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Customer Communications Evolution & Approach

Don Bray & Pamela Leonard

Messaging Evolution

CCE Launch
(2016 – 2018)

- Focus on selling CCE throughout enrollment period, soft messaging (i.e. customer choice, lower rates, local control)
- Customer retention and education

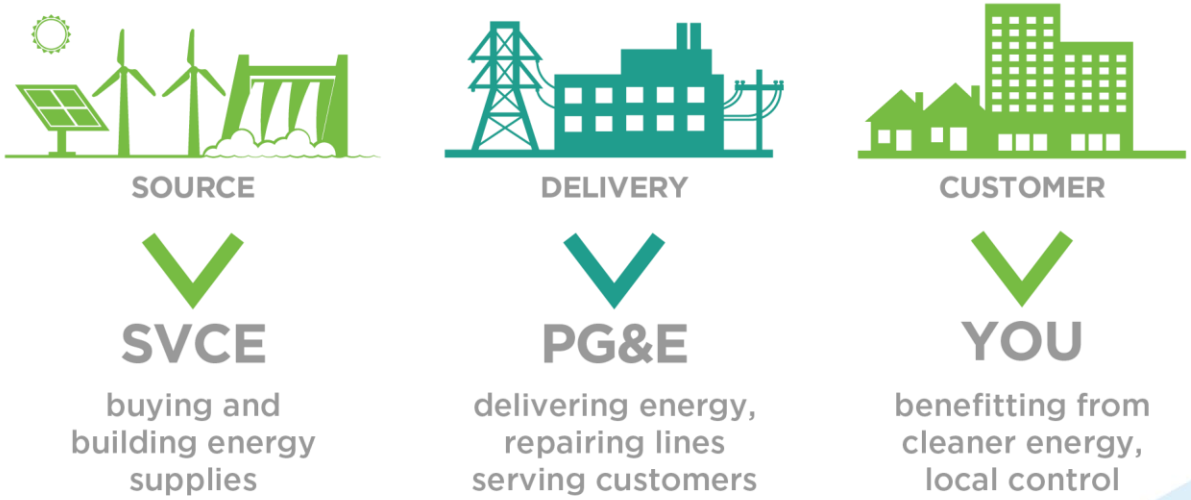
Electrification & Decarbonization
(2019 –)

- Focus on community benefits and value proposition
- Draw interest in programs and Customer Resource Center
- Longer-term transformation
- Customer retention and education

Communicating How It Works

Jan. 2017 – Dec. 2018

- Focus on mechanics of Community Choice Energy
- Enrollment-driven messages
  - Emphasis on choice and opt out



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2017 – 2018 Key Messages

GHG Reduction
Single most effective and large-scale action our communities can take to curb emissions and reduce climate impacts

A True Choice
Now have a choice of more than one electricity provider.

Competition
Redefining the local energy market with new and competitive clean energy services

Local Investment
Reinvest revenues to keep rates low, provide energy efficiency programs and promote local clean energy infrastructure

Value Proposition Going Forward

Fighting climate change by cutting carbon emissions

We are helping our communities lead the fight against climate change by reducing the use of fossil fuels for energy, transportation and buildings, and building new renewable energy projects.

Accelerating adoption of innovative electric technologies

As the electricity industry undergoes unparalleled changes, SVCE encourages the advancement of new technologies to help our community meet its climate goals.

Benefitting our community by reinvesting locally

SVCE returns value to our customers through competitive rates, clean energy programs, projects, scholarships, grants, and improved access and education.

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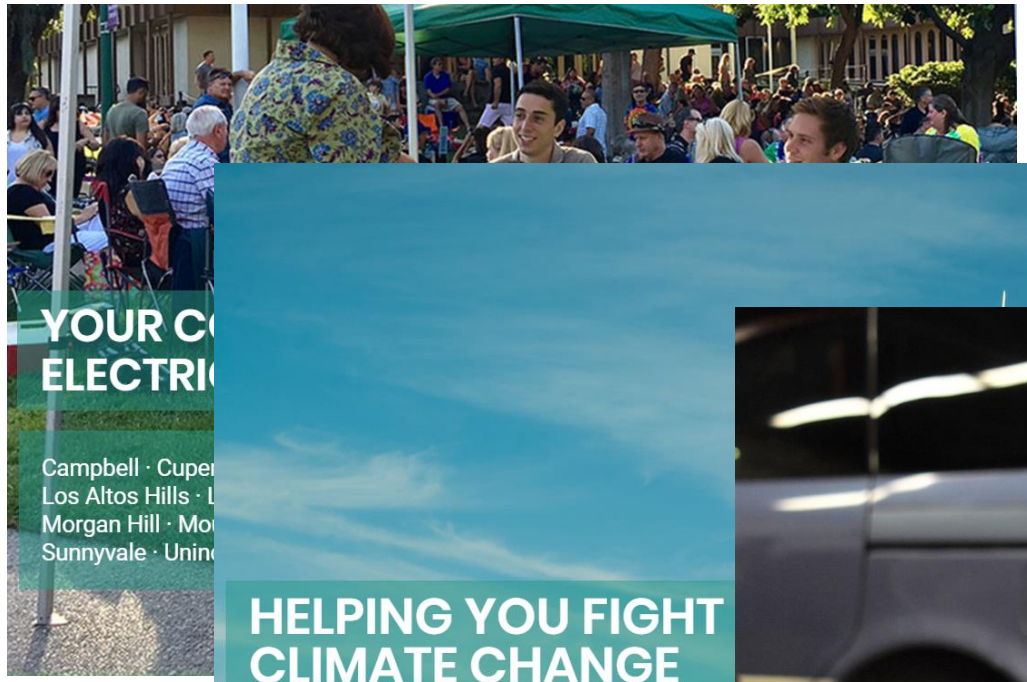
Implementing New Messages

- Updated brochures, website sliders & presentations



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The Future is Electric

Electricity That's Good for Your Business

Clean & Carbon-Free
Competitive Rates
Community-Owned

Benefits

Returning Value to Our Community

Silicon Valley Clean Energy (SVCE) is dedicated to providing benefits to our customers:

- **Fighting climate change:** We are reducing the use of fossil fuels for energy, transportation and buildings, and building new renewable energy projects.
- **Accelerating electric technologies:** As the electricity industry undergoes unparalleled changes, SVCE encourages the advancement of new technologies to help our community meet its climate goals.
- **Reinvesting locally:** SVCE returns value to our customers through competitive rates, clean energy programs, projects, ships, grants, and improved access ucation.

Customer Resource Center

Goal

- Create a mechanism to engage customers on electrification and decarbonization

Objectives

- Program approved with Decarb Roadmap
- Online educational resource for customers to learn about electrification and take action

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Focus Areas & Outcomes

Focus Areas

- Energy and Emissions
- Mobility
- Built Environment

Enabling Outcomes

Awareness & Education → Consideration & Decision-Making → Implementation

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Focus Areas & Outcomes

		Outcomes		
		Awareness & Education	Consideration & Decision Making	Implementation
Energy & Emissions	Energy Use			
	Emissions & Carbon Footprint			
	Energy Efficiency			
	Grid Integration			
Mobility	Electric Vehicles			
	Electric Vehicle Charging			
Built Environment	Space Heating/Cooling			
	Water Heating			
	Solar PV			
	Battery Storage			
	Smart Thermostats & Controls			
	Cooking & Other Appliances			

Draft RFP Structure & Support

- Engaging SMUD
- Teaming with Monterey Bay Community Power and Sonoma Clean Power

Tier 1

- *What will make customers want to learn more?*
- *High-level, easy to understand*
- *Website navigation, general marketing*

Tier 2

- *Understanding Energy Use*
- *EVs*
- *Building Electrification*
- *Solar*
- *Marketplace and/or Concierge Service*

Task A
Awareness & Inspiration

Marketing Firm

Task B
Action & Implementation

Online solution providers

Customer Resource Center – as an Engagement Mechanism

Driving users to the resource

- Email marketing
- Newsletters
- Direct outreach
- Advertising - mass awareness opportunity
- Utilize partner outreach channels

Equity and Access

- Meaningful resource for all customer segments

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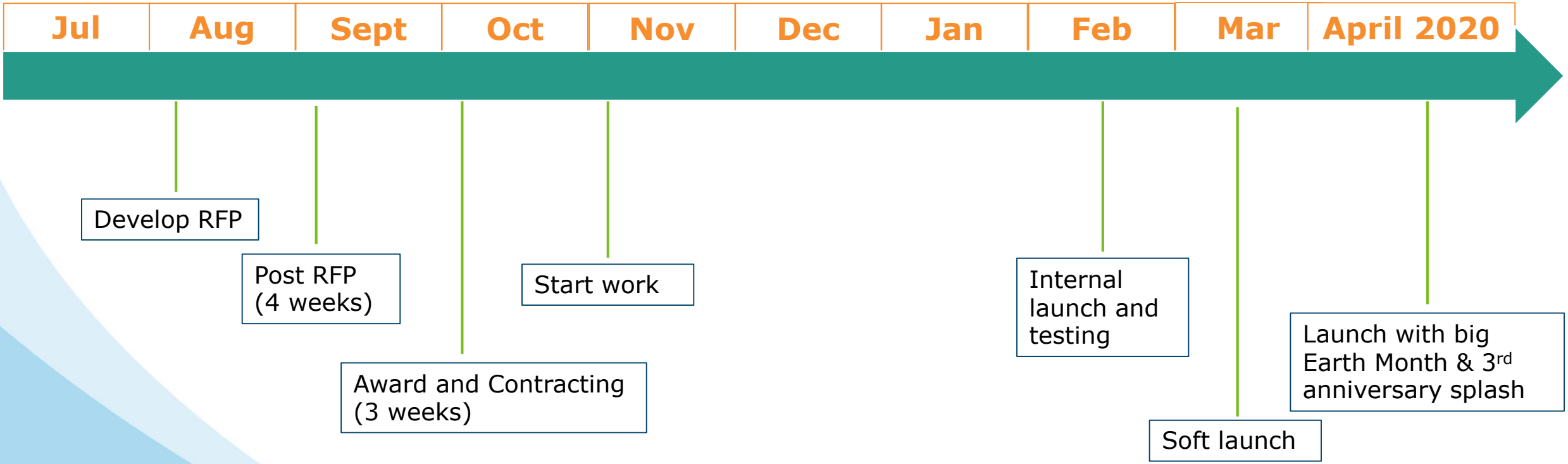
Proposed Timeline



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Questions?

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Workforce Development Progress Update

August 23, 2019

Mission Review

In April, the SVCE Board approved dedicating $200,000 from the program budget over FY 19 and FY 20 to Workforce Development and Training Programs.

- **Phase 1:** Stakeholder outreach & background research (Spring/Summer 2019)
- **Phase 2:** Finalize program design, update to Exec. Committee/BOD & program implementation (Estimated: Summer/Fall 2019)

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Workforce Development is the Crucial Link

A well-trained **workforce** accelerates **decarbonization**

Workforce Development

Decarbonization creates local **workforce** opportunities accessible through training

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SVCE Workforce Development Efforts Should Be:

- **Grounded in listening to workforce needs**. As with the development of the Roadmap itself, SVCE's efforts should begin with seeking stakeholder input on where and how we can participate most effectively.
- **Additive, not duplicative**. SVCE efforts should leverage and synergize with existing workforce training and development organizations in SVCE's communities.
- **Inclusive**. SVCE efforts should consider how the opportunities in decarbonization can be made available to all segments of the relevant workforce.

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Basic Program Design Needs

Defining the Problem

- What are the mechanisms by which workforce development affects low-carbon technology adoption?
- Where are the gaps in existing workforce development resources?

Defining the Solution

- Whom should we partner with?
- Which technologies do we focus on?
- What program structures are effective?
- What principles should guide choice between program design options?

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Defining the Problem: The Value of the Customer Perspective

- **Customer experience** is a crucial link between workforce development and the adoption of low-carbon technologies.
- SVCE has the opportunity to play a unique role as a **customer advocate** within the low-carbon technology supply and service chain.
- Identifying **concrete mechanisms** through which workforce issues impact consumer adoption decisions increases program effectiveness.
- Early adopters often have to function as "**system integrators**," identifying the skills necessary for installation and seeking out appropriate professionals.

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Defining the Solution: Mapping the Workforce Landscape

- **Stakeholder interviews**: Conversations with key stakeholders to establish relationships, understand how workforce development happens currently, and track what goes into fulfilling a customer request for technology installation:
  - Unions
  - Community workforce development organizations
  - Educational institutions
  - Contractors

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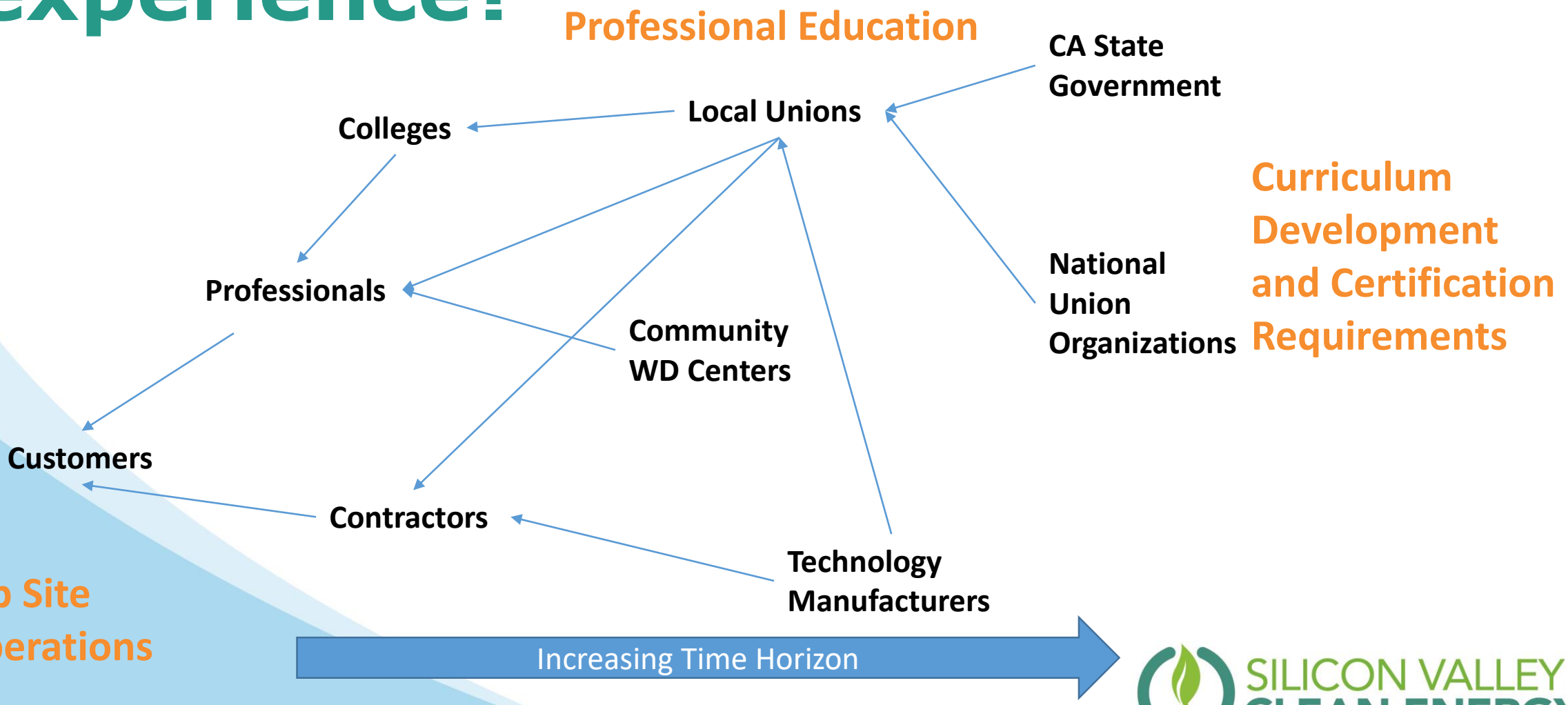
What goes into the customer experience?



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How can we improve the system?

- **Change who interacts with the customer by forging new relationships**: Work with contractors and unions to bring together types of professionals who may not customarily work together to ensure that all the necessary services can be delivered seamlessly to the customer.
- **Supplement existing professional education**: Work with unions, workforce development centers, and colleges to supplement existing curricula with cross-disciplinary training that increases familiarity with low-carbon technologies.
- **Help customers find existing resources more easily**: Create standards or databases that help customers interested in low-carbon technologies connect with professionals qualified to install them.

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Next Steps

- Additional upcoming interviews with workforce development stakeholders – recommendations welcome
- Continued investigation into where and how workforce issues are impacting customer technology adoption decisions
- Transition from landscape mapping to more concrete program design
- Review of workforce development program structures related to low-carbon technology in other regions
- Selection of final program structure
- Increased focus on planning program logistics

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EV Infrastructure Joint Action Plan

Executive Committee

August 23, 2019

EVI Joint Action Plan - Purpose

- Create a “snapshot” of current EVSE, critical needs and approaches
- Develop detailed program concepts
- Define implementation plans to allow for rapid launch of programs
- Jump-start efforts to engage with outside funding sources (e.g. CALeVIP)

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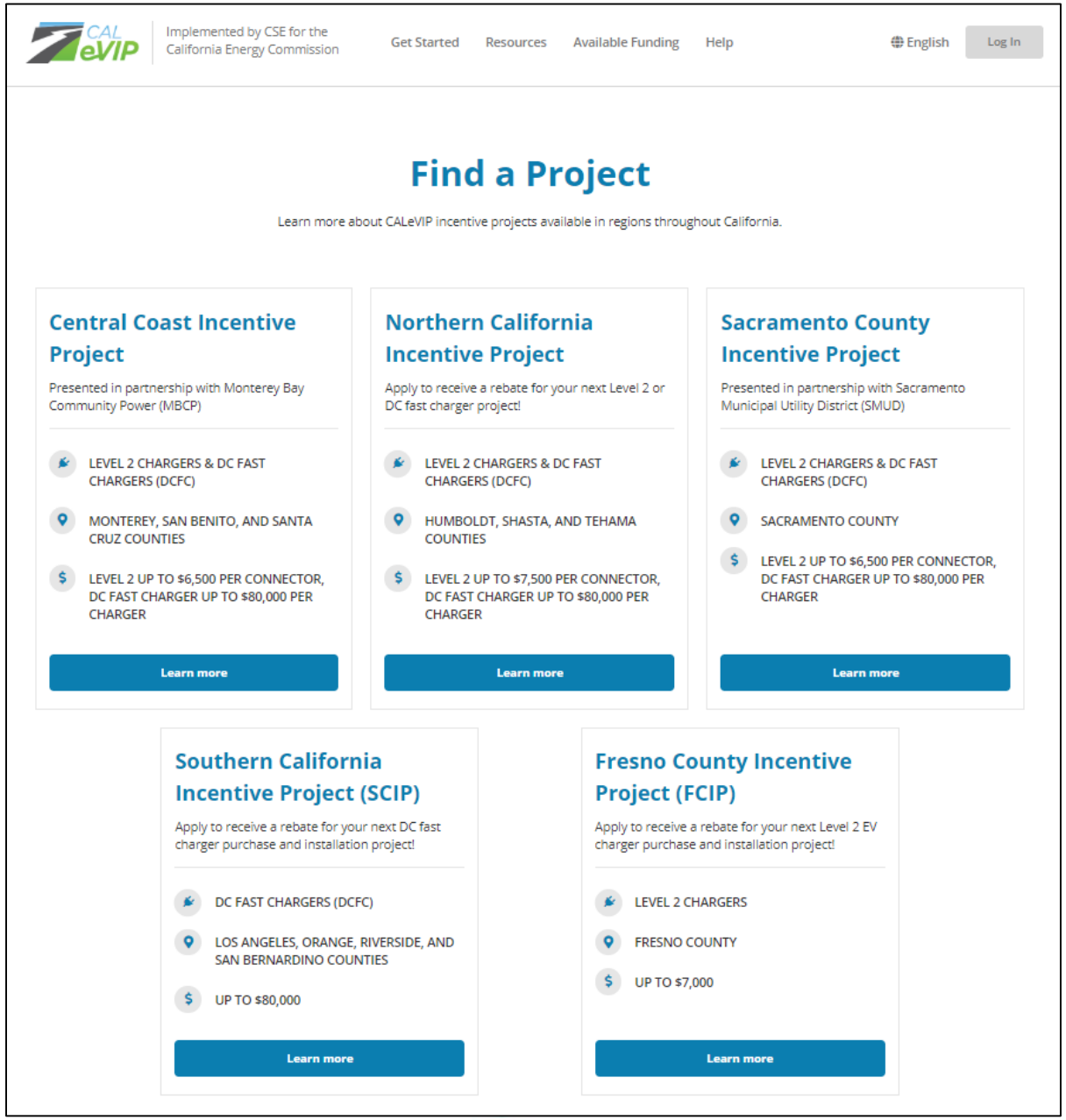
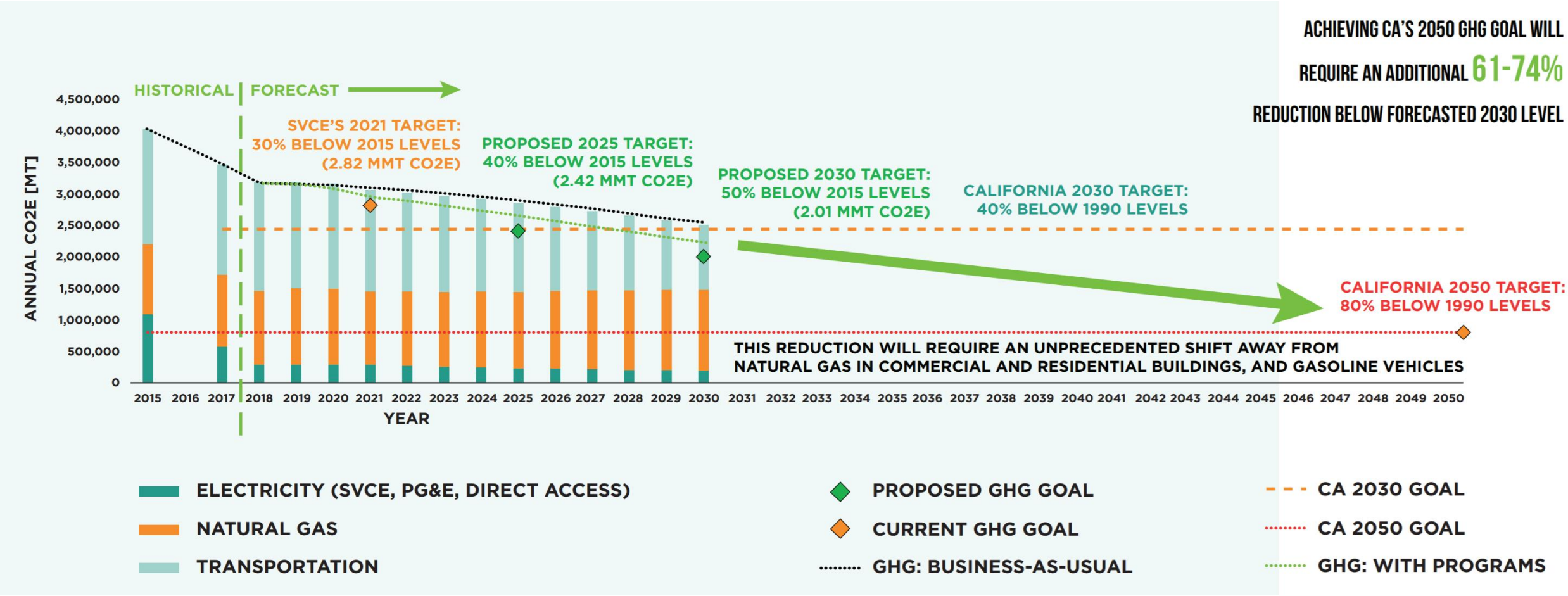
CALeVIP Overview

- Peninsula-Silicon Valley project will have $60 million in combined funding
- CEC plans to commit $6M to SVCE territory to max out SVCE's offered match
- CALeVIP broadly targets public DCFC and public/private L2
- EVI Plan process gathered stakeholder input used to inform CALeVIP requirements

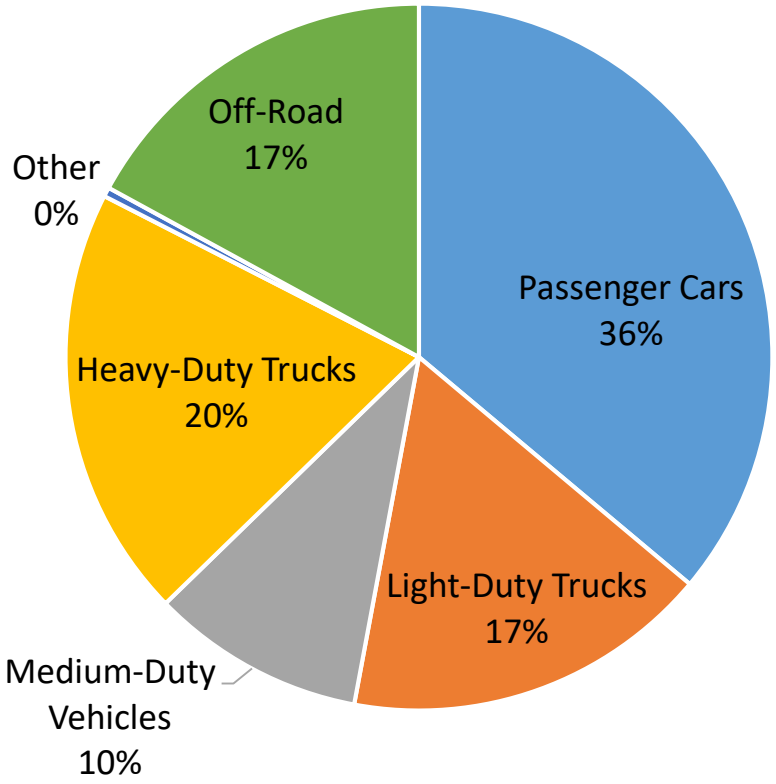


GHG Emissions Reduction Goals



Transportation in SVCE Territory

Annual Transportation GHG Emissions (2018)
Total = ~ 2 Million MT CO2e



- Current EV adoption is ~26,000 EVs*
- SVCE's BAU assumes 7x overall growth in non-commercial EVs by 2025; 5% penetration in commercial
- Need substantial growth beyond BAU to reach SVCE's target

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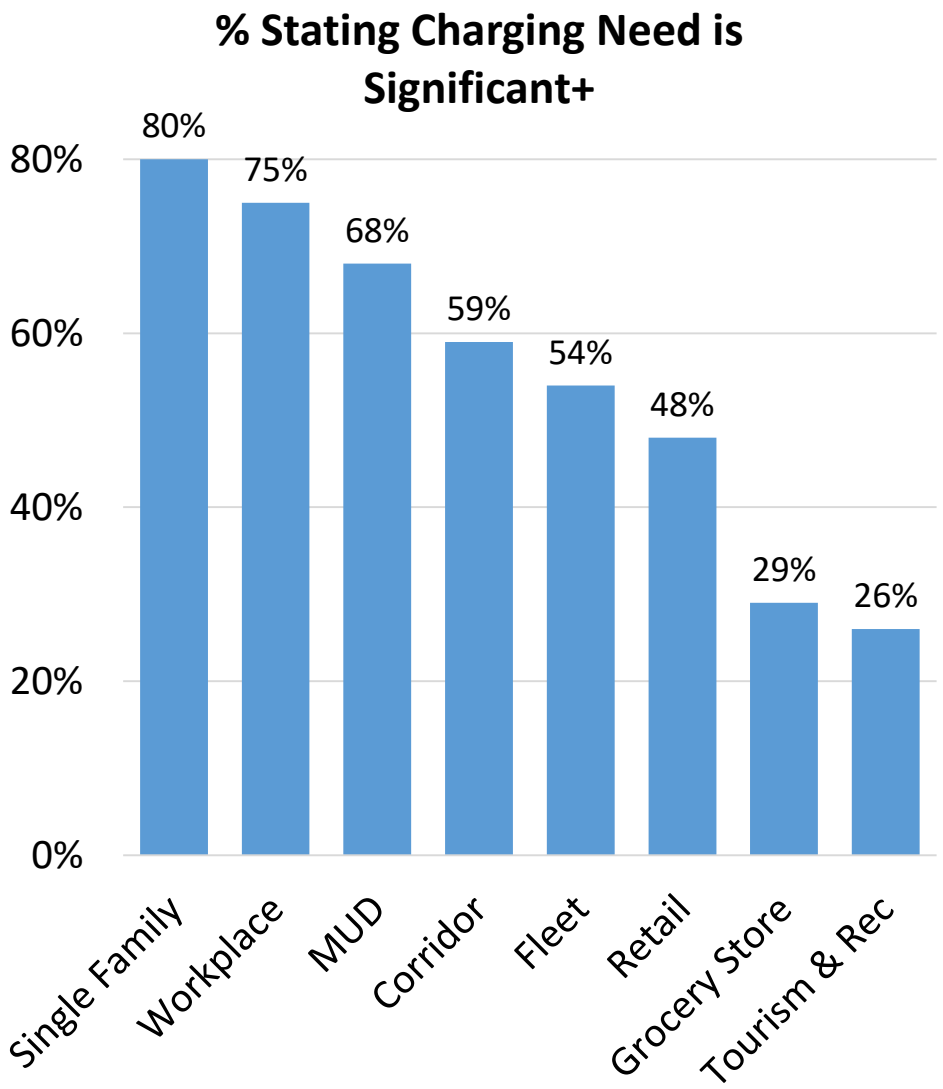
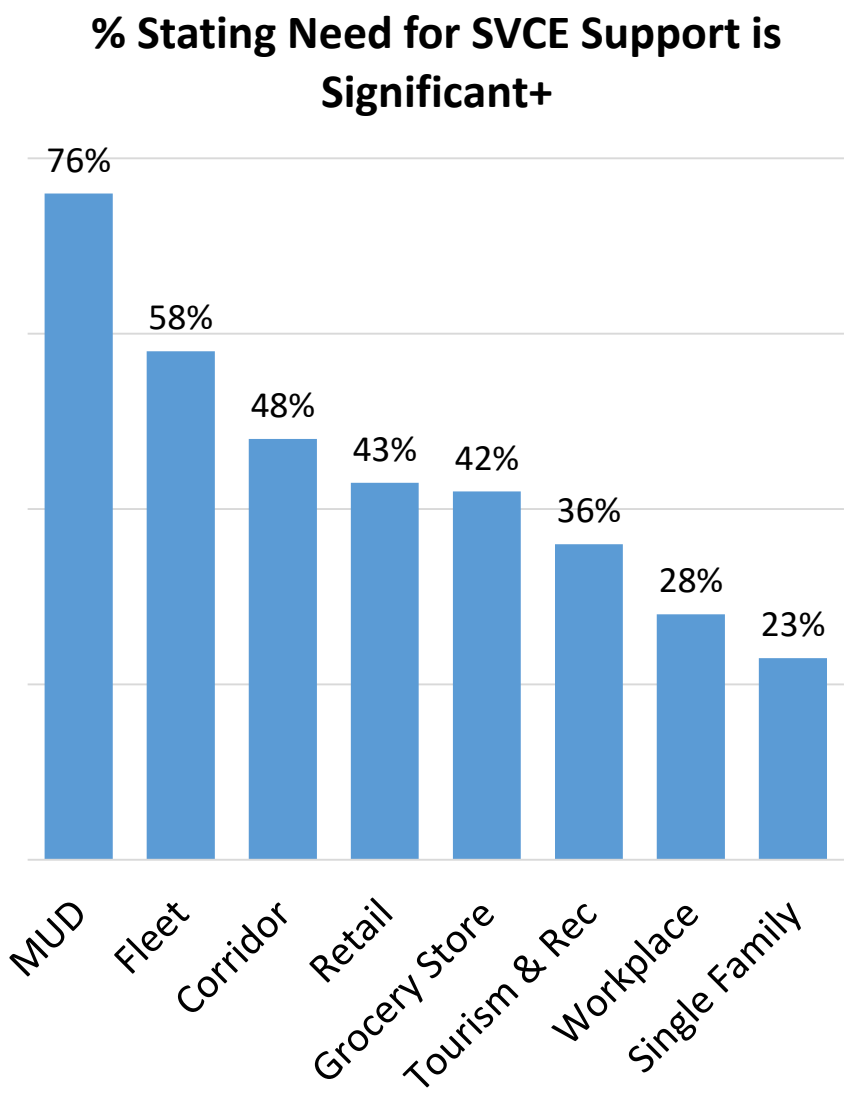
*** predominantly non-commercial: Passenger Cars and Light-Duty Trucks**

Deployment and Challenges By Use Case

SVCE Focus	Use Case	Existing Deployment
→	Corridor	Low
→	Destination/ Retail	Med
→	Fleet	Low
	Large Workplace	Med/High
→	Small/Med Workplace	Low
→	MUD	Very Low
	Single Family	High

Community Survey Results from ~650 SVCE customers.





SVCE EVI Enabling Practices

Different ways for SVCE to engage to support EVI deployment

- Regional Coordination
- Funding Support and Incentives
- Education and Outreach
- Building Codes
- Permit Streamlining
- Planning, Land Use & Zoning
- Electric Rates
- Vehicle Grid Integration

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SVCE's EVI Matrix - Current View

		Enabling Practice								
		Regional Coordination	Funding Support and Incentives	Education and Outreach	Building Codes	Parking Enforcement or Signage Requirements	Permitting	Planning, Land Use, & Zoning	Electric Rates	VGI
Use Case	Fleet - Public/Private Transit (Buses, shuttles, etc.)	Ad Hoc Coordination	No local incentives	No permanent program	NA	NA	NA	NA	No Specialized Rates	No Programs
	Fleet- TNC					No relevant lang				
	Fleet- public/private vehicles (City Fleets, etc.)					NA				
	Corridor	Drive the ARC	No local incentives	No permanent program	Low Adoption of EV Supportive Building Code	Low adoption	More than 50% of communities have permitting in place	No relevant language	No Specialized Rates	No Program
	Destination/Retail	Ad Hoc Coordination								
	Workplace - large									
	Workplace - small/medium									
	MUD	Ad Hoc Coordination	No local incentives	No permanent program	Low Adoption of EV Supportive Building Code	Low adoption	More than 50% of communities have permitting in place	No relevant language	No Specialized Rates	No Program
	SF Res				Low Adoption of EV Supportive Building Code	NA			EV Rates in place	

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Jurisdiction-specific matrices were also created

Ongoing EVI Efforts and Recommended Programs

Ongoing SVCE EVI Initiatives

- EV Reach Codes (including affordable housing support, ongoing)
- EV Rates (match PG&E, ongoing)
- Customer Resource Center (currently working on RFP)
- Virtual Power Plant (currently scoping)
- Permit Streamlining (identified in Decarb Roadmap for 2020)

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Joint Action Plan - Recommended Programs

Two *Ecosystem-Focused* Programs

A. SVTEC – Silicon Valley Transportation Electrification Clearinghouse

- Regional group focused on transportation electrification
- Bring in key stakeholders in EV/EVSE industry, public agencies, employers, and local organizations
- Collaborate and share info
- Pursue external funding opportunities using professional grant writing firm
- SVCE to interface with regional and state groups to streamline processes (e.g. with PG&E to ease interconnection)

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- Pursue external funding opportunities using professional grant writing firm
- SVCE to interface with regional and state groups to streamline processes (e.g. with PG&E to ease interconnection)

B. Regional Recognition

- Recurring recognition for best practices and info sharing
- Electrification Pledge
- Tie to SVCE funding and support
- Focus on large commercial

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Joint Action Plan - Recommended Programs

Four *Infrastructure-Focused* Programs

C. Priority Zone DCFC

- Competitive RFP for incentives for DCFC deployment in SVCE-defined priority areas
- Focus on areas to support MUD and corridor use cases
- Identify zones in collaboration with local governments' transportation plans

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Joint Action Plan - Recommended Programs

Four *Infrastructure-Focused* Programs

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- Competitive RFP for incentives for DCFC deployment in SVCE-defined priority areas
- Focus on areas to support MUD and corridor use cases
- Identify zones in collaboration with local governments' transportation plans

D. MUD Technical Assistance

- Prioritize garden-style apartments due to shared spaces
- Includes site visits and electrification plans
- Top garden style property owners represent many units
- Provide rebates at nearly 100% of cost

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Joint Action Plan - Recommended Programs

Four *Infrastructure-Focused* Programs

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E. Workplace Rebates

- Rebates for workplace deployment
- Focus on small/medium businesses
- Include some level of technical assistance

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Joint Action Plan - Recommended Programs

Four *Infrastructure-Focused* Programs

C. Priority Zone DCFC • Competitive RFP for incentives for DCFC deployment in SVCE-defined priority areas • Focus on areas to support MUD and corridor use cases • Identify zones in collaboration with local governments' transportation plans	**D. MUD Technical Assistance** • Prioritize garden-style apartments due to shared spaces • Includes site visits and electrification plans • Top garden style property owners represent many units • Provide rebates at nearly 100% of cost
E. Workplace Rebates • Rebates for workplace deployment • Focus on small/medium businesses • Include some level of technical assistance	**F. Fleet Electrification Planning** • Competitive grants for planning and site upgrades • Focus on visible fleets, school buses, and public agencies • Light- to heavy-duty vehicles all eligible • Provide examples for others to follow

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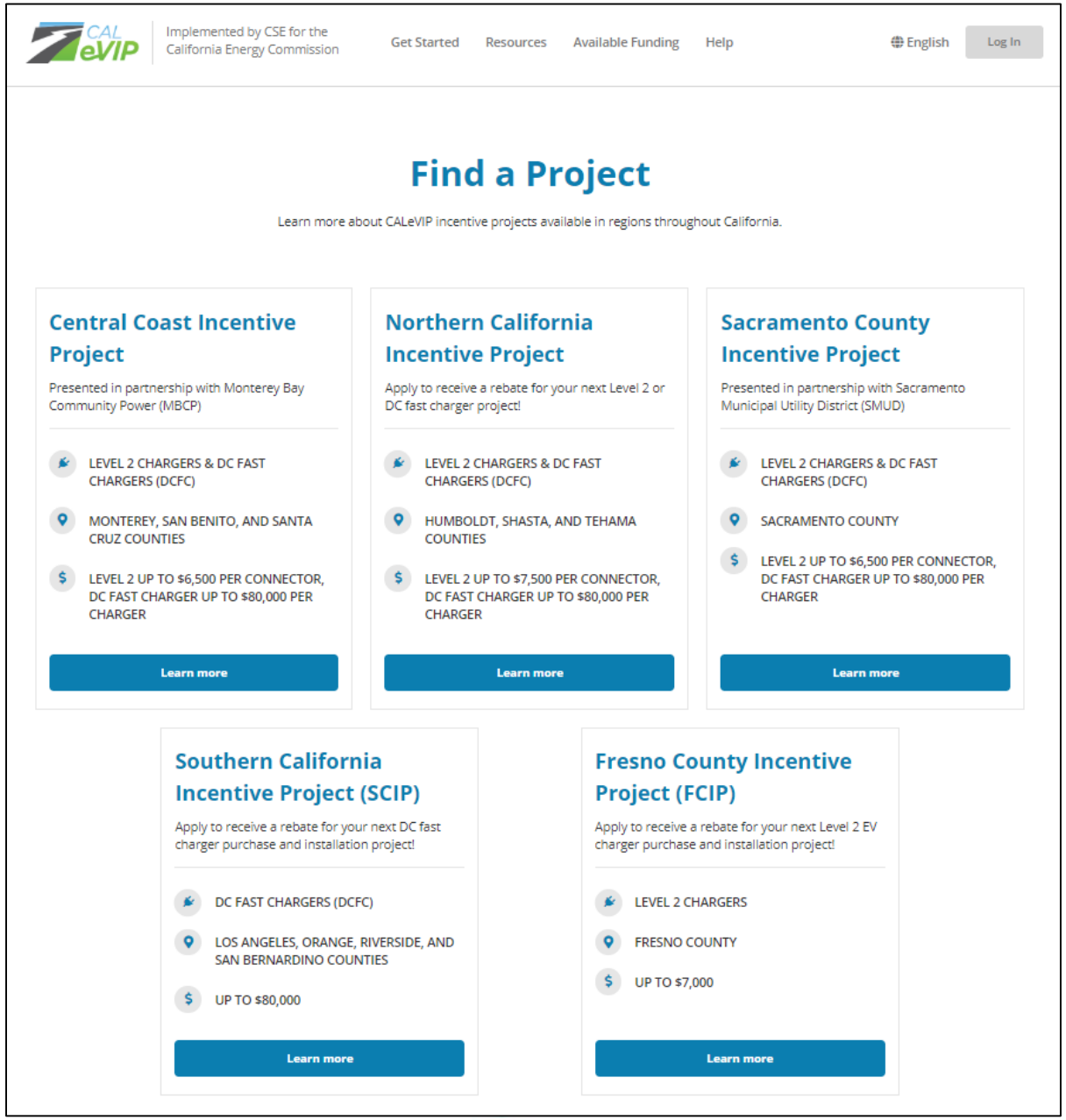
CALeVIP Impacts

- CALeVIP incentives line up well with SVCE's recommended programs
- SVCE's approach is more targeted and includes more custom support than the typical state design
- Opportunity for SVCE to run its own "wrap-around" programs that send participants to CALeVIP for incentives
- Strategy depends on final CALeVIP requirements



Prioritized Programs for 2019 Launch

- SVTEC
- Regional Recognition
- Priority Zone DCFC

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SVCE's EVI Matrix – 2022 View

		Enabling Practice								
		Regional Coordination	Funding Support and Incentives	Education and Outreach	Building Codes	Parking Enforcement or Signage	Permitting	Planning, Land Use, & Zoning	Electric Rates	VGI
Use Case	Fleet - Public/Private Transit (Buses, shuttles, etc.)	SVTEC	Competitive Grant	Regional Recognition Program	SVCE Working group	NA	NA	NA	Pending CPUC/PG&E	VPP Program
	Fleet- TNC		Competitive Grant			No relevant lang				
	Fleet- public/private vehicles (City Fleets, etc.)		Competitive Grant	Regional Recognition Program		NA				
	Corridor	SVTEC	DCFC Solicitation, CalEVip		SVCE Working group	Low adoption	More than 50% of communities have permitting in place	No relevant language	Pending CPUC/PG&E	VPP Program
	Destination/Retail		DCFC Solicitation, CalEVip							
	Workplace - large		EVSE Rebate	Regional Recognition Program						
	Workplace - small/medium		EVSE Rebate	Regional Recognition Program						
	MUD	SVTEC	Garden Apartment TA and incentives	Customer Resource Center, Regional Recognition	SVCE Working group	Low adoption	More than 50% of communities have permitting in place	No relevant language	Pending CPUC/PG&E	VPP Program
	SF Res			Customer Resource Center		NA			EV Rates in place	

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Discussion

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Appendix

EVI Joint Action Plan - Process

2019	EVI Plan Activity	CALeVIP Activity
February	Issue RFP	Submit joint LOI to CEC
March	Select EMG (led by Richard Schorske)	Receive CEC draft requirements
April	Customer survey, stakeholder survey, and stakeholder workshop on key challenges	Submit request for edits to the CEC's requirements
May	Stakeholder workshop on draft program designs	Discuss requirements and edits with CEC
June	Finalize program designs	Provide SVCE-specific LOI to CEC
July	Write report	Selection by CEC and finalize requirements for workshop
August	Write report	Public workshop on project and requirements

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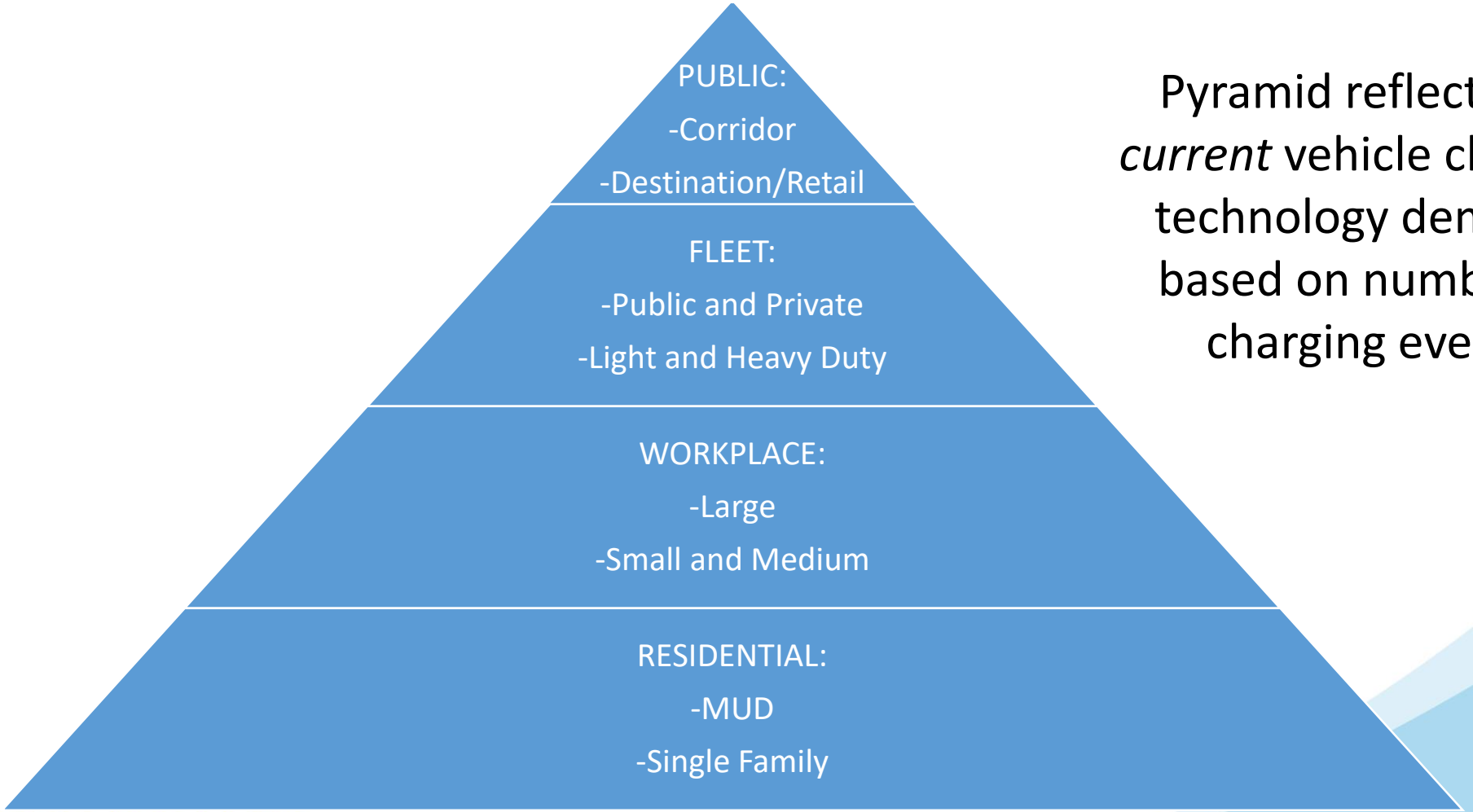
EV Charging Use Case Pyramid



Pyramid reflects the *current* vehicle charging technology demand, based on number of charging events

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Existing Public EV Infrastructure

City	Public Level 2	Tesla Level 2	Public DC Fast	Tesla DC Fast
Campbell	56	0	9	0
Cupertino	76	2	2	10
Gilroy	8	0	8	16
Los Altos	41	8	9	0
Los Altos Hills	1	0	0	0
Los Gatos	23	14	4	12
Milpitas	92	0	8	16
Morgan Hill	12	8	2	0
Mountain View	177	3	22	12
Saratoga	8	0	2	0
Sunnyvale	86	0	9	10
Total	**580**	**35**	**75**	**76**

Source: U.S. Department of Energy's Alternative Fuels Data Center

- Public EVI corresponds to several Use Cases: Corridor, Destination/Retail, and Small/Medium Workplace
- Must expand deployment to support EV growth

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Equity Integrated in Program Design

A. SVTEC • Focus portion of funding support on underserved residents • Ensure that stakeholders keep in mind underserved communities • Involve organizations that work with these communities to ensure their voice is heard	**B. Regional Recognition** • Track flow of benefits across communities and reward larger underserved benefits	**C. Priority Zone DCFC** • Establish zones near MUD clusters to serve renters • Establish zones in underserved areas • Ensure that zones *serve* the nearby communities, not just located in them
D. MUD Technical Assistance • Major need for MUD deployment • Often overlap between MUD and underserved residents • Focus outreach on affordable housing MUD properties and those in underserved communities	**E. Workplace Rebates** • Focus on supporting the smaller businesses that have not been able to deploy charging	**F. Fleet Electrification Planning** • When scoring applicants, include criteria on benefits to underserved residents • Bus routes (school and transit) often overlap with underserved communities

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Representative EVI Program Costs and Impacts

	A. SVTEC	B. Regional Recognition Program	C. Priority Zone DCFC	D. MUD Program	E. Workplace EVSE rebates	F. Fleet	TOTAL
For a combined cost to launch and operate of approximately…	$250,000	$150,000	$300,000	$300,000	$150,000	$250,000	**$1.4M**
Assuming the program lasts…	4 years	4 years	N/A	N/A	N/A	N/A	**N/A**
With associated SVCE incentives of…	$0	$0	$2.5M	$2M	$1M	$1M	**$6.5M**
The program could achieve roughly…	$20-$30 million in unlocked funding	400 participating organizations	30 DCFC ports	450 shared L2 ports	325 L2 ports at small and medium businesses	12 electrification plans	**N/A**
Will this program be enhanced by CALeVIP?	Yes	Yes	Yes	Yes	Yes	Yes	**N/A**

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EXAMPLE

MUD Program Overview

Item 5 DRAFT PRESENTATION

GOAL: Increase Cost-Efficient EV Charging in Garden Apartments | 2025 TARGET: Deploy 400+ EVSE ports in 40+ complexes

Situation

Market & Customer Needs

- Only 15 SVCE properties have onsite EVSE in SVCE territories, yet ~42% of customers live in apartments
- Key EVI barriers include no financial incentive, low tenant demand, cost, complexity, tenant churn, & risk of stranded assets w/ EVSE dedicated to units
- Focusing on Garden complexes with shared charging potential yields a lower cost per apt. enabled for charging vs. 100% dedicated EVSE

Resources to Build On

- A proven program @ PCE with strong process templates, and qualified/available T.A. providers
- PG&E, BAAQMD, and CEC resources can supplement SVCE $

Program Strategies & Tactics

S1. Provide basic site planning for property owners to determine best fit EVSE for site, including analysis of electrical requirements, use of load management, solar, and energy storage, & optimization of site specific business models & use cases

S2. Focus first tranche of technical assistance on 40 large Garden properties comprising 10,084 units with parking to unit ratios greater than 2.0. (Larger parking to unit ratios will enable shared charging solutions to be deployed at some properties, thereby lowering costs per vehicle enabled for charging)

S3. Provide substantial incentives to enable 100% or near 100% cost coverage to targeted properties (stacking additional available incentives where available)

Participants

Customers

- Up to 40 owners with 10,084 units
- Up to 25K+ residents

Partners

- EV Charging Pros
- MUD Ownership Groups

Funders

- SVCE
- CEC (eVIP + upcoming MUD solicitation)
- PG&E
- BAAQMD

Outcomes

By 12/20

- Site planning process 75% completed (30 of 40 parcels have completed EVSE deployment plan)
- Scale of incentives clarified based on site planning & load studies

By 12/25

- Up to 400+ shared EVSE deployed at 40+ garden properties (assuming least cost configuration of $4500/port and feasibility of sharing)

Costs & Operating Needs

Launch Cost

- $225K for site planning in 2020/21

Operating Cost

- **$68,000/year** Program Manager/SVCE: 48,000/year + Consultant program developer $20,000/yr

Unit Cost

- **Low End:** $4,500 per port (based on least cost site profiles)
- **High End:** Up to $15K per port if major power upgrades needed

Equipment & Install Costs

- $1.8 million to deploy 400 ports at $4.5K/port
- $6M to deploy 400 ports at $15K/port if major power upgrades needed

Assumptions

- Garden apartments represent the best opportunity for shared charging
- Technical assistance is needed to ensure project completion by owners
- EVI @ Garden MUDs is efficient vs. workplace EVI & enables more EV sales

Theory of Action

By providing hands-on technical assistance and an incentive that helps cover 100% of costs, owners are most likely to install EVSE. Once charging is in place, EV adoption will increase. EV-ready apartments will progressively be expected by renters, leading to more owner participation and a "virtuous circle" of greater EVSE and EV adoption