



Strategic Action Plan

Customer Offerings & Incentives Programs

2023



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1. Sonoma Clean Power

1.1 Powering Everyday Moments

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 Offerings & Incentives Programs ("Plan") to support our mission to turn the tide on the climate crisis through bold ideas and practical programs.

In 2022, this Plan integrated SCP's Programs Equity Framework, incorporating practical steps for developing and implementing inclusive programs. Going forward, the Programs Equity Framework and the Strategic Action Plan will no longer be treated as two separate plans or frameworks; this Plan will be the guiding document.

This Plan outlines the strategies and goals of our current customer offers and incentives. This Plan will evolve as we implement strategies to more deeply engage with our customers and communities.

To achieve our mission of turning the tide on the climate crisis, our programs must be impactful, scalable, accessible, and enhance our customers' lives. A key step in the Plan is ensuring we engage the community in setting goals and considering new programs (based on the Joint Powers Authority stated purposes) to develop proposals for the Board of Directors' approval. The first step is listening to our customers and community and learning about their needs. As a result, SCP has begun Community Needs Assessments in the following categories:

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

These Community Needs Assessments are anticipated to greatly inform future strategies and plans.

The Plan also informs SCP's Integrated Resource Plan. 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% renewable greenhouse gas-free future.

SCP customer offerings and incentives aim to:

- **promote and encourage behaviors, technologies, and actions that alleviate stress on the grid,**
- **reduce greenhouse gases by shifting away from fossil fuel-powered transportation,**
- **decrease energy use, and**
- **encourage shifting energy use away from evening and nighttime hours and instead during times of day when renewable energy supply is abundant, reducing the need for natural gas power plants, and providing customer-sited resources that replace the need for utility scale development.**

2.1 Approach

SCP is committed to developing a strategic action plan for customer offerings and incentives that meets the needs of the communities we serve. Our priority is to provide stable energy costs and minimize the impact of electricity rates on customers. To achieve this, we work to set generation rates that stabilize bills and offer energy-saving tips and programs to help customers manage their bills. Our goal is to provide cost-effective electricity while reducing greenhouse gas emissions and meeting our emission targets. To meet these goals, we must listen to our customers and understand their needs to offer the most impactful and beneficial programs. The following sections outline our plan for achieving these objectives.

2.1.1 Immediate Actions This Calendar Year

The following actions are either underway or are under development for this calendar year (2023).

1. In December 2022, the Board of Directors approved funding to conduct Community Needs Assessments. The Community Needs Assessments will:
 - a. Ask for feedback on how our current, past, and upcoming programs can best meet the needs of our community and customers. This will include:
 - i. meeting with community organizations,
 - ii. talking with customers and collecting customer feedback,
 - iii. partnering with local non-profit organizations or others for community-focused data (such as surveys, interviews, statistics),
 - iv. conducting surveys, and
 - v. developing customer focus groups.
 - b. Develop new program ideas or improve existing programs that meet community needs for Board consideration.
2. Continue providing customers with our current offers and incentive programs.
 - a. Improving as we listen and learn more from our customers.
3. Discontinue programs that are no longer impactful or are cost-effective without incentives.
4. Introduce programs currently in the development stage.
5. Build relationships with community organizations.
6. Engage with our community members to better understand their needs and priorities by:
 - a. attending public events,
 - b. hosting education classes,
 - c. inviting people to the Advanced Energy Center, and
 - d. inviting comments and feedback through our website and public meetings.
7. Collect and organize feedback received through all channels.

SCP surveys all staff across our Agency departments and roles about what they think of our programs. The survey responses highlight what people care about. While this survey had a narrow focus on SCP staff, it can be used as a reference point in engaging with the community.

The results of the survey show that people are more likely to take part if a program:

- provides tangible benefits,
- is easy to take part in and makes their lives easier,
- doesn't have an up-front cost,
- provides a clear benefit to the community and the planet,
- fits into their lifestyle and housing situation (for example, renting),
- supports their self-identification, beliefs, and values,
- supports new and trending ideas and technologies,
- lines up with the timing of decision points (for example, needing a new car, water heater, etc.), and
- helps with the costs of electric vehicles and opportunities to charge them.

2.1.2 Near-Term Actions in the Next 2-3 Years

After completing the immediate actions listed above, we will develop near-term actions to be implemented. These actions will be reflected in next year’s update to the Strategic Action Plan. To achieve this, we will:

- Develop new program strategies and goals with community involvement for the Board of Directors approval.
- Design solutions with community organizations to better meet community needs and priorities.
- Create metrics for all programs, with a plan for tracking success and program impact.
- Keep listening to identify further needs that we can address through our role as the local electricity provider.

2.1.3 Long-Term Actions

Using our tracking and metrics plans, SCP will maintain a constant customer feedback loop. This flow of information will be used to improve the reach and impact of current and future programs. SCP will adjust the offers and incentives, as needed, to target intended customers and deliver tangible benefits.

SCP will encourage and apply recommendations, research, ideas, and feedback to improve current and future offerings and incentives.

2.2 Approach to Program Design

SCP acknowledges that program design for customer offerings and incentives consists of various motivations and strategies to achieve our mission of turning the tide on the climate crisis. 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 programs and avoided cost programs.

Market transformation programs provide offerings and incentives 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 the 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 costs programs provide offerings and incentives to customers that are sustainable and scalable because they reduce costs for SCP. In other words, the financial incentive or investment made by SCP to promote technologies and services is less than the avoided cost of energy procurement. This means that these customer offerings and incentives reduce rates for all regardless of whether a customer is participating in the program or not.

SCP also acknowledges that there are different motivations and financial situations for our customers and that we should endeavor to create offerings and incentives that speak to all. SCP’s goal is to have an offering or incentive or reason for each of the following customer types to participate in SCP programs.

Customers that **are aligned** with SCP’s mission and **would not need** SCP financial assistance to act.

Customers that are **not aligned** with SCP’s mission and **would not need** SCP financial assistance to act.

Customers that **are aligned** with SCP’s mission and **need** SCP financial assistance to act.

Customers that are **not aligned** with SCP’s mission and **need** SCP financial assistance to act.

2.3 Current Program Strategies

SCP has developed six program strategies to turn the tide on the climate crisis. SCP integrates equity, inclusion, and funding source development into each of the strategies listed below. The rest of this Plan will focus on the work we are doing on each of these strategies.

- **Electrify transportation & gas-powered equipment**
- **Accelerate building efficiency & electrification**
- **Reduce peak demand & shift energy use away from 4 p.m. to 9 p.m.**
- **Promote customer solar plus battery storage projects to produce energy & support resiliency**
- **Educate and engage customers, residents, youth, & workforce within our community**
- **Foster innovation through research & development**

These program strategies will be covered in the following sections.

3. Electrify Transportation & 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.

Gas-powered yard and other equipment are another source of greenhouse gas emissions and local air (and noise) pollution. These small gasoline engines produce pollutants that are known to cause lung, heart, and brain health issues. New battery-powered equipment, lawnmowers, and leaf blowers, for example, are quieter, don't pollute, and work as well as conventional equipment.

SCP currently offers programs to promote EV adoption and EV charging infrastructure. SCP also promotes electric and clean mobility solutions, such as electric bikes, as an alternative to cars. Additionally, we have promoted electric yard equipment, in place of gas-powered options.

During the Community Needs Assessments conducted during 2023, SCP will engage with community organizations to learn more about transportation needs and barriers as well as mobile equipment needs in the agricultural sector. SCP will use this information to design future program proposals for the Board of Directors to deliver tangible local benefits for all customers.

3.1 Current Customer Offerings

3.1.1 Free Residential Electric Vehicle Chargers

SCP provides customers an up-front discount of 50% on the cost of a Level 2 EV charger. Historically, SCP has reimbursed the remaining cost after the customer installs and activates the charger, ultimately providing an entirely free EV charger (minus installation costs).

Since the program started through December 2022:

- **Over 4,400 free chargers have been provided by SCP.**

In 2023, SCP will continue to offer Level 2 EV chargers at 50% off the retail price of the equipment at the time of purchase, but will modify the incentive reimbursement for the remaining cost of the charger. In early 2023, SCP will only provide an incentive if the customer installs and activates their charger and participates in SCP's GridSavvy Rewards program (See Section 5.1.2). The GridSavvy Rewards EV activation incentive will be \$250.

3.1.2 Non-Profit Electric Vehicle Incentives

SCP offers reimbursement to non-profits to help them transition from gas-powered vehicles to clean EVs. The reimbursement can be used to purchase or lease an EV or a plug-in hybrid (with a battery range of at least 25 miles). In 2022, SCP modified the program to reflect the increase in EV costs and to accommodate for larger capacity vehicles such as vans and light duty trucks. SCP increased the incentive for EV passenger vehicles from \$12,500 to \$15,000 and added an increased incentive of \$22,500 for vehicles with payloads over 1,500 pounds (vans and trucks).

Since the program started through December 31, 2022:

- **Reimbursements have been provided to 16 local non-profits including the first all-electric cargo van in 2022.**

3.1.3 Sonoma Coast Incentive Program (CALeVIP)

SCP partnered with the California Electric Vehicle Infrastructure Program (CALeVIP) in 2020, to provide rebates for EV Level 2 & DC fast charger purchase and installation costs. This program promotes public charging infrastructure in the region.

Since the program started through December 31, 2022:

- **56 projects sites have been awarded funding, including,**
 - **192 Level 2 chargers and**
 - **54 DC fast chargers.**
- **8 projects have been installed and completed.**
- **30% of funds have been reserved for disadvantaged and low-income communities.**



3.1.4 Fast Charge for All

SCP provides 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 are eligible. Projects are eligible if they meet the rural and low-income criteria set for the program.

Since the program started through December 31, 2022:

- **5 applicants are moving forward on their projects to install a total of 11 new fast-charging stations serving low-income residents.**

3.1.5 Local EV Partnerships

SCP has been a partner to local organizations in directing them to EV resources, helping with technical assistance, and providing funding support for EV projects. SCP has provided free EV chargers to local business, has partnered with Sonoma County Regional Parks to provide chargers at various park locations, and has provided funding for Santa Rosa CityBus to promote their use of electric buses powered by SCP's 100% local renewable power offering, EverGreen.

3.2 Customer Offerings in Development

3.2.1 *Workplace Charging Research Project*

Recent studies have shown that shifting drivers from nighttime home charging to daytime charging when renewable energy, such as solar, is abundant on the grid has many positive grid impacts. Daytime charging reduces impacts from evening ramping (when solar energy decreases while residential energy use increases), reduces use of fossil fuel electricity generation, brings more value to both customer-sited and utility renewable generation, reduces battery storage build-out requirements, and reduces greenhouse gas emissions. Daytime charging also allows the grid to better support higher levels of EV adoption.

SCP is developing a Workplace Electric Vehicle Charging Research project. This project will invite local employers to partner with SCP to provide and manage grid-enabled EV chargers at their workplaces. The research project is targeting planning and installation at 4 sites, averaging 15 charger ports per site for an approximate total of 60 Level 2 charger ports.

The purpose is to determine how to deliver a cost-effective workplace charging program that supports grid reliability while focusing on providing access to charging for disadvantaged and low-to-moderate income (LMI) employees who may not have charging capability at home. The research project will help SCP test various dispatching strategies and hardware configurations in anticipation of eventually running a larger regional initiative.

3.2.2 *Bike Electric 2.0*

Through the Bike Electric Program in 2021, SCP provided income-qualified customers a \$1,000 incentive toward the purchase of an electric bike (e-bike) to promote their use instead of cars for short trips. The program provided incentives to 421 e-bike purchases.

The State is planning a similar e-bike program slated for Spring 2023, which will look a lot like SCP's previous Bike Electric program, providing income-qualified incentives. SCP does not want to compete with this program or expend SCP funds on a similar program that the State is funding, so SCP is developing a separate and novel program that focuses on workplace commuting.

One of the lessons learned from e-bike is that many of the e-bikes purchased were being used for recreation (78% of respondents) or exercise (65%). Only 22% said they used their new bikes for commuting. SCP is aiming to improve on those metrics by targeting local employers and providing grants for organizations that want to make e-bike commuting more accessible to their employees.

3.2.3 *Landscaping Equipment Promotions*

In 2022, SCP promoted electric landscaping equipment in the Advanced Energy Center with a window display. While SCP did not provide any financial incentives for this type of equipment, we did run a competition through the Sonoma County Fair where the winner would receive an electric leaf blower. SCP is examining whether this format makes sense to run again in 2023 and whether window displays for certain technologies are effective in encouraging customers to switch from gas-powered equipment.

4. Accelerate Building Efficiency & 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-performance 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, SCP will listen 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 Advanced Energy Center

SCP opened the Advanced Energy Center to provide customers with an immersive demonstration space showcasing technologies that they can install to save money and reduce their carbon footprint. The Advanced Energy Center is available in-person and online to provide information on and connect customers with contractors for heating and air conditioning systems, induction cooktops, heat pump water heaters, battery storage, and more. Customers can attend classes on these topics through the Advanced Energy Center.

Since the program started through December 31, 2022:

- **Over 5,550 visitors have experienced the Advanced Energy Center.**

4.1.2 Contractor Network

SCP has developed a contractor network through the Advanced Energy Center that are skilled in energy efficiency and electrification retrofits. SCP can provide customers with this list of contractors to assist them with their projects. The contractor network also has contractors that have agreed to SCP's 0% financing program.

Since the program started through December 31, 2022:

- **38 contractors participating in the Contractor Network, including 26 participating in SCP's 0% financing program.**

4.1.3 Electrification Incentives

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

Since the program started through December 31, 2022, SCP has provided discounts or incentives for:

- **118 heat pump water heaters**
- **152 heat pumps for space heating and cooling**
- **52 induction cooktops and sets of free cookware**

4.1.4 Government Heat Pump Water Heater Incentives

SCP layers funding for heat pump water heaters on top of an existing PG&E program to deliver projects at low to no-cost to government and K-12 educational facilities. SCP is funding up to 24 heat pump water heater installations at eligible public facilities including education buildings, community centers, police departments, recreation centers, and public work yards.

4.1.5 On-Bill Financing

To reduce the barriers of up-front costs associated with electrification, SCP offers customers 0% on-bill financing of up to \$10,000 for the purchase and installation of select energy efficiency technologies payable through the utility bill.

Since the program started through December 31, 2022:

- **165 applications for bid projects have been received.**
- **67 projects have been completed totaling \$486,776 in project value.**

4.1.6 Induction Cooktop Lending Program

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.

Since the program began through December 31, 2022:

- **158 customers have borrowed an induction cooktop, 118 in 2022 alone.**

4.1.7 Commercial Energy Optimization

To reduce energy use and energy costs, as well as to encourage site electrification, SCP is offering no-cost energy audits and electrification studies to qualifying commercial SCP customers. This program launched March 2022.

Since the program started through December 31, 2022:

- **17 commercial sites have been assessed for 11 customers and reports have been delivered to recommend energy efficiency and electrification measures.**

4.1.8 Advanced Energy Rebuild

To support high-performance and resilient construction, SCP offered developers and homeowners rebuilding from the 2017 Tubbs and Nuns fires technical guidance and up to \$17,500 in incentives per home.

Since the program started through December 31, 2022, the now-retired program has:

- **Helped rebuild 344 new homes and apartments and**
- **Provided over \$1.8M in total incentives from SCP.**

4.1.9 Advanced Energy Build

SCP offers incentives for the construction of resilient, affordable, and all-electric homes in Sonoma and Mendocino County.

Since the program started through December 31, 2022, the program has:

- **Enrolled 671 units of housing (over 80% of which are low-income residences),**
 - **125 housing units have been completed and,**
 - **545 housing units are in progress.**
- **\$1.7M in incentives have been reserved.**

4.1.10 Multifamily Housing Electric Panel Upgrades

To support electrification retrofits of multifamily housing, SCP has partnered with the Bay Area Multifamily Building Enhancement Program to provide incentives of \$500 per in-unit panel upgrade (\$750 for income-qualified customers) and \$5,000 per central building panel upgrades. This program launched in January 2022, however due to long lead times of these projects, no projects have been completed yet.

4.1.11 SCP Electrify

To help customers plan their home electrification upgrades, SCP offers an online tool that highlights clean energy opportunities in their homes and provides valuable, actionable insights on which technologies and SCP programs are right for them.

4.1.12 FLEXmarket

SCP has received California Public Utility Commission (CPUC) energy efficiency funding to implement an incentive program for energy efficiency projects in existing buildings. SCP pays incentives based on time of day avoided energy costs for energy efficiency projects that reduce total energy peak load. This funding and program are aimed at permanent energy reduction and permanently shifting energy use away from peak hours.

4.2 Customer Offerings in Development

4.2.1 Mobile Home Park Electrification

SCP is currently working with PG&E to determine the feasibility of mobile home park electrification. The goal is to provide weatherization, install energy efficiency upgrades, and convert existing mobile homes to all-electric appliances.

Mobile home parks are typically served by a master-meter for both gas and electricity. This means the gas and electricity service beyond the master meter to each mobile home space is the responsibility of the mobile home park owner, and not the utility. This poses a public safety threat. In 2014, a pilot program was established by the CPUC to convert and upgrade master metered parks to direct utility service for each space. In 2020, the CPUC issued Decision D.20-04-004 to establish the Mobilehome Utility Conversion Program (MHP-UCP) which is designed to convert 50% of all master-metered mobile home park spaces to direct utility service by 2030.

SCP, in coordination with PG&E, proposes to utilize the MHP-UCP program as an opportunity to upgrade the master metered electricity service to these spaces and decommission the natural gas service.

5. Reduce Peak Demand & Shift Energy Use Away From 4 p.m. to 9 p.m.

In the last decade, more and more solar photovoltaic 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 (4 p.m. to 9 p.m.), when people return home and turn on appliances.

The increased need for electricity happens around the time the sun sets and solar production falls. Dirty fossil fuel power plants are used to provide this energy in the evening to address peak demand. Fossil fuel power plants increase 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 offers programs to:

- **Reduce energy usage between 4 p.m. to 9 p.m. and**
- **Shift energy usage to mid-day and hours where solar and other clean energy is significant.**

During the Community Needs Assessments conducted in 2023, SCP will listen to our community and customers, and identify ways that reducing and shifting energy use can benefit and improve their lives.

5.1 Current Customer Offerings

5.1.1 GridSavvy Rewards Alerts

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

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

SCP directly targeted low-income customers and customers that use the most electricity during summer peak hours. SCP reached customers that have historically been left out of programs; most notably Spanish speakers and customers that do not have services (e.g., internet, email, cell phones).

Since the program started through December 31, 2022:

- **19 Energy Saving Events were called between May and September 2022, including 11 during the CAISO Flex Alerts in early September alone.**
- **2,010 customers have enrolled,**
 - **72% are enrolled in CARE/FERA,**
 - **45 customers chose to receive communications in Spanish,**
 - **15% live in Mendocino County,**
 - **112 customers chose to donate their rewards to one of four Community Partners.**
- **Participating customers reduced total peak demand, on average, by 500 kilowatts (kW) on September 6th (peak 2022 day).**
- **Participating customers saved a cumulative total of approximately 34,000 kW.**
- **Approximately 1,700 customers were issued rewards checks (\$61,000 collectively).**
- **\$4,000 was donated collectively to the Career Technical Education Foundation, The Climate Center, Conservation Works, and The Mendocino Land Trust.**

5.1.2 GridSavvy Rewards Smart Devices

To help automate reducing and shifting energy use from peak times, SCP offers discounts and incentives to purchase and connect smart devices, such as EV chargers, smart thermostats, and water heaters. These smart devices can receive a remote signal from SCP, which automatically adjusts usage while making energy-saving choices easy.

In 2022, GridSavvy Rewards smart devices went through a restructuring and these program options were put on hold until 2023. Enrolled customers continued to receive \$5/month bill credits. New customers were added to a wait list.

Since the program started through December 31, 2022:

- **Over 4,400 free EV chargers have been provided to customers.**
- **880 EV chargers are currently enrolled in GridSavvy Rewards.**
- **340 EV chargers are on the waitlist.**
- **90 discounted smart thermostats have been provided to customers.**
- **350 smart thermostats are enrolled in GridSavvy Rewards or on waitlist.**
- **40 heat pump water heaters are on a waitlist.**

5.1.3 FLEXmarket

See Section 4.1.12.

5.2 Customer Offerings in Development

5.2.1 *Behind-The-Meter Battery Storage*

SCP is developing battery storage optimization programs for residential customers that have installed battery storage systems. Data has shown that many residential customers install battery storage systems for backup purposes that only operate when there is a power outage. SCP is investigating how to incentivize customers to allow SCP to manage a portion of their batteries daily to provide grid benefits, reduce greenhouse gas emissions, and reduce procurement costs. SCP would signal the batteries to charge during the day when renewable supply is high and power costs are low and to discharge the batteries in the ramping hours when solar energy is limited, but demand and prices are high. SCP would coordinate with weather forecasts and Public Safety Power Shutoffs to allow the customer to still have full charge in the event of a predicted power outage.

5.2.2 *Workplace Charging Research Project*

See Section 3.2.1.

5.2.3 *EV Charging Telematics*

SCP is looking into a telematics approach to EV charging. Telematics uses telecommunications to manage when and at what speed an EV charges at the vehicle level instead of at the charger. This approach would optimize EV charging hours of an individual vehicle to help the grid, minimize greenhouse gas emissions, reduce costs for both SCP and the customer, and optimize a charging profile for the customer based on vehicle state of charge and typical use.

6. Promote Customer Solar Plus Battery Storage Project to Produce Energy & Support Resiliency

Sonoma and Mendocino counties have felt the effects of climate change contributing to extreme weather and destructive wildfires. To prevent further wildfires caused from power lines, PG&E can turn off power during severe weather. This is called a Public Safety Power Shutoff (PSPS).

Many customers in SCP's service territory have been affected by PSPS events since 2018. To mitigate these disruptions, SCP supports solar plus battery storage projects installed on the customer's side of the electric meter.

Customer solar plus battery storage also plays an integral part of California's clean energy goals and shifting energy use away from 4 p.m. to 9 p.m. (see Section 5).

During the Community Needs Assessments conducted in 2023, we will engage with community organizations and customers to learn more about customer energy production and resiliency needs and barriers.



6.1 Current Customer Offerings

6.1.1 EverGreen

SCP customers have the option to power their homes with SCP's EverGreen offering. EverGreen is 100% renewable, locally generated energy provided 24/7 from geothermal and solar resources developed in Sonoma and Mendocino counties. The additional cost is 2.5 cents per kilowatt-hour (about \$13/month extra based on an average residential customer). EverGreen eliminates nearly all greenhouse gases from electricity use. Customers that do not have the ability to install solar or battery storage on their residences or businesses can choose this option to help reduce their carbon emissions and fight the climate crisis.

As of December 31, 2022:

- **3,910 customers' accounts are powered by EverGreen, including 155 CARE/FERA accounts.**

6.1.2 Self-Generation Incentive Program Assistance

SCP helps customers applying for battery system incentives through the statewide Self-Generation Incentive Program, also known as SGIP. SCP provides incentive payments to the customer in advance and helps participating contractors with the application process. This means customers do not have to wait until their project is installed to receive incentives through the statewide program. SCP then receives the incentive money back from the state once the customer installs their project.

Since the programs started through December 31, 2022:

- **175 battery storage applications have been submitted.**
- **Over \$2.7M of up-front incentives have been provided to customers.**
- **Approximately \$1.3M of incentives have been paid back to SCP through PG&E, the program implementer.**

6.1.3 NetGreen+

To incentivize customers to install solar and solar plus battery storage, SCP pays customers who generate more electricity than they use during a billing cycle the retail rate plus a 1¢ bonus per kilowatt-hour (kWh). SCP also pays out double the PG&E incentive if a customer generates more electricity than they use on an annual basis.

As of December 31, 2022:

- **Approximately 24,500 customers are enrolled.**

6.1.4 Site Leasing Interest Program

To promote local clean power and resilience, SCP worked with several customers who expressed interest in leasing access to their rooftops and land for solar plus battery storage installations that SCP would purchase energy from. This program has reached a stall and we have learned valuable lessons from this endeavor. The program is likely to be discontinued as we have been unable to get the sites through the program requirements.

The structure of SCP leading this effort has not been effective. For SCP to lead this effort and coordinate the development of these resources, each site owner must first agree to leasing terms and conditions and establish a leasing rate that would be provided to potential developers through a Request for Proposal (RFP) process. The site owners do not generally have the time or direct expertise to engage with lawyers and experts. SCP is also not the developer, nor do we have the expertise to assess the feasibility of each site and answer specific questions. Site owners are left with unanswered questions and ambiguous information. SCP has not engaged with specific developers to provide expertise because developers were to be engaged during the RFP stage.

It is SCP's assessment that any future large scale solar plus storage endeavor should be led by the site owner and SCP would just be an off-taker of energy. Alternatively, SCP could explore ownership of these resources (versus solely being the energy off-taker), however that would be considered under procurement activities and not part of customer offerings and incentives (i.e., separate from this Plan).

6.2 Customer Offerings in Development

6.2.1 Behind-The-Meter Battery Optimization

See Section 5.2.1.

7. Educate and Engage Customers, Residents, Youth, & 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, and renewable energy technologies, such as photovoltaics, geothermal, and wind. SCP's current programs promote public education involving energy efficiency, electrification, and electric vehicles.

For future planning, SCP will listen to our community members and customers. Partnerships 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.



7.1 Current Customer Offerings

7.1.1 Advanced Energy Center

See Section 4.1.1.

7.1.2 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, County of Mendocino, and the Mendocino County Library.

Since the program started through December 31, 2022, the program has:

- **1,290 check outs through Sonoma County Libraries.**
- **280 check outs through Mendocino County Libraries.**

7.1.3 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.

During the 2021/2022 school year:

- **Over 2,400 students participated in over 100 lessons at 41 schools.**
- **21 schools and 7,900 students participated in virtual musical assemblies.**
- **A climate change plus field trip pilot program for high school students was started, with 7 teachers registering, over 270 students participating in classroom lessons, and 67 taking part in field trips to the Advanced Energy Center.**
- **15,600 rulers, 26,700 pencils, 14,100 pencil sharpeners, 1,350 toothbrushes, and 150 Sonoma Clean Power posters were given to students.**

7.1.4 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 disassembled each class.

Since the program started through December 31, 2022:

- **9 Switch Lab EV kits have been distributed to schools throughout Sonoma and Mendocino counties.**
- **Over 3,000 students have participated.**

7.1.5 Workforce Development

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

Since the partnership started through December 31, 2022:

- **Over 100 students have received green building education.**

7.1.6 10,000 Degrees Scholarship

In partnership with 10,000 Degrees, SCP offers scholarships for qualified students pursuing a 4-year college degree in Energy Management and Design, or another related environmental field included within the Geography, Environment, & Planning Department at Sonoma State University.

Since the partnership started through December 31, 2022:

- **6 scholarships of \$5,000 have been provided.**

7.1.7 Spirit of Entrepreneurship Grant

To foster a strong commitment to environmental stewardship and social equity in the next generation of local business owners, SCP partners with the Santa Rosa Junior College to help students earn start-up funds for their sustainable business ventures. Students enrolled in a certification program compete in a "Pitch Contest" at the end of the semester.

Since the partnership started through December 31, 2022:

- **6 scholarships of for a total of \$30,000 have been provided.**
- **SCP is developing an endowment fund to provide grants going forward.**

7.2 Customer Offerings in Development

7.2.1 Renters' Home Energy Savings Kit

SCP is developing a renters' home energy savings kit. Inspired by the success of the DIY Toolkit, this program is designed to empower renters to improve their energy efficiency, save electricity, and reduce their carbon impact through actions within their control. There are approximately 80,000 customers that rent their living spaces in our territory, however due to lack of ownership and control of their living spaces, renters often are excluded or have significant barriers to participating in SCP programs that can reduce their energy and greenhouse gas emissions. This program aims to expand our past efforts and create an offering specifically targeted at renters.

7.2.2 'Duck Curve' Challenge

SCP is partnering with the Sonoma County Office of Education to deliver a 'call to action' program for students. SCP is creating a challenge where high school students investigate the causes and impacts of the profile looks like a duck, where there is a significant decrease in electricity use during the daylight hours due to the high penetration of customer-sited solar and then a steep increase in the evening hours (4 p.m. to 9 p.m.) as solar energy production is decreasing while residential electricity use is increasing. After learning about and investigating the 'duck curve', students deliver ideas and solutions that could help mitigate the negative impacts. An exhibition will be held at the Advanced Energy Center and SCP will be providing awards for winning solutions.

8. Foster Innovation Through Research & Development

Innovation is needed to make the switch to 100% clean electricity and 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 programs and ideas to explore these ideas.

8.1 Current Research and Development

8.1.1 Community Needs Assessments

As mentioned in Section 2, SCP is focusing heavily on Community Needs Assessments in 2023, to research community needs that may inform the development of new programs.

8.1.2 Investigate Vehicle-To-Building and Vehicle-To-Grid Technology

SCP is investigating potential technologies that allow electric vehicles to provide power back to buildings and the grid. SCP will also monitor Statewide policy on this topic.

8.1.3 Funding Opportunities

SCP is constantly monitoring funding opportunities from various sources including the California Energy Commission (CEC) and the Department of Energy (DOE). SCP has developed a strategy to determine if a funding opportunity is worth applying for. In addition, SCP is actively exploring the benefits and feasibility of becoming a California Public Utilities Commission (CPUC) Program Administrator, which would allow us to fund a portfolio of energy efficiency programs through the Public Goods Charge that ratepayers pay on the PG&E portion of their electricity bill.

8.1.4 Lead Locally

SCP has been conducting research on homes and businesses throughout Sonoma and Mendocino Counties on various emerging technologies for energy efficiency and electrification through a CEC grant, "Lead Locally". SCP has worked with partners to install technologies in homes and business and measure the energy savings from pre- and post-installation.

SCP is also exploring the ability to retrofit various Sonoma County ranger residences through this program.

8.1.5 The Inflation Reduction Act

The Inflation Reduction Act provides rebates and tax credits through the federal government to financially support residents and small businesses with the following:

- **Home weatherization and energy efficiency upgrades**
- **Installation of new electric appliances**
- **Purchase of electric vehicles**
- **Installation of rooftop solar systems**

These financial incentives aim to accelerate the U.S. transition to clean energy, lower household electricity bills, promote equitable access to the benefits of electrification, reduce nationwide carbon pollution, and support domestic manufacturing of technologies.

SCP is investigating how SCP incentives and support can be combined with rebates and tax credits available through the Inflation Reduction Act.

8.2 Future Planned Research and Development

To be determined.

9. Next Steps

The current and proposed customer offerings and incentive programs presented in this Plan represent our existing portfolio. As discussed in Section 2, we plan to address the unique needs of our service territory through Community Needs Assessments in strategic planning moving forward. Our next steps include the following:

9.1 Immediate Actions

We will continue supporting our customers through our current offers and incentive programs. We will engage our community and build relationships with community organizations. Our communities' and customers' needs will better inform our goals. We have begun Community Needs Assessments and will follow those through completion in 2023.

9.2 Near-Term Actions

As a result of gathering input and building trust through our Community Needs Assessment process, we will develop new program strategies and goals with the community. We will ensure that decisions are informed by community needs and priorities by partnering with community organizations. We will propose program modifications and new program as a result and present to the Board of Directors for approval.

Metrics and surveying program participants are important for assessing how effective our efforts are and how we can improve. SCP will create metrics for all programs and a plan for tracking program success through the established metrics.

9.3 Long-Term Actions

Using the tracking and metrics plans, SCP will use a constant feedback loop. This will improve the reach and impact of current and future programs. SCP will adjust the offers and incentives as needed to target the people intended and deliver benefits. SCP will discontinue programs that are not effective or no longer need SCP's support or championing.

