CleanPowerSF Update

Local Agency Formation Commission

January 21, 2022
1. Enrollment and Service Statistics
2. Communications Update
3. Customer Programs Update
4. Integrated Resource Plan Implementation
ENROLLMENT AND SERVICE
STATISTICS
Enrollment and Service Statistics

- Enrolled >409,000 customer accounts
- 4.2% opt-out rate (96% retention) since launch
- 2.1% SuperGreen 100% renewable upgrade rate
- SuperGreen accounts for >6% of retail sales
COMMUNICATIONS UPDATE
Be Powerful Marketing Campaign

Campaign Goals

- Promote positive CleanPowerSF brand awareness and strengthen brand recall.
- Convey value drivers and benefits of choosing cleaner energy.
- Embody the progressive values of the city and reach people where they are.
- Drive web traffic to www.cleanpowersf.org/bepowerful.

Multichannel Media Approach

- Advertisements on social media, websites, newspapers, and owned media (SFPUC channels and e-newsletters).
- Geo-targeted ad delivery reaching renters, homeowners, low-income families, and diverse communities, including Black, Latinx, and Asian Pacific Islander (API) customers.
- Launched new CleanPowerSF video as part of social media and digital ad campaign.
Be Powerful Campaign Ad Examples

CleanPowerSF
CleanPowerSF.org/BePowerful

Thank you for choosing a clean energy future.

Learn More

CleanPowerSF
CleanPowerSF.org/BePowerful
Be Powerful Campaign Performance

• Campaign ran from November 15\textsuperscript{th} to January 14\textsuperscript{th}
• Strong performance and response to advertisements and video
  • ~1,500,500 ad impressions
  • ~100,000 video impressions
• Full campaign report expected in February

• CleanPowerSF Be Powerful video
CUSTOMER PROGRAMS UPDATE
## Customer Program Offerings

<table>
<thead>
<tr>
<th>Program</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Net Energy Metering</td>
<td>Operating</td>
</tr>
<tr>
<td>Budget Billing</td>
<td>Operating</td>
</tr>
<tr>
<td>GoSolarSF Incentives</td>
<td>Operating</td>
</tr>
<tr>
<td>Peak Day Pricing (PDP)</td>
<td>Operating</td>
</tr>
<tr>
<td>Low-income Solar Inverter Program</td>
<td>Operating</td>
</tr>
<tr>
<td>Electric Heat Pump Water Heater Incentives</td>
<td>Operating target = early 2022</td>
</tr>
<tr>
<td>Disadvantaged Communities (DAC) Green Tariff</td>
<td>Operating target = early 2022</td>
</tr>
<tr>
<td>Energy Efficiency for Food Services</td>
<td>Operating target = 2023</td>
</tr>
<tr>
<td>DAC Community Solar</td>
<td>Operating target = 2024/25</td>
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</tbody>
</table>
The PDP pilot program is a voluntary demand response program that incentivizes large commercial customers to reduce their electricity consumption between 4pm and 9pm on “Event Days” in July – October.

31 accounts enrolled in this year’s program, representing a 55% increase compared to 2020.

On average, participants reduced their electricity demand on Event Days by 11% relative to what their demand was expected to be had an Event Day not been called.

CleanPowerSF distributed approximately $47,123 in end-of-season incentives to program participants in the form of bill credits.
“DAC Green Tariff” is now “SuperGreen Saver”

• Planning to begin operating this spring.
• Will enroll 400-500 customers who are also participating in the Arrearage Management Plan (AMP).
• Two notices will be sent to eligible customers in January and February.
Updates to DAC Programs Eligibility

• Per CPUC rules, eligibility limited to CARE/FERA eligible customers who reside in CalEnviroScreen disadvantaged communities (DACs).

• A new version of CalEnviroScreen was adopted in October 2021, which updates eligible census tracts.
SFPUC issued a solicitation (PRO.0223) in September to secure long-term renewable energy supplies to serve the CleanPowerSF SuperGreen Saver and DAC Community Solar programs.

### PRO.0223 Solicitation Schedule

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Deadline to submit proposals</td>
<td>December 15, 2021</td>
</tr>
<tr>
<td>Notification of shortlisted bidders</td>
<td>January 14, 2022</td>
</tr>
<tr>
<td>Contract negotiations and award</td>
<td>January – March 2022</td>
</tr>
<tr>
<td>Submission of contract(s) for approval</td>
<td>April – September 2022</td>
</tr>
</tbody>
</table>
INTEGRATED RESOURCE PLAN IMPLEMENTATION
## Active and Upcoming Renewable Energy & Energy Storage Procurement

<table>
<thead>
<tr>
<th>Solicitation Name</th>
<th>Key Dates</th>
<th>Target Resource Additions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Long-duration Energy Storage (with California Community Power JPA)</td>
<td>- Solicitation issued in October 2020&lt;br&gt;- Targeting contract approvals in early 2022</td>
<td>- 15-25 MW of new long-duration energy storage</td>
</tr>
<tr>
<td>Utility-scale renewable energy and energy storage</td>
<td>- Solicitation issued in July 2021&lt;br&gt;- Targeting contract approval in early-to-mid 2022</td>
<td>Targeting at least:&lt;br&gt;- 105 MW of new solar&lt;br&gt;- 5 MW of new wind&lt;br&gt;- 175 MW of new 4-hour energy storage</td>
</tr>
<tr>
<td>Disadvantaged Communities Green Tariff and Community Solar</td>
<td>- Solicitation issued in September 2021&lt;br&gt;- Targeting contract approvals in early 2022</td>
<td>- 1.8 MW of new solar in DACs&lt;br&gt;- 0.6 MW of local rooftop solar in DACs</td>
</tr>
<tr>
<td>Local renewable energy (Phase 1)</td>
<td>- Solicitation to be issued in early-to-mid 2022&lt;br&gt;- Targeting contract approvals in 2022</td>
<td>- 9 MW of new solar</td>
</tr>
</tbody>
</table>
Questions?

Go 100% renewable today at
www.CleanPowerSF.org