CleanPowerSF & Hetch Hetchy
Power Communications Update

Power Citizens Advisory Committee
September 1, 2020
Our Goals

- Position SFPUC as San Francisco’s clean energy utility

- Increase public and customer awareness of SFPUC’s clean energy programs

- Strive to develop and deliver strategic, proactive, creative, and equity-informed marketing plans and campaigns

- Expand, strengthen, and deepen our relationships with our customers, stakeholders, and community groups
What We’ve Been Up To

CleanPowerSF
- Affordable Housing Enrollment
- Launch Customer E-newsletter
- Stakeholder Engagement

Hetch Hetchy Power
- Greater Brand Awareness
- Affordable Housing Customer Engagement
- Extreme Heat Events

And more….
- COVID-19 Response
- Power Virtual Tours
CleanPowerSF

Clean, Community-focused Power
Supporting Our Customers

OUR RESPONSE TO COVID-19

CleanPowerSF.org/COVID-19
Enrolling New Customers

Residents:
CleanPowerSF, San Francisco’s clean electricity program, is completing enrollment of our building. This June, all tenants will be enrolled in CleanPowerSF’s Green service with 50% renewable energy.

Benefits of CleanPowerSF

- Lower rates
- Cleaner electricity
We are CleanPowerSF, your local, clean electricity provider.

A program of the San Francisco Public Utilities Commission (SFPUC), CleanPowerSF serves nearly 380,000 residential and commercial accounts in San Francisco. Thank you for being one of them.

CleanPowerSF is focused on providing clean energy that is affordable and accessible to all—now and in the future. **We recognize the hardships our customers may be facing as a result of the global coronavirus (COVID-19) pandemic.** We also realize you may be using more energy than you typically do while sheltering in place at home.

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**Residential**

**Commercial**
Ensuring Equity & Access

San Francisco customers, we're here to help.

CleanPowerSF @CleanPowerSF · Jun 4
Have you been financially impacted by COVID-19? You may qualify for 35% off your monthly electricity bill. Call (415) 554-0773 or visit cleanpowersf.org/savings

CleanPowerSF @CleanPowerSF · Jun 4
財務受新冠病毒COVID-19疫情影響嗎？您可能有資格每月獲得35%的電費折扣。請致電 (415) 554-0773 或上網瀏覽 CleanPowerSF.org/Chinese

CleanPowerSF @CleanPowerSF · Jun 4
¿Han tenido problemas de dinero por el COVID-19? Ustedes pueden calificar para obtener un descuento del 35% en su factura mensual de electricidad. Llaman al (415) 554-0773 o visiten CleanPowerSF.org/Spanish
CARE/FERA Marketing Campaign

Save more, worry less.

Sign-up for a discount program by September 30 and earn a one-time $50 credit on your electricity bill.

Call (415) 554-0773 or visit CleanPowerSF.org/savings
Proactively Engaging Our Stakeholders

- Community Power Update
- Open meetings by topic
- One-on-one conversations
- Email updates
- Growing our stakeholder list
Increasing Brand Awareness
Affordable Housing Customer Engagement

San Francisco Water Power Sewer
Services of the San Francisco Public Utilities Commission

Electricity Bill Discount
Descuento en la factura de electricidad
電費折扣

Attention Tenants:
Your electricity accounts will be automatically enrolled in Hetch Hetchy Power’s Community Assistance Program and you will begin to receive a 30% discount on your electric bill.

This is an emergency measure to help reduce financial hardship during the COVID-19 crisis.

The 30% discount will be reflected on your upcoming bill and will be in effect until further notice. For questions, call: (415) 551-4720

Hetch Hetchy Power is a program of the San Francisco Public Utilities Commission (SFPUC). Learn more at: sfwater.org/hetchypower
Rolling Blackouts & PSPS
Power Virtual Tour: More Power To You

• Educate participants on clean power programs; tour our facilities like Sunset Reservoir and Moccasin Powerhouse

• Nearly **250 participants** for Aug. 26 session

• Next Power tour on Sept. 9 at 1 p.m.

• Register at sfpuc.org/virtualexplorations
What’s Next?

✓ Continued COVID-19 customer support

✓ Promoting New and Existing Customer Programs
  ○ SuperGreen Upgrade Campaign
  ○ Electric Heat Pump Water Heater Rebate Program

✓ Roll-out of Hetch Hetchy Power Brand

✓ Customer communications & stakeholder engagement