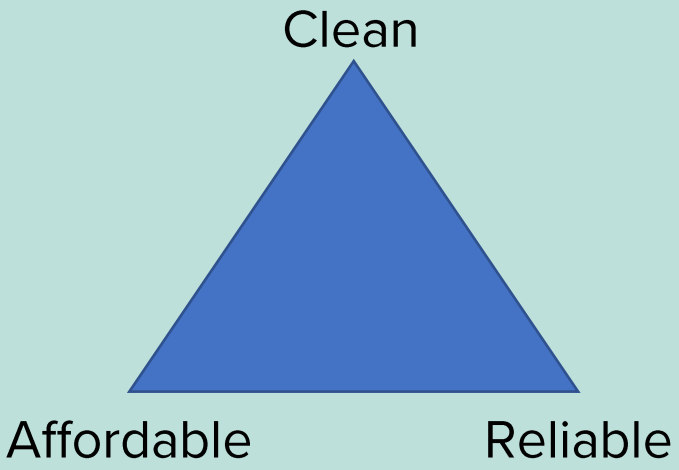
Customer Demand Flexibility Services

SVCE Executive Committee Meeting
April 22, 2025

SILICON VALLEY CLEAN ENERGY

Improving ‘Demand Flexibility’ enables better alignment of demand with supply – and supports SVCE’s mission.



Purpose of today’s presentation:

- Review needs, goals and opportunities for Demand Flexibility in SVCE’s service area
- Review scope and contracting approach for:
  - Demand flex services, including new Distributed Energy Resource Management (DERMS) platform
- Complex topic – to be presented to BOD in May

Value of Demand Flex: "Energy Duck Curve"

Opportunity Statement

Devices in SVCE Service territory can shift usage to cleaner, lower-cost (sunny) hours within the day.

"Demand Shift" Benefits:

- Savings opportunities for participating customers
- Savings on energy and capacity costs for SVCE

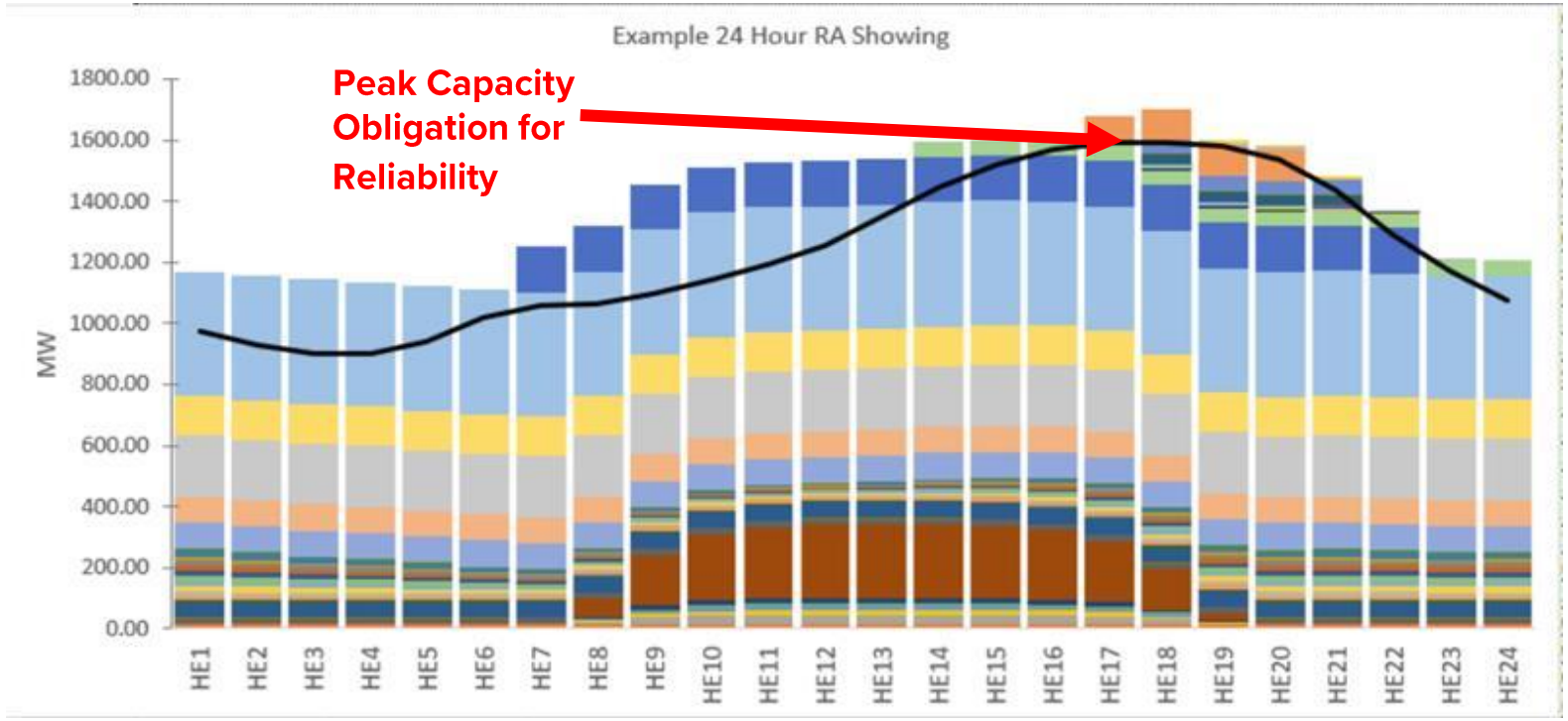
Grid Energy Costs:

- Daily: Prices are lowest during the sunny hours, and highest in the evening
- Seasonal: negative prices common during spring solar hours, $1000+/MWh is possible during hot summer heat events

CAISO Wholesale Energy Prices – 4/14/2025

Value of Demand Flex: Reliability

Capacity Obligations (Example)



Capacity Prices

Year	CPUC Capacity Market Price Benchmarks ($/kW-month)
2019	$2.77
2020	$5.20
2021	$7.33
2022	$8.11
2023	$14.37
2024	$26.26
2025 (Forecast)	$40.31

Grid capacity obligations:

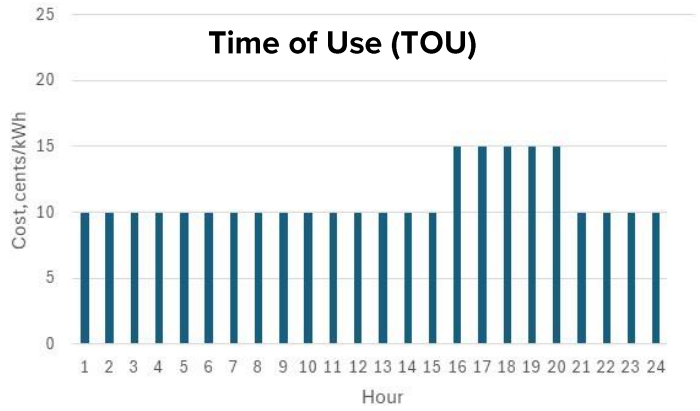
- Reliability obligation is highest in evening hours, Jul–Sept
- Reliability obligation is lower during sunny hours, and overnight
- Shifting obligations out of the evening peak hours can create savings on Capacity procurement costs

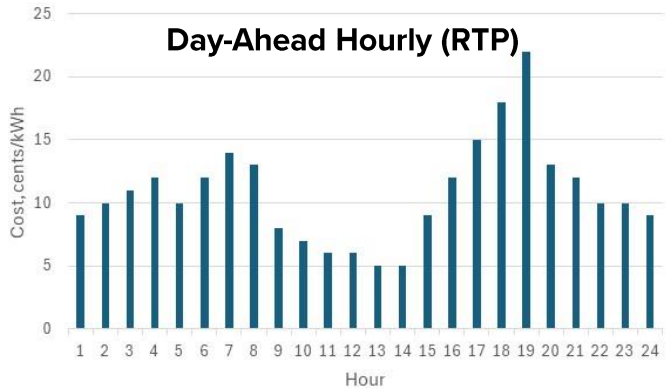
As the clean energy transition progresses, needs and opportunities for Demand Flexibility are expanding.

	Past . . .		Now and Future . . .
Supply	• Fossil-based • Predictable capacity • Seasonal price volatility		 • Renewable • Variable capacity • Daily price volatility
Demand	• Mixed fuel • Flat/declining load • Dumb on/off appliances		 • All-electric • 70%+ load growth • Connected/flexible loads
Demand/Supply Matching	• Manual load reduction during extreme peak events		 • Dynamic rates • Automated control & optimization

How can customers be encouraged to ‘flex’ demand from higher to lower-cost hours?

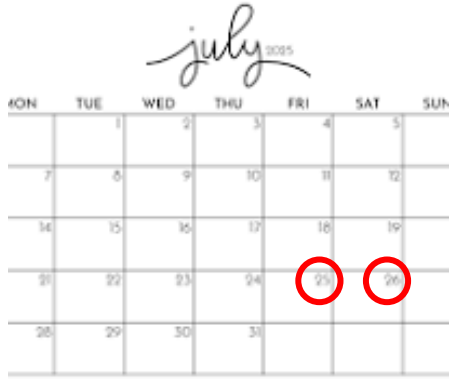
Time-Variant Electric Rates





Daily Load Modification Incentive Programs

Event-Based Load Reduction Incentive Programs



Smart devices and clear market signals are essential for demand flexibility and achieving beneficial load shift.

Demand Flex Approach	Example Application	SVCE Experience
Rates: Time of Use (TOU)	EV charging mobile app controls charging, begins when customer's TOU rate is lowest, e.g., 11 pm	• 90+% of customers on TOU • E-ELEC pilots
Day-Ahead Hourly (RTP)	Commercial irrigation pump controllers receive RTP rates, run in hours when electricity is lowest-cost	• 'Hourly Flex Pricing' pilots • GridShift EV Charging Pilot
Daily Load Modification Program (LM)	Customers enroll their batteries in a Load Mod program, receive payments for automated discharge during scheduled peak hours each day	• SunRun solar + storage pilot • Load Mod capacity value offsets SVCE RA obligation
Event-Based Demand Response Program (DR)	Residential customers enroll thermostats in a Demand Response program, paid for automated 2-3 degree set point increase during grid emergencies	• SVCE has not run a DR program • SVCE has purchased RA from DR 'market aggregators'

California aims to double load-shift by 2030, especially through expanded 'load modifying' approaches.

Demand Flexibility Approach	Example	2022 CA Estimate	2030 CA Goal	Illustrative SVCE 2030 Pro-Rata Share
Daily Load Modification	**Rates: Time of Use (TOU)** **Day-Ahead Hourly (RTP)**	~1,000 MW	3,000 MW (x3 2022)	~60 MW
	Load Management Programs			
Event-Based Load Reduction	**Demand Response Programs** **Emergency Back-up Generation**	~2,000 MW	4,000 MW (x2 2022)	~75 MW
		~3,000 MW	7,000 MW	~135 MW

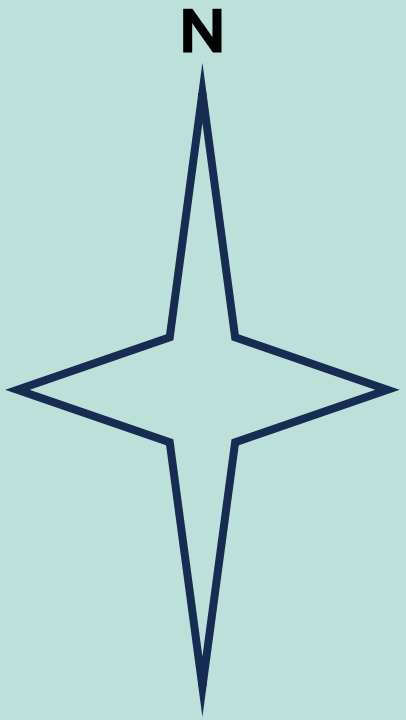
There is significant potential for demand flexibility and beneficial load shift in SVCE's service area.

Current and Projected Deployed Devices, and Projected Demand Flexibility Potential in SVCE Service Area*

Device/Technology	2025			2030		
	Estimated Number of Devices	Low estimate Deployed Demand Flex Potential (demand/ MW)	High estimate Deployed Demand Flex potential (demand/ MW)	Projected Number of Devices	Low projection Deployed Demand Flex Potential (demand/ MW)	High projection Deployed Demand Flex potential (demand/ MW)
Electric Vehicles (managed charging)	60,000	22	42	160,000	60	112
Battery Storage (residential)	7,000	10	35	10,000	15	50
HPWH (residential)	10,000	2	4	30,000	6	12
SCTs/HVAC (residential)	60,000	10	20	80,000	13	26
Bldg Mgt Systems (Non-res Load Mgt)	300	5	10	500	8	17
Total		49 MW	111 MW		102 MW	217 MW

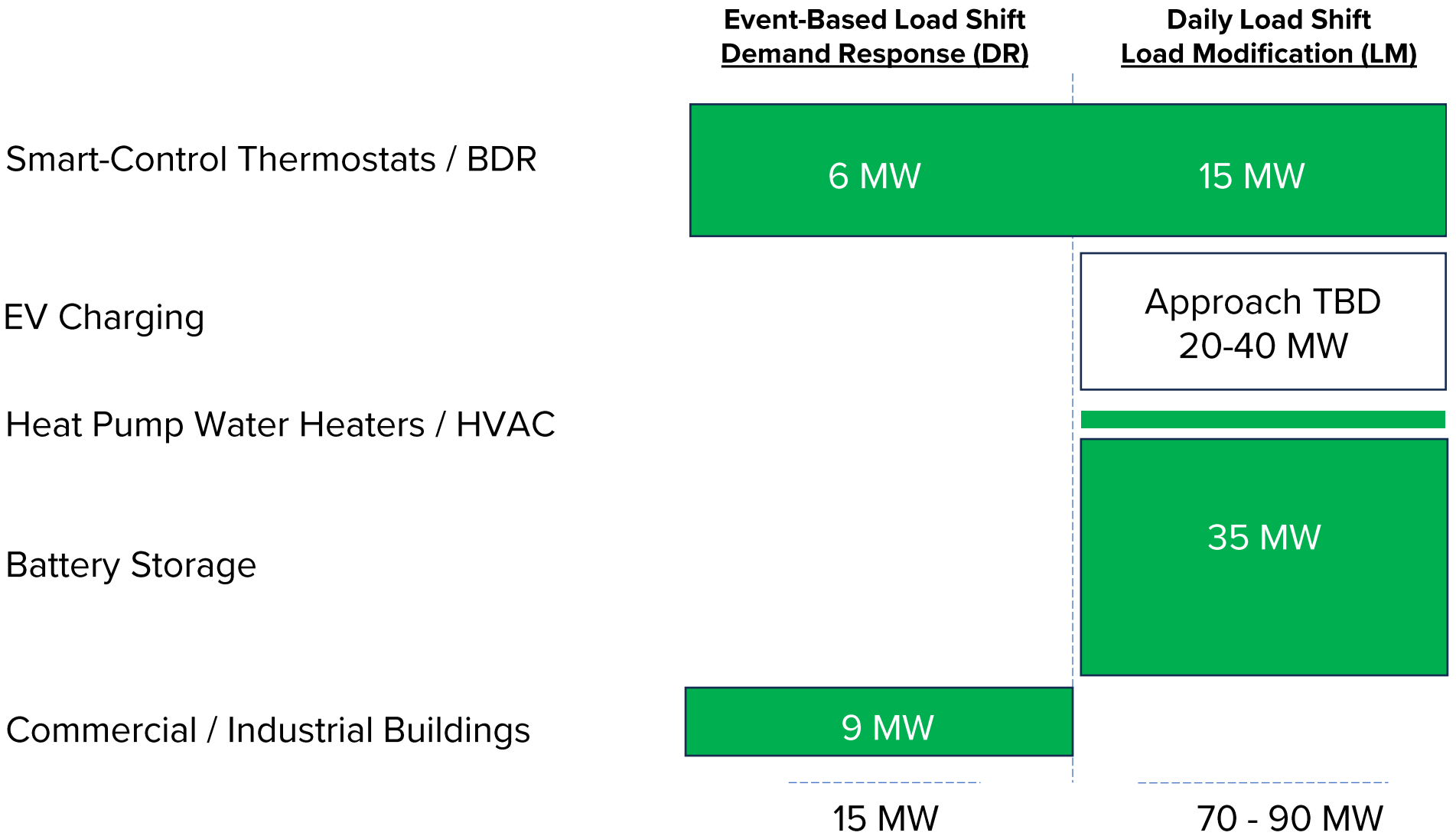
*2030 device projections are speculative, reflective of current device adoption trends; industrial loads and back-up generation not included in this table.

In late 2024, SVCE issued an RFP to identify teaming partner(s) for SVCE's Demand Flexibility efforts.



- Goal: Enable SVCE to provide <u>all</u> customers with the ability to earn savings by easily, automatically and comfortably flexing their electricity use daily
  - contribute to a reliable and clean grid
  - generate operational value for SVCE
- Two parts:
  - Part 1: provide 5MW of existing demand flex capacity by 2026
  - Part 2: enroll 25MW of new demand flex capacity by 2030
- Teamed with Peninsula Clean Energy; 17 proposals received
- Currently contracting with two service providers

Demand Flex 2030 Vendor Scope and Load Shift Goals



A DERMS provides control signals to customers' devices, to shift load, and tracks results.

Role of a Distributed Energy Resource Management System (DERMS)

- Communication to devices and providers
- M&V, settlement
- Centralized project tracking

SVCE

- Dispatch instruction
- Incentive/Settlement Enrollment Data

DERMS Platform

- Dispatch devices
- Data collection and measurement

- Dispatch Signals
- Integrations and data
- M&V

Aggregators

OEMs

- Program development
- Customer recruitment
- Dispatch devices

Customers

- Residential
- C&I

Next steps: near-term SVCE demand flex priorities, programs, and contracting efforts.

- - RFP PART 1 - -

- - RFP PART 2 - -

Planned Timeline

1H 2025	• Contract for existing market-integrated capacity from SCT/behavioral demand response customers for 2026-2030
1H, 2H 2025	• Contract for SVCE DERMS platform [May 2025], implement DERMS
2H 2025	• Contract for Load Modifying capacity from existing local battery customers for 2027-2030
2H 2025	• SVCE ‘On Ramp’ program(s) for equipment funded by current/past SVCE decarb programs
2H 2025	• ‘Bring your own device’ program for new energy storage
1H 2026	• ‘Bring your own device’ program for new SCT, and registration campaign for existing
2H 2026	• C&I demand response / load modification program
ongoing	• *EV managed charging, PG&E hourly flex pricing pilot support, TOU super off-peak pilot*

Questions

New SVCE Residential Rates: Executive Committee

4/22/2025

SILICON VALLEY CLEAN ENERGY

Overview

- **Review staff recommendation to close E-ELEC 1.0 and launch E-ELEC 2.0 (Discussion)**
- **Preview New Residential EV Rate (Informational)**

SILICON VALLEY CLEAN ENERGY

Today's Recommendations

1) Close E-ELEC 1.0 rate

We've learned enough from the 1.0 pilot to inform new rates better designed to achieve our goals.

2) Adopt E-ELEC 2.0 pilot

New, opt-in rate pilot program for customers with heat pumps to increase post-electrification savings.

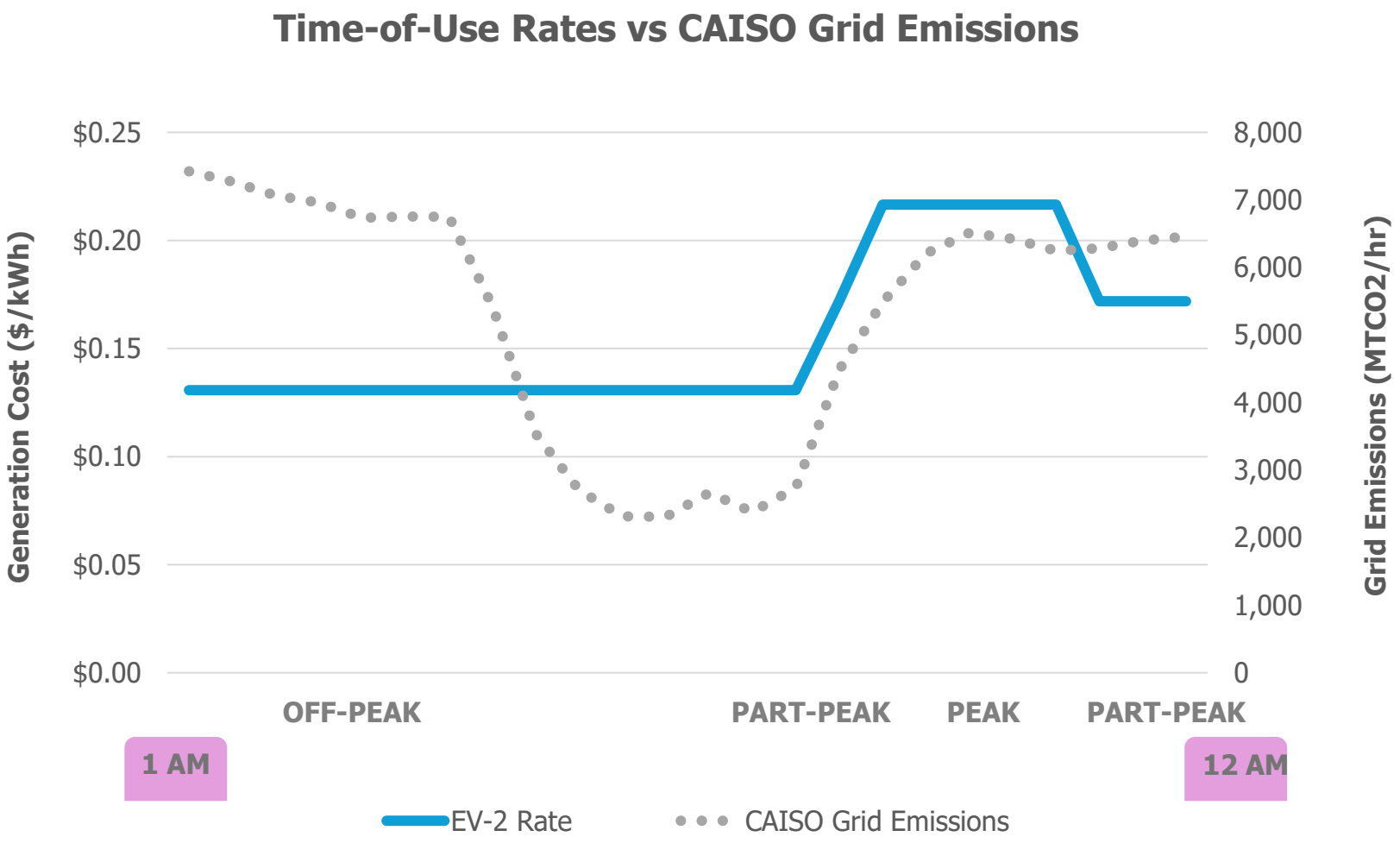
Time-of-Use (TOU) plays an important role in leveraging load shift potential

SVCE Effort	Question We're Answering
RTP Pilot	How can SVCE integrate with PG&E's billing system?
VPP / DERs	How can automated response to dynamic price signals impact customer bills?
★ E-ELEC 2.0 & New EV Rate	How can price signals influence customer behavior? Can we improve TOU rates?

Background

Grid emissions are lowest during daytime hours, and higher in the evening and overnight.

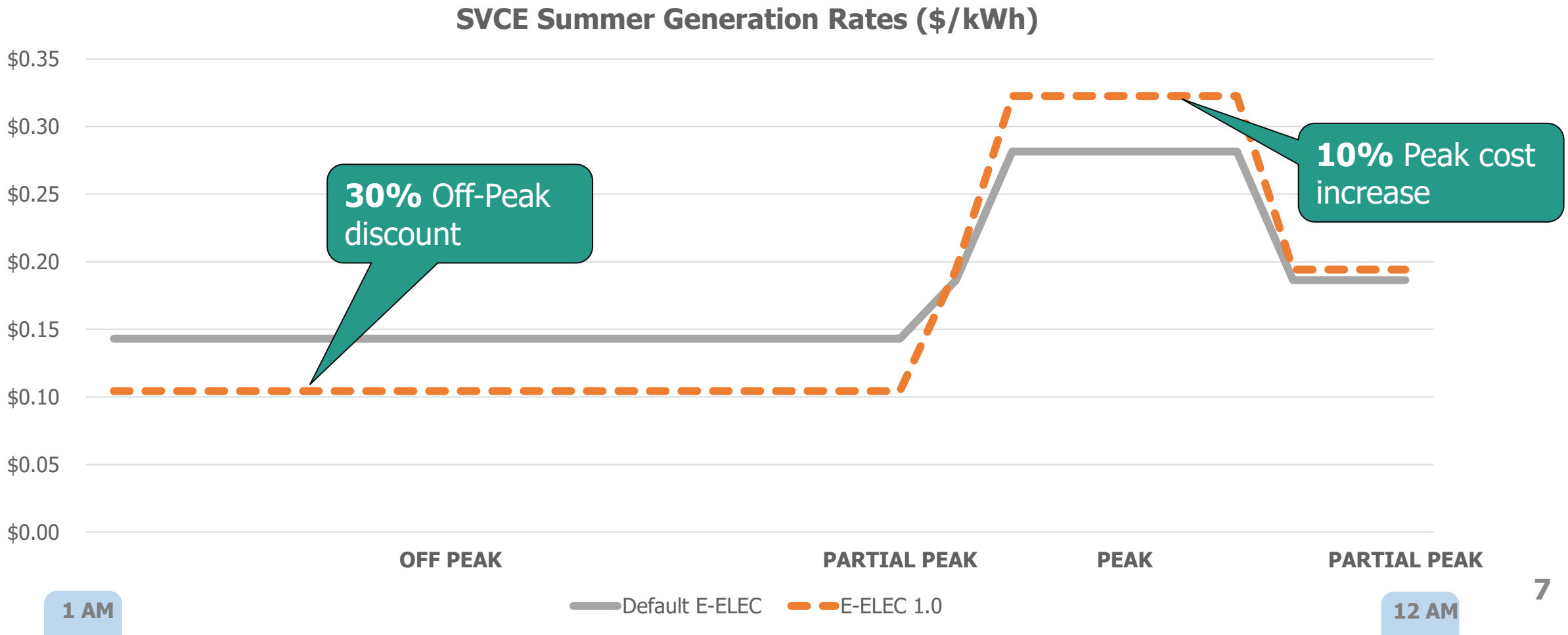
Current Time-of-Use (TOU) electricity rates don't reflect this.



E-ELEC 1.0 LEARNINGS

What is the E-ELEC Rate Pilot?

SVCE launched the E-ELEC 1.0 rate pilot to test rate-driven load-shifting.



E-ELEC 1.0: Key Stats

5,300
Customers enrolled

Avg. $15/month
Customer bill savings

$8.0M
Remaining budget
(85% of original $9.5M)

Lessons learned from E-ELEC 1.0 Pilot

GOALS
Reduce customer bill impacts for **home electrification**
Incentivize **load shifting**

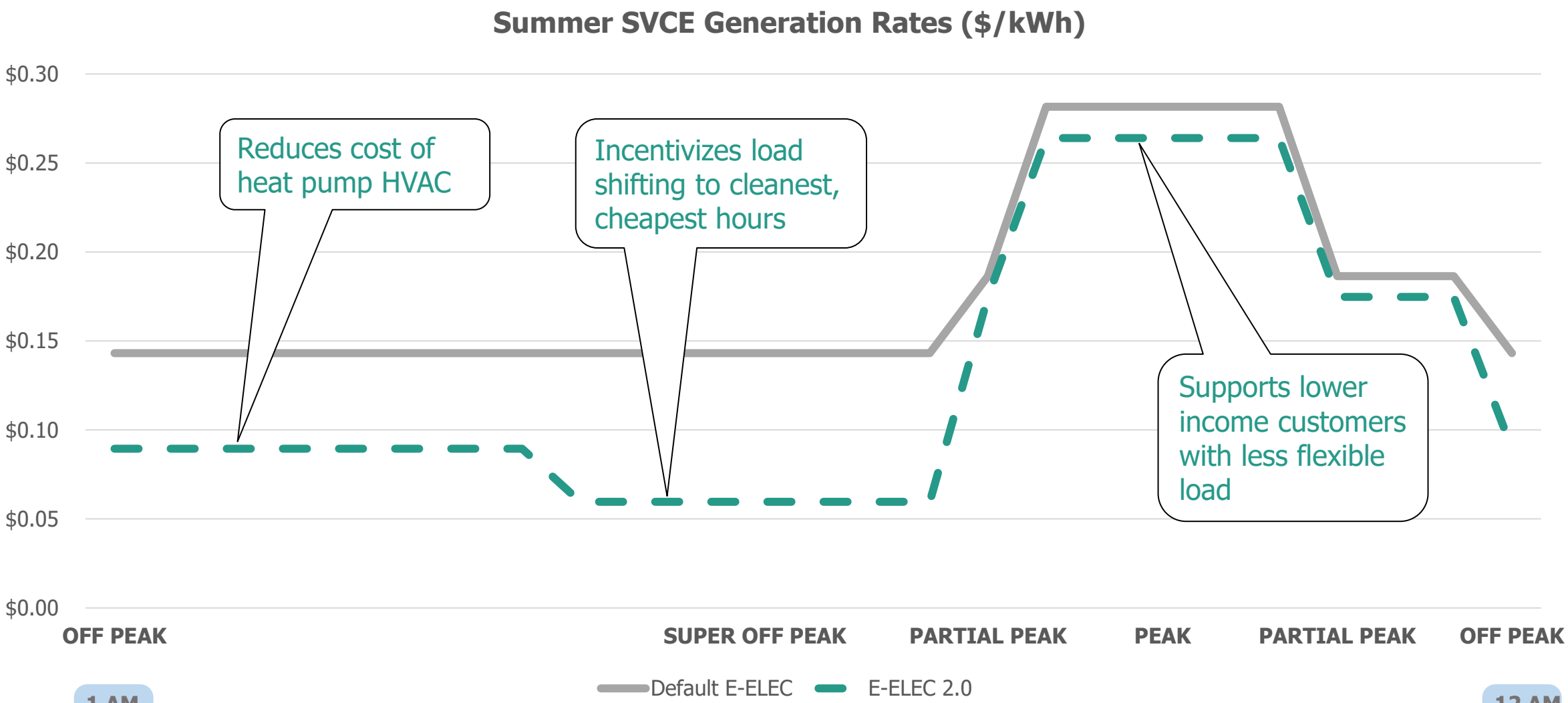
LEARNINGS	
Customers saved money!	
Primary enrollment device is **EVs**	
Improved TOU price signals	
Hard to correlate behavior change	
Auto-enrollment meant awareness is lower	

THE FUTURE: E-ELEC 2.0

Adjusting rate design to achieve our goals

E-ELEC 1.0 GOALS	E-ELEC 2.0 DESIGN CHANGES
Reduce customer bill impacts of **home electrification**	Require heat pump space **and** water heating to qualify
Incentivize **load shifting**	Introduce a new Time-of-Use (TOU) period that **better aligns with grid emissions**, helping reduce system-wide costs for all customers
Influence customer behavior to boost savings	**SVCE to control rate enrollment**, creating a dialogue with customers from day one
Support home electrification **at scale**	Include **ongoing M&V** to capture learnings and steer towards a scalable version of this rate

Guaranteed savings which can be increased



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Meet Sue

- Sue installs heat pump space and water heaters
- Signs up for default E-ELEC
- With her busy lifestyle, she *does not* change energy use behaviors

Sue saves $250/yr

$$$$

Meet Liz

- Liz installs heat pump space and water heaters
- Signs up for the E-ELEC 2.0 pilot program
- Liz makes *minor* changes to her household's energy use behaviors

Liz saves $450/yr

$$$$$$

Meet Jo

- Jo installs heat pump space and water heaters
- Signs up for the E-ELEC 2.0 pilot program
- Jo *maximizes* savings by shifting usage to daytime hours and leveraging smart tech

Jo saves up to $650/yr

E-ELEC 2.0 pilot program budget: $3.5M

Budget will provide:

- Customer Discounts
- Administration
- Billing Setup & Support
- Contingency
- Measurement & Verification

Release remaining $4.5M to support other decarb efforts

Benefits:

- Enroll up to **5,000 customers** over 5 years (through 2031)
- **$2.5M** in direct **customer bill savings**
- Integrate into existing SVCE electrification programs
- Inform future SVCE rate design

Staff Request for May BOD Meeting

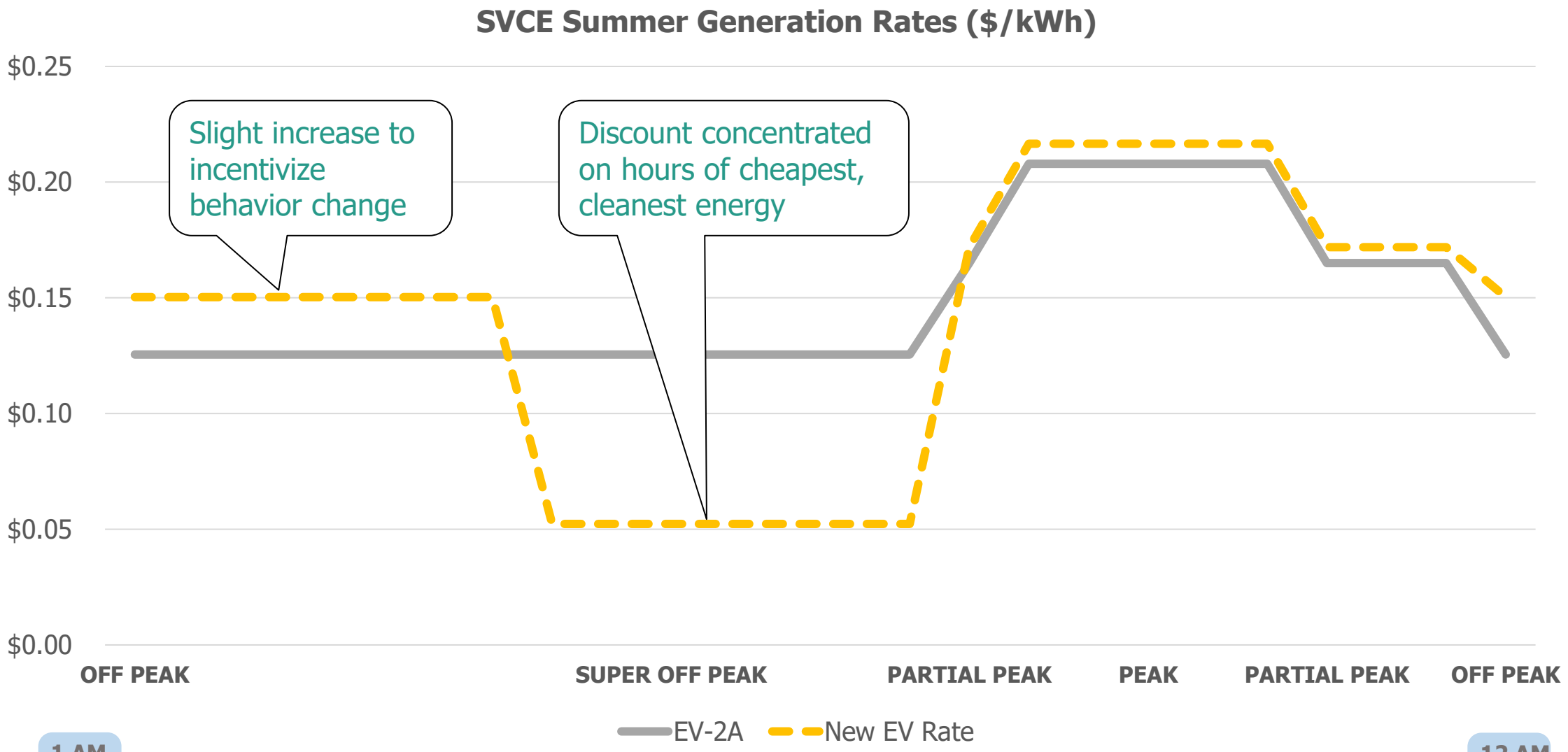
End	The Executive Committee recommend to the Board to end the current E-ELEC 1.0 Rate Pilot Program effective July 1, 2025.
Adopt	The Executive Committee recommend to the Board to adopt the E-ELEC 2.0 Rate Pilot Program with a budget of $3.5M.

NEW EV RATE DESIGN
INFORMATIONAL

EV charging is the most impactful flexible load

NEW EV RATE GOALS	EV RATE DESIGN
Reduce customer bill impacts for **EV charging at home**	**Open to all EV owners** – clear customer demand/interest
	Validate improved Time-of-Use (TOU) structure that **better aligns with grid emissions**, informing future SVCE residential rates
Incentivize **load shifting**	Aligns with ongoing SVCE efforts to automate and manage EV charging
	Include **ongoing M&V** to be able to clearly convey savings from rate and customer actions; capture learnings

Sending a clear message: "Charge during the day and save money"



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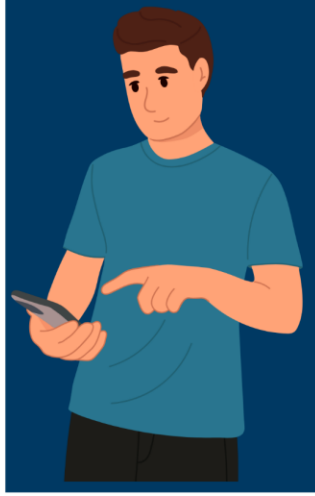
Meet Sal

- Sal drives an EV
- Signs up for New EV Rate
- Sal makes *no changes* and continues to charge only overnight



Sal loses $45/yr

$$$$

Meet Leo

- Leo drives an EV
- Signs up for New EV Rate
- Leo charges between 9a-3p once out of every 4 times they charge

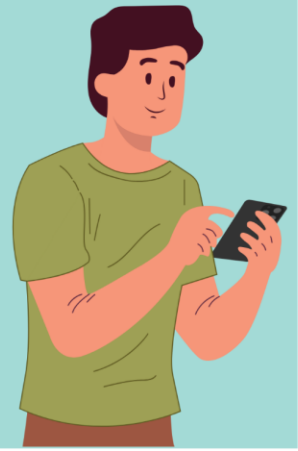
Leo saves $55/yr

$$$$$$

Meet Jack

- Jack drives an EV
- Signs up for New EV Rate
- Jack charges between 9a-3p at least half the time he charges

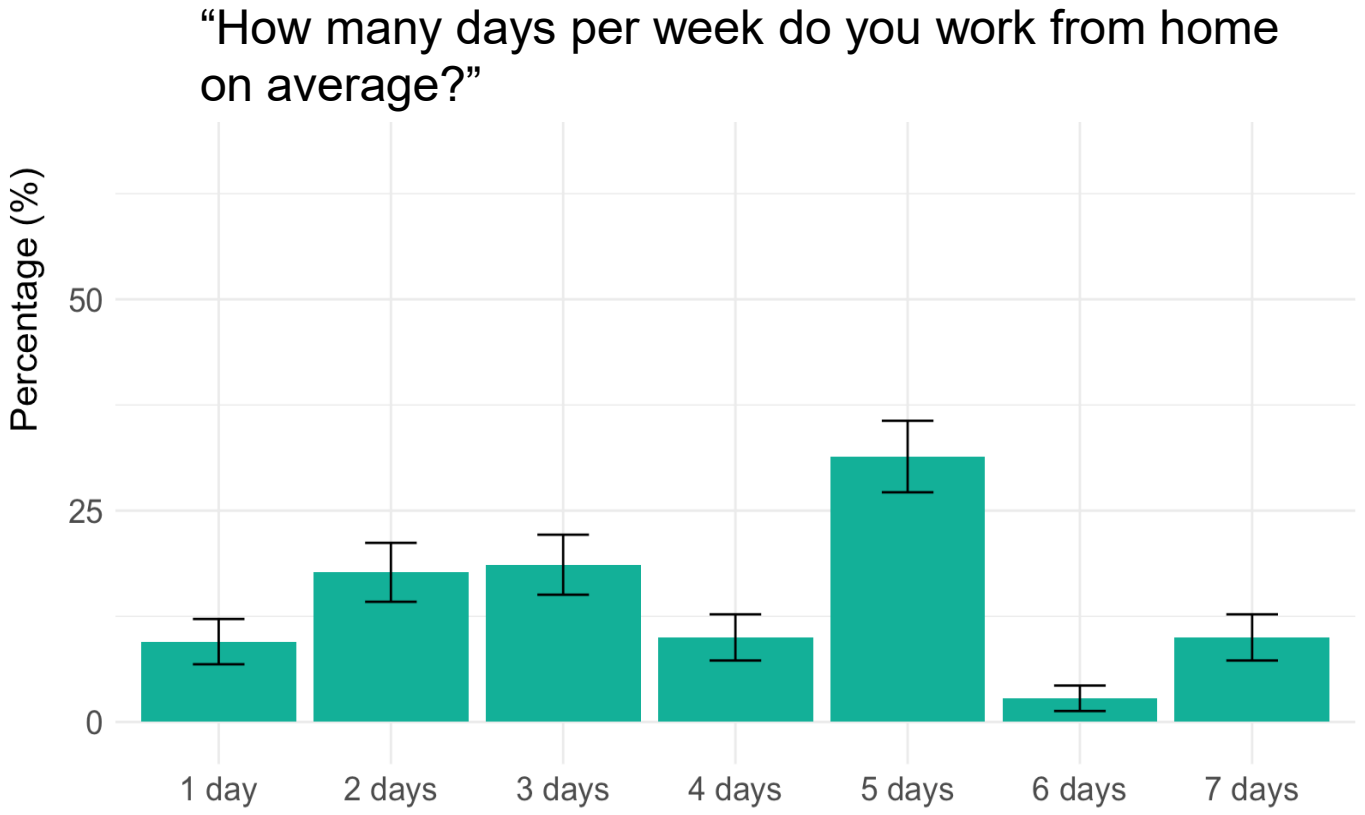
Jack saves $160- 325/yr



How many people are home to take advantage of cheaper daytime hours?

Hint: more than you may think!

- **2/3 of customers surveyed work from home**
- Over half of those customers reported being **home 4 days a week or more**
- Based on survey results from 800+ SVCE customers, 1/3 of which are EV owners



Who would this new EV rate be for?

Target Demographic:

- ☑ EV owners (renters and homeowners)
- ☑ Mixed-fuel, partially electric, or all-electric homes
- ☑ Willing and able to shift at least 10% of charging to daytime hours
- ✖ Homes with solar (may see bill increases)
- ☑ Homes with solar + storage

Timeline & Next Steps

May	Seek Board approval to end E-ELEC 1.0 and adopt E-ELEC 2.0
June - July	Continue developing New SVCE EV Rate
August	Bring New EV Rate to Executive Committee for review and discussion
September	Bring New SVCE EV Rate to Board for adoption

APPENDIX

Proposal: replace current E-ELEC rate pilot with a default rate and updated pilot design

			SVCE E-ELEC (Current)	E-ELEC (default)	E-ELEC 2.0 Rate Pilot
Winter	Super-Off-Peak	9a-3p	**-30%**	-4%	**-60%**
	Off-Peak	12-9a	**-30%**	-4%	**-30%**
	Partial-Peak	3-4p & 9p-12a	0%	-4%	**-10%**
	Peak	4-9p	**+10%**	-4%	**-10%**
Summer	Super-Off-Peak	9a-3p	**-30%**	-4%	**-60%**
	Off-Peak	12-9a	**-30%**	-4%	**-30%**
	Partial-Peak	3-4p & 9p-12a	0%	-4%	**-10%**
	Peak	4-9p	**+10%**	-4%	**-10%**

Note: Negative means "cheaper than PG&E", positive means "more expensive".

Comparing total bundled rates($/kWh) puts these designs into perspective

			SVCE E-ELEC (Current)	E-ELEC	E-ELEC All-Electric
Winter	Super-Off-Peak	9a-3p	$0.31	$0.34	$0.28
	Off-Peak	12-9a	$0.31	$0.34	$0.31
	Partial-Peak	3-4p & 9p-12a	$0.35	$0.35	$0.34
	Peak	4-9p	$0.39	$0.37	$0.36
Summer	Super-Off-Peak	9a-3p	$0.34	$0.38	$0.30
	Off-Peak	12-9a	$0.34	$0.38	$0.34
	Partial-Peak	3-4p & 9p-12a	$0.45	$0.44	$0.43
	Peak	4-9p	$0.64	$0.60	$0.58

Recommend Board Approve a Preliminary Real Time Pricing (RTP) Rate Structure

SVCE Executive Committee Meeting
April 2025

SILICON VALLEY CLEAN ENERGY

Purpose of Presentation & Agenda

Request:

For the Executive Committee to recommend that the Board approve a preliminary real time pricing rate structure.

Agenda:

1. Background on LMS requirement
2. RTP rate structure
3. Role of subscription component
4. Staff recommendation

Background – Load Management Standards (LMS)

LMS compliance requires a real time pricing (RTP) rate or program option for customers in 2027

LMS Compliance Milestones:

Today's Ask:

- This is a regulatory compliance action, allowing SVCE to meet Load Management Standards requirements for a RTP offering
- Staff will bring an implementation recommendation to the Board with final details and costs prior to 2027

SVCE is learning about customer response to hourly signals:

- HFP pilots
  - Same model as proposed rate structure discussed today
- ChargeWise
  - Just the hourly price signal, automated

- Seeking approval from Board for RTP rate
- SVCE can seek approval of RTP offered by PG&E
- Staff will present updates to Board prior to offering to customers based on:
  - ✓ Learnings from ongoing pilots
  - ✓ Regulatory changes between now and 2027

SILICON VALLEY CLEAN ENERGY

RTP rate structure is intended to better align prices with grid costs

Proposed PG&E Rate Structure

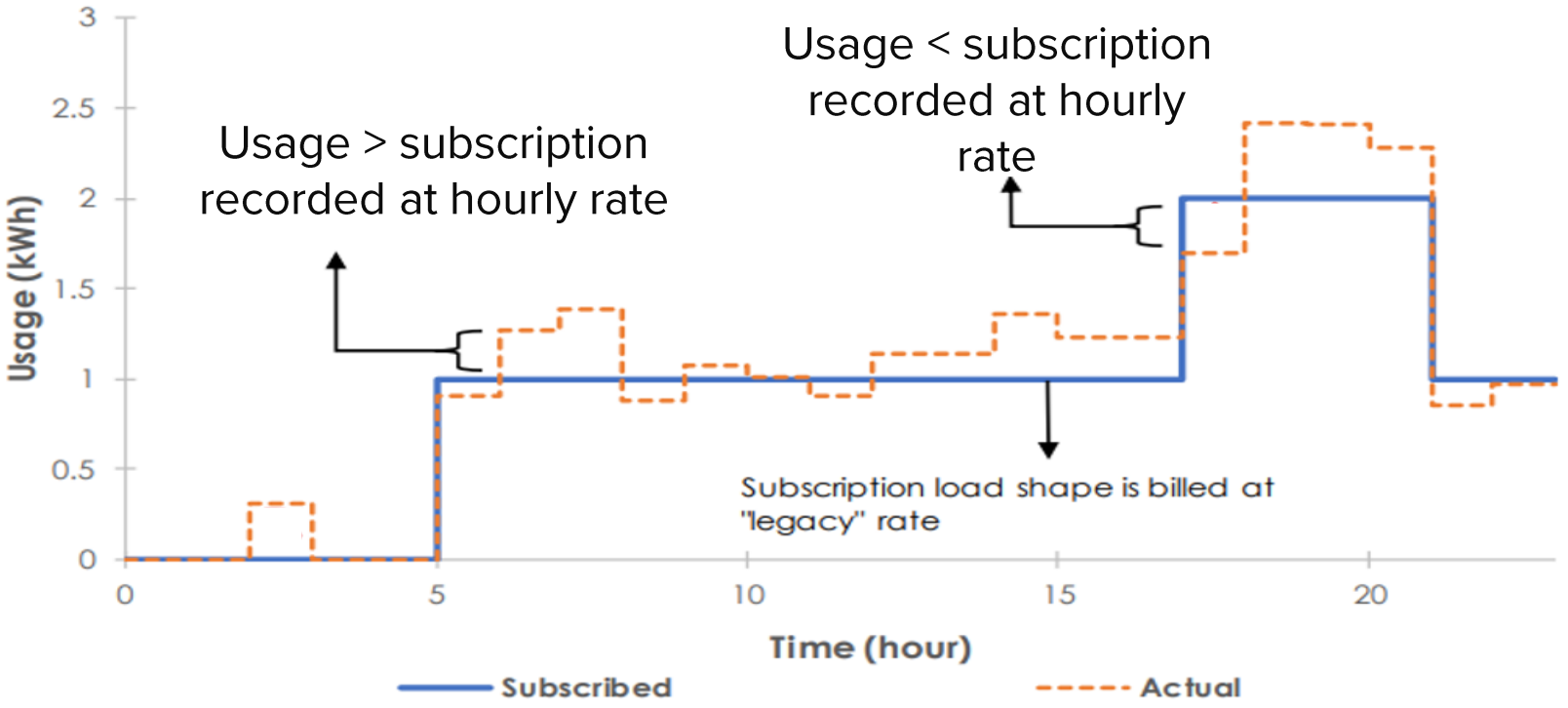
RTP means hourly (or shorter) time intervals with price made up of:

1. **Generation* (SVCE's only portion of RTP)** → Cost to procure one additional **MWh** of energy at that time + Cost to procure one additional **MW** of peak capacity at that time
2. Distribution
3. Transmission

* SVCE will be able to customize. Level of customization will be explored in coming year and depends on PG&E billing system capabilities and learnings from RTP pilots.

Subscription Design to Protect Customers

PG&E subscription proposal is similar to HFP pilot.



Protects customer from bill volatility by using a "subscription" model. (Good!)

Using the subscription model, the customer pays for their usage at their TOU rate, +/- the difference between their usage and historical load at the RTP price.

Staff Recommendation

Have Executive Committee recommend that the Board

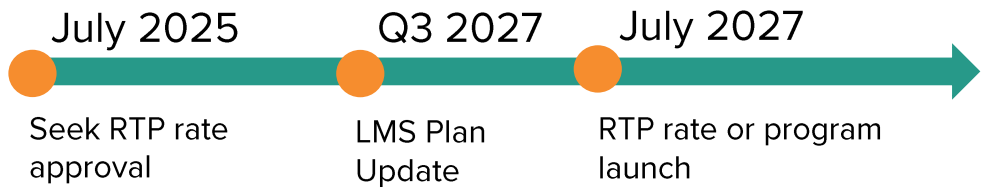
- Approve preliminary RTP rate, based on PG&E's rate proposal at the May 14 BOD meeting
- Expectation that rate will be updated by staff based on learnings from ongoing pilots, regulatory changes

Staff will bring an update and implementation recommendation to the Board with final details and costs prior to 2027.

Appendix

Current Real Time Pricing Activities in Preparation for 2027

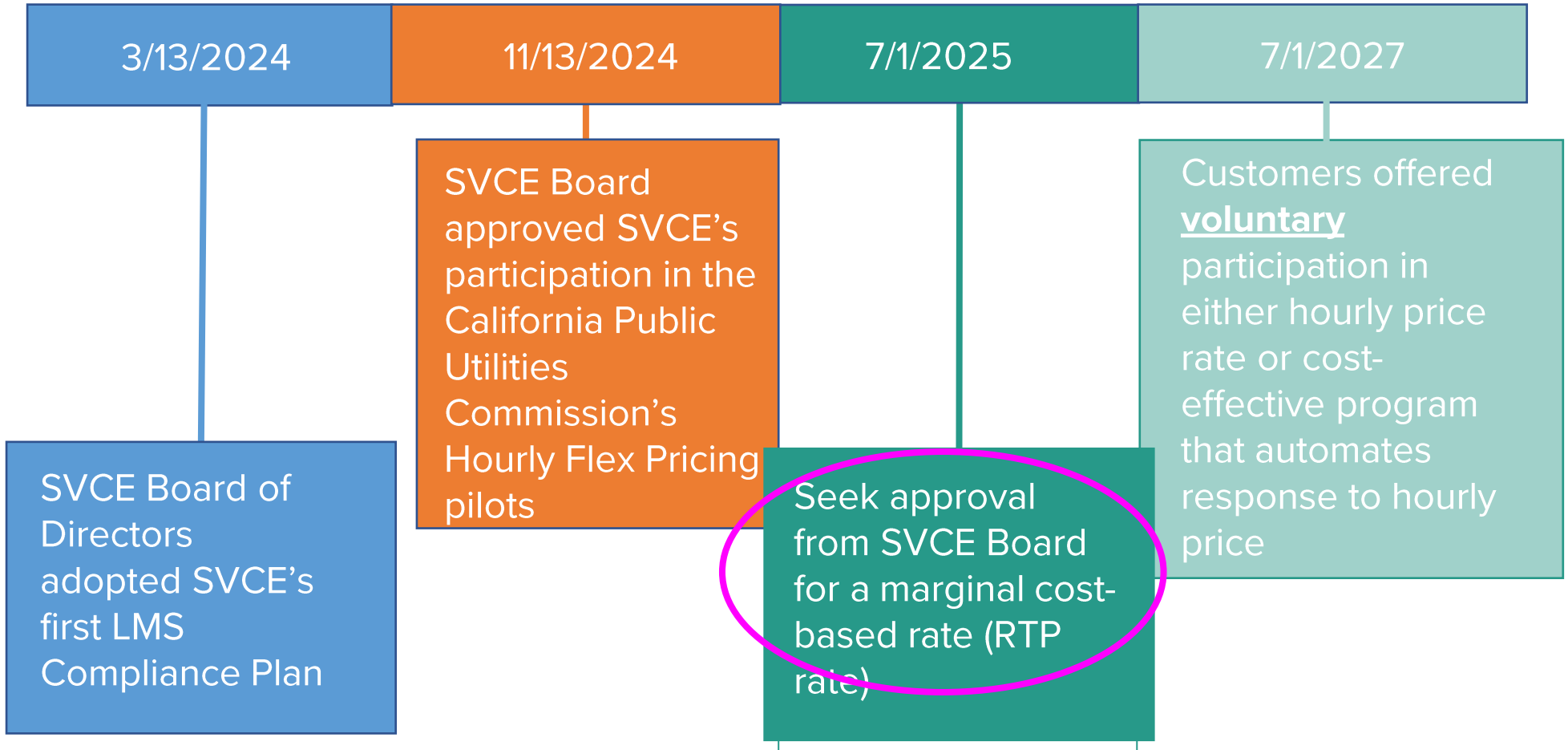
Implementation of the RTP rate is conditioned upon SVCE's evaluation of pilot learnings.



Name	Description	Pilot Start	Mid-term Evaluation	Final Evaluation
Hourly Flex Pricing (HFP or RTP Pilot)	Hourly pricing signal incentive mechanism (credit or charge) based on usage subscription.	Q1 2025	Q3 2026	Q1 2028
ChargeWise – Phase 1	Active managed EV charging based on hourly pricing signals.	Q4 2024	N/A	Q4 2025

LMS Requirements & Past SVCE Actions

The LMS Requirements culminate in customers having the option to sign-up for a RTP rate or a program that automates their response to a RTP signal in 2027.



SVCE will review its LMS Compliance Plan every 3 years and will update its approach to RTP rates in the Plan based on pilot learnings.

What are Marginal Cost-Based Rates?

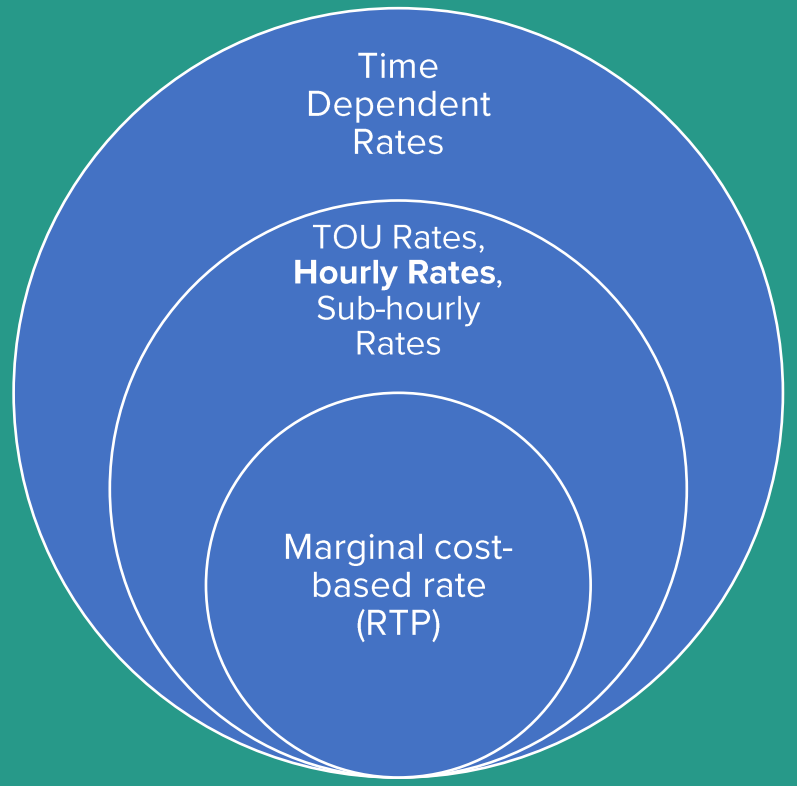
Marginal cost-based rates (RTP) = a rate that accounts for the

- ✓ marginal energy cost
- ✓ marginal capacity cost

for generation, transmission, and distribution services; and

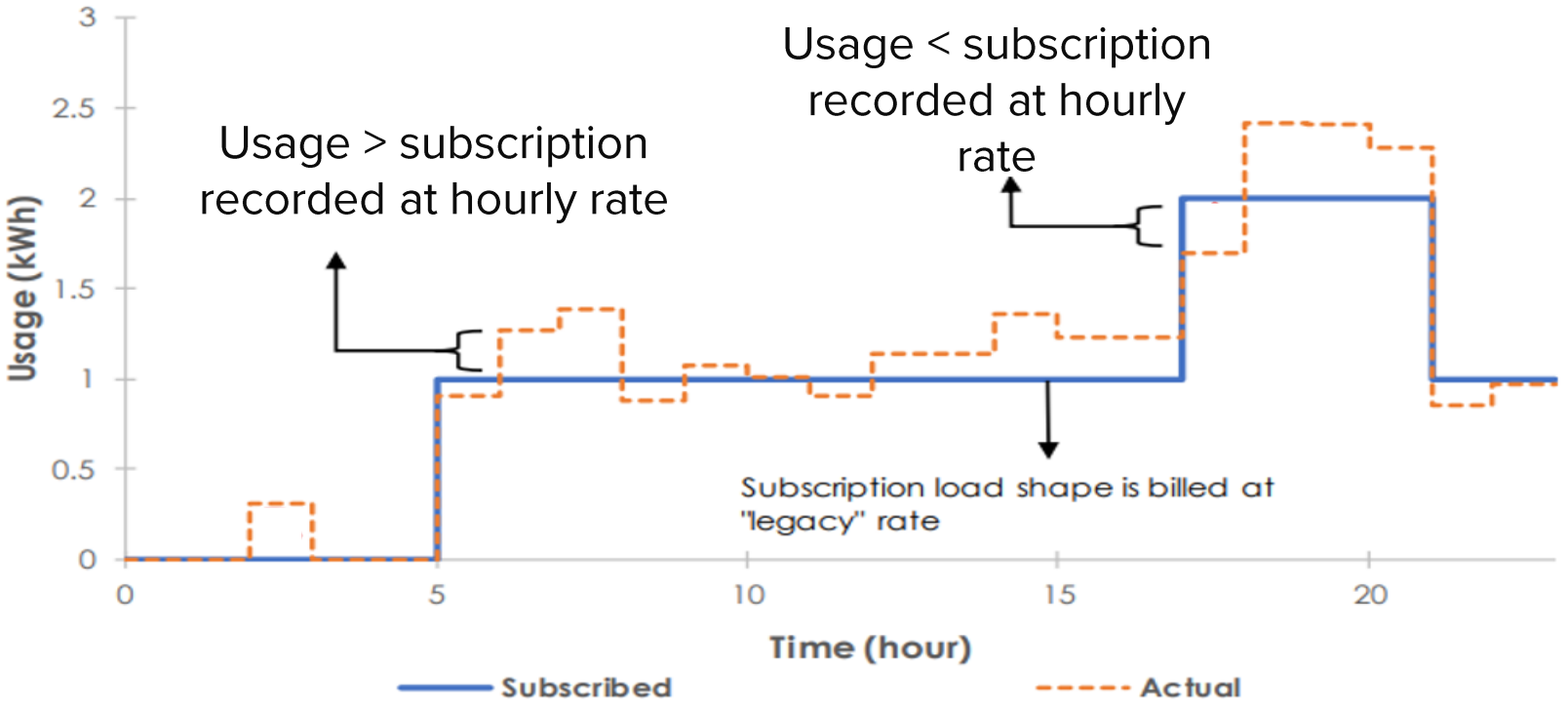
- ✓ any other appropriate time and location dependent marginal costs

on a time interval of no more than one hour (hence the oft used term “hourly rates” or “real time pricing”).



Subscription Component

Protects the customer from bill volatility because they will be "subscribed", i.e., billed for their typical load profile using their legacy rate (regular TOU rate).



- **Subscription based on 12 months of previous usage**
- **Scaled to match actual usage**
- **Allows for revenue neutrality**

SVCE's Role in Defining the Generation Component

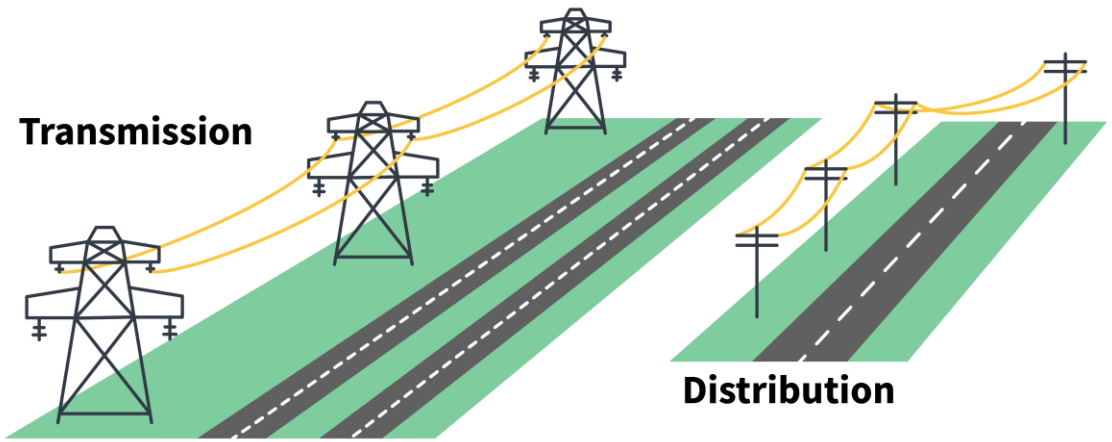
*Customizations beyond the basic structure of the PG&E generation rate design will need to be funded directly by SVCE

- Basic Customization:
  - SVCE will have the option to customize the MEC/MGCC by amending the hourly PG&E rate
- Fully Customized:*
  - SVCE could also choose to develop a different generation marginal price and calculate its unbundled customer's generation component separately from PG&E's structure
- Exact details of how this will work are not yet known but SVCE will evaluate the options as more information becomes available between now and 2027

Transmission & Distribution Components

As a generation-only service provider, SVCE is not involved in the development of these components.

- A marginal transmission component must be approved by FERC. PG&E will seek approval of a marginal transmission component in Q3 of 2026
  - Until FERC approval is gained, the transmission component will equal the transmission rate the customer currently pays
- A distribution component will be location-specific and based on the forecasted hourly load of a representative circuit with a similar load profile to the customer's circuit
  - All circuits will collect the same average revenue



Difference Between RTP Pilot and RTP Rate

Full RTP implementation depends on PG&E's billing modernization effort (Q4 2029)

RTP Pilot

- Shadow-billed RTP rate with hourly generation and distribution prices
- Customers in RTP pilot pay the lower of their otherwise applicable rate or RTP shadow bill on a 12-month cumulative basis

RTP Rate

- Customers will be shadow-billed until PG&E's billing system can integrate RTP
- After that, bill protection in the form of customers paying the lower of their otherwise applicable rate or RTP shadow bill will only be provided to new residential customers for 1 year

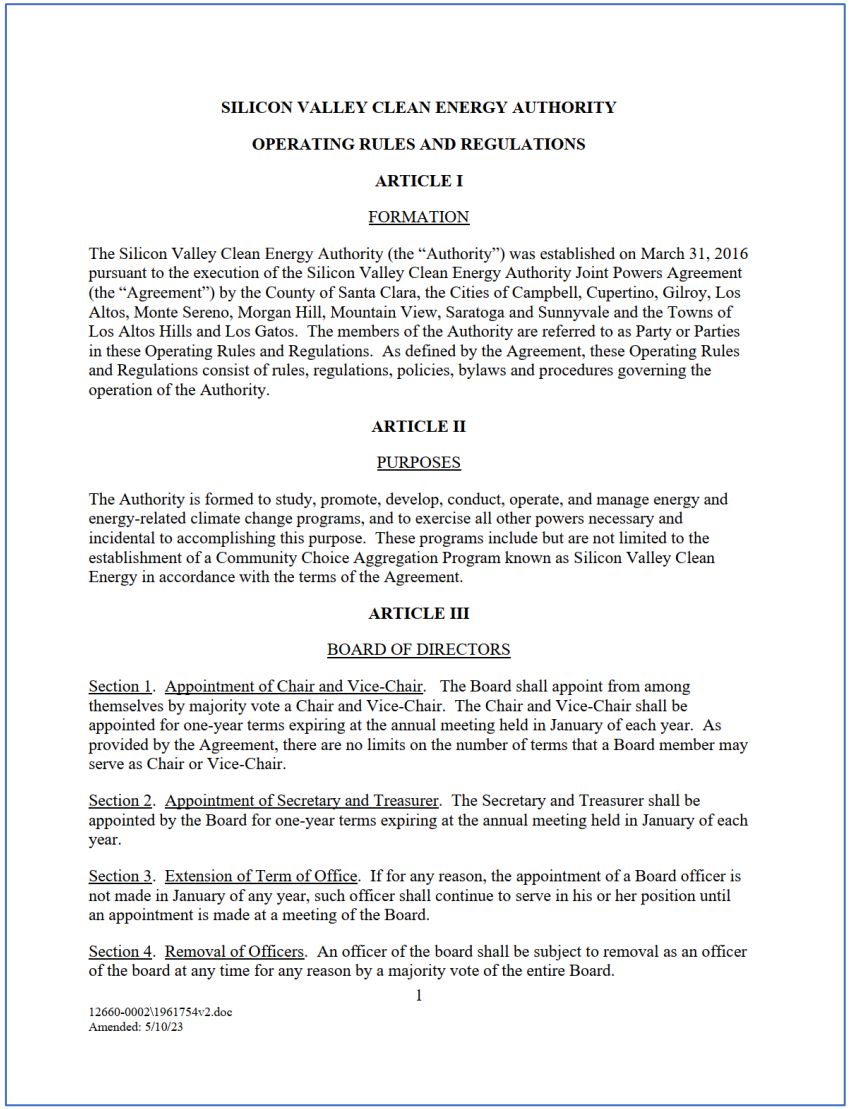
Best Practices and Process to develop Recommended Changes to SVCE Operating Rules and Regulations

April 22, 2025

SILICON VALLEY CLEAN ENERGY

SVCE Operating Rules and Regulations

- Initially adopted June 2016
- Consists of bylaws, regulations and procedures governing the operation of SVCE
- Latest update was May 2023



SILICON VALLEY CLEAN ENERGY AUTHORITY

OPERATING RULES AND REGULATIONS

ARTICLE I

FORMATION

The Silicon Valley Clean Energy Authority (the "Authority") was established on March 31, 2016 pursuant to the execution of the Silicon Valley Clean Energy Authority Joint Powers Agreement (the "Agreement") by the County of Santa Clara, the Cities of Campbell, Cupertino, Gilroy, Los Altos, Monte Sereno, Morgan Hill, Mountain View, Saratoga and Sunnyvale and the Towns of Los Altos Hills and Los Gatos. The members of the Authority are referred to as Party or Parties in these Operating Rules and Regulations. As defined by the Agreement, these Operating Rules and Regulations consist of rules, regulations, policies, bylaws and procedures governing the operation of the Authority.

ARTICLE II

PURPOSES

The Authority is formed to study, promote, develop, conduct, operate, and manage energy and energy-related climate change programs, and to exercise all other powers necessary and incidental to accomplishing this purpose. These programs include but are not limited to the establishment of a Community Choice Aggregation Program known as Silicon Valley Clean Energy in accordance with the terms of the Agreement.

ARTICLE III

BOARD OF DIRECTORS

Section 1. Appointment of Chair and Vice-Chair. The Board shall appoint from among themselves by majority vote a Chair and Vice-Chair. The Chair and Vice-Chair shall be appointed for one-year terms expiring at the annual meeting held in January of each year. As provided by the Agreement, there are no limits on the number of terms that a Board member may serve as Chair or Vice-Chair.

Section 2. Appointment of Secretary and Treasurer. The Secretary and Treasurer shall be appointed by the Board for one-year terms expiring at the annual meeting held in January of each year.

Section 3. Extension of Term of Office. If for any reason, the appointment of a Board officer is not made in January of any year, such officer shall continue to serve in his or her position until an appointment is made at a meeting of the Board.

Section 4. Removal of Officers. An officer of the board shall be subject to removal as an officer of the board at any time for any reason by a majority vote of the entire Board.

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Amended: 5/10/23

ORR Sections

- Article I: Formation
- Article II: Purposes
- Article III: Board of Directors
  - Appointment of Chair and Vice-Chair
  - Appointment of Secretary and Treasurer
  - Extension of Term of Office
  - Removal of Officers
  - Removal of Board Members for Cause
- Article IV: Committees
  - Establishment of Committees
  - Executive Committee
- Article V: Meetings
  - Regular Meetings
  - Special Meetings
  - Annual Meeting
  - Open Meeting Requirements
  - Chair and Vice Chair Vacancies
- Article VI: Amendments

SILICON VALLEY CLEAN ENERGY

Some Context! By Chair Tyson

- SVCE is a large, growing, and increasingly complex entity
- Our current governance is good – we have an effective board and solid decision-making processes
- Other CCAs have had discussions about their governance, and this seems like a good time to perform a review of our own, consider and discuss potential changes, and position ourselves for future growth and a strong ability to fulfill our mission long term

SILICON VALLEY CLEAN ENERGY

Ad Hoc Committee Proposed Scope

- Review SVCE's current Operating Rules and Regulations
- Research neighboring CCA bylaws
- Identify potential amendments
- Present recommendation to Executive Committee and final to Board of Directors for approval

SILICON VALLEY CLEAN ENERGY

Recommendation

Form an Ad Hoc Committee to review SVCE's Operating Rules and Regulations for potential amendments.

Thank you

Appendix

ORR Amendment Process

- Any amendments must be proposed at a regular meeting and acted upon at the next or later regular meeting of the Board for final adoption
- Notice of proposed amendment must be sent at least 10 days prior to the date of the meeting at which final action on the amendment is to be taken (full text)

SVCE Operating Rules and Regulations

Past Amendments

- Amendments to-date have included:
  - Regular meeting location;
  - Authorization for the Chair of the Board to designate an alternative meeting place within the jurisdiction of the authority after consultation with the Chief Executive Officer on available meeting locations in the event that the Cupertino Community Hall is not available for a regular or adjourned regular meeting;
  - Changing the Date of the Annual Meeting and the Appointment of Officers and Committee Members and Conforming the Provisions Regarding the Holding of Regular Meetings to Board Resolution Nos. 2016-14 and 2017-11;
  - Defining unexcused absences from board meetings;
  - Including reference to SVCE's Code of Ethics Policy;
  - Clarification of general Committee Membership and maximum number of members;
  - Clarification of Executive Committee appointments in January of each year; and
  - Addition of Chair and Vice Chair Vacancy language.

Ad Hoc Committees

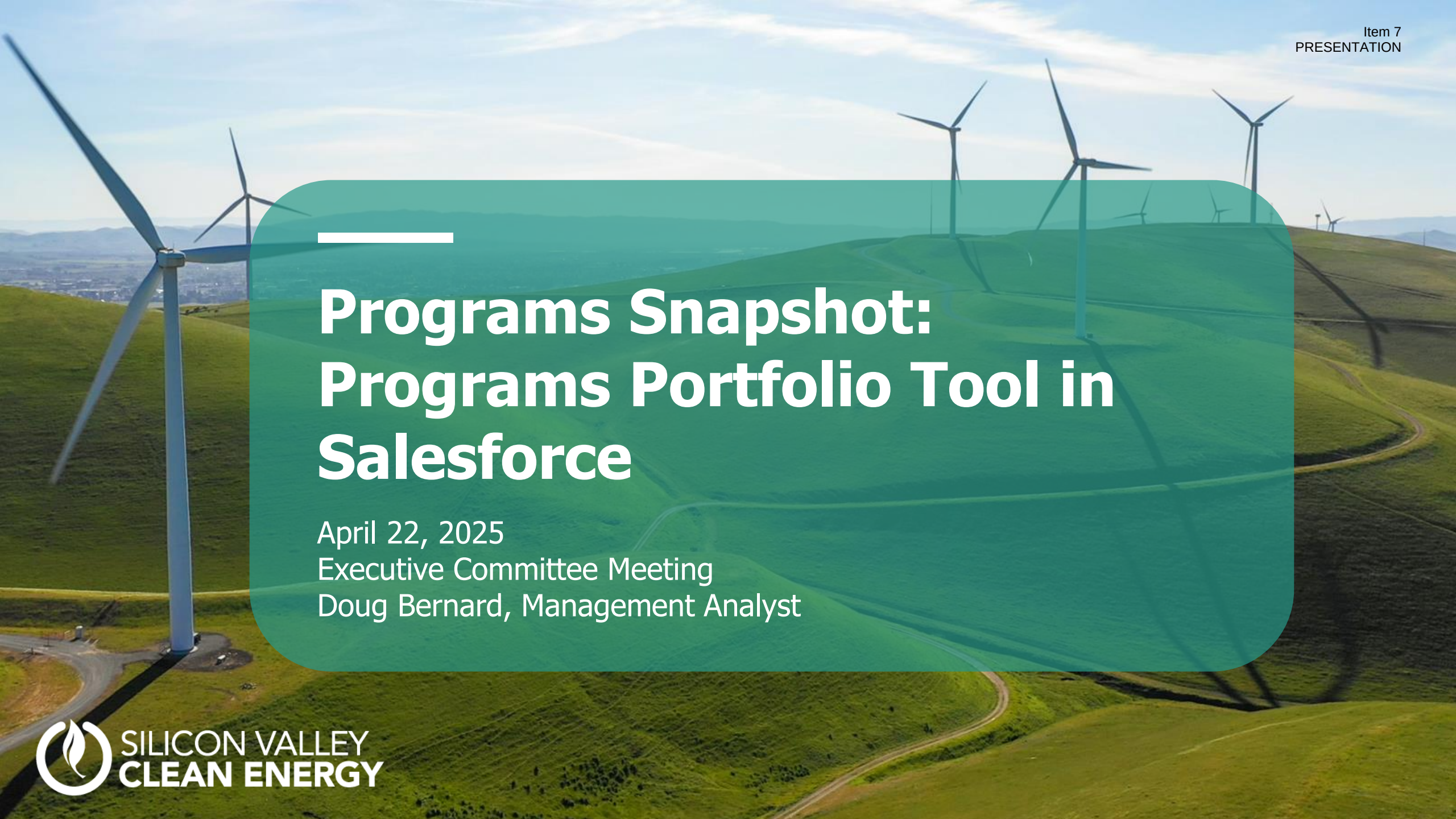
Article IV, Section 1

“Each duly established Committee may establish any Standing or Ad Hoc Committees determined to be appropriate or necessary. The duties and authority of all Committees shall be subject to the approval and direction of the Board.”

CEO Transition Ad Hoc Committee (2024)

Best Practice Recommendations

- **Communications**: We decided that a formal policy regarding Director's communications with and response to staff was beyond what is needed, and we encourage the CEO to communicate any issues with individual Directors directly.
- **Attendance:** Regarding Director's attendance at Board meetings, we wish to remind Directors to communicate their expected absence, change in plans (e.g. in person vs. remote), and preparation of their Alternates as substitutes as early as possible.
- **Committees:** Regarding Director's role on subcommittees, we find it highly advisable that Directors wishing to serve as Chairs should expect to attend a high percentage of planned meetings in person. Those attending subcommittees as members should also be aware that, since Alternates are not permitted, meeting quorum requires a high degree of communication and response.
- **Meetings:** More broadly, we see the value of staff scheduling recurring meetings early in the year and also for Directors providing to staff information on their vacation or other travel plans as soon as these are established (or even prior, if extensive).
- **Stipend:** We also discussed the possibility of providing a stipend for meeting attendance, as is done in some other agencies to serve as an inducement for attendance. No decision was reached on a recommendation, and we recognize that this would require a change in the JPA.

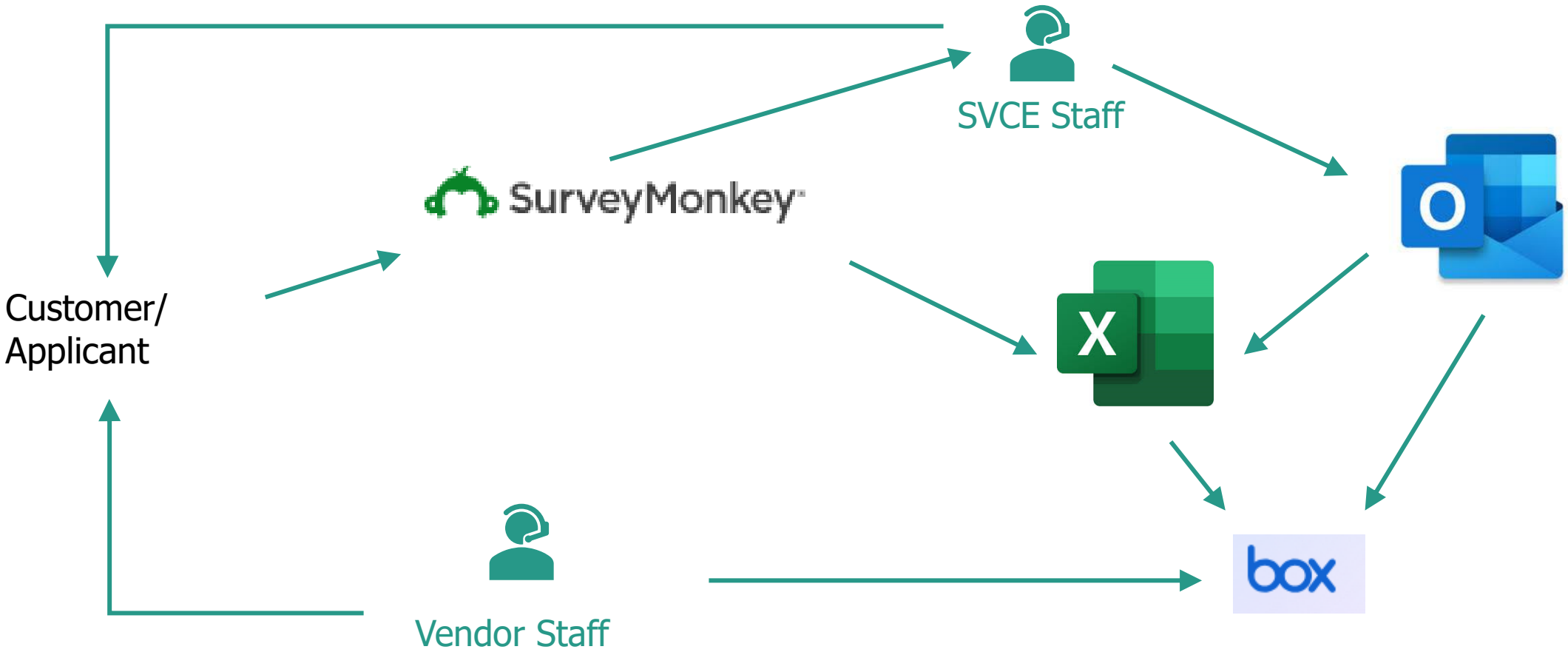


Programs Snapshot: Programs Portfolio Tool in Salesforce

April 22, 2025
Executive Committee Meeting
Doug Bernard, Management Analyst

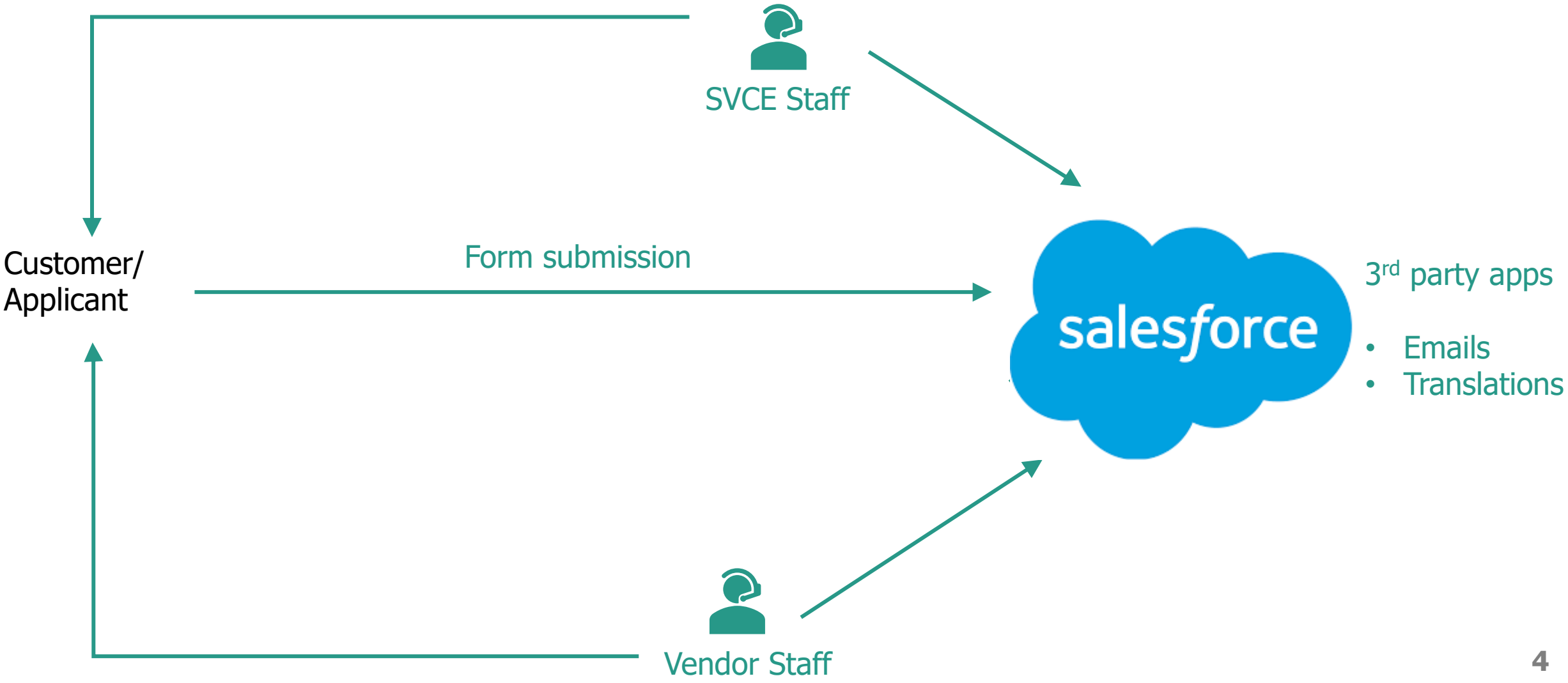
SILICON VALLEY CLEAN ENERGY

Original SVCE programs had small volumes, used a network of tools



As we scaled from dozens to thousands of applicants, outgrew processes

New, simplified Salesforce approach enables larger volumes



Overview of Salesforce roll-out

Launch

December 2024

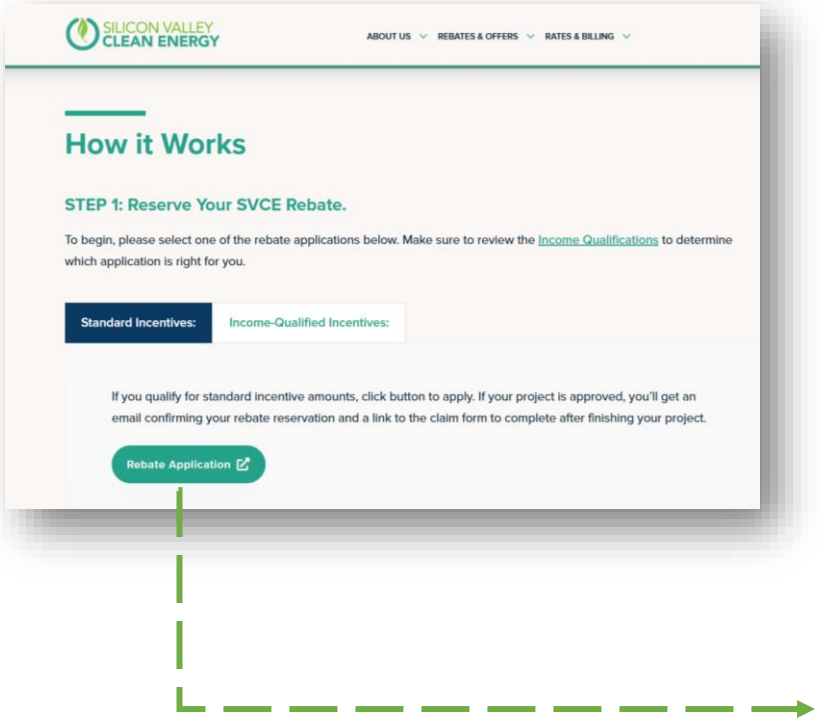
Objectives

1. Improve customer experience
2. Improve internal business processes
3. Scale # of customer accounts engaging with programs/services (2x by 2027)

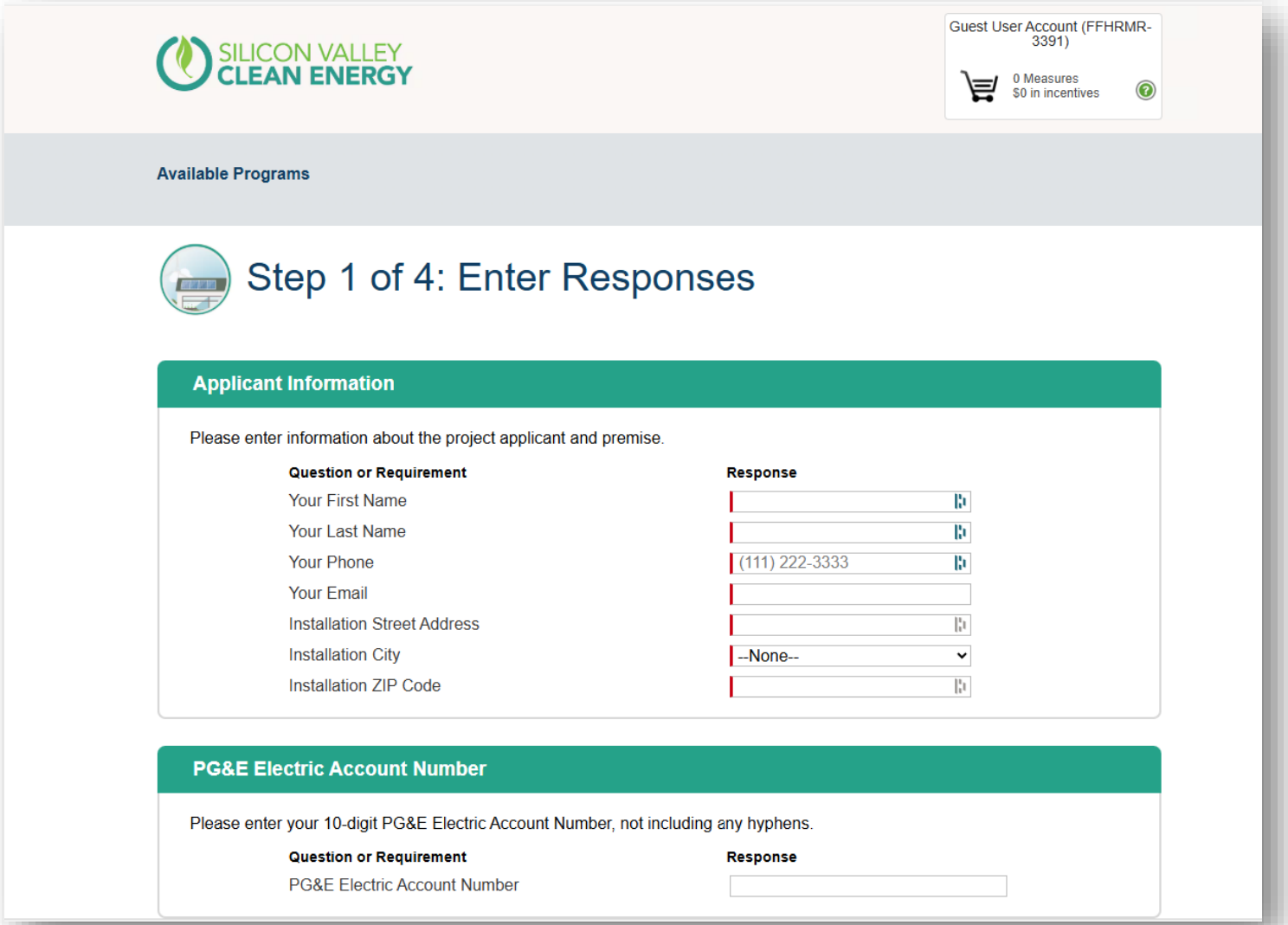
Programs using Salesforce for application review

1. Home Rebates
2. Contractor Training
3. Business Rebates
4. EV Rebates
5. Multifamily EV Charging Incentives
6. Gridshift Rebates

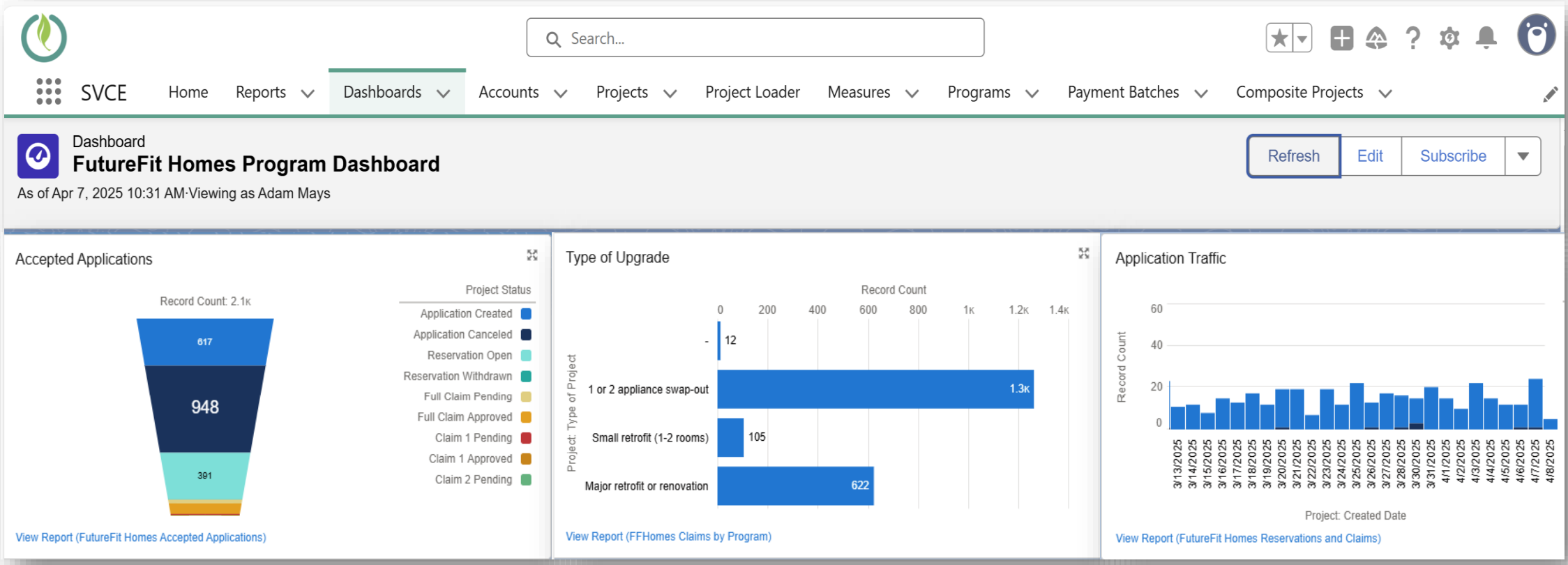
Customers still submit applications online, but now connected to Salesforce



SVCE website button links to application form hosted in Salesforce

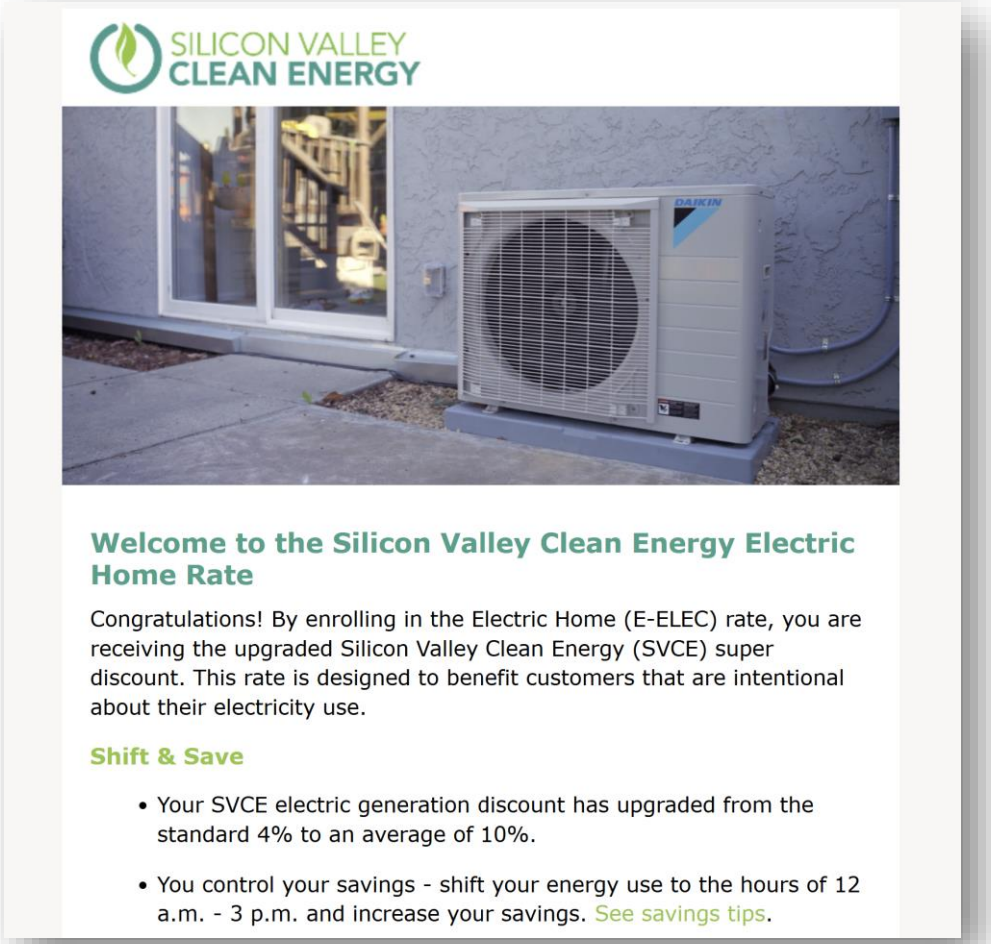


Use dashboards to roll-up all applications and diagnose progress



For illustration purposes (not final data)

Impact highlights: automate customer engagement to improve experience


SILICON VALLEY CLEAN ENERGY

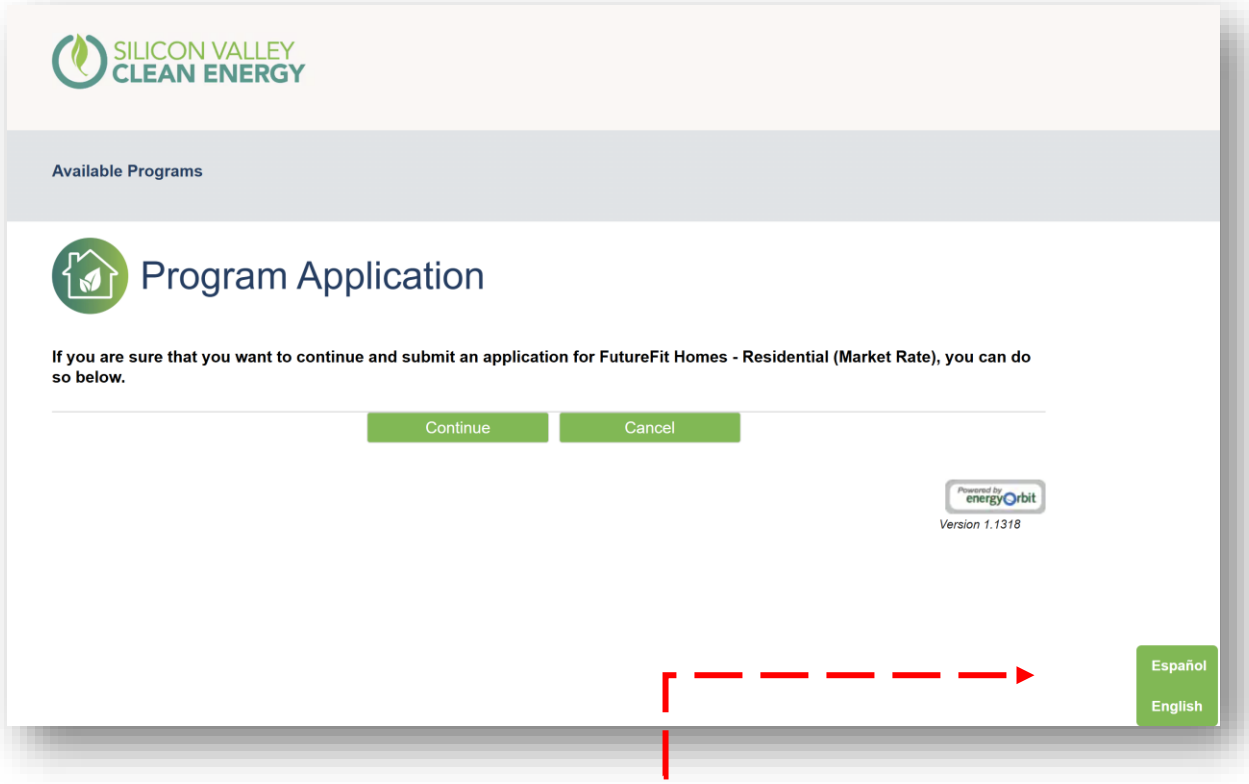
Welcome to the Silicon Valley Clean Energy Electric Home Rate

Congratulations! By enrolling in the Electric Home (E-ELEC) rate, you are receiving the upgraded Silicon Valley Clean Energy (SVCE) super discount. This rate is designed to benefit customers that are intentional about their electricity use.

Shift & Save

- Your SVCE electric generation discount has upgraded from the standard 4% to an average of 10%.
- You control your savings - shift your energy use to the hours of 12 a.m. - 3 p.m. and increase your savings. See savings tips.

Automate welcome emails based on rate code changing to all-electric rate (E-ELEC)



Multi-lingual program applications (coming soon)

Lessons learned in first few months

Project Objective	Key Lessons
1) Improve customer experience	• Successfully automated alerts using customer status (ex. E-ELEC); will replicate for Affordability outreach campaign
2) Improve internal business processes	• First time using Salesforce in SVCE which required iteration to configure the way we want; dashboards allow for valuable insights
3) Scale # of customer accounts engaging with programs/services	• 500+ applications submitted by customers; Salesforce integrates with tools for new ways to scale (ex. multi-lingual translations)