STRATEGIC ACTION PLAN

Customer Offers & Incentives

Sonoma Clean Power

2025-2026

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1 Sonoma Clean Power

1.1 Agency Mission

Sonoma Clean Power (SCP) serves residents and businesses in Sonoma and Mendocino counties (except for the cities of Healdsburg and Ukiah who have their own municipal utilities). We provide clean electricity from renewable sources such as solar, wind, and geothermal.

Our mission is to turn the tide on the climate crisis through bold ideas and practical programs. Climate change affects everyone, so we design our services to be practical and inclusive. SCP provides incentives so customers can reduce their utility bills and help clean up California's electric grid.

2 About this Strategic Action Plan

SCP developed the Strategic Action Plan for Customer Offers & Incentives ("Plan") to support our mission to turn the tide on the climate crisis through bold ideas and practical programs. This Plan outlines the strategies and goals of our customer offerings and incentives.

2.1 Strategic Action Plan Alignment with SCP Goals

Our priority is to provide stable energy costs and minimize the impact of electricity rates on customers. Our goal is to provide competitively priced electricity while reducing greenhouse gas emissions and meeting California's emission reduction targets. To achieve this, we work to set generation rates that stabilize bills and strategically implement customer offerings and incentives to reduce SCP costs and help customers manage their bills.

SCP's Integrated Resource Plan also informs offers and incentives. The Integrated Resource Plan outlines how SCP can meet expected electricity demand in the future while managing costs and risks and achieving greenhouse gas targets. SCP's customer offerings and incentives can be used as a tool to optimize and shape how and when customers use electricity, which is important to achieving a 100% carbon-free electricity future.

SCP customer offerings and incentives aim to:

- Help customers manage their energy bills
- Promote and encourage behaviors, technologies, and actions that alleviate stress on the grid
- Reduce greenhouse gases by shifting away from fossil fuel uses (including appliances and transportation)
- Decrease energy use
- Encourage shifting energy use away from evening and nighttime hours to times of the day when renewable energy supply is abundant, reducing the need for natural gas power plants

2.2 Equity

2.2.1 Empower Communities

Equity within the Plan ensures the inclusion of Empower Communities -- census tracts that are most impacted by pollution, socioeconomic challenges, and affordability issues. SCP's portfolio of customer offers shall be designed, implemented, and evaluated with the goal of being practical and inclusive of Empower Communities. For the list of Empower Communities and the methodology used to determine them, see Appendix A.

2.2.2 Importance of Addressing Equity

Low-income households and those in Empower Communities are more vulnerable to high energy costs, spending a larger percentage of their income on utility bills and causing financial stress. These customers are also more likely to feel the effects of climate change, as these communities are flood-prone, heat-affected, or polluted areas, with older, less efficient housing. SCP is dedicated to creating offers and incentives that benefit all customers and will continue to invest additional time and funds to ensure that our services foster equity.

2.2.3 Equity Framework

The Plan integrates steps outlined in SCP's Equity Framework for developing and implementing inclusive offers and incentives. These steps are listed below. For more information on Equity Framework, please visit www.sonomacleanpower.org/program-equity-framework.

Step 1: Assess the Communities' Needs

Learn what's preventing community members from participating in SCP services and offers, and what they need and want when it comes to energy efficiency and electrification.

Step 2: Establish Community-Led Decision-Making

Getting input from the community helps create better programs that reflect local needs and values. Partnering with community organizations ensures that decisions are based on community priorities, leading to more local support and benefits.

Step 3: Develop Metrics and a Plan for Tracking

Establish ways to measure both clean energy benefits, like reducing greenhouse gas emissions, and community benefits, such as hiring locally and helping people pay their energy bills without sacrificing other essentials.

Step 4: Ensure Funding and Program Leveraging

Some low-income energy programs fall short because of unpredictable funding, poor program design that does not reach qualifying customers, or lack of coordination with complementary services. SCP will make sure funding is reliable and offers and services work well together to the extent possible.

Step 5: Improve Outcomes

Using the metrics plan described in Step 3, SCP will keep checking how well the program works and make changes as needed to ensure it reaches the people it seeks to reach and delivers the intended benefits.

2.2.4 Community Needs Assessments

The first step in the Equity Framework and Plan is to engage the community in considering new offers (based on the Joint Powers Authority's stated purposes). This means conducting Community Needs Assessments to listen to our customers and learn about their unique needs, the underlying reasons or causes of issues, existing barriers, and the types of resources that are already available to assist customers. Community Needs Assessments provide meaningful inquiries into the possible benefits that energy-related services and incentives can deliver to Empower Communities, low-income customers, and renters and the challenges that residents will face in switching from fossil fuels to clean energy, improving energy efficiency, and reducing cost.

SCP completed Community Needs Assessments in 2024 in the following categories:

1. Transportation and mobility needs
2. Residential energy use and resiliency needs
3. Commercial building energy use and resiliency needs
4. Agricultural energy use

These Community Needs Assessments have informed this iteration of the Plan. The full Community Needs Assessment Reports can be found on SCP's website at www.sonomacleanpower.org/strategic-action-plan.

2.2.5 Actions Resulting from Community Needs Assessments

SCP has reviewed and publicly presented the Community Needs Assessments and is developing strategies and ideas from the results of those assessments. The next step is establishing community input processes to refine development and implementation of offers and incentives.

When determining ideas resulting from the Community Needs Assessments, key questions are considered. The following are some representative key questions that can be customized for different people representing our customer base:

- How might a [small, family-owned restaurant] reduce energy use during peak times in a practical and cost-effective way?
- How might a [low-income individual] easily purchase/lease an electric vehicle that is affordable? How might that same individual lower the costs of charging their vehicle?

Ideas and concepts that answer these questions and others will be developed in the steps outlined below, with adjustments made as needed based on lessons learned or input received to improve the process.

Phase 1: Identify Ideas from Existing Insights

- Look closely at industry information to identify gaps, trends, and opportunities.
- Identify the types of customers and their personas that would benefit, including businesses that might employ target audiences.
- Present findings to community partners and stakeholders for feedback to ensure alignment with their perspectives. Potential stakeholders include, but are not limited to

- Agricultural: Local cooperative extensions, industry associations, conservation districts, local farm bureaus, and other advocacy organizations.
- Transportation: Low-income customers and residents of Empower Communities, women and Hispanic customers related to their specific challenges and needs around electric vehicles (EVs), community-based organizations.
- Commercial: Local contractors, chambers of commerce, small business development centers, and other business organizations.
- Residential: Local contractors, community-based organizations that provide services to low-income customers, those who live in Empower Communities, and underserved populations.

Example: SCP's workplace charging initiative was designed to address the needs of current and prospective EV drivers while optimizing the use of low-carbon electricity during the day. Recognizing gaps in EV charging access SCP launched a research project to support commercial customers and their employees who could benefit from this service.

Phase 2: Co-Design Solutions with the Community

- Based on insights identified in Phase 1 and using internal expertise, develop concept designs for offers and incentives.
- Partner with and compensate community organizations to co-host focus groups or workshops for feedback, focusing on customer pain points and opportunities in the customer journey.
- Incorporate community organizations and focus groups for further feedback and refine the concept and/or implementation strategies.
- If not supported by community organizations or focus groups, consider discontinuing or not advancing.
- Partner with and compensate community organizations for educating customers and providing awareness, outreach, and application assistance.

Example: SCP hosted and paid participants of a focus group to evaluate the contents, instructions, and value of the Energy Savings Boxes. The instruction manual and contents were revised because of their invaluable feedback.

Phase 3: Develop and Test Solutions

- Create prototypes or pilot versions of proposed services, offers, or incentives. Test them with select customer groups or beta testers to assess viability and address unforeseen issues.
- Define and set metrics and criteria for success as set out in Phase 4 below, such as participation rates, application ease, customer experience, energy and peak power savings, and emissions reductions.
- Implement prototypes or pilots, collect performance data, and gather qualitative feedback.
- Analyze results, adjust prototypes or pilots as needed, and re-test.

Example: SCP provides a daily managed EV charging service designed to reduce nighttime charging peaks, optimize the use of low-carbon daytime solar energy, and help customers charge at the lowest rates. The pilot program has approximately 450 participants to test the daily managed EV charging capabilities and analyze the results before expanding enrollment.

Phase 4: Establish Metrics for Success

- The performance of any given program must be measured to ensure that it is delivering the intended impact.
- SCP will monitor data that reports on each Empower community, low-income customers, affordable housing projects, non-profit/community organizations, net energy metering (NEM) customers, EverGreen customers, each county, each incorporated area, each unincorporated area by county, and the overall customer base. Example metrics are:
    - Dollars spent ($ and percent of overall incentive dollars)
    - Participation (quantity and percentage of overall participants)
    - Energy (kilowatt-hours) and peak demand saved (kilowatts)
    - Qualitative metrics such customer satisfaction, customer perception and sentiment.

Example: SCP's electrification rebates for residential and commercial electrification were designed to encourage market transformation by replacing fossil fuels with high-efficiency electric appliances. Since the rebates were introduced in 2021, success metrics have evolved. Initially, success was measured by the number of fuel-switching rebates and emissions reductions. However, as electric appliances have become more widely adopted, the focus has shifted to participation by customer type, location, and funds allocated to income-qualified and Empower customers.

Phase 5: Full Implementation

- Scale successful pilots or prototypes to broader customer groups, ensuring the intended impact is reached.
- Continuously monitor performance metrics such as participation, customer satisfaction, and energy savings.
- Refine and optimize based on data, customer feedback, and evolving needs to ensure long-term success as needed.

Example: GridSavvy Rewards was created in 2017 and launched as an automated demand response option with EV chargers first and then smart thermostats and EV chargers. As of 2024, GridSavvy Rewards expanded to both automated and behavioral demand response to eliminate technological and costly barriers to participate.

Phase 6: Continuous Improvement Based on Feedback

SCP offers and incentives will be continuously assessed against defined metrics of success to determine if there are improvements to be made to better reach the intended communities, provide the intended benefits, and mitigate any unintended consequences or barriers. SCP will:

- Regularly incorporate performance metrics and feedback to make program adjustments and improve overall program performance to achieve intended goals.
- Maintain engagement with community organizations and community members to ensure that programs evolve in response to their needs and remain effective over time.
- Continue to engage with our community members to better understand their needs and priorities by:
    - attending public events, hosting education classes
    - inviting people to SCP's Customer Center
    - inviting and collecting comments and feedback through our website, public meetings, and all interactions with customers

Example: In 2021, SCP provided an income-qualified e-bike voucher to 400 participants. Surveys revealed that the e-bikes did not reduce vehicle miles traveled as intended. In response, the workplace e-bike grant was developed in 2024 to promote e-bikes as a viable commuting solution.

2.2.6 Ensure Funding and Program Leverage

SCP has allocated budget for 25% of incentive-based budget to go toward low-income, affordable housing, non-profits, community-based organizations, and Empower Communities.

2.3 Design Objectives

SCP acknowledges that design for customer offerings and incentives consists of various motivations and strategies to achieve our mission. It is important to acknowledge the necessity for distinct and different approaches as our progress toward targets evolves. Specifically, we'd like to highlight the need for both market transformation initiatives and avoided cost initiatives.

Market transformation initiatives provide programs to customers to instigate long-term change by providing incentives and access to new and emerging technologies and services. Providing support to our customers through offerings and incentives can create a lasting shift in consumer and energy markets, making cleaner technologies and services more accessible and affordable for consumers in the future. This requires an injection of money at the onset that may not provide financial returns initially.

Avoided cost initiatives provide offerings and incentives to customers that are sustainable and scalable because they reduce costs for SCP. These financial incentive or investment made by SCP to promote technologies and services are less than the cost of energy procurement. This means that these customer offerings and incentives reduce rates for all regardless of whether a customer is participating or not, and the incentives are not subsidized by customers.

2.4 Focus Areas

SCP has developed five focus areas to turn the tide on the climate crisis. SCP integrates equity, inclusion, and supplemental funding sources into each of the focus areas listed below. The rest of this Plan will focus on the work we are doing on each of these focus areas.

1. Electrify transportation and gas-powered equipment
2. Accelerated building efficiency and electrification

3. Reduce peak demand and shift energy use towards low-carbon electricity
4. Educate and engage customers, residents, youth, and workforce within our community
5. Foster innovation through research and development

3 Electrify Transportation and Gas-Powered Equipment

Transportation produces most of the air pollution and greenhouse gas emissions in Sonoma and Mendocino counties. Most of these emissions are created by the cars and trucks we drive every day. Replacing our gasoline and diesel cars and trucks with electric vehicles (EVs) will reduce greenhouse gas emissions and air pollution, including smog. EVs are cleaner and produce fewer emissions. They need very little maintenance and can be less expensive to operate than gas cars.

Other gas-powered equipment such as yard tools and agricultural tractors and implements are another source of greenhouse gas emissions and local air (and noise) pollution. New battery-powered equipment, lawnmowers, and leaf blowers, for example, are quieter, don't pollute, and work as well as conventional equipment.

The SCP offerings outlined in this chapter address these challenges.

3.1 Current Customer Offerings

3.1.1 Non-Profit Electric Vehicle Incentives

SCP offers rebates to non-profits to help them transition from gas-powered vehicles to clean EVs. SCP offers a $15,000 incentive for EV passenger vehicles and a $22,500 incentive for vehicles with payloads over 1,500 pounds (vans and trucks).

2017-2025 Metrics	• 28 reimbursements have been issued to non-profits. • 18% (5 EVs) located in Mendocino County. • 82% (23 EVs) located in Sonoma County. • 6 incentives went towards electric pickup trucks or vans.

3.1.2 Local EV Partnerships

In addition to rebates and incentives, SCP also supports customers with technical and funding resources. SCP's subject matter expertise fosters partnerships with local organizations and assists customers in their electrification needs.

2020 – 2025 Metrics	• 52 EV chargers to local businesses and non-profits. • 22 EV chargers to municipalities for fleet and public charging. • Co-host an educational workshop on EV financing and the federal tax credit with community partners.

3.1.3 Workplace EV Charging Research Project

Shifting EV charging from nighttime to daytime, when solar and other renewable energy sources are abundant, has significant benefits for the grid. Daytime charging reduces the need for fossil fuel generation, helps manage evening energy demand, and supports higher EV adoption by lowering greenhouse gas emissions and reducing the need for extensive battery storage.

SCP's Workplace Electric Vehicle Charging Research Project partners with local employers to install grid-enabled EV chargers. It focuses on providing cost-effective workplace charging, while testing strategies for a larger regional initiative.

2023 – 2025 Metrics	• 5 research sites, total of 31 Level 2 EV chargers. • 3 sites completed installation at the end of 2025. • 2 sites completing installation in 2026.

3.1.4 Daily Managed EV Charging

In June 2024, Sonoma Clean Power added the option for customers to enroll their EVs in GridSavvy Rewards as a pilot to help customers optimize their EV charging. SCP partnered with ev.energy to provide an app that automates charging, ensuring customers' EVs are ready when needed while charging at the cheapest and greenest times.

By charging when renewable energy is most available, the program helps reduce local emissions and shifts demand away from peak hours (4-9 pm), lowering electricity costs for participants and easing strain on the grid. For SCP customers, the benefits include saving money, earning monthly rewards, and remotely managing their charging through the ev.energy app.

2024 – 2025 Metrics	• 442 participating EVs. • 38.5% of smart sessions use rooftop solar. • 15.2% peak reduction between 4-9pm.

3.1.5 E-Bike Commuter Grant

In 2024, the E-Bike Commuter Grant made funding available to businesses, non-profits, and other organizations to encourage their staff to commute using electric bikes. The grantees report to SCP over a two-year grant period on e-bike usage, maintenance issues, and employee satisfaction.

2024 – 2025 Metrics	• 12 grants were awarded, serving 69 employees/commuters. • 2 grants were awarded to Mendocino County entities. • 10 grants were awarded to Sonoma County entities. • 14,067 total vehicle miles replaced by e-bikes.

3.2 Discontinued Offers and Incentives

3.2.1 Sonoma Coast Incentive Program (CALeVIP)

SCP partnered with the California Electric Vehicle Infrastructure Program (CALeVIP) from 2020-2025, to provide rebates for EV Level 2 & DC Fast Charger purchase and installation costs. This initiative promoted public charging infrastructure in the region.

2020 – 2025 Metrics	• 210 chargers have been installed and completed.
	  ○ 185 Level 2 Connectors
	  ○ 25 DC Fast Chargers
	• 29% of funding for completed sites has gone to DAC or Low-Income Communities.

3.2.2 Fast Charge for All

In June 2022, SCP offered a special incentive of up to $80,000 for EV fast-charging stations serving coastal and low-income residents. Valid CALeVIP applications that were wait-listed due to high demand for the Sonoma Coast Incentive were eligible if they met rural or low-income community siting criteria.

2022 – 2025 Metrics	• 2 sites have been constructed with 9 fast-chargers serving rural and low-income residents.

3.3 Next Steps from Community Needs Assessment

During the Community Needs Assessments conducted in 2023 and 2024, SCP listened to our community and customers to better understand the barriers to electrifying transportation. Using this information, SCP will also respond to specific needs, desires, and concerns that arose.

Potential ideas may include supporting women and Hispanic communities—who represent a large portion of future EV owners—and customers qualifying for the used EV tax credit. This could provide these groups with better access to clear and useful information when shopping for EVs. Additionally, SCP may collaborate with partner organizations to the e-bike commuter program, addressing mobility needs for those who rely on alternatives to personal vehicles.

4 Accelerate Building Efficiency and Electrification

Using fossil fuels in our homes and buildings for space heating, water heating, and cooking is a large source of greenhouse gas emissions. We can replace these gas-using appliances with high-efficiency electric appliances that produce far fewer emissions, especially when powered by clean renewable electricity.

Burning fossil fuels in our homes and buildings also creates fire risks and unhealthy indoor air, potentially contributing to health issues including asthma. Replacing gas appliances with high-performance electric options will improve indoor air quality and reduce the risk of hazards associated with combustion appliances.

Building electrification must be pursued equitably, ensuring that environmental and social justice communities are not left behind. During the Community Needs Assessments conducted in 2023 and 2024, SCP listened to our community and customers to better understand the barriers to electrifying their homes. Using this information, SCP will also respond to specific needs, desires, and concerns around electrification and energy efficiency.

4.1 Current Customer Offerings

4.1.1 SCP's Customer Center (Formerly the Advanced Energy Center)

In 2021, SCP opened the Advanced Energy Center to provide customers with an immersive demonstration space showcasing technologies that they can install to reduce their carbon footprint. In 2023, SCP began making changes to improve how we serve customers through the space, including renaming it SCP's Customer Center. SCP's Customer Center serves as a resource for customers to learn more about their energy bill, get questions answered, and continues to be a resource hub to showcase high-efficiency electric technologies and appliances.

2022 – 2025 Metrics	• 13,800+ visitors have experienced Sonoma Clean Power's Customer Center • 10,000+ visits have been walk-ins (remainder through events)

4.1.2 Residential and Commercial Electrification Incentives

To make clean energy solutions more accessible, SCP provides discounts and incentives on a variety of technologies, including heat pump space conditioning, heat pump water heaters, heat recovery ventilators, and induction cooking. SCP also provides a set of free cookware for customers who purchase and install an induction cooking appliance.

Higher incentives are available for income-qualified customers enrolled in energy bill discount programs such as California Alternate Rates for Energy (CARE) or Family Electric Rate Assistance (FERA).

2021 – 2025 Metrics	• 1,701 heat pumps for space heating and cooling • 731 heat pump water heaters • 726 induction cooktops and sets of free cookware • 13 air-to-water heat pump space conditioning and water systems • 1 heat recovery ventilation system

4.1.3 Energy Savings Box

SCP's Energy Savings Box is designed to empower renters and lower-income customers to improve their energy efficiency, save electricity, and reduce their carbon impact through actions within their control. This free offer provides LED light bulbs, a smart power strip, weather stripping solutions, and a smart outlet. Residential SCP customers can request an Energy Savings Box by completing a simple order form on the SCP website.

2024 – 2025 Metrics	• 1,947 Energy Savings Boxes shipped directly to customers. • 397 tote bags distributed through 13 community partners. • 107 Energy Savings Boxes distributed through food drive events.

4.1.4 Induction Cooktop Lending

To promote induction cooking as an alternative to gas cooking, SCP offers customers a free portable induction cooktop to borrow for up to 2 weeks, along with compatible cookware.

2019 – 2025 Metrics	• Since the service began, 615 customers have borrowed an induction cooktop. Yearly data is available for the last three years:
	  ○ 108 in 2023
	  ○ 42 in 2024
	  ○ 55 in 2025

4.1.5 Government Heat Pump Water Heater Incentives

SCP layers funding for heat pump water heaters on top of a PG&E rebate to deliver projects at low to no-cost to government and K-12 educational facilities. Eligible public facilities include education buildings, community and convention centers, library/museums/performing arts centers, public work yards, and more.

2022 – 2025 Metrics	• 38 heat pump water heaters in local public facilities have received gap funding to make these projects free or nearly free.

4.1.6 Commercial Energy Assistance

To reduce energy use, energy costs, and encourage site electrification, SCP offers no-cost energy assessments to qualifying commercial SCP customers.

2022 – 2025 Metrics	• 57 energy efficiency and electrification assessments conducted.

4.1.7 Multifamily Housing Electric Panel Upgrades

To support electrification retrofits of multifamily housing, SCP partnered with BayREN's Multifamily Program to provide incentives of $500 per in-unit panel upgrade ($750 for income-qualified customers) and $5,000 per central building panel upgrades.

2022 – 2025 Metrics	• 102 electrification project in local affordable housing units ○ $81,500 in incentives provided

4.2 Discontinued Offers and Incentives

4.2.1 Advanced Energy Build

Starting in 2020, SCP began offering incentives for the construction of resilient, affordable, and all-electric homes in Sonoma and Mendocino County. Through this effort, SCP has partnered with affordable housing developers, builders, and homeowners to complete 450 units of housing in SCP service territory, most of which are all-electric and affordable.

2021 – 2025 Metrics	• 549 total units of housing constructed
	  ○ 100% are all-electric and 98% are low income
	  ○ 205 have solar PV
	• $1.3M in incentives provided
	  ○ $1.28M toward low-income affordable developments

4.2.2 The Inflation Reduction Act

The federal Inflation Reduction Act provided rebates and tax credits through the federal government to financially support income-qualified residents. In 2024, SCP aligned its incentives to be combined with the Inflation Reduction Act's Home Electrification and Appliance Rebates (HEEHRA). This federal funding is expected to end in 2026.

2024 - 2025 Metrics	• 59 total number of projects combining SCP and HEEHRA rebates ○ 9 manufactured homes • 24% CARE/FERA projects

4.3 Next Steps from Community Needs Assessments

Potential ideas may include directly installing energy efficiency and energy saving measures for low-income businesses and households in Empower Communities and expanding rebates for commercial customers to help reduce the upfront costs of energy upgrades.

5 Reduce Peak Demand and Shift Energy Use Towards Low-Carbon Electricity

In the last decade, an increasing number of solar photovoltaic (PV) resources have been added to the grid. Solar is a clean, renewable energy source, but only generates electricity during the day. Yet, energy demand is the highest in the evening (currently 4-9PM), when people return home, adjust their thermostat, and turn on lights.

The increased need for electricity happens around the time the sun sets and solar production falls. Fossil fuel power plants are used to provide this energy in the evening to address peak demand which increases air pollution and greenhouse gas emissions, contributing to climate change.

Therefore, it's important to look at when customers use energy, not just how much energy they use. SCP currently provides offers and incentives to:

- Reduce energy usage between peak demand (4PM-9PM)
- Shift energy usage to midday and hours where solar and other clean energy is abundant.

5.1 Current Customer Offerings

5.1.1 GridSavvy Rewards - Alerts

In response to summer grid reliability concerns, SCP offers an option to GridSavvy Rewards where no smart devices are needed to participate. Customers receive alert notifications through phone or email to save energy during hours of high demand on the grid through any means that works for them.

GridSavvy Rewards pays customers $2 for every kilowatt-hour (kWh) saved from their baseline energy use during an energy saving event. Customers may also choose to donate their rewards to a selection of local Community Partners.

SCP reached customers that have historically been left out of utility initiatives; most notably Spanish speakers and customers that need different forms of communication (e.g., phone calls).

2025 Metrics	• 13,124 active enrollments
	  ○ 24% are low-income CARE/FERA
	  ○ 10% live in an Empower community
	  ○ 490 customers receive all communications in Spanish
	
	For the 2025 season, spanning from May to October, participants reduced and saved:
	• A demand reduction of 4,490 kilowatts (kW) on the peak day—September 16, 2025.
	• A cumulative total of approximately 92,500 kilowatt-hours (kWh) saved or shifted.

5.1.2 GridSavvy Rewards – Smart Thermostats and EV Chargers

To help automate reducing and shifting energy use away from peak times, SCP offers discounts and incentives to purchase and/or connect smart devices, such as EV chargers and smart thermostats. These smart devices can receive a remote signal from SCP, which automatically adjusts usage to make energy-savings easy.

2025 Metrics	• 182 EV chargers are currently enrolled • 694 smart thermostats are enrolled

5.1.3 Customer Owned Solar and Storage

SCP supports customer adoption of rooftop solar and solar plus battery storage, which can reduce system peak demand and shift energy use toward low-carbon electricity. Under both SCP's Net Energy Metering and Solar Billing Plan offerings, customers who generate more electricity than they use on an annual basis receive PG&E's 12-month average Net Surplus Compensation rate for eligible net surplus generation, consistent with applicable tariffs.

2025 Metrics	• Approximately 37,079 customers are enrolled

5.1.4 Workplace Charging Research Project

See Section 3.1.3

5.1.5 Daily Managed EV Charging

See Section 3.1.4

5.1.6 California Energy Commission's Virtual Power Plant Demand Flexibility Grant

See Section 7.1.2

5.2 Next Steps from Community Needs Assessment

In response to findings from the community needs assessment highlighting the importance of offers and incentives accessibility, SCP will continue targeted and broad promotion of GridSavvy Rewards. Additionally, enrollment incentives will be extended through 2026 to support current promotional efforts.

SCP is also exploring further expansion of eligible technology types to enhance accessibility for customers and increase GridSavvy Reward's impact on grid reliability. For instance, SCP is considering the development of battery storage optimization for residential and commercial customers with existing or planned battery energy storage systems. Additionally, SCP is developing other technological ways to incentivize commercial customers in GridSavvy Rewards.

6 Educate and Engage Customers, Residents, Youth, and Workforce Within Our Community

Energy is an important issue, and one that allows everyone to make a difference. By learning how to use less energy, customers can save money. By learning how to live an all-electric lifestyle, customers can reduce their carbon footprint.

California has ambitious goals for building a clean economy. There are industry demands for a workforce with a blend of technical skills and business management abilities. Skills are needed in construction, electrical work, plumbing, heating and cooling, and renewable energy technologies, such as photovoltaics, geothermal, and wind.

SCP promotes public education involving energy efficiency, electrification, and electric vehicles.

6.1 Current Customer Offerings

6.1.1 Do-It-Yourself Home Energy Toolkit

To help customers identify quick home upgrades to save energy, water, and money, SCP partnered with local agencies to create the do-it-yourself (DIY) Energy and Water Savings Toolkit. This toolkit can be checked out at a local library branch and comes with a guidebook and tools. Our partners include Sonoma Water, Sonoma Marin Saving Water Partnership, County of Sonoma Energy and Sustainability Division, Sonoma County Library, and the Mendocino County Library.

2017 - 2025 Metrics	• 1,886 toolkits borrowed through Sonoma County Libraries. • 229 toolkits borrowed through Mendocino County Libraries (launched 2018).

6.1.2 Energy Education in Schools

To inspire future energy leaders in Sonoma and Mendocino counties, SCP partners with Sonoma Water to teach K-12 students about electricity, power sources, and climate change.

2024 - 2025 Metrics	• Over 5,600 students participated in over 229 lessons. • 11,458 students participated in one of the 41 musical assemblies were in Spanish • The Climate Action Challenge field trip saw over 450 students including 18 field trips to SCP's Customer Center.

6.1.3 CTE Foundation Switch Lab

To teach students (middle school, high school, and college) the fundamentals of EV design, assembly, manufacturing, and maintenance, SCP partners with the Career Technical Education (CTE) Foundation and the Sonoma County Office of Education. SCP funds kits at select local schools, allowing students an opportunity to assemble a street-legal electric vehicle. Kits last up to 5 years and are assembled and dissembled each class.

2025 Metrics	• 10 Switch Lab EV kits have been distributed to schools throughout Sonoma and Mendocino counties.

6.1.4 NexGen Trade Academy

To increase green building industry knowledge, SCP partners with the LIME Foundation's NextGen Trades Academy. NexGen Trades Academy provides diverse vocational construction training and work/life skills to youth. It offers training and helps students find gainful employment in the trade fields, while providing a workforce for local contractors.

2024- 2025 Metrics	• 8 cohorts in Sonoma and Mendocino Counties with 113 students from July 2024-June 2025. • 87 (77%) of students graduated. • 53% of work-eligible graduates from this term have found full-time employment primarily in the trades.

6.1.5 'Duck Curve' Challenge

SCP collaborates with the Sonoma County Office of Education to deliver a 'call to action' project that engages high school students in a challenge focused on the 'duck curve'. This term describes the average daily electricity use profile in California where there is a significant decrease in electricity use during the daylight hours due to customer-sited solar and then a steep increase in the evening hours (4-9pm) as solar energy production is decreasing while residential electricity use is increasing.

Students investigate the causes and effects of the 'duck curve' and work in small groups to propose innovative solutions to mitigate the negative impacts. Awards are provided to winning solutions.

2025 Metrics	• 2 Sonoma County schools participated, engaging over 37 students resulting in 12 submitted solutions.

6.1.6 SCP Internship Program

SCP has consistently embraced internships, integrating interns into business operations and evolving from a work experience program into a structured, three-phase model that emphasizes valuable learning experiences and professional development. Phase I begins with comprehensive onboarding and training to introduce interns to SCP's culture, policies, and operations while equipping them with essential skills, particularly in the Customer Center. In Phase II, interns apply their knowledge to real-world projects, such as analyzing energy usage data. Phase III focuses on career readiness, where interns explore different departments, attend team meetings, and participate in networking events to broaden their professional skills and knowledge.

2013 - 2025 Metrics	• 29 paid interns in total • 2-5 paid interns working at the same time.

6.1.7 SCP's Customer Center (Formerly the Advanced Energy Center)

See Section 4.1.1

6.2 Next Steps from Community Needs Assessment

For future planning, SCP will continue to listen to our community members and customers. Partnerships and workforce development are essential to the work that we do. They help us better understand our customers' needs, connect with our community, and respond to emerging issues within our service territory. SCP can be part of the solution by supporting the incredible efforts and services already being led and offered by local organizations, agencies, and community groups.

7 Foster Innovation Through Research and Development

Innovation is needed to make the switch to 100% clean electricity and energy-efficient all-electric living. Embracing new technology, new processes, new behaviors, and new ways of thinking will help meet our goals. SCP will investigate new and potential technologies to reduce greenhouse gas emissions. SCP may pilot new offerings and ideas to explore these ideas.

7.1 Current Research and Development

7.1.1 Investigate Vehicle-To-Building And Vehicle-To-Grid Technology

SCP is exploring how electric vehicles could potentially power buildings and better support the grid. SCP is working with partners on two California Energy Commission grants: the Responsive, Easy Charging Products with Dynamic Signals (REDWDS) grant and the Assessing Vehicle Grid Integration (VGI) in California grant led by the Electric Power Research Institute (EPRI). SCP's focus is on coordinating EV charging with statewide grid needs, optimizing EV charging with on-site solar, and monitoring progress on affordable bi-directional charging equipment and new rates. SCP will stay informed on statewide policies related to these technologies to best serve customers and assess new opportunities as they emerge.

7.1.2 California Energy Commission’s Virtual Power Plant Demand Flexibility

Sonoma Clean Power was awarded a grant from the California Energy Commission’s Electric Program Investment Charge (EPIC) for Virtual Power Plant Approaches for Flexibility (VPP-FLEX) for $4,995,640. The grant project seeks to increase automated demand response devices in GridSavvy Rewards within low-income and disadvantaged communities. The grant formally started in April 2025.

The grant consists of:

- Demonstration of smart panels with battery storage in a multifamily affordable housing complex.
- Direct installation of smart thermostats for low-income customers.
- Integrating small businesses into GridSavvy Rewards, with a focus on low-income and disadvantaged communities

- Incentivizing and integrating new smart devices (e.g. smart thermostats, electric vehicles charging, battery storage, heat pump water heaters) in SCP's existing GridSavvy Rewards offering.

7.1.3 California Energy Commission's Paving the Way for California's Gas Transition

SCP—in partnership with See Change Institute (SCI) and Energy + Environmental Economics (E3)—was awarded the California Energy Commission's "Paving the Way for California's Gas Transition" for $599,774. Titled "A Community-based Assessment of Energy Transition Barriers in Rural and Tribal Areas," the project will conduct multidisciplinary research to uncover and address the unique local challenges of electrifying homes and businesses, while minimizing costs to customers, improving grid reliability, and ensuring an equitable transition. The project team would conduct this work in close collaboration with the partner communities of Willits, Hopland and the Hopland Band of Pomo Indians, and Graton.

7.1.4 Neighborhood Decarbonization Feasibility Study

In March 2025, SCP's partnered with the University of California, Santa Barbara's Bren School of Environmental Science & Management to study neighborhood decarbonization. This year-long thesis project will be led by a highly skilled and well-supported group of Bren School Master's students looking to advance their careers in the environmental field. Through Spring 2026, the project group will produce a case study evaluating the barriers, needs, impacts, and opportunities associated with full neighborhood electrification in the Roseland neighborhood, a disadvantaged community in southwest Santa Rosa. The project will also provide valuable data and insights to inform SCP's future program and decarbonization priorities.

7.2 Next Steps from Community Needs Assessments

Next steps include identifying and applying for grants and research opportunities that align with SCP's strategic action plan and the themes outlined in the community needs assessment. By aligning grant applications with SCP's strategic goals—such as promoting sustainability, enhancing community resilience, and improving energy efficiency—SCP can secure financial support for initiatives that directly benefit the community. Additionally, engaging with stakeholders and community members during the application process will ensure that the proposed projects address local needs and priorities, ultimately strengthening SCP's impact and fostering greater collaboration within the community. Regularly monitoring and evaluating the outcomes of funded projects will also provide valuable insights that can inform future applications and enhance SCP's overall mission.

Appendix A - Empower Communities and Methodology

Empower Communities

Empower Communities are census tracts within SCP service area that are most vulnerable to, and impacted by, pollution, socioeconomic challenges and affordability issues.

Mendocino County	Sonoma County
• Covelo/Round Valley • Fort Bragg • Willits • Ukiah (unincorporated) • Laytonville • Calpella • Potter Valley • Boonville • Cleone • Redwood Valley • Hopland • Brooktrails	• Taylor Mountain (Santa Rosa) • Roseland (Santa Rosa) • Bellevue (Santa Rosa) • Kawana Springs (Santa Rosa) • Comstock (Santa Rosa) • Bicentennial Park (Santa Rosa) • Rohnert Park B/C/R Section • West End (Santa Rosa) • Railroad Square (Santa Rosa) • Sheppard (Santa Rosa) • Fetters Springs/Agua Caliente West • Dry Creek • East Cloverdale • Downtown Santa Rosa

Methodology

The Empower Communities were identified by more than one of the following national, state, and local methodologies and datasets.

- Human Development Index (HDI)
- CalEnviroScreen 4.0
- California Public Utilities Commission's Affordability Ratio/Socioeconomic Vulnerability Index Analysis
- Senate Bill (SB) 535 Disadvantaged Communities

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