



---

# Energy Services & Community Relations

## 2024 Q3 Updates

July 2024

**Board Recess – No meeting**





August 2024

# 1. Outreach Events & Sponsorships

| Date      | Sponsorship/Event                                                                                                   | Location                                                                |
|-----------|---------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------|
| 8/3/2024  | <b>SVYCA Annual Summit</b><br>9 a.m. – 4 p.m.<br><i>Sponsorship, tabling, and speaking on energy panel</i>          | Quinlan Community Center<br>10185 N Stelling Rd<br>Cupertino            |
| 8/4/2024  | <b>Los Gatos Music in the Park</b><br>5 p.m. – 7 p.m.<br><i>Sponsorship</i>                                         | Los Gatos Civic Center Lawn<br>Los Gatos                                |
| 8/6/2024  | <b>Campbell Chamber of Commerce Membership 101</b><br>8 a.m. – 9 a.m.<br><i>Staff attendance</i>                    | Campbell Chamber of Commerce<br>267 E Campbell Ave, Suite C<br>Campbell |
| 8/18/2024 | <b>Monte Sereno Picnic in the Park (tentative)</b><br>11:30 a.m. – 2 p.m.<br><i>Tabling</i>                         | Vasona Park<br>333 Blossom Hill Rd<br>Los Gatos                         |
| 8/19/2024 | <b>Los Altos Chamber Annual Charity Golf Classic</b><br>10 a.m. – 6 p.m.<br><i>Sponsorship and staff attendance</i> | Los Altos Golf & Country Club<br>1560 Country Club Dr<br>Los Altos      |

# 1. Outreach Events & Sponsorships

| Date                     | Sponsorship/Event                                                                    | Location                                                                            |
|--------------------------|--------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|
| 8/24/2024                | <b>SV Bike Coalition Annual Summit</b><br>9 a.m. – 5 p.m.<br><i>Sponsorship</i>      | SSF Library Parks & Recreation Center<br>901 Civic Campus Wy<br>South San Francisco |
| 9/7/2024 –<br>9/8/2024   | <b>Mountain View Arts &amp; Wine Festival</b><br><i>Sponsorship &amp; tabling</i>    | Downtown Mountain View<br>Mountain View                                             |
| 9/21/2024 –<br>9/22/2024 | <b>Los Gatos Fiesta de Artes</b><br><i>Sponsorship &amp; tabling</i>                 | Los Gatos Civic Center Lawn<br>Los Gatos                                            |
| 9/21/2024                | <b>Assemblymember Berman Annual Health Fair</b><br>1 p.m. – 4 p.m.<br><i>Tabling</i> | Mistral Elementary<br>505 Escuela Ave<br>Mountain View                              |

## 2. Customer Participation

|             | Participation Rate | Overall Participation Rate |
|-------------|--------------------|----------------------------|
| Residential | 96.11%             | 96.15%                     |
| Commercial  | 96.52%             |                            |

# 3. Member Agency Working Group – June & July Update

## June 27, 2024

This MAWG was attended by 8 different agencies and organizations with a total of 25 participants.

The following agenda items were presented and discussed:

- Go Electric Advisor Updates
- TECH On-Bill Financing Pilot
- Electric Home (E-ELEC) Discount Rate
- Full-Service Home Upgrades
- Charging and Fueling Infrastructure (CFI) Discretionary Grant Program

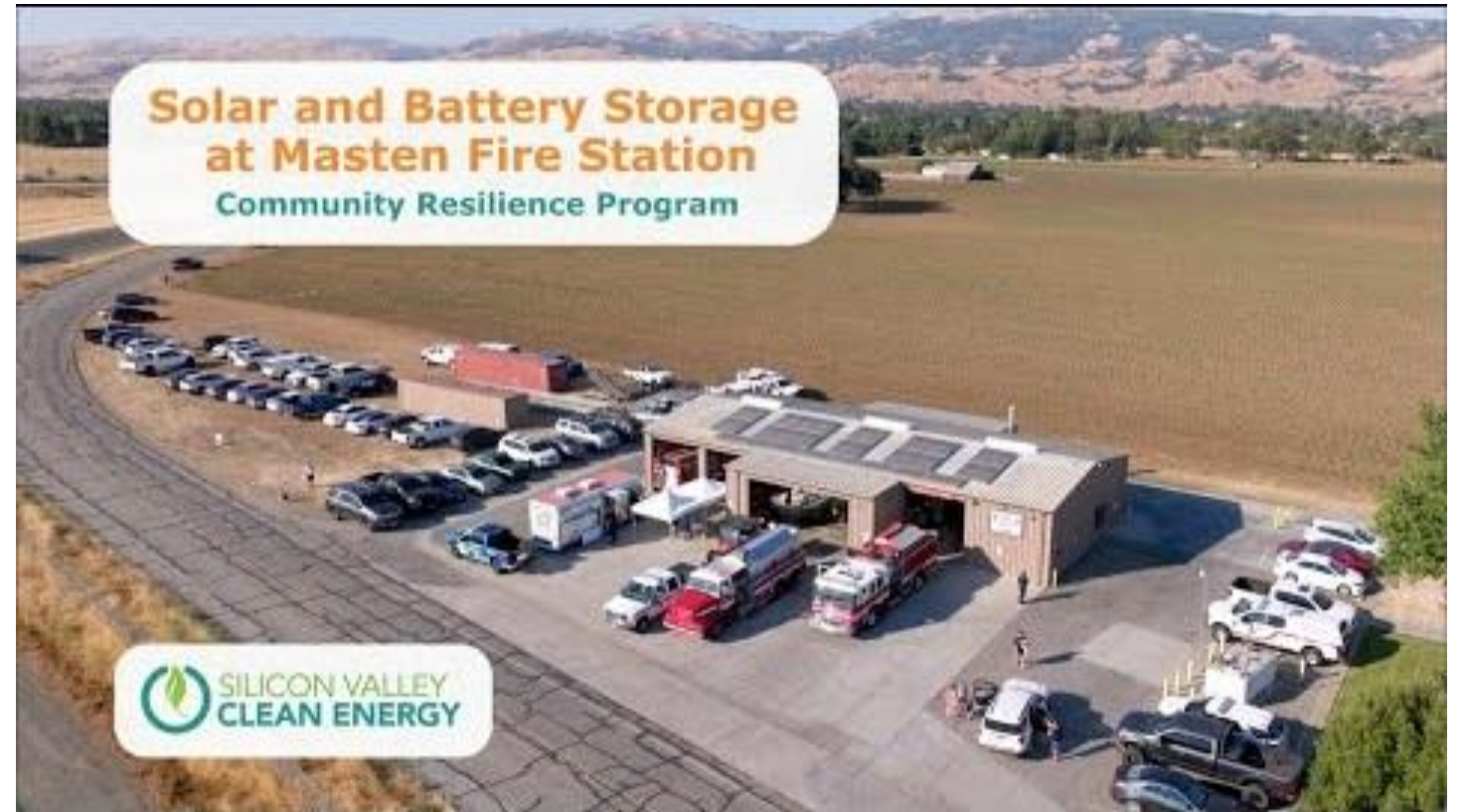
## July 25, 2024

This MAWG was attended by 9 different agencies and organizations with a total of 32 participants and guest speakers from TRC and RHA.

The following agenda items were presented and discussed:

- 2025 Power Supply Mix
- Optimizing Electrical Service: Dispelling the 200 Amp Myth, presented by RHA
- CALGreen Intervening EV Code Changes, presented by TRC
- Crash Course in Heat Pump Waters Heaters
- Policy & Permitting Update
- Big Green Picnic Event (Sept In-Person MAWG Meeting)

# 4. South County Fire Station Ribbon Cutting



# 5. 2024 Go Electric Summer Sweepstakes



- Launched July 18, and closes August 18
- Encourages customers to learn about electrification and visit eHub tools
- Participants are entered into a drawing to win prizes
- Ten winners will have the opportunity to choose between a \$500 electric bill credit, a portable induction cooktop paired with a Caraway 12-piece cookware set, or a portable power station paired with a Google NEST Learning Thermostat

# 6. Summer Appliances Assistant Promotion

**Purpose of Promotion:** Encourage customers to learn about electrification and upgrade their appliances to electric.

**Promotion Details:** Customers can get \$50 off air purifiers, evaporative coolers, smart thermostats, and portable power stations through the Appliances Assistant.

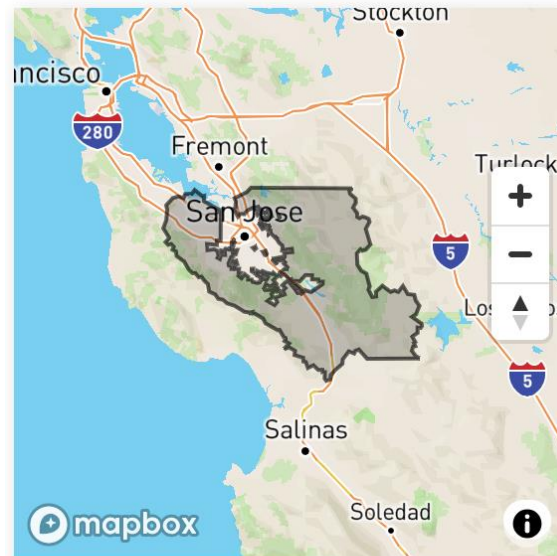
*Launched May 24, closes September 3*



# 7. Nextdoor – Increasing Our Posts & Reducing Your Emails

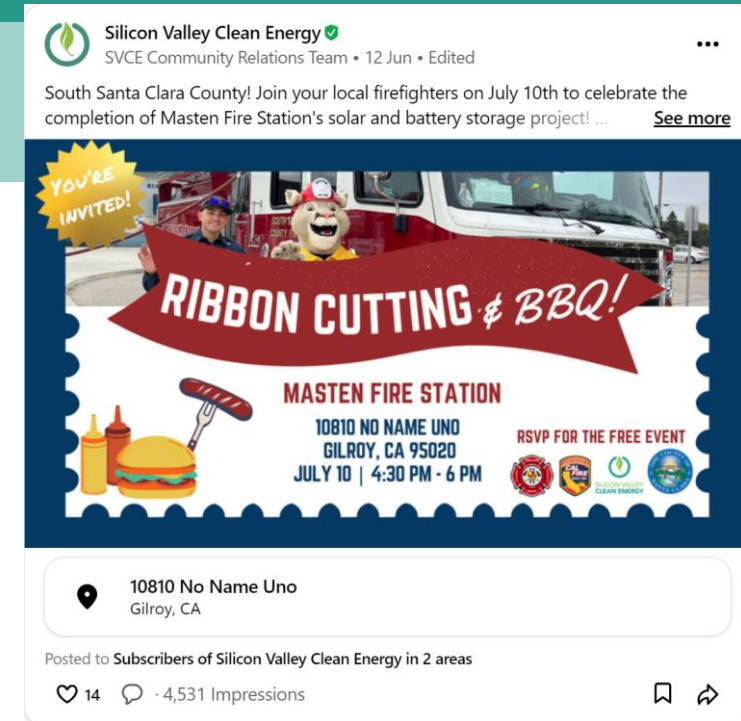
Nextdoor is a social media platform where residents go to get information on what is happening in their neighborhood.

- SVCE has used Nextdoor intermittently since 2021 to promote community events, SVCE programs, and calls for energy conservation.
- Through Nextdoor, SVCE can reach over 407,000 verified residents within the SVCE service area and can target posts by zip code.
- SVCE plans to increase the use of the Nextdoor platform and will provide summaries of the content and reach in these monthly updates (this will replace the email you would previously receive from Andrea).



**Silicon Valley Clean Energy**  
407,374 members  
215,047 claimed households  
656 neighborhoods

[Invite](#)



Example of a target post that was published to South County residents.

# 8. Press Releases & Media

## Press Releases

- [\\$18,000 in Scholarships Awarded to Students in EmPower Silicon Valley Short Video Competition, Press Release, 06-13-24](#)
- [Silicon Valley Clean Energy Welcomes Scott Wrigglesworth as Director of Risk Management and Analytics, Press Release, 06-27-24](#)
- [South Santa Clara County Fire District Celebrates Solar and Battery Storage Installation at Masten Fire Station, Press Release, 07-23-24](#)

# 8. Press Releases & Media

## Media Mentions

- [California clean energy project threatens thousands of protected Joshua trees: reports](#), *FOX 11*, 06-03-24
- [Dewan: Climate change resources for youth](#), *San Jose Spotlight*, 06-17-24
- [Paired Power Partners with EV Connect to Deliver Clean Energy to the City of Campbell's First Electric Vehicle in its Fleet](#), *The Blockchain Domain*, 06-27-24
- [City of Campbell Adds EV Charging](#), *Smart Energy Decisions*, 06-27-24
- [COMMENTARY: Joshua trees set to fall victim to green-energy transition](#), *Las Vegas Review-Journal*, 06-29-24
- [California city to install pop-up solar canopy with EV charging](#), *pV magazine*, 07-05-24
- [Saratoga's 13th annual Classic and Cool Car Show ready to roll July 28](#), *The Mercury News*, 07-14-24

# 8. Press Releases & Media

## Media Mentions (Continued)

- [Digitizing Utilities Prize Round 2 Names Phase 1 Data Track Winners](#), *National Renewable Energy Laboratory*, 07-17-24
- [Masten Station goes green with solar power](#), *The Morgan Hill Times and Gilroy Dispatch*, 07-19-24
- [Cupertino students win scholarships for energized videos](#), *The Mercury News*, 07-21-24
- [Sunnyvale residents can weigh in on city's sports facilities](#), *The Mercury News*, 07-21-24

### LOCAL SCENE

**Local earns degree**  
Chidera M. Nwanyi, of Gilroy, was awarded a degree in pre-health and chemistry at St. Lawrence University's commencement ceremony on May 10.

**Two earthquakes reported near Gilroy**

Two earthquakes were recorded early in the morning, July 16, near Gilroy, according to the U.S. Geological Survey. At 3:41 a.m., a magnitude 3.2 quake occurred about 6 miles east-southeast of Gilroy, or 14.6 miles southeast of Morgan Hill. Less than 30 seconds later, a magnitude 3.4 tremor was reported in the area. Both quakes averaged a depth of nearly one mile. No structural damage or injuries were immediately reported following the quake.

Copyright © 2024

Bay City News, Inc.

**Recreational swim**

The City of Gilroy's recreational swim program returns for the summer. The program is held at the Christopher High School Aquatics Center, featuring various swimming opportunities including group swimming lessons in the morning and late evenings with open swimming times in the afternoon.

Starting June 11, the pool is open weekdays (excluding Mondays) from 8 a.m. to 8 p.m., and weekends from 8 a.m. to 5 p.m. through Aug. 18.

For a list of classes and open swim hours, visit [gilroy.theswimmingwan.com](http://gilroy.theswimmingwan.com).

**Downtown Live**

Headed by the Gilroy Downtown Business Association, the free event features rock and R&B dance classics from various local bands. Grab drinks before the show at any of the restaurants downtown and help support local businesses.

The lineup is as follows:

- July 18: Phil & the Blanks
- July 25: The New Land Band
- Aug. 1: Southbound 501
- Aug. 8: San Benito County Live
- Aug. 25: Mitchell James Band

**Author to sign books at Barnes & Noble**

California Licensed Forensic Psychologist and author Dr. John C. Brady will sign copies of his new book, "Psychological DNA: A Cold Case Analysis of Who Killed Robert F. Kennedy" at a July 20 event in Gilroy.

The signing will take place 2 p.m. at Barnes & Noble, 6825 Camino Arroyo in Gilroy.

Brady's book examines Susan Sarandon and whether he deserved to be convicted of first degree murder after shooting Kennedy, who was a candidate for president, in 1963.



**ROOFTOP POWER** The new solar energy system at Masten Station, pictured July 10, will equip the facility to operate during power outages and save money for the publicly funded South Santa Clara County Fire District.

## Sun power

**SOUTH COUNTY OFFICIALS CELEBRATE NEW PANELS, BATTERY**

MICHAEL MONROE

South Santa Clara County firefighters and public officials from throughout South County last week celebrated an upgraded solar energy system at a key local station that will save money and better equip the first responders when dealing with their own emergencies.

More than 80 people attended a July 10 ribbon cutting for the new solar and battery storage system at the Masten Fire Station, 10630 No Name Uno. The station is part of the South Santa Clara County Fire District and serves unincorporated areas in and around San Martin, and networks with other local fire departments for mutual aid and other assistance.

The solar energy project unveiled July 10 consists of 34 high-efficiency solar panels on the fire station's rooftop, according to Michaela Pippin of Silicon Valley Clean Energy, which helped

acquire the station's new energy system. The system also includes smart-grid-capable inverters and two batteries for energy storage. The new system, designed for energy resiliency, can keep the Masten Station operational for up to 10 hours in the event of a PG&E power outage. It also replaces two diesel generators on site, which have required steady staff hours for maintenance over the years.

The fire district expects to save thousands of dollars in energy costs every year with the energy generated by the solar panels at Masten Station.

"The South Santa Clara County Fire District is dependent on property tax for revenue which doesn't increase enough annually. The savings of a solar system will

→ Solar 3



**CELEBRATING RESILIENCE** Firefighters and local officials last ribbon July 10 for the new solar energy system at Masten Station in unincorporated Gilroy.

## Nominating starts for November general election

**MAYOR, THREE COUNCIL MEMBERS FACE REFLECTION ON NOV. 5 BALLOT**

MICHAEL MONROE

The nomination period for candidates for local elected offices on the Nov. 5 general election ballot opened July 15 and will close at 5 p.m. Aug. 9. The closing date can be extended to Aug. 14 for offices in which an eligible incumbent has not filed to run for reelection, according to election officials.

In Gilroy, the mayor's seat as well as three seats on the city council will appear on the ballot for the Nov. 5 general election. The council seats currently occupied by Roberto Amadori, Zach Wilson and Fred Vinar are up for election. Their terms end December of this year, and the next five-year terms will end December 2028.

Voters in Gilroy will also decide on a local measure asking to approve a quarter-cent sales tax for the city's public safety on the Nov. 5 ballot.

Also on the Nov. 5 ballot are three seats on the Gilroy Unified School District Board of Education. Three seats on the Gavilan College Board of Trustees are also up for grabs in the general election, as are four seats on the Santa Clara County Board of Education.

"The nominations process is the first major step in preparing for an election and one of the most foundational stages of the democratic process," said Matt Monroes, Acting Santa Clara County Registrar of Voters. "Our team takes pride in making the process to get on the ballot inclusive and accessible, promoting greater ballot access for a diverse range of candidates."

Mayor Marie Hankley, who was elected to her first four-year term, is running for reelection on Nov. 5. Also planning to run for mayor is longtime Gilroy resident Greg Breen.

Hankley said she is running for another four-year term because she feels like the public safety shut-downs early in the Covid-19 pandemic—which was

Sept 2024



# 1. Outreach Events & Sponsorships

| Date                  | Sponsorship/Event                                                                                                             | Location                                                                        |
|-----------------------|-------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------|
| 9/7/2024 – 9/8/2024   | <b>Mountain View Arts &amp; Wine Festival</b><br><i>Sponsorship &amp; tabling</i>                                             | Downtown Mountain View                                                          |
| 9/14/2024             | <b>Cupertino Rotary Club Silicon Valley Fall Festival</b><br>10 a.m. – 6 p.m.<br><i>Sponsorship &amp; tabling (tentative)</i> | Cupertino Memorial Park<br>21121 Stevens Creek Boulevard<br>Cupertino, CA 95014 |
| 9/18/24               | <b>City of Campbell State of the City</b><br>6:30 p.m.                                                                        | Orchard City Banquet Hall<br>1 W Campbell Ave<br>Campbell, CA 95008             |
| 9/21/2024 – 9/22/2024 | <b>Los Gatos Fiesta de Artes</b><br><i>Sponsorship &amp; tabling</i>                                                          | Los Gatos Civic Center Lawn<br>Los Gatos, CA 95030                              |
| 9/21/2024             | <b>Assemblymember Berman Annual Health Fair</b><br>1 p.m. – 4 p.m.<br><i>Tabling</i>                                          | Mistral Elementary<br>505 Escuela Ave<br>Mountain View                          |

# 1. Outreach Events & Sponsorships

| Date                       | Sponsorship/Event                                                               | Location                                                                |
|----------------------------|---------------------------------------------------------------------------------|-------------------------------------------------------------------------|
| 9/29/2024                  | <b>KCAT Oktoberfest</b><br>12 p.m. – 6 p.m.<br><i>Sponsorship &amp; tabling</i> | Los Gatos Civic Center Lawn<br>Los Gatos, CA 95030                      |
| 10/5/2024                  | <b>Morgan Hill Clean Air Day (tentative)</b><br>Time TBD<br><i>Tabling</i>      | Location TBD                                                            |
| 10/13/2024                 | <b>Day on the Bay</b><br><i>Tabling</i>                                         | Alviso County Marina Park<br>1195 Hope St<br>Alviso, CA 95002           |
| 10/19/2024 –<br>10/20/2024 | <b>Campbell Oktoberfest</b><br><i>Sponsorship &amp; tabling</i>                 | Downtown Campbell                                                       |
| 10/29/2024 –<br>10/31/2024 | <b>VERGE</b><br><i>Sponsorship &amp; tabling</i>                                | San Jose Convention Center<br>150 W San Carlos St<br>San Jose, CA 95113 |

## 2. Customer Participation

|             | Participation Rate | Overall Participation Rate |
|-------------|--------------------|----------------------------|
| Residential | 96.13%             | 96.15%                     |
| Commercial  | 96.52%             |                            |

# 3. Member Agency Working Group – August Update

The most recent MAWG was held on August 22, 2024 and was attended by 9 different agencies and organizations with a total of 29 participants.

The following agenda items were presented and discussed:

- Assisting Government Agencies in Transitioning Fleets presented by the Director of Energy Programs at Optony Inc.
- The Right Sizing for Your EVI Fleet presented by Senior Transportation Programs Manager at Peninsula Clean Energy (PCE)
- City of Burlingame's Fleet Experience presented by the Deputy Director of Public Works Operations at the City of Burlingame
- Policy & Permitting Update + September In-Person MAWG

# 4. Los Altos Hills Ribbon Cutting



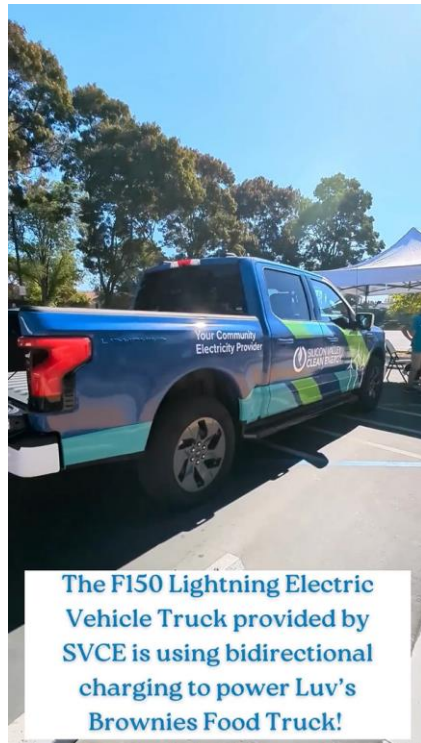
- Celebrated the completion of backup energy storage and an interactive kiosk project
- Projects received a combined \$120,000 in SVCE Community Grant Funding
- Ribbon cutting attended by 10-15 residents and SVCE and Town staff



# 5. California Clean Air Day – October 2, 2024

**California Clean Air Day** is an annual project organized by the Coalition for Clean Air. Each year, SVCE adopts a resolution to pledge support as an organization.

Member agencies in SVCE service territory also pledge support and hold events in honor of Clean Air Day, like Morgan Hill's Clean Air Week in 2023.

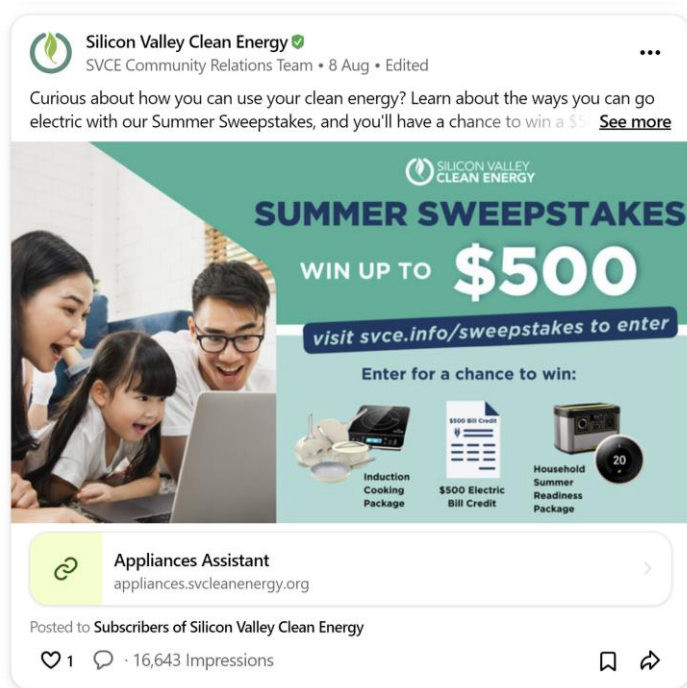


On October 7, 2023, MH staff invited SVCE to participate in their Clean Air Day Community event

# 6. August NextDoor Summary

Two NextDoor posts in August. **3,500 new members joined since last month.**

**Topic:** Summer Sweepstakes  
**Audience:** Entire service area  
**Impressions:** 16,643 impressions



**Topic:** Los Altos Hills Ribbon Cutting  
**Audience:** Los Altos Hills residents  
**Impressions:** 1,095 impressions



# 7. Press Releases & Media

## Press Releases

- [Groundbreaking clean energy financing program will help Californians electrify](#), *Press Release, 08-15-24*
- [Los Altos Hills Increases Resilience with Backup Energy Storage](#), *Press Release, 09-04-24*

## Media Mentions

- [California CCA Silicon Valley Clean Energy Seeks Carbon Free Energy, Energy Storage Proposals](#), *American Public Power Association, 08-13-24*
- [Power bills freaking you out? A clean energy sherpa can help](#), *San Francisco Chronicle, 08-14-24*
- [California wants homes to go all-electric. But what if you don't have enough money?](#) *San Francisco Chronicle, 09-01-24*

