multnomah County report](#) on public health and gas stoves. This report, the first released by a public health authority, documents that indoor air pollution, largely caused by combustion of gas, can have significant and harmful health impacts on occupants.

[Methane: Setting the Record Straight](#) was endorsed by more than 70 organizations. It cites 100+ studies calling rapid electrification the most economically viable pathway to decarbonize the residential building sector and protect the lung health of children and other vulnerable populations.

[Oct. 2022 study](#) of volatile organic compounds found in California natural gas supply.

¹ <https://www.energytrust.org/residential/promotions/>