

Quarterly Report
June 2025 Milestones



\$141 million
in lifetime bill savings



\$130 million
in lifetime program
funding allocation

Quarterly Report

June 2025 Milestones



7.5x

increase in eHub website
traffic from Power Squad
campaign



1,698

customers engage
with Go Electric
Advisor service



5,500

customers enrolled
in all-electric
E-ELEC rate

Quarterly Report

Active Programs

See Glossary for program descriptions. Title links to program homepage (if available).

Name	Budget	Potential Impact	Cumulative Impact To-Date	Last Quarter (Update)	Next Quarter (Target)
Multifamily Retrofits (TE and BE)	\$12.5M	300 to 1,000 MF AH units electrified	3 multifamily sites enrolled (250 units)	Selected and executed Master Services Agreement with General Contractor.	Start construction at 2 sites.
EV Charging Incentives	\$11.4M	80 MUDs with EVI (720 ports) 4,000 L1/L2 chargers at affordable housing	21 sites completed (182 L1/L2 ports) 32 MUD active reservations (362 ports)	Saw increase in applications, bringing total active reservations to \$1.99M. Held property manager lunch and learn for over 60 local MUD owners.	Process 27 total claims. Hold additional property manager lunch and learn event.
Full-Service Home Upgrades	\$11.4M	600 single-family homes electrified	Completed installations in 4 homes	Began enrolling customers and scoping projects. Adjusted program process for smoother delivery based on feedback from soft launch phase.	Complete 10 installations. Start planning for hard-launch.
Home Rebates	\$10.05M	2,800 homes fully/partially electrified	2,100 homes fully/partially electrified	Implemented additional rebates from the Cities of Milpitas and Mountain View.	Hit 2,400 claims and upload all historic data into Salesforce.
Electrification Rate Discount	\$9.5M	5,000 customers enrolled	5,500 enrolled in pilot, before SVCE closed v1 in July 2025 (v2 coming in 2026)	E-ELEC 2.0 approved by Board. E-ELEC 1.0 pilot program phased out.	Finalize rate sheet for E-ELEC 2.0. Design implementation and launch strategy.
Member Agency Grants	\$6.5M	13-18 member agency projects focused on community engagement and capital decarb projects	Selected 8 projects for competitive grant	Executed 2 grant agreements for competitive grant, executed 1 noncompetitive grant agreement, received 2 applications for noncompetitive grant.	Propose changes to the noncompetitive grant in August Executive Committee meeting and finalize in September BOD.
Zero Interest Financing Pilot	\$5.2M	200 customers finance electrification	Launched pilot	Launched pilot, initial set of 1400 customers emailed (targeted based on fit with pilot design/goals).	Contact all target customers (15k), complete 30 installs.
Community Energy Resilience	\$5.15M	13 agencies complete projects	7 completed agency projects	7 projects still in progress.	Closeout 1-2 projects.
C&I Decarbonization Program	\$5M	8,000 metric tons of CO2e removed through carbon saving measures	11 customers enrolled in the program, 4 treasure hunts completed - actively working on project ideas with participants	Enrolled 1 additional large customer and 4 small. Held second workshop.	Enroll 3 new high profile customers and schedule workshop #3.

Active Programs

Name	Budget	Potential Impact	Cumulative Impact To-Date	Last Quarter (Update)	Next Quarter (Target)
Decarbonization Demonstration Grants	\$3.2M	8 local public facing electric projects	2 projects complete	Held ribbon cutting for Morgan Hill fire station project.	Support 4 grantee community engagement efforts.
Permit Modernization	\$3.2M	13 member agencies improve electrification permitting	Permitting agencies have action plans in place. All agencies have reduced barriers for heat pump water heaters and many offer expedited permitting.	All 13 agency action plans in place. Work underway in many agencies: expediting permitting, training staff, and educating customers on prewiring.	Continue deploying resources in all member agencies.
Emergency Water Heater Replacement	\$2.6M	700 emergency water heaters upgraded	2 emergency water heater installations completed	Program relaunched in June 2025 after making adjustments based on feedback from soft launch.	Complete installations for 5 projects. Start planning for hard-launch.
CALeVIP 1.0	\$2.5M	85 DCFC installed 1,100 L2 installed	10 DCFC installed 319 L2 installed	Closed/cancelled applications that are not moving forward.	Continue making payments for remaining 3 projects as they are completed.
Customer Resource Center (eHub)	\$2.1M	800K email opens 100K unique web visits	743K email opens (52% open rate) 301K web visits	274K Unique Visits, 364K Unique Opens, Go Electric Campaign Ended.	50K Unique Visits, 60K Unique Opens, Launch Appliance Marketplace Promotion.
Fast Charger Incentives	\$1.875M	10 DCFC installations near MUD hotspots	10 of 10 ports are constructed; 2 are not energized currently	Continued to explored ways to support one site through ownership transition.	Complete ownership transition for one site and close program.
Existing Building Policy Experiment	\$1.9M	Spur action on building electrification and reduce building gas combustion	Existing building policies are now understood and momentum is building for incorporation into 2025 building code adoption process.	Held workshop for elected officials. Continued educating and supporting agency staff on model approaches.	Support many agencies in customizing ordinances for adoption.
Contractor Training	\$1.7M	300 contractors trained 500 graduate incentives	312 contractors completed training 243 approved graduate incentive claims	Integrated program with Salesforce.	Try new marketing approaches such as NextDoor to grow enrollment to 300.
EV Rebates	\$1.5M	600 EV purchase incentives for income qualified customers	108 claims paid	Conducted additional email campaigns. Enrolled 3 new participating dealerships.	Increase marketing and education about stacking federal tax credits while available.
Programs Marketing Fund	\$1M	4,500 new program participants	Marketing for 10 programs. Nearly 3,000 program participants added. Analytics configured.	First School of Thought campaign completed, \$130k spent.	Multilingual Home Upgrades campaign.

Active Programs

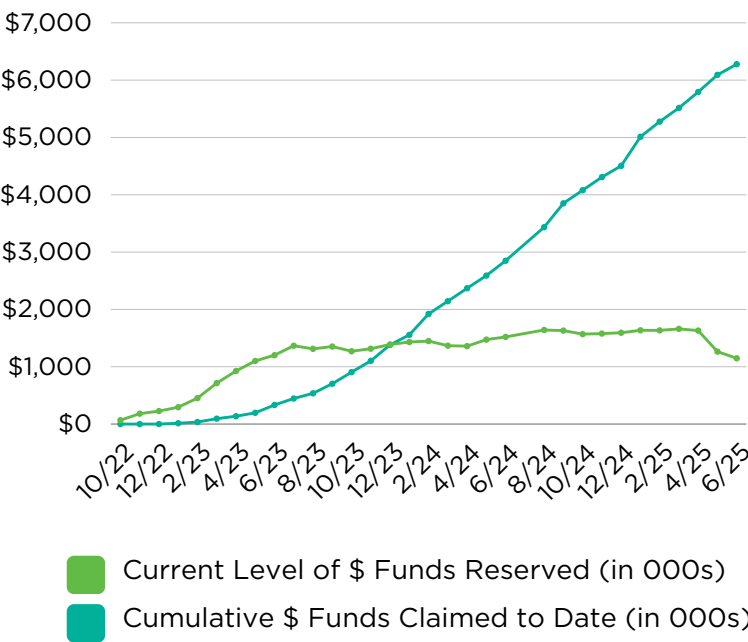
Name	Budget	Potential Impact	Cumulative Impact To-Date	Last Quarter (Update)	Next Quarter (Target)
GridShift EV Charging and Rebates	\$973K	Bill/emissions savings and load shifting capacity	1,584 EVs enrolled (incl. ChargeWise) 71 charger rebates	Iterated on EM&V scope for GridShift/ChargeWise. Evaluated ChargeWise results to date and updated price signal adders.	Finalize EM&V scope for GridShift/ChargeWise and begin work. Monitor ChargeWise results.
Go Electric Advisor	\$892K	3,600 customers use hotline, 1,200 use tech assistance, 350 use electrification plans	1,698 customers use service	560 contacts incl 47 nonprogram inquiries, implemented program plan opportunities.	600 contacts incl 60 non-program inquiries.
Business Rebates	\$750K	20-30 SMBs electrified	9 SMBs fully/partially electrified	Soft-launched the Site Assessment Pilot Program and completed first Site Assessment.	Complete 15-20 site assessments and award 2-4 new rebates.
EV Charging Planning	\$725K	60 assessments, 36 projects done, 250 ports installed	126 applications (112 reports completed)	Completed Site Solution Reports for all 22 remaining applications. Program closed on 6/30.	Program ended.
EM&V	\$640K	Evaluate 80% of SVCE programs within 2 years of launch	11 reports completed	Set up new Task Order for residential programs. Continued scoping for additional programs.	Define EM&V scope for 4 additional programs.
SV Building Electrification Stronger Together	\$600K	Educate stakeholders about building electrification	40 new stakeholders engaged to date	Hosted second contractor focus group. Selected CBOs for program design bench.	Host third contractor focus group. Host first CBO Program Design bench meeting.
Decarbonization Engagement Grants	\$442K	5 communities engage residents on climate action topics	2 projects complete	Held ribbon cutting for Morgan Hill fire station project which included new children's educational sign.	Monitor and reimburse agencies as projects move to completion.
Natural Gas Phaseout Feasibility	\$300K	Complete 2 whitepapers to inform local, regional, and statewide policies	1 whitepaper (funding requirements) completed	Finalized recommendations and summary presentation.	Present findings to Air District to inform rule updates.
Fleet Electrification	\$300K	Complete fleet electrification and charger install planning for 15 fleets	14 fleets in progress	4 agencies have completed the planning program. Remaining 10 agencies are actively proceeding.	Finalize 2 new agency engineered plans. Recruit one new fleet into program.
Lights On Silicon Valley	Power Supply Budget	750 SFH and 5 MF projects	657 enrolled SFH at outset of delivery period	Capacity from behind-the-meter solar and storage projects was delivered to SVCE.	Continued delivery and adjustments to dispatch as needed.
Assisted Home Upgrades (Rock Rabbit)	\$190K	Pilot web app to help homeowners/contractors to apply for multiple incentives simultaneously	61 incentive reports, 22 projects created	Hard Launch complete. 61 incentive reports and 22 projects created.	Receive 50 incentive applications, and integrate system into Salesforce.

Planning

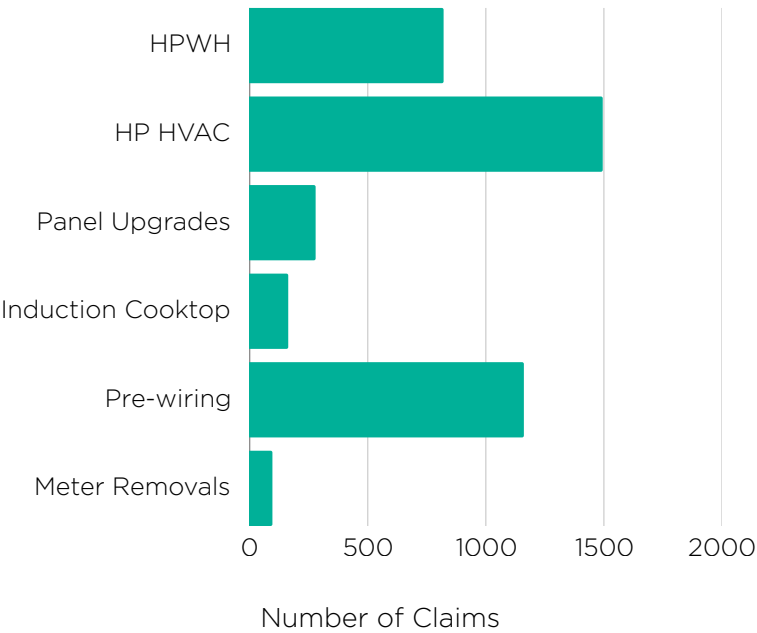
Name	Budget	Potential Impact	Last Quarter (Update)	Next Quarter (Target)
Community Grants	\$3.5M	Fund resiliency, engagement, and decarbonization projects for schools, community groups, and non-profits	Will split schools and community groups into two separate programs to provide specialized support.	Onboard fellow to lead program.
Neighborhood Electrification	\$1.5M	Test model to electrify buildings within a community. Electrify 15 homes and set plans for 24 homes	Program design ongoing.	Complete program design and release RFP for contractor.
Workforce Development Partnerships	\$1.3M	Increase capacity to coordinate and train skilled workforce for residential electrification jobs	Began scoping program with relevant stakeholders.	Refine program to fit with CCA needs across Bay Area (focused on contractor support and training).
Demand Flexibility and Virtual Power Plant programs	\$1M	Connectivity to flexible, customer-sided loads to enable bill savings, avoided generation and capacity costs, reliability and carbon benefits	Selected vendor. Presented contract to Board for approval.	Kickoff contract with selected vendor.
Innovation Onramp (EV Charging Pilot)	\$1M	Demonstrate innovative and scalable solutions to reduce the cost of EV charging for MF residents.	Finalized contracts for 3 pilots (2 for submetering solutions and 1 for direct wiring). Work commenced in June, 2025.	Ensure all three vendors have identified sites to implement their pilot. Establish contact with PG&E to initiate the MDMA registration process.
E-Bike Rebates	\$500K	450 e-bikes	Program to be designed; progress paused due to other projects.	Determine new timeline and next steps for program launch.

Home Rebates

Provide incentives to residents for heat pump water heaters (HPWH), heat pump HVAC systems, service panel upgrades, induction cooktops, and pre-wiring to replace gas appliances.

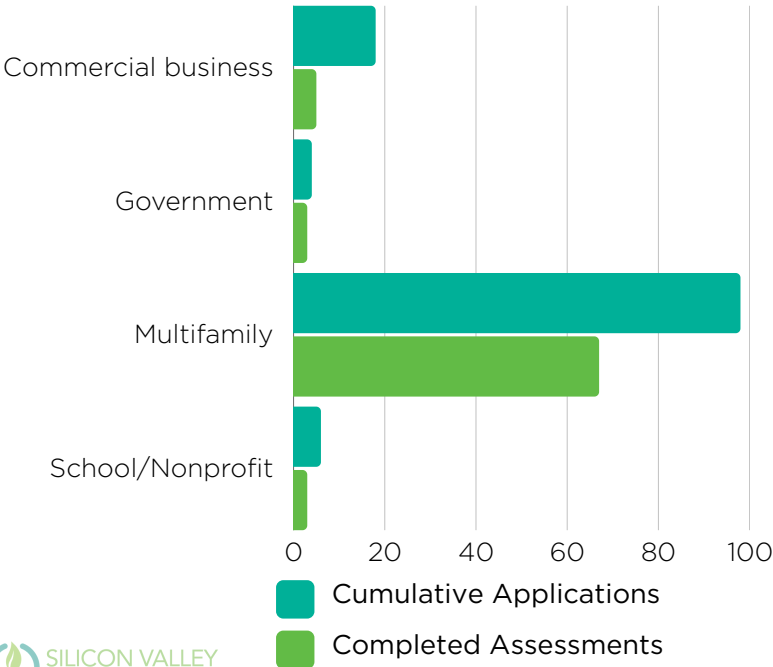


Rebates claimed: \$6.3M
Rebates reserved: \$1.1M



EV Charging Planning

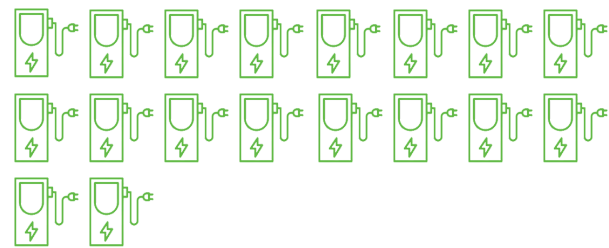
Assistance in site assessment, preliminary design, and applying to rebates for charging at multifamily housing and small and medium workplace properties.



EV Charging Incentives

Incentive program for L1 and L2 EV charging infrastructure at multifamily properties

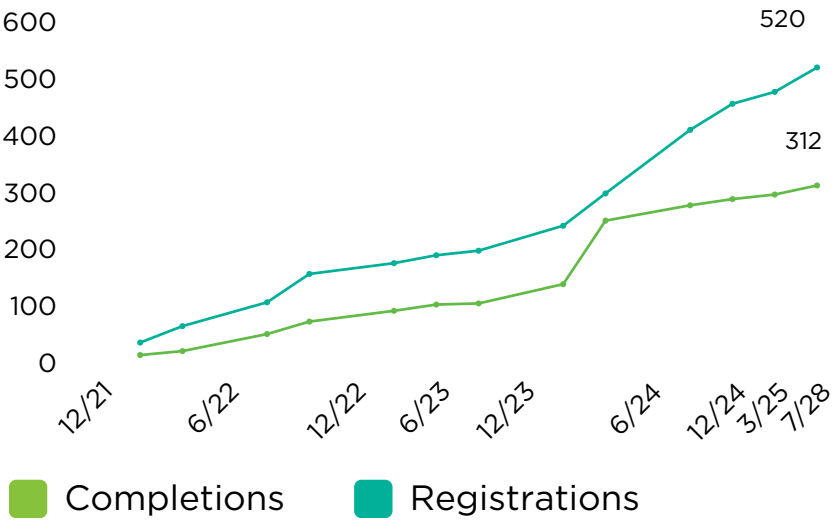
Funds Reserved: \$1.99M
Funds Claimed: \$732k
Ports Installed: 182 L1/L2



Icon = 10 Installed EVSE Ports

Contractor Training

Provide financial relief to contractors by expanding their knowledge of electrification technologies.



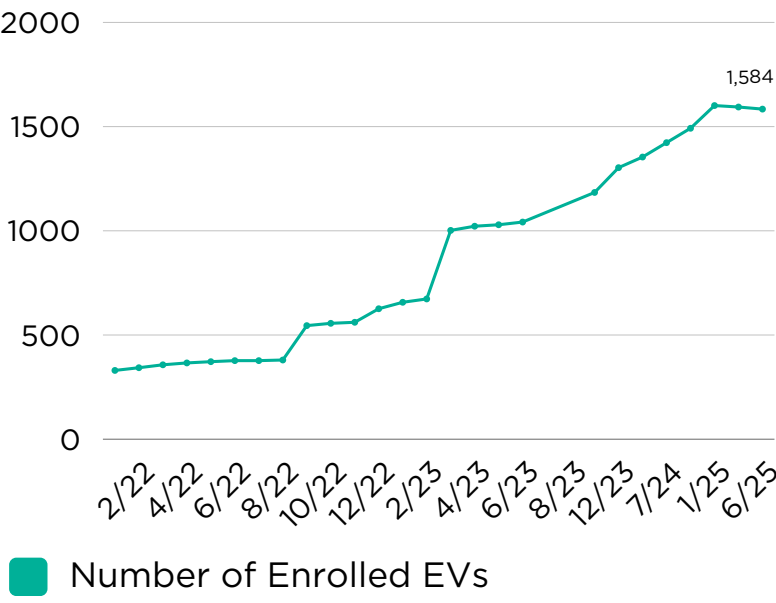
Funding: \$1.5M
Goal: 300 Participants Complete the Course (Phase 2)



= 10 Participants Complete Course

GridShift EV Charging

Managed EV charging app that optimizes charging to reduce associated costs and emissions.



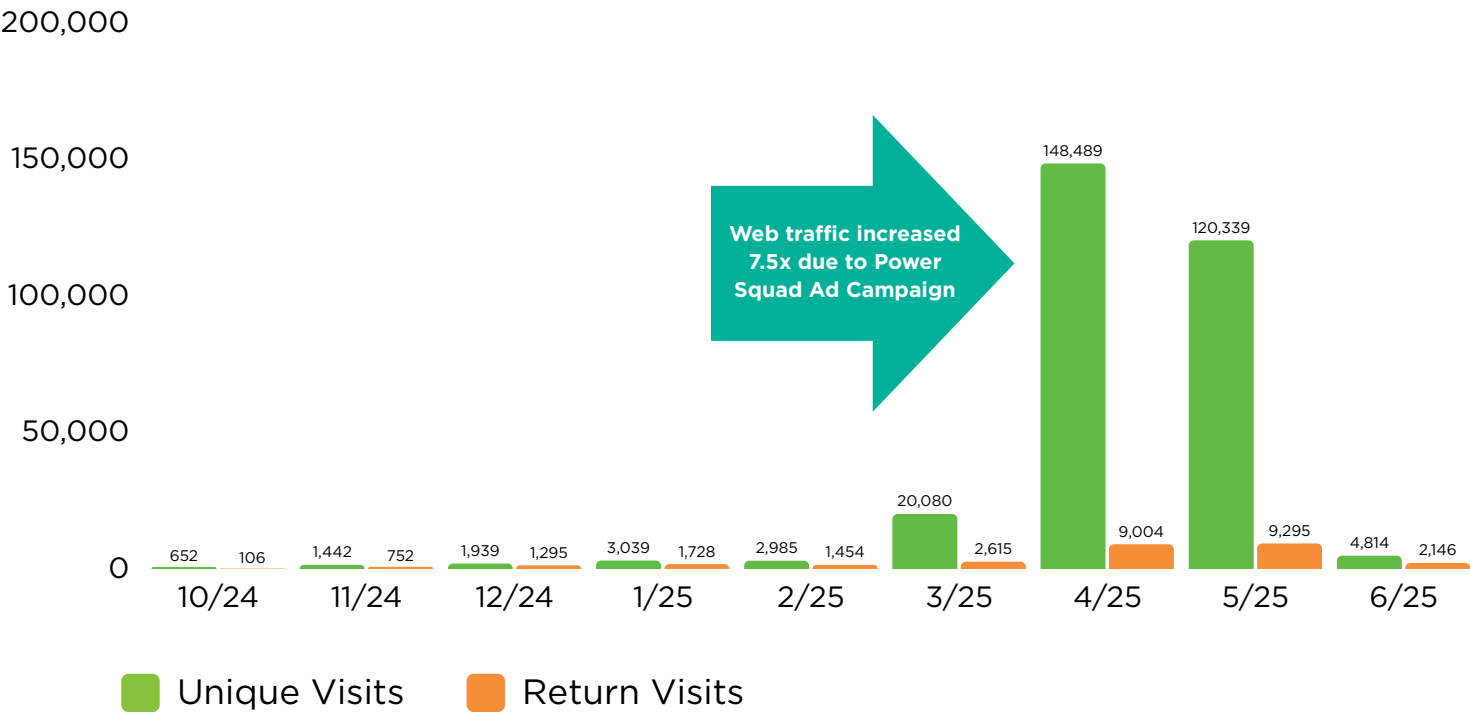
Rebate Goal: \$30K
Goal: 120 EV Chargers added to fleet



Charger Rebates Issued: 71

eHub 2.0 Report

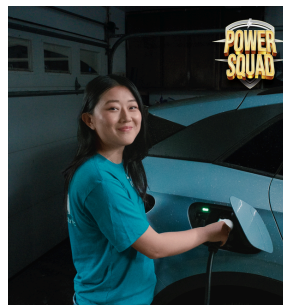
Online customer resource center to enable engagement, education and action related to clean electricity, EVs and home electrification.



Power Squad Ad Campaign Recap

Goal: Boost [eHub](#) website visits from March 24 to June 1 through an engaging ad campaign promoting [Power Squad](#), a team dedicated to helping customers go electric.

Results: The campaign resulted in 540,000 visits to the eHub landing page, with Google PMAX being the top traffic driver. Over 50% of visitors to the Incentives Finder clicked on a SVCE incentive webpage



SVCE's First Ever All-Residential Programs Webinar



Goal: Promote residential programs

Results:

- 265 attendees (Over 180 stayed for the full webinar)
- 690 registered
- 4.6/5 avg rating
- 60% said the webinar made them more likely to go electric

Built Environment

Community Energy Resilience: Resources (grants) and tools for member agencies to increase individual and collective capacity to adapt to future power outages.

Electric Showcase Awards 2.0: Award program to recognize residential, commercial, and non-profits who are early adopters of existing building electrification.

Decarbonization Demonstration Grants: Grants to encourage member agencies and other key groups an opportunity to electrify their facilities. Focus on projects with public visibility for education/awareness purposes.

Decarbonization Engagement Grants: Grants for member agencies and other key groups to work on smaller electrification engagement initiatives to engage their communities.

Electrification Rate Discount: Custom rate to promote building electrification.

Existing Building Policy Experimentation: Assess and support potential policy levers that member agencies can explore to mitigate emissions from existing buildings.

Feasibility Assessment of Natural Gas Phase Out by 2045: Feasibility study to identify technical, legal, and economic barriers and opportunities for phasing out natural gas service by 2045 in SVCE's service territory.

Contractor Training: Training and financial incentive program for contractors to expand their knowledge and installation of electrification technologies.

Go Electric Advisor: Comprehensive one-on-one phone or web assistance to SVCE customers to assist them in applying for electrification incentives, technical assistance, or developing a whole-home electrification plan.

Home Rebates: Incentives for various building electrification technologies for single- and small multi-family residential customers. Includes major appliances as well as eventual gas meter removal.

Business Rebates: Incentives for projects at a handful of small and medium business properties.

Multifamily Retrofits (BE Direct Install): Comprehensive building electrification retrofits with a direct installer for multifamily affordable housing sites.

Permit Modernization: Benchmark and streamline member agency permitting and inspection processes to identify barriers and opportunities to electrification.

Reach Codes 2.0: Provide model building energy codes supportive of all-electric design and EV infrastructure to member agencies along with consultant support.

Built Environment

SVBEST: Regular regional stakeholder convenings to coordinate program alignment across building decarbonization workstreams.

Tariffed On Bill (TOB) Financing: Equitable financing pilot program for electrification for low-moderate income residents focusing cost recovery through on-bill charges that are lower than bill savings.

Mobility

CALeVIP: Incentives for L2 and DCFC publicly-accessible EV chargers funded by California Energy Commission and SVCE as part of a regional collaboration.

EV Charging Incentives: Incentive program for L1 and L2 EV charging at hard-to-reach multifamily properties.

Fleet Electrification Program: Competitive application for SVCE's fleet electrification planning support and funding for site upgrades targeting a broad set of fleet types.

EV Charging Planning: Technical assistance for preliminary site design and pertinent rebates for charging at multifamily housing and small and medium workplace properties.

Multifamily Retrofits (TE Direct Install): Comprehensive transportation electrification retrofits with a direct installer for multifamily affordable housing sites.

Fast Charger Incentives: Competitive grant application for DCFC installations in "priority zones" that support designated multifamily housing clusters.

SVTEC: Regional stakeholder meetings focused on information sharing, solving critical issues, and attracting external funding to the SVCE community in support of EV infrastructure deployment.

Power Supply

Lights On Silicon Valley: Provide incentives for enrolling solar and battery systems in the SVCE grid services program.

Medical Battery Program: Pilot program to deploy ~50 portable batteries to qualified customers who rely on power for medical equipment.

Education & Outreach

Customer Resource Center (eHub): Online customer resource center and marketplace to enable engagement, education, and action related to clean electricity, EVs, and home electrification.

Grid Integration

GridShift EV Charging: Managed EV charging phone app that optimizes charging to reduce associated costs and emissions. Includes incentives for reducing grid peak demand.