

Induction Cooktop Loaner Program (ICLP)

The Goal: Provide a positive experience with induction cooking & gauge willingness to adopt induction

The Scope: Provide a hands-on learning experience & gather participant feedback in pre- and post-loan surveys

The Potential: Overcome negative attitudes based on lack of knowledge - reducing barriers to kitchen electrification



PG&E's Emerging Technologies Program ET21PGE8206



- Participation:**
- 1 Create an account using MyTurn software
 - 2 Log in and reserve a unit
 - 3 Take the pre-loan survey



Residential \$130,
15A, 1800 W
Goal: 360 loans/yr



Commercial \$900,
15A, 1800 W
Goal: 120 loans/yr

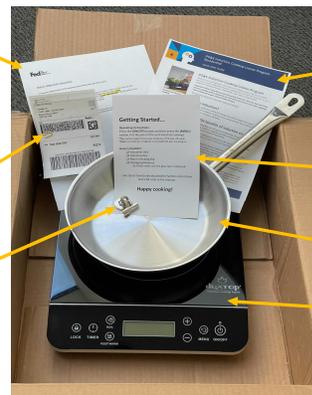
The Loan Process: Participants receive an induction kit for a 2-week loan period. The kit is received and returned by mail.



RETURN INSTRUCTIONS

RETURN LABEL

MAGNET



QUICK GUIDE

GETTING STARTED NOTES

STAINLESS STEEL PAN

INDUCTION COOKTOP

Challenges: Marketing | Communications | Packaging | Pan Cleaning | Breakage | Supply Chain | Commercial Loans |

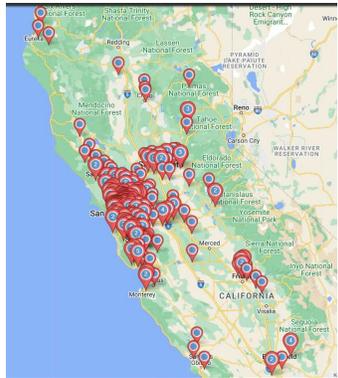
Outcomes – NUMBERS, GEOGRAPHY, ATTITUDES



Residential:
488 loans
completed

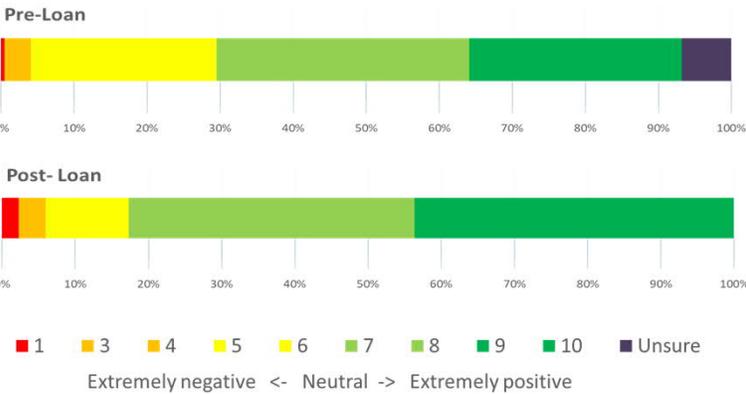


Commercial :
Customers preferred demos
Rethinking strategy for loans



- Participation open to all PG&E customers
- PG&E program is not in competition with other programs
- Most loans were in-and-around the Bay Area
- Plan outreach to promote loans outside the Bay Area
- Plan to work with DAC educators on commercial loans
- Program is evolving as we learn what customers need
- Considered a success – customers are happy

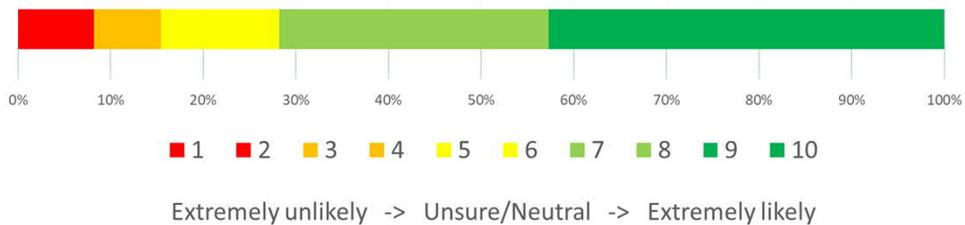
Pre- vs. Post-loan Impressions of Induction Cooking Technology



Positive and Negative Feedback from Qualitative Responses

Top Positive Codes	% of borrowers	Top Negative Codes	% of borrowers
Cooking efficiency	52%	Switching effort/cost	22%
Cleanability unit	13%	Information, guides, comms.	21%
Temp. control	21%	Pan/pot/wok compatibility	20%
Safety /Health	13%	Noise	21%
Environ. Impact	9%	Loan duration	10%
Heat pollution	9%	Quality / size of pan	7%
Appreciation for program	14%	Surface area / burner heat	7%
Air quality	10%		

The Likelihood of Switching to Induction After Loaner Program



To participate visit pge.com/inductionloaner

