

Attachment

Appendix - Program Descriptions

Near Term Programs

1. Programs Leveraging External Funding

CPUC Elect to Administer Energy Efficiency

As a CCA, SJCE may apply to become an administrator of energy efficiency programs funded by CPUC Public Benefit charges. A range of energy efficiency incentives are eligible, and SJCE's program will be tailored to the specific needs of San José residents and businesses to reduce energy usage and save money. This program is also aligned with actions related to Climate Smart strategy 2.2.

Disadvantaged Community Green Tariff

The program enables income-qualified, residential customers in Disadvantaged Communities (DACs) who may be unable to install solar on their roof to benefit from utility scale clean energy and receive a 20% bill discount. Participants would receive energy from a newly constructed solar project located in a DAC area. Program costs are paid for from CPUC Public Benefit charges. This program is aligned with actions related to Climate Smart strategy 1.1.

CALeVIP

The California Electric Vehicle Infrastructure Project (CALeVIP) program was approved by City Council in 2019 and incentivizes the installation of electric vehicle charging infrastructure (charging stations). The program aims to drive emission reductions through vehicle electrification and aligns with Department of Transportation's Electric Mobility Roadmap and Climate Smart strategy 2.3.

2. Education and Outreach Programs

Residential Rooftop Solar

To continue momentum towards the 1 GW Solar City objective as part of Climate Smart San José, SJCE will engage in a series of activities to expand access and awareness of residential rooftop solar, with special attention and focus on low income communities that have not adopted solar systems at the pace of the rest of the City. Below are a list of activities SJCE will explore taking in the near term:

- Promotion of existing programs to San José residents, in particular to low-income residents.
- Education of customers on roof top solar through SJCE's website and through community events.
- Exploration of online portals to streamline the contractor bidding and evaluation process of residential roof-top solar systems

Passenger Vehicle Electrification

Staff recommends education and outreach activities focused on passenger vehicle electrification that focus on the price competitiveness of EV's when compared to conventional gas vehicles due to the rebates and incentives available and to highlight the significant benefits in the form of fuel savings along with lower vehicle maintenance costs. Below are a list of activities SJCE recommends in the near term:

- Facilitate and/or host workshops on electric vehicles with a focus on low income communities.
- Identify local "influencers" in communities with low adoption rates to promote and broadcast benefits of driving an electric vehicle.
- Make continuous updates and improvements to www.sanjosecleanenergy.org/ev, which is translated into [Spanish](#) and [Vietnamese](#), to serve as a community informational resource on EVs.
- Promote CALeVIP with focused outreach to property owners located in priority areas as detailed in DOT's E-Mobility Roadmap and in low-income and disadvantaged communities.

Resiliency

Staff recommends continuing to evaluate opportunities to strengthen resiliency efforts to prepare for future PG&E Public Safety Power Shutoff (PSPS) events. Below are a list of activities SJCE recommends in the near term:

- Promote the State-funded Self-Generation Incentive Project (SGIP) to residents, property owners, internal city departments, as well as identify opportunities for SJCE to program administer SGIP marketing and outreach budgets for the City of San José.
- Focus on directing promotion and outreach of SGIP funds towards medically and financially vulnerable residents at risk during PSPS events. This could include both medical baseline customers but also the elderly and low-income residents, who can be the most impacted by PG&E PSPS events.

Residential Home Electrification

Staff recommends continued education and outreach to accelerate home electrification with a focus on driving adoption of Heat Pump Water Heaters (HPWH) in partnership with CCA's in the region as well as State agencies like the California Energy Commission (CEC). A key barrier toward greater HPWH adoption revolves around contractor and distributor awareness and training. Below is a list of recommended near term programs:

- Explore partnership with Silicon Valley Clean Energy to create workshops or informational kits for building contractors on HPWH's.
- Promote and broadcast available rebates and incentives through BayREN and CEC/CPUC.
- Extend or build on Environmental Services Department Electric induction cooktop program.

Future Programs Once Operating Reserve Target is Achieved

Energy Storage for Demand Response, Resource Adequacy

Based on the joint pilot program of East Bay Community Energy, Silicon Valley Clean Energy, and Peninsula Clean Energy, work with customer-sited battery storage aggregators (e.g. Sunrun), to access their installed batteries during peak demand hours to save SJCE customers money through lower energy costs.

EV Ride and Drives

Host EV Ride and Drives in downtown San José, low income communities, and on corporate campuses to educate, promote, and spur EV adoption.

Used EV Incentive

Based on Peninsula Clean Energy's program, working with third party to offer down payment incentive of \$4,000 and financial mentoring for low income qualified residents to purchase a used EV.

Dealer EV Incentives

Through select dealers, offer incentive to customers of \$2,000 on top of negotiated discount from dealership. By having incentive flow through dealer, there is lower initial cost and administrative burden to end customers. The incentive would be stackable with other rebates such as the Clean Vehicle Rebate Project (CVRP) and the Clean Vehicle Assistance Program (CVAP).

Heat Pump Water Heater Program

Contractor or distributor incentive towards purchase of single-family heat pump water heater when transitioning from gas water heater. By having incentive flow through dealer, there is lower initial cost and administrative burden to end customers.

Low Income Home Upgrades

Annual supporting fund per year towards City of San José Housing Department's Critical Home Repair program to go towards electrifying water heater or upgrade to electrical panel in low income qualified homes.

Medically At-Risk Customer Solar + Storage

Support medically and financial at-risk customers with energy storage systems to prepare for PSPS events. Program could either be a rebate on a storage system, a negotiated discount with a storage vendor, or facilitation support to receive SGIP incentives.

CARE Customer Discount

Increased rate discount to current CARE customers and low-income customers that do not qualify for CARE