
Selecting Organizations & Local Programs for the Hanford Mitigation Fund

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Communications

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March 28, 2025



Overview

- Review Hanford Mitigation Fund goals and guidelines
- Overview of local organizations and priorities
- Discuss recommended projects to fund and options
- Next steps



Proposal

1. Recommend the Silicon Valley Clean Energy Board of Directors authorize the CEO to execute contracts with Kings Community Action Organization and Self-Help Enterprises from the Hanford Mitigation Fund.
2. Determine funding amount of either:
 - Option 1 - \$761,000 over two years
 - OR**
 - Option 2 - \$1,500,000 over five years



Background

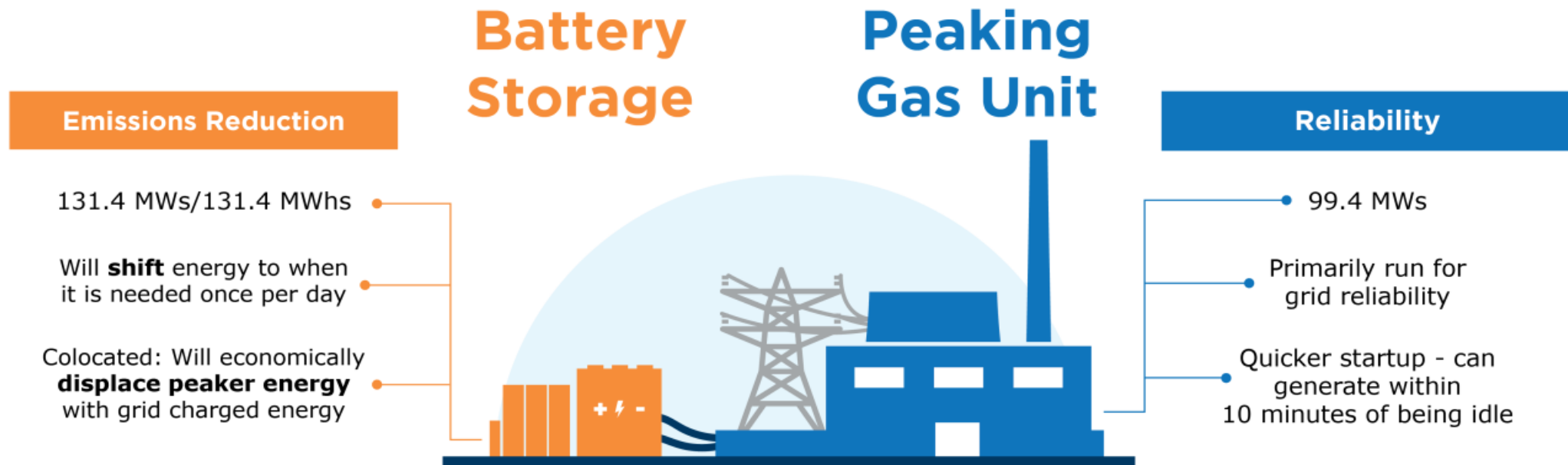
The Board approved Resolution 2024-09 in May 2024 establishing the Hanford Mitigation Fund Guidelines.

- Establishing guidelines and the fund were part of the 12-year power purchase agreement for energy and reliability products from the Hanford Hybrid Natural Gas Power Plant and Battery Energy Storage System.
- Funds to be used for programs and/or projects to help mitigate emissions associated with energy produced by the project.
- SVCE is proactive about ensuring its portfolio management activities leave a net positive impact on communities.



About the Hanford Hybrid Plant

- The Hanford Hybrid Plant is a hybrid natural gas peaker power plant and battery energy storage system that SVCE contracted with to ensure that SVCE can meet its Resource Adequacy (RA) program obligations.





More on the Hanford Hybrid Plant's Location



- Hanford is located Kings County, which is in the San Joaquin Valley
- Kings County population in 2020 was 152,486
- Median household income in 2023 was \$66,428
- Majority of county has designated disadvantaged communities as defined by the 2022 version of CalEPA's CalEnviroScreen 4.0

Source for population and income data: U.S. Census Bureau and CalEnviroScreen 4.0



Approved Hanford Fund Guidelines

	<i>Abbreviated</i>
1	Establish the Hanford Hybrid Plant Emissions Mitigation Fund (“Hanford Fund”).
2	The Hanford Fund goal is to fund programs for low-income and disadvantaged communities to help reduce emissions from greenhouse gases through electrification activities in Kings County.
3	Staff shall seek approval for a one-time funding allocation of \$750,000 to \$1.8 million– for the entire duration of the Hanford contract (12 years).
4	Conduct a stakeholder engagement process to receive feedback directly from Kings County community members about the types of emission reduction programs most beneficial to local residents.
5	Staff shall use the feedback to determine the best course of action for spending funds.
6	Funds shall be used to pay for programs to help reduce emissions from greenhouse gases through electrification activities in disadvantaged or low-income communities in Kings County.
7	One year after disbursement from the fund, staff must report on progress to the Board, and annually thereafter until funds are completely spent.
8	All funds in the Hanford Fund must be disbursed by June 1, 2036.



Staff reached out to six organizations and met with four.

- Interviews focused on understanding local priorities and learning about existing energy-related programs.
- **Kings Community Action Organization** – local community services
- **Self-Help Enterprises** – housing-focused nonprofit serving San Joaquin Valley
- **California Health Collaborative** – statewide nonprofit with Kings County public health initiatives
- **Central Valley Community Fund** – the community foundation serving San Joaquin Valley



SVCE and Local Priorities

SVCE Fund Priorities

Support low-income and disadvantaged communities

Electrification

Reduce GHGs

Stakeholder-driven programs

Kings County Priorities*

Utilities assistance

Food insecurity

Affordable housing

Home repairs

*Data from Jan. 2025 Kings Partnership Got Needs survey



Staff Recommendation

Distribute Hanford Fund to two organizations:

- 1. Kings Community Action Organization – weatherization**
- 2. Self-Help Enterprises – electrification initiatives**

Kings Community Action Organization (KCAO)

Item 3
PRESENTATION

- KCAO is an anti-poverty service organization with a wide array of different services for income-qualified customers
- Their goal is to help individuals and families achieve self-sufficiency through their programs





KCAO Project Proposal

Weatherization Program

- Existing efforts to lower customer bills by providing energy efficiency education and upgrades
 - In 2024, 81 households served, \$5,633.27 average cost per home
- Staff proposes providing KCAO with \$300,000 over two years to increase reach of the weatherization program.
- **Benefits:** Energy efficiency leads to lower bills through reduced energy demand, and increased comfort.



Self-Help Enterprises (SHE)



- **Self-Help Enterprises** – community development organization serving nine counties whose mission is to work with low-income families to build and sustain healthy homes and communities.
- Relevant programs/experience:
 - Sustainable Energy Solutions team – focuses on affordable energy, EV adoption, and community engagement.
 - Outreach implementation partner for CPUC-funded PG&E electrification pilot.





SHE Project Proposal

Community Outreach, Electrification Readiness and Electrification Hub

Three proposed programs:

1. Community Energy Navigators
 2. Lincoln Plaza Affordable Housing Electrification Readiness in Hanford, CA
 3. Electrification Hub & Education Program at Lakeview Terrace in Corcoran, CA (Kings County)
- Two funding options for a two-year engagement or five years. Budget details follow.
 - **Benefits:** SHE can learn more about outreach approaches to enable electrification adoption, particularly at low-income housing developments. Focusing on long-term use and maintenance to reduce bills is necessary; they can use these learnings for the other counties they serve.



SHE Project Details – Option A

Community Energy Navigators

- Employs local people to help enroll residents in energy efficiency programs and educate the broader community on energy incentives, EVs and use of electric tech.
- **Benefit:** Learn more about how CENs can help reach low-income customers to participate in energy programs and offer long-term electrification education.

Lincoln Plaza Electrification Readiness

- Electrification of the community building at an affordable housing community in Hanford.
- **Benefit:** Utilize community building as an education center and location for CENs to conduct workshops and community education.

Total project + admin costs: \$460,806 over two years

(includes \$38,756 for contract admin)



SHE Project Details – Option B

Community Energy Navigators (CENs)

- Same scope
- Five years instead of two

Lincoln Plaza Electrification Readiness

- Same scope and timing

Lakeview Terrace Electrification Hub

- Planned affordable housing development in Corcoran; funding to be used for electrification and smart technologies.
- **Benefit:** Education center to serve as central community space to educate low-income residents and the surrounding community about electrification through events and workshops.

Total project + admin costs: \$1,146,606 over 5 years

(includes \$69,956 for contract admin)



Conclusion

- The two local organizations have a strong track record of delivering programs and are trusted in Kings County communities.
- Provide funding to complementary programs – KCAO for weatherization and SHE for electrification outreach and projects in affordable housing communities.
- Staff will work with the organizations on regular reporting and evaluate the effectiveness of the programs.
- Staff will provide the board with updates on an annual basis, as required by the Hanford Fund Guidelines.
- Total contracts for both organizations will not exceed the total \$1.8M reserved in the Hanford Fund, reserving opportunities for future partnerships.



Next Steps

- Executive Committee provides direction on funding amounts for Self Help Enterprises and makes recommendation to Board of Directors.
- CEO requests signing authority via consent item at April 9 board meeting
- Staff will begin contracting process with selected organizations
- Organizations will be invited to attend the Hanford Hybrid Plant ribbon cutting ceremony being held on April 17



Recommendation

Recommend the Silicon Valley Clean Energy Board of Directors authorize the CEO to execute contracts with Kings Community Action Organization and Self-Help Enterprises in an amount not to exceed **\$761,000** from the Hanford Mitigation Fund. (KCAO Weatherization + SHE Option A)

OR

Recommend the Silicon Valley Clean Energy Board of Directors authorize the CEO to execute contracts with Kings Community Action Organization and Self-Help Enterprises in an amount not to exceed **\$1.5M** from the Hanford Mitigation Fund. (KCAO Weatherization + SHE Option B)

Questions and Discussion



Appendix





SHE Project Funding Breakdown

Option A Total project + admin costs: \$460,806

(includes \$38,756 for contract admin, not reflected below)

Community Energy Navigators (CEN)

- Budget is over 2 years
- \$104,000 – two part-time CENs
- \$62,400 for program administration, oversight and training of CENs
- \$12,000 – Materials and mileage for events
- Total: \$178,400

Lincoln Plaza Electrification Readiness

- Project timeline is 1 year
- \$15,000 – Engineering assessment
- \$210,650 – Capital project costs
- \$18,000 Project management
- Total: \$243,650



SHE Project Funding Breakdown

Option B total project + admin costs: \$1,146,606

(includes \$69,956 for contract admin, not reflected below)

Community Energy Navigators (CEN)

- Budget is over 5 years
- \$260,000 – two part-time CENs \$156,000 for program administration, oversight and training of CENs
- \$22,000 – Materials and mileage for events
- Total: \$438,000

Lincoln Plaza Electrification Readiness

- Project timeline is 1 year
- \$15,000 – Engineering assessment
- \$210,650 – Capital project costs
- \$18,000 Project management
- Total: \$243,650

Lakeview Terrace Electrification Hub

- Budget is over 5 years
- \$30,000 – Project Design
- \$360,000 - Capital project costs (electric technologies)
- \$5,000 – Educational signage
- Total: \$395,000



Clean Power Update

SVCE Executive Committee Meeting
March 28, 2025



Mission Statement

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





Regulatory Landscape



CALIFORNIA

Public Utilities Commission

- The CPUC oversees California's Load Serving Entities by regulating rates and ensuring grid reliability and safety



**CALIFORNIA
ENERGY COMMISSION**

- The CEC is the state's primary energy policy agency, responsible for forecasting energy demand and supporting long-term planning



- SVCE's Board, comprised of officials from its 13 member communities, ensures compliance and fiscal responsibility for the community



California's Clean Energy Goals

SVCE's procurement targets are primarily driven by regulatory requirements and Board goals

SB100

- 60% Renewable Energy by 2030
- 100% Carbon Free by 2045

SB350

- 65% of Renewable Energy must be from Long-Term (10yr or more) contracts

MTR

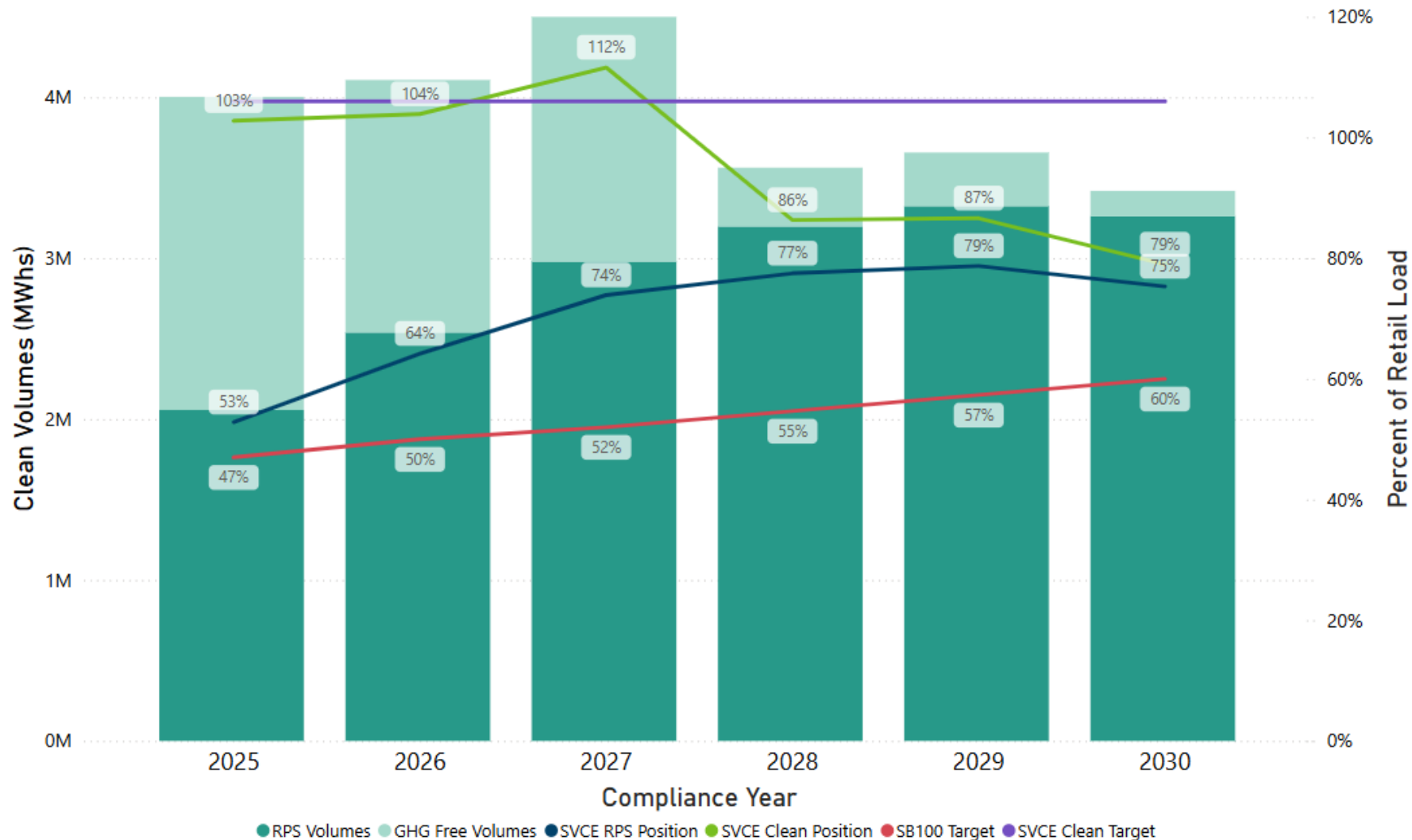
- Mid-Term Reliability
- Established by the CPUC to focus on securing sufficient online resources to meet expected demand in the coming few years

SVCE BOD

- 100% Clean – annually, with line losses
- 75% Renewable by 2030
- 100% Renewable by 2035 (adopted late 2024)



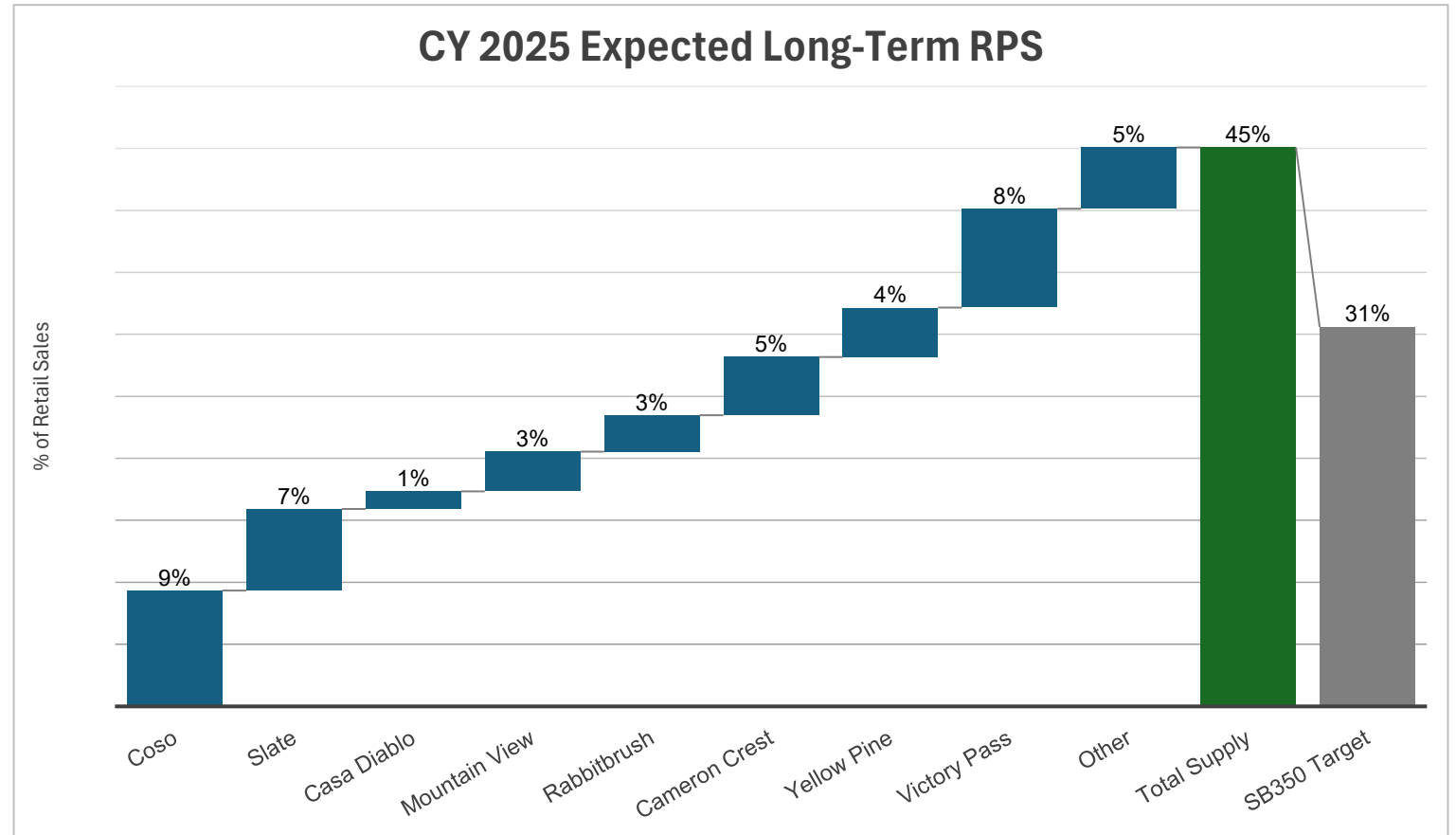
SVCE is On Track to Meet SB100 and Agency Goals for Clean and RPS...





And Making Significant Progress Toward Meeting Long-Term RPS Targets

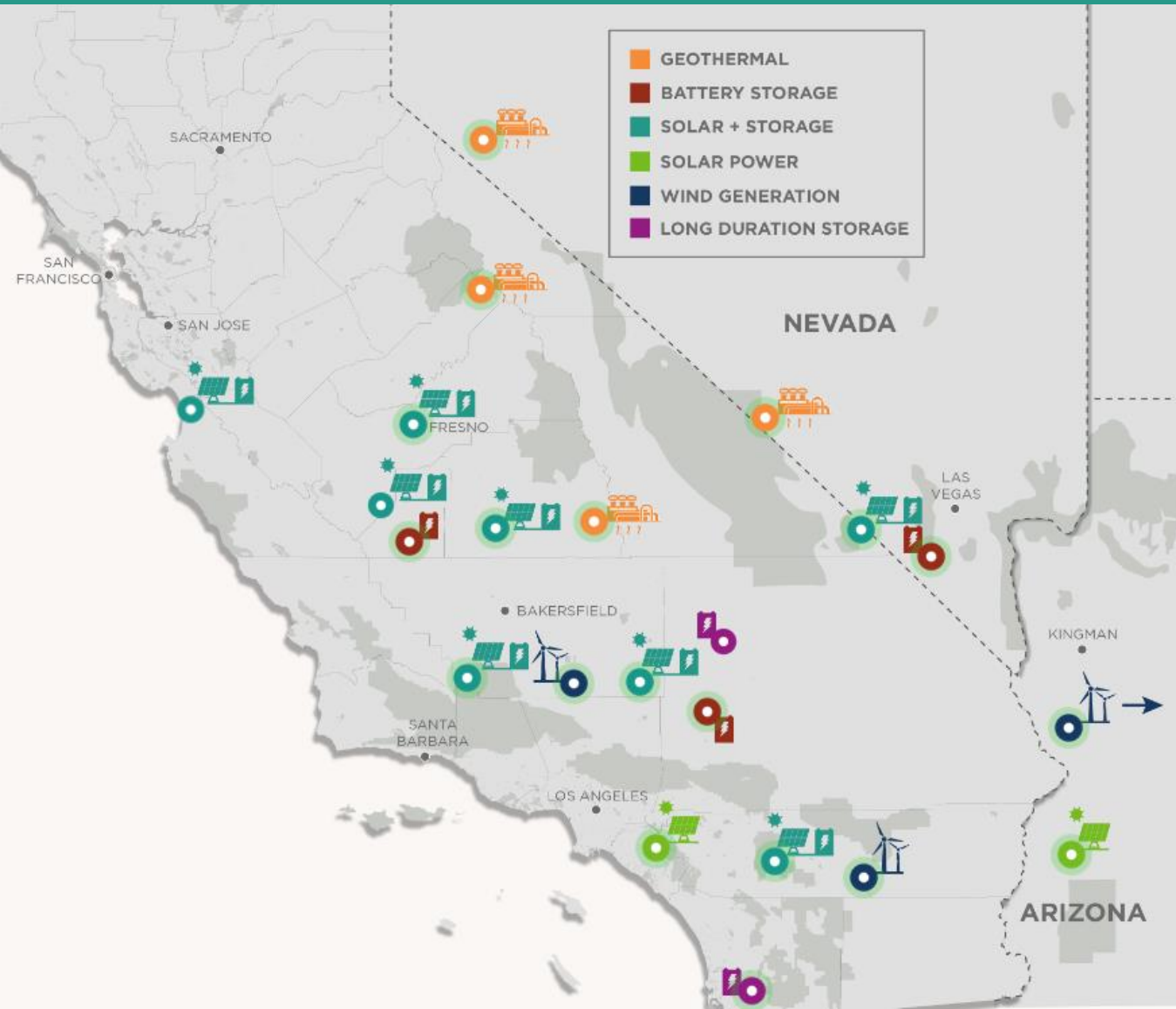
SB350 is a multi-year compliance period obligation, which has interim annual targets



- **Currently in Compliance Period 5: 2025-2027**



Clean Long-Term Power Agreements



- \$3.8B+ in commitments
 - 22 PPAs signed
 - 19 new build projects
 - 1,045 MW of Renewable Power
 - 2,045 MWh of Battery Storage
- 9 Projects now delivering to SVCE:
- COSO geothermal - January 2022
 - Slate Solar + Storage – January 2022
 - Casa Diablo geothermal – July 2022
 - Mountain View wind – July 2022
 - Rabbitbrush Solar + Storage – October 2022
 - Terra-Gen Wind – January 2023
 - Yellow Pine Solar + Storage – July 2023
 - Victory Pass Solar + Storage – March 2024
 - Baldy Mesa Storage (RA-only) – June 2024



SVCE Value-Stacks As Much As Possible

Item 5
PRESENTATION

Victory Pass

Solar + Storage

- 100 MW Solar
- 25 MW Battery
- 15-year term
- 8% of SVCE Load

Meets:

- ✓ SB 100
- ✓ SB 350
- ✓ MTR
- ✓ Board-adopted Clean Goals



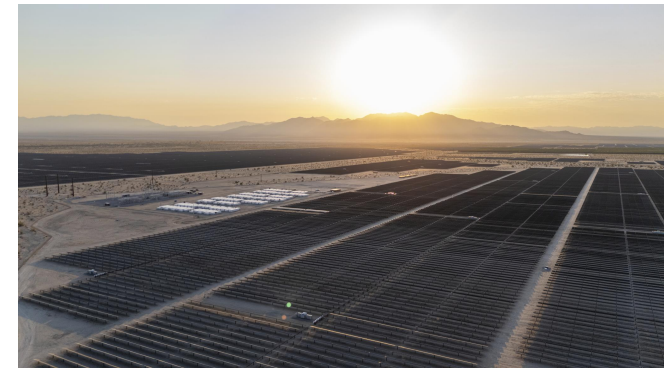


Long-Term Contracts: Online

	Seller	Project Name	Technology	Generation MW	Storage MW	Storage MWh	Term (years)	SVCE Board Approval
1	MN8	Slate	Solar + Storage	93	46.5	186	17	Oct-18
2	Ormat	Casa Diablo	Geothermal	7			10	Feb-20
3	Atlantica	Coso	Geothermal	43.8			15	Mar-20
4	Leeward	Rabbitbrush	Solar + Storage	40	8	20	15	Apr-20
5	NextEra	Yellow Pine	Solar + Storage	50	26	104	20	May-20
6	AES	Mountain View	Wind	33.3			20	Apr-21
7	Clearway	Victory Pass	Solar + Storage	100	25	100	15	May-21
8	Terra-Gen	Cameron Crest	Wind	77.7			15	May-21
9	AES	Baldy Mesa (RA-only)	Storage	0	75	300	10	Sep-22



Casa Diablo Geothermal



Victory Pass Solar + Storage



Long-Term Contracts: In Development

	Seller	Project Name	Technology	Generation MW	Storage MW	Storage MWh	Term (years)	SVCE Board Approval	Status
1	Avantus	Aratina	Solar + Storage	80	50	200	20	Jun-20	Pre-construction
2	174 Power Global	Atlas	Solar	50			10	Jan-21	Pre-construction
3	SB Energy	Angela	Solar + Storage	20	10	40	15	Mar-21	Pre-construction
4	Origis	San Luis West	Solar + Storage	62.5	15.625	62.5	15	Apr-21	Pre-construction
5	Rev Renewables	Tumbleed	Long Duration Storage		15.9375	127.5	15	Feb-22	Construction
6	Onward	Goal Line	Long Duration Storage		14.2	113.6	15	Mar-22	Pre-construction
7	Ormat	Geothermal Portfolio	Geothermal	16.75			20	Jun-22	Pre-construction
8	OME	Fish Lake	Geothermal	1.82			20	Jun-22	Pre-construction
9	Middle River Power	Hanford	Thermal + BESS	99.4	131.4	131.4	12	Apr-23	Construction
10	NextEra	Grace	Solar	120			15	Aug-23	Pre-construction
11	NextEra	Yellow Pine III	Storage	0	115	460	15	Aug-23	Pre-construction
12	Pattern	SunZia	Wind	100			15	Nov-23	Construction
13	VCI Energy	Glossy Garlic	Solar + Storage	50	50	200	10	Oct-24	Pre-construction



SunZia Wind & Transmission



Clean Energy Resources Online Progress as of March 24, 2025

2025 – H1

- Hanford BESS on Peaker: *Construction mode*
- Goal Line Long Duration Storage: *Pre-construction - delayed*

2025 – H2

- Atlas Solar: *Pre-construction – delayed*
- San Luis West Solar + Storage: *Pre-construction - delayed*

2026 – H1

- Yellow Pine III Storage: *Pre-construction*
- Tumbleweed Long Duration Storage: *Construction mode*
- Fish Lake Geothermal: *Pre-construction*
- Aratina Solar + Storage: *Pre-construction*

2026 – H2+

- Ormat Geothermal Portfolio: *Pre-construction*
- SunZia Wind: *Construction mode*
- Angela Solar + Storage: *Pre-construction – delayed*
- Grace Solar: *Pre-construction*
- Glossy Garlic: *Pre-construction*

THANK YOU!



Board Input on Community Space for New Headquarters

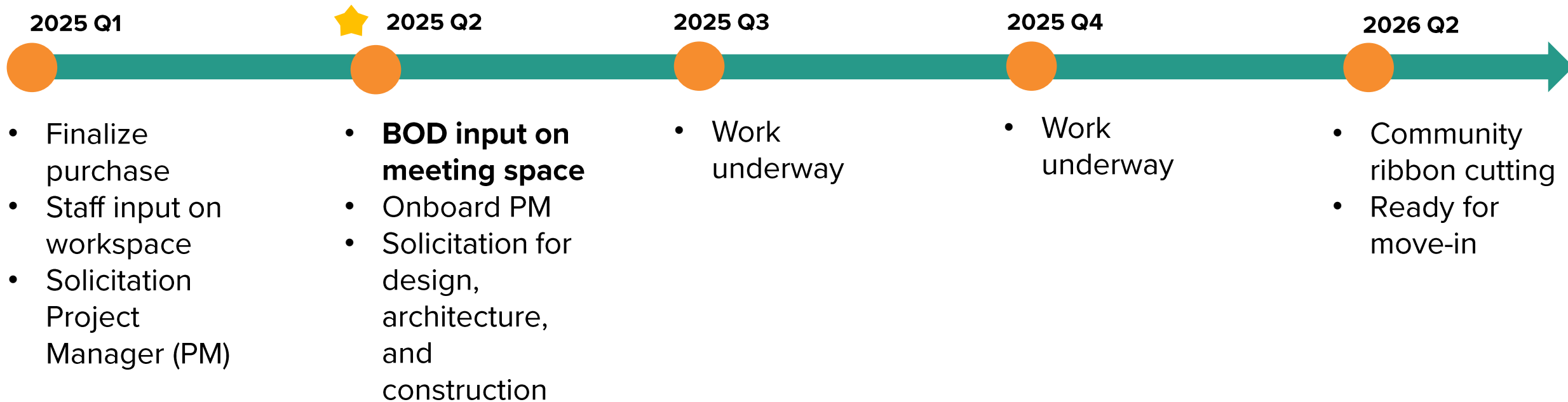
Executive Committee Meeting
March 28, 2025

**Discussion Item:
Gather Input from the Executive
Committee on how to get feedback
from the Board on the Community
Space for New HQ Building.**



Headquarters Timeline

Staff has begun outlining the next steps to shape the building





Options to Solicit BOD Feedback

Community Space:

- **Board chambers/Community room**
- **Other space (non-office)**

Staff would like your input on how best to get Board input on the Community Space.

Options:

- A) Gather input from EC and share recommendations with BOD
- B) Hold BOD study session
- C) Develop ad-hoc committee
- D) Other?



Thank You!

Programs Marketing

Shawn Orgel-Olson, Programs Marketing Manager
3/28/25

Marketing Strategy

Goals

1. Build awareness of SVCE and electrification.
2. Develop trust.
3. Drive participation in programs.



Marketing Funnel

Awareness

Electrification: What is it and why does it matter?
Awareness marketing.

Consideration

Which electrification actions should I take?

Action

I'm ready to electrify. How do I do it? (Make a plan, find contractors/get quotes, leverage incentives, install appliances). *Programs marketing.*

Advocacy

I'm electrified. Now I want to help my friends/family/neighbor do it too.

Knowing our audience

Persona	Energy Wonk	Sustainably Rooted	Green on the Go	Busy Suburban	Making Ends Meet	Rather Not
Values	• <i>New Technology</i> • <i>Control</i> • <i>Integration</i>	• <i>Environment</i> • <i>Health</i> • <i>Future</i> • <i>Community</i>	• <i>Sustainability while limited by home type</i> • <i>Some technology</i>	• <i>Savings</i> • <i>Health</i> • <i>Community</i> • <i>Convenience</i>	• <i>Savings</i> • <i>Home comfort</i> • <i>Convenience</i>	• <i>Trust</i> • <i>Legitimacy</i> • <i>Savings</i> • <i>Community</i>
Messaging to promote program	• Convenience of controlling your usage • Having the latest technology	• Emotional appeal to future • Doing the right thing for environment • Home comfort and safety	• Supporting renewable development • Social and environmental responsibility • Reinvesting in community	• Electrification when time to upgrade for comfort, safety and long term \$ savings • Reinvesting in the community	• Use less energy to save money on bills • It's cool to care about clean energy • Supporting a good cause without investing time	• Reinvesting in community • Public agency means we are legitimate and transparent • Competitive rate discount still apply



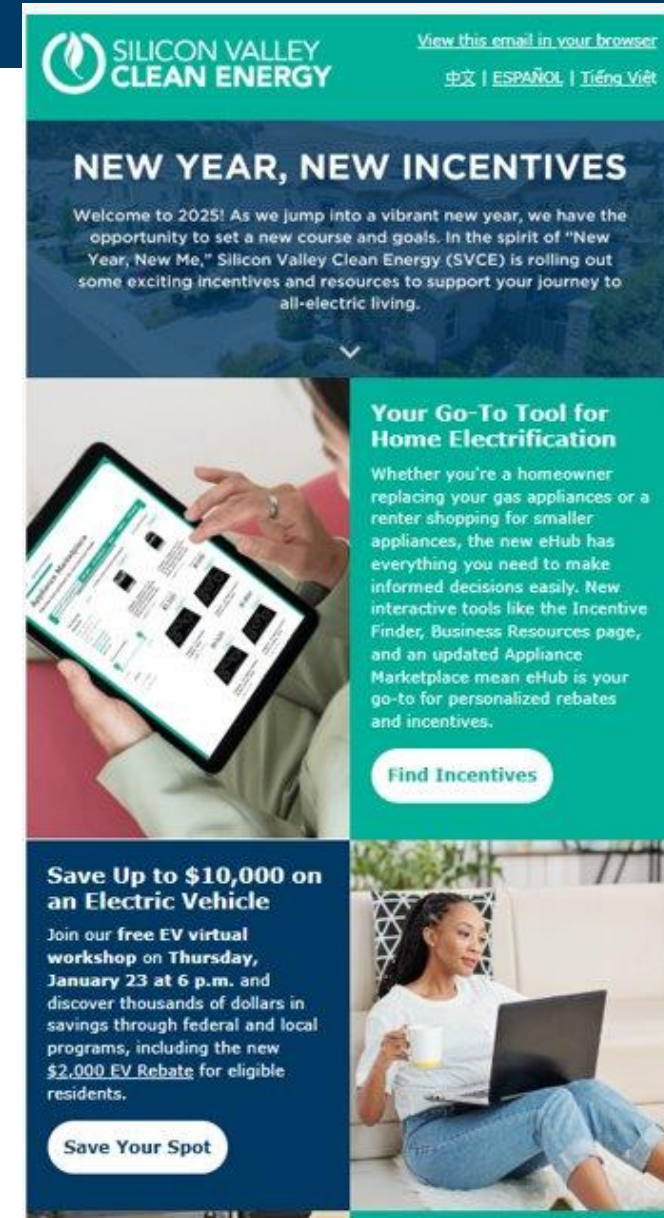
Umbrella vs. Dedicated Marketing

Umbrella Marketing

- New approach
- Bundles programs by area of focus (e.g., building electrification), audience (e.g., all residential customers, income-qualified customers)
- Increased efficiency

Dedicated Marketing

- Certain programs require dedicated marketing to a certain segment
- Marketing plans developed for all programs





Umbrella Example: Home Upgrades

Three pathways to an electric home

Rebates

Choose your ideal contractor, reserve your rebate, and claim your reimbursement.

Learn More

Assisted

Maximize your savings with our web-enabled platform that assists with incentives and competitive quotes

Learn More

Full-Service

Enjoy hassle-free upgrades with fixed pricing and the help of our trusted partner contractors.

Learn More

See Benefits ▾

See Covered Upgrades ▾

Sample Umbrella Ad Campaign: eHub



Channel Mix

- **Paid Ads**
 - Digital (Meta, Google)
 - Audio (AudioGo, Spotify)
 - Print
 - Out of Home
- **Email Marketing**
- **Organic Social**
 - Facebook, LinkedIn, NextDoor
- **Community Based Organizations**
- **In-Person Outreach**
 - Events
 - Presentations

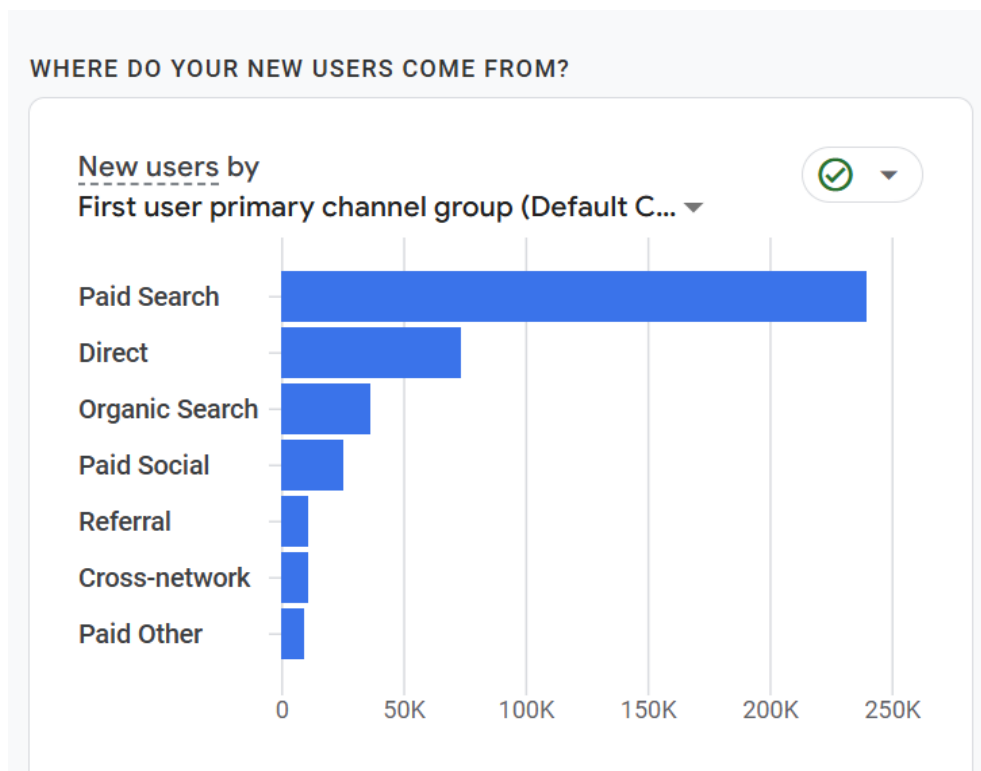
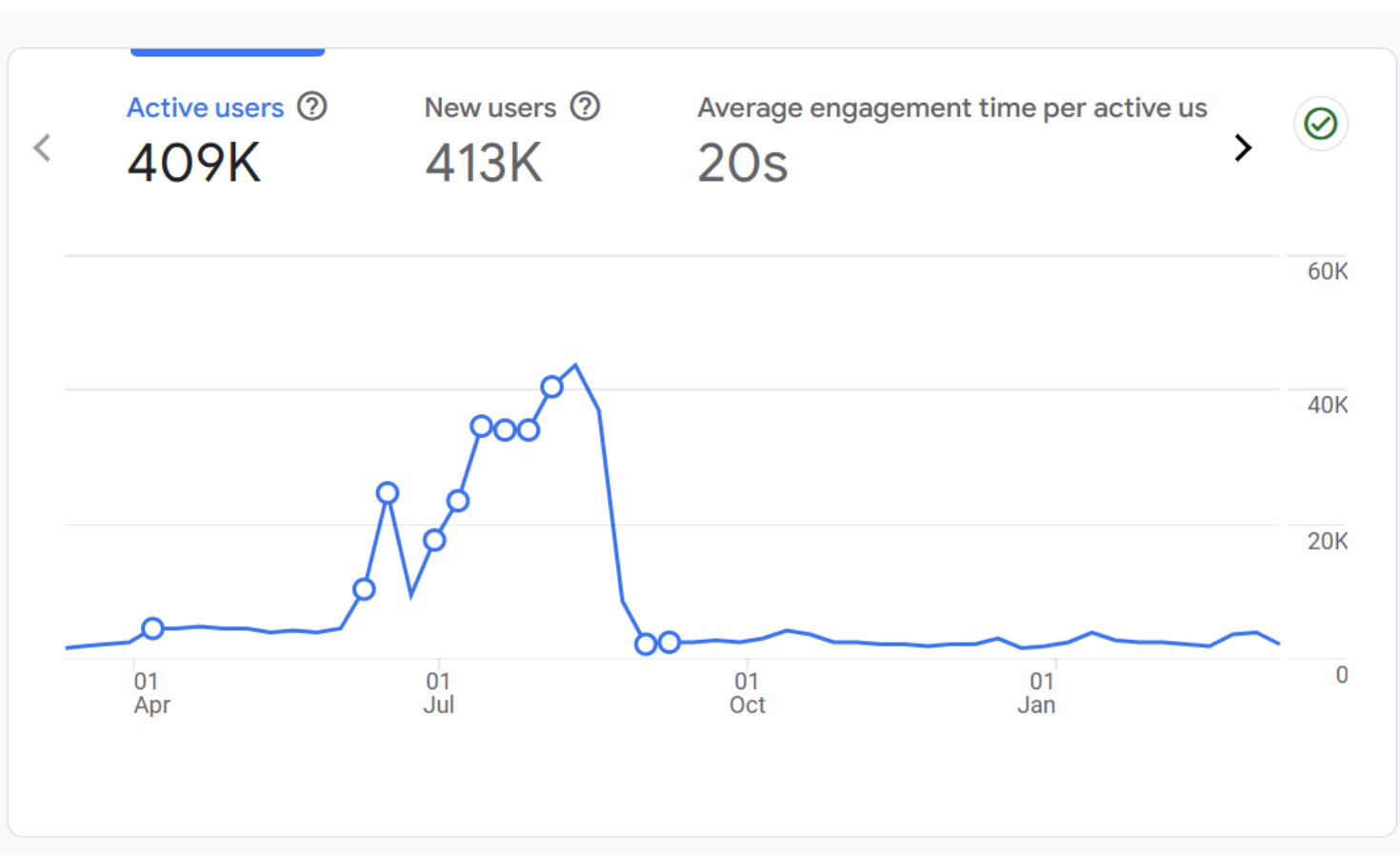


Tracking

Key Performance Indicator (KPI)	Metric	Frequency & Method of Reporting
Primary KPI: Program participation	- Traffic: # of visitors, unique visits, page views - Engagement: session duration, pages per session, bounce rate, conversion	Monthly: Google Analytics, ad platform tracking pixels for attribution, Salesforce/SMUD for program participation
Secondary KPI Awareness	- Reach, impressions, view completions - Brand awareness survey results	- Monthly metrics - Annual SVCE brand survey



12-Month SVCE Website Traffic





3+ Month Program Marketing Outlook

APRIL

- Umbrella: Power Squad eHub Ad Campaign
- Umbrella: Program eBlast
- Earth Month Events
- Programs Pocket Guide
- Assisted Home Upgrades and Zero Interest Financing Hard Launch
- Small CBO Collaboration Launch
- Contractor Training Ads
- Smart Charging by GridShift Email Campaign (Mar-May)

MAY

- Umbrella Power Squad Ad Campaign
- Umbrella Residential Programs Webinars, 5/6 and 5/15
- Youth Scholarship Event, 5/17
- Full-Service Home Upgrades Hard Launch
- Post-eHub Launch Ad Campaign
- EV Incentives Ad Campaign
- BayRen Multifamily Lunch & Learn

JUNE+

- Umbrella Programs eBlast
- Umbrella Home Upgrades Ad Campaign, Spanish-first design
- IQ Programs eBlast and Mailer
- Virtual EV Workshop in Sept.
- Website Relaunch, Nov.
- Gilroy EV Expo, Nov.
- Contractor Event, Nov.