

A photograph of several wind turbines on rolling green hills under a blue sky with light clouds. The turbines are white with three blades each. The hills are covered in green grass, and a dirt road winds through the landscape. A semi-transparent green rounded rectangle is overlaid on the center of the image, containing the title and contact information.

Communications & Marketing Services RFP

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May 12, 2025

What we will discuss today

- Introduction to SV Clean Energy
- About Community Choice Energy
- Communications Support Needs
- Marketing Support for SVCE
Customer Offers & Services
- Review RFP Timeline
- Q&A



The Community Choice Energy Agency for 13 Santa Clara County communities

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



Campbell | Cupertino | Gilroy | Los Altos | Los Altos Hills



Los Gatos | Milpitas | Monte Sereno | Morgan Hill



City of
Mountain View



Mountain View | Santa Clara County | Saratoga | Sunnyvale

Locally Governed Board of Directors

Sally Meadows
City of Los Altos

George Tyson
Chair
Town of Los Altos Hills

Garry Barbadillo
City of Milpitas

Larry Klein
Vice Chair
City of Sunnyvale

Bryan Mekechuk
City of Monte Sereno

Elliot Scozzola
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Yvonne Martinez Beltran
City of Morgan Hill

Pat Showalter
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City of Cupertino

Tina Walia
City of Saratoga

Rob Rennie
Town of Los Gatos

Otto Lee
Santa Clara County

Zach Hilton
City of Gilroy



How does it work?

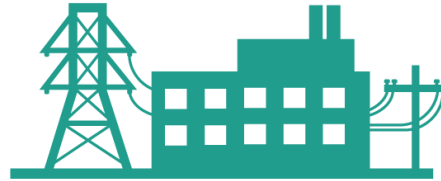


SOURCE



SVCE

buying and
building energy
supplies



DELIVERY



PG&E

delivering energy,
repairing lines
serving customers



CUSTOMER



YOU

benefitting from
cleaner energy,
local control

CA Community Choice Energy Movement

- AB 117 (2002) – enabling legislation
- 25 CCAs in CA
- 14 million Californians across 200+ towns, cities and counties
- 346 long-term power purchase agreements (PPAs) signed
- 18,000 megawatts (MW) of new-build clean energy resources



SVCE History

- **July 2012 – Initial Discussions lead by Sunnyvale**
- **Feb. 2015 – Silicon Valley Community Choice Energy Partnership**
 - *Sunnyvale, Mountain View, Cupertino, Santa Clara County*
- **2015 – Initial Assessment Report, Technical Feasibility Study**
- **2015 - 2016 – Community Engagement**
- **March 31, 2016 – Joint Powers Agreement Signed**
- **April 2017 – Service Launch**
- **June 2018 – Milpitas Enrolled**



Launch Ceremony, April 2017

Impact



\$141 million in on-bill customer savings



\$129 million dedicated to customer programs to reduce local pollution



27% reduction in energy-related emissions compared to 2015 baseline



Our Customers at a Glance



250,400

Residences



27,480

Businesses



277,000

Meters Served



28,500

Accounts on
CARE/FERA rates



30,000

Solar Customers



708,000

People Served



Long-term Renewable Power Portfolio

Committed \$3.8 B - diverse renewable sources

- **~1,000 MW Peak Load & 4,000 GWh annual energy**
- **896 MW Clean Capacity**
 - Solar, wind, geothermal
- **1,845 MWh Battery Storage**
 - Solar + storage, stand alone storage and long duration storage
- 100% Clean since 2017, with 2024 being the exception
- Targeting 100% renewables by 2035

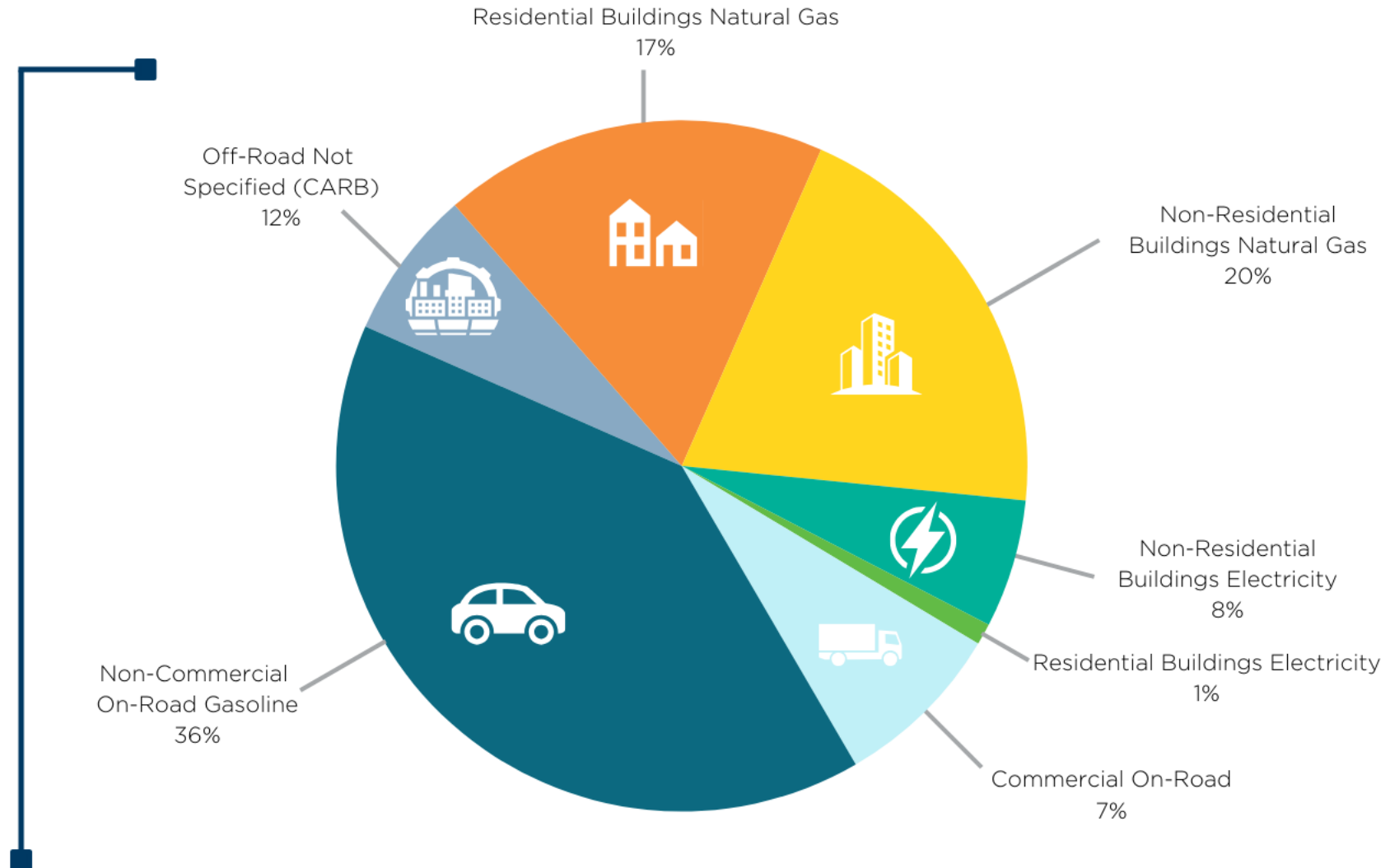
svcleanenergy.org/power-sources





2023 SVCE Total Emissions By Sector

2023 Total:
2.92 Million
MT CO₂e





SVCE Supports Electrification

Benefits

- Electrification is climate-friendly
- Improves air quality and public health
- Creates jobs



Task A – Communications Support

- Support all communications needs for customers, legislative & regulatory, local elected officials & other key stakeholders
 - storytelling
 - copywriting
 - general awareness campaigns
 - media relations
 - collateral development



*Example:
Place positive electrification stories to
support policy priorities.*



Communicating Value

Strategic goal: Engage customers and community stakeholders to build trust of SVCE and advance decarbonization.



Customer Benefits



Local Reinvestment

All net revenues are returned to customers through lower rates/bill discounts, grants, and other local investments.



Clean Power

Committed to 100% clean energy on an annual basis and advancing the state's energy transition.



Accelerate adoption of electric technologies

Reducing the use of fossil fuels will drive down customer bills and reduce local pollution.

Supporting Customers & Our Communities



Local Reinvestment

- \$17.50/month bill credit to CARE/FERA in 2025
- \$50 one-time bill credit to all res customers coming in 2025
- 2,000+ res electric rebates, GEA helpline, etc.
- Grants funded solar+storage resilience projects at local critical facilities



Clean Power

- First geothermal project in CAISO in 30 years
- Long-term clean targets for 100% clean on an annual basis by 2030
- One of the first LSEs to add long-duration storage into portfolio
- Collocated batteries at gas peaker plant to lower emissions and maintain reliability



Accelerate adoption of electric technologies

- 2,000+ res electric rebates
- Reach code successes, influence on state code
- Training 300+ contractors
- 500+ L1/L2 EV charging ports
- Emergency water heater replacement program



Task B – Marketing Support

- Customer and market research
 - Focus on social behavior change science
- Campaign strategy, planning and execution
- Creative development
- Advertising
- Website design capabilities
 - Indicate in-house or subs
 - Security and accessibility expertise
 - UI/UX
 - Testing
 - Reporting



*Example:
Run annual campaign to meet EV
rebate goals.*



Residential Programs



Go Electric Advisor

One-on-one assistance for residential customers via phone or web to learn how to electrify their homes.



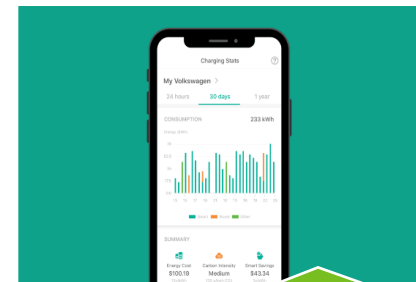
Home Rebates

Incentives for single-family and small multifamily properties to install heat pump water heaters, heating & cooling systems, and prewire for future circuits.



E-ELEC Rate

Custom rate plan with a higher discount during off-peak hours for customers who have upgraded to electric technologies.



GridShift

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

Program Types

Incentive

Technical assistance

Direct install

Other



eHub 2.0

Online resource center to learn about electrification. Includes an Appliance Marketplace, EV Finder, solar/battery quotes.



Full-Service Home Upgrades

Whole-home electrification service, including installations and emergency water heater replacement.



EV Rebates

\$2,000 EV rebate for income-qualified customers at the dealership or after purchase



Zero Interest Financing Pilot

Electrification upgrades coupled with on-bill costs that are lower than bill savings for moderate-income customers.



Assisted Home Upgrades

Rock Rabbit app pilot helps customers to stack incentives and connect with contractors.



Business Programs



Business Rebates

Incentives for small/medium businesses or municipal buildings to install heat pump water heaters and space heating & cooling systems.



EV Charging Technical Assistance

Technical assistance to multifamily properties, local govts., and small-medium businesses for planning EV charging installations.



Commercial & Industrial Decarbonization

One-on-one assistance for selected C&I customers to decarbonize.



Demand Flex / Virtual Power Plant

Managing electrification load and generation among customers for grid resilience and resource adequacy.

Program Types

Incentive

Technical assistance

Direct install

Other



We are doing a lot!

Existing tactics, varies per program goal and audience.

- Ad campaigns
- Emails
- Webinars
- Presentations
- Social media
- Collateral
- Activations (Dream Home, EV showcases)



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NEW YEAR, NEW INCENTIVES

Welcome to 2025! As we jump into a vibrant new year, we have the opportunity to set a new course and goals. In the spirit of "New Year, New Me," Silicon Valley Clean Energy (SVCE) is rolling out some exciting incentives and resources to support your journey to all-electric living.



Your Go-To Tool for Home Electrification

Whether you're a homeowner replacing your gas appliances or a renter shopping for smaller appliances, the new eHub has everything you need to make informed decisions easily. New interactive tools like the Incentive Finder, Business Resources page, and an updated Appliance Marketplace mean eHub is your go-to for personalized rebates and incentives.

[Find Incentives](#)

Save Up to \$10,000 on an Electric Vehicle

Join our free EV virtual workshop on Thursday, January 23 at 6 p.m. and discover thousands of dollars in savings through federal and local programs, including the new [\\$2,000 EV Rebate](#) for eligible residents.

[Save Your Spot](#)





3+ Month Program Marketing Outlook

APRIL

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

MAY

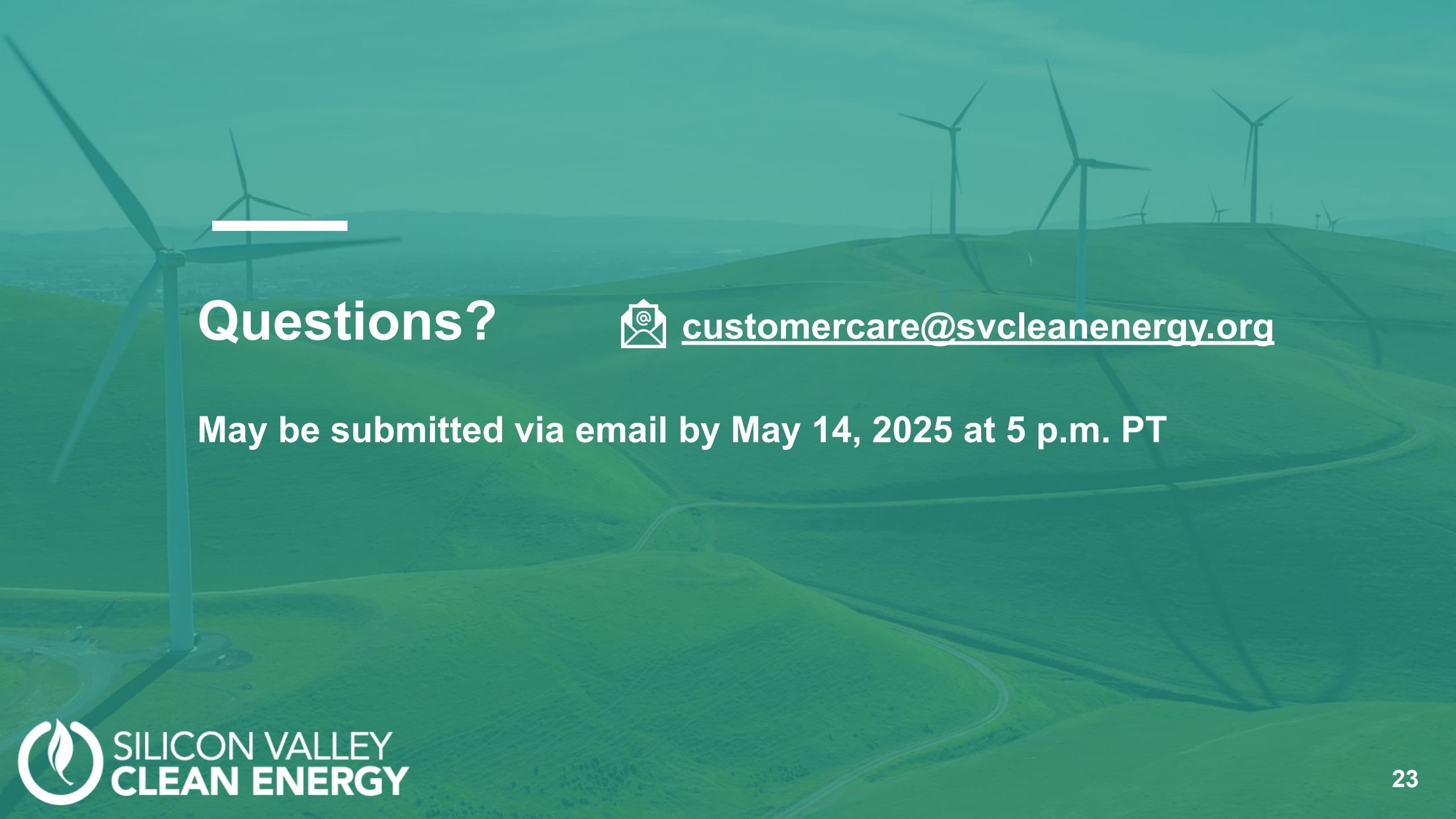
- Umbrella Power Squad Ad Campaign
- Umbrella Residential Programs Webinars, 5/6 and 5/15
- Youth Scholarship Event, 5/17
- Full-Service Home Upgrades Hard Launch
- Post-eHub Launch Ad Campaign
- EV Incentives Ad Campaign
- BayRen Multifamily Lunch & Learn

JUNE+

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

RFP Timeline

Date	Event
May 7, 2025	RFP issued
May 12, 2025 at 3 p.m. PT	Preproposal Webinar
May 14, 2025 at 5 p.m. PT	Deadline for questions, clarifications (see below)
May 19, 2025	Question responses posted online
June 6, 2025 at 5 p.m. PT	Deadline for Bidders to submit proposals
June 20, 2025	Selected Bidders notified of interview times, if applicable
June 23-27, 2025	Possible interviews of top Bidders
June 30, 2025	Anticipated date that SVCE will notify awardee(s)
August 2025	- Anticipated date contract finalized (to be sent to Board for approval) - Work commences



Questions?



customercare@svcleanenergy.org

May be submitted via email by May 14, 2025 at 5 p.m. PT