


Thermalize Juneau

Alaska's first thermalize campaign



In 2020, Alaska Heat Smart and partners launched Thermalize Juneau 2021, Alaska's first thermalize campaign. Energy campaigns, such as thermalize solarize campaigns that have occurred throughout the United States, seek to reduce the cost of adopting clean energy technology, accelerate adoption by setting deadlines for action, and make it easier to act by providing technical and community resources. Thermalize Juneau has a broad reach that combines Alaska Heat Smart's home and business energy advising with actual installation assistance by offering participants free energy audits, heat pump assessments, a competitive selection process for heat pump installers and energy efficiency contractors, and discounts on heat pumps and energy efficiency retrofits.

 **160 heat pump assessments provided**

 **80 energy audits provided**

 **70 ductless heat pumps installed**



Alaska Heat Smart helped us build our list of priority retrofits, installations, and insulation and everything. The whole package has been really helpful, and we're committed to buying the heat pump at this point. AHS outlined how it's probably going to pay for itself in 3-5 years, which is pretty incredible.

- Kayla Mount, Juneau Homeowner

I've lived in Juneau almost fifty years, so I have a pretty good gauge of how global warming is impacting our area...the biggest benefit of our heat pump system for me, is going to sleep at night knowing we're part of the solution.

-Mary DeSmet & Greg Burger,
Juneau Homeowners

I ♥ my heat pump



and the money it saves!



Looking to start your **own** campaign?

Key Outreach Recommendations

Energy campaigns are useful tools for breaking down barriers to the installation of energy efficiency and renewable energy technologies. However, even with thoughtful outreach plans and alternative financing options, these types of campaigns have limitations in reaching every demographic equitably. Knowing the Thermalize Juneau 2021 campaign was the first thermalize campaign in Alaska and one of only a handful of community-led thermalize campaigns in the United States to date, the Thermalize Juneau team planned a community survey at the conclusion of the recruitment phase of the campaign to gather input from groups that were unable to participate. We've prepared a full report from our survey results.

Read the full report here:
<https://bit.ly/thermalizejuneareport>



Focus on inclusion & equity from the beginning of the campaign

- ✿ Design campaigns with underrepresented groups at the table from the beginning
- ✿ Set goals that are centered on inclusive and equitable access for renters, landlords, and non-residential buildings
- ✿ Track results of programs and energy campaigns



Intensify & personalize community wide awareness on local expertise and value of efficient and renewable technologies

- ✿ Tailor messages, messengers & tactics
- ✿ Engage multiple community organizers
- ✿ Recruit "ambassadors" to be the trusted messengers on the technology
- ✿ Offer open houses or mobile educational displays & highlight households with efficiency and renewable technologies in the community



Ensure funding for campaign facilitation and financing mechanisms are in place

- ✿ Funding for organizers and planners can come from local government, grants, fundraising, carbon offset programs
- ✿ Work with partners to put in place easy to access financing mechanisms for participants that might not be able to pay upfront for the energy upgrades