



CleanPowerSF Update

Local Agency Formation Commission

January 21, 2022



Agenda

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



我們的城市, 我們的能源。 CleanPowerSF.org

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

始終強大

感謝您選擇共同創
造擁有清潔能源的未來。

CleanPowerSF

CleanPowerSF.org/BePowerful



LA ENERGÍA EN SUS MANOS

Haga la diferencia en su
vecindario. Todo comienza
con energía limpia.

CleanPowerSF

CleanPowerSF.org/BePowerful

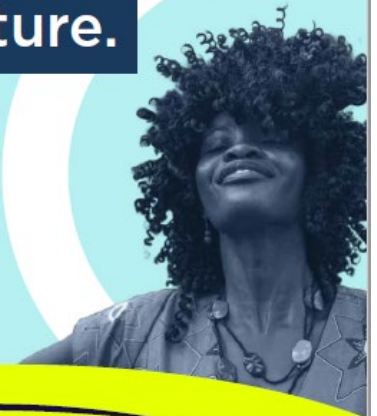


BE POWERFUL

Thank you for
choosing a clean
energy future.

LEARN MORE

CleanPowerSF



Be Powerful Campaign Performance

- Campaign ran from November 15th to January 14th
- 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

Program	Status
Net Energy Metering	Operating
Budget Billing	Operating
GoSolarSF Incentives	Operating
Peak Day Pricing (PDP)	Operating
Low-income Solar Inverter Program	Operating
Electric Heat Pump Water Heater Incentives	Operating target = early 2022
Disadvantaged Communities (DAC) Green Tariff	Operating target = early 2022
Energy Efficiency for Food Services	Operating target = 2023
DAC Community Solar	Operating target = 2024/25



Peak Day Pricing (PDP) Pilot 2021 Year-End Summary

- 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”

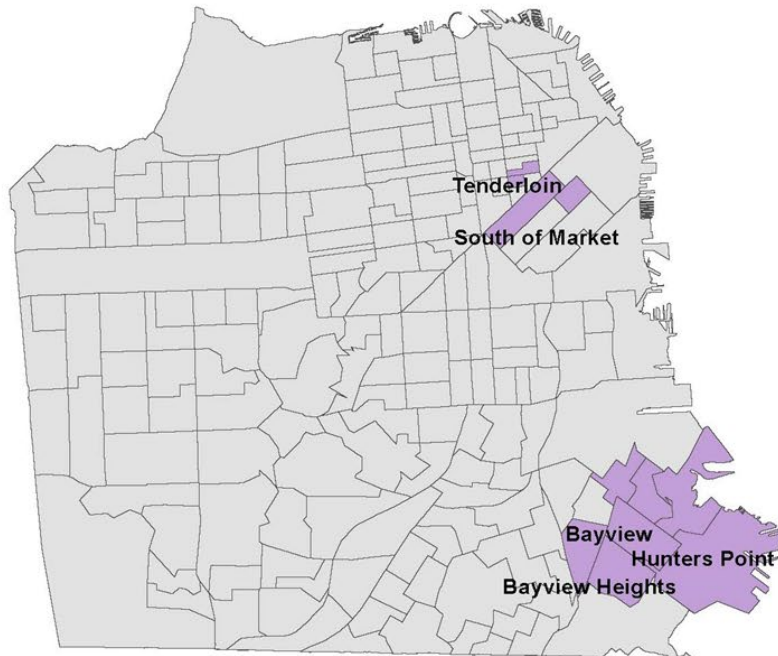
- Planning to begin operating this spring.
- Will enroll 400-500 customers who are also participating in the Arrearage Management Plan (AMP).
- Two notices will be sent to eligible customers in January and February.



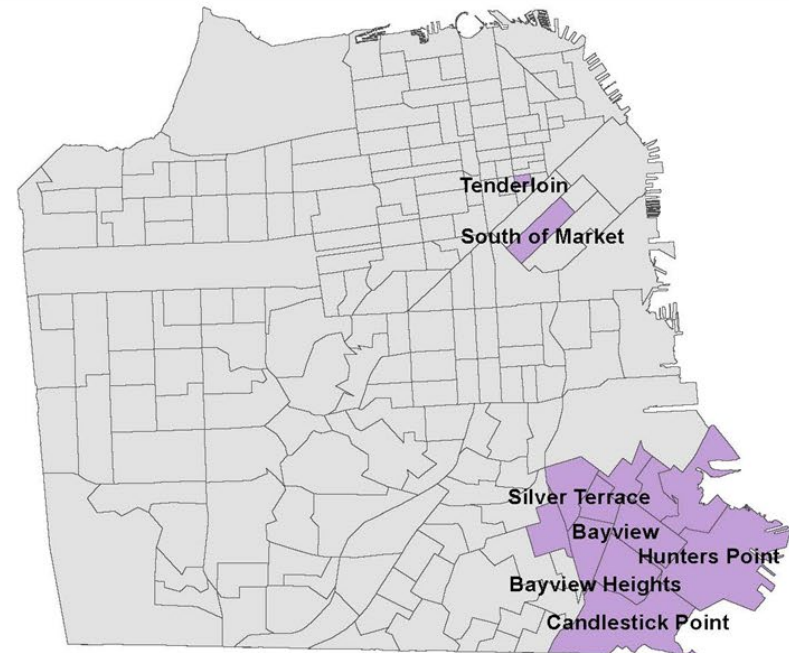
Updates to DAC Programs Eligibility

- 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.

CalEnviroScreen 3.0



CalEnviroScreen 4.0





Sourcing Energy Supply for the DAC Programs

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

Event	Date
Deadline to submit proposals	December 15, 2021
Notification of shortlisted bidders	January 14, 2022
Contract negotiations and award	January – March 2022
Submission of contract(s) for approval	April – September 2022

INTEGRATED RESOURCE PLAN IMPLEMENTATION



Active and Upcoming Renewable Energy & Energy Storage Procurement

Solicitation Name	Key Dates	Target Resource Additions
Long-duration Energy Storage (with California Community Power JPA)	<ul style="list-style-type: none"> - Solicitation issued in October 2020 - Targeting contract approvals in early 2022 	<ul style="list-style-type: none"> - 15-25 MW of new long-duration energy storage
Utility-scale renewable energy and energy storage	<ul style="list-style-type: none"> - Solicitation issued in July 2021 - Targeting contract approval in early-to-mid 2022 	Targeting at least: <ul style="list-style-type: none"> - 105 MW of new solar - 5 MW of new wind - 175 MW of new 4-hour energy storage
Disadvantaged Communities Green Tariff and Community Solar	<ul style="list-style-type: none"> - Solicitation issued in September 2021 - Targeting contract approvals in early 2022 	<ul style="list-style-type: none"> - 1.8 MW of new solar in DACs - 0.6 MW of local rooftop solar in DACs
Local renewable energy (Phase 1)	<ul style="list-style-type: none"> - Solicitation to be issued in early-to-mid 2022 - Targeting contract approvals in 2022 	<ul style="list-style-type: none"> - 9 MW of new solar

Questions?

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www.CleanPowerSF.org

