


SOLAR ACCESS PROGRAM

Clean Energy Community
Advisory Commission

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SAN JOSE 
CLEAN ENERGY
A Program of the City of San José

AGENDA

- Background
- Procurement
- Enrollment
- Outreach
- Q&A





BACKGROUND

SOLAR ACCESS

- CPUC Disadvantaged Community (DAC)-Green Tariff program
- Provides ~600 low-income customers in DACs a 20% discount on 100% solar electricity
- Entire program, including staff time, is funded by CPUC



ELIGIBLE CUSTOMERS

- CARE/FERA customers who live in DACs
 - ~8,300 eligible customers
 - ~600 will be enrolled
- 20% discount on generation and delivery
 - Can be combined with CARE/FERA discount for up to 55% off
 - Applied as long as customer continues to meet eligibility requirements



WHY A DAC-GT PROGRAM IN SAN JOSE?

- Climate emergency
- Increases access to renewable energy
- Improves equity
- Considers customers who
 - Rent their home
 - Cannot afford to install solar
 - Whose home is unsuitable for solar





PROCUREMENT

PROCUREMENT

- Competitive process (RFO)
 1. New build solar projects
 2. Interim source
- Project site must be located in a DAC within PG&E's territory





ENROLLMENT

CUSTOMER ENROLLMENT

Space is limited

1

Accept applications until Nov. 5

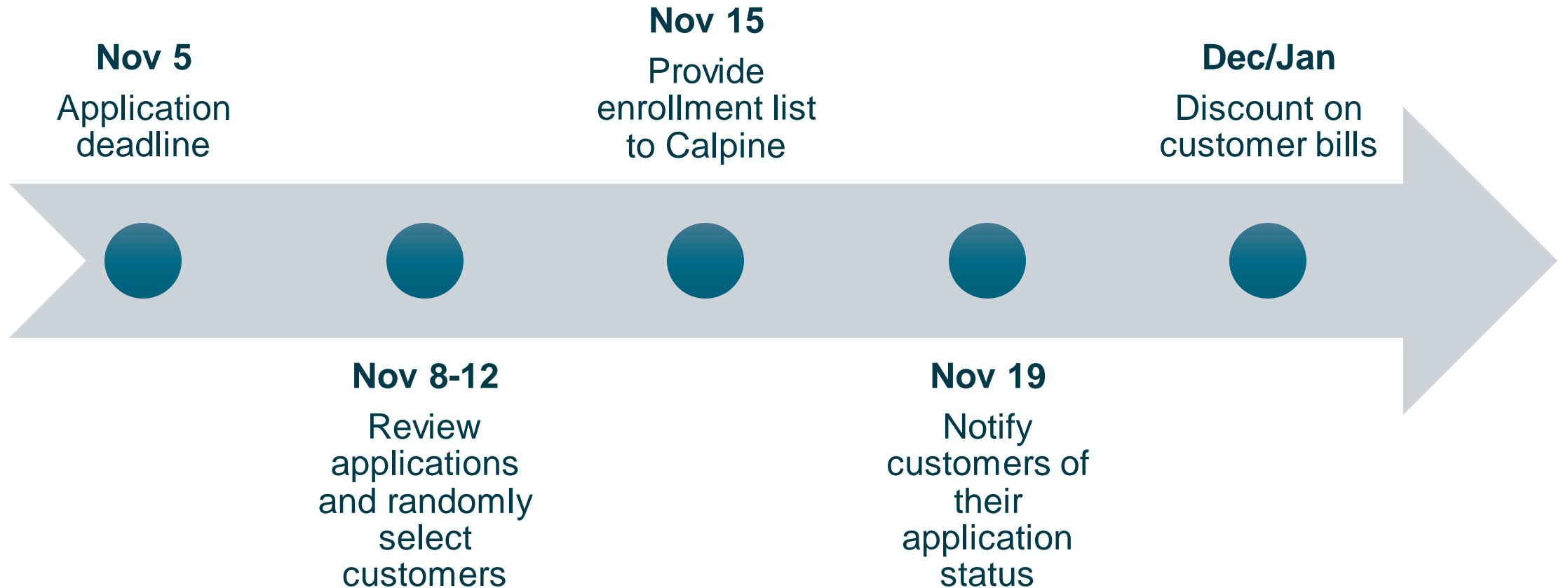
2

Randomly select customers from a pool of eligible customers

3

Place all other eligible customers on waitlist

TIMELINE





OUTREACH

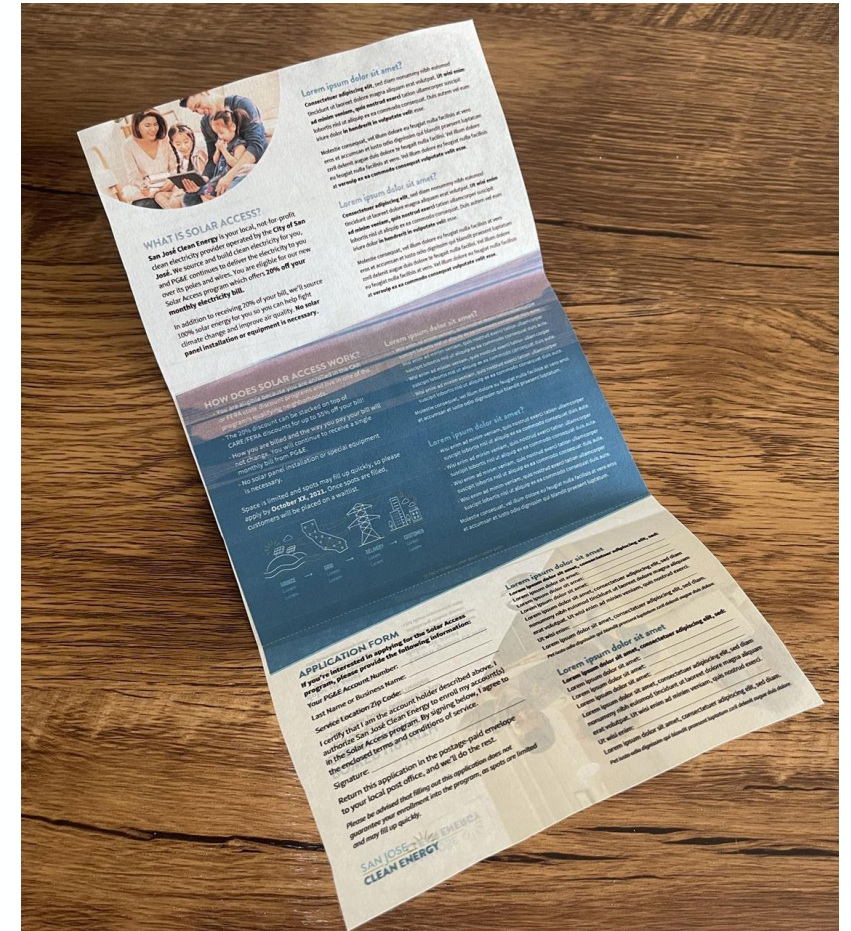
OUTREACH

- Highly targeted to eligible customers
 - Direct mail/email
 - Partnerships with community-based organizations (CBOs) (\$5,000-\$10,000)
 - Council offices
 - Geo-targeted digital/mobile ads
- All outreach costs will be reimbursed by CPUC



MAILER WITH REPLY CARD

- Direct mail will include a reply card for customers to mail in their application
- Ensures all eligible customers are given opportunity to hear about the program and apply



CBO PARTNERSHIPS

- Key part of program development and successful implementation
 - Trusted sources of information
 - Know where most vulnerable customers are

- We want to invest and support our CBOs





QUESTIONS?