

SUMMER READINESS

June 10, 2021



DEMAND RESPONSE PILOT

- CPUC requiring CCAs to develop and encourage customer programs that will decrease system stress during high load events this summer
- SJCE is partnering with demand response provider OhmConnect
 - OhmConnect pays CA residential customers to save energy during 1-2 "OhmHours" per week, announced 24 hours in advance
 - Free to enroll in program
 - Customers who have smart thermostats or smart plugs can allow OhmConnect to adjust or switch off during OhmHours
 - OhmConnect bundles its customers' reduced demand and sells it into the energy attributes markets, including the Demand Response Auction Mechanism (DRAM) in CAISO and resource adequacy



SPONSORING OHMCONNECT'S CITY ENERGY CHALLENGE

- No cost sponsorship
- Promote their platform and 1 million smart thermostats giveaway
 - 3 emails
 - Social media (Twitter, Facebook, Instagram, Nextdoor, LinkedIn)
 - Newsletter
 - Outreach through City departments and community-based organizations
- Goal: enroll 1,500 customers by September 30
- City with most signups wins \$50,000 for scholarships



 OhmConnect  SAN JOSE CLEAN ENERGY

Help End CA Blackouts!

Limited Time Offer: Free Thermostat or \$25 + 2 Smart Plugs*

SJCE TEXTING LISTS

- Contract with MessageMedia
- Plan to send 1-2 messages monthly
 - Bill savings opportunities
 - Flex alerts
 - New programs
- Ability to create specific lists based on keywords and languages for targeted communications
 - Created lists for English, Spanish, Vietnamese, and Chinese communications
- Text **CLEAN** to **(833) 415-2329** to sign up

