

# SVCE Marketing & Communications

Pamela Leonard, Deputy Director of Marketing & Communications  
February 11, 2026

---

# Customers Spend 8 Minutes per Year Interacting Online With Their Utility

That's 40 seconds per month.

KATHERINE TWEED | OCTOBER 27, 2016



**People need to see things 3 – 7 times for it to stick.**



**They call it outerwear.  
Not, the-furnace-  
isn't-working-ware.**

**It's gonna break. Don't homecrastinate.**







Liked by sjcleanenergy and others  
 svcleanenergy Think you can't afford an EV? They're more affordable than you might think!

Join us for a complimentary, catered lunch while discovering how you could qualify for up to \$10,000 in electric vehicle (EV) incentives!

FREE admission and complimentary catered lunch – registration required.



ADVERTISEMENT



0:00 0:28



ADVERTISEMENT



0:00 0:28

ELEC



GridShift:  
EV Charging



Powered by EV energy



Silicon



Posts  
svcleanenergy



svcleanenergy

svcleanenergy · Original audio



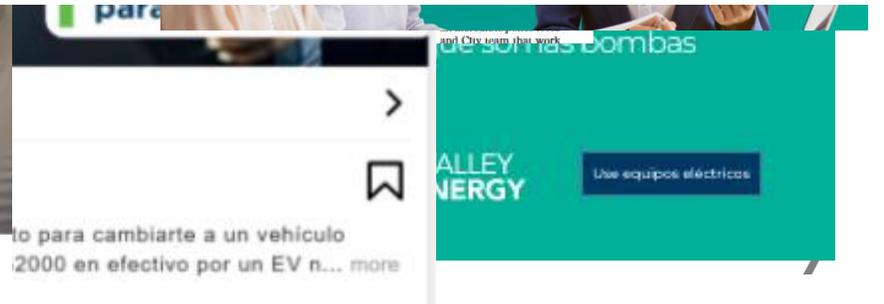
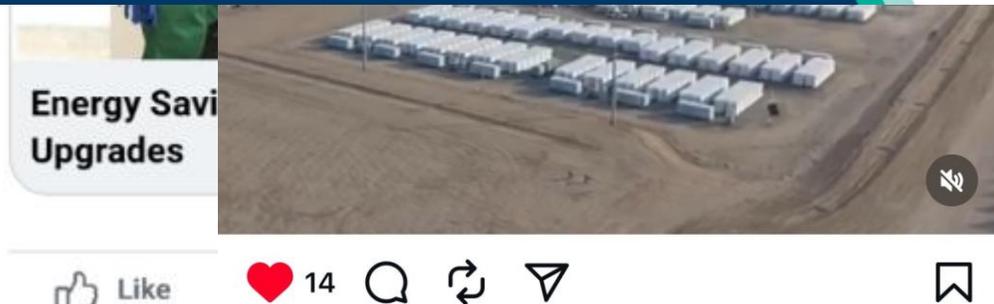
Go Electric Advisor



# Earn \$500 for 4 hours of online training!

Contractors and Tradespeople

[Electric-Training.org](https://Electric-Training.org)



**Information item:  
how SVCE  
connects  
customers to  
resources, offers  
& services.**

- ✓ SVCE customer engagement strategies through marketing & communications
- ✓ Case Studies
  - ✓ Payment Assistance & Efficiency Resources Campaign
  - ✓ eHub Incentives Finder Marketing
- ✓ Board input on the next 10 years



# What we do

## Communications/ Public Information

Push out info and resources to all customers, accessibility



## Marketing

Pull customers in to take action (program participation)



## Engagement

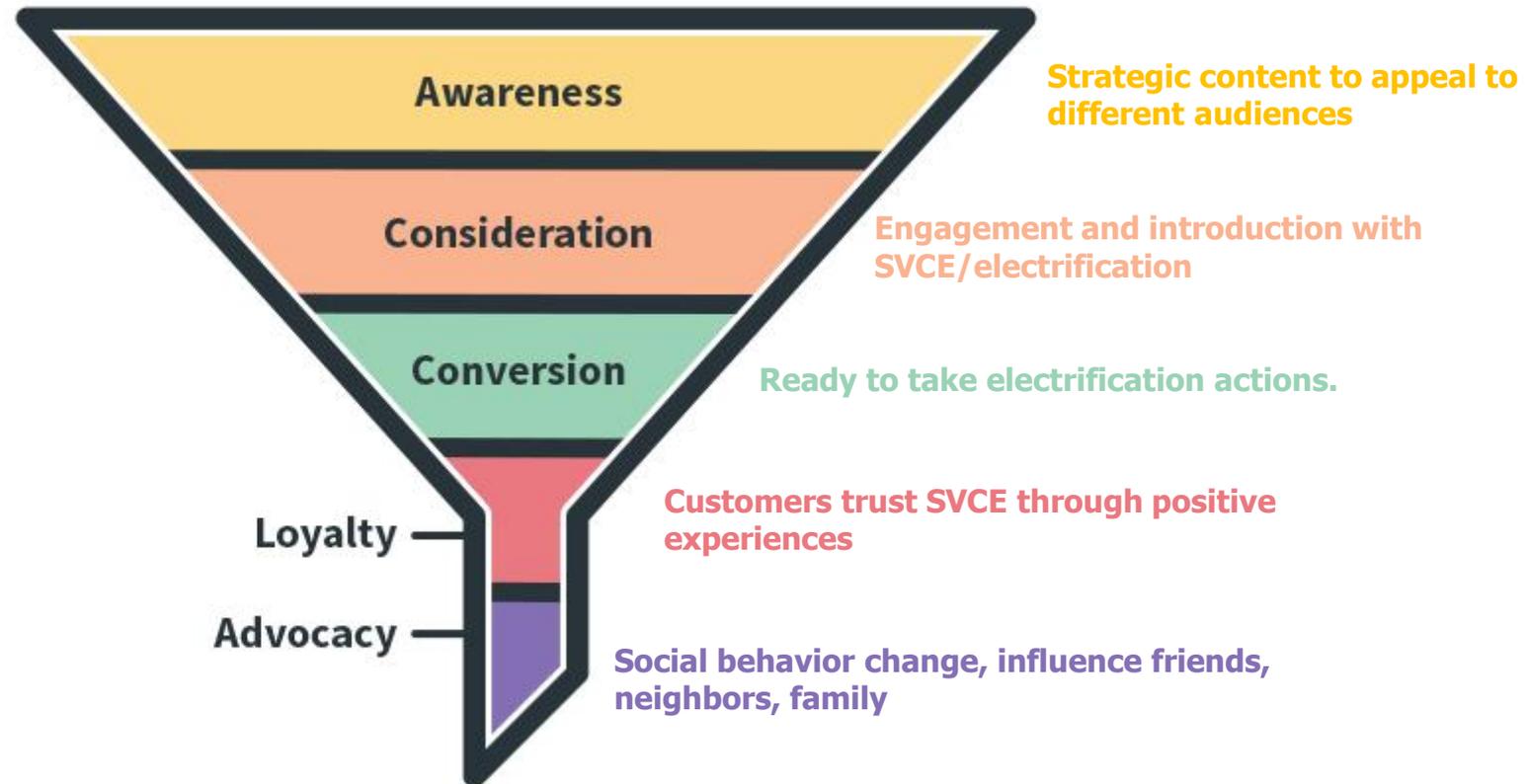
Community outreach, customer insights, partnerships





# Why we do it – earn customer trust

**SVCE must be a trusted advisor for customers to participate in the clean energy transition**





# Effective communications are targeted

Each campaign seeks to match customers' values; considering their priorities and how they perceive their energy use.



**EVs - like your current car.**  
**Minus the gas station.**  
**And the oil changes.**  
**And the repair bills.**

Cleaner. Quicker.  
 And more reliable.

 **SILICON VALLEY  
CLEAN ENERGY**

[Learn more >>](#)

*Busy suburban*

**It's like  
an EV.**

If EVs  
came  
with  
showers.



Siebel Ethos Aquiline® 200 E.  
Image courtesy Siebel Ethos.

Heat pump water heaters.  
 See why they're hot.  
 visit [svcleanenergy.org/eHub](http://svcleanenergy.org/eHub)

 **SILICON VALLEY  
CLEAN ENERGY**

*Energy wonk*

**Skeptical about  
an all-electric  
home?**

We get it. But what  
were your first  
thoughts about an  
all-electric car?



**Better for you.**  
**Better for the planet.**  
 Visit [svcleanenergy.org/eHub](http://svcleanenergy.org/eHub)

 **SILICON VALLEY  
CLEAN ENERGY**



# Pushing out info about SVCE initiatives & announcements (base level)

Tactics vary across audiences and campaigns

## Channels

- Email
- Social media
- Earned media
- Press releases
- Website
- Video
- Letters/postcards
- Out-of-home

The Mercury News Crime and Public Safety | Morgan Hill adds all-electric fire station

NEWS | CRIME AND PUBLIC SAFETY | News

### Morgan Hill adds all-electric fire station

The station will expand fire service to a growing region of the city



Morgan Hill residents celebrate the completion of the Butterfield fire station on June 7, 2025. (Sergio Covarrubias)

By LUIS MELECIO-ZAMBRANO | lmeleciozabrano@bayareanewsgroup.com | Bay Area News Group  
UPDATED: June 10, 2025 at 5:24 AM PDT



**Silicon Valley Clean Energy**  
June 3 · 🌐

We hope to see you this weekend as we celebrate the all-electric Butterfield Fire Station with a ribbon cutting and pet adoption event! 🐾 🍷

📅 June 7  
🕒 9 am - 12 pm  
📍 17285 Butterfield Blvd., Morgan Hill

The newly constructed all-electric fire station utilizes a battery storage system to capture excess solar energy that can be used during peak hours or when backup power is needed. Electric, zero-emission appliances, like the induction stoves, keep first responders in a safe and pollution-free atmosphere.

What to expect at the event:

- 🗣️ Short remarks from the Morgan Hill Mayor and Fire Chief
- 🐾 Pet adoption organizations hosting kittens, cats, and dogs
- 👨‍🍳 Induction cooking demonstration
- ☕ Coffee truck\*
- 🍷 Food truck\*
- 🎮 Lawn games
- 🎟️ Raffle giveaway

\*Free food and coffee to the first 150 attendees

**PET ADOPTION EVENT**

Butterfield Fire Station  
Ribbon Cutting

June 7, 9am-12pm

County of Santa Clara ANIMAL SERVICES

FOSMAS Friends of San Martin ANIMAL SHELTER

TOWN CATS EST. 1992 SANTA CLARA COUNTY, CA

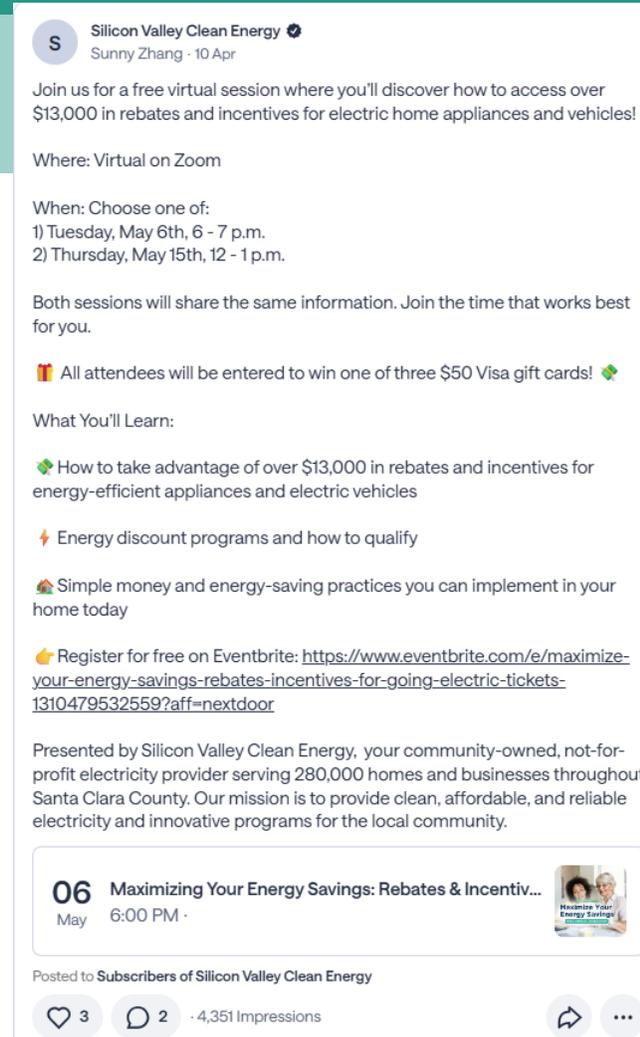


# Pulling customers in to participate

Tactics vary across audiences and campaigns

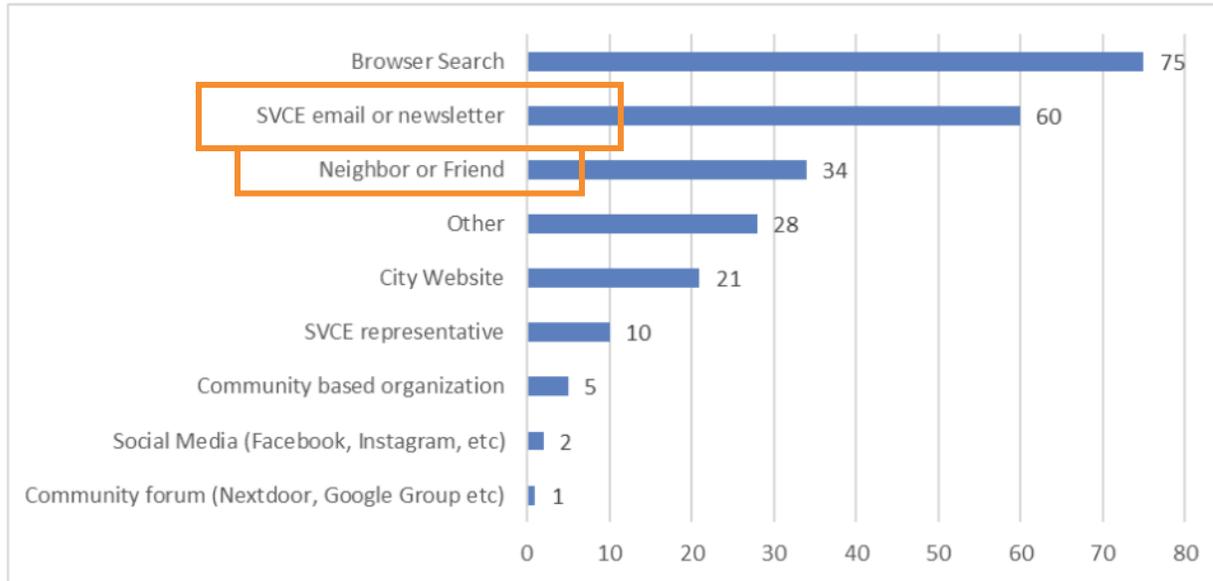
## Tactics

- Advertising campaign
- Drip email campaigns
- Highly targeted emails
- Event activations
- Blog series
- Multi-channel consistency
- Webinars
- Video series
- Social media reels





# We use data to inform our approach and adjust



Responses from post-purchase EV rebate recipients.

Image

Logo

Headline  
Energy? Who ya gonna call?

Description  
Across the county, the Power Squad is always ready to help.

Business name  
SV Clean Energy

Image

Logo

Headline  
Now you have the power!

Description  
Across the county, the Power Squad is always ready to help.

Business name  
SV Clean Energy

Ads optimized for the best-performing combo of images and messages.

---

# Case Studies



**Outreach Case Study –  
Payment Assistance & Efficiency Resources Campaign (PAER)**

**Improve  
Efficiency &  
Save Money**

[svce.info/bill-relief](http://svce.info/bill-relief)





# Outreach campaign for Affordability SFA

- More awareness of and enrollment in payment assistance programs
- Reach customers with bill reduction and efficiency tips
- Campaign ran Jan. – Oct. 2025

**Are you looking for ways to take control of your energy bill?**

Find out how.



 Know Your Rate  Improve Your Energy Efficiency  Use Your Resources



# Where are these customers in their relationship with SVCE?

## Audience

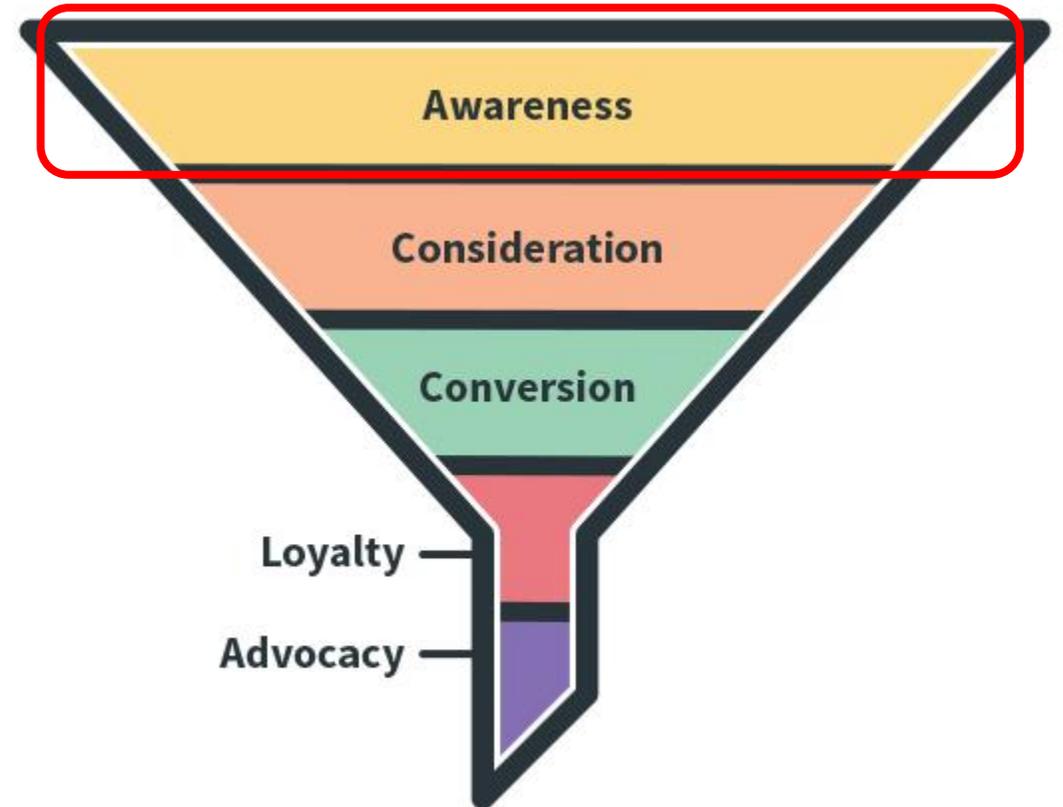
Largely income-vulnerable, harder-to-reach

Non-English speakers

Potential and enrolled CARE/FERA, Medical Baseline, & LIHEAP customers

Seniors on fixed incomes

Delinquent/customers in arrears

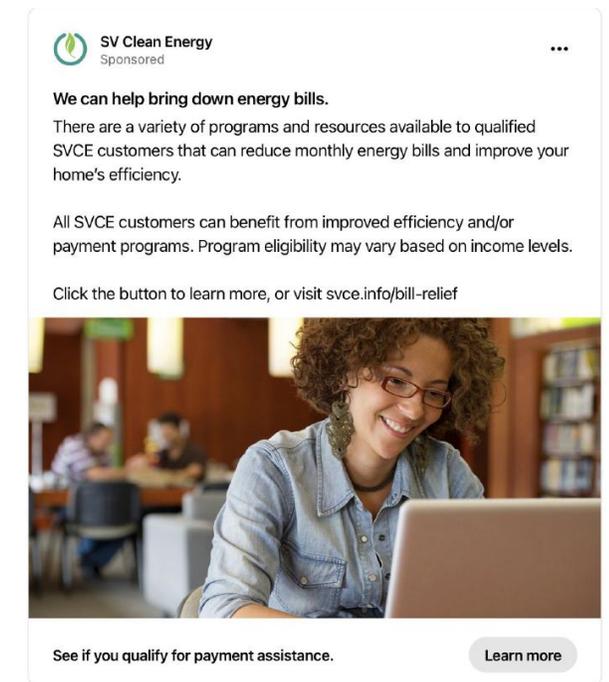




# Messaging distributed across many channels

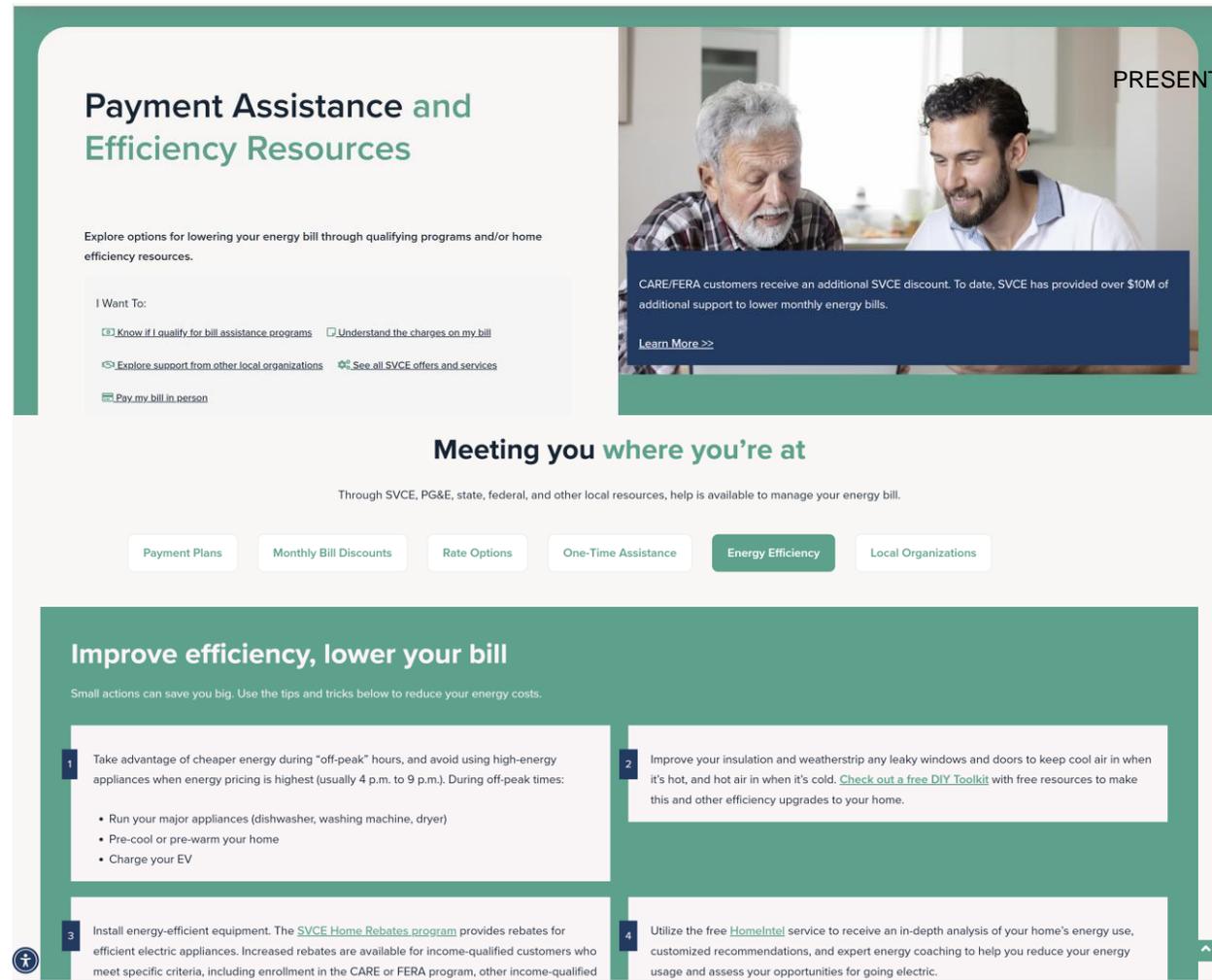
## Tactics

- ✓ NextDoor digital ads
- ✓ Bus shelter ads
- ✓ Highway Poster Ads
- ✓ Residential survey
- ✓ Digital media toolkit
- ✓ Revamped webpage
- ✓ Energy efficiency email
- ✓ Payment assistance email
- ✓ Mailer
- ✓ Flyers

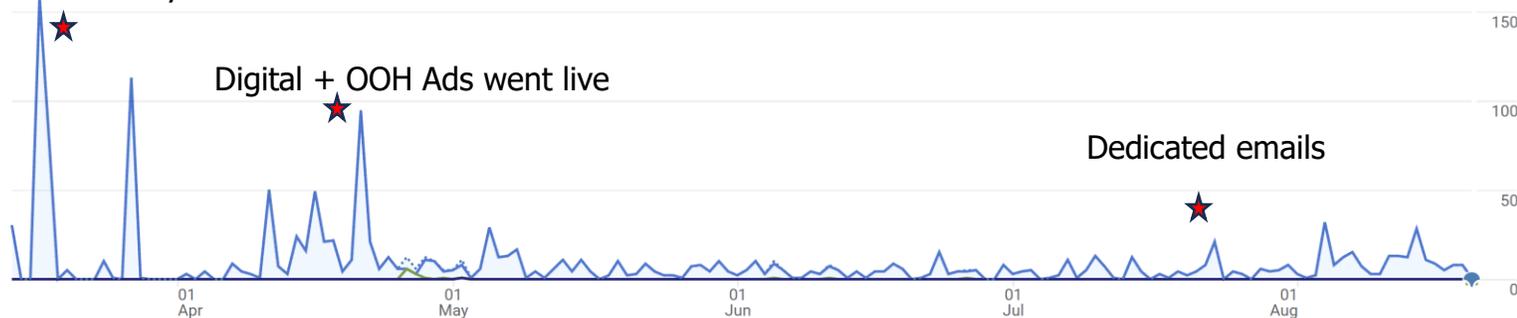


# Revamped Webpage

- Available in English, Spanish, Vietnamese, Chinese
- 13.6x increase in visitors since April 14 compared to the same time frame last year



Mailed survey



# Key Takeaways

- Reaching our audiences
- Engagement is happening
- 153 increase in customers enrolled in CARE/FERA
- Hearing about other barriers, for future campaigns



Is the summer heat bringing high energy bills?

Explore available programs that can provide savings!



## Resources With Income Eligibility

### Monthly Bill Discounts

See if you qualify for [California Alternate Rates for Energy \(CARE\)](#) or [Family Electric Rate Assistance \(FERA\)](#).

### Medical Baseline Allowance

A lower rate for customers who depend on power for certain medical and independent living needs.

### Assisted Home Upgrades

Receive additional rebates for home assessments and energy-efficient electric upgrades.

### One-Time Bill Relief

The [Home Energy Assistance Program \(HEAP\)](#) is a non-emergency program that assists with paying home energy bills once a year.

## Resources Available to All

### Get a Free Do-It-Yourself (DIY) Toolkit

Check out your free [DIY toolkit](#) at a participating library. Kits include weatherstripping materials, LED lightbulbs, and tools for detecting water leaks and flow rates.

### Get a Free Home Energy Audit

Receive free, in-depth recommendations and expert energy coaching to reduce your energy usage and assess opportunities to go electric.



---

# Marketing Case Study – eHub Incentives Finder



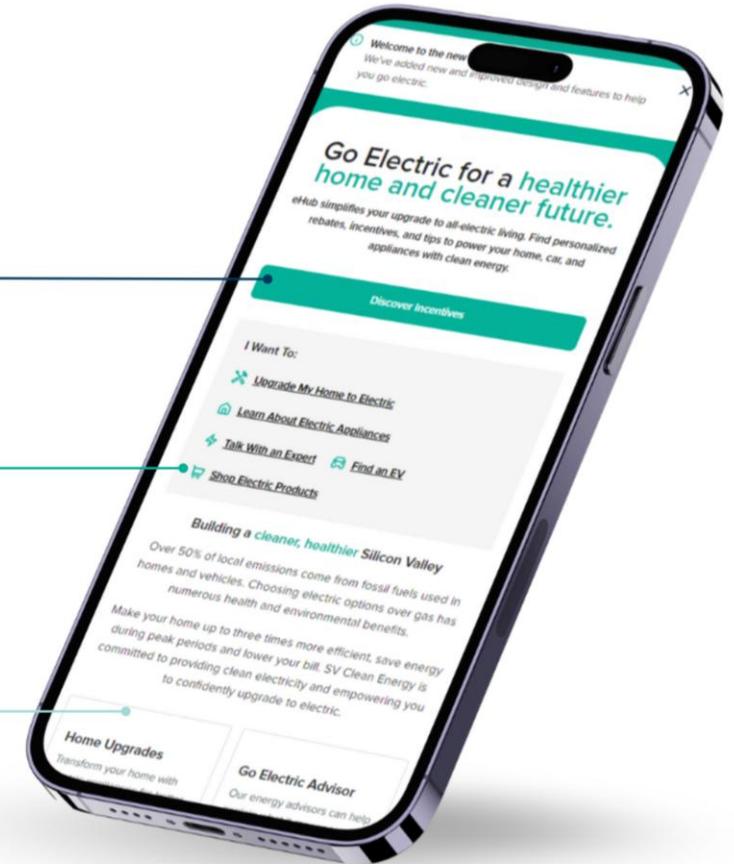
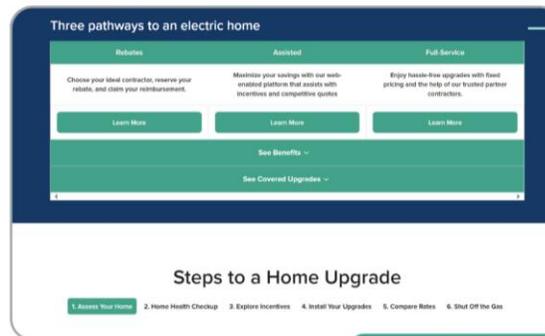
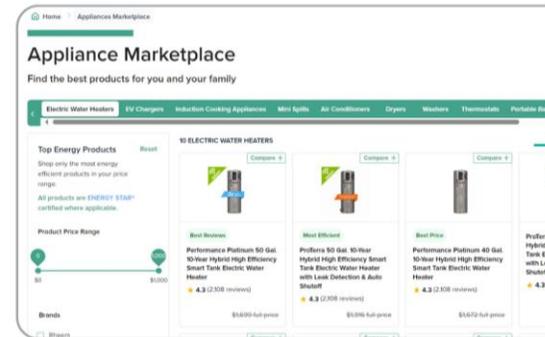
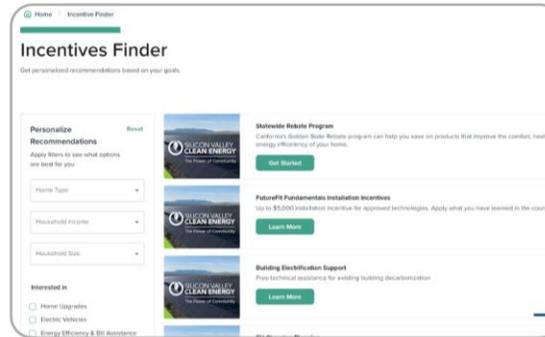


# New and Improved eHub

Incentives Finder

Improved UX

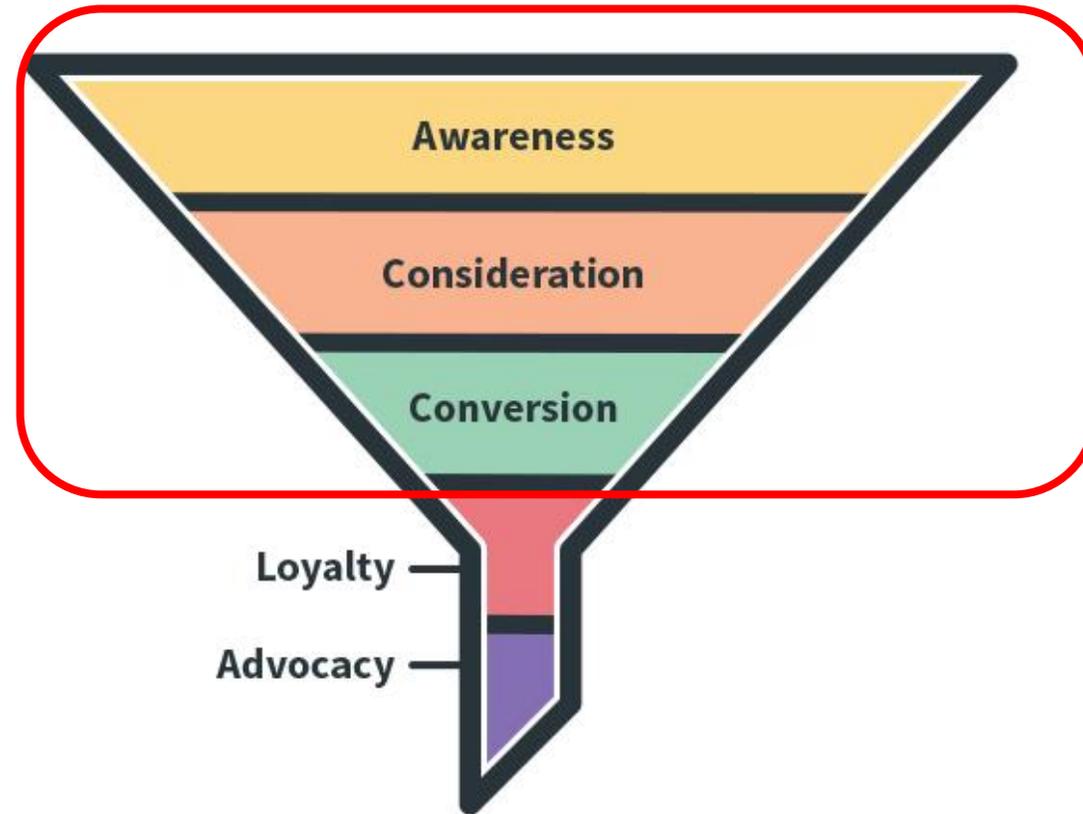
Home Upgrades Webpage



[ehub.svcleanenergy.org](http://ehub.svcleanenergy.org)



# Where are these customers in their relationship with SVCE?



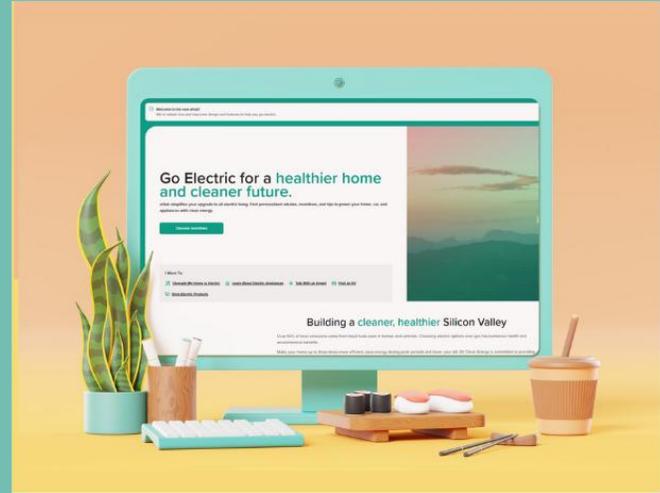
# Who is the audience and how do we reach them? Customer journey for incentives finder



Residential customer is curious about going electric



Receives email about rebates to go electric and is directed to eHub



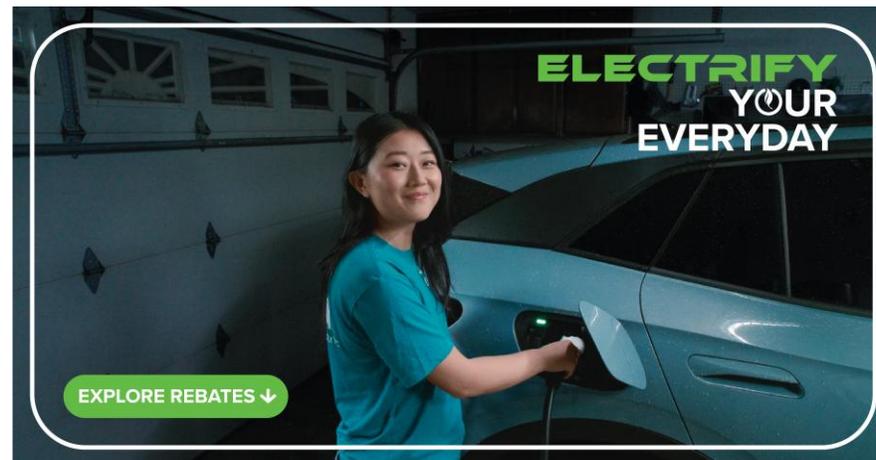
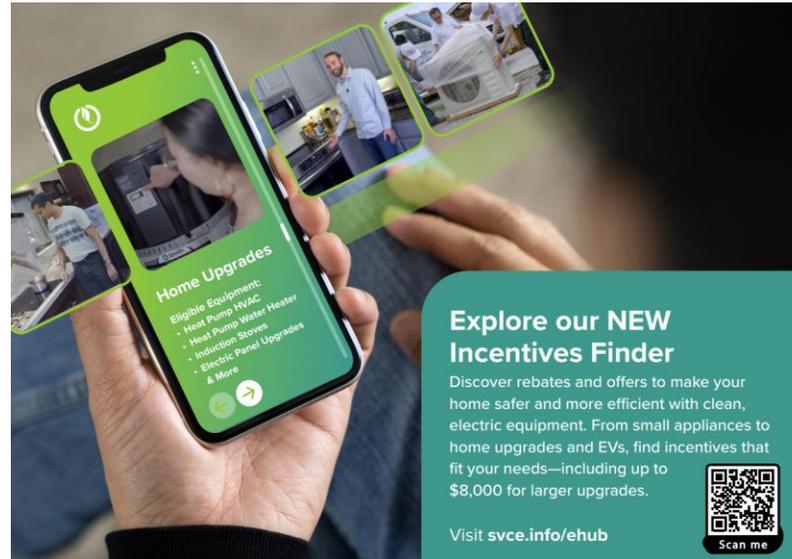
Learns the benefits of going electric and explores available incentives



# Messaging distributed across many channels

## Tactics

- ✓ Digital ad campaign
- ✓ Print ads
- ✓ NextDoor digital ads
- ✓ Digital media toolkit
- ✓ Customer emails
- ✓ Webinars
- ✓ Mailers (2024 Power Content Label)
- ✓ Flyers



## YOUR EARTH MONTH CHECKLIST



Happy Earth Month! 🌍🌱 This April, let's go electric and shift from relying on fossil fuels to using clean electricity to power our cars and home appliances. By making these upgrades, you're improving air quality, adding comfort to your home, reducing your carbon footprint, and embracing efficient, modern technology. We've put together a playful checklist of Earth Month actions you can take.



### Learn Something New

Join our [free virtual webinar](#) on Tuesday, May 6 at 6 p.m. or Thursday, May 15 at 12 p.m. and be entered to win one of three \$50 gift cards. The webinar will include information on how to maximize your energy savings and access rebates and incentives for going electric.

Sign Up



### Save Up to \$13,000 on Home Upgrades

The [eHub Incentives Finder](#) is your go-to resource for exploring these savings. Access these incentives through our:

1. [Home Rebates](#): Perfect for self-directed projects with a contractor of your choice/DIY.
2. [Assisted Home Upgrades](#): Determine upgrade options for your home, get quotes easily, and incentive application support.

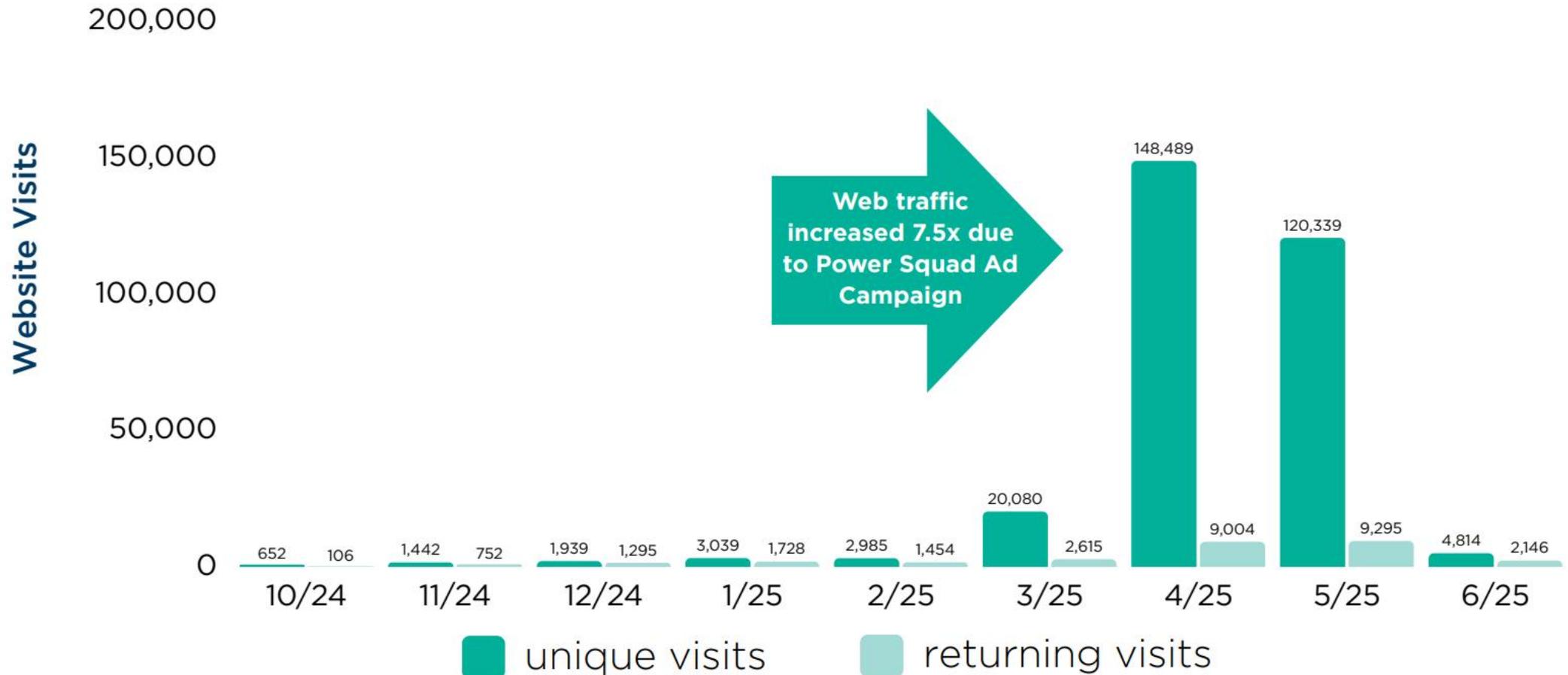
# Power Squad Ad Campaign





# Emails and ads drive users to eHub resources

## Cumulative Monthly eHub Visits Since Oct 2024



---

# Conclusion



# We are always sharing our resources

**SAVE money & ENERGY**  
Discover thousands of dollars of incentives and free services.

**Gridshift: EV charging**  
Save \$100+ per year + \$50 sign up bonus  
Get the free app today for cheaper, cleaner, smarter EV charging!

**Keep it electric, Silicon Valley**

**SILICON VALLEY CLEAN ENERGY**

**¡Ahorra \$2,000 en un vehículo eléctrico!**

Nuevo! Reembolso para vehículos eléctricos según ingresos

[svce.info/reembolso-ev](http://svce.info/reembolso-ev)

LET'S GET COOKING

**\$500 INDUCTION REBATE**

**INDUCTION RANGE/COOKTOP**

**HOME REBATES PROGRAM**  
[www.svcleanenergy.org/home-rebates](http://www.svcleanenergy.org/home-rebates)

**SILICON VALLEY CLEAN ENERGY**

**UPGRADE YOUR HOME**

**\$13,000 in rebates!**

Maximize your savings on electric home upgrades by combining SVCE rebates and tax credits.

**SILICON VALLEY CLEAN ENERGY**

**SILICON VALLEY CLEAN ENERGY**

**發揮最大節能效益**

提供 SVCE 獎勵措施!

- ✓ 高達 \$13,000 - 電氣化家用電器
- ✓ \$2,000 - 電動車
- ✓ 免費報價 - 太陽能與電池

**SILICON VALLEY CLEAN ENERGY**

Deck the halls with energy savings this season

**Borrow a DIY Toolkit from your local library**

Item 1 PRESENTATION

**GO ELECTRIC**

**TU HOGAR ELÉCTRICO**

All-Electric Living  
Todo eléctrico

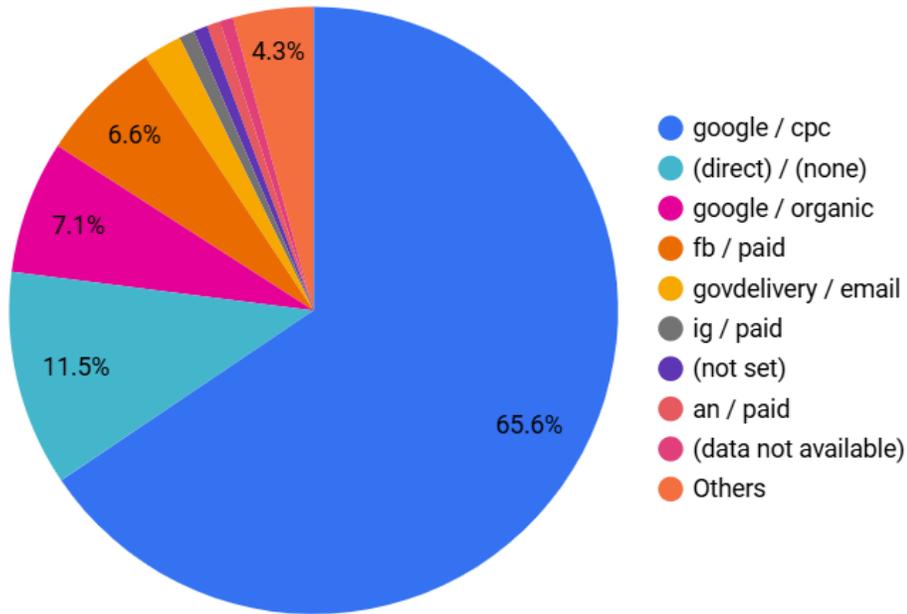
Clean. Healthy. Safe.  
Limpio. Saludable. Seguro.

**SILICON VALLEY CLEAN ENERGY**

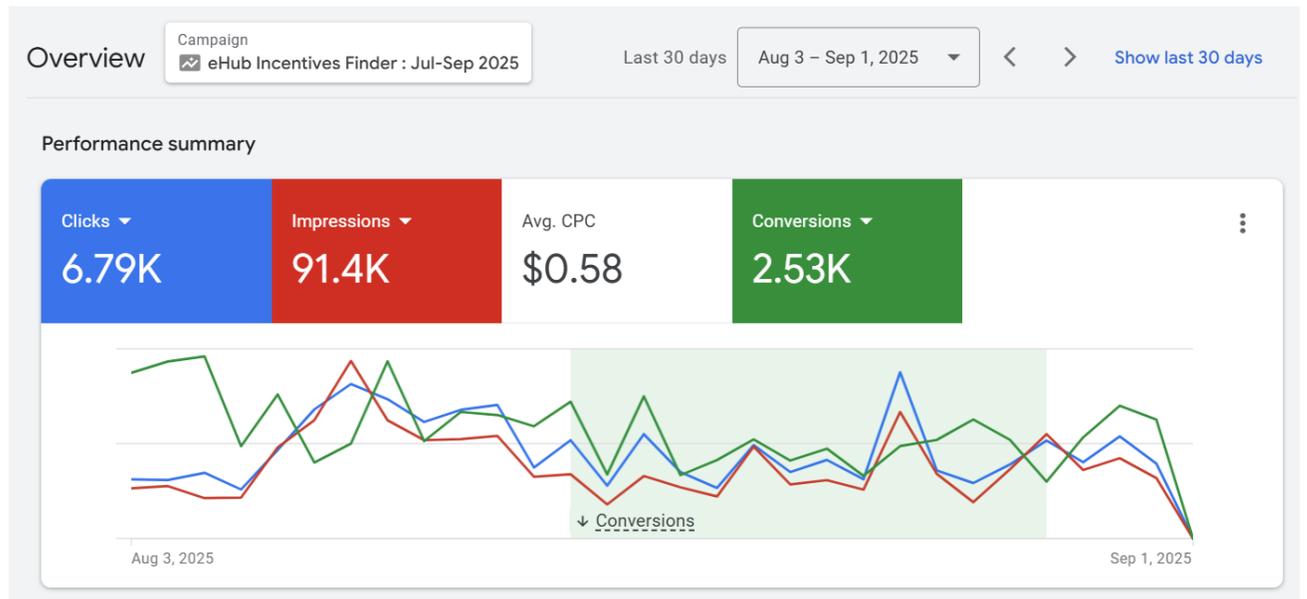
The Power of Community  
La energía de la comunidad

# We are always learning and adapting

Sessions by Source/Medium

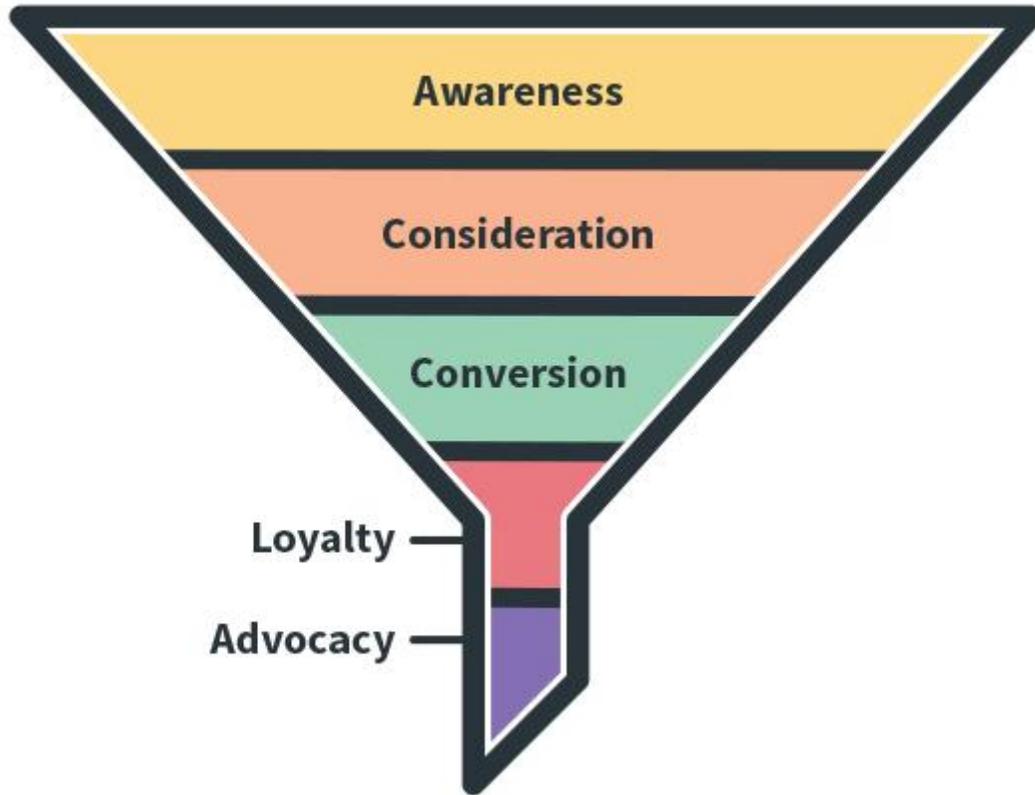


Off / On	Campaign	Results	Reach	Impressions
<input type="checkbox"/>	Post: "☀️ Stack Federal Tax Credits with Rebate...	177 Link clicks	6,318	49,352
<input type="checkbox"/>	ZIF	567 Link clicks	10,353	64,461
<input type="checkbox"/>	Event: Stacking Tax Credits with Rebates to Ma...	557 Link clicks	45,651	87,214
<input type="checkbox"/>	EV Rebate	2,142 Link clicks	65,247	206,264





# We are always working to earn customer trust to build support of the SVCE mission





# We always welcome your connections to your community

Introductions to local folks/groups we should know are always helpful.





# Looking Forward

- Preparing for the SVCE 10<sup>th</sup> Anniversary (2027)
- Continued and expanded efforts for key programs & initiatives
  - Affordability Outreach
  - Full-Service Home Upgrades & Zero Interest Financing
  - EV Rebates
- Ongoing need for electrification education
- Customer survey launching soon, results to be shared in spring 2026



---

# Discussion – How would you tell our story?

At this ten-year juncture, what innovations or achievements are you most proud of? What is the story you'd like to see told?

What is the SVCE trajectory over the next decade – its role in people's lives and role in the community?

---

**Questions?**  
**Thank you**



---

# Appendix

# Customer outreach & marketing for businesses too!



[Ver en Español](#)



## Attention Campbell Business Owners!

Join us for a free lunch sponsored by [Silicon Valley Clean Energy](#), where we'll discuss strategies for your business to increase energy efficiency, sustainability, community recognition, and \$20,000 in rebates for electric upgrades!



**POWER UP YOUR BUSINESS**  
with up to \$40,000 in rebates!

 <b>\$4,000/unit</b> HEAT PUMP WATER HEATER	 <b>\$2,250 - \$15,000</b> HEAT PUMP HVAC	 <b>Up to \$5,000</b> INDUCTION COOKTOPS
--	--	---

Dear Valued Customer,

Big news! We have increased our Business Rebate incentives, and you can now receive **up to \$40,000** to upgrade to clean, energy-efficient electric equipment. If you're looking for ways to enhance your business, as a Silicon Valley Clean Energy (SVCE) customer, you have a great opportunity to receive a rebate when you replace outdated gas equipment. This upgrade can improve both your operations and the environment. Additionally, non-profits, municipalities, and public schools are eligible for rebates of up to \$55,000.

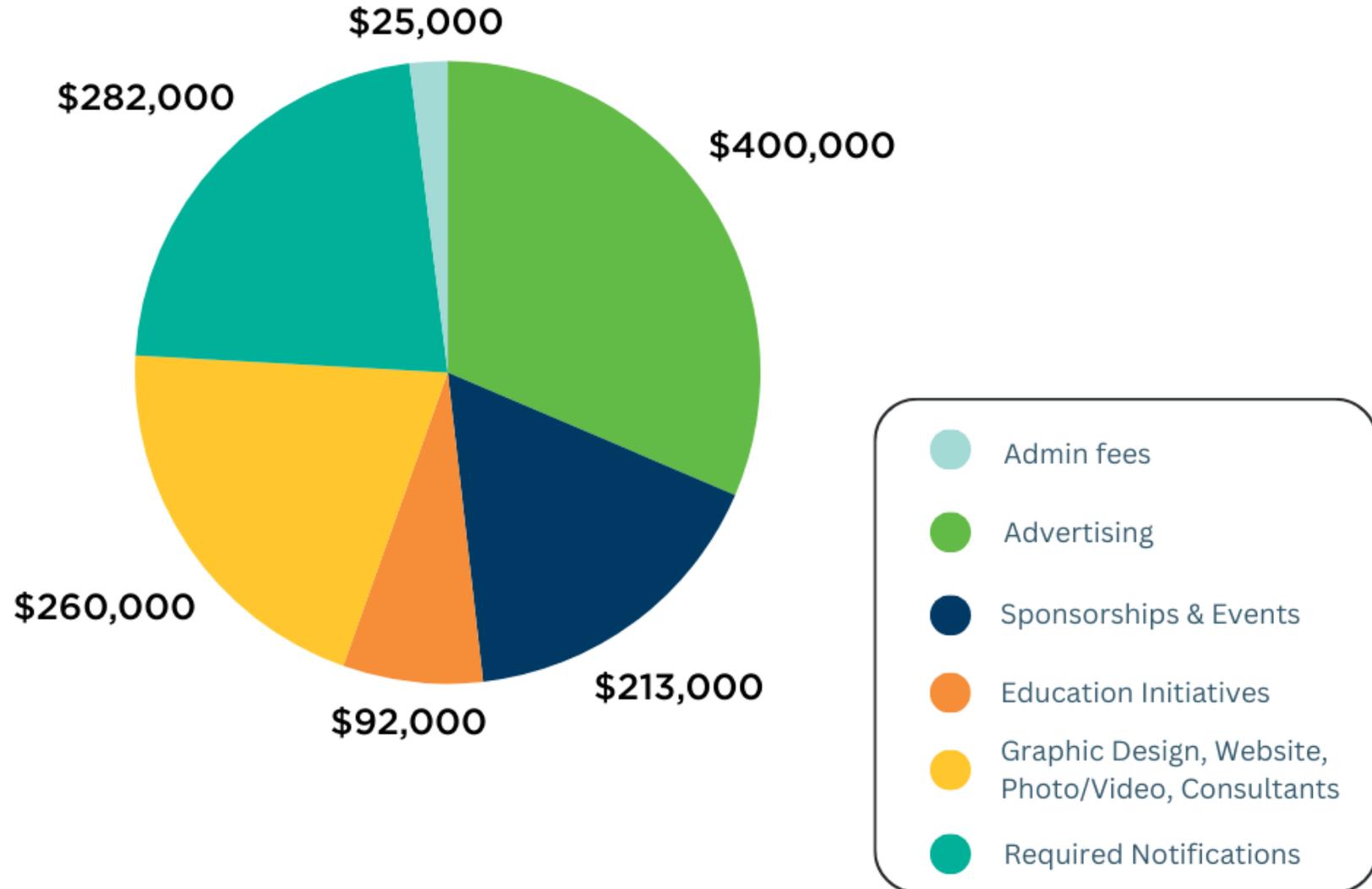
[Learn More](#)

SVCE is dedicated to helping local businesses like yours transition to all-electric equipment, including heat pump water heaters (HPWH), heat pump HVAC systems, and induction cooktops. Here's why upgrading is a power move:

## Significant Rebates to Reduce Upfront Costs

# FY 24/25 MarComm Budget

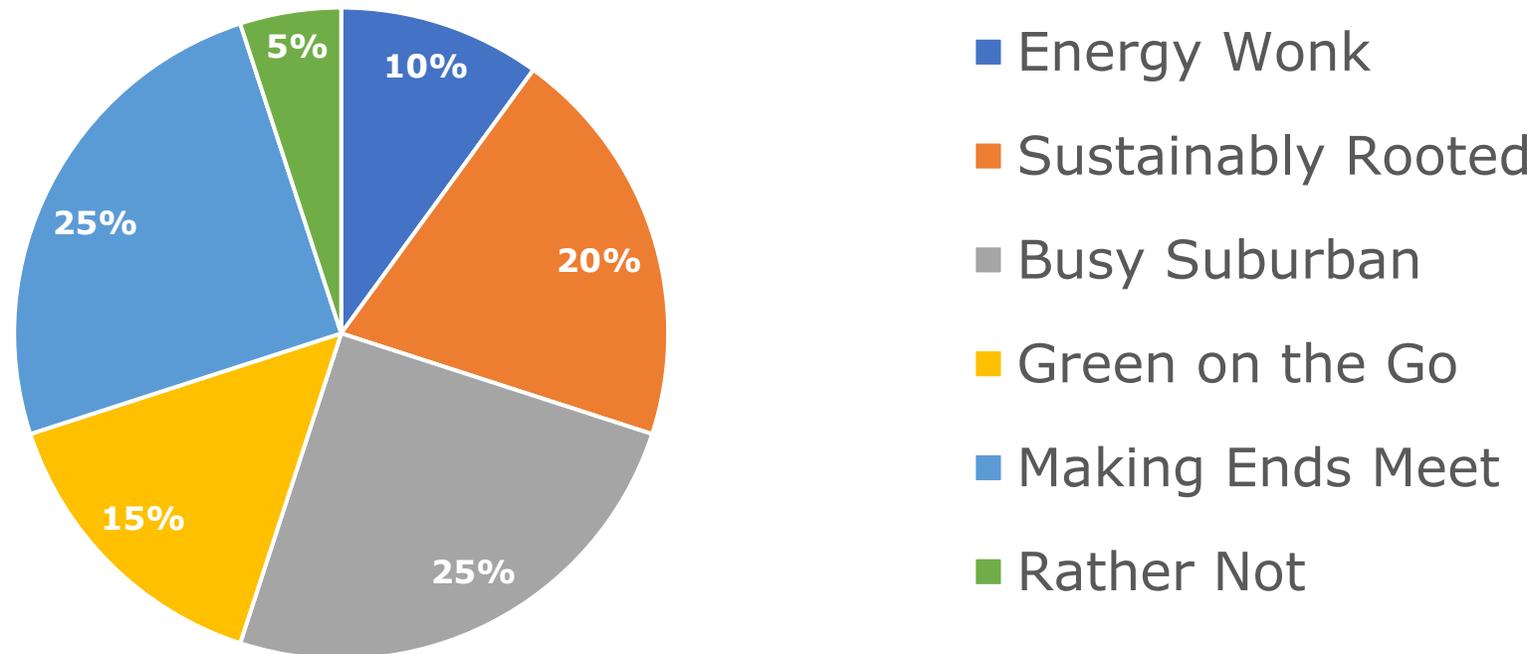
Total: \$1.2M





# Messaging/outreach methods must attempt to reach all kinds of customers

## Estimated Distribution of Customer Personas



Informed by 2018 customer surveys



# We use data & feedback to inform our approach

## Customer Feedback Loop

### Research

Annual customer surveys, qualitative feedback guides messaging development.

### Planning

Identify audiences, consider personas, targeted channels to reach this audience

### Optimization

Optimize content and delivery strategies based on performance



### Creation

Develop visually appealing content with engaging, culturally relevant messages/images

### Distribution

Share content strategically and utilize paid promotion options

### Feedback

Utilize customer surveys to receive direct feedback whenever possible.