

# OUTREACH AND COMMUNITY ENGAGEMENT

September 21, 2023



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# OVERVIEW

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- Customer service
- Website
- Keeping the Lights On
- EV education and engagement
- CCA electrification collaboration
- Supporting businesses
- 5th anniversary and impact report



# TOOLS

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- Call center
- Website
- Social media
- Newsletters
- Email and direct mail
- Events
- Community presentations
- Sponsorships



# CUSTOMER EXPERIENCE

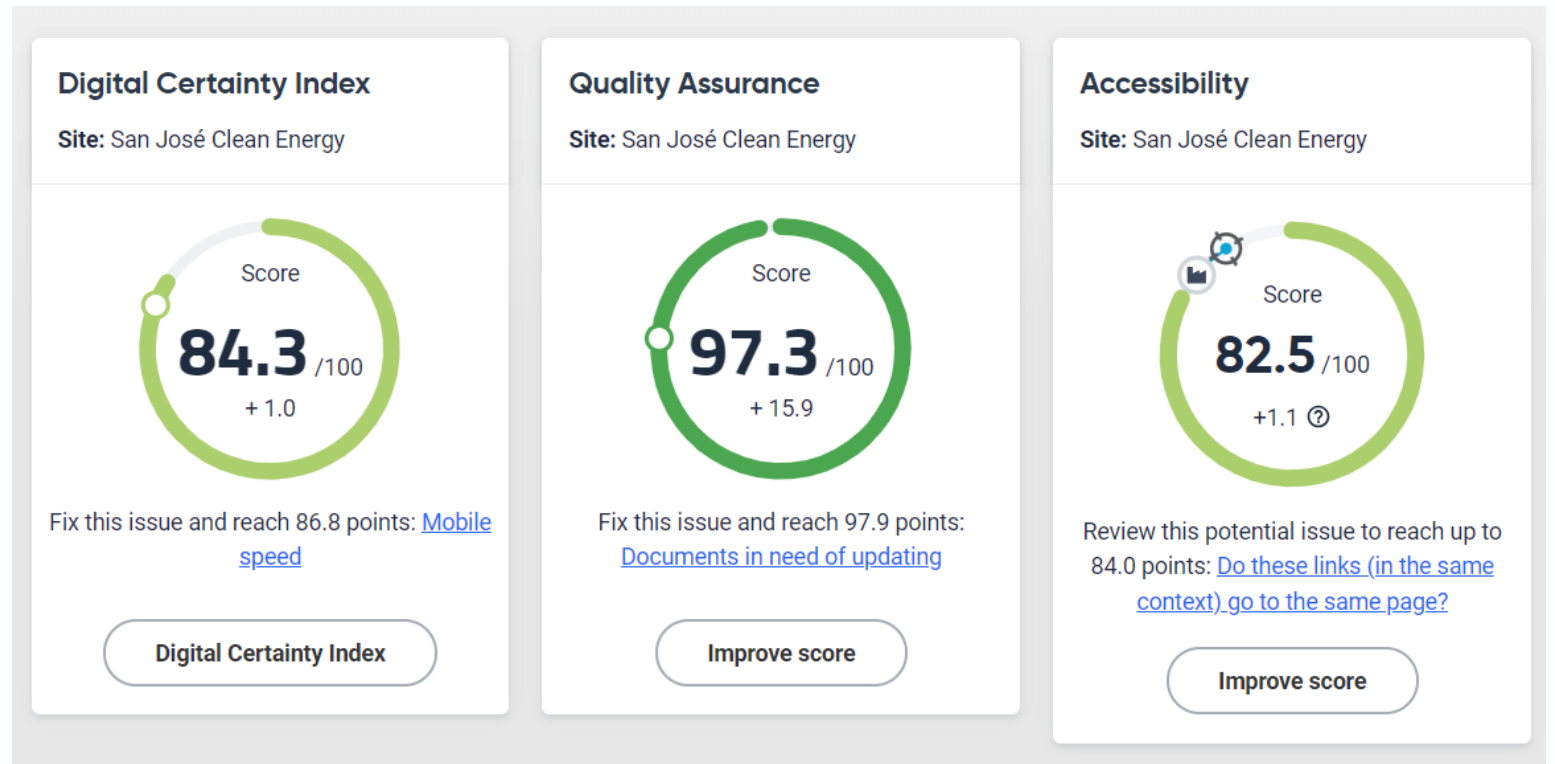
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- 200 calls/ week, 10 emails/ week, 1-2 lobby visits/ week
- Top subjects:
  - Billing inquiries
  - Rooftop solar
  - Service requests (opting up to 100% renewable or out of SJCE service)
- Upcoming enhancements:
  - Website (2023)
  - Call center (2024)



# WEBSITE HEALTH

- **Digital Certainty Index** = score of how well the website compares to others
- **Quality Assurance** = website's credibility and trustworthiness in areas like content quality, content freshness, user experience, and security
- **Accessibility** = inclusive practice of ensuring there are no barriers for people with disabilities or socio-economic restrictions on bandwidth and speed



Small circles are the benchmarks. For accessibility, there is the industry standard and the standard the City sets.  
We cannot easily compare to other CCAs



# WEBSITE IMPROVEMENT PROJECT

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- **Goal:** improve the user experience of our website and design for the next phase of SJCE
  - The SJCE website has maintained the same structure and style since our launch in 2019
  - August 2023: Began working with Community Planning Collaborative to improve the organization and user experience of our website →

**User survey is closed but we welcome your feedback!**

Consultant: Website audit and analytics review (done)

Consultant: User testing via online survey and in-person interviews in English, Spanish, and Vietnamese (in process)

Consultant: Deliver 3-5 content strategies and reconfigured sitemap to improve user experience (October 2023)

SJCE: Implement feedback from consultant (Winter 2023-2024)

# KEEPING THE LIGHTS ON

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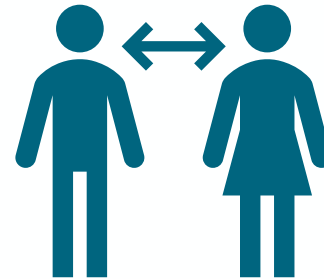
- **Goal:** reduce/ eliminate power disconnections in San José
  - Studies show utility disconnections can lead to homelessness
  - Part of our racial equity plan



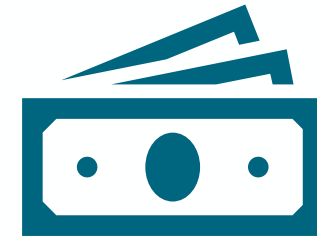
**September 2023**  
Working with a behavioral analysis firm to design more effective noticing



**October 2023**  
Send resources to customers who receive disconnection notices from PG&E



**2023-2024+**  
Implement campaign to increase awareness of financial resources



**2024**  
Evaluate a future emergency bill assistance program

# DISCONNECTION ANALYSIS - ONGOING

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- As of Sept 1, 2023 (between Jun-Aug)
  - 1,680 shut off and returned same day
  - 562 returned within a week
  - 69 took more than a week
  - **995 shut off and have not returned yet**
- Additional analysis:
  - What happened to these accounts? Do they close? How long is it between shutoff and close? Is a new account opening?
  - What's the average bill amount? Highest? Lowest?
  - How many shut off customers are on CARE, FERA, or medical baseline?





# EV EDUCATION AND ENGAGEMENT PILOT

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- **Goal:** Build awareness and promote resources in communities with low EV adoption
  - Part of SJCE programs roadmap
  - Overcome anxiety about charging
  - Address concerns about affordability and grid reliability
- Webinars, clinics, and EV coaching
  - Financial assistance to navigate and apply for resources
- Local ride and drives
  - Free test drives
  - Survey customers and talk to them about incentives and charging



**CECAC is invited to attend events or give testimony on EV experience**

# ELECTRIC HOMES WEBPAGES

- **Goal:** Provide electrification resources to customers
  - Part of SJCE programs roadmap
  - Designed as a one-stop shop for costs, permitting, incentives, rebates, etc.
  - Broken down by technology
  - Collecting community feedback

**CECAC is invited to provide feedback on the new pages**

A screenshot of the San Jose Clean Energy website. The top navigation bar includes links for 'BENEFITS', 'REBATES AND INCENTIVES', 'FOR CONTRACTORS', and 'RESOURCES'. The main content area is titled 'BENEFITS OF AN ELECTRIC HOME' and features three bullet points: 'Improves indoor air quality', 'Makes your home more energy efficient', and 'Fights Climate Change'. To the right of the text is an image of a house with a central house icon and various energy-related icons (solar panel, battery, plug, etc.) connected to it.

**BENEFITS** **REBATES AND INCENTIVES** **FOR CONTRACTORS** **RESOURCES**

## BENEFITS OF AN ELECTRIC HOME

- **Improves indoor air quality:** Electric appliances do not emit harmful gases. Natural gas and propane stoves can release carbon monoxide, formaldehyde, and other harmful pollutants into the air. [A study by Lawrence Berkeley National Lab](#) found that 60 percent of homes in California that cook at least once a week with a gas cooktop can reach pollutant levels that would be illegal if found outdoors.
- **Makes your home more energy efficient:** Today's electric appliances need less energy to do their job – as much as 3-5 times more efficient than their gas counterparts.
- **Fights Climate Change:** Electric appliances powered by clean electricity at home can lower

[SanJoseCleanEnergy.org/electric-homes](https://SanJoseCleanEnergy.org/electric-homes)

# BAY AREA CCA COLLABORATION

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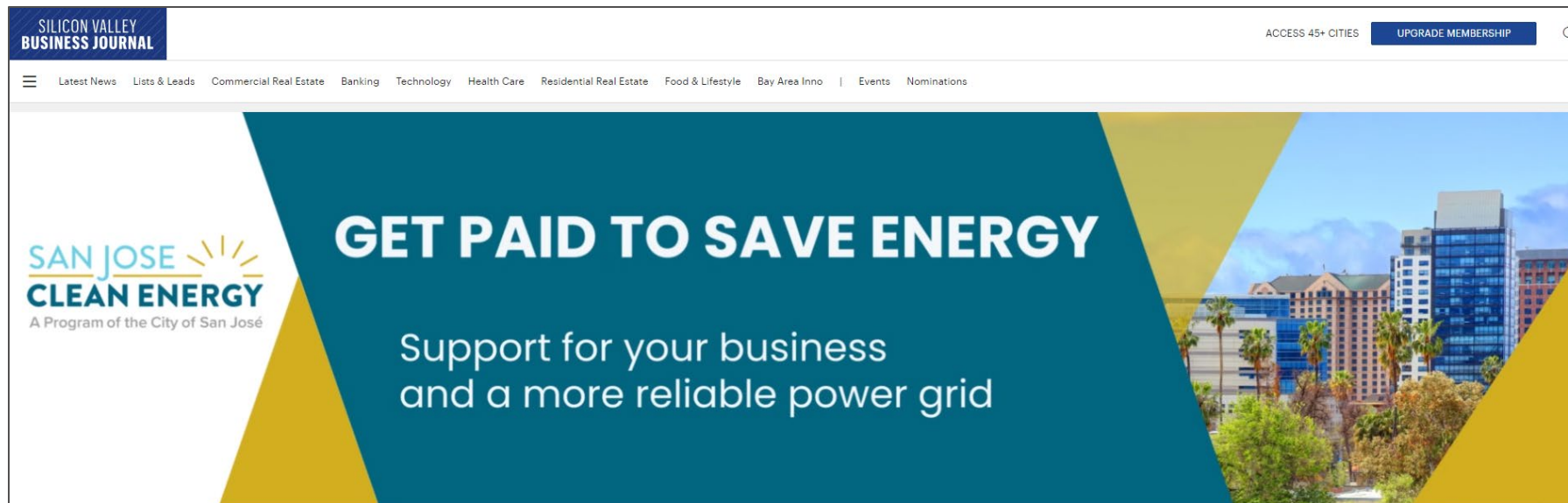
- **Goal:** learn from/ align with other CCAs on electrification resources
- Bay Area (BAAQMD) ban on the sale of NOx-emitting water heaters and furnaces as early as 2027
  - Coordination is just beginning
  - Outreach to early adopters and contractors – **opportunity for CECAC to help**
  - SJCE is going to community meetings upon request – **opportunity for CECAC to help**
- Inflation Reduction Act incentives for energy efficiency and electrification
  - Tool in other marketing and education
  - Promoting Rewiring America





# SUPPORTING SJ BUSINESSES

- **Goal:** improve business engagement for future commercial programs
  - Energy Efficient Business Program + Peak Rewards – **opportunity for CECAC to help**
  - Engaged with San José’s Office of Economic Development to share resources
  - Current ad campaign with Silicon Valley Business Journal



# 5<sup>TH</sup> ANNIVERSARY AND IMPACT REPORT

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- **Goal:** Celebrate 5 years of SJCE service!
  - Series of events to celebrate
  - First SJCE Impact Report in April
  - CalCCA conference in April will be in San José'

**CECAC will be invited to celebrate with us! More details to come**



# ADDITIONAL INFORMATION



# SOCIAL MEDIA

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Platform	Followers (total)	Impressions/Reach (total)	Engagements (total)	Engagement Rate (average)
Twitter	1,097	51,524	1,714	5%
Facebook	753	16,946	428	3%
Instagram	1,657	8,546	833	13%
LinkedIn	762	14,587	1,715	12%

- Data from Jan 2023-Aug 2023
- Impression/ reach = total number of times the post was seen
- Engagement = total number of interactions with the post (like, share, comment, etc.)
- Engagement rate = measure of how much the audience actively engages with content (good engagement rate for government agency = 1-5%)

# TOP FACEBOOK AND TWITTER POSTS

 **San Jose Clean Energy**   
Published by Saraf Rojas  · August 14 at 10:39 AM · 

We're in for a few hot days, San José! Time to break out our energy saving tips for warm weather. ☀️

- Pre-cool your home before peak hours (4pm-9pm)
- Use a fan > A/C when you can
- During peak hours, set your thermostat to 73-78 if health permits

More tips: <http://sanjosecleanenergy.org/energy-savings-tips/>



 **San José Clean Energy**  
@sjcleanenergy 

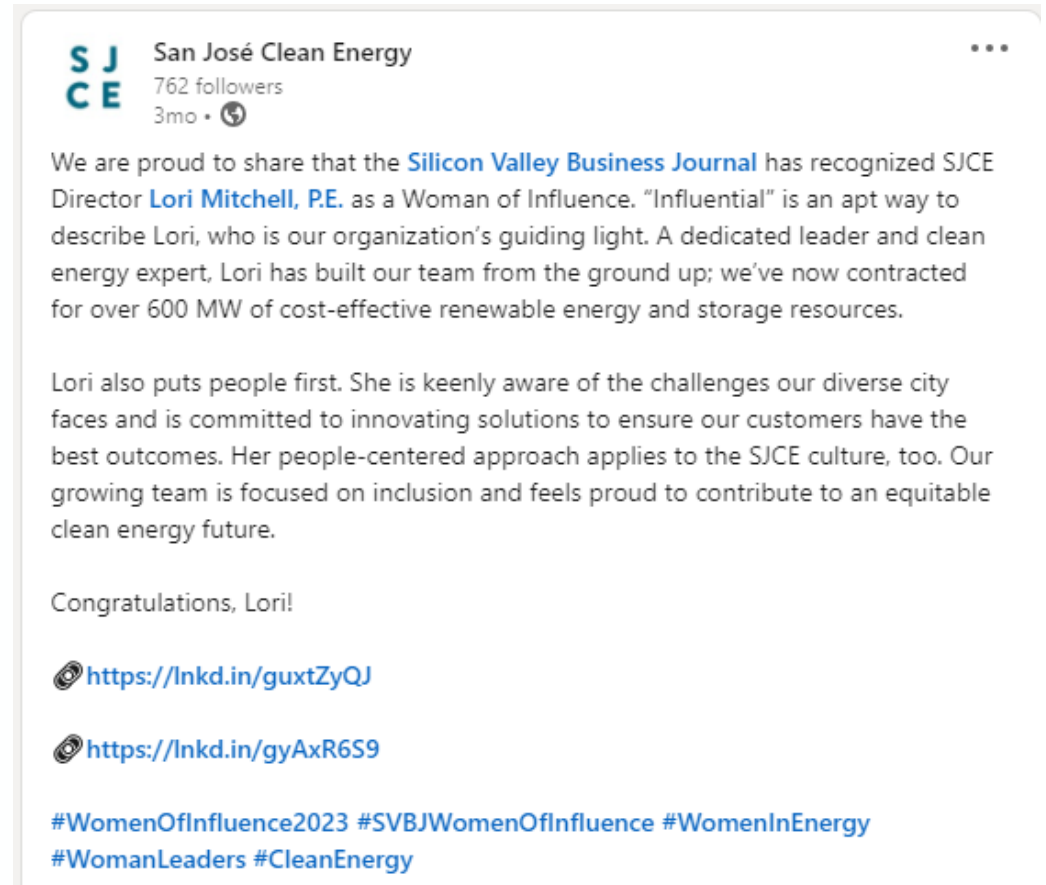
Today's storm caused several power outages in [#SanJose](#).

- ✓ Avoid opening the fridge to keep food cold
- ✓ If traffic lights are out, treat intersections as all-way stops
- ⚠️ Don't touch downed power lines. Report to 911 and PG&E at 1-800-743-5002

For more tips: [ready.gov/power-outages](https://ready.gov/power-outages)

2:02 PM · Mar 14, 2023 · **2,983** Views

# TOP INSTAGRAM AND LINKEDIN POSTS





# CBO PARTNERSHIPS

- 3+ year partnership with META & ICAN
  - \$10k/year each to assist with energy efficiency marketing and general awareness
- City is creating a new CBO partnership program
  - Project-based outreach and engagement
  - 3 to 5-year contracts with over 20 CBOs
  - \$100-\$500k

