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Rewiring America Announces Support From Google.org to Accelerate U.S. Home Electrification Using AI and Machine Learning

Google's philanthropic arm provided Rewiring America $5M and a team of pro bono employees to help develop state level "Incentive Savings Calculators" and machine learning model to estimate the economic and climate impacts of electrification

DENVER, COLORADO – April 12, 2024 – Today, Rewiring America announced $5 million in funding and a Google.org Fellowship from Google's philanthropic arm, Google.org. The support has helped Rewiring America develop a machine learning model to estimate the economic and climate impact of electrification and is fueling the development of state level versions of their "incentive savings calculator," which helps homeowners and renters across the country find out how much they can save by taking advantage of new electrification incentives.

Rewiring America and Google.org announced the support at an event today in Colorado with Governor Jared Polis, where they debuted the state-specific incentives calculator for the state. Colorado is the second state to receive a state-specific calculator, following a launch with the state of Rhode Island and Washington D.C. With Google.org's support, Rewiring America plans to release calculators for 11 more states by July.

Rewiring America received funding and a team of 12 Google.org Fellows via the Impact Challenge on Climate Innovation. The Fellows - Google engineers, program managers, UX designers, etc. - worked on a full-time, pro bono basis for six months with Rewiring America to help:

- Convert incentive information into a structured data format consistent across incentive programs.
- Apply generative AI to speed up data collection and language translation for Rewiring America's Incentive API by up to 70%. The API connects Rewiring America's database of energy incentive information to the incentive savings calculator.
- Develop a machine learning model that will help Rewiring America estimate the economic and climate impacts of home electrification.

The calculator is the creation of Rewiring America, the leading electrification nonprofit, focused on electrifying homes, businesses, and communities. To use the calculator, people only need to input a few details about their households to get quick, personalized estimates about how much they can save on efficient electric appliances and energy-saving technologies like heat pumps, heat pump water heaters, and EVs. Rewiring America estimates that American households can receive $10,600 on average in federal incentives to help with electrification, which in turn can save households an average of $1,800 per year on energy bills. The calculator has already helped nearly 800,000 Americans understand their eligibility for electrification tax credits.

"Google.org's deployed both funding and talent at a critical moment to support us to build and deploy tools better and faster to help Americans get their fair share of the landmark Inflation Reduction Act," said **Ari Matusiak, CEO and cofounder of Rewiring America**. "We can demystify the process, by adding comprehensive coverage of state, local, and utility-provided electrification and weatherization incentives in every state, adding even more value to homeowners and renters looking to make major upgrades to their homes while having an impact on the climate. We thank Google.org for this incredible support."

"It's been so rewarding to see how technology like A.I. can help Rewiring American reach their goals even faster," said **Dena Rose, Google.org Fellow and Program Manager**. "We're hopeful that our work to help build these state-wide calculators will

help homeowners and renters across the country make home energy choices that are right for them.

The Inflation Reduction Act is the largest investment in climate action in American history. The law is helping American consumers save money while giving a boost to domestic manufacturing and energy independence. Forty two percent of all energy-related carbon emissions in the U.S. come from the one billion fossil fuel machines in homes; achieving a zero-carbon economy requires that these machines be replaced with alternatives powered by clean energy.

To learn more about Rewiring America, visit www.rewiringamerica.org. To learn more about Google.org and the Google.org Fellowship program, visit www.google.org.

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About Google.org
Google.org brings the best of Google to help solve some of humanity's biggest challenges combining funding, product donations, and technical expertise to support underserved communities and provide opportunity for everyone. It engages nonprofits, social enterprises, and civic entities who make a significant impact on the communities they serve, and whose work has the potential to produce scalable, meaningful change.

About Rewiring America
Rewiring America is the leading electrification nonprofit, focused on electrifying our homes, businesses, and communities. We develop accessible, actionable data and tools. Rewiring America helps Americans save money, tackle nationwide emissions goals, improve health, and build the next generation of the clean energy workforce. We believe in an abundant, flourishing, climate-safe future, and know that, together, we can realize one.