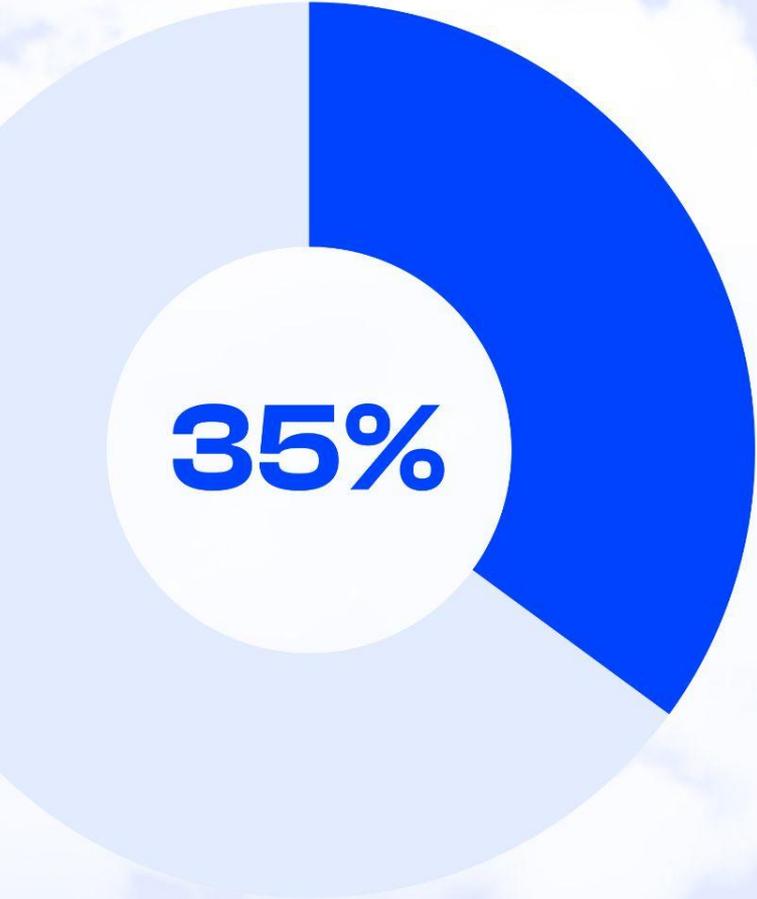


# CANOPY

On a mission to remove fossil fuels from America's  
households

**Your community has big, ambitious  
climate goals.**



**35%**

Nationwide, **35% of emissions** are generated by the **1 billion residential machines** owned by individuals

The technology to decarbonize the residential sector **already exists**, but much of it hasn't yet **gone mainstream**



**Community groups have figured out  
how to activate homeowners, but  
their approach **doesn't scale****

**Canopy offers digital tools that support, amplify, and help you reach scale and impact.**

# Canopy walkthrough

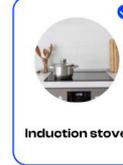
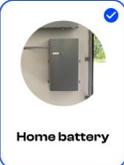
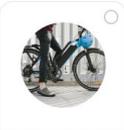
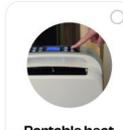
**Localize and customize**

# Customize offering

## Homeowner offerings

WHICH UPGRADES DO YOU WANT TO OFFER HOMEOWNERS?

Select all options

<input checked="" type="checkbox"/>  Rooftop solar	<input type="checkbox"/>  Electric vehicles	<input checked="" type="checkbox"/>  Induction stove
<input checked="" type="checkbox"/>  Insulation, windows, & doors	<input checked="" type="checkbox"/>  Heat pump	<input checked="" type="checkbox"/>  Smart thermostat
<input checked="" type="checkbox"/>  Home battery	<input checked="" type="checkbox"/>  Heat pump water heater	<input type="checkbox"/>  Renewable energy
<input type="checkbox"/>  Bicycle	<input type="checkbox"/>  Portable heat	<input type="checkbox"/>  Portable

# Customize offering

## Homeowner offerings

WHICH UPGRADES DO YOU WANT TO OFFER?  
Select all options



Rooftop solar



Insulation,  
windows, &  
doors



Home battery



## Add contractor

### CONTRACTOR NAME

Your City Heating & Cooling

### SERVICES PROVIDED

- Energy audits
- Weatherization
- Heat pumps
- Solar
- EV chargers
- Electrical panel upgrades
- Heat pump water heaters

### WEBSITE

https://example.com/

### PHONE NUMBER

555-555-5555

### EMAIL

contractor@yourcityhvac.com

Back

Complete

# Customize offering

## Homeowner offerings

WHICH UPGRADES DO YOU WANT?  
Select all options



Rooftop solar



Insulation,  
windows, &  
doors



Home battery



## Add contractor

### CONTRACTOR NAME

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555-555-5555

### EMAIL

contractor@yourcityhvac.com

Back

## Fuel pricing

### AVERAGE ELECTRICITY RATES

\$ / kWh

Enter the average default rate (\$ / kWh) for utilities in your community. This will be used to calculate savings estimates for homeowners.

### AVERAGE NATURAL GAS RATES

\$ / therm

Enter the average default rate (\$ / therm) for utilities in your community. This will be used to calculate savings estimates for homeowners.

### AVERAGE PROPANE RATES

\$ / gallon

Enter the average default rate (\$ / therm) for companies in your community. This will be used to calculate savings estimates for homeowners.

### AVERAGE FUEL OIL RATES

\$ / gallon

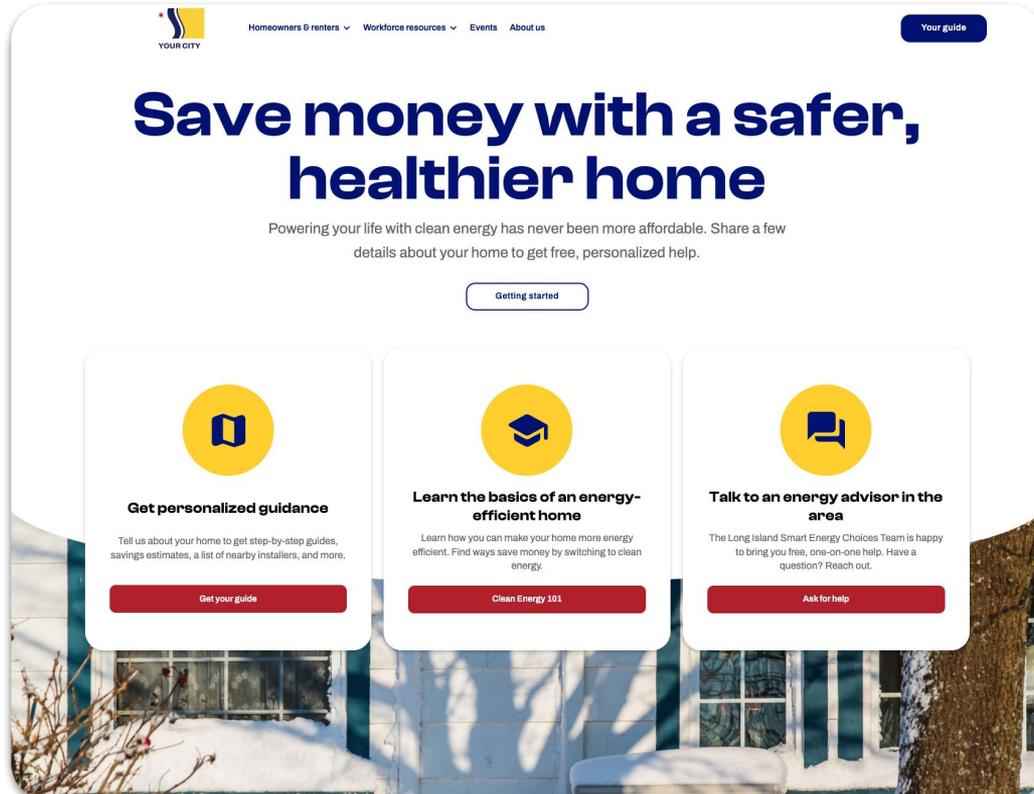
Enter the average default rate (\$ / therm) for companies in your community. This will be used to calculate savings estimates for homeowners.

Back

Complete

**Customized website**

# Landing pages



The screenshot shows a landing page for energy efficiency services. At the top left is the logo for 'YOUR CITY' with a stylized sun and wave icon. To its right are navigation links: 'Homeowners & renters', 'Workforce resources', 'Events', and 'About us'. A dark blue button labeled 'Your guide' is in the top right corner. The main heading is 'Save money with a safer, healthier home' in large, bold, dark blue text. Below it is a sub-headline: 'Powering your life with clean energy has never been more affordable. Share a few details about your home to get free, personalized help.' A 'Getting started' button is centered below the sub-headline. The page features three white cards with rounded corners, each with a yellow circular icon and a red button. The first card has a house icon and is titled 'Get personalized guidance'. The second card has a graduation cap icon and is titled 'Learn the basics of an energy-efficient home'. The third card has a speech bubble icon and is titled 'Talk to an energy advisor in the area'. The background of the page is a photograph of a white house with blue shutters and snow on the ground.

**YOUR CITY**

Homeowners & renters ▾ Workforce resources ▾ Events ▾ About us

Your guide

## Save money with a safer, healthier home

Powering your life with clean energy has never been more affordable. Share a few details about your home to get free, personalized help.

Getting started



### Get personalized guidance

Tell us about your home to get step-by-step guides, savings estimates, a list of nearby installers, and more.

Get your guide



### Learn the basics of an energy-efficient home

Learn how you can make your home more energy efficient. Find ways save money by switching to clean energy.

Clean Energy 101



### Talk to an energy advisor in the area

The Long Island Smart Energy Choices Team is happy to bring you free, one-on-one help. Have a question? Reach out.

Ask for help

# Education



Homeowners & renters ▾ Workforce resources ▾ Events About us

Your guide

## The basics of an energy-efficient household

Electrification means replacing machines like a fossil fuel burning furnace, water heater, stove, or car with efficient, electric alternatives. It also means getting your electricity from renewable sources so you can run these machines with clean power.



The good news is that that technology to electrify your home is here, and it is great!

These technologies have a lot of benefits above their fossil fuel counterparts. They can:

- Improve indoor air quality and safety
- Make your home more comfortable and resilient
- Reduce your energy bills
- Reduce pollution and help the environment

You don't need to electrify your home all at once. You should be practical and

### CLEAN ENERGY 101



#### 1. Planning ahead

Making a plan can help save you money when appliances and vehicles break down



#### 2. Renewable energy

Rooftop and community solar projects can help save you money on energy bills



#### 3. Electric vehicles

From overcoming range anxiety to choosing the right vehicle, learn what's important



#### 4. Home heating & cooling

Heat pumps can heat and cool your home in any season more efficiently than other systems



#### 5. Water heating

Heat pump water heaters are often the most cost-effective way to get hot water



#### 6. Cooking

Induction stoves are gaining popularity among professional chefs and homeowners alike

# Education



Homeowners & renters ▾ Workforce resources ▾ Events About us

Your guide

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Homeowners & renters ▾ Workforce resources ▾ Events About us

Your guide



LESSON 5 2 minutes

## Water heating

Heat pump water heaters are often the most cost-effective way to get hot water

☰ All lessons

Get started



Your water heater provides hot water throughout your home, and is usually the second largest source of energy use in the home (after space heating). When you turn on your shower or run your washing machine, you're using water provided by the water heater.

Many traditional water heaters that have been around for decades burn fossil fuels, like

# Education



Homeowners & renters ▾ Workforce resources ▾ Events About us

Your guide

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- Make your home more comfortable and resilient
- Reduce your energy bills
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Homeowners & renters ▾ Workforce resources ▾ Events About us

Your guide



Your water heater provides hot water through the largest source of energy use in the home. Whether you take a shower or run your washing machine, you

Many traditional water heaters that have

If your current water heater runs on fuel oil, propane, or electric resistance then you'll very likely save money on your energy bills. If you're on natural gas, you'll be closer to breaking even, but it depends on local energy prices.

### Retrofitting for your home

Heat pump water heaters are powered by a compressor that pulls heat out of the air and transfers it to an insulated water storage tank, which means it needs ample space from which to pull. An unfinished basement or garage is a great place for a heat pump water heater.

If your current water heater is in a small space like a utility closet, it may not have enough airflow to heat the water. You may need to install louvered doors to increase the airflow, or you may need to get a special kind of heat pump water heater – called a split system – where the compressor sits on the outside and the tank sits inside.

### Electrical panel and wiring

Depending on the capacity and remaining space of your electrical panel, you may need to have an electrician add or reconfigure circuits on your panel and add 220V outlets for the heat pump water heater to plug into ([learn more](#)). This should be done in preparation for or alongside the heat pump water heater install.



All lessons

Get started



### Get personalized guidance

We help homeowners and renters make their homes more sustainable and comfortable, all while lowering their energy bills. Tell us about your home to get started.

Get your guide

# Rebate & incentive finder

Getting started Rebate finder Contractors Sign in

## All rebates & incentives

Learn which financial incentives are available to you for work in your home. Share a few details about your household, and we'll help you find all the programs you're eligible for.

Homeowners Renters

### HOME HEATING & COOLING

**Insulation, doors & windows** \$1,054

**Heat pumps** \$2,000

Heat pumps can heat, cool, dehumidify, and filter the air inside your whole home or specific parts of it — all with one highly energy efficient appliance. Learn more

### TAX INCENTIVES

Reduce your year-end income tax liability

Up to  
**\$2,000****Inflation Reduction Act**

Deduct 30% of the cost of labor and materials — up to \$2,000 — off your federal taxes. Restrictions apply to which heat pumps qualify. Must owe federal taxes to qualify.

### REBATES

Get money back after a purchase

**\$500****Utility ABC**

Must use a Utility ABC qualified contractor. Additional requirements

### Average available

**\$45,166**

Depending on your income, you could be eligible for more

---

ZIP CODE

HOUSEHOLD INCOME

OCCUPANTS

**Find incentives**

# Contractor finder



Getting started   Rebate finder   Contractors

Sign in

## Contractors and installers

YOUR AREA  
46545

An installer will help you figure out which heat pump is right for your home, determine any retrofitting work that needs to be done, and explain financing options.

Stars: Highest to lowest

Electricians   Plumbers   HVAC experts

INSTALLER **30% OFF**

### K&B Appliance Repair

Olympia, WA ★★★★★ 478

Website

INSTALLER **30% OFF**

### Ortiz Heating and Air

Olympia, WA ★★★★★ 219

Website

INSTALLER

### Harrison's Heating & Air Conditioning Inc

Olympia, WA ★★★★★ 129

Website

INSTALLER **30% OFF**

### Mills Andrew K Plumbing Inc

INSTALLER **30% OFF**

### Degree H V A C Inc

INSTALLER

### Eminent Electrical Inc

# Personalized guidance

The screenshot shows a website interface for 'YOUR CITY'. At the top, there is a navigation bar with links for 'Homeowners & renters', 'Workforce resources', 'Events', and 'About us'. A 'Your guide' button is located in the top right corner. The main heading is 'Getting started with clean energy', followed by a sub-heading: 'Our online platform will give you personalized information and guides, making it easy to take action.' Below this is a 'Get your guide' button. A section titled 'Recommended for you' features three cards: 'Rooftop solar', 'Heat pump', and 'Heat pump water heater'. Each card includes a small image, a title, a list of three items with checkboxes, and a green box stating 'Save \$782 each year'. To the right of these cards is a section titled 'Learn which options are right for your home' with a sub-heading 'We can help you find appliances and vehicles that boost savings, reduce pollution, improve safety, and more. Share a few details, and we'll take care of the rest.' At the bottom, a 'Your plan' section is partially visible, showing a numbered list of items with input fields. The bottom left corner contains the text 'Make a plan to swap out appliances and vehicles' and a short paragraph: 'You don't have to do everything at once – that's why we help you make a plan based on your needs and your timelines.'

YOUR CITY

Homeowners & renters ▾ Workforce resources ▾ Events About us

Your guide

## Getting started with clean energy

Our online platform will give you personalized information and guides, making it easy to take action.

Get your guide

### Recommended for you

#### Rooftop solar

- 
- 
- 

Save \$782 each year

#### Heat pump

- 
- 
- 

Save \$782 each year

#### Heat pump water heater

- 
- 
- 

Save \$782 each year

### Learn which options are right for your home

We can help you find appliances and vehicles that boost savings, reduce pollution, improve safety, and more. Share a few details, and we'll take care of the rest.

### Your plan

1.
2.
3.

### Make a plan to swap out appliances and vehicles

You don't have to do everything at once – that's why we help you make a plan based on your needs and your timelines.

# Homeowner & renter experience

# Onboarding

## Home

Share information about your household to get a personalized home upgrade plan with cost and savings estimates, local installers, and more.

### HOME ADDRESS

Your home address

We use your location to estimate costs, emissions, and local vendors. We never sell or share your info. You can enter just a zip code, no street address required.

### OWN OR RENT

- I own  
 I rent

### TYPE OF HOME

<input checked="" type="radio"/>  Single family home	<input type="radio"/>  Apartment or condo	<input type="radio"/>  Townhouse
<input type="radio"/>  Multi-family home	<input type="radio"/>  Mobile home	<input type="radio"/>  Other / I'm not sure

## Heating & Cooling

### HOW DO YOU HEAT YOUR HOME?

Choose the primary way heat is delivered throughout your home

<input checked="" type="radio"/>  Forced air with vents	<input type="radio"/>  Baseboard or wall heater	<input type="radio"/>  Radiators
<input type="radio"/>  Mini-splits	<input type="radio"/>  Radiant floors	<input type="radio"/>  Stove or fireplace

### WHAT POWERS YOUR HEATING SYSTEM?

Choose the primary energy source for heat in your home

<input checked="" type="radio"/>  Natural gas	<input type="radio"/>  Electric resistance	<input type="radio"/>  Heat pump
<input type="radio"/>  Fuel oil	<input type="radio"/>  Propane	<input type="radio"/>  Other / I'm not sure

## Interests

### WHAT ARE YOU INTERESTED IN?

Select all options you'd like to learn about

<input checked="" type="checkbox"/>  Rooftop solar	<input type="checkbox"/>  Induction stove	<input type="checkbox"/>  Insulation, windows, & doors
<input checked="" type="checkbox"/>  Heat pump	<input checked="" type="checkbox"/>  Smart thermostat	<input type="checkbox"/>  Home battery
<input checked="" type="checkbox"/>  Heat pump water heater		

Back

Complete

# Personalized exploration & education

 [Explore](#) [Your plan](#) Have a question? [Get help](#) 

## Explore

[Your picks](#) [Save money](#) [Reduce pollution](#) [Improve health](#)

### Your picks

You've indicated interest in these electrified home upgrades

Save \$1,200/year



#### Electric vehicle

- Save on gas & car maintenance
- Reduce outdoor air pollution

**\$7,500** in rebates and incentives

Save \$120/year



#### Heat pump

- Save on energy bills
- Add air conditioning
- Replace aging equipment

**\$2,500** in rebates and incentives

Save \$3,200/year



#### Rooftop solar

- Save on energy bills
- Protect against power outages
- Reduce fossil fuel usage

**\$12,290** in rebates and incentives

[View all](#)

### Browse all upgrades

**SORT BY**  
Category ▾

**HOME ELECTRICITY**



#### Renewable energy plans

n/a in rebates and incentives

Save \$3,200/year



#### Rooftop solar

**\$12,290** in rebates and incentives



#### Home battery

n/a in rebates and incentives



#### Electrical panel

**\$500** in rebates and incentives

# Personalized exploration & education

**YOUR CITY** Explore Your plan Have a question? Get help

**Your picks**

You've indicated interest in these electrified home upgrades

**Elect**

- Save on
- Reduce

**\$7,500**

**Renewable energy plans**

n/a in rebates and incentives

**Roof**

**\$12,200** incentives

**\$500** incentives

**YOUR CITY** Explore Your plan Have a question? Get help

## Your heat pump overview

Heat pumps can heat, cool, dehumidify, and filter the air inside your whole home or specific parts of it — all with one energy efficient appliance.

- 🔌 Reduce energy bills
- 🏠 Improve indoor air quality & temperature control
- 📅 Replace 15+ year old HVAC equipment
- 📦 Reduce or eliminate fuel oil use

**ROUGH TIMELINE**

**2 to 5 weeks** Estimated — installers will give more accurate ranges

**ABOUT THE PROCESS**

**6 steps** We'll help you find installers, evaluate quotes, and more

**YOUR PROGRESS**

**0% complete** [View guide >](#)

## Cost overview

Based on the prices of electricity, fuel oil, and market factors, here's how much you can expect to

# Personalized exploration & education

The image shows a layered screenshot of a web application interface. The background is a sidebar with navigation options like 'Explore', 'Your plan', and 'Your picks'. The middle layer shows a 'ROUGH TIMELINE' section with a '2 to 5 weeks' marker. The foreground is a detailed article titled 'Benefits of a heat pump' with a circular image of a brick wall and a plant. The article lists three main benefits: Pollution, Lower bills, and Health & safety, each with a corresponding icon and data points. A 'View all' button is located at the bottom right of the article content.

**YOUR CITY** Explore Your plan Have a question? Get help

**YOUR CITY** Explore Your plan Have a question? Get help

**Your picks**

**Your picks**

You've indicated interest in these electrified home upgrades

**Elect**

- Save on
- Reduce

**\$7,500**

**Renewable energy plans**

n/a in rebates and incentives

**\$12,200** incentives

**ROUGH TIMELINE**

**2 to 5 weeks** Estimated - in give more acc

**Cost overv**

Based on the prices of electricit

**Benefits of a heat pump**

There are several reasons to consider a heat pump for your home.

**Pollution**

Compared to a heat pump, your current HVAC system emits an extra **7,277 lbs of CO<sub>2</sub>** each year.

**That's like driving your car to Newark, New Jersey and back.**

**Lower bills**

**↓ \$116/year** on energy bills

Based on information about your home's energy use and the price of electricity and fuel oil in Alaska over the last 12 months.

**Home value**

**↑ 4.3-7.1%** average increase in home value

Homes with heat pumps sell at higher prices than comparable homes heated with fossil fuels. [See research.](#)

**Health & safety**

- Reduced risk of fuel oil leaks
- Reduced risk of fire

Eliminating sources of dangerous fumes or harmful pollutants makes your home more safe.

[View all](#)

# Personalized exploration & education

## How it works

Cold climate heat pumps can work even when the temperature outside is below zero. However, it is important to have a source of backup heat for particularly cold days.

★ Ductless heat pump

Ducted heat pump

### PRIMARY HEAT

#### Cold climate ductless heat pump ^

These systems are great for homes without duct work.

- 1 An outdoor compressor captures heat from the air outside and pumps the heat into your home. In warm weather, it works in reverse.
- 2 Indoor unit(s) – often called “mini-splits” – are installed in one or more specific rooms and distribute heat and cool air throughout the space. [See examples](#)

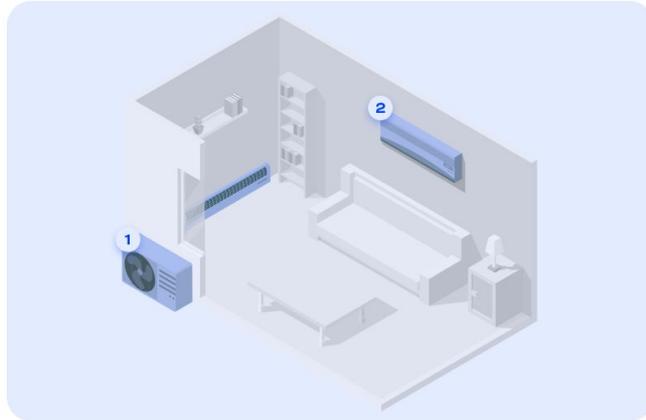
### BACKUP HEAT OPTIONS

#### Keep current system as backup ^

If your current wood stove is still functional, keep it to heat rooms without indoor units and to add supplemental heat for particularly cold days. Your heat pump will run most often, and your wood stove can be turned on at the lowest temperatures.

#### Add additional electric heating ^

If you want to get off wood, you can install an electric back up system to heat rooms without indoor units. Options include an electric boiler, electric baseboards, infrared heaters, and more. [Learn more about your options](#)



# Personalized exploration & education

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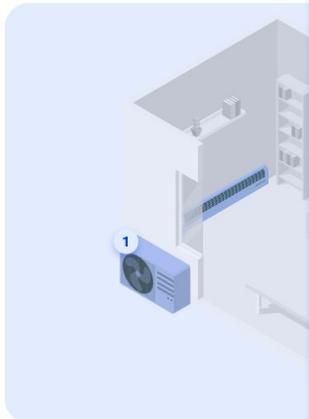
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## How it works

Cold climate heat pumps can work even when the temperature outside is below zero. However, it is important to have a source of backup heat for particularly cold days.

Ducted heat pump

Ductless heat pump

### PRIMARY HEAT

#### Cold climate ducted heat pump ^

Ducted heat pumps use your home's existing ductwork to heat and cool your home. In order to work efficiently, your ductwork must be well air sealed and insulated.

- 1 An outdoor compressor captures heat from the air outside and pumps the heat into your home. In warm weather, it works in reverse.
- 2 An air handler sits in your basement, attic, or crawlspace. It blows the warm or cool air through your ducts.
- 3 Your duct system delivers the warm or cool air to rooms throughout your home.

### BACKUP HEAT OPTIONS

#### Keep current system as backup ^

If your current furnace is still functional, you can keep it to provide supplemental heat for particularly cold days. Your heat pump will run most often, and your furnace can be turned on at the lowest temperatures.

#### Additional electric heating ^

You can install an electric resistance heating strip inside your air handler. The strip will provide supplemental heat for particularly cold days. [Learn more about your options.](#)



# Economics

## Cost overview

Based on market factors, here's how much you can expect to pay up for a heat pump system is appropriate for your home.

### LOW ESTIMATE

**\$6,106**

\$8,106 before incentives

to

### HIGH ESTIMATE

**\$18,266**

\$20,266 before incentives

A ductless mini-split heat pump with one indoor wall unit and supporting electrical work is closer to this price.

You'll pay more if adding multiple wall units and/or if your home needs larger electrical upgrades.

### REBATES & INCENTIVES

There are federal, state, and local incentives available. Depending on income, you might be eligible for more.

**\$2,500**

[Find more incentives](#)

### FINANCING

You could qualify to get low-interest financing for home electrification projects

**\$120/mo**

[Financing options](#)

# Economics

## Cost over

Based on market factors, h  
appropriate for your home.

LOW ESTIMAT

**\$6,106**

\$8,106 before incar

A ductless mini-split heat  
one indoor wall unit and  
electrical work is closer

## Rebates & incentives

Learn which rebates, incentives, and financial aid programs are available to you as you purchase and install a heat pump.

Rebates

Tax incentives

Assistance programs

### TAX INCENTIVES

Reduce your year-end income tax liability

**\$2,000**

#### Energy Efficient Home Improvement Credit

You can deduct 30% of your [qualifying heat pump equipment](#) and installation expenses from your year-end taxes – up to \$2,000. Learn more about how [tax credits](#) work.

### REBATES

Get money back after a purchase

**\$500**

#### Homer Electric Association

Must be a member of Homer Electric. Other restrictions apply.

### FINANCIAL ASSISTANCE

Reduce upfront project costs

Up to  
**\$3,000**

#### Clean Heat Incentive Program – Juneau

Homeowners in Juneau could be eligible for \$1,500-\$3,000 when they install a heat pump, depending on their household income. Additional requirements around models and more apply.

### HOUSEHOLD INCOME ⓘ

Your income ...

Find incentives

Available to you

**\$2,500**

Depending on your income, you could be eligible for more

# Economics

## Cost overview

Based on market factors, here is an estimate of the cost of a ductless mini-split heat pump system appropriate for your home.

LOW ESTIMATE

**\$6,106**

\$8,106 before incentives

A ductless mini-split heat pump system with one indoor wall unit and one outdoor condenser unit. Electrical work is closer to the end of the project.

## Rebates & incentives

Learn which rebates, incentives, and financial aid programs are available to you as you purchase and install a heat pump.

Rebates

Tax incentives

Assistance programs

### TAX INCENTIVES

Reduce your year-end income tax liability

**\$2,000**

#### Energy Efficient Tax Credit

You can deduct 30% of your installation expenses from your federal income tax. Learn about how [tax credits](#) work.

### REBATES

Get money back after a purchase

**\$500**

#### Homer Electric Assistance

Must be a member of Homer Electric Association.

### FINANCIAL ASSISTANCE

Reduce upfront project costs

Up to  
**\$3,000**

#### Clean Heat Incentive

Homeowners in Juneau can receive up to \$3,000 to help pay for the installation of a heat pump, depending on income and other requirements around mortgage status.

HOUSEHOLD INCOME ⓘ

Your income ...

## Financing options

These banks and loan packages are available to most homeowners in your area.

### True North FCU Heat Pump Loan

Eligibility required AK Heat Smart home assessment and successful credit check. Available in Juneau. Special offers for CHIP participants. >

💰 Up to \$12,500 at 4% – 6%

### AHFC Energy Efficiency Interest Rate Reduction

Mortgage must be held by approved lender. Requires energy assessments before and after a home is renovated. Applies to the first \$200k of mortgage balance. >

💰 Up to -0.75%

### USDA Home Repair Loans

Available for low income-qualifying households, and can be used in combination with the grant program if a qualifying household. >

# Case studies & testimonials

## Community experiences

Hear from people in your area who have made the switch to a heat pump



132 neighbors have a heat pump



### **Janine Grove of Sitka installed a mini-split in 2019, and she would never switch back**

Janine's and her family swapped their pellet stove in their 1963 Alaska craftsman home to a heat pump in 2018. She's noticed that her monthly expenses are lower and her home is more comfortable ever since.

[Janine's story](#)

# Case studies & testimonials

## Community experiences

Hear from people in your area who have made the switch to a heat pump



### Janine installe 2019, a never s

Janine's an  
pellet stove  
craftsman h  
She's notice  
are lower an  
comfortable

Janine



Anonymous

#### RESULTS

We love our heat pump. Installers said our bills would be high in the cold weather, but so far our bills are still lower than past winters. We've had it for 3 years and haven't needed repairs, yet.

#### LOOK OUT FOR ...

It was hard for us to find an installer who would work with a heat pump in the area. We wound up going with BW/Cook.

#### SHARED

November 22, 2022

#### LOCATION

Juneau, AK



Sarah E.

🏠 older home

❄️ Cold winters/region

#### RESULTS

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#### SHARED

November 22, 2022

#### LOCATION

Juneau, AK

[View all](#)



# Personalized step-by-step guides

**Your guide to getting an induction stove**

This guide is designed for you, using information you've shared. It includes educational resources, vendor recommendations, and other tools to help you feel confident every step along the way.

GET STARTED

- 1 Review rebates and tax incentives**  
Bring the cost of an induction stove down with available rebates, tax incentives, and financial assistance programs.  
[Review list](#) [Skip](#)  Complete
- 2 Check your pans**  
Because induction heats your pans using magnetism, you'll want to make sure that your pans will work.  
[Learn how](#) [Skip](#)  Complete
- 3 Choose an induction stove**  
Induction cooktops are built into countertops in your kitchen while ranges are free standing and also include an oven. Choose the one that is best for your kitchen set up.  
[Shop stoves](#) [Skip](#)  Complete
- 4 Install your induction stove**  
An installer will complete the set up. Once done, we'd love to hear about it!  
[Mark complete](#)  Complete

# Personalized step-by-step guides

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[Review list](#) [Skip](#)  Complete
- 2 Check your pans**  
Because induction heats your pans using magnetism, you'll want to make sure that your pans will work.  
[Learn how](#) [Skip](#)  Complete
- 3 Check your outlet and electrical panel**  
Most induction stoves plug into a 240V outlet and need 40-50 amps of power. We'll help you figure out if you need to do any prep work before getting the appliances.  
[Learn how](#) [Skip](#)  Complete
- 4 Find an electrician**  
If you need an electrician to install a new outlet and circuit, you can find one here.  
[Find an electrician](#) [Skip](#)  Complete

# Personalized step-by-step guides

The image displays a user interface for a personalized step-by-step guide. The main heading is "Your guide to a heat pump". Below it, a progress indicator shows "42% complete". The guide consists of several steps, each with a "Learn how" button:

- Check the age of your heating system**: You'll want to replace your furnace if it's over 15 years old to prevent inconvenient and expensive failures.
- Find rebates and tax incentives**: We'll help you figure out which federal, state, local, and utility rebates and tax incentives you qualify for.
- Take a picture of your electrical panel**: Because heat pumps run on electricity, you'll need to know the capacity of your electrical panel. We'll help you figure out the answers.
- Get quotes from installers**

The right side of the image shows a detailed view of the "Heat pump installers" section. It features a breadcrumb trail: "Upgrades > Heat pump > Guide > Heat pump installers". The section title is "Heat pump installers". Below the title, there are six installer cards, each with a "Website" button, a mobile app icon, and an email icon:

- Ortiz Heating and Air**: 30% OFF, Emerald Hills, CA, 5 stars, 129 reviews.
- Harrison's Heating & Air Conditioning Inc**: Emerald Hills, CA, 5 stars, 129 reviews.
- Eminent Electrical Inc**: INSTALLER, Emerald Hills, CA, 5 stars, 129 reviews.
- Mills Andrew K Plumbing Inc**: Emerald Hills, CA, 5 stars, 129 reviews.
- Degree HVAC Inc**: Emerald Hills, CA, 5 stars, 129 reviews.

At the bottom, there is a "Need some help?" section with the text: "If you haven't found the right option, our advisor team is here to help."

# Personalized step-by-step guides

**Your guide to installing a heat pump**

This guide is designed for you, using information you've shared. It includes other tools to help you feel confident about your project.

42% complete

- Check the age of your heating system**  
You'll want to replace your furnace if it's over 15 years old to prevent inconvenient and expensive failures.  
[Learn how](#)
- Find rebates and tax incentives**  
We'll help you figure out which federal, state, local, and utility rebates you qualify for.  
[Learn how](#)
- Take a picture of your electrical panel**  
Because heat pumps run on electricity, you'll need to make sure your electrical panel is up to code. We'll help you figure out the answers.  
[Upload photo](#)
- Get quotes from installers**

**Heat pump installers**

- Ortiz Heating and Air**  
Emerald Hills, CA | 5 stars | 129 reviews  
[Website](#)
- Harrison's Heating & Air Conditioning Inc**  
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[Website](#)
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[Website](#)
- Degree HVAC Inc**  
Emerald Hills, CA | 5 stars | 129 reviews  
[Website](#)

**Get a quote review**

Send us copies of your quotes from installers, and we'll help you evaluate them to make sure they make sense and are fair.

UPLOAD QUOTE(S)

[Search your device](#)

DETAILS

Do you have any specific questions about the quotes?

[Submit](#)

[Close](#)

**Need some help?**  
If you haven't found the right option, our advisor team is here to help.

# Make a plan

The screenshot shows a user interface for planning energy upgrades. At the top left is the 'YOUR CITY' logo. Navigation links include 'Explore' and 'Your plan'. A 'Have a question?' link and a 'Get help' button with a user profile icon are at the top right. The main heading is 'Your plan'. A green bar indicates 'Done (3)' items. Two sections are visible: 'This year' and 'Next year'. Each section shows 'PROJECT COSTS' and 'INCENTIVES & AID'. Under 'This year', a 'Heat pump water heater' is listed with a 50% incentive and a 'REPLACE BY 2024' tag. Under 'Next year', 'Rooftop solar' is listed with a 0% incentive. An 'Add upgrades' button is located between the two sections.

**YOUR CITY** Explore [Your plan](#) Have a question? [Get help](#)

## Your plan

✔ **Done (3)** ^

### This year

PROJECT COSTS	INCENTIVES & AID
<b>\$6,500</b> Combined total for each upgrade	<b>\$2,400</b> Available rebates & incentives

**Heat pump water heater**  50% ...

REPLACE BY 2024

[Add upgrades](#)

### Next year

PROJECT COSTS	INCENTIVES & AID
<b>\$25,200</b> Combined total for each upgrade	<b>\$13,283</b> Available rebates & incentives

**Rooftop solar**  0% ...

# Make a plan

The screenshot shows a user interface for creating a plan. At the top, there is a navigation bar with the logo 'YOUR CITY', 'Explore', and 'Your plan'. A 'Have a question?' link with a 'Get help' button and a user profile icon are also present. The main heading is 'Your plan'. Below it, a green bar indicates 'Done (3)' items. The 'This year' section shows a 'PROJECT COSTS' of \$6,500 for a 'Heat pump water heater' with a 'REPLACE BY 2024' tag. The 'Next year' section shows 'PROJECT COSTS' of \$25,200 and 'INCENTIVES & AID' of \$13,283 for 'Rooftop solar'. A 'Schedule a call' button is overlaid on the right side of the interface.



## Need help making a plan?

Tell our Advisor team about your home – we'll suggest solutions based on your needs

Schedule a call

# Advisors

The screenshot shows a website interface for energy advisors. At the top left is the logo for 'YOUR CITY' featuring a stylized 'S' and a star. To the right of the logo are navigation links: 'Explore', 'Your plan', and 'Rebate finder'. In the top right corner, there is a 'Get Help' button and a circular profile picture of a woman. The main content area features a large heading 'Talk to an energy advisor' followed by a paragraph explaining the service. Below the text are two buttons: 'Message us' and 'Schedule a call'. On the right side, there are three speech bubble-shaped buttons with the following text: 'Help me make a plan for my home', 'Help me with rebate eligibility', and 'I'm stuck - help me with next steps'.

 [Explore](#) [Your plan](#) [Rebate finder](#) [Get Help](#) 

## Talk to an energy advisor

Switching to renewable energy, upgrading your home, and swapping out your car can be intimidating and confusing. Our advisors are here to support you along the way.

[Message us](#) [Schedule a call](#)

[Help me make a plan for my home](#)

[Help me with rebate eligibility](#)

[I'm stuck - help me with next steps](#)

# Nudges

The image displays three overlapping email newsletters from Canopy, illustrating a sequence of nudges for a user interested in energy efficiency. Each newsletter features the Canopy logo and the text "YOUR CITY".

- Newsletter 1 (Left):** Titled "Harness the power of the sun", it promotes solar panels. It includes a circular image of a house with solar panels and a "Learn more" button. Below this, a section titled "Your savings potential" lists:
  - 30% off** Available tax incentives: Amount you can claim on your taxes for installing solar panels.
  - \$1309 per year** Your estimated annual savings: Once the panels are installed, you'll generate free electricity saving you money on your energy bills.
  - 4.1%** Estimated home value increase: Based on a [recent study](#) by Zillow, homes with rooftop solar are attractive to buyers.A "Learn more" button is at the bottom of this section.
- Newsletter 2 (Middle):** Titled "The smartest way to heat and cool your home", it promotes heat pumps. It includes a circular image of a heat pump unit and a "Learn more" button. Below this, a section titled "Your savings potential" lists:
  - up to \$2,000** Available tax incentives: Amount you can claim on your taxes for installing a heat pump.A "Learn more" button is at the bottom of this section.
- Newsletter 3 (Right):** Titled "Your next step for installing a heat pump", it promotes getting quotes from installers. It includes a rectangular image of a technician working on a heat pump and a "Find some installers" button. Below this, a section titled "Need some help?" includes a rectangular image of a woman sitting on a couch and a "Talk to our advisors" button.

At the bottom of the rightmost newsletter, it says "Powered by **CANOPY**" and includes links for "Unsubscribe | Canopy Privacy Policy" and "Copyright © 2022".

# **Future Roadmap: Community Advisors**

# Staff and community advisors

**CANOPY** 

## Advisor Management

**Staff** [+ Add staff](#)

Staff are experts who can provide detailed support to residents seeking advice

USER	STATUS	EXPERTISE	RESIDENTS HELPED	SATISFACTION SCORE
 <b>Anna Blankenship</b> <span>ADMIN</span>	ACTIVE	Heat pump, weatherization, heat pump water heater	79	95%
 <b>Nigel Witherspoon</b>	ACTIVE	Induction, EVs, heat pump water heater	12	92%
 <b>Margaret Hanhan</b>	ACTIVE	Weatherization, heat pump	321	91%

**Community advisors** [+ Add community advisor](#)

Community advisors are homeowners who opt in to talk with their neighbors about their experience

USER	STATUS	AMBASSADOR FOR	RESIDENTS HELPED	SATISFACTION SCORE
 <b>Maxim Leyzerov</b>	ACTIVE	Heat pump, heat pump water heater	8	95%
 <b>Nigel Witherspoon</b>	ACTIVE	EVs	--	--
 <b>Margaret Hanhan</b>	ACTIVE	Induction	321	91%

# Recruiting community advisors

## Share tips and advice

People are more likely to adopt new technology for their home when they hear about their neighbor's experiences.

### WOULD YOU BE INTERESTED IN:

- Adding a sign to your yard to promote heat pumps (5 min)
- Writing a review of your heat pump experience (10 min)
- Being interviewed for a case study (30 min)
- Recording a video about your heat pump experience (1 hour)
- Talking to neighbors about heat pumps (1-3 hours/month)

Submit

# Forums & webinars

The screenshot displays the 'ocommunity' website interface. At the top, there is a navigation bar with the 'ocommunity' logo on the left, a 'Write a post' button, and a user profile icon on the right. Below the navigation bar is the main heading 'YOURCITY Topics' with the subtitle 'Get tips and advice from people in your area'. A search bar is positioned below the heading.

The main content area features three large topic cards:

- Homes like yours**: Browse questions from people with homes that are architecturally similar to yours.
- Ask a neighbor**: Get advice from people who live near you and find answers to common questions.
- Expert answers**: Explore tips from trained experts in your area, or ask your own question.

Below these cards is a section titled 'Popular topics' with four smaller topic cards:

- Rebates and tax incentives**: What rebates or incentives are available around Denver? (Posted 17 days ago, 41 replies)
- What to ask before hiring**: What questions should I ask contractors before hiring? (Posted 1 day ago, 41 replies)
- Making a plan**: How to make an electrification plan your home (Posted 1 month ago, 41 replies)
- Getting rid of old appliances**: Where to safely discard of old furnaces, ACs, and more (Posted 4 days ago, 41 replies)

The 'Recent questions' section lists three questions:

- lostinelcaro**: **Weatherproofing older home**. We live in an older home and it's about time to replace our furnace. Does anyone have recommendations on how we can weatherproof? I know sometimes insulation can cause mold in the walls of old houses, so I'm looking for advice. (Posted 3 hours ago in Homes like yours)
- denverite187**: **Who should I hire for a mini-split?** I'm trying to get rid of the gas heater in my office and replace it with a mini-split. Does anyone have recommendations for installers? Also, open to recommendations for models or systems to try out. (Posted 1 day ago in Ask a neighbor)
- barbara85**: **Most affordable EVs?** I'm sick of spending so much money on gas so I'm looking at EVs. I was thinking about a Chevy Bolt but I just heard they're going to stop making those. Does anyone know what EVs are cheapest but still reliable? (Posted 1 day ago in Ask a neighbor)

# Forums & webinars

The screenshot displays the 'oocommunity' website interface. At the top, there is a navigation bar with the 'oocommunity' logo, a 'Write a post' button, and a user profile icon. Below this is the 'YOURCITY Topics' section, which includes a search bar and several topic cards. The visible topic cards are:

- Homee like yours**: Browse questions from people with homes that are architecturally similar to yours.
- Ask a ne...**: Get advice from people and find answers to common questions.
- Rebates and tax incentives**: What rebates or incentives are available around Denver? (Posted 17 days ago, 41 replies).
- What to ask before hiring**: What questions should I ask contractors before hiring? (Posted 1 day ago, 41 replies).

Below the topic cards is a 'Recent questions' section with three entries:

- lostinbelcaro**: Weatherproofing older home. We live in an older home and it's about time to replace our furnace. Does anyone weatherproof? I know sometimes insulation can cause mold in the walls of old homes. (0 replies).
- denverite187**: Who should I hire for a mini-split? I'm trying to get rid of the gas heater in my office and replace it with a mini-split. Does anyone have recommendations for installers? Also, open to recommendations for models or systems to try out. (Posted 1 day ago in Ask a neighbor).
- barbara85**: Most affordable EVs? I'm sick of spending so much money on gas so I'm looking at EVs. I was thinking about a Chevy Bolt but I just heard they're going to stop making those. Does anyone know what EVs are cheapest but still reliable?

Overlaid on the right side of the website is a video call window showing a 3x3 grid of participants. The caption below the video call reads: 'Canopy - Five Points electrification webinar'.

# 1:1 convos with community advisors



## Speak with a neighbor

Want to hear from a neighbor about their experience with a heat pump? We'll connect you.

[Connect me](#)

# 1:1 convos with community advisors



Sp

Want  
with

## Speak with a neighbor

A community member will reach out to you within 2-5 days.

### WHAT DO YOU WANT TO DISCUSS?

What questions would you like a community member to answer for you?

### PREFERRED CONTACT METHOD

- Email
- Phone call
- Text message

Submit

# 1:1 convos with community advisors



Sp

Want  
with

## Speak with a neighbor

A community member will reach out to you within 2-5 days

### WHAT DO YOU WANT TO DISCUSS?

What questions would you like a community member to answer for you?

### PREFERRED CONTACT METHOD

- Email
- Phone call
- Text message

Submit

## How was your experience?

You recently interacted with Vicky Volvovski, a community advisor on heat pumps.

### WERE YOU CONTACTED IN A TIMELY MANNER?

- Yes
- No

### RATE YOUR EXPERIENCE



### SHARE ANY DETAILS

What questions would you like a community member to answer for you?

Submit

# Light management tools

CANOPY



## Support Queue

### Open Conversations

RESIDENT	SUBJECT	ASSIGNED TO	OPENED ON	
 <b>Anna Blankenship</b>	Heat pump rebates	Vicky Volvovski	January 1	...
 <b>Nigel Witherspoon</b>	Help with home energy audit	Donnie Flood	January 2	...
 <b>Margaret Hanhan</b>	Quote review	Kevin Barrett	January 2	...

[View all](#)

# Light management tools

CANOPY

## Support Queue

### Open Conversations

RESIDENT	SUBJECT	ASSIGNED TO
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 <b>Nigel Witherspoon</b>	Help with home energy audit	Donnie Flood
 <b>Margaret Hanhan</b>	Quote review	Kevin Barrett

[View all](#)

### Heat pump rebates



**Anna Blankenship**

January 1, 2023

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#### Home attributes:

- **Insulated:** I don't know
- **Heating fuel:** Natural gas
- **Heating distribution:** Forced air
- **Water heating fuel:** Natural gas
- **Cooking:** Electric coil
- **Solar:** No
- **Battery:** No



**Nigel Witherspoon**

January 1, 2023

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.



**Anna Blankenship**

January 1, 2023

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[Reassign](#)

[Mark as closed](#)

# Reporting

# Reporting

CANOPY



## Dashboard

NAME

**Your City**

MEMBERS

**12,280** participating  
2,131 pending

PARTICIPATION

**80%** of members completed onboarding  
32% have reduced emissions

EMISSIONS

**196,480** tons CO<sub>2</sub>/year

↓ 26.5% from 247,564 tons

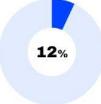


EMISSIONS BREAKDOWN

Methodology



GOAL



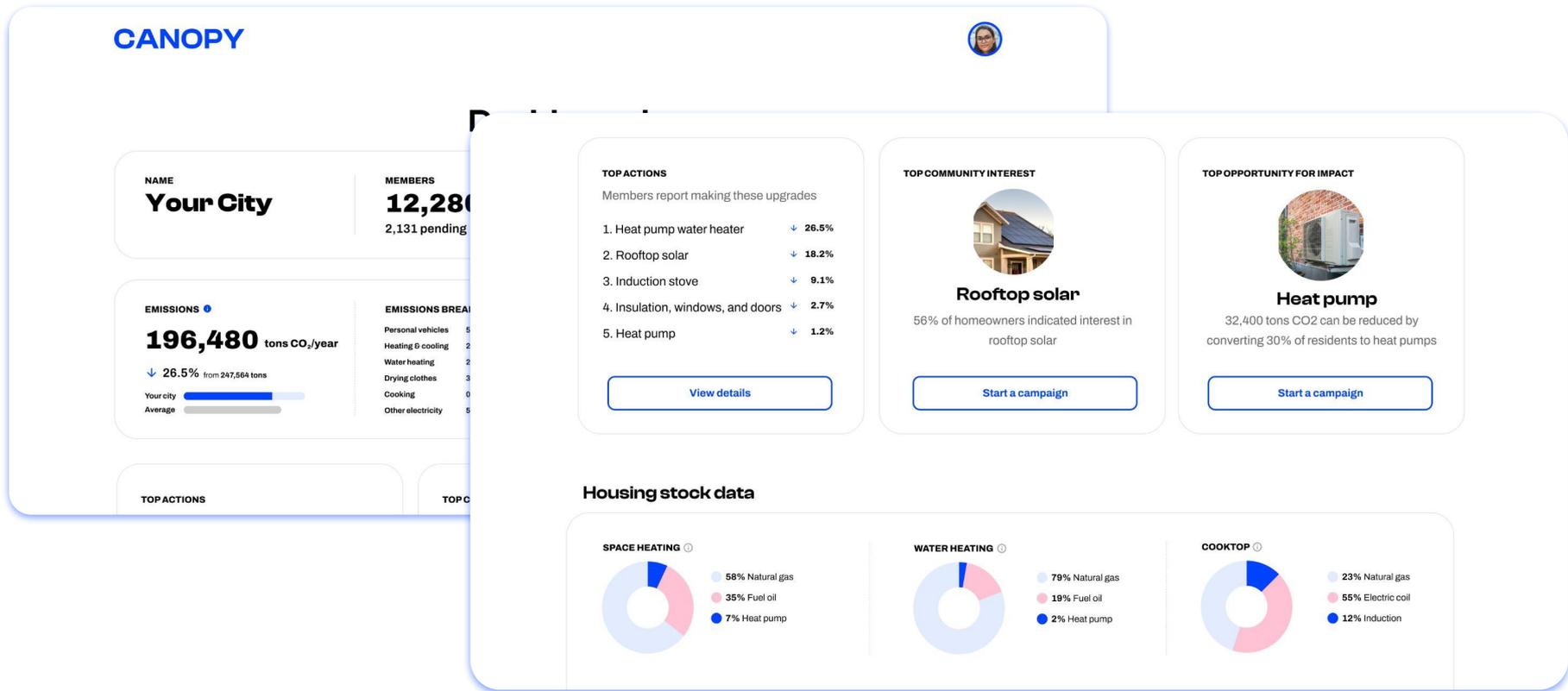
**500,000** tons CO<sub>2</sub>/year by 2050

TOP ACTIONS

TOP COMMUNITY INTEREST

TOP OPPORTUNITY FOR IMPACT

# Reporting



# **Future Roadmap: Promotions & Campaigns**

# Promotions



Explore

Your plan

Have a question?

Get help



### Don't miss out on \$1,000

Get \$1,000 off a new water heater if you opt in before August 1

[Learn more](#)

## Explore

- Your picks
- Save money
- Reduce pollution
- Improve health

### Your picks

You've indicated interest in these electrified home upgrades

Save \$1,200/year

#### Electric vehicle

- Save on gas & car maintenance
- Reduce outdoor air pollution

---

**\$7,500** in rebates and incentives

Save \$120/year

#### Heat pump

- Save on energy bills
- Add air conditioning
- Replace aging equipment

---

**\$2,500** in rebates and incentives

Save \$3,200/year

#### Rooftop solar

- Save on energy bills
- Protect against power outages
- Reduce fossil fuel usage

---

**\$12,290** in rebates and incentives

# Promotions



Explore

Your plan

Have a question?

Get help



## Don't miss out on \$1,000

Get \$1,000 off a new water heater if you opt in before August 1

Learn more

## Explore

Your picks

Save money

Reduce pollution

Improve health

## Your picks

You've indicated interest in these electrified home upgrades

Save \$1,200/year



### Electric vehicle

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\$7,500

in rebates and incentives

Save \$120/year



### Heat pump

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- Add air conditioning
- Replace aging equipment

\$2,500

in rebates and incentives

Save \$3,200/year



### Rooftop solar

- Save on energy bills
- Protect against power outages
- Reduce fossil fuel usage

\$12,290

in rebates and incentives

Claim your \$1,000 discount today

Canopy to me

3:03 PM (0 minutes ago)



## Save \$1,000 off a heat pump water heater



YOURCITY is offering \$1,000 to the first 200 homeowners who opt in to buy an energy-efficient heat pump water heater!

Cut your energy consumption by up to 50% and enjoy long-term cost savings. This is a limited-time offer, so act fast and claim yours today!

Claim my \$1,000

## See your personalized guide



We've created a personalized, step-by-step guide to help you swap to a heat pump water heater. The first step is easy - check the age of your current water heater.

Take me to the guide



We've scoured the United States for great local vendors and installers. See who is available in Wisconsin.

Check out installers



Are you thinking about multiple energy efficiency projects and want to understand how they all might work together?

Talk to our concierge

## Canopy experts are here to help

Take advantage of our free concierge service. Send us an email or schedule a 30 minute session to review your home, your goals, and the options available to you.

Talk to an expert

Send us a note

CANOPY



Unsubscribe | Privacy Policy | Copyright © 2022

A wide-angle photograph of a vast field of yellow and blue flowers, likely poppies, stretching to the horizon. The sky is a clear, bright blue, filled with large, fluffy white clouds. The text "Thank you!" is centered in the upper half of the image in a bold, blue font.

**Thank you!**