



# eHub Pre-proposal Teleconference

Adam Selvin, Pamela Leonard and Leslie Madarang  
January 9, 2024



# What we will discuss today

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- Introduction
- About Silicon Valley Clean Energy
- About eHub
- Results & Processes
- Overview of the eHub Scope





**Mission: Reduce dependence on fossil fuels by providing carbon free, affordable, and reliable electricity and innovative programs for the SVCE community.**





# The Community Choice Energy Agency for 13 Santa Clara County communities

Providing clean electricity and innovative programs to fight climate change



**Campbell | Cupertino | Gilroy | Los Altos | Los Altos Hills**



**Los Gatos | Milpitas | Monte Sereno | Morgan Hill**



**Mountain View | Santa Clara County | Saratoga | Sunnyvale**

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# What We Do



## **Benefit 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.



## **Fight climate change by cutting carbon emissions**

Help our communities lead the fight against climate change by supplying clean electricity and building new renewable energy projects



## **Accelerate the adoption of innovative electric technologies**

Encourage the advancement of new technologies and initiatives to transform and reduce the use of fossil fuels for energy, transportation and buildings



# RFP Tentative Timeline

Date	Event
December 13, 2023	RFP issued
January 9, 2024, 10:00 a.m. PT	Pre-proposal teleconference
January 12, 2024 5:00 p.m. PT	Deadline for questions, clarifications (see below)
January 16, 2024 5:00 p.m. PT	Question responses posted online
January 31, 2024, 5:00 pm PT	Deadline for Bidders to submit proposals
February 12, 2024	Top Bidders notified of interview times, if applicable
February 15 – 23, 2024	Possible interviews of top Bidders
February 28, 2024	Anticipated date SVCE will notify awardees
April – May, 2024	<ul style="list-style-type: none"><li>• Anticipated date contract finalized (to be sent to Board for approval)</li><li>• Work commences</li></ul>
August – September 2024	Project completion and launch



# eHub Scope

## Improving customer's electrification journeys

### Inspiration & Awareness

#### Bring electrification to customer's minds

- Self-segmentation and personalized content delivery features
- Sweepstakes & Promotions
- Centralized platform that incorporates SVCE programs and concierge service
- Multi-language tools and resources

### Education

#### Provide knowledge to customers of electrification benefits

- Online resources and tools such as calculators, estimators, advisors, buyer guides decarbonization scores, reviews/ratings, charts, etc.

### Action

#### Assist customers to go electric

- Rebates
- Purchasing portals
- Concierge services
- Connecting customers to SVCE programs and outside resources
- Have the information to start the buy > install > operate process
- Financing options



# eHub History

Online resources and tools to take the guesswork out of switching to all-electric at home

[SVCleanEnergy.org/eHub](https://svcleanenergy.org/eHub)







# The 'problem' – addressing the electrification knowledge gap



## Residential customer considerations:

- Many residential customers are interested in making climate-positive choices, but there were a couple of factors to recognize
  - each has different options (renters vs homeowners, etc.)
  - varying understanding about electrification – often they don't know where to start



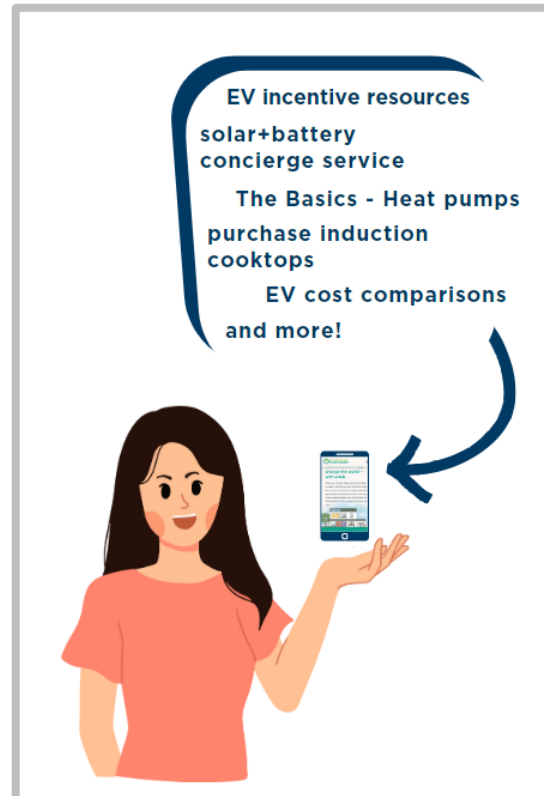
# Why Electrification Engagement with eHub?

‘One-stop-shop’ to take the guesswork out of going all-electric at home and on the road

how it started



how it's going



Scaling electrification engagement

SVCE Team



The community





# Background – Goals of eHub

## Supporting customer's electrification journeys

Enable customer education, engagement and action related to electrification and decarbonization, via online tools, resources and promotions

### Inspiration & Awareness

- **Bring electrification to customer's minds**
- Emails
- Advertising
- Messaging
- Website content
- Sweepstakes
- Promotions

### Education

#### **Provide knowledge to customers of electrification benefits**

- Online resources
- Website content & digital collateral
- Emails
- Promotions
- Sweepstakes

### Action

#### **Assist customers to go electric**

- Rebates
- Purchasing portals
- Concierge services
- Connecting customers to SVCE programs and outside resources
- Have the information to start the buy > install > operate process





# eHub Structure

## Key elements of the eHub customer journey

### Engaging content

- Inspiring & approachable tone

### Three “Buckets”

- Clean Electricity
- Drive Electric
- Electric at Home

### Third-party tools

- Solar+Battery Assistant
- EV Assistant
- Appliances Assistant

**Designed with inspiration, education & action as the foundation**

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# eHub & Customer Electrification Journeys



# Customer Journey – Electric Vehicles

I have seen a lot on the news about electric cars, but do they really make an impact and are they for me?



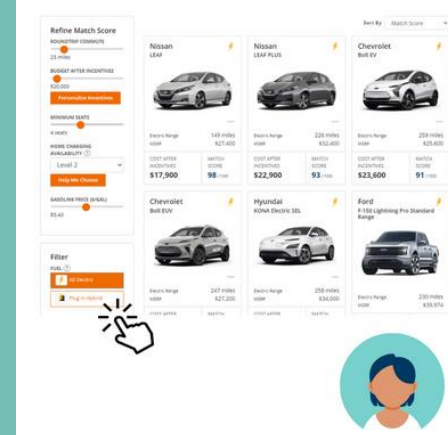
Residential customers curious about electrification



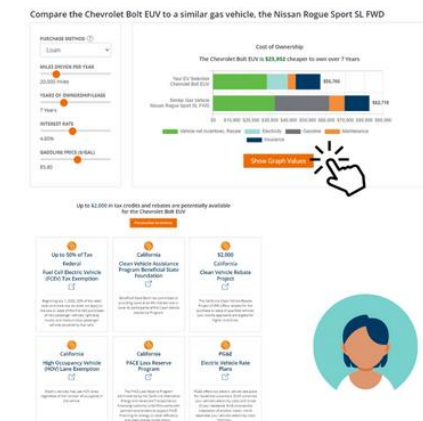
Receives approachable and engaging email



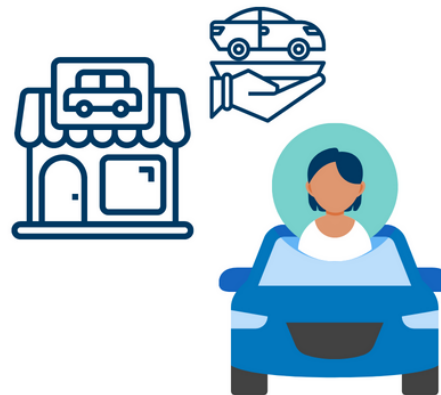
Goes to webpage to learn about benefits and more



Check out EVs and personalize search based on preferences



Chooses car and sees cost savings & available incentives



Feels comfortable purchasing an EV & navigating incentives



# Customer Journey – Home Solar+Battery

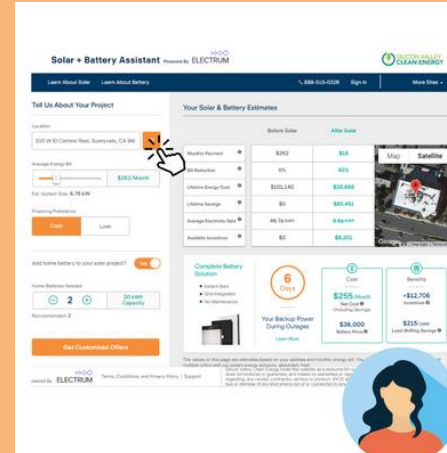


Dear SVCE,  
I am interested in learning more about residential solar companies, cost savings and available incentives.  
- Customer

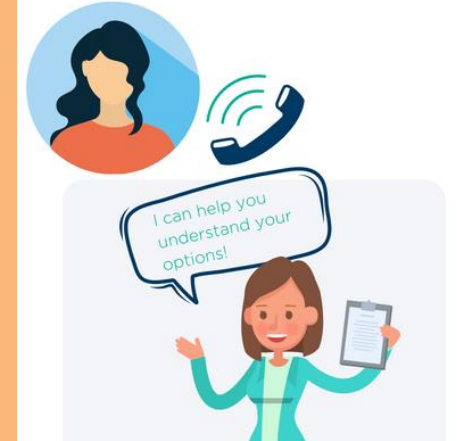
Emails the general SVCE inbox asking about residential solar+storage



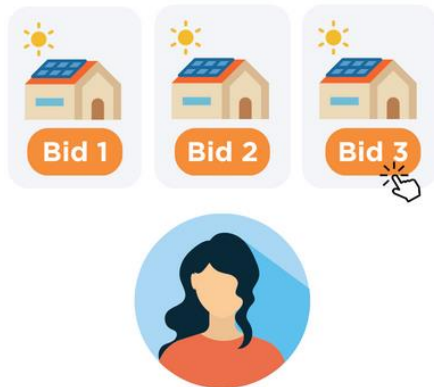
Directed to eHub to learn about their electricity options



Goes to the Solar+Battery Assistant and sees custom estimates



Gets connected with energy advisor to understand their options



Receives three bids from local verified installers



Installs home solar+storage and collects the latest federal and regional incentives

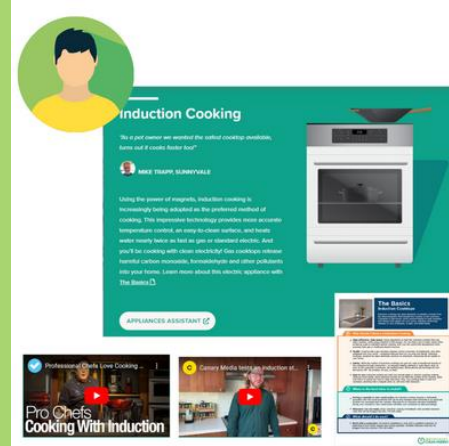
# Customer Journey – Electric Appliances



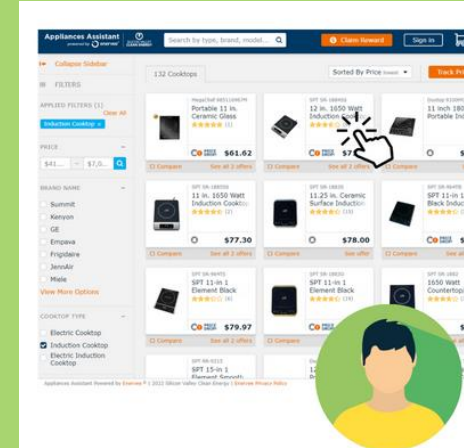
Walks by induction cooking demo at community event



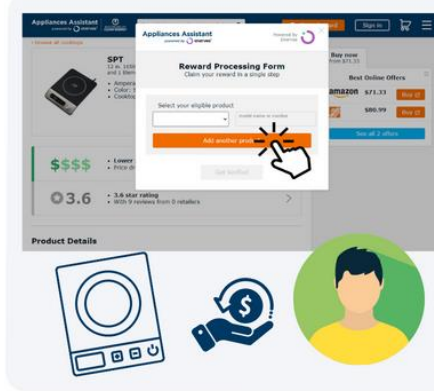
Receives an induction cooking ad from SVCE and is curious to learn more



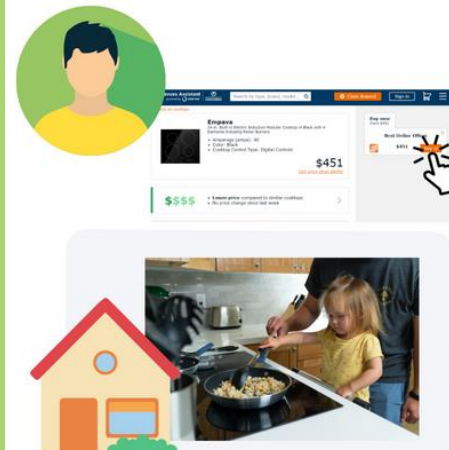
Directed to the Electric at Home eHub webpage to learn more



Explores different cooktops and wants to try out induction cooking



Purchases a portable cooktop and receives a \$50 reward



Loves induction cooking & returns to eHub to purchase a full induction range



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# Results & Process







## Inspiration & Awareness

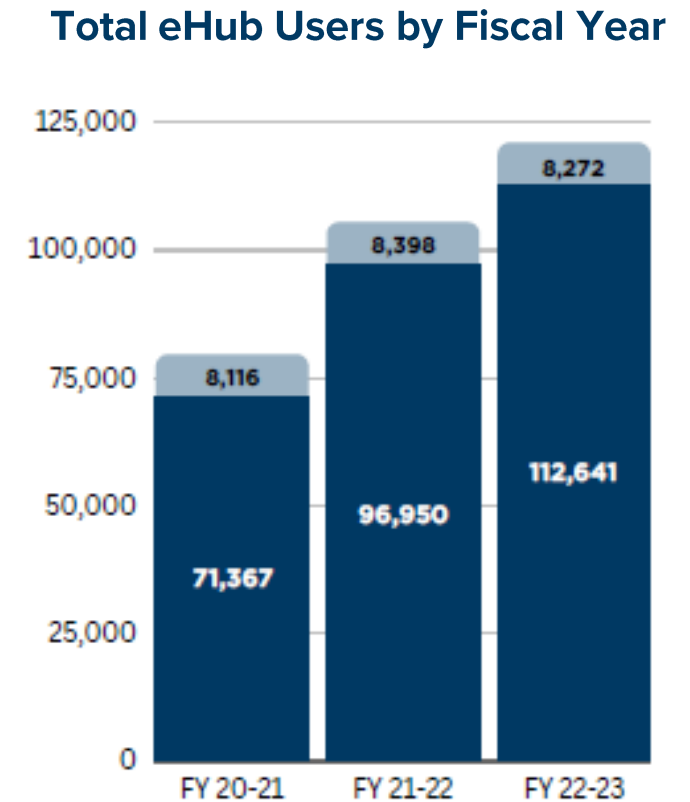
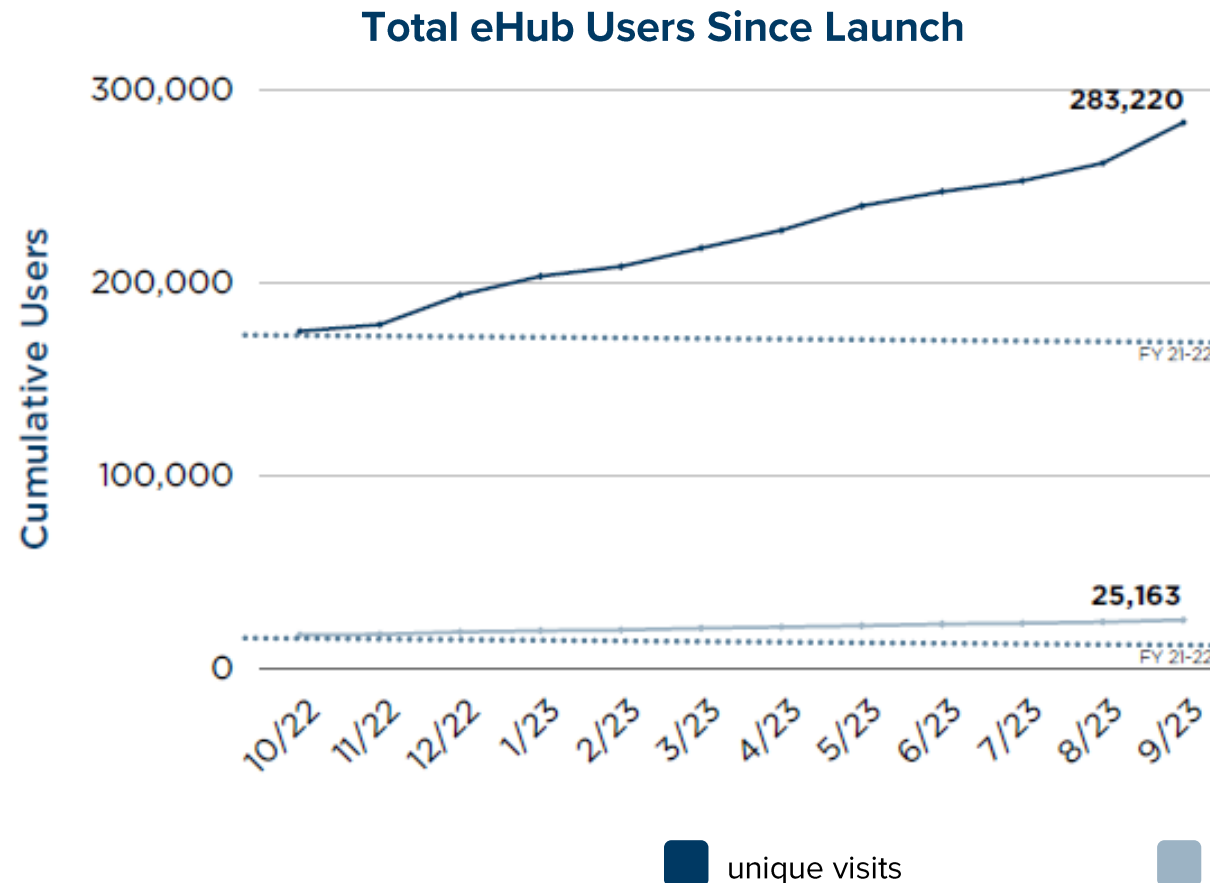
### Bring electrification to customer's minds

- ~300,000 unique engagements to eHub resources
- Delivered over 7 million emails with a 45% average open rate (For FY 22-23, average open rate was 51%)
- Tactics used to increase customer interest include:
  - Email marketing with online promotions and sweepstakes
  - Digital, in-language and out-of-home advertising
  - Collaboration with member agencies to further engage customers and meet jurisdiction-specific objectives



# Customers Are Engaging With eHub Resources and Services

FY 22-23 Goal: Reach 250,000 unique users with eHub resources





# eHub Results

## Educate

### Provide knowledge to customers of the benefits of electrification

- Customers are engaging with the online content
  - Average time on the page
    - eHub Resources – 2 mins 25 seconds
    - EV Assistant – 2 mins 21 seconds
    - Solar+Battery Assistant – 1 min 39 seconds
    - Appliances Assistant – 1 min 57 seconds
- Over 3 million email opens and 154,103 email click-throughs
- Tactics used to increase customer interest include:
  - Engaging online tools and resources
  - Website content & digital collateral
  - Clear educational emails with engaging subject lines and content as a key driver of engagement





# Customers Are Spending Time Learning With the eHub Resources

The high average time on page shows how customers are engaging with the content and materials on the website

eHub Resource	Unique Visits Since Launch	Returning Visits Since Launch	Average Time on Page
SVCE eHub Webpages	56,733	7,958	2 min 25 seconds
EV Assistant	27,976	1,904	2 min 21 seconds
Solar+Battery Assistant	21,944	1,414	1 min 39 seconds
Appliances Assistant	198,268	15,432	1 min 57 seconds

\*54 seconds is the average time on page for all industries and between 2-3 mins is considered good. ([Contentsquare's 2021 Digital Experience Benchmark report](#))



# eHub Results

## Action

### Assisting customers to take action

- Provide online tools that allow customers to take the next step in their electrification journeys
  - EV Assistant
  - Appliances Assistant
  - Solar + Battery Assistant
- Connected customers to incentives offered through online tools, SVCE programs and member agency promotions.
- Tactics used to increase customer interest include:
  - Rebates
  - Purchasing portals
  - Concierge services



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## Why eHub 2.0?

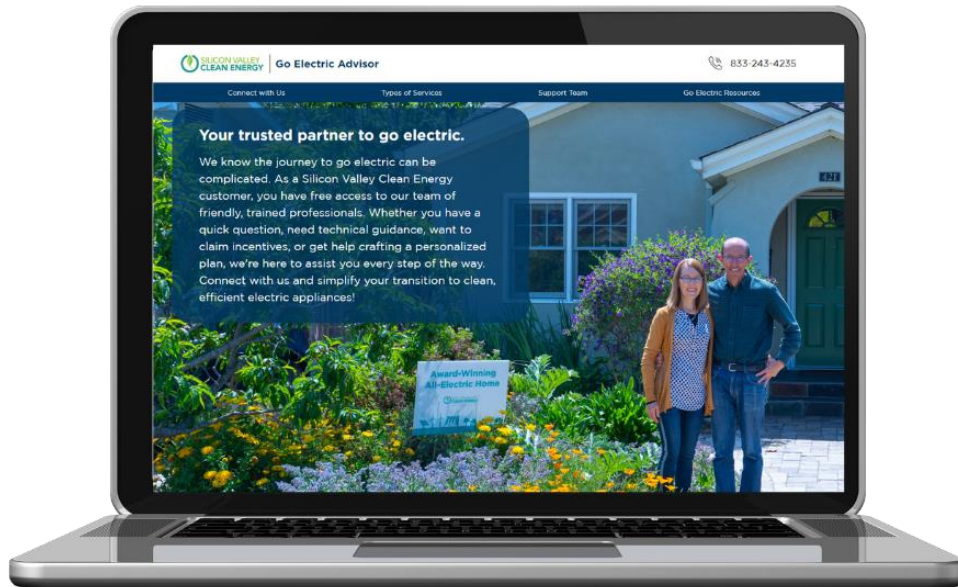
SVCE has evolved as an organization and has grown our offers and services.

eHub 2.0 should complement SVCE programs available to customers.



# GoElectric Advisor

Free access to trusted advisors



- Customers can contact advisors if they have a quick question, need technical guidance, want to claim incentives, need assistance in finding a contractor and understanding the best questions to ask before selecting a contractor, get help crafting a personalized plan, and more!

[goelectric.svcleanenergy.org](http://goelectric.svcleanenergy.org)





# FutureFit Homes

**Up to \$8,000** to make the switch to clean, electric appliances.



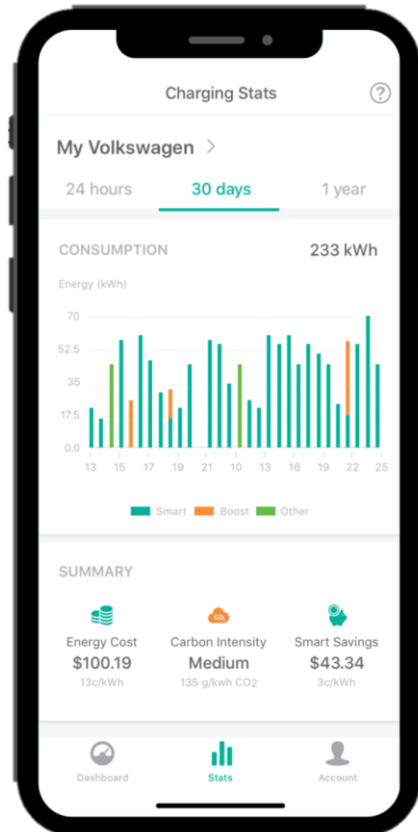
- Rebates available for: heat pump water heater, heat pump HVAC, Pre-wiring, main panel upgrade, and gas meter removal
- Available for single family homes swapping out existing equipment.
- Additional rebates of \$5,000 for income-qualified CARE and FERA customers.

[svcleanenergy.org/Home-Rebates](https://svcleanenergy.org/Home-Rebates)



# GridShift EV Charging

Put your car in charge



- Automatically charge your vehicle with the cheapest, greenest energy available
- Now compatible with rooftop solar!
- SVCE customers can download the app for free and start saving today
- Customers can receive a \$250 rebate when purchasing eligible EV chargers: Smartenit Charger and ChargePoint Charger

[svcleanenergy.org/gridshift-ev](https://svcleanenergy.org/gridshift-ev)

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# Learn more



[svcleanenergy.org](https://svcleanenergy.org)



[info@svcleanenergy.org](mailto:info@svcleanenergy.org)



**1-844-474-7823**



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