
Transportation Electrification Programs Budget Reallocation

Nupur Hiremath, Manager of Decarbonization Programs
Hannah Gustafson, Programs Lead

November 12, 2025





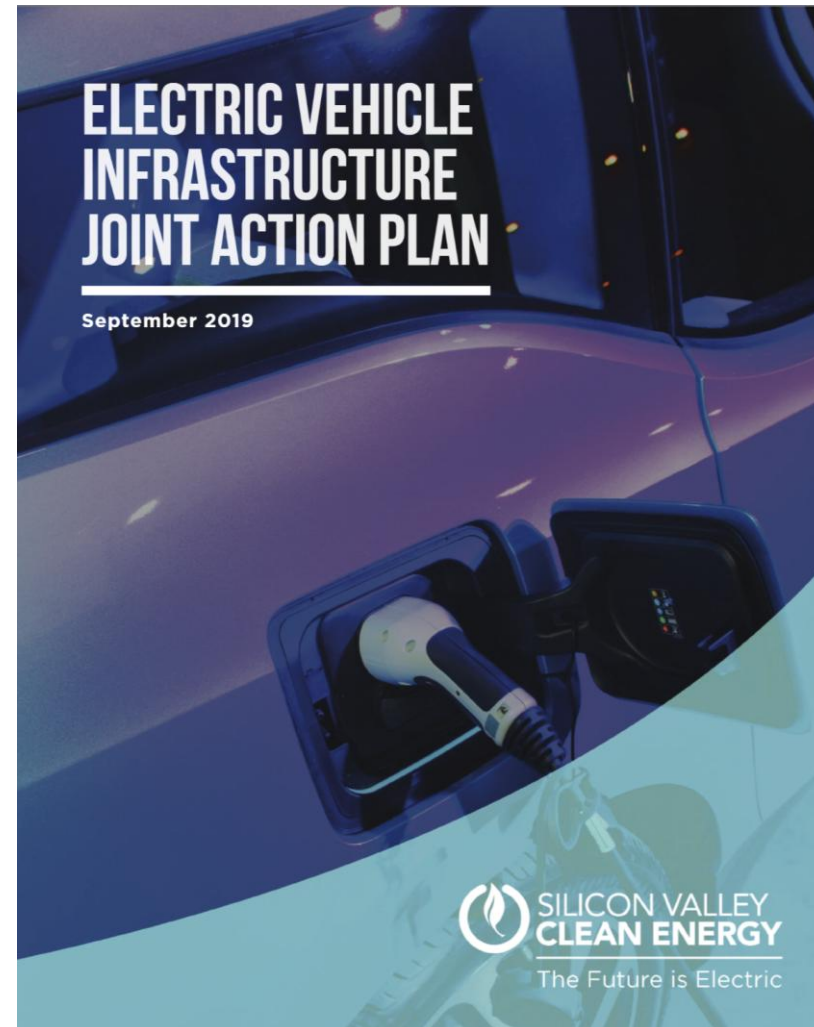
Today's Agenda

- Transportation programs overview and learnings
- Staff recommendation for budget reallocation to scale core programs

SVCE EVI Joint Action Plan (2019)

Item 3
PRESENTATION

- Focus on multifamily, workplace, fleet, and public charging
- To date, SVCE has implemented all planned programs (and more)

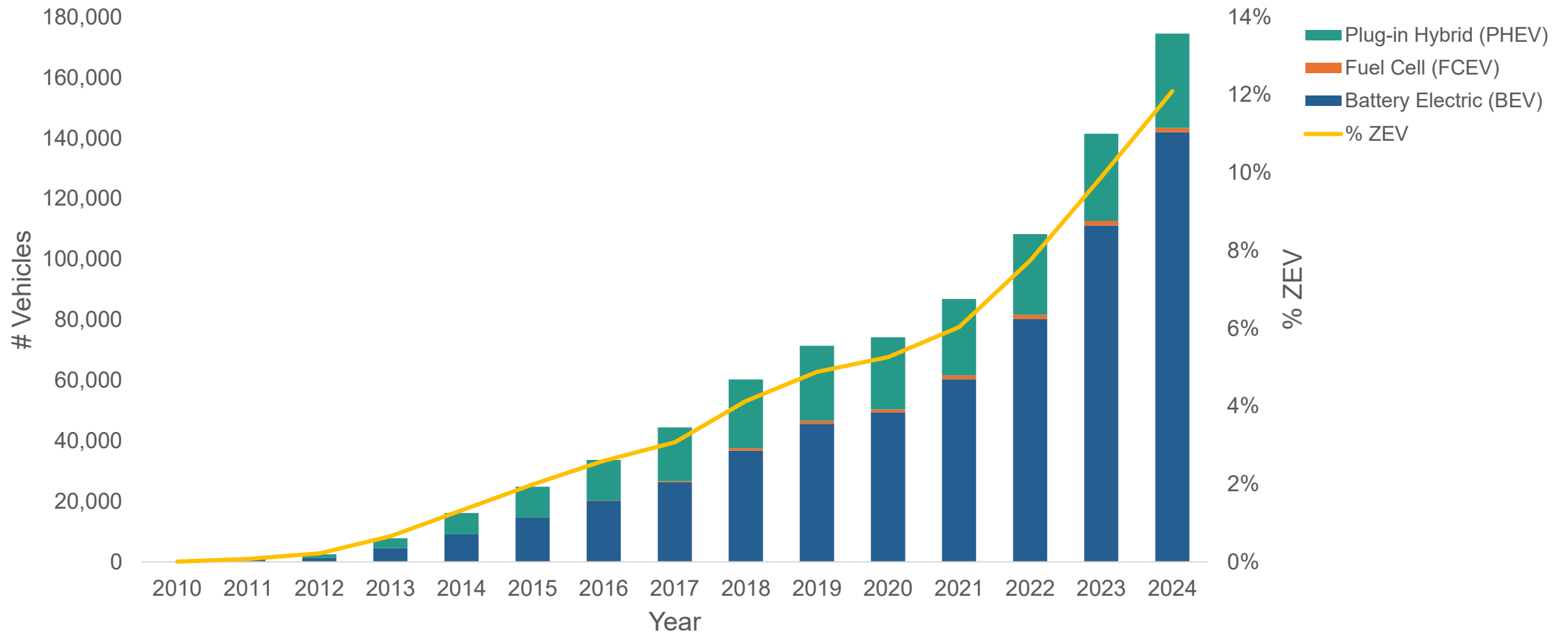


[Full Plan](#)



EV Landscape has evolved since 2019

Annual ZEV growth in Santa Clara County





EV Landscape has evolved since 2019



- EVs grew to **13+%** of cars in county¹
- EVs hit **46%** of new car sales in Q3 2025²
- CA public charging stations have grown **5X**³
- Explosion in EV models available
- State EVI building codes align with reach codes



- Federal policy headwinds for EVs
- Federal tax credits came and went
- CA behind on charging goal (20% of 2030 goal)
- Upfront cost remains barrier for mass adoption
- High charging costs for multifamily residents

¹ California Energy Commission (2025). Light-Duty Vehicle Population in California. Data last updated April 30, 2025. Retrieved June 9, 2025 from <https://www.energy.ca.gov/zevstats>

² California Energy Commission (2025). New ZEV Sales in California. Data last updated September 30, 2025. Retrieved October 13, 2025 from <https://www.energy.ca.gov/zevstats>.

³ California Energy Commission (2025). Electric Vehicle Chargers in California. Data last updated February 5, 2025. Retrieved September 24, 2025 from <https://www.energy.ca.gov/zevstats>



SVCE Transportation Electrification Programs



**EV Charging
Rebates**



**New Construction
Affordable Housing EV
Charging Rebates**



EV Rebates



**Multifamily
Retrofits**



**Fleet
Electrification
Planning**

Program Types

- Incentive
- Technical assistance
- Direct install
- Closed



**Innovation
Onramp**



**E-Bikes
(coming 2026!)**



CALeVIP



**Fast Charging
Incentives**



**EV Charging
Technical
Assistance**



Program Impacts by the Numbers



282

EV Rebates
Paid



38

Multifamily Sites
with EV Charging



601

Level 1 or 2
Chargers Installed



28

DC Fast Chargers
Installed



15

Public fleets
receiving
electrification
planning support



112

Properties received
EV charging
technical
assistance



284

Level 1 or 2
Chargers in
pipeline

A Few Program Learnings



1. Rebates and assistance drive EV charging installations

- Project costs are the top barrier, and rebates are needed
- Property owners value guidance on cost-saving strategies, project scoping, billing management, and finding installers
- **CONTINUE**



Park Plaza (155 units) in Mountain View installed 22 Level 2 EV chargers in 2023.



All 22 chargers are reservable by tenants and the public.



Mike, the property manager, worked with EVmatch to stack incentives to help fund this project.





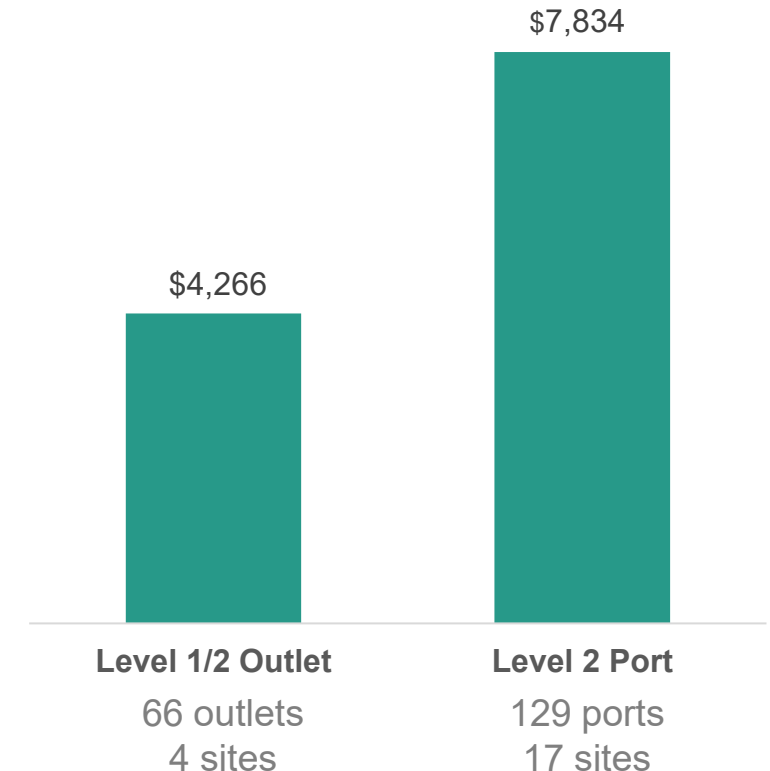
2. Right-sizing EV charging can reduce project costs and serve most daily driving needs

- Lower power solutions have lower costs
- These solutions can charge 30-50 miles overnight
- Multifamily residents:
 - ~66% drive <25 miles/day*
 - ~90% drive <50 miles/day*
- **CONTINUE**



Examples of outlet-based solutions from GoPowerEV and Pando Electric

Median Installation Cost Per Port at Multifamily Sites



*Based on SVCE program data



3. Education is Key to Scale Adoption

- Engagement, outreach, and tailored education help reach new audiences and overcome barriers, for both vehicles and charging
- CONTINUE

Multifamily Property Owner EV Charging Lunch and Learn, July 2025

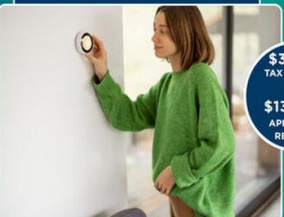


Tax Credit Webinars, Aug-Sept 2025

SILICON VALLEY CLEAN ENERGY

STACK FEDERAL TAX CREDITS WITH SVCE REBATES

FREE VIRTUAL WORKSHOPS

Electric Vehicles	Electric Appliances Solar & Battery
TUES. 8/19, 6 p.m. FRI. 8/22, 12 p.m.	THURS. 9/4, 12 p.m. TUES. 9/9, 6 p.m.
	
\$7,500 TAX CREDITS + \$2,000 EV REBATE	\$3,200 TAX CREDITS + \$13,000 APPLIANCE REBATES

EV Financial Incentives Lunch and Learn in Gilroy, Nov 2024





4. Fast Charging is growing with external investments

- 8 DCFC ports installed near multifamily through Fast Charging Incentives program
- DCFC in Santa Clara County has grown 3x in 5 years
- **MOVE AWAY FROM, FOR NOW**

Decided not to pursue another round due to:

1. External public and private investment in DCFC market
2. Challenges during implementation
3. Continued focus on multifamily resident charging opportunities to complement DCFC growth





5. New Construction Affordable Housing program hasn't seen much uptake

- Launched in 2023
- Intended to support EV reach codes
- Only 1 application to date
- **RELEASE FUNDS TO BROADER POOL**

Decided broaden program beyond new affordable housing due to:

1. Developers have long and challenging timelines; focused on broader project financing
2. State codes have caught up to local EV charging reach codes
3. SVCE does not anticipate most funds will be spent as allocated

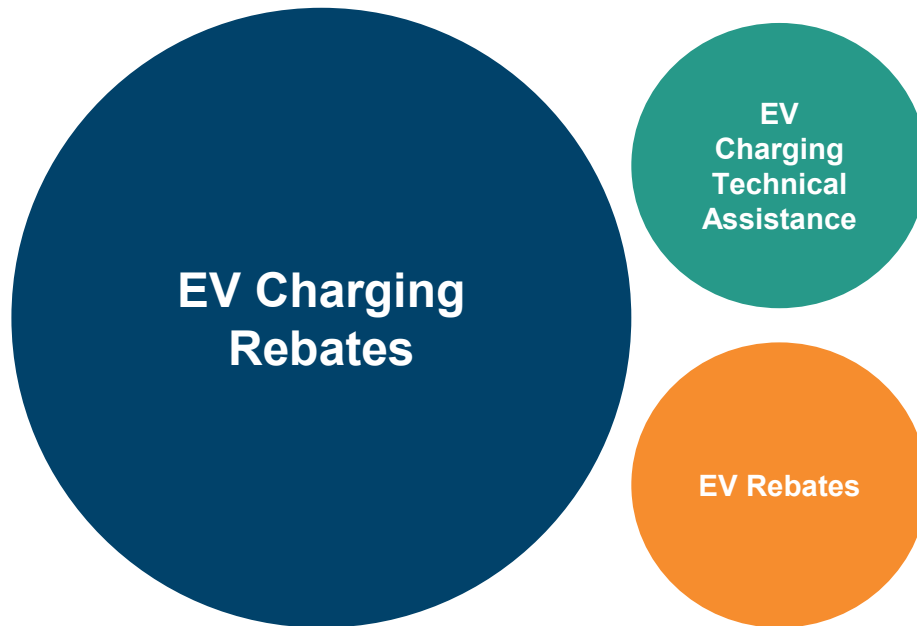


Budget Reallocation Recommendation



Three changes, to scale impact

Reallocating \$7.2M in unspent TE funding to scale existing core EV charging and EV programs.

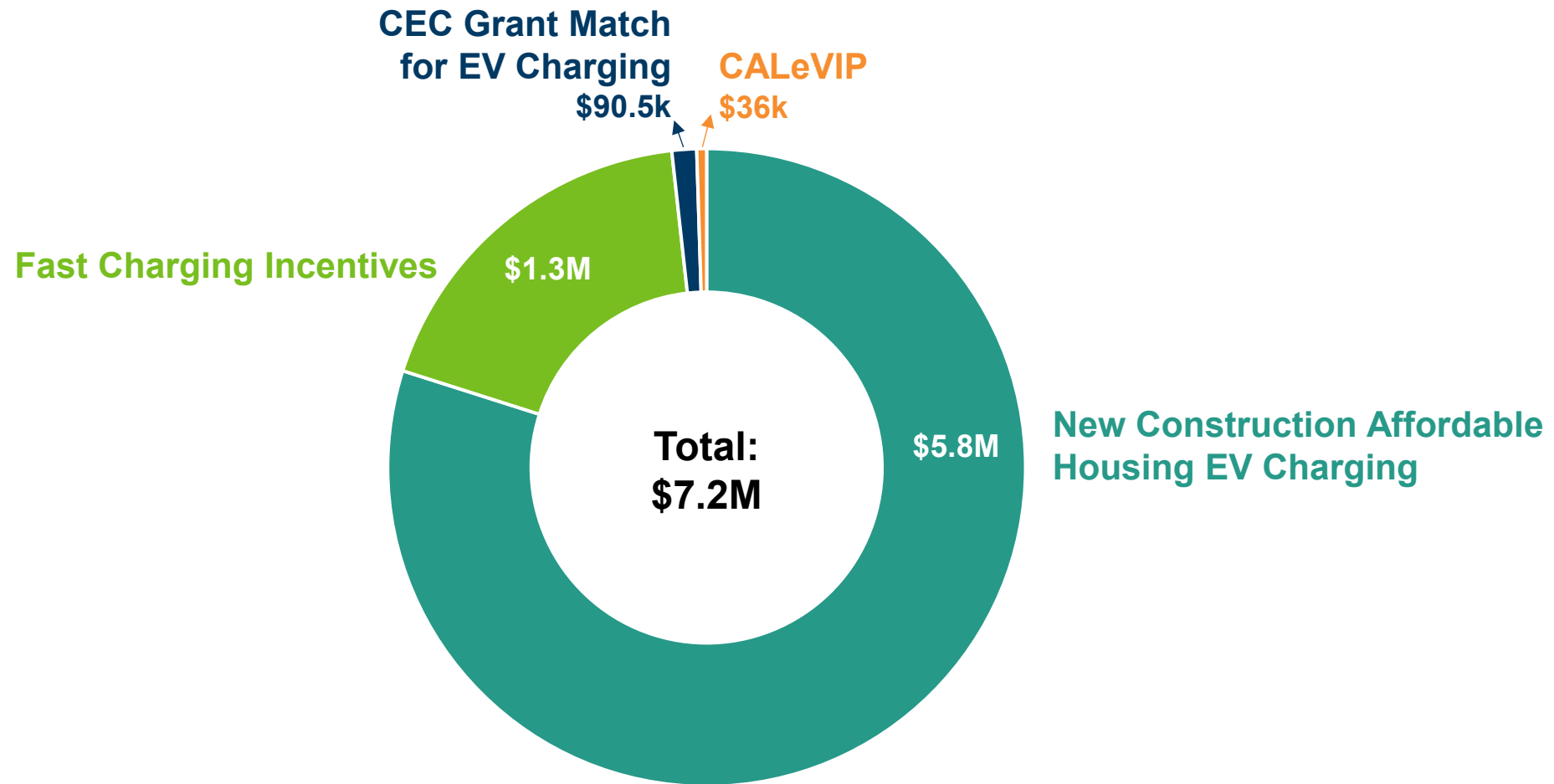


Key Proposed Changes:

- Relaunch improved technical assistance program focused on right-sizing solutions
- Expand EV charging rebates to add workplace and public charging eligibility
- Add funding for more EV rebates and increase educational engagement



Where does the \$7.2M come from?



\$7.2M comes from current program budgets that have closed or are unlikely-to-be-spent



New Affordable Housing will continue to receive EV Charging Rebates from SVCE, if they apply

Current Budgets (2022-2025)

New Construction Affordable Housing EV Charging Rebates

- **\$5.8M*** exclusively for new construction affordable housing
- Support reach code compliance

*A portion of these funds would be reallocated to other TE programs

Multifamily EV Charging Rebates

- **\$3.9M** available for:
 - Existing market-rate
 - Existing affordable



Future Budget (2026 onwards)

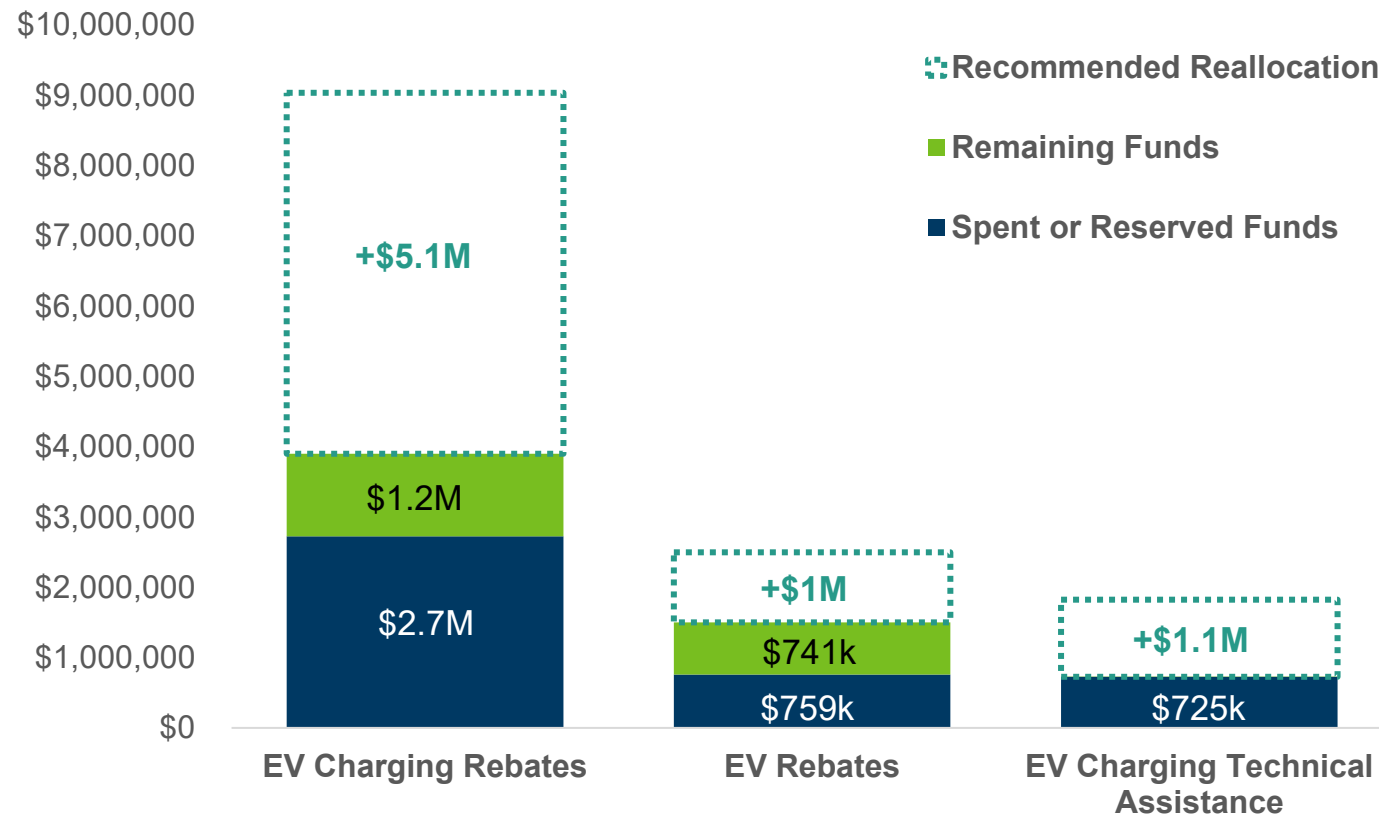
EV Charging Rebate Program

- **\$9.04M** available for multifamily properties, including:
 - Existing market-rate
 - Existing affordable
 - New affordable
- Single budget for all eligible site types available first come, first served.

Core Program Budget Recommendation

Item 3
PRESENTATION

Proposed budgets after \$7.2M addition:





Impact of Reallocated TE Funds

+\$1.1M



Charging Technical Assistance 2.0

- Offer customized TA to recruit, advise, and connect to rebates and installers

Support 200+ sites

+\$5.1M



EV Charging Rebates

- Expand and scale EV charging installations for multifamily, workplaces, and public charging.

**Adds ~50-100+ sites
~900-2,000+ chargers**

+\$1M



EV Rebates & Education

- Continue to support equitable EV adoption with income-qualified rebates and education

**Adds ~450 EV rebates,
~10 educational events**

Request

Staff and the Executive Committee recommend the Board approve the Transportation Electrification Program Budget Reallocation of \$7.2 million in unspent funds as follows:

- Charging Technical Assistance: add \$1.1 million;
- EV Charging Rebates: add \$5.1 million; and
- EV Rebates and Education: add \$1 million

Questions?

Appendix



Total TE Budget Change Summary

Program	Total Budget	Remaining Unspent Funds	Recommended Budget Change	New Recommended Total Budget	Description
EV Charging Rebates	\$3,900,000	\$1,175,085	+\$5,135,141	\$9,035,141	Add \$5.1M
EV Charging Technical Assistance	\$725,000	\$0	+\$1,100,000	\$1,825,000	Add \$1.1M, relaunch
EV Rebates	\$1,500,000	\$741,185	+\$1,000,000	\$2,500,000	Add \$1M
Multifamily Retrofits	\$1,000,000	\$1,000,000	\$0	\$1,000,000	No change
Fleet Electrification	\$512,000	\$75,000	\$0	\$512,000	No change
E-bike Rebates	\$500,000	\$500,000	\$0	\$500,000	No change
Innovation Onramp Pilots	\$327,725	\$327,725	\$0	\$327,725	No change
MTC Grant Match	\$204,569	\$204,569	\$0	\$204,569	No change
CFI Grant Match	\$1,500,000	\$1,500,000	\$0	\$1,500,000	No change
EVMatch CEC Grant	\$75,000	\$16,500	(\$16,500)	\$0	Closed
CALeVIP	\$2,500,000	\$36,000	(\$36,000)	\$0	Closed
Ecology Action CEC Grant	\$100,000	\$74,000	(\$74,000)	\$0	Closed
Fast Charging Incentives (Priority Zone DCFC)	\$1,875,000	\$1,327,210	(\$1,327,210)	\$0	Closed
New Construction Affordable Housing EV Charging	\$5,795,431	\$5,781,431	(\$5,781,431)	\$0	Merge with EV charging rebate program
TOTAL	\$20,514,725	\$12,758,705	\$0	\$17,404,435	



\$2,000 EV Rebate

For income-qualified residents
[Learn more: svce.info/evrebate](https://svce.info/evrebate)



Get an instant rebate
At a participating dealership.
Or, apply post purchase.



Any EV or plug-in hybrid eligible
New or pre-owned, purchased or
leased. <\$55k cash price.



Income qualifications apply
<80% Area Median Income
(\$159,550 for 4-person
household)



Multifamily EV Charging Incentive Programs



Receive Incentives Up to \$100,000

First come first served, while funds last

Offset the cost of installing EV chargers at your multifamily residence. Must reserve incentives *before* installation.



Get Help Planning Your Project with Free Technical Assistance

Closed June 2025

- Site assessment
- Charger options and site layout
- Contractor solicitation
- Project management
- Permitting support
- Financial incentives/rebate applications

svce.info/mfcharging

SVCE NBT Solar Update

Peyton Parks
November 12TH, 2025



Agenda

- **Background: Recent Solar Policy Decisions**
- **NEM, NEM 2.0, and Net Billing Tariff**
- **NBT First Year Performance**
- **Solar Landscape Look-Ahead**

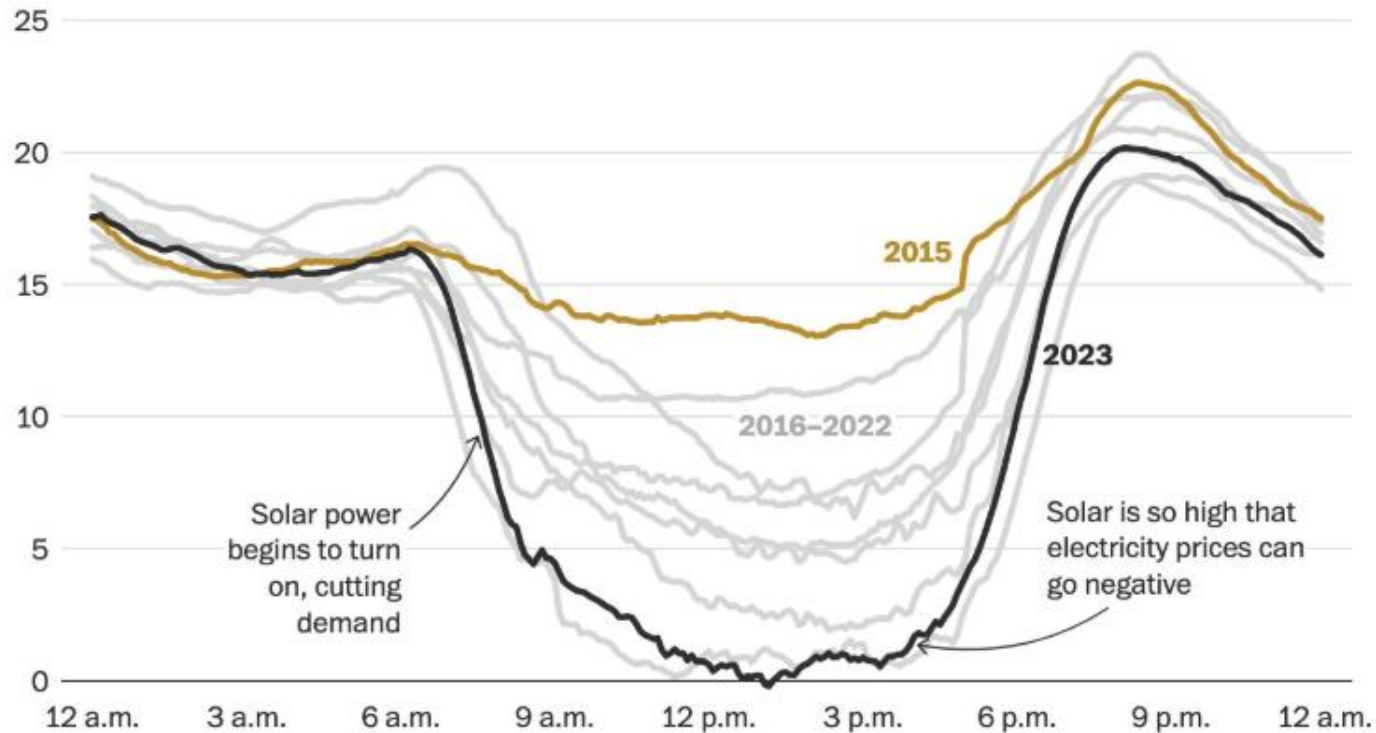
Key Terms

- **NEM** – Net Energy Metering
- **NEM 3.0** – Colloquial term for Net Billing Tariff
- **Net Billing Tariff (NBT)** – PG&E and SVCE internal terminology
- **Solar Billing Plan (SBP)** – Customer-facing term used for bill presentment



Reminder: NEM 1 and 2 were designed to help grow the solar industry

Net load (electricity demand minus solar and wind) on the grid, in gigawatts



- 1:1 Retail Net Metering – no incentive to self-consume or store energy.
- Reduces both Generation and Transmission & Distribution charges.
- Resulted in a cost-shift to non-solar customers.
- Net Billing Tariff was designed to correct for these features.



Key Differences NEM 2.0 vs Net Billing Tariff

NBT Design Background

Feature	NEM 2.0	Net Billing Tariff
Rate Requirement	Any TOU Rate	E-ELEC
Export Compensation	Retail	Hourly
Average System ROI	6 Years	9 Years*
Greatest Customer Value	Export, Self-Consumption	Self-Consumption

*When paired with storage

- Make solar more equitable by correcting the cost-shift to non-solar customers.
- Align exported energy value with grid value.
- Encourage electrification, self-consumption, and battery storage rather than exports to grid.
- SVCE's position was that NBT was 'directionally correct.'



Timeline of Net Billing Tariff Rollout

Highlights

- SVCE BOD voted to create CPUC-aligned Net Billing Tariff to support solar customers into the future.
- Follow PG&E export pricing and billing structure.
- NBT implementation experienced delays due to PG&E billing system updates.
- April 2025: SVCE customers on NBT experienced their first annual cash-out.
- SVCE staff were to monitor impacts and return with any recommendations.

2022

← **2022 December**, NEM 3.0 passes CPUC

← **2023 April 15**, last day to file NEM 2.0 application

← **2023 November 08**, BOD approves recommended NEM 3.0 strategy

← **2023 December 15**, **NEM 3.0 original go-live date**

2024

← **April 2024** Delayed NEM 3.0 go-live date

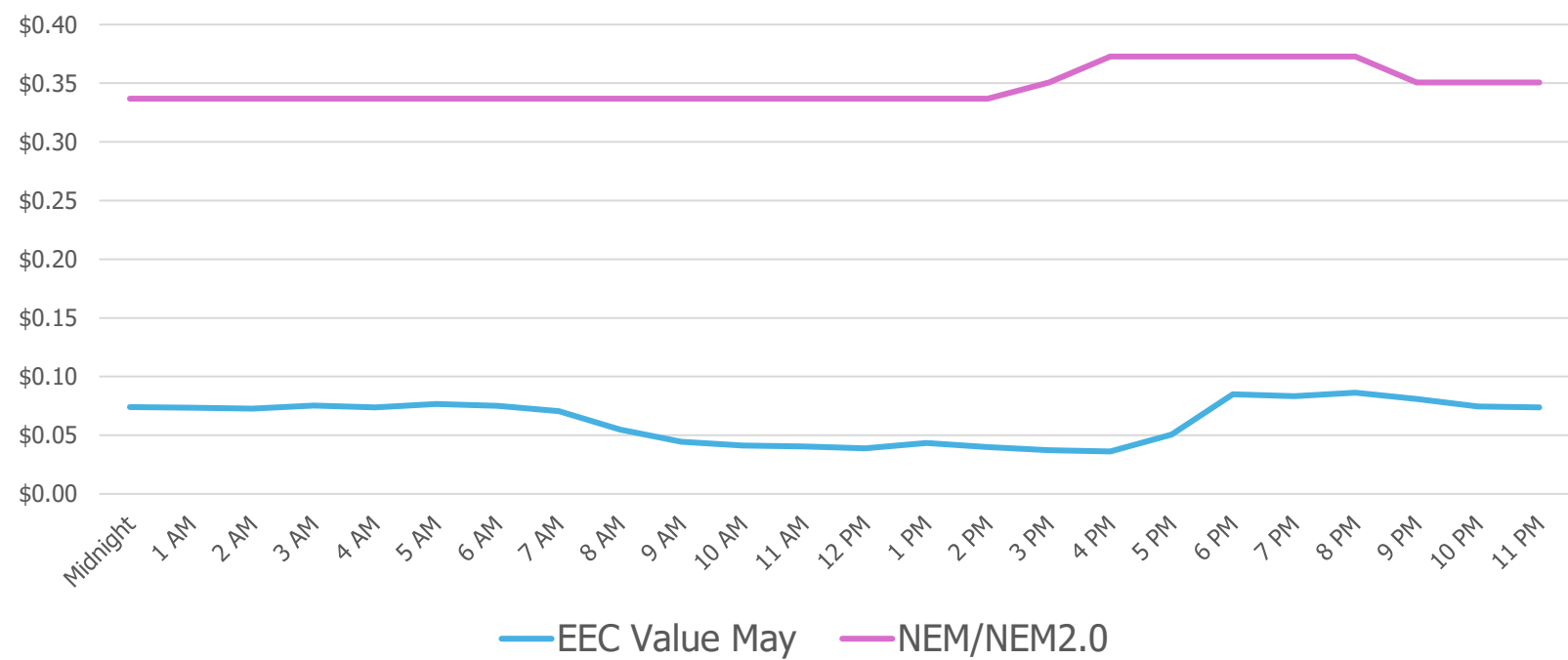
2025

← **April 2025** First SVCE NEM 3.0 Cash-out



NBT Export Compensation

Export Values:
EEC vs. Retail Compensation, May 2025



Retail Comp – NEM 1.0/2.0

- The value of solar exports under previous versions of NEM; at or very near 1:1

EEC – Energy Export Credit

- The hourly value of NBT customers' solar exports



Total Solar Program Performance

NEM and NEM 2

Net Billing Tariff

Total Enrolled
Customers

39,616

2,730

Total Net
Generators

9,461

780

Total Compensation
to Net Generators

~\$1,300,000

~\$44,000

Average Comp per
Net Generator

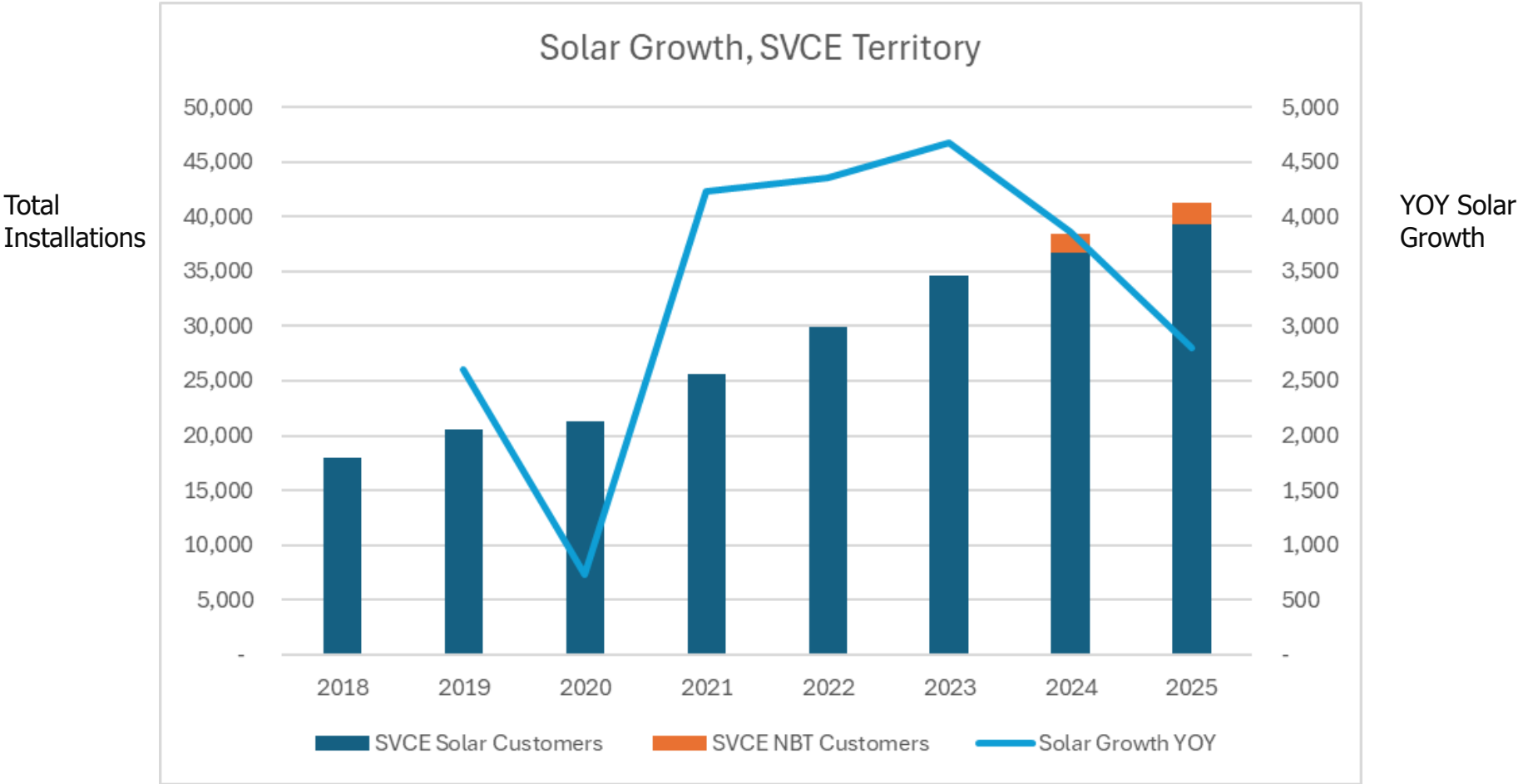
~\$137

~\$56



Solar Market Expansion

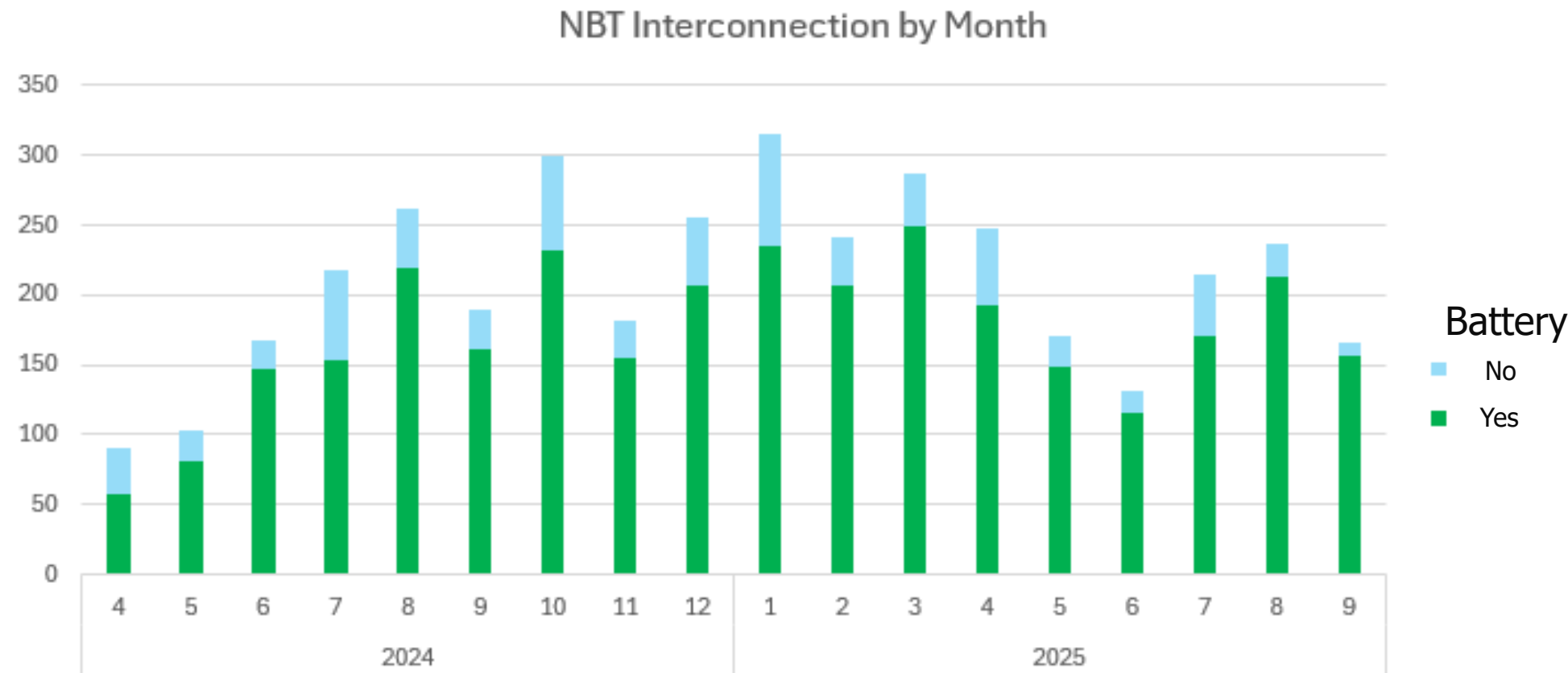
Total installations in SVCE territory have declined through 2024 and 2025





Storage Market Expansion

NBT solar installations have been paired with storage at a rate of 83%; prior to NBT attachment rate 15%





SVCE continues to support local installs

Several existing and upcoming efforts.

- Solar + storage assistant on eHub.
- Demand flexibility contract with Lunar – including forthcoming battery rebates.

	Before Solar	After Solar
Monthly Payment	\$250	\$19
Bill Reduction	0%	92%
Lifetime Energy Cost	\$86,988	\$15,578
Lifetime Savings	\$0	\$71,410
Average Electricity Rate	54.8¢/kWh	9.8¢/kWh
Available Incentives	\$0	\$3,480



- Including solar + storage financing through on-bill financing program to test interest.
- Continue to look for opportunities to package with electrification.



But new headwinds exist

SVCE will keep monitoring how this affects local installs.

- Federal tax credit of 30% for owned systems ending as of December 31, 2025.
 - Third-party-owned solar (lease, PPA) continue to qualify until December 2027.
- DSGS, a CEC funded reliability program - and the largest "Virtual Power Plant" in California - did not receive additional funding for 2026 and beyond.
- SVCE has lowered its Net Surplus Compensation payment to 1x PG&E for 2026 and onwards.



Conclusion

- Large spike of installs prior to NBT but currently still seeing growth locally.
- NBT resulted in lower compensation during the year, and lower cash-outs, as expected.
- SVCE is offering several programs to support local installs, especially with storage. This will expand in 2026.
- New challenges also coming that may have big impacts on rooftop solar deployment.
- Staff will continue to monitor and return with updates and new ideas as appropriate.



Questions & Comments

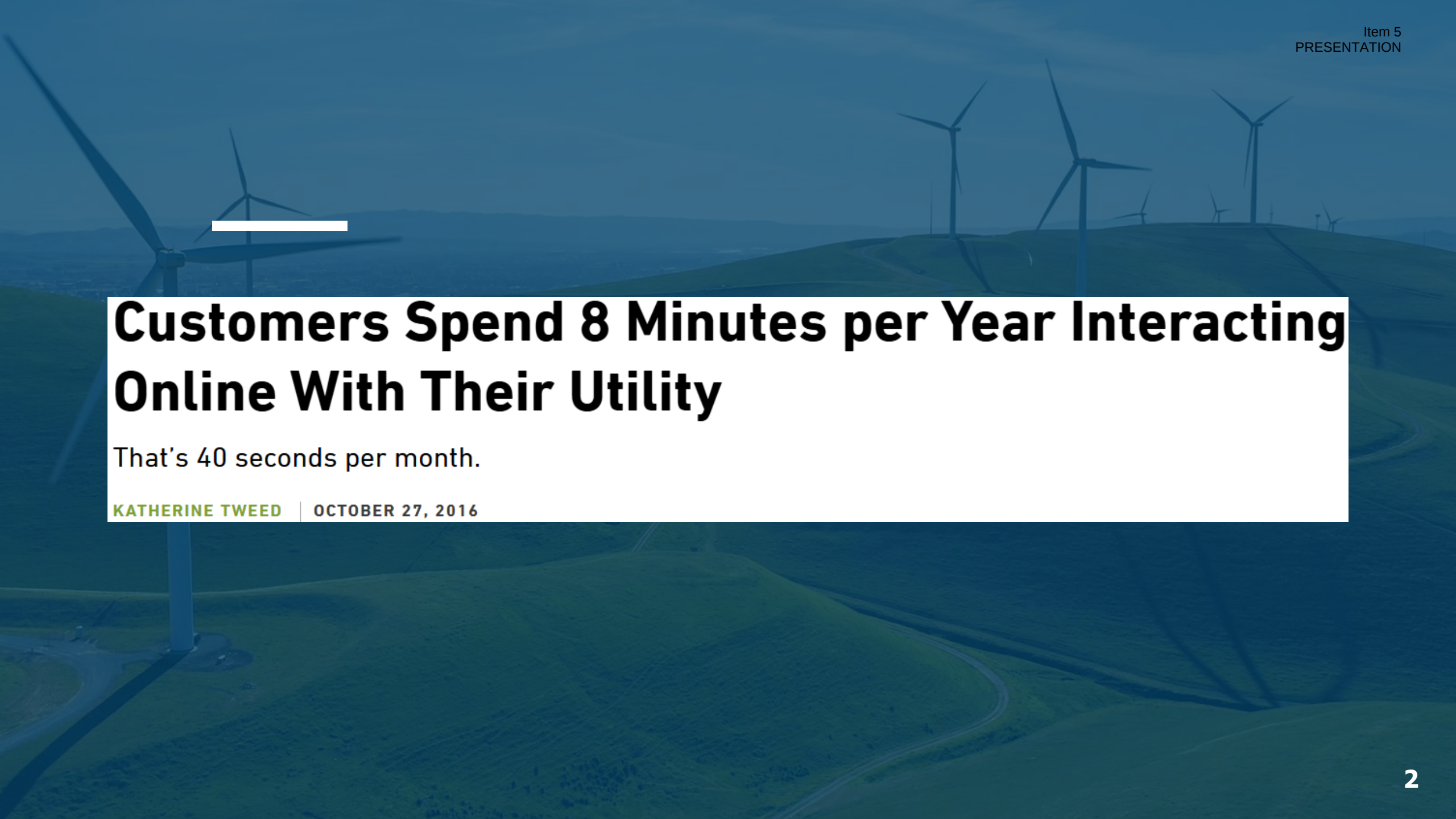




- **NEM – Net Energy Metering;** the legacy utility program by which exported solar energy is exchanged for monetary value. In NEM and NEM 2.0 the rate of exchange is at, or very close to, retail pricing.
- **NBT – Net Billing Tariff;** the successor utility program by which exported solar energy is exchanged for monetary value. In NBT, this value changes hourly to reflect wholesale grid pricing. Also referred to as NEM 3.0 or Solar Billing Plan (SBP)
- **EEC – Energy Export Credit;** the hourly value of solar exports under Net Billing Tariff
- **Net Generator** – a customer that produces more solar electric energy than they consume over the course of a full calendar year; SVCE's solar year begins in May and ends in April.
- **TOU Rate** – a utility rate that is, by design, more expensive during the times of the day with peak demand
- **E-ELEC** – a utility rate (PG&E, SVCE) designed to encourage electrification
- **DSGS – Demand Side Grid Support;** a CEC funded reliability program and the largest "Virtual Power Plant" in California

SVCE Marketing & Communications

Pamela Leonard, Deputy Director of Marketing & Communications
Nov. 12, 2025

A background image of a wind farm on a green, rolling hill. Several wind turbines are visible, with one in the foreground on the left and others receding into the distance. The sky is a clear, pale blue. The entire image has a semi-transparent blue overlay.

Customers Spend 8 Minutes per Year Interacting Online With Their Utility

That's 40 seconds per month.

KATHERINE TWEED | OCTOBER 27, 2016



**They call it outerwear.
Not, the-furnace-
isn't-working-ware.**

It's gonna break. Don't homecrastinate.





svcleanenergy

Gilroy, California

Electric Vehicle

Financial Incentives

Lunch & Learn

SATURDAY, NOV. 9

11:00 AM - 1:00 PM

GILROY HIGH SCHOOL

CAFETERIA

Enjoy a delicious FREE meal while learning about \$10,000 in available federal & local EV incentives!

FREE LUNCH - REGISTER!

svce.info/evlunch

FREE \$150 RAFFLE & CATERED MEAL!

SILICON VALLEY CLEAN ENERGY

Acterra

11

SJ

CE

Liked by sjcleanenergy and others

svcleanenergy

Think you can't afford an EV? They're more affordable than you might think!

Join us for a complimentary, catered lunch while discovering how you could qualify for up to \$10,000 in electric vehicle (EV) incentives!

FREE admission and complimentary catered lunch – registration required.

AudioGO

Creative ad preview

UPGRADE YOUR HOME

\$13,000

in rebates!

Maximize your savings on electric home upgrades by combining SVCE rebates and tax credits.

SAVE MONEY.

SAVE ENERGY.

SILICON VALLEY CLEAN ENERGY

ADVERTISEMENT

0:00

0:28

AudioGO

Creative ad preview

MEJORA TU HOGAR

\$13,000

en reembolsos!

Maximiza tus ahorros en mejoras eléctricas para el hogar combinando reembolsos de SVCE y créditos fiscales.

AHORRA DINERO.

AHORRA ENERGÍA.

SILICON VALLEY CLEAN ENERGY

ADVERTISEMENT

0:00

0:28

5



**Earn \$500 for 4 hours
of online training!**
Contractors and Tradespeople

Electric-Training.org



Information item: how SVCE connects customers to resources, offers & services.

- ✓ SVCE customer engagement strategies through marketing & communications
- ✓ Case Studies
 - ✓ Payment Assistance & Efficiency Resources Campaign
 - ✓ eHub Incentives Finder Marketing



What we do

Item 5
PRESENTATION

Communications/ Public Information

Push out info and resources to all customers, accessibility



Marketing

Pull customers in to take action (program participation)



Engagement

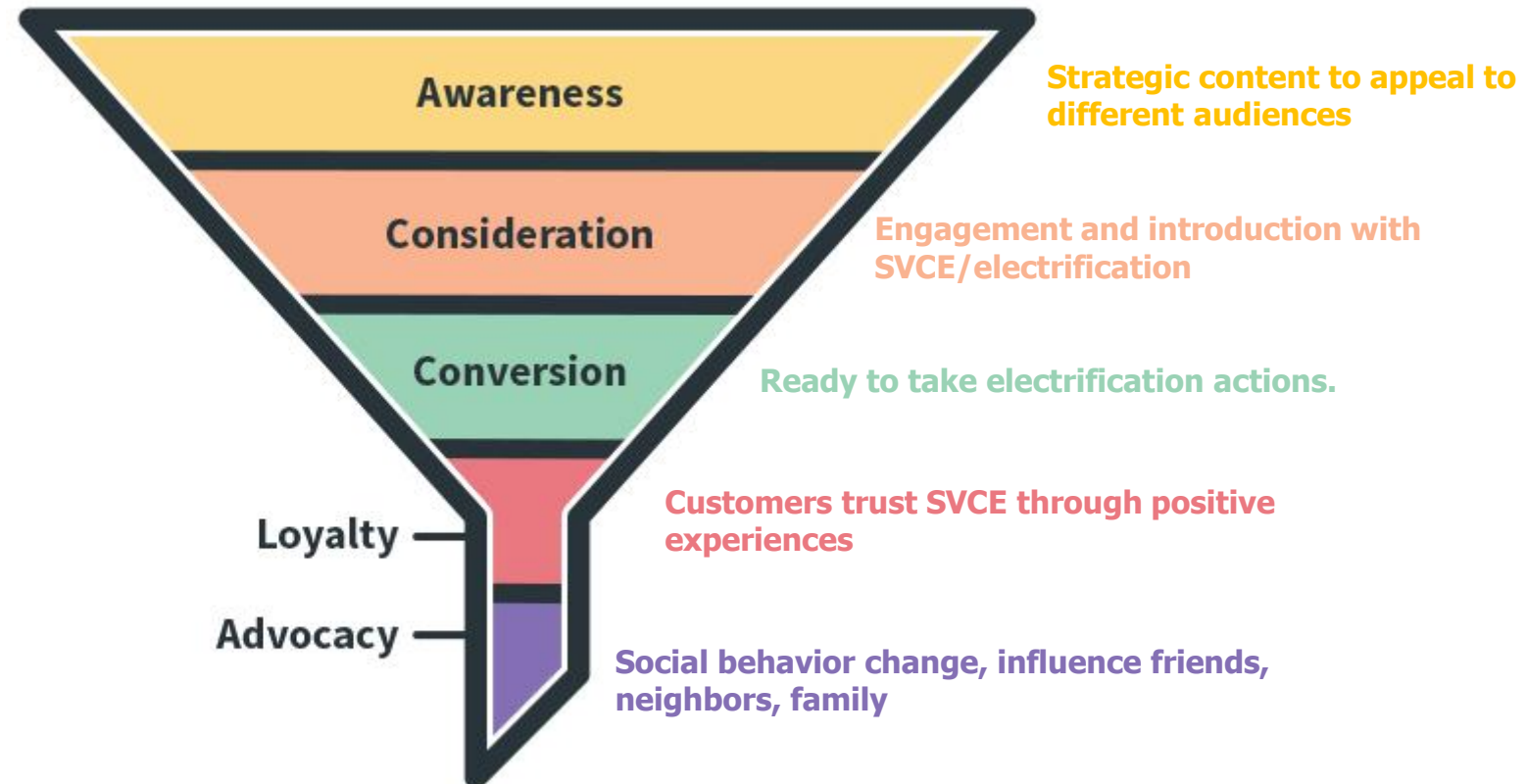
Community outreach, customer insights, partnerships





Why we do it – earn customer trust

SVCE must be a trusted advisor for customers to participate in the clean energy transition





Effective communications are targeted

Each campaign seeks to match customers' values; considering their priorities and how they perceive their energy use.



EVs - like your current car.
Minus the gas station.
And the oil changes.
And the repair bills.

Cleaner. Quicker.
And more reliable.

 **SILICON VALLEY
CLEAN ENERGY**

[Learn more >>](#)

Busy suburban

**It's like
an EV.**

If EVs
came
with
showers.



Stiebel Eltron Aquiline® 200 E.
Image courtesy Stiebel Eltron.

Heat pump water heaters.
See why they're hot.
[visit svcleanenergy.org/eHub](http://svcleanenergy.org/eHub)

 **SILICON VALLEY
CLEAN ENERGY**

Energy wonk

**Skeptical about
an all-electric
home?**

We get it. But what
were your first
thoughts about an
all-electric car?



Better for you.
Better for the planet.
Visit svcleanenergy.org/eHub

 **SILICON VALLEY
CLEAN ENERGY**



Pushing out info about SVCE initiatives & announcements (base level)

Tactics vary across audiences and campaigns

Channels

- Email
- Social media
- Earned media
- Press releases
- Website
- Video
- Letters/postcards
- Out-of-home

The Mercury News

Crime and Public Safety | Morgan Hill adds all-electric fire station

NEWS > CRIME AND PUBLIC SAFETY > News

Morgan Hill adds all-electric fire station

The station will expand fire service to a growing region of the city



Morgan Hill residents celebrate the completion of the Butterfield fire station on June 7, 2025. (Sergio Covarrubias)

By LUIS MELECIO-ZAMBRANO | lmelecioz@bayareanews.com | Bay Area News Group
UPDATED: June 10, 2025 at 5:24 AM PDT



Silicon Valley Clean Energy • June 3 •

We hope to see you this weekend as we celebrate the all-electric Butterfield Fire Station with a ribbon cutting and pet adoption event! 🐾

📅 June 7
🕒 9 am - 12 pm
📍 17285 Butterfield Blvd., Morgan Hill

The newly constructed all-electric fire station utilizes a battery storage system to capture excess solar energy that can be used during peak hours or when backup power is needed. Electric, zero-emission appliances, like the induction stoves, keep first responders in a safe and pollution-free atmosphere.

What to expect at the event:

- Short remarks from the Morgan Hill Mayor and Fire Chief
- Pet adoption organizations hosting kittens, cats, and dogs
- Induction cooking demonstration
- Coffee truck*
- Food truck*
- Lawn games
- Raffle giveaway

*Free food and coffee to the first 150 attendees

PET ADOPTION EVENT

Butterfield Fire Station
Ribbon Cutting

June 7, 9am-12pm

County of Santa Clara
ANIMAL SERVICES

FOSMAS
Friends of San Martin
ANIMAL SHELTER

TOWN CATS
EST. 1997
SANTA CLARA COUNTY, CA

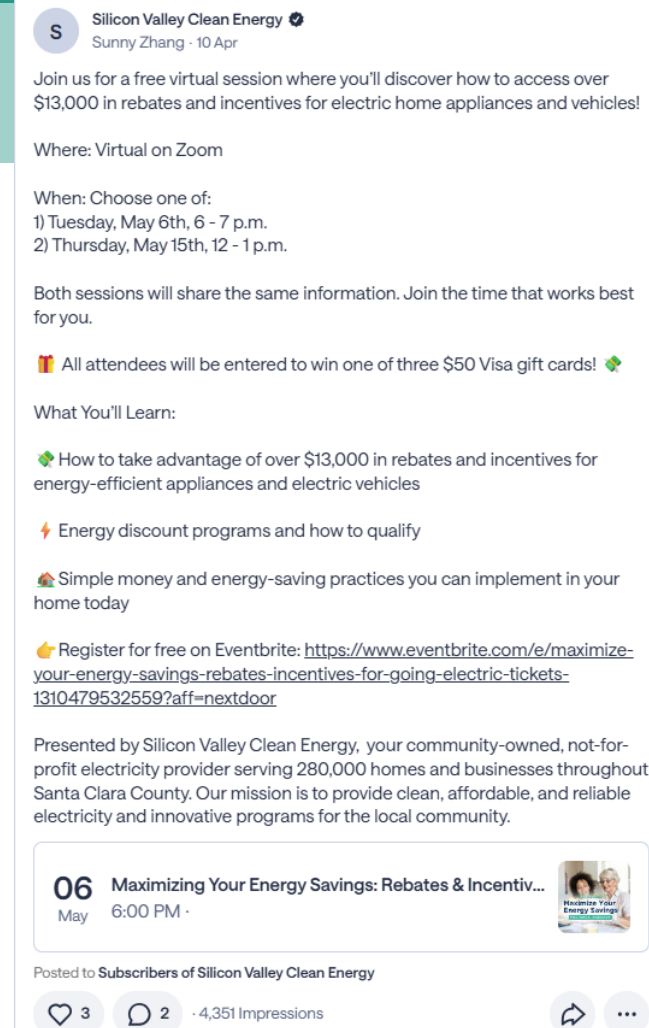


Pulling customers in to participate

Tactics vary across audiences and campaigns

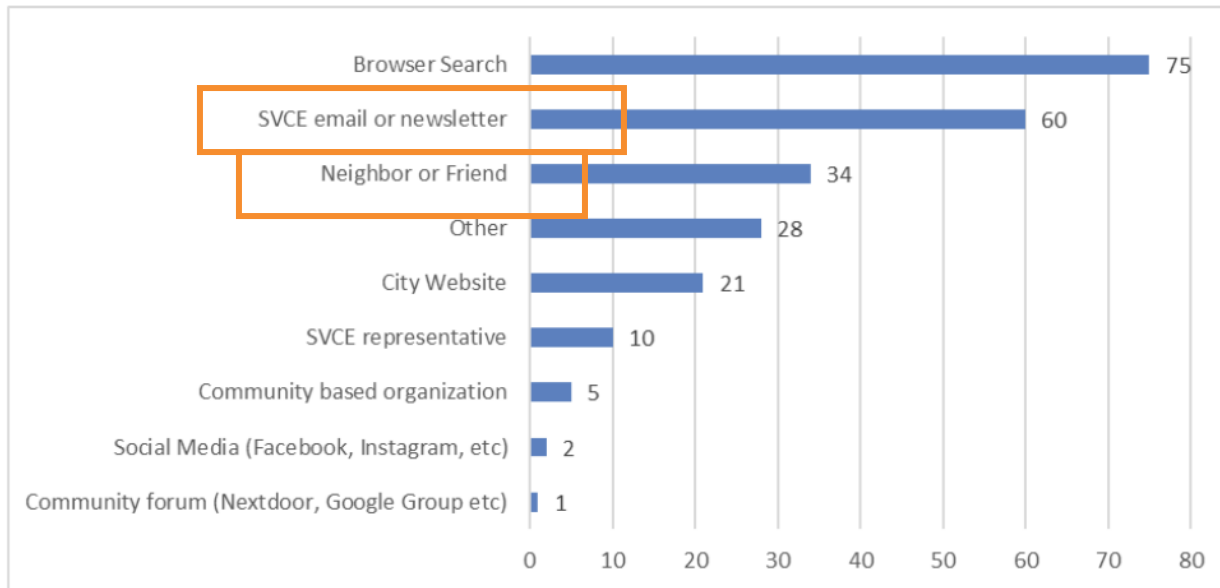
Tactics

- Advertising campaign
- Drip email campaigns
- Highly targeted emails
- Event activations
- Blog series
- Multi-channel consistency
- Webinars
- Video series
- Social media reels





We use data to inform our approach and adjust



Responses from post-purchase EV rebate recipients.

Image

Logo

Headline

Energy? Who ya gonna call?

Description

Across the county, the Power Squad is always ready to help.

Business name

SV Clean Energy

Image

Logo

Headline

Now you have the power!

Description

Across the county, the Power Squad is always ready to help.

Business name

SV Clean Energy

Ads optimized for the best-performing combo of images and messages.

Case Studies



Outreach Case Study – Payment Assistance & Efficiency Resources Campaign (PAER)

Improve Efficiency & Save Money

svce.info/bill-relief





Outreach campaign for Affordability SFA

- More awareness of and enrollment in payment assistance programs
- Reach customers with bill reduction and efficiency tips
- Campaign running Jan. – Oct. 2025

Are you looking for ways to take control of your energy bill?

Find out how.



☀️ Know Your Rate ☀️ Improve Your Energy Efficiency ☀️ Use Your Resources

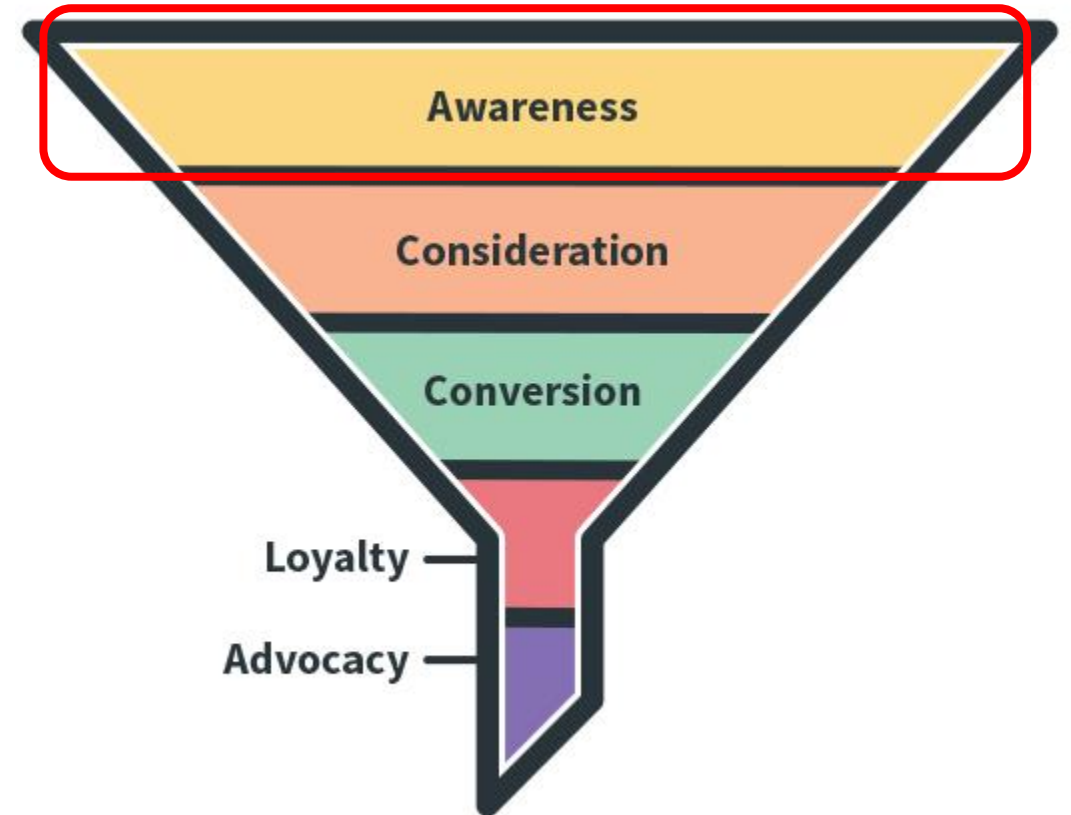


Where are these customers in their relationship with SVCE?

Item 5
PRESENTATION

Audience

Largely income-vulnerable, harder-to-reach
Non-English speakers
Potential and enrolled CARE/FERA, Medical Baseline, & LIHEAP customers
Seniors on fixed incomes
Delinquent/customers in arrears

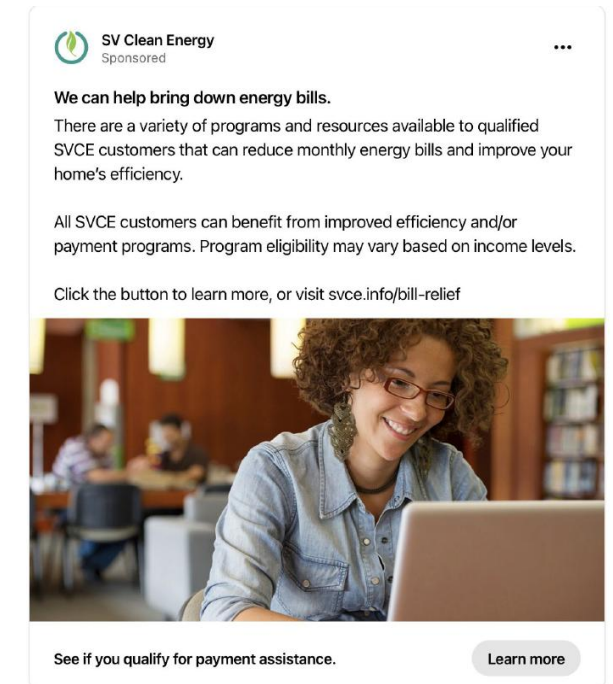




Messaging distributed across many channels

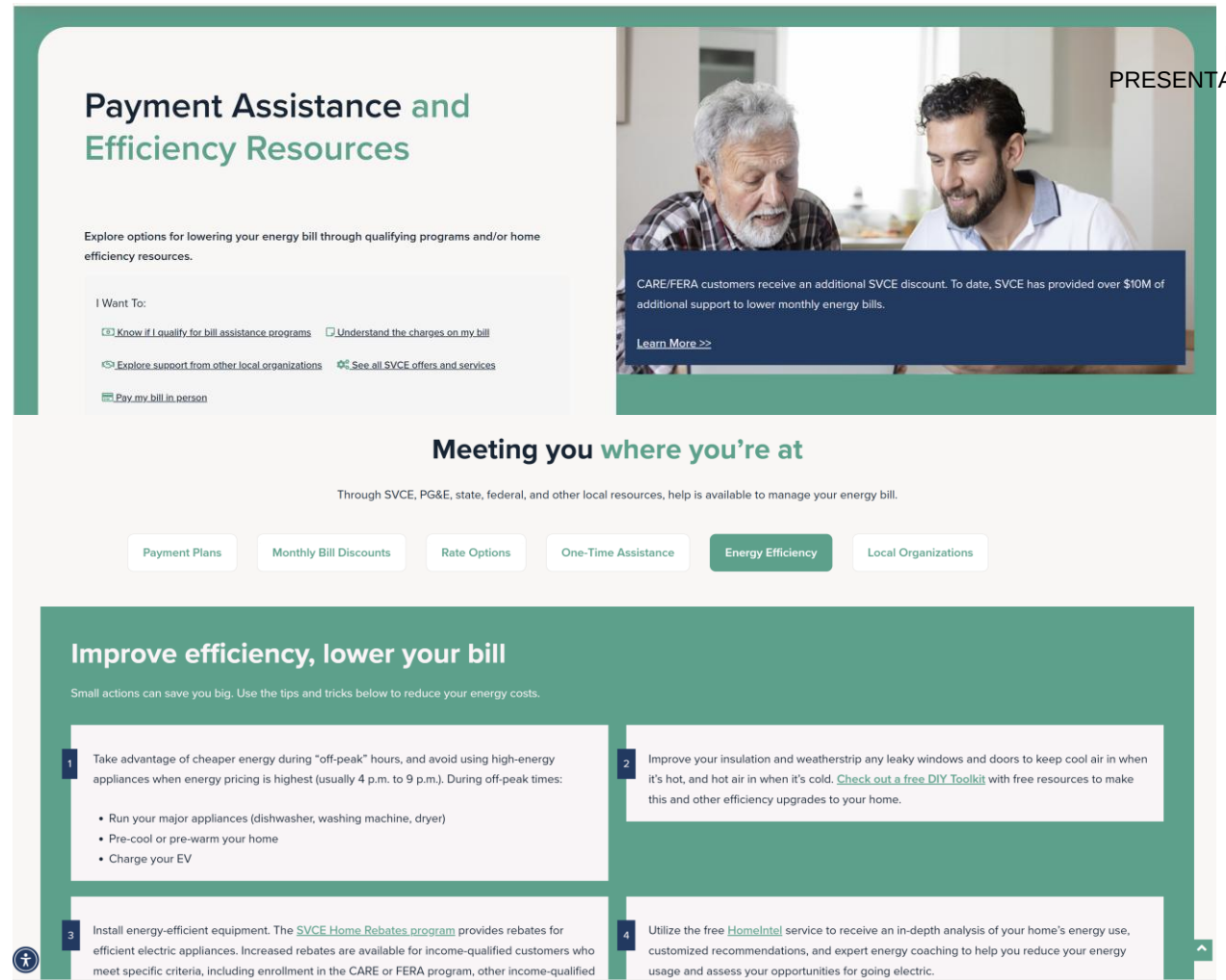
Tactics

- ✓ NextDoor digital ads
- ✓ Bus shelter ads
- ✓ Highway Poster Ads
- ✓ Residential survey
- ✓ Digital media toolkit
- ✓ Revamped webpage
- ✓ Energy efficiency email
- ✓ Payment assistance email
- ✓ Mailer
- ✓ Flyers

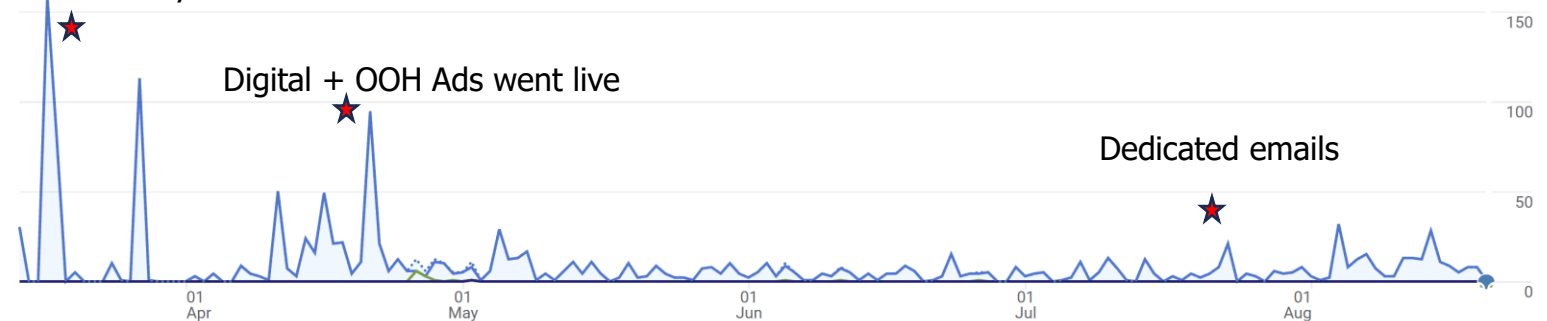


Revamped Webpage

- Available in English, Spanish, Vietnamese, Chinese
- 13.6x increase in visitors since April 14 compared to the same time frame last year



Mailed survey



Key Takeaways

- Reaching our audiences
- Engagement is happening
- Hearing about other barriers, for future campaigns



Is the summer heat bringing
high energy bills?

Explore available programs
that can provide savings!



Resources With Income Eligibility

Monthly Bill Discounts

See if you qualify for [California Alternate Rates for Energy](#) (CARE) or [Family Electric Rate Assistance](#) (FERA).

Medical Baseline Allowance

A lower rate for customers who depend on power for certain medical and independent living needs.

Assisted Home Upgrades

Receive additional rebates for home assessments and energy-efficient electric upgrades.

One-Time Bill Relief

The [Home Energy Assistance Program \(HEAP\)](#) is a non-emergency program that assists with paying home energy bills once a year.

Resources Available to All

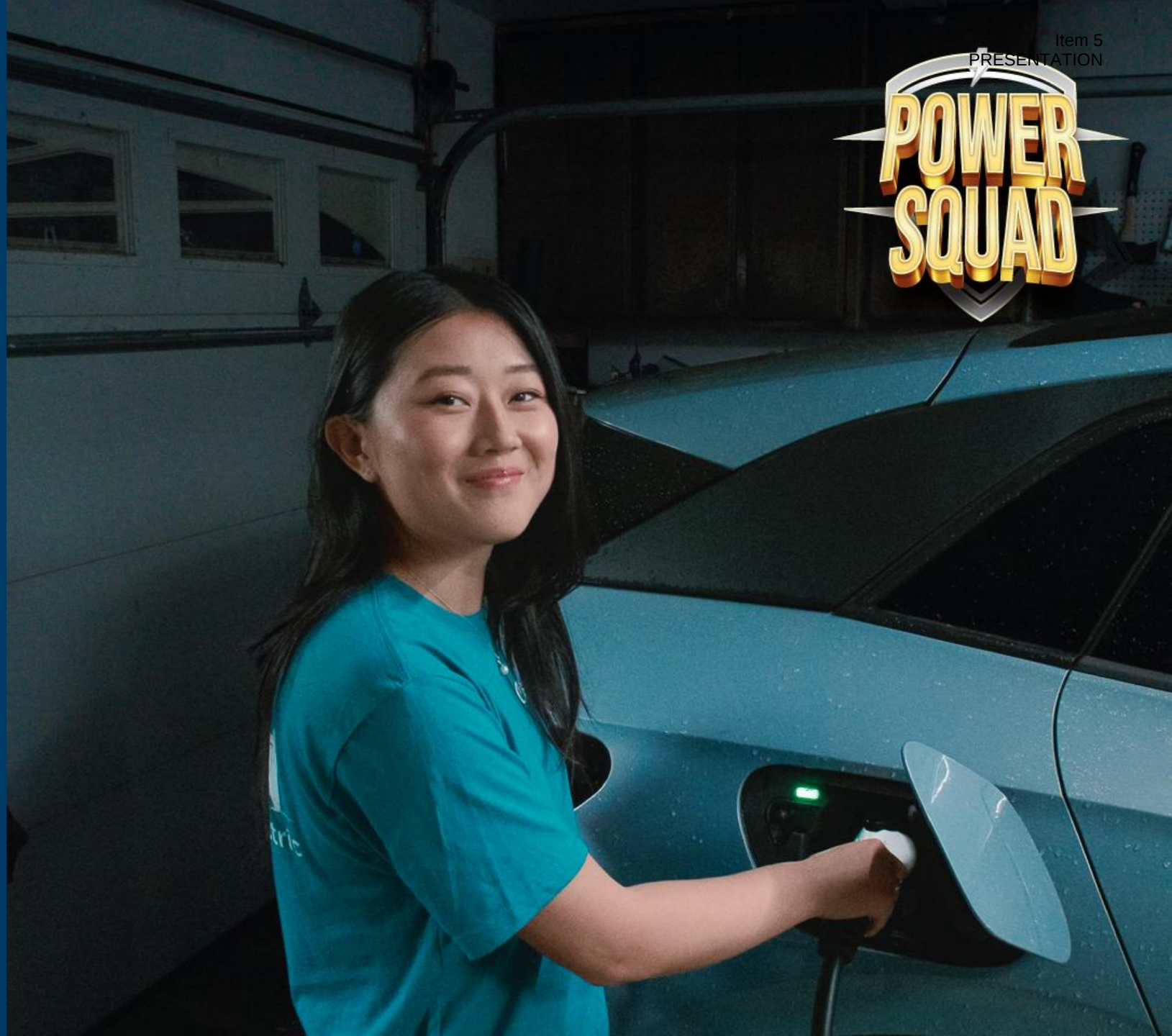
Get a Free Do-It-Yourself (DIY) Toolkit

Check out your free [DIY toolkit](#) at a participating library. Kits include weatherstripping materials, LED lightbulbs, and tools for detecting water leaks and flow rates.

Get a Free Home Energy Audit

Receive free, in-depth recommendations and expert energy coaching to reduce your energy usage and assess opportunities to go electric.

Marketing Case Study – eHub Incentives Finder



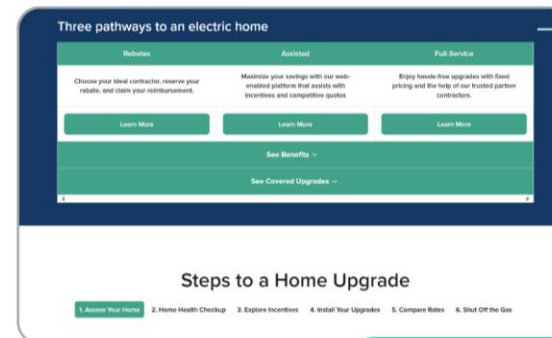
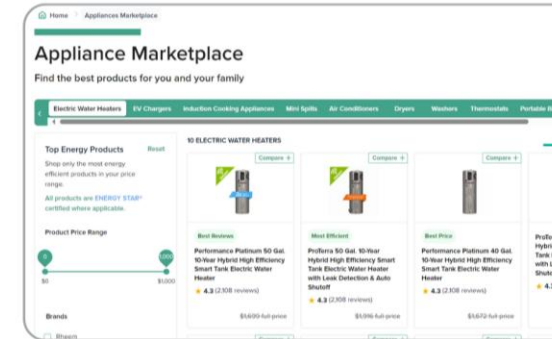
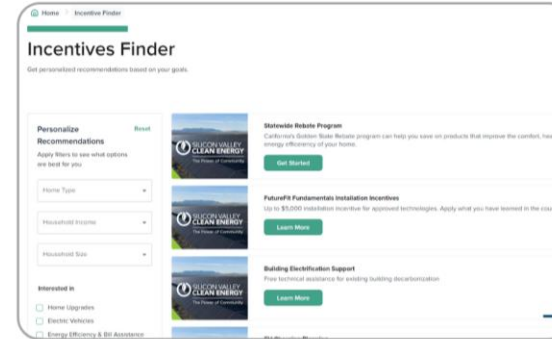


New and Improved eHub

Incentives Finder

Improved UX

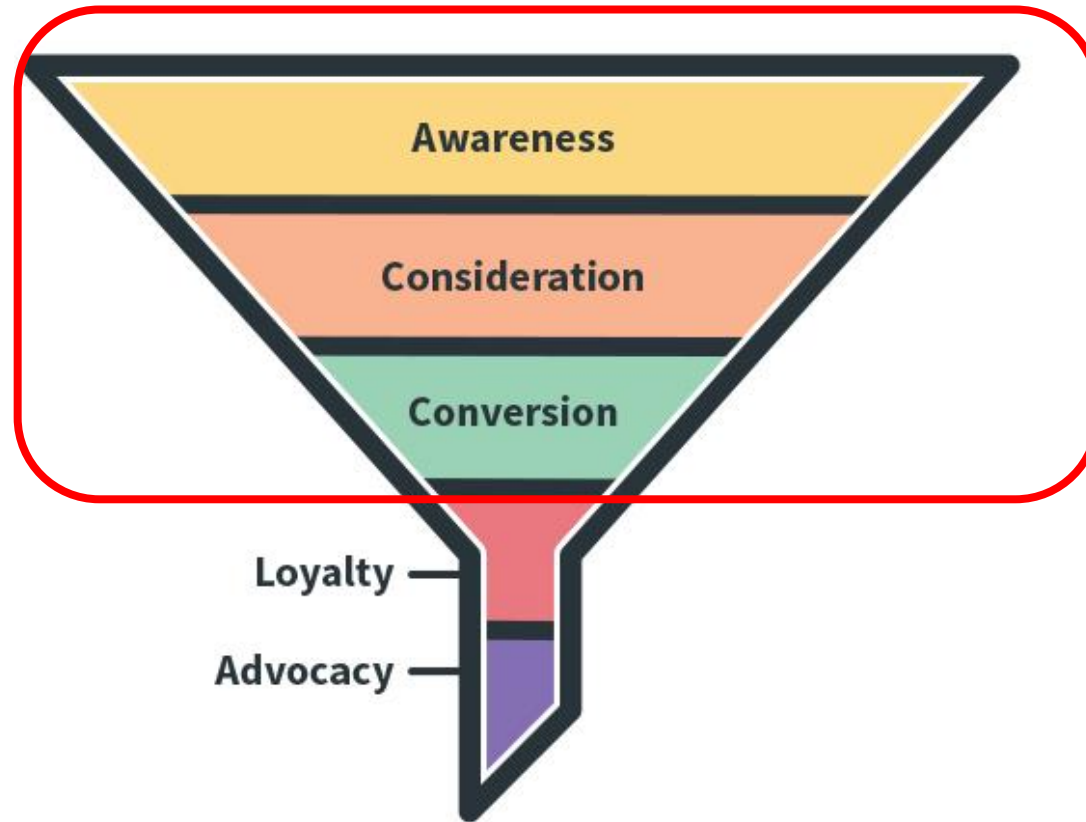
Home Upgrades Webpage



ehub.svcleanenergy.org



Where are these customers in their relationship with SVCE?



Who is the audience and how do we reach them?

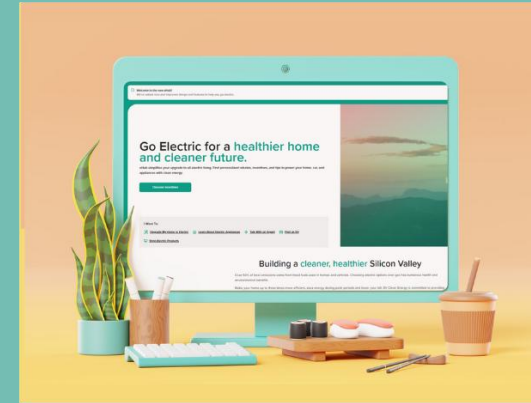
Customer journey for incentives finder



Residential customer is curious about going electric



Receives email about rebates to go electric and is directed to eHub



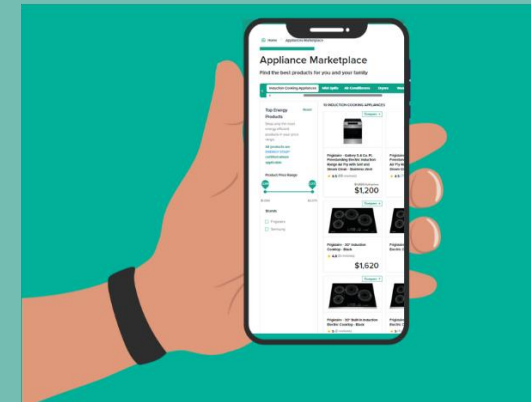
Learns the benefits of going electric and explores available incentives



Customer selects the Assisted Home Upgrades path for their electric home journey



Customer consults an expert advisor and completes their project



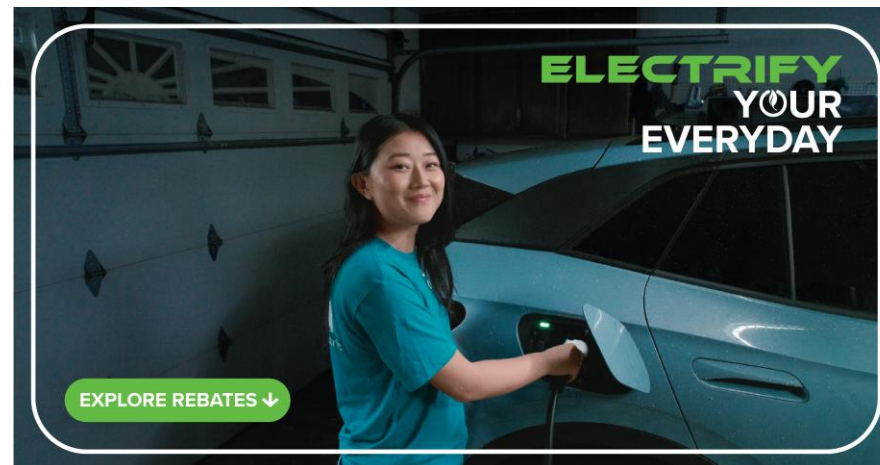
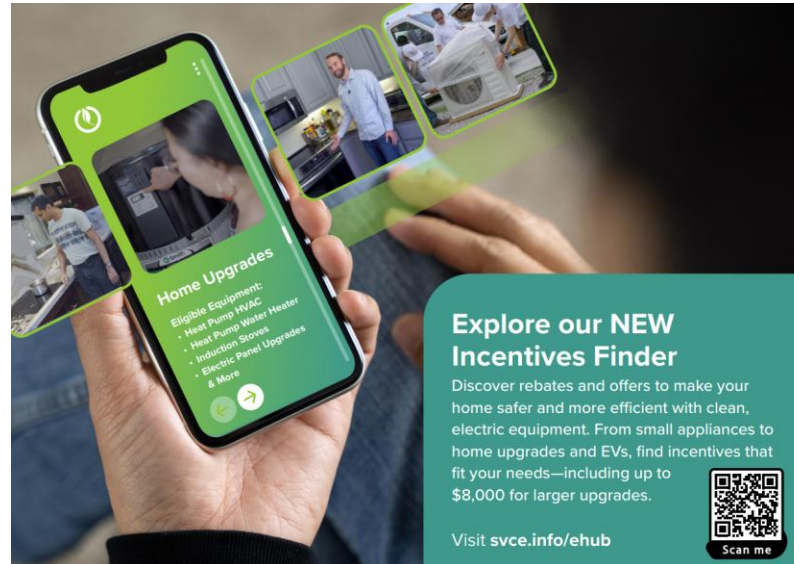
Customer continues their electrification journey via the Appliance Marketplace



Messaging distributed across many channels

Tactics

- ✓ Digital ad campaign
- ✓ Print ads
- ✓ NextDoor digital ads
- ✓ Digital media toolkit
- ✓ Customer emails
- ✓ Webinars
- ✓ Mailers (2024 Power Content Label)
- ✓ Flyers



YOUR EARTH MONTH CHECKLIST



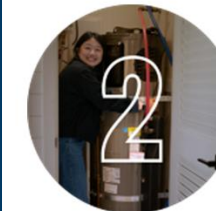
Happy Earth Month! 🌍🌱 This April, let's go electric and shift from relying on fossil fuels to using clean electricity to power our cars and home appliances. By making these upgrades, you're improving air quality, adding comfort to your home, reducing your carbon footprint, and embracing efficient, modern technology. We've put together a playful checklist of Earth Month actions you can take.



Learn Something New

Join our [free virtual webinar](#) on Tuesday, May 6 at 6 p.m. or Thursday, May 15 at 12 p.m. and be entered to win one of three \$50 gift cards. The webinar will include information on how to maximize your energy savings and access rebates and incentives for going electric.

[Sign Up](#)



Save Up to \$13,000 on Home Upgrades

The [eHub Incentives Finder](#) is your go-to resource for exploring these savings. Access these incentives through our:

1. [Home Rebates](#): Perfect for self-directed projects with a contractor of your choice/DIY.
2. [Assisted Home Upgrades](#): Determine upgrade options for your home, get quotes easily, and incentive application support.

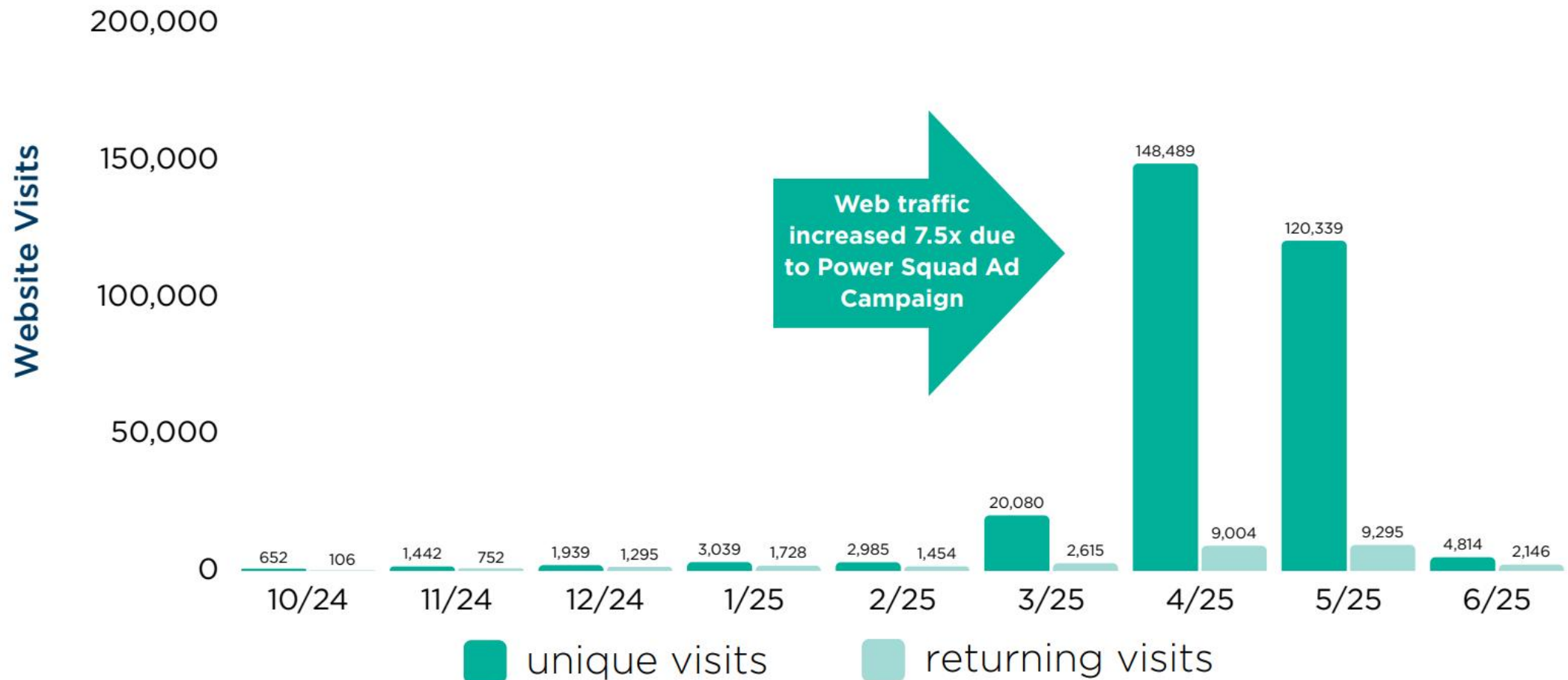
Power Squad Ad Campaign





Emails and ads drive users to eHub resources

Cumulative Monthly eHub Visits Since Oct 2024



Conclusion



We are always sharing our resources



SILICON VALLEY CLEAN ENERGY



¡Ahorra \$2,000 en un vehículo eléctrico!

Nuevo! Reembolso para vehículos eléctricos según ingresos

svce.info/reembolso-ev

UPGRADE YOUR HOME

\$13,000 in rebates!

Maximize your savings on electric home upgrades by combining SVCE rebates and tax credits.

SILICON VALLEY CLEAN ENERGY



LET'S GET COOKING

\$500 INDUCTION REBATE



INDUCTION RANGE/COOKTOP

HOME REBATES PROGRAM
www.svcleanenergy.org/home-rebates

SILICON VALLEY CLEAN ENERGY

SILICON VALLEY CLEAN ENERGY

發揮最大節能效益

提供 SVCE 獎勵措施!

- ✓ 高達 \$13,000 - 電氣化家用電器
- ✓ \$2,000 - 電動車
- ✓ 免費報價 - 太陽能與電池



Item 5
PRESENTATION

GO ELECTRIC

TU HOGAR ELÉCTRICO

All-Electric Living
Todo eléctrico



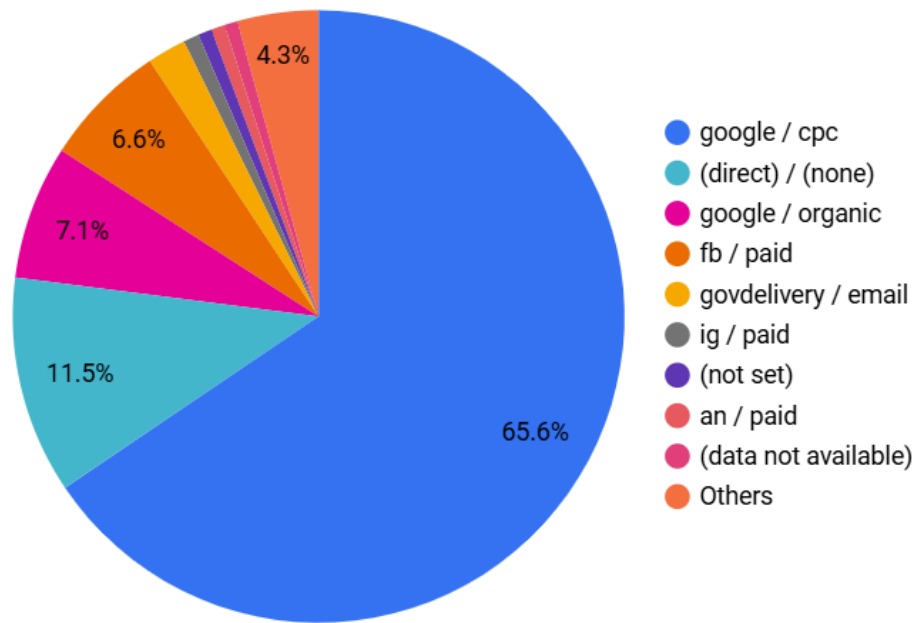
Clean. Healthy. Safe.
Limpio. Saludable. Seguro.

SILICON VALLEY CLEAN ENERGY

The Power of Community
La energía de la comunidad

We are always learning and adapting

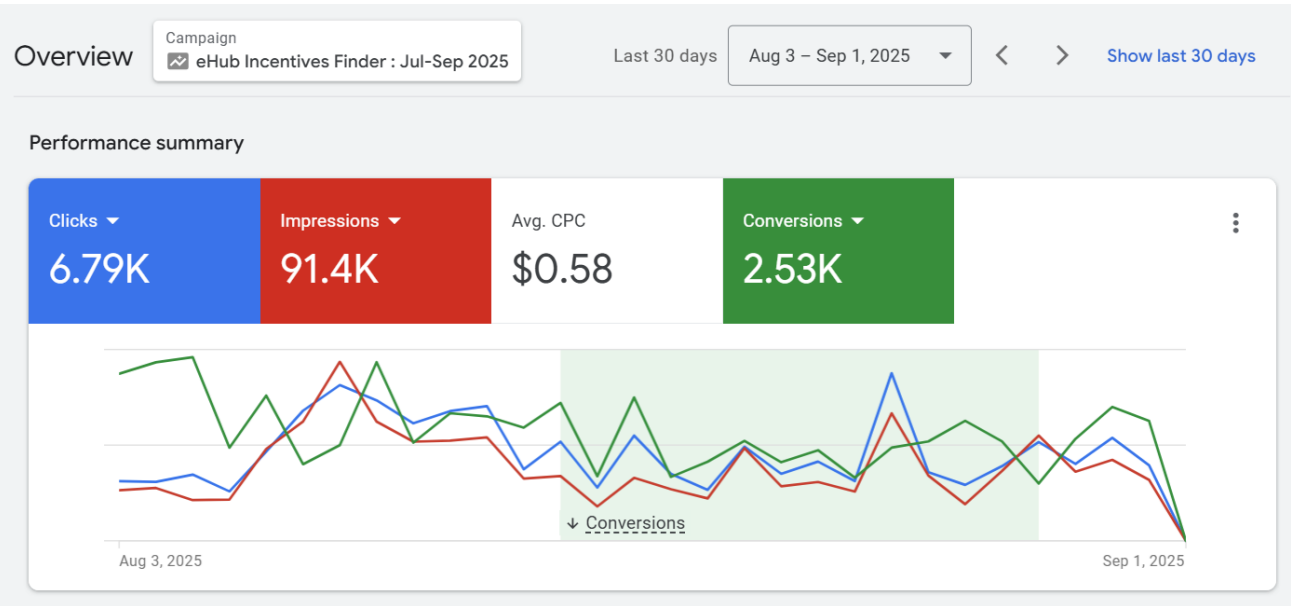
Sessions by Source/Medium



Campaigns 211460239 (211460239) Opportunity score 88 Updated just now

Impressions (Campaign) > 0 Search to filter by name, ID or metrics

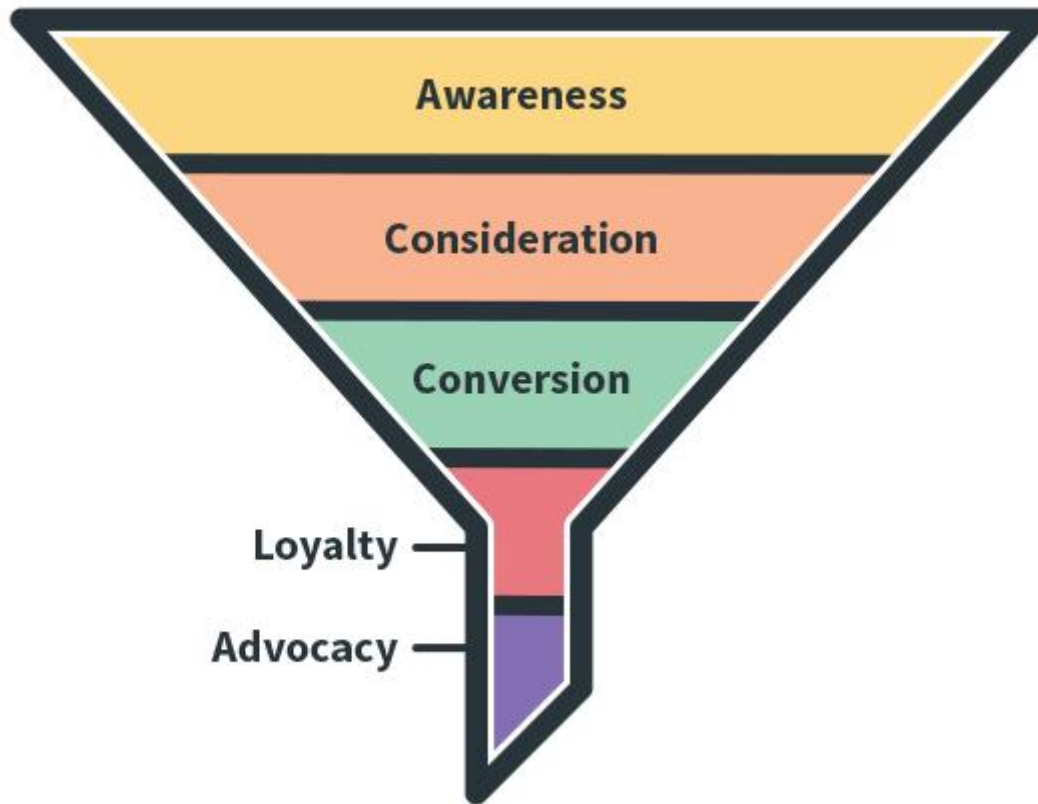
	Off / On	Campaign	Results	Reach	Impressions
		Post: "☀️ Stack Federal Tax Credits with Rebate...	177 Link clicks	6,318	49,352
		ZIF	567 Link clicks	10,353	64,461
		Event: Stacking Tax Credits with Rebates to Ma...	557 Link clicks	45,651	87,214
		EV Rebate	2,142 Link clicks	65,247	206,264





We are always working to earn customer trust to build support of the SVCE mission

Item 5
PRESENTATION



We always welcome your connections to your community

Introductions to local folks/groups we should know are always helpful.



Thank you



Appendix

Customer outreach & marketing for businesses too!



[Ver en Español](#)



Attention Campbell Business Owners!

Join us for a free lunch sponsored by [Silicon Valley Clean Energy](#), where we'll discuss strategies for your business to increase energy efficiency, sustainability, community recognition, and \$20,000 in rebates for electric upgrades!



Dear Valued Customer,

Big news! We have increased our Business Rebate incentives, and you can now receive **up to \$40,000** to upgrade to clean, energy-efficient electric equipment. If you're looking for ways to enhance your business, as a Silicon Valley Clean Energy (SVCE) customer, you have a great opportunity to receive a rebate when you replace outdated gas equipment. This upgrade can improve both your operations and the environment. Additionally, non-profits, municipalities, and public schools are eligible for rebates of up to \$55,000.

[Learn More](#)

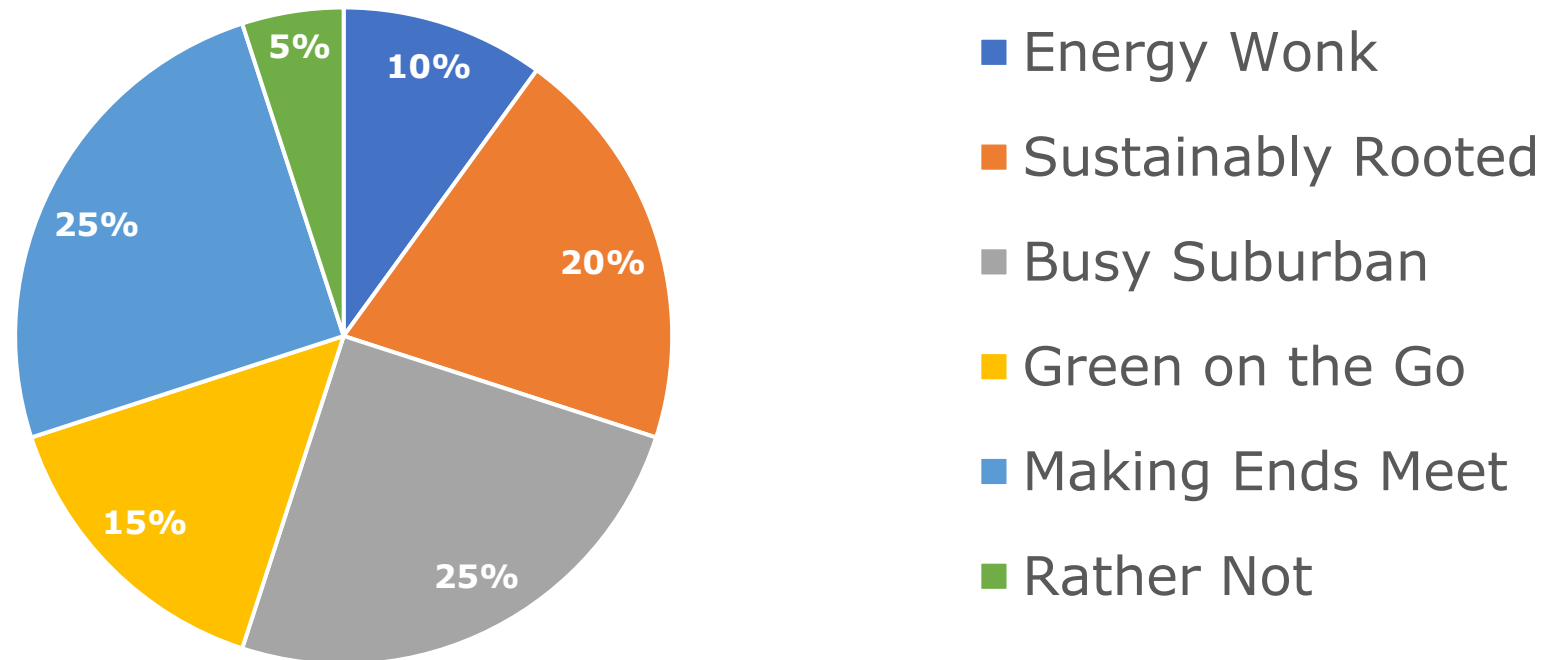
SVCE is dedicated to helping local businesses like yours transition to all-electric equipment, including heat pump water heaters (HPWH), heat pump HVAC systems, and induction cooktops. Here's why upgrading is a power move:

Significant Rebates to Reduce Upfront Costs



Messaging/outreach methods must attempt to reach all kinds of customers

Estimated Distribution of Customer Personas



Informed by 2018 customer surveys



We use data & feedback to inform our approach

Customer Feedback Loop



Receive Update on the 2026 SVCE Elections Process

Board of Directors Meeting
November 12, 2025



Review the selection process and timeline for 2026 SVCE appointments of Board Chair, Vice Chair, and committees.



Chair & Vice Chair

Chair Qualifications and Role

- Must be primary director
- Minimum two years experience serving on the Board of Directors
- One year term; no term limit
- Presiding officer of all Board Meetings

Vice Chair Qualifications and Role

- Must be primary director
- Minimum one year experience serving on the Board of Directors
- One year term; no term limit
- Serves in the absence of Chair



Executive Committee

Provides input and support on operational matters

- Membership: Up to six primary board members
- Of the potential six members, the incoming Chair and Vice Chair are offered automatic positions
- One year term; no term limit
- One year minimum Board service
- Duties: review and provide advice to the CEO and Board on policy, operational matters and perform such other responsibilities, tasks or activities as delegated to it by the Board



Chair, Vice Chair, Executive Committee Timeline

January BOD Meeting

Board Chair/Vice Chair
Appointments

Executive Committee
Appointments

November 12th:

- Presentation on committees/selection process/deadlines

Deadline: December 12th:

- Notification of interest in Chair, Vice Chair, and/or Executive Committee due to Board Clerk (can submit any supporting documents they choose)

Nominating Committee recommendations presented and selections made at annual meeting on January 14, 2026 by vote



Other Standing SVCE Committees

Finance and Administration Committee (Appointments in February)

- Works with SVCE staff on items related to financial and administrative issues that impact the agency
- No fewer than three members, no greater than six members
- Eligible Membership: Primary Board members, Alternate Board members, and Member Agency staff.

Audit Committee (Appointments in February)

- Works with SVCE staff on the initiation and receiving of the annual audit.
- No fewer than three members and no greater than six members
- Eligible Membership: Primary Board members, Alternate Board members, and Member Agency staff.



Other SVCE Committees

February

All other Committee Appointments (Audit, Finance and Administration, any Ad Hoc Committees)

December 12th:

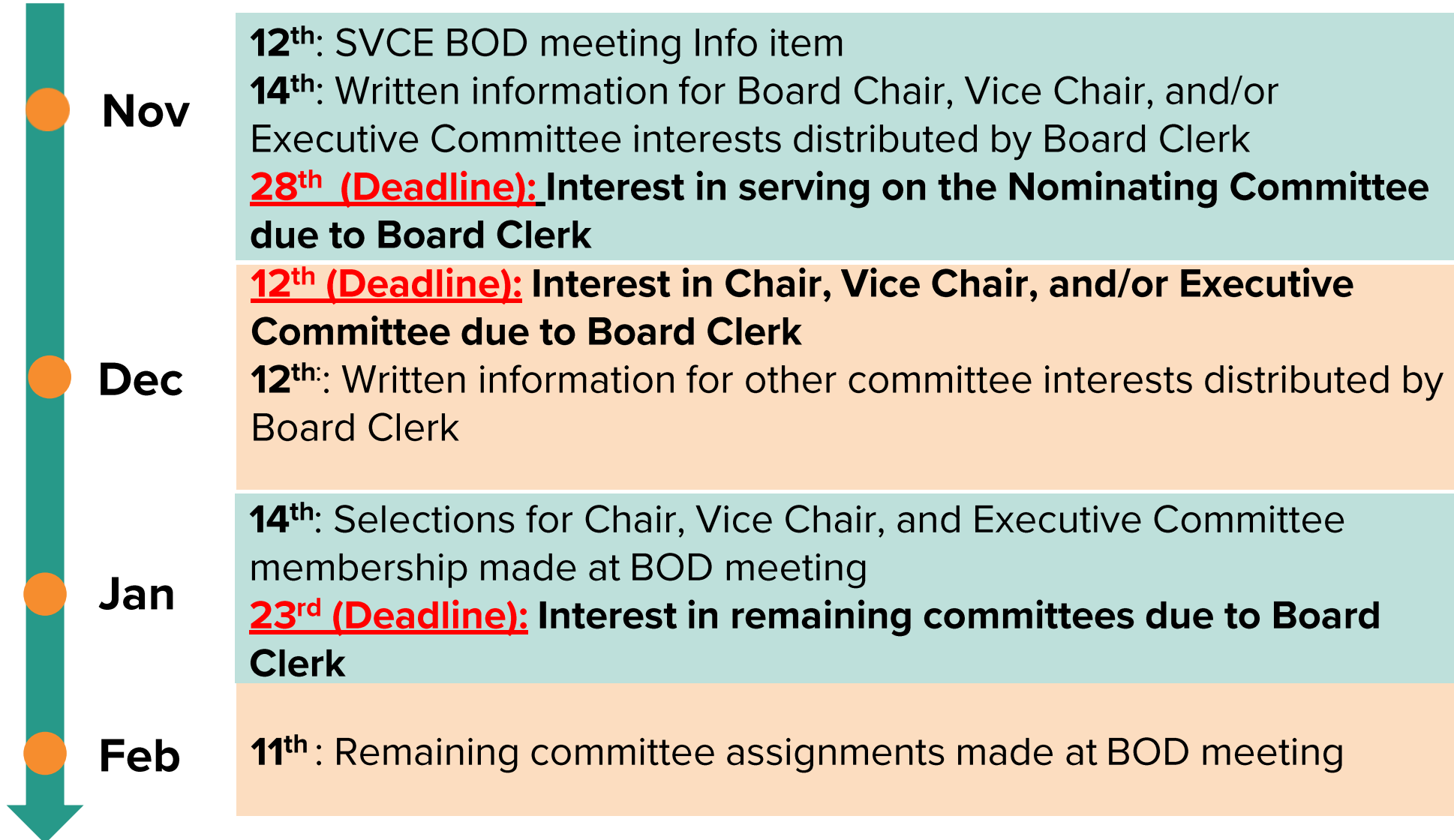
Request for members to notify Board Clerk of interest in serving on remaining Committees

Deadline: January 23rd : Notification to Board Clerk for committee interests due

Selections made at February 11, 2026 Board of Directors Meeting by vote



Timeline Snapshot



Thank you