

Active California Residential HPWH Programs

Understanding the active and complex market of existing California programs working to accelerate residential HPWH adoption can help identify areas of leverage, gaps that should be filled, and opportunities for collaboration. The following list captures notable programs active in this market as of Aug. 20, 2025.

Program Name	Summary Description	Services Provided
Incentive Programs		
TECH Clean California	Statewide (IOU territories) initiative to accelerate the adoption of clean space and water heating technology	Incentives (includes multiple state and federal funding streams), workforce education and training
Golden State Rebates	Statewide (IOU territories) plug load and appliance program	Incentives offered via instant rebate at point-of-purchase (temporarily paused)
Tri-County Regional Energy Network Home Energy Savings Program Single- and Multi-Family Energy Savings	Regional program to lower the cost of residential energy improvements	Downstream incentives (single-family incentives fully subscribed for 2025)
Bay Area Regional Energy Network Efficiency and Sustainable Energy (EASE) Home Program	Regional program to help moderate-income residents make energy upgrades that improve health and home comfort	Comprehensive support for HPWHs, including installation, fixed pricing, and help finding and applying for rebates
MCE Emergency Water Heater Loaner Incentive	Regional program focused on lowering the cost of HPWH adoption	Incentives paid to contractors for HPWHs installed after installation of a temporary WH
Peninsula Clean Energy Heat Pump Water Heater rebates	Regional program designed to support HPWH adoption	Rebates tiered based on WH system being replaced, with bonus incentives for panel upgrades
Silicon Valley Clean Energy FutureFit Homes program	Regional program designed to support HPWH adoption	Rebates tiered based on WH system being replaced
Sacramento Municipal Utility District Heat Pump Water Heater rebates	Regional program designed to support HPWH adoption	Rebates tiered based on WH system being replaced

Los Angeles Department of Water & Power (LADWP) Consumer Rebate Program	Regional program to promote the efficient use of energy and water	Rebates for customers who purchase and install a HPWH
Sonoma Clean Power	Regional program designed to support HPWH adoption	Rebates on qualifying HPWHs
South Coast Air Quality Management District GO ZERO Incentive Program	Regional program to encourage adoption of zero-emission space and water heating appliances	Rebates on qualifying HPWHs, workforce education and training (not yet launched)
Income-Qualified Programs (note: many of the incentive programs above offer bonus incentives for income-qualified customers; these programs are those exclusively focused on this segment)		
Energy Savings Assistance (ESA) Program	IOUs maintain individual portfolios of programs targeting low-income households	No-cost energy efficiency and weatherization upgrades for single-family, multifamily, and new construction segments
Equitable Building Decarbonization Program	Statewide direct install program that will provide decarbonization retrofits to low- and moderate-income households	No-cost retrofits and electrical upgrade coverage (not yet launched)
California Community Services Department Low-Income Weatherization Program (LIWP)	Statewide program that provides low-income households with solar photovoltaic systems and energy efficiency upgrades at no cost	No-cost replacement of hot water systems
California Community Services Department Weatherization Assistance Program (WAP)	Statewide program that engages local service providers to install energy efficiency and weatherization measures	No-cost replacement of hot water systems
Southern California Edison Home Performance Plus Program	Local program designed to support home energy upgrades for residents in disadvantaged communities	No-cost home energy assessments along with rebates for upgrading existing homes with HPWHs
New Construction Programs		
California Energy-Smart Homes Program	Statewide (IOU territories) residential new construction and alterations program	Incentives on HPWHs as a component of high efficiency building designs
California Energy Commission (CEC) Building Initiative for Low-Emissions Development (BUILD) Program	Statewide program that encourages adoption of clean energy technologies in affordable housing developments	

CEC California Electric Homes Program	Statewide program that encourages adoption of clean energy technologies in market-rate housing developments	
RISE Homes Program	Statewide (IOU territories) encouraging all-electric rebuilds of homes damaged or destroyed by wildfires and natural disasters	Bundled incentives for all-electric buildings that must include HPWHs (not yet launched)
LADWP HOME LA Program	Regional program encouraging all-electric rebuilds of homes damaged or destroyed by Jan. 2025 wildfires	Bundled incentives for all-electric buildings that must include HPWHs
Research and Emerging Technologies Programs		
CalNEXT	Statewide (IOU territories) electric emerging technologies program	Research that identifies, tests, and improves electric energy technologies and delivery methods
CEC Electric Program Investment Charge (EPIC) Program	Statewide program assisting in the development of non-commercialized new and emerging clean energy technologies	Applied research and development, technology development and demonstration, and market facilitation of clean energy resources

Incentives or other services delivered by local utilities/municipalities are intended to be representative of existing offerings and may not reflect all available offerings. In addition to those named above, The Switch is On currently indicates HPWH rebates are available from Alameda Municipal Power, Azusa Light & Water, City of Burbank Water and Power, the City of Healdsburg, the City of Palo Alto, the City of Pinole, Redwood City, the City of San Diego, the City of Shasta Lake, City of Glendale Water & Power, Lassen Municipal Utility District, City of Lodi Electric Utility, Modesto Irrigation District, the City of Moreno Valley, Pasadena Water & Power, Plumas-Sierra Rural Electric Co-Op, Redding Electric Utility, Redwood Coast Energy Authority, and Truckee Donner Public Utility District.