

# UPDATE ON OUTREACH & COMMUNITY ENGAGEMENT

March 11, 2021



# OUTLINE

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- Residential Time-of-Use Transition
- Bill Assistance Programs
- TotalGreen Promotion
- Community Engagement
- 2020 Community Programs Promotion
- Social Media



# TIME-OF-USE TRANSITION

# RESIDENTIAL TIME-OF-USE TRANSITION

- CPUC ordered IOUs to make TOU new default
  - Maximize use of renewable energy and support a more reliable grid
  - Residents will transition in June 2021
  - Automatic bill protection
  - Customers can stay on current rate plan or pick another plan at any time



# CUSTOMER NOTIFICATIONS

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- PG&E/SJCE co-branded notices
- First notice was sent the week of 2/22 (90 days)
  - Try TOU risk-free with bill protection
  - You can pick a different plan at any time
  - Personalized rate comparison
- Second notice will be sent April/May
  - Same messaging + energy saving tips



# SJCE TOU OUTREACH (CURRENT)

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- **Website**

- [SanJoseCleanEnergy.org/TOU](https://SanJoseCleanEnergy.org/TOU) with video, customer options & FAQs in 3 languages

- **NextDoor/Subscriber Email**

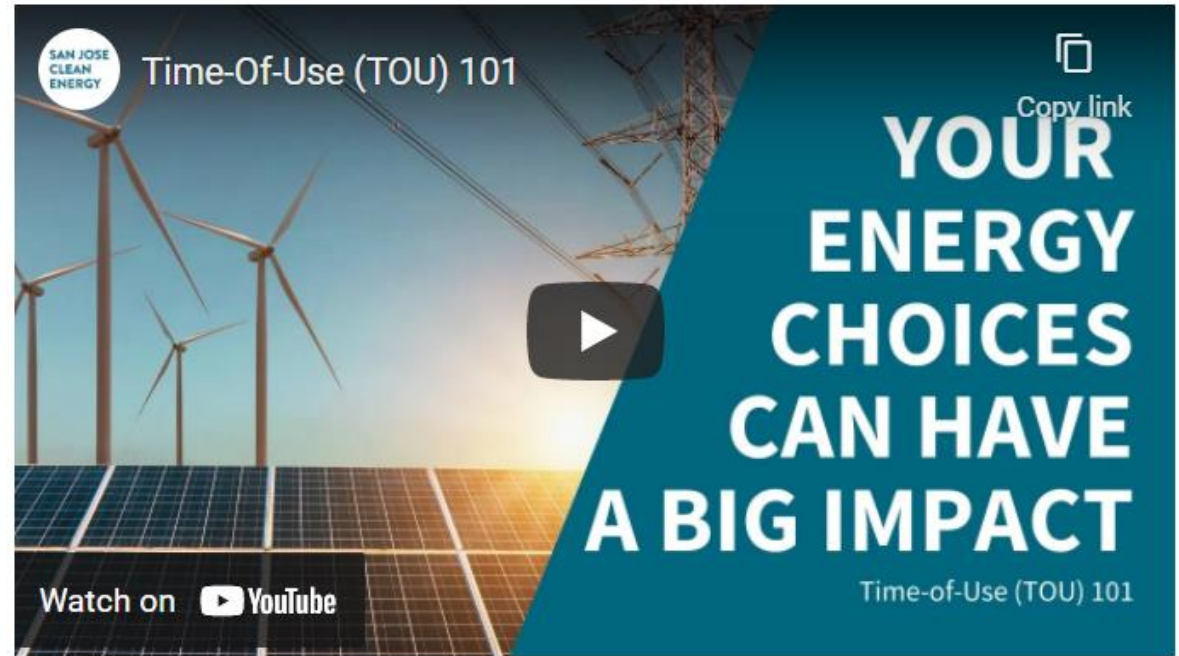
- Referenced 90-day mailer & provided more details

- **City Council**

- Talking points + FAQs

- **Blog**

- Post on SJCE & CSJ website



# SJCE TOU OUTREACH (PLANNED)

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- **Community Webinars**

- 3 online webinars in English w/ live interpretation in Spanish & Vietnamese upon request

- **Digital Advertising**

- Supplement PG&E's efforts

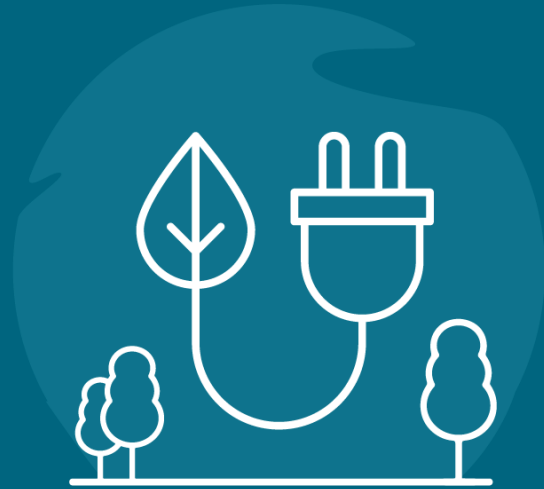
- **Partner with NGOs**

- Promote energy savings

- **Op-Ed**

- Promote energy use during times of day that maximize use of renewable energy





# **BILL ASSISTANCE PROGRAMS**



# ARREARAGE MANAGEMENT PLAN (AMP)

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## Offers debt forgiveness

- With each on-time payment, 1/12 of debt owed is forgiven
- After 12 on-time payments of current monthly charges, eligible debt will be forgiven up to \$8,000

## Eligibility requirements

- CARE or FERA customer
- Owe at least \$500
- 90+ days past due
- PG&E customer for at least 6 months
- At least one on-time payment



# ALL BILL ASSISTANCE PROGRAMS

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## CARE & FERA Discount

Monthly discount of 18-35%

## Medical Baseline Program

Monthly discount for customers who rely on medical equipment

## LIHEAP & REACH

One-time credit of up to \$413

## Arrearage Management Plan

New debt forgiveness program up to \$8,000

**[www.SanJoseCleanEnergy.org/DiscountPrograms](http://www.SanJoseCleanEnergy.org/DiscountPrograms)**

Available in Spanish & Vietnamese | Chinese translation is in progress

# BILL ASSISTANCE OUTREACH

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## \$55k of Federal COVID Relief Funding

*Direct outreach to customers eligible for AMP + targeted outreach on all bill assistance programs*

- Website
- Social Media
- NextDoor
- City Council Toolkit
- City Flash Report
- Webinars
- Radio PSAs
- Flyers/Posters
- Direct Mail & Email
- Partner/Fund CBOs



# TOTALGREEN PROMOTION

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## Enhance Website

- Highlight benefits and ease
- Improve opt-up confirmation

## Direct Mail

- Replicate tactic from MCE as a pilot
- Include business reply mail to opt-up

## Current TotalGreen Customers

- Establish ongoing relationship (e.g., celebrate anniversaries and provide program updates)



• Powering over 347,000 homes and businesses in our community.

- Yes! Upgrade my electricity supply to TotalGreen, 100% renewable energy!

We're happy to make the switch for you!  
All you have to do is provide the following:

Your PG&E Account Number

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Last Name or Business Name

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Service Location Zip Code

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- I certify that I am the account holder described above. I authorize SJCE to enroll my account(s) in the 100% renewable service options selected above. By signing below, I agree to the enclosed terms and conditions of service

Signature Required

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Return the sealed form to your local post office and we'll do the rest.

- Yes, I would like to sign up to receive the SJCE eNewsletter.

Receive a special welcome kit when you sign up for TotalGreen, 100% renewable energy.



**TOTALGREEN 100%, RENEWABLE ENERGY**

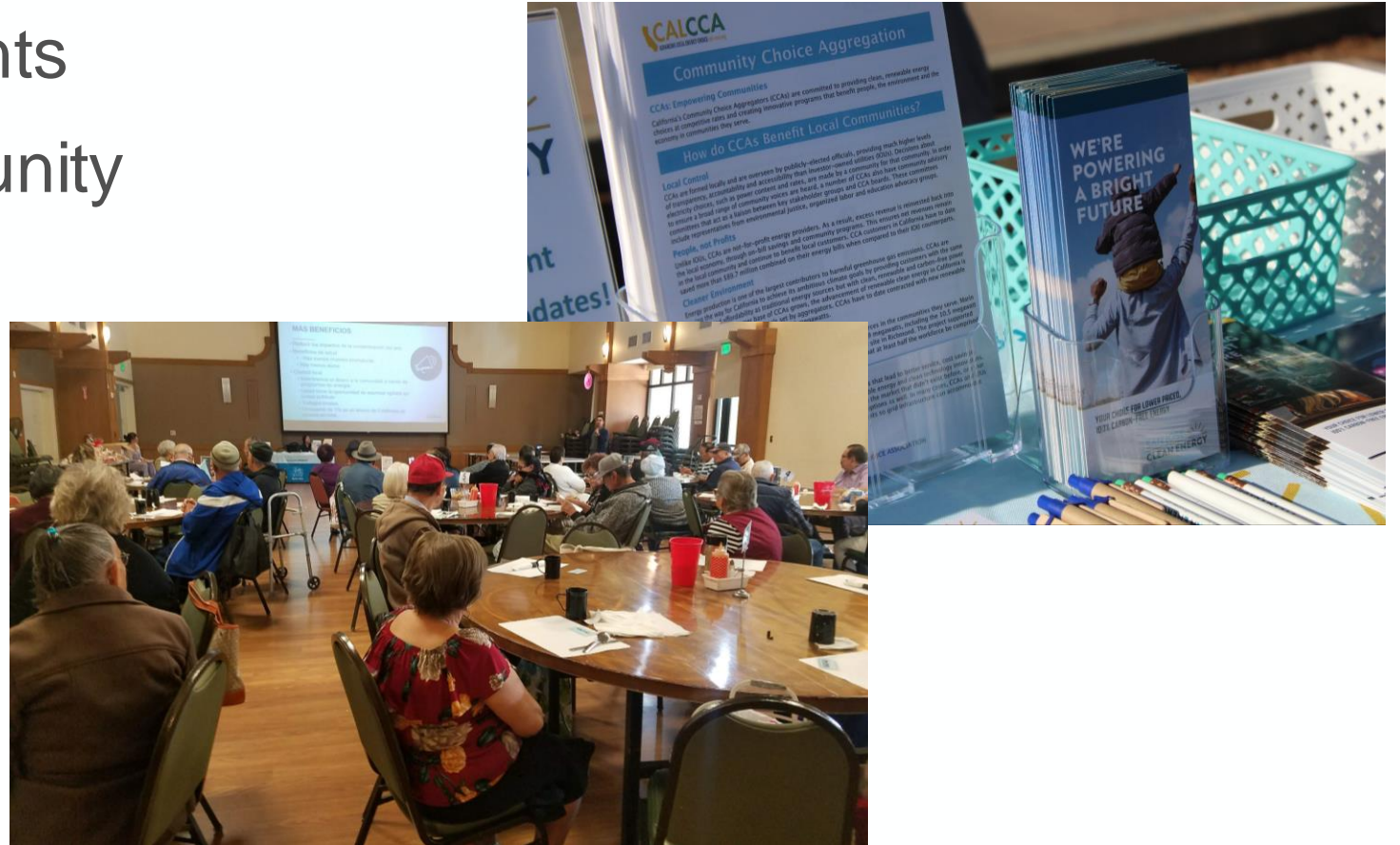
- TotalGreen business reply card mailing



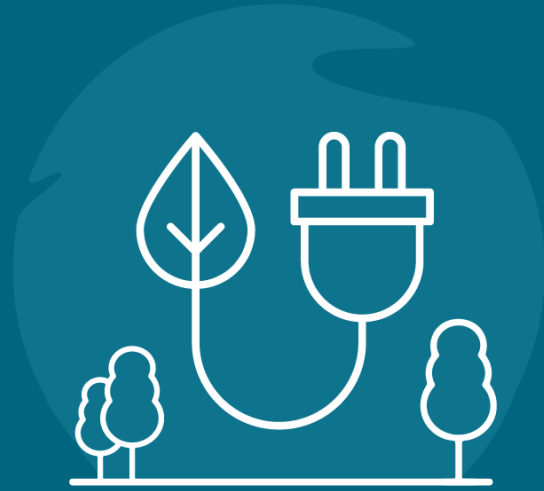
# COMMUNITY ENGAGEMENT

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- Find new virtual events
- Attend virtual community meetings
- Establish new relationships
  - Project Hope
  - Your contacts







# 2020 COMMUNITY PROGRAMS

# COMMUNITY PROGRAMS

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- Drive Electric SJ
  - Limited-time discounts on EVs at 5 local dealerships
  - 8 EVs purchased
  - Drive Forward EV workshops
    - ~70 participants in trilingual financial education workshops and one-on-one counseling
- Bay Area SunShares
  - Solar+battery storage group buy
  - 18 installations
- CALeVIP
  - \$14M investment in public EV charging stations
  - All funds reserved within 24 hrs



The graphic features a dark teal background with a light blue arrow pointing right. Inside the arrow is a white icon of an electric car with a charging cable. Below the icon, the text 'DRIVE ELECTRIC SAN JOSE' is written in white, bold, uppercase letters. To the right of the arrow, white text reads: 'Take advantage of extra discounts up to \$3,000 on select electric vehicles Aug. 1 - Oct. 31, 2020.' At the bottom right, there is a small logo for the City of San Jose, 'CITY OF SAN JOSE CAPITAL OF SILICON VALLEY', and the website 'SanJoseCleanEnergy.org/Drive-Electric'.

**DRIVE  
ELECTRIC  
SAN JOSE**

Take advantage of extra discounts up to \$3,000 on select electric vehicles Aug. 1 - Oct. 31, 2020.

SanJoseCleanEnergy.org/Drive-Electric

CITY OF  
**SAN JOSE**  
CAPITAL OF SILICON VALLEY



**SOCIAL MEDIA**

# SOCIAL MEDIA @SJCLEANENERGY

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## Twitter

- 730 followers
  - 27 new followers in 2021
- 42,874 impressions
  - 2.3% engagement rate
  - Avg. 17 engagements per post
  - 144 URL clicks



**San José Clean Energy** @sjcleanenergy

We're seeking to hire THREE key positions to join the following teams: Power Supply; Risk Management, Contracts & Administration Services; and Account Management & Marketing.

To apply and learn more about these exciting opportunities visit:

<http://SanJoseCleanEnergy.org/join-our-team>  
[pic.twitter.com/RDFZG1dUDs](https://pic.twitter.com/RDFZG1dUDs)

## Facebook

- 550 followers
  - 17 new followers in 2021
- 4,877 impressions
  - 4.5% engagement rate
  - Avg. 4 engagements per post



**San Jose Clean Energy** ✓

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Check out our latest blog post & register for an upcoming webinar to learn more about the upcoming transition to Time-of-Use electricity rates. TOU rates support a cleaner & healthier energy future ☀️ and could also save you money 💰

[www.sanjosecleanenergy.org/time-of-use-electricity-rates-ex...](http://www.sanjosecleanenergy.org/time-of-use-electricity-rates-ex...)




# SOCIAL MEDIA @SJCLEANENERGY

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## • Instagram

- 901 followers
- 3,598 impressions
  - 329 likes/engagement
  - 16 avg. likes per post
  - 9.1% engagement rate



**sjcleanenergy**  Check out our latest blog post & register for an upcoming webinar to learn more about the transition to Time-of-Use electricity rates. TOU rates support a cleaner & healthier energy future  and could also save you money   
[www.sanjosecleanenergy.org/time-of-use-electricity-rates-explained](http://www.sanjosecleanenergy.org/time-of-use-electricity-rates-explained)

## • LinkedIn (new account – follow us!)

- 104 followers
- 5,206 impressions
  - 205 link clicks
  - 7.3% engagement rate since October 2020



**San José Clean Energy** 

104 followers

3w • 

The City of San Jose's Community Energy Department is seeking to fill THREE key positions. The ...see more