



**Programs Division  
Strategic Action Plan**

Updated January 2021

# SCP Programs Division Strategic Action Plan

## Table of Contents

Acronyms	3
Executive Summary	5
Significant Progress	6
New Programs	9
Discontinued Programs	10
Program Strategies and Levels of Action	10
Program Strategy One	12
Promote the Use of Electric Vehicles in Transportation	12
Program Strategy Two	16
Promote Fuel Switching in New and Existing Building Stock	16
Program Strategy Three	20
Identify and Apply for External Funding to Support Programs	20
Program Strategy Four	21
Promote the Aggregation of Loads and Resources	21
Program Strategy Five	23
Support the Integration of Distributed Energy Resources in SCP's Territory	23
Program Strategy Six	25
Support the Transition to Carbon Free Building Codes and Practices	25
Program Strategy Seven	27
Test and Evaluate the Use of New Technologies	27
Program Strategy Eight	28
Promote Public Education Involving Energy Efficiency, Fuel Switching, and Electric Vehicles	28
Summary of Actions	31

## **Acronyms**

**AER** – Advanced Energy Rebuild Program

**BAAQMD** – Bay Area Air Quality Management District

**BayREN** – Bay Area Regional Energy Network

**CAISO** – California Independent System Operator

**CALeVIP** – California Electric Vehicle Infrastructure Project

**CBO** – Community Based Organization

**CEC** – California Energy Commission

**CPUC** – California Public Utilities Commission

**CSE** – Center for Sustainable Energy

**CTEF** – Career Technical Education Foundation

**DCFC** – Direct Current Fast Charger

**DIY** – Do-It-Yourself

**DNV-GL** – An energy efficiency consultant

**DOE** – United States Department of Energy

**DRRS** – Demand Response Reporting System

**EM&V** – Evaluation, Measurement and Verification

**eMW** – Electric Motor Werks

**EPRI** – Electric Power Research Institute

**ERAP** – Energy Resiliency Audit Program

**EV** – Electric Vehicle

**EVSE** – Electric Vehicle Supply Equipment (i.e., charging stations)

**ESJ** – Environmental and Social Justice

**FY** – Fiscal Year (July-June)

**GHG** – Greenhouse Gasses

**HPWH** – Heat Pump Water Heater

**HVAC** – Heating, Ventilation and Air Conditioning

**JPA** – Joint Powers Authority

**LCFS** – Low Carbon Fuel Standard

Sonoma Clean Power Programs Group Strategic Action Plan

**MCAQMD** – Mendocino County Air Quality Management District

**MCE** – MCE Clean Energy

**MW** – Megawatt

**NEM** – Net Energy Metering

**NRDC** – Natural Resources Defense Council

**NSCAPCD** – Northern Sonoma County Air Pollution Control District

**OBF** – On-Bill Financing

**PG&E** – Pacific Gas and Electric

**PSPS** – Public Safety Power Shutoff

**RPCA** – Regional Climate Protection Authority

**RFI** – Request for Information

**SCP** – Sonoma Clean Power

**SCTA** – Sonoma County Transportation Authority

**SGIP** – Self Generation Incentive Program

**SOMAH** – Solar on Multifamily Affordable Housing

**TBD** – To be determined

**TCC** – The Climate Center

**TNC** – Transportation Network Company (*e.g., Uber, Lyft*)

**V2B** – Vehicle to Building

## **Executive Summary**

Sonoma Clean Power (SCP) is enabled by a Joint Powers Agreement (JPA) which states the following as purposes for entering into the JPA:

- a) Reducing greenhouse gas emissions in Sonoma and Mendocino Counties and neighboring regions;
- b) Providing electric power and other forms of energy to customers at a competitive cost;
- c) Carrying out programs to reduce total energy consumption;
- d) Stimulating and sustaining the local economy, including by developing or promoting local distributed energy resources; and
- e) Promoting long-term electric rate stability, energy security, reliability, and resilience.

The purpose of this document is to supply a road map for the SCP Programs Section by clearly identifying strategies and the actions needed to accomplish those strategies.

This plan will facilitate the Programs Section in efficiently accomplishing its mission of achieving the goals of the JPA and providing local economic stimulus. In addition to an overall program road map, this document also attempts to prioritize actions based on available resources, regulatory constraints, and other areas of uncertainty.

Each of the strategies identified in this plan will refer to one or more of the purposes identified in the JPA. The evaluation of particular programs will include metrics specific to that program and will occur after the program has had a reasonable time to establish itself.

In order to address Equity as a guiding principle in the development of SCP programs a “Programs Equity Framework” (Equity Framework) is being developed and will be implemented in this Strategic Action Planning period (January 2021 to June 2021). In addition, where it is possible, an Equity component has been added to SCP programs currently being offered and will be described in each individual Program.

This document will be updated twice each year in January and June.

## **Significant Progress**

The following items describe the significant progress made by individual programs implemented by SCP:

- 1) The GridSavvy program has resulted in the shipment of 3,361 (as of 1/08/21) electric vehicle charging stations and 25 smart thermostats to SCP customers. SCP is now able to dispatch these resources to lower peak demand, and successfully did so during each of the Summer 2020 Stage 2 alerts. Heat pump water heaters and smart thermostats have been added to the program.
- 2) A Behavioral Demand Response program is being developed whereby SCP customers can be asked to conserve energy through an app and be rewarded for participation.
- 3) The Education Program for Schools in partnership with Sonoma Water was initiated in the Fall of 2017. A contract to continue the program through FY 20-21 was approved by SCP's Board.
- 4) A program to incentivize the purchase of EV's by local non-profits has resulted in 12 EVs being purchased. We are conducting outreach for four additional nonprofits for FY 20-21.
- 5) SCP was awarded a \$9.8M grant from the CEC to promote energy efficiency in the residential built environment. SCP is required to provide \$3.3M in matching funds for a program total of \$13.1M.
  - a. Research: We are halfway through the research phase of the grant and all equipment in the first phase of applied technology studies in 15 residential homes are being monitored for their energy savings. All phase 2 sites have been determined for market ready technologies and are nearing the completion of the pre monitoring stage for those sites.
  - b. Advanced Energy Center: We have leased a store in downtown Santa Rosa to house the Advanced Energy Center. Construction of improvements is almost complete and we anticipate a soft opening in the spring. When COVID restrictions are relaxed, we will plan a Grand Opening.
  - c. On-Bill Financing: With the opening of the AEC, SCP will launch a residential program that will allow our customers to borrow up to \$10,000 at 0% interest to perform energy savings and electrification retrofits to their homes. The principle borrowed will be repaid to SCP through monthly charges applied to the customer's power bill.

## Sonoma Clean Power Programs Group Strategic Action Plan

- d. AEC Website: A website has been created that can be used by SCP customers to match them up with certified contractors for the installation of electrification and efficiency equipment. Customers can apply for incentives and rebates on equipment as well as get access to SCP's On-Bill Financing Program.
  - e. Education Program: SCP has developed an education program that seeks to educate the public, contractors, design professionals, etc. regarding the benefits of electrification of buildings.
- 6) SCP service territory was selected for a \$6.75M CALeVIP Project, titled the Sonoma Coast Incentive Project, from the CEC to increase the number of car charging stations in SCP territory. SCP is providing \$1.5M over three years to increase the number of incentivized chargers. In addition, SCP partnered with NSCAPCD to provide an additional \$150,000 for projects installed in the District's jurisdiction. The program opened for applications for funding on July 8<sup>th</sup> and was fully subscribed within a half an hour. Using an average rebate amount, it is estimate that the Project may result in 50 new DCFC ports and 500 Level 2 ports being installed in SCP's territory. A special emphasis has been placed on directing chargers to rural, coastal, and low-income areas. To date, over 400 applications have been received.
- 7) SCP completed a transit bus electrification study for the four public transit operations in SCP territory to assist in their effort to electrify their bus fleets in order to meet their Innovative Clean Transportation mandates.
- 8) SCP funded a school bus electrification study for two school bus operators in SCP service territory to help them prepare for the transition to electric buses. The studies were completed in 2020 and the results delivered to the West County Transportation Authority and the Mendocino Union School District.
- 9) On July 1, 2020, SCP launched the Advanced Energy Build program, which provides incentives to developers of residential homes to either pre-wire homes for all-electric appliances or build all-electric homes. The program also includes an incentive for adding battery storage to these projects. The program has received applications for 47 housing units.
- 10) SCP continues to claim LCFS credits from the California Air Resources Board from the charging stations deployed through GridSavvy. While this was a complicated process that involved tracking and compiling of multiple Electric Vehicle Supply Equipment (EVSE) data sets, SCP worked

## Sonoma Clean Power Programs Group Strategic Action Plan

with Planning and Analytics to streamline the process and find more eligible registrations using DMV data. SCP sold credits for the first time. Due to pricing confidentiality, revenue generated cannot be disclosed.

- 11) Coinciding with the opening of the AEC, SCP will begin offering the SCP Electrify Tool to help educate customers on the GHG reduction benefits and potential dollar savings associated with switching to an electric home. The tool will be made available for free to residential customers.
- 12) SCP has entered into a contract with the Center for Sustainable Energy (CSE) to manage an e-Bike incentive program. The program will be available to CARE/FERA customers only and will be a point-of-sale incentive.
- 13) In 2020 SCP began assisting our customers in taking advantage of SGIP funds in two ways. First, we contracted with Your Solar Mate to provide assistance in the SGIP application process to SCP customers and their installation contractors. In addition, upon acceptance of their applications by PG&E, SCP pre-paid the incentive with the agreement that SCP would be the recipient of the SGIP funds upon their approval by PG&E. To date we have assisted with over 100 applications and pre-paid \$1,040,000 in SGIP incentives.
- 14) SCP completed the analysis of 17 municipal facilities with existing solar systems to determine the feasibility of adding battery storage to create resilience centers. SCP is in the process of completing a similar analysis of 25 schools with existing solar. In addition, SCP has partnered with the County of Sonoma on a Notice of Intent for a CEC grant to fund the installation of batteries at these and similar sites. This Notice of Intent was accepted and we have begun working on a grant application.



## **New Programs Under Consideration**

SCP is including the following new activities in the plan:

- 1) Implement Programs Equity Framework - SCP will begin implementation of the Programs Equity Plan.
- 2) Promote the creation of Resilience Centers at municipal and school facilities. - SCP will facilitate the addition of batteries at municipal and school facilities with existing solar systems.
- 3) Implement a Portable Battery Lending Program - SCP will develop a program for lending portable batteries to medical baseline customers to help them weather PSPS events.
- 4) Commercial Battery Program - SCP staff will investigate a program that incentivizes commercial battery storage projects.
- 5) On-Bill Financing for Transit/School Buses - SCP staff will investigate the expansion of its On-Bill Financing program to the purchase of electric buses.
- 6) Encourage Resilience in new development - SCP staff will investigate methods to encourage resiliency in new development design.
- 7) Develop a MUD/Commercial Retrofit Program - Develop a program that encourages electrification of existing MUD and commercial properties focused on health and safety.
- 8) Develop an Induction Cooktop lending program for commercial applications. - This would complement our existing induction lending program by providing commercial enterprises the opportunity to experience how induction cooking could benefit restaurants.
- 9) Electrification Equity - As natural gas is phased out of residential use, there are concerns that the financial burdens of this transition could fall more heavily on ESJ communities. This program will seek to mitigate that effect.

## **Discontinued Programs**

Discontinued programs are programs that were initiated as a pilot and were either not successful, or successful enough to jumpstart market transformation.

- Promote Transit and School Bus Electrification.

Final reports were delivered to each of the four transit agencies. Final reports have been delivered to the two school bus operators. SCP has offered to assist/partner on grant proposals.

- Investigate how best to pair battery storage with existing or planned solar systems at municipal facilities.

Analyses of 17 municipal facilities were performed and reports were delivered. SCP is partnering with the County of Sonoma and a consultant on a grant application to implement storage at these (and potentially other) facilities.

- Develop a Residential Battery Storage Program.

Instead of directly incentivizing residential batteries, SCP staff have found that assisting with the application process and providing up-front payment of the SGIP incentive to be beneficial in promoting residential storage. In addition, we have discovered that the SGIP program reduces their incentive if other incentives are applied.

## **Program Strategies and Levels of Action**

This plan identifies eight program strategies:

- Promote the Use of Electric Vehicles in Transportation
- Promote Fuel Switching in New and Existing Building Stock
- Identify and Apply for External Funding to Support Programs
- Promote the Aggregation of Loads and Resources
- Support the Integration of Distributed Energy Resources in SCP's Territory
- Support the Transition to Carbon Free Building Codes and Practices

Sonoma Clean Power Programs Group Strategic Action Plan

- Test and Evaluate the Use of New Technologies
- Promote Public Education Involving Energy Efficiency and Fuel Switching

This plan identifies three levels of action:

Immediate Action	Near-Term Action	Long-term Action
<p>Ongoing or to be initiated within the next year.</p>	<p>To be initiated within one to three years.</p>	<p>No defined start date for action, likely longer than three years.</p>
<ol style="list-style-type: none"> <li>1. Required by regulatory or other deadlines;</li> <li>2. Other strategies or actions are dependent on outcome;</li> <li>3. Achievable in the near-term; and</li> <li>4. Funding and resources are available.</li> </ol>	<ol style="list-style-type: none"> <li>1. Actively exploring;</li> <li>2. Anticipated, yet not immediate, deadline;</li> <li>3. Funding is proposed; and</li> <li>4. Necessary for planning and development of long-term actions.</li> </ol>	<ol style="list-style-type: none"> <li>1. In the conceptual phase;</li> <li>2. Not enough information to proceed currently;</li> <li>3. Lower priority; and</li> <li>4. Funding not available</li> </ol>

## Program Strategy One

(PS1)

### **Promote the Use of Electric Vehicles in Transportation**

This strategy fulfills the following goals of SCP's JPA:

- a) Reducing greenhouse gas emissions in Sonoma County and neighboring regions and;*
- d) Stimulating and sustaining the local economy.*

#### **Immediate Action One:**

Provide Free Charging Stations.

**Project:** Provide free Level 2 charging stations to eligible SCP customers.

**Status:** A contract with Enel X to continue the free charging station program through June 2021 is in place. We are negotiating an extension to this contract as well as reaching out to potential new vendors to participate. SCP is claiming LCFS credits for this program, which will help expand program funding in future years.

**Involved Parties:** Enel X, Olivine.

**Equity:** Investigate modifying program to reduce up front cost.

**Metric:** Number of EVSE shipped and activated.

**Goal:** Ship 200 units per fiscal year.

#### **Immediate Action Two:**

Provide electric mobility solutions for local non-profits.

**Project:** Identify local non-profits that provide transportation services and incentivize their use of electric vehicles.

**Status:** SCP has implemented a program that provides \$12,500 towards the purchase or lease of an EV by non-profits. To date, 12 non-profits have taken advantage of this incentive. The program has been budgeted to continue in FY 20-21.

**Involved Parties:** RCPA, local non-profits.

**Equity:** Focus outreach on NGO's that serve disadvantaged communities.

**Metric:** Number of vehicles incentivized.

**Goal:** 2 vehicles per fiscal year.

**Immediate Action Three:**

Implement CALeVIP program.

**Project:** The CEC launched CALeVIP to work with local partners to develop and implement EV charging incentive projects that meet regional needs. Funds are provided from the Alternative and Renewable Fuel and Vehicle Technology Program.

**Status:** SCP was awarded \$5.1M for implementation of an EV charging project in Sonoma and Mendocino counties. SCP is matching the CEC project with \$1.65M. The Program launched on July 8, 2020 and is currently oversubscribed. The Program Manager (CSE) is analyzing applications for inclusion in the Program.

**Involved Parties:** RCPA, BAAQMD, NSCAPCD, MCAPCD, CSE, CEC.

**Equity:** Outreach and program design were focused on low-income communities in our service territory.

**Metric:** Number of EVSE installed.

**Goal:** Incentivize a total of 500 Level 2 chargers and 50 DCFC.  
Incentivize 4 DCFC in Mendocino.  
Incentivize 3 DCFC in the Coastal and rural areas of our service territory.

**Immediate Action Four:**

Develop an eBike Incentive Program.

**Project:** Incentivize the purchase of electric bicycles through an in-store incentive process. Coordinate implementation with local bike stores and advocates.

**Status:** SCP staff anticipate launching this program in Spring 2020. We will be offering a \$1000 incentive towards the purchase of selected e-Bikes. A free safety class will be offered through the Sonoma County Bicycle Coalition. A free helmet will be awarded to customers who complete the safety class. Investigating the potential to finance E-bike purchases.

**Involved Parties:** RCPA, CSE.

**Equity:** Only CARE/FERA and other income qualified customers may participate in this program.

**Metric:** Number of eBikes incentivized.

**Goal:** 100 bikes incentivized in the first iteration of the program.

**Near-Term Action One:**

Support e-Mobility options.

Project: Work with local partners on e-mobility strategies, like e-scooters, to promote shift in transportation modes.

Status: Explore partnerships with other organizations for electric mobility and last-mile solutions in SCP territory.

Involved Parties: To be determined but may include the SCTA and RCPA.

Equity: Leverage connections to outreach to dis-advantaged communities regarding how a program such as this would have impact.

Metric: TBD

Goal: TBD

**Near-Term Action Two:**

Foster electric vehicle adoption in low-income communities.

Project: Collaborate with low-income communities, community groups, and other stakeholders to identify barriers to adoption of electric vehicles and strategies to overcome those barriers.

Status: In concept phase.

Parties Involved: To be determined but may include CBO's.

Equity: This program by its nature seeks to reach out to low-income communities.

Metric: TBD

Goal: TBD

**Near-Term Action Three:**

Foster electric vehicle charging station expansion in low-income communities.

Project: Collaborate with low-income communities, community groups, and other stakeholders to identify barriers to charging station expansion. Work with EVSE providers to expand charging to low-income communities.

Status: In concept phase.

Involved Parties: TBD

Equity: This program, by its nature seeks to benefit low-income communities.

Metric: TBD

Goal: TBD

**Near-Term Action Four:**

Create a Multi-Family EVSE Program.

Project: Develop a program that assists the owners of multi-family developments in planning for and installing EVSE for their tenants.

Status: In concept phase.

Involved Parties: TBD

Equity: Apply the Equity Framework as the program is developed.

Metric: TBD

Goal: TBD

**Near-Term Action Five:**

On-Bill Financing for Transit/School Buses.

Project: Explore the possibility of using SCP's On-Bill Financing Program to support the purchase of electric buses.

Status: Analyses of the potential for electrification of four public transit agencies and two school bus operators have been completed.

Involved Parties: Sonoma County Transit, Mendocino County Transit Authority, Santa Rosa CityBus, Petaluma Transit, West County Transportation Authority, Mendocino County School District.

Equity: Apply the Equity Framework as the program is developed.

Metric: TBD

Goal: TBD

**Long-Term Action One:**

Promote the use of All-Electric Autonomous Vehicles in SCP Territory.

Project: Develop relationships with autonomous vehicle developers and work closely with them to develop services within the SCP service area.

Status: In concept phase.

Sonoma Clean Power Programs Group Strategic Action Plan

Parties Involved: To be determined but may include the RCPA, SCTA, and regional partners.

Equity: Apply the Equity Framework as this program is developed.

Metric: TBD

Goal: TBD

Long-Term Action Two:

Promote the use of Electric Vehicles in Car Sharing.

Project: Explore the feasibility of electric car sharing.

Status: Explore partnerships with car share providers to provide incentives to EVs in SCP territory offered on provider's service. Promote EV sharing in new MUD development.

Involved Parties: May include Maven, Zipcar, other providers.

Equity: Apply the Equity Framework in development of the program.

Metric: TBD

Goal: TBD

///End of Strategy One\\



## Program Strategy Two

(PS2)

### **Promote Fuel Switching in New and Existing Building Stock**

This strategy fulfills the following goals of SCP's JPA:

- a. Reducing greenhouse gas emissions in Sonoma County and neighboring regions;*
- c. Carrying out programs to reduce total energy consumption and;*
- d. Stimulating and sustaining the local economy, including by developing or promoting local distributed energy resources.*

#### Immediate Action One:

Project Management for the Lead Locally CEC Grant.

Project: Implement the CEC Lead Locally Grant.

Status: The CEC Lead Locally Grant commenced July 9, 2018. New technologies related to the Applied Research Study have been installed in 15 demonstration homes as part of the Phase 1 research. Phase 2 research locations have been identified and most sites are completing their pre-monitoring for baseline data. The installation of those efficiency measures is scheduled in the first two quarters of 2021. Advanced Energy Center construction began in November 2019. See the Significant Progress section above.

Involved Parties: Frontier Energy, DNV GL, RCPA, TLCD Architecture, County of Sonoma Energy & Sustainability Division, The Engine is Red.

Equity: Incentives for products displayed in the AEC may have higher incentive amounts for CARE/FERA customers. We will investigate using other income qualification programs.

Metric: Satisfaction of Grant goals.

Goal: Defined in grant documents.

#### Immediate Action Two:

Implement an On-Bill Financing Program.

Project: Implement an on-bill financing program.

Status: Staff have developed a customer contract. A program implementer has been hired. This Program was approved by SCP's Board and launch is anticipated to occur concurrently

with the opening of the AEC. This Action will be incorporated into the Lead Locally CEC grant above.

Involved Parties: Frontier Energy, Calpine.

Equity: This program is designed to provide 0% financing for home improvements, hopefully reducing barriers for low-income customers. Investigate expanding OBF offerings for medical baseline and income qualified customers.

Metric: Number participants in the on-bill financing program.

Goal: 100 per year.

### Immediate Action Three:

Promote Induction Cooking as an Alternative to Natural Gas.

Project: Loan portable induction cooktops to customers and Induction Kitchen Demonstration Area.

Status: The induction lending program is currently on hold due to COVID 19. Staff are preparing a protocol to begin the lending program again with the opening of the AEC. The AEC will provide an onsite opportunity to touch and feel different induction cooktops. Staff hope to attract culinary schools and other educational programs to the Induction Cooking Demonstration Area. Investigate expanding the lending program into commercial/non-profit areas.

Involved Parties: SCP Staff, Daily Acts.

Equity: Target marketing towards disadvantaged communities. Target lending from additional CBO's.

Metric: Number of cooktops lent.

Goal: Loan out 100 induction cooktops per year.

Expand program to Mendocino County and rural areas of our service territory.

### Immediate Action Four

Develop an Education Program to be Facilitated through the Advanced Energy Center

Project: Develop an education program that will inform contractors, retailers, and the public of the advantages of using various energy efficiency technologies or building techniques.

Status: SCP will be working with parties below to develop a yearlong training calendar.

## Sonoma Clean Power Programs Group Strategic Action Plan

Involved Parties: Sonoma County, RCPA, Design Avenues LLC.

Equity: Develop a workforce training program. Add classes presented in multiple languages.

Metric: Number of classes staged and number of participants in those classes per calendar/fiscal year.

Goal: Host 50 classes per calendar year and 1,000 attendees.

### Immediate Action Five:

Implement the Advanced Energy Build Incentive Program.

Project: Design an incentive program that will accelerate the adoption of “pre-wired” and all-electric new construction homes in SCP’s service territory.

Status: SCP has received Board of Directors approval for the program budget and a contract for program administration has been executed with TRC Engineers, Inc. Program was launched July 1, 2020.

Involved Parties: TRC

Equity: The program offers additional incentives to low income housing projects, including up to \$25,000 for battery storage in multi-family projects.

Metric: Number of dwellings participating in the program

Goal: 500

### Immediate Action Six:

Provide a tool that will educate customers on electrification and help in the transition to full electrification.

Project: Contract or develop a web tool that is designed to educate customers about electrification technologies/measures, help evaluate the potential GHG and dollar savings, and motivate them to take action that will result in reductions in GHG emissions.

Status: Staff has contracted with YellowTin to provide SCP Electrify, a cloud-based electrification engagement platform. The webtool is expected to launch concurrently with the AEC.

Involved Parties: YellowTin.

Equity: Materials are bi-lingual. Engage CBO’s to promote awareness.

Metric: Number of website hits and number of accounts on the platform.

## Sonoma Clean Power Programs Group Strategic Action Plan

- Goal: 500 unique website hits in the calendar year.  
100 residential accounts on the platform by the first anniversary of the launch of the Program.

### **Immediate Action Seven:**

Explore Partnerships with other local non-profits/CBO's.

- Project: Develop partnerships with other non-profits that are promoting energy efficiency, workforce development and electric vehicles.
- Status: SCP has developed an Equity Plan that is designed to reach out to local non-profits/CBO's.
- Involved Parties: LIME Foundation, SOMAH, Grid Alternatives.
- Equity: The Equity Framework anticipates outreach to non-profits.
- Metric: TBD
- Goal: TBD

### **Near-Term Action One:**

Investigate the potential for an electrification program for the benefit of renters.

- Project: Develop a program focused on rental properties that allows renters to upgrade the appliances in their homes through cooperation with landlords.
- Status: In development.
- Involved Parties: TBD
- Equity: This program will be designed using the Equity Framework.
- Metric: TBD
- Goal: TBD

### **Near-Term Action Two:**

Develop a MUD/Commercial Retrofit Program

- Project: SCP staff will work with local MUD's and Commercial campuses to encourage retrofits to electric equipment and appliances at their identified maintenance/replacement schedules. SCP staff will assist owners of these properties in identifying incentives to defray costs of replacement.
- Status: In development.
- Involved Parties: TBD
- Equity: This program will be designed using the Equity Framework.
- Metric: TBD
- Goal: TBD

**Near-Term Action Three:**

Develop a Restaurant Induction Lending Program.

Project: Increase understanding and adoption of induction cooking technology by lending commercial-quality equipment to local food service providers.

Status: In development.

Involved Parties: Potentially a manufacturer or sales rep associated with a major commercial induction company.

Equity: This program will be designed using the Equity Framework.

Metric: Number of restaurants that check out equipment.

///End of Strategy Two\\

## Program Strategy Three

(PS3)

### **Identify and Apply for External Funding to Support Programs**

This strategy fulfills the following goals of SCP's JPA:

- c. Carrying out programs to reduce total energy consumption and;*
- d. Stimulating and sustaining the local economy, including by developing or promoting local distributed energy resources.*

#### **Immediate Action One:**

Monitor Existing Funding Channels for Potential Opportunities.

**Project:** Monitor funding channels such as the DOE, CEC, CPUC, Air Districts, etc. for potential partnership opportunities.

**Status:** SCP is partnering with EPRI on several grant solicitations sponsored by the CEC and DOE. Staff have partnered with the County of Sonoma and TerraVerde on the submission of a Notice of Intent for a CEC grant.

**Involved Parties:** CEC, EPRI, County of Sonoma, TerraVerde.

**Equity:** Most grant opportunities reward applications that focus on Equity populations. SCP staff will try to tailor its applications towards benefitting low income and underrepresented populations. SCP will partner with CBO's on grant opportunities that benefit ESJ communities.

**Metric:** N/A

#### **Long-Term Action One:**

Monitor Programs that Could Scale with CPUC Energy Efficiency Funds.

**Project:** Monitor potential programs that could meet CPUC requirements for the use of publicly funded energy efficiency funds.

**Status:** Ongoing.

**Involved Parties:** TBD based on program offering.

**Equity:** This program will be developed using the Equity Framework

**Metric:** TBD

**Goal:** TBD

///End of Strategy Three\\

## Program Strategy Four

(PS4)

### **Promote the Aggregation of Loads and Resources**

This strategy fulfills the following goals of SCP's JPA:

- b. Providing electric power and other forms of energy to customers at a competitive cost;*
- c. Carrying out programs to reduce total energy consumption;*
- d. Stimulating and sustaining the local economy, including by developing or promoting local distributed energy resources; and*
- e. Promoting long-term electric rate stability, energy security, reliability, and resilience.*

#### Immediate Action One:

Implement GridSavvy Community.

**Project:** Develop a contract with a "Scheduling Coordinator" to aggregate the "technical aggregators" operating in SCP territory and manage dispatch of these resources to benefit SCP's ratepayers.

**Status:** We have entered into a contractual relationship with Olivine to administer a demand response program called GridSavvy. To date we have been able to dispatch a fleet of electric car chargers. We have recently added smart thermostats and HPWH's to our webstore that can also be dispatched. This effort will dovetail with the CEC grant work described in Program Strategy Two.

**Involved Parties:** Olivine, Enel X, AO Smith, Rheem, ecobee.

**Equity:** On-bill financing and incentives for these technologies is offered through the AEC.

**Metric:** Number of participants in GridSavvy per technology. Size of dispatchable load participating.

**Goal:** 800 EVSE, 50 HPWH, 100 thermostats by end of 2021 calendar year. 0.75 MW of flexible resource by December 31, 2021.

#### Immediate Action Two:

Promote the creation of Resilience Centers at municipal and school facilities.

**Project:** Work with our member agencies and school districts to promote the addition of battery storage systems to sites with existing

solar systems.

Status: Analyses of the potential to add batteries have been prepared for municipal sites. Analyses for school sites are in process. The County of Sonoma (with assistance from SCP) has been invited to submit a grant application to possibly fund this effort.

Involved Parties: County of Sonoma, TerraVerde selected school districts, SCP member agencies.

Equity: Selection of school sites will include schools in disadvantaged communities.

Metric: TBD

Goal: TBD

**Near-Term Action One:**

Investigate Behavioral Demand Response in residential and commercial offerings.

Project: Develop a program that would incentivize residents and businesses to reduce energy use at a signal from SCP.

Status: We have received a proposal from Olivine to administer the program and contract negotiations have begun. We anticipate launching a program in 2021.

Involved Parties: Olivine.

Equity: This program will use the Equity Framework in its design.

Metric: TBD

Goal: TBD

///End of Strategy Four\\



## Program Strategy Five

(PS5)

### **Support the Integration of Distributed Energy Resources in SCP's Territory**

This strategy fulfills the following goals of SCP's JPA:

- a. Reducing greenhouse gas emissions in Sonoma County and neighboring regions;*
- b. Providing electric power and other forms of energy to customers at a competitive cost;*
- d. Stimulating and sustaining the local economy, including by developing or promoting local distributed energy resources; and*
- e. Promoting long-term electric rate stability, energy security, reliability, and resilience.*

#### **Immediate Action One:**

Develop an alternative to mandatory on-site solar systems in new construction.

**Project:** Work with the CEC on the development and codification of PermaGreen, a commitment from property owners to purchase EverGreen as an alternative to mandatory on-site solar systems in new construction.

**Status:** SCP has enrolled one residential customer in PermaGreen and continues to monitor progress. New customer enrollments have been paused.

**Involved Parties:** CEC.

**Equity:** TBD

**Metric:** TBD

**Goal:** TBD

#### **Immediate Action Two:**

Investigate how best to pair battery storage with existing or planned solar systems at public education facilities.

**Project:** Work with school districts within our member jurisdictions to identify existing and planned solar facilities that might benefit from adding a battery storage component.

**Status:** Staff have executed a contract with TerraVerde to perform

Sonoma Clean Power Programs Group Strategic Action Plan

analyses on 25 schools spread throughout SCP territory. Applications are being accepted and we are developing selection criteria.

Involved Parties: TerraVerde, School districts within SCP member jurisdictions.

Equity: The selection criteria will ensure inclusion of sites in low-income districts.

Metric: Number of systems analyzed.

Goal: Analysis of 25 sites.

**Near-Term Action One:**

Commercial Battery Program.

Project: Explore the possibility of an incentive for installation of battery storage systems at commercial accounts.

Status: In development.

Parties Involved: TBD

Equity: Program will be designed using the Equity Framework.

Metric: TBD

Goal: TBD

///End of Strategy Five\\

## **Program Strategy Six**

(PS6)

### **Support the Transition to Carbon Free Building Codes and Practices**

This Strategy fulfills the following goals of SCP's JPA:

- a. Reducing greenhouse gas emissions in Sonoma County and neighboring regions;*
- c. Carrying out programs to reduce total energy consumption and;*
- d. Stimulating and sustaining the local economy*

#### **Immediate Action One:**

Provide Assistance to Commercial Customers in Optimizing Energy Efficiency.

**Project:** Enter into a contract with the County of Sonoma Energy and Sustainability Division to provide energy audits to businesses in SCP's service territory.

**Status:** Contract is in place. As of June 1<sup>st</sup>, 2019, 3 customers have received assistance.

**Parties Involved:** County of Sonoma Energy & Sustainability Division.

**Equity:** TBD

**Metric:** Number of businesses assisted.

**Goal:** 10 per calendar year.

#### **Immediate Action Two:**

Provide Backup Power Assistance to Commercial Customers in Preparation for PSPS events.

**Project:** Entered into a contract with the Center for Sustainable Energy to provide energy resiliency audits to essential businesses and businesses impacted by prior PSPS events in SCP's service territory.

**Status:** Program launched in May 2020 and has started providing audits to 13 sites.

**Parties Involved:** Center for Sustainable Energy.

**Equity:** TBD

**Metric:** Number of businesses assisted.

**Goal:** 20 sites by the end of 2020.

**Immediate Action Three:**

Assist Local Jurisdictions on Ordinances that Encourage Greenhouse Gas Reduction in Local Buildings.

Project: Assist local city and county staff in the investigation and adoption of “reach” codes that push energy efficiency and greenhouse gas reduction measures beyond those required by code.

Status: SCP is actively engaging with interested cities, and reach codes have been passed in Windsor and Santa Rosa.

Involved Parties: Local cities and counties, NRDC, the Building Decarbonization Collation.

Equity: To be determined

Metric: Number of municipalities with Reach Codes adopted.

Goal: Five in SCP jurisdiction.

**Near-Term Action One:**

Explore programs and strategies for low GHG agriculture.

Project: Assist agricultural customers with low-GHG farming practices, with a focus on reducing methane and nitrous oxide emissions.

Status: In concept phase. Potential to work with wineries and other agricultural customers to participate in a waste-to-energy program.

Parties Involved: TBD

Equity: Program will be designed using the Equity Framework.

Metric: TBD

Goal: TBD

**Near-Term Action Two:**

Electrification Equity.

Project: SCP staff are aware that electrification on a large scale may cause hardship for our low-income customers. SCP staff will engage in activities that seek to minimize or eliminate any inequities identified in the transition to all electric power.

Status: SCP staff and consultants are engaged in statewide efforts to identify means of promoting electrification without adversely affecting low-income populations.

Parties Involved: SCP staff, Klassen.

Sonoma Clean Power Programs Group Strategic Action Plan

Equity: The Equity Framework will be used to engage customers on this issue.

Metric: TBD

Goal: TBD

Long-Term Action One:

Investigate carbon sequestration strategies.

Project: Investigate potential strategies that allow for meaningful sequestration of carbon.

Status: In concept phase. We are following RCPA's Sonoma Climate Mobilization Strategy.

Parties Involved: RCPA.

Equity: Program will be designed using the Equity Framework.

Metric: TBD

Goal: TBD

///End of Strategy Six\\

## Program Strategy Seven

(PS7)

### **Test and Evaluate the Use of New Technologies**

This strategy fulfills the following goals of SCP's JPA:

- a. Reducing greenhouse gas emissions in Sonoma County and neighboring regions;*
- b. Providing electric power and other forms of energy to customers at a competitive cost;*
- c. Carrying out programs to reduce total energy consumption and;*
- d. Stimulating and sustaining the local economy, including by developing or promoting local distributed energy resources.*

#### **Immediate Action One:**

Implement a Portable Battery Lending Program.

Project: Implement a program that delivers portable batteries to medical baseline customers to assist them through PSPS events.

Status: In development.

Involved Parties: SCP and AEC staff.

Equity: This program will be designed using the Equity Framework.

Metric: TBD

Goal: TBD

#### **Near-Term Action One:**

Investigate the Use of Biomass Power Generation in SCP Territory.

Project: Identify biomass feed stock supplies in SCP territory (particularly Mendocino County) as well as small scale biomass conversion technologies that may provide cost effective local power generation.

Status: Biomass analysis for Sonoma County completed by Sonoma Water several years ago.

Involved Parties: Sonoma Water.

Equity: Program will be designed using the Equity Framework.

Metric: TBD

Goal: TBD

**Near-Term Action Two:**

Investigate Vehicle-to-Building technologies.

Project: Investigate potential technologies that allow electric vehicles to provide backup power to buildings through vehicle-to-building technologies.

Status: Vehicle-to-Building technologies are being considered for inclusion in the AEC.

Involved Parties: To be determined but may include vehicle manufacturers.

Equity: Program will be designed using the Equity Framework

Metric: TBD

Goal: TBD

**Near-Term Action Three:**

Encourage Resilience in new development.

Project: SCP staff will investigate ways to incorporate resilience in the design and permitting of new housing and business developments.

Status: In concept phase.

Involved Parties: SCP staff, planning agencies.

Equity: Program will be designed using the Equity Framework.

Metric: TBD

Goal: TBD

///End of Strategy Seven\\

## Program Strategy Eight

(PS8)

### **Promote Public Education Involving Energy Efficiency, Fuel Switching, and Electric Vehicles**

This strategy fulfills the following goals of SCP's JPA:

- a. *Reducing greenhouse gas emissions in Sonoma County and neighboring regions; and*
- e. *Promoting long-term electric rate stability, energy security, reliability, and resilience.*

#### Immediate Action One:

Continue the Switch Program.

- Project: SCP has for several years funded the Switch Program which provides an electric car "kit" which students can assemble and disassemble in order to learn how electric cars are put together. This familiarity with electric vehicles will make them more likely to incorporate EV's into their lives as well as the potential for students to enter the EV industry.
- Status: A funding agreement to extend the program has been completed.
- Involved Parties: CTEF, Switch.
- Equity: Program is focused on workforce development.
- Metric: Number of vehicles in the program.
- Goal: Seven vehicles.

#### Immediate Action Two:

Continue to Offer Consumer-Facing Educational EV Resources.

- Project: SCP has for several years offered a number of educational resources to help customers switch to driving an EV. These resources include the EV Buyers Guide, DriveEv.org, the EV Roadmap, EV 101, and EV collateral (e.g., flyers).
- Status: Tools and materials currently available on [DriveEV.org](https://driveev.org).
- Involved Parties: SCP Marketing Staff, RCPA.
- Equity: TBD
- Metric: Number of unique visits and engagement time on website.



## Sonoma Clean Power Programs Group Strategic Action Plan

Goal: 200 unique visits and an average of 2 minutes spent on the website and subsequent tools.

### Immediate Action Three:

Continue the Energy Education Program for Schools in SCP Territory.

Project: Contract with Sonoma Water to expand their existing education program to include energy efficiency, fuel switching and climate change throughout Sonoma and Mendocino County schools.

Status: Contract is in place and curriculum has been developed. SCP coordinated with Sonoma Water on materials and branding. Sonoma Water implemented the education program for the 2019/20 school year. SCP has contracted with Sonoma Water to continue the program through fiscal year 20-21. Distance learning curriculum has been developed for use during COVID.

Involved Parties: Sonoma Water.

Equity: TBD

Metric: Number of students and teachers reached in the educational calendar year.

Goal: Reach 6,000 students and 30 teachers in the educational calendar year.

### Immediate Action Four:

Continue the DIY Tool Kit Program.

Project: The DIY Toolkit Program provides a selection of energy and water saving devices that can be checked out from local libraries. SCP is one of four partners and partial funder of the program in Sonoma County, and one of three partners and full funder in Mendocino County.

Status: 32 kits are currently in rotation in Sonoma County Libraries and 13 kits in rotation in Mendocino County Libraries. The kits combined have been checked out over 823 times (768 check outs in Sonoma and 55 in Mendocino). The program has been reactivated.

Involved Parties: Sonoma County General Services Department, Sonoma County Library, Sonoma Water, Sonoma-Marín Saving Water Partnership, Mendocino County Library.

Equity: Program is accessible through the library system. Program is free to all. Is accessible to renters. Will focus outreach on ESJ communities. Will support the addition of a library for Roseland and other communities lacking libraries.

Sonoma Clean Power Programs Group Strategic Action Plan

Metric: Number of times the toolkits are checked out per year.

Goal: Total of 60 checkouts in Mendocino and 350 checkouts in Sonoma each year.

**Immediate Action Five:**

Implement Programs Equity Framework.

Project: Work with non-profits on the development of programs specifically designed to benefit bypassed segments of our local population. Implement a plan that details steps to be taken in the development of new programs to ensure that equity is considered.

Status: Programs and Marketing staff are developing an outreach strategy.

Involved Parties: TBD

Equity: Program will be designed using the Equity Framework.

Metric: TBD

Goal: Begin implementation of the Equity Plan during Q1/2 of 2021.

///End of Strategy Eight\\

## **Summary of Actions**

### **Immediate Actions:**

- Provide Free Charging Stations (*PS1*);
- Provide electric mobility solutions for local non-profits (*PS1*);
- Implement CALeVIP Program (*PS1*);
- Develop E-bike Incentive Program (*PS1*);
- Project Management for the Lead Locally CEC Grant (*PS2*);
- Implement the On-Bill Financing Program within SCP's Territory (*PS2*);
- Promote Induction Cooking as an Alternative to Natural Gas (*PS2*);
- Develop an Education Program to be Facilitated through the Advanced Energy Center (*PS2*);
- Implement the Advanced Energy Build Incentive Program (*PS2*);
- Provide a tool that will educate customers on electrification and help in the transition to full electrification. (*PS2*)
- Explore Partnerships with other local non-profits/CBO's (*PS2*)
- Monitor Existing Funding Channels for Potential Opportunities (*PS3*);
- Implement GridSavvy Community (*PS4*);
- Promote the creation of Resiliency Centers at municipal and school facilities (*PS4*)
- Investigate Behavioral Demand Response in residential and commercial offerings (*PS4*);
- Develop an alternative to mandatory on-site solar systems in new construction (*PS5*);
- Investigate how best to pair battery storage with existing or planned solar systems at public education facilities (*PS5*);
- Electrification Equity
- Provide Assistance to Commercial Customers in Optimizing Energy Efficiency (*PS6*);
- Provide Backup Power Assistance to Commercial Customers in Preparation for PSPS events (*PS6*);
- Assist with Local Jurisdictions on Ordinances that Encourage Greenhouse Gas Reduction in Local Buildings (*PS6*);

## Sonoma Clean Power Programs Group Strategic Action Plan

- Implement a Portable Battery Lending Program (PS7)
- Continue the Switch Program (*PS8*);
- Continue to Offer Consumer-Facing Educational EV Resources (*PS8*);
- Continue the Energy Education Program for Schools in SCP Territory (*PS8*);
- Continue the DIY Tool Kit Program (*PS8*);
- Implement Programs Equity Framework (*PS8*).

### Near-Term Actions:

- Support e-Mobility options (*PS1*);
- On-Bill Financing for Transit/School Buses (PS1)
- Foster electric vehicle adoption in low-income communities (*PS1*);
- Foster electric vehicle charging station expansion in low-income communities (*PS1*);
- Create a Multi-Family EVSE Program (*PS1*);
- Investigate the potential for an electrification program for the benefit of renters (*PS2*);
- Develop a MUD/Commercial Retrofit Program (PS2)
- Develop a Restaurant Induction Lending Program (PS2)
- Commercial Battery Program (PS5)
- Explore programs and strategies for low GHG agriculture (*PS6*);
- Encourage Resilience in new development (PS7)
- Investigate the use of Bio-Mass Power Generation in SCP Territory (*PS7*);
- Investigate Vehicle-to-Building technologies (*PS7*);
- Develop a targeted Equity Education Program (*PS8*).

### Long-Term Actions:

- Promote the use of All-Electric Autonomous Vehicles in SCP Territory (*PS1*);
- Promote the use of Electric Vehicles in Car Sharing (*PS1*);
- Monitor Cost-Effectiveness of Programs that Could Scale with CPUC Energy Efficiency Funds (*PS3*);

## Sonoma Clean Power Programs Group Strategic Action Plan

- Investigate carbon sequestration strategies (*PS6*).