

Quarterly Report

September 2025 Milestones



\$174 million
in lifetime bill savings



\$138 million
in lifetime program
funding allocation

Quarterly Report

September 2025 Milestones

7.5x

**increase in eHub website
traffic from Power Squad
campaign**

2,300

**customers engage
with Go Electric
Advisor service**

\$3.2M

**in home rebates
distributed in 2025**

Quarterly Report

Active Programs

See Glossary for program descriptions. Title links to program homepage (if available).

| Name | Budget | Potential Impact | Cumulative Impact To-Date | Last Quarter (Update) | Next Quarter (Target) |
|---|----------|--|--|---|---|
| Multifamily Retrofits (TE and BE) | \$12.5M | 300 to 1,000 MF AH units electrified | 3 multifamily sites enrolled (250 units) | Started design and engineering at 2 sites. 1 site completed construction. | Start construction at 2 sites. |
| EV Charging Incentives | \$11.4M | <ul style="list-style-type: none"> 80 MUDs with EVI (720 ports) 4,000 L1/L2 chargers at affordable housing | <ul style="list-style-type: none"> 25 sites completed (226 L1/L2 ports) 28 MUD active reservations (284 ports) | Slowdown in applications. Continued outreach to technical assistance program participants. | Expand program to include workplace and public charging (pending Board approval). |
| Full-Service Home Upgrades | \$11.4M | 600 single-family homes electrified | Completed installations in 15 homes | Completed 11 installations. Adjusted program process for smoother delivery based on feedback from soft launch. | Hard launch and start more marketing. |
| Home Rebates | \$14.45M | 2,800 homes fully/partially electrified | 2,477 homes fully/partially electrified | Exceeded target for the quarter. Continued Salesforce transition. Finalized right-sizing panel outreach plan. | Hit 2,700 claims. Finalize panel website draft. Develop new report for City Rebates. Integrate Salesforce improvements. |
| Electrification Rate Discount | \$9.5M | 5,000 customers enrolled | 5,500 enrolled in pilot, before SVCE closed v1 in July 2025 (v2 coming in 2026) | E-ELEC 2.0 rate pilot program approved by Board. E-ELEC 1.0 pilot program fully closed. | Continue pilot program design and implementation strategy. |
| Member Agency Grants | \$6.5M | 13-18 member agency projects focused on community engagement and decarb projects | Selected 8 projects for competitive grant | Executed 8 grant agreements for competitive grant, executed 1 noncompetitive grant agreement, received 4 applications for noncompetitive grant. | Receive noncompetitive applications from remaining agencies |
| Zero Interest Financing Pilot | \$5.2M | 200 customers finance electrification | Launched program | Contacted all target customers and following up to get first enrollments | Get first installs done. Launch solar/storage offering. |
| Community Energy Resilience | \$5.15M | 13 agencies complete projects | 7 completed agency projects | 5 projects in progress, 2 shelved | Closeout remaining projects |
| C&I Decarbonization Program | \$5M | 8,000 metric tons of CO2e removed through carbon saving measures | 16 customers enrolled, 12 site assessments completed | Enrolled Google, Walmart, Atorias | Complete M&V and energy models for implemented projects. Pay incentives. Host workshop #3. |

Active Programs

| Name | Budget | Potential Impact | Cumulative Impact To-Date | Last Quarter (Update) | Next Quarter (Target) |
|--|----------|--|---|---|--|
| Decarbonization Demonstration Grants | \$3.2M | 7 local public facing electric projects | 2 projects complete | 1 project shelved | Support remaining 5 projects. |
| Permit Modernization | \$3.2M | 13 member agencies improve electrification permitting | Permitting agencies have action plans in place. All agencies have reduced barriers for heat pump water heaters and many offer expedited permitting. | All 13 agency action plans in place. Work underway in many agencies: expediting permitting, training staff, and educating customers on prewiring. | Continue deploying resources in all member agencies. Begin laying groundwork for a contractor certification program. |
| Emergency Water Heater Replacement | \$2.6M | 700 emergency water heaters upgraded | 6 emergency water heater installations completed | 4 emergency water heater installations completed. | Start planning for hard launch. |
| CALeVIP 1.0 | \$2.5M | <ul style="list-style-type: none"> 85 DCFC installed 1,100 L2 installed | <ul style="list-style-type: none"> 20 DCFC installed 337 L2 installed | Two reserved applications remain. Program closes December 2025. | Make payments for 2 projects as they are completed. Final report. |
| Customer Resource Center (eHub) | \$2.1M | <ul style="list-style-type: none"> 800K email opens 100K unique web visits | <ul style="list-style-type: none"> 1M email opens (52% open rate) 330K unique web visits | 29K Unique Visits, 296K Unique Opens | 64K Unique Visits, 100K Unique Opens. Launch Appliance Marketplace promotion. |
| Fast Charger Incentives | \$1.875M | 10 DCFC installations near MUD hotspots | 8 DCFC ports are active. | Determined last site not feasible for program; program is now closed. | Program closed. |
| Existing Building Policy Experiment | \$1.9M | Spur action on building electrification and reduce building gas combustion | Existing building policies are now understood and momentum is building for incorporation into 2025 building code adoption process. | Continued educating and supporting agency staff on model approaches. Developed custom input for agencies - meeting them where they are. Two agencies adopted codes. | Support four to six additional agencies with ordinances for adoption. |
| Contractor Training | \$1.7M | <ul style="list-style-type: none"> 300 contractors trained 500 graduate incentives | <ul style="list-style-type: none"> 346 contractors completed training 342 approved graduate incentive claims | Completed 25 more trainings and gave out 62 bonuses. | Try new marketing approaches to grow enrollment. |
| EV Rebates | \$1.5M | 600 EV purchase incentives for income qualified customers | 249 claims paid | Conducted joint-CCA EV discount campaign with SJCE, PCE, and Ride and Drive Clean. | Continue EV education campaigns and events. |
| Programs Marketing Fund | \$1M | 4,500 new program participants | Marketing for 12 programs. Nearly 4,000 program participants added. Analytics refined. | Salesforce application cross domain tracking added. Nativa multilingual campaign design. Tax credit campaign. | Nativa campaign executed. Citizen Group onboarding. FSHU and ZIF merge. |

Active Programs

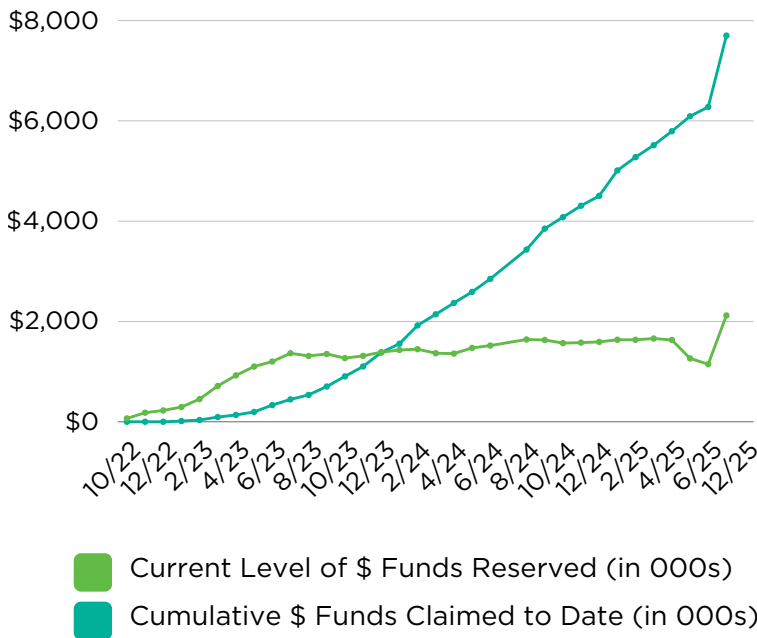
| Name | Budget | Potential Impact | Cumulative Impact To-Date | Last Quarter (Update) | Next Quarter (Target) |
|--|---------------------|--|---|---|--|
| GridShift EV Charging and Rebates | \$973K | Bill/emissions savings and load shifting capacity | <ul style="list-style-type: none"> 1,616 EVs enrolled (incl. ChargeWise) 77 charger rebates | Finalized EM&V plan for GridShift/ChargeWise. Extended ChargeWise pilot to EOY 202. Ran RFP for Managed EV Charging Program Partner and evaluated results. Decided to sunset program by EOY 2025. | Kick off EM&V work. Sunset GridShift program, ChargeWise pilot, EV charger rebate program. |
| Go Electric Advisor | \$892K | 3,600 customers use hotline, 1,200 use tech assistance, 350 use electrification plans | 2,300 customers use service | 685 new contacts. 45 non-program inquiries. | Add 600 new inquiries. Add 45 non-program contacts. |
| Business Rebates | \$750K | 20-30 SMBs electrified | 9 SMBs fully/partially electrified | Launched the Site Assessment Pilot Program and completed 9 Site Assessment. Awarded 2 new rebates. | Complete 10 site assessments and award 2-4 new rebates. |
| EV Charging Planning | \$725K | 60 assessments, 36 projects done, 250 ports installed | 126 applications (112 reports completed) | Program closed 6/30/25. | Determine program design for TA 2.0. |
| EM&V | \$640K | Evaluate 80% of SVCE programs within 2 years of launch | 11 reports completed | Began residential programs EM&V. Continued scoping for additional programs. | Define EM&V scope for 4 additional programs. |
| SV Building Electrification Stronger Together | \$600K | Educate stakeholders about building electrification | 42 stakeholders engaged to date | Hosted third contractor focus group. Selected organizations for program design bench will begin participation in next quarter. | Host final contractor focus group. Host first CBO Program Design bench meeting. |
| Decarbonization Engagement Grants | \$442K | 5 communities engage residents on climate action topics | 3 projects complete | Closeout of 1 project | Monitor and reimburse agencies as projects move to completion |
| Natural Gas Phaseout Feasibility | \$300K | Complete 2 whitepapers to inform local, regional, and statewide policies | 1 whitepaper (funding requirements) completed | Presented findings to Air District to inform rule updates. | Finalize whitepaper |
| Fleet Electrification | \$300K | Complete fleet electrification and charger install planning for 15 fleets | 14 fleets in progress | 5 agencies have completed the planning program. Remaining 9 agencies are actively proceeding. | Two more fleets complete process. |
| Lights On Silicon Valley | Power Supply Budget | 750 SFH and 5 MF projects | 657 enrolled SFH at outset of delivery period | Capacity from behind-the-meter solar and storage projects was delivered to SVCE. | Continued delivery and adjustments to dispatch as needed. |
| Assisted Home Upgrades (Rock Rabbit) | \$190K | Pilot web app to help homeowners/contractors to apply for multiple incentives simultaneously | 88 projects created, 30 claims processed | Scaled enrollment. Integration is operational with Salesforce but being refined. | Reach 60 claims. Test the new integration process. |

Planning

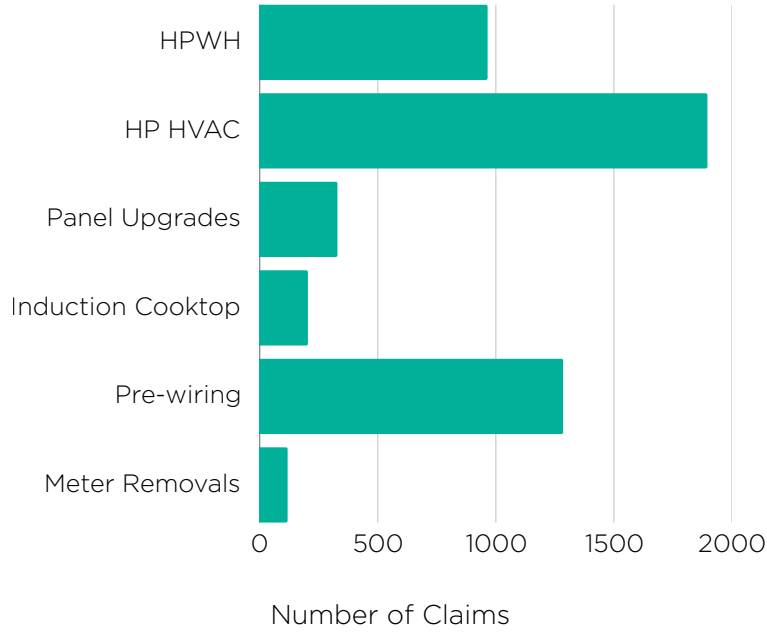
| Name | Budget | Potential Impact | Last Quarter (Update) | Next Quarter (Target) |
|---|--------|---|---|--|
| Community Grants | \$3.5M | Fund resiliency, engagement, and decarbonization projects for schools, community groups, and non-profits | Brought on fellow to design and develop the schools grant and community groups grant | Develop technical assistance to incorporate into program |
| Neighborhood Electrification | \$1.5M | Test model to electrify buildings within a community. Electrify 15 homes and set plans for 24 homes | Program design complete | Launch program and host first training with residents |
| Workforce Development Partnerships | \$1.3M | Increase capacity to coordinate and train skilled workforce for residential electrification jobs | Continued workforce stakeholder engagement | Create new program design with contractor focus group and stakeholder input |
| Demand Flexibility and Virtual Power Plant programs | \$1M | Connectivity to flexible, customer-sided loads to enable bill savings, avoided generation and capacity costs, reliability and carbon benefits | Negotiations with vendor multiple scopes of work, contracts executed | Launch design of new battery energy storage and C&I demand response programs |
| Innovation Onramp (EV Charging Pilot) | \$1M | Demonstrate innovative and scalable solutions to reduce the cost of EV charging for MF residents. | All three vendors identified implementation sites. 1 site partially completed EV charger installation. Two vendors began MDMA registration with PG&E. | Monitor installation progress for pilot sites. Finalize MDMA registration with PG&E. |
| E-Bike Rebates | \$500K | 450 e-bikes | Program to be designed; progress paused due to other priorities. | Begin program design process; target launch in Q2-Q3 2026. |

Home Rebates

Provide incentives to residents for heat pump water heaters (HPWH), heat pump HVAC systems, service panel upgrades, induction cooktops, and pre-wiring to replace gas appliances.

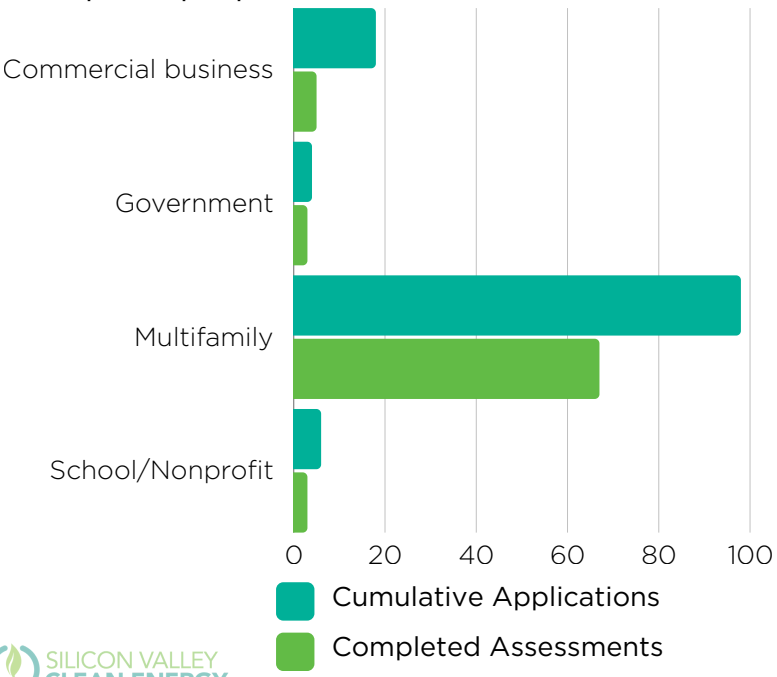


Rebates claimed: \$7.7M
Rebates reserved: \$2.1M



EV Charging Planning

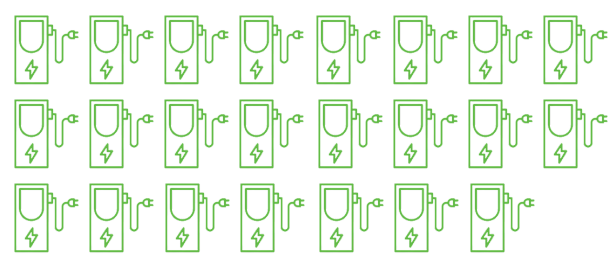
Assistance in site assessment, preliminary design, and applying to rebates for charging at multifamily housing and small and medium workplace properties.



EV Charging Incentives

Incentive program for L1 and L2 EV charging infrastructure at multifamily properties

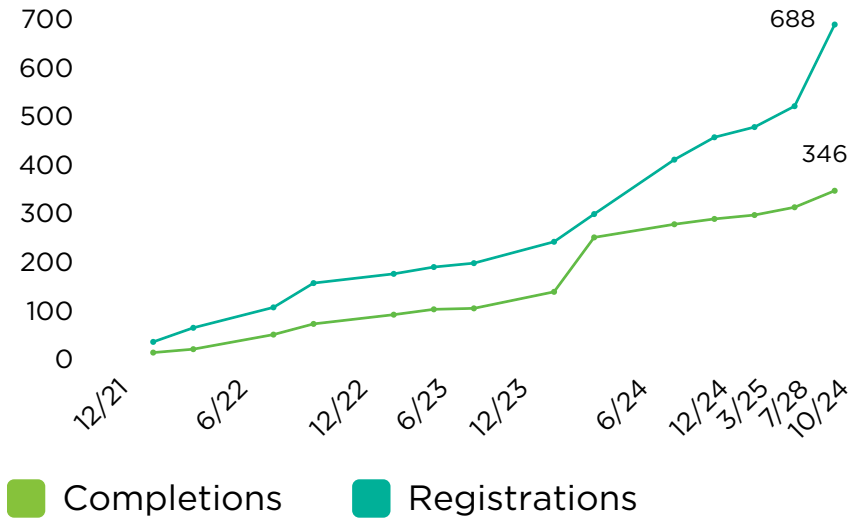
Funds Reserved: \$1.6M
Funds Claimed: \$953k
Ports Installed: 226 L1/L2



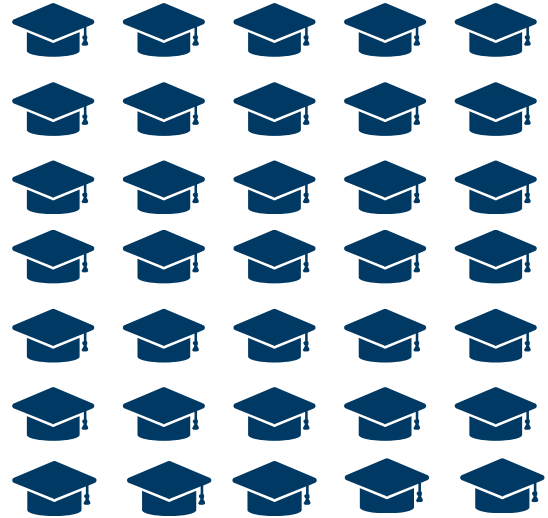
= 10 Installed EVSE Ports

Contractor Training

Provide financial relief to contractors by expanding their knowledge of electrification technologies.



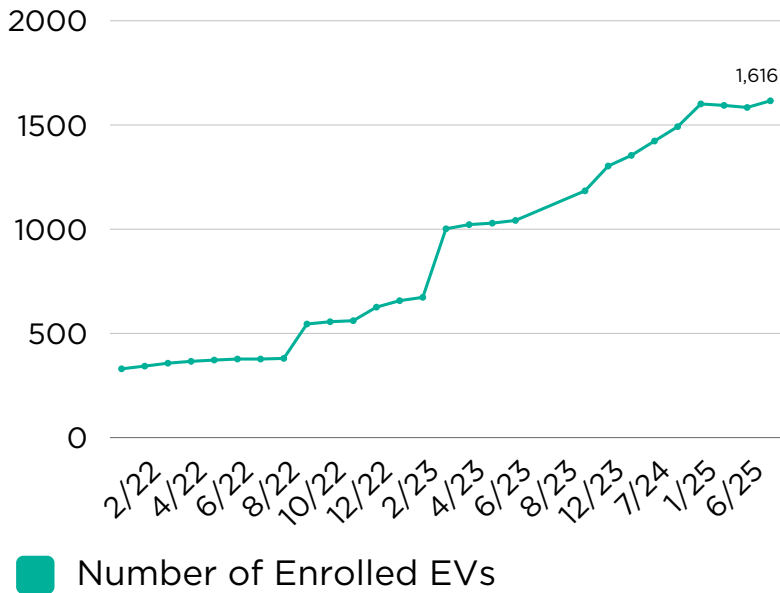
Funding: \$1.5M
Goal: 300 Participants Complete the Course (Phase 2)



🎓 = 10 Participants Complete Course

GridShift EV Charging

Managed EV charging app that optimizes charging to reduce associated costs and emissions.



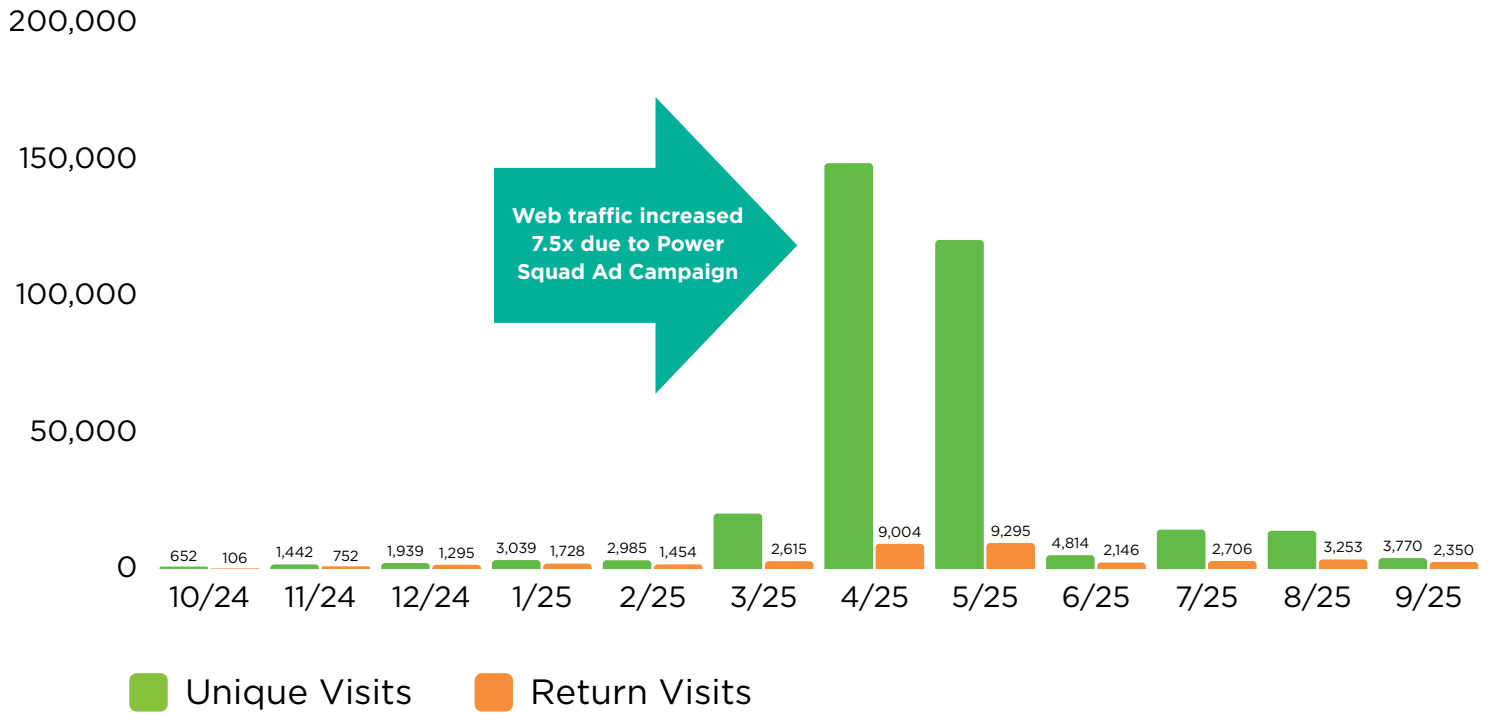
Rebate Goal: \$30K
Goal: 120 EV Chargers added to fleet



Charger Rebates Issued: 77

eHub 2.0 Report

Online customer resource center to enable engagement, education and action related to clean electricity, EVs and home electrification.



Home Upgrades Campaign Launch

We are thrilled to announce the launch of our first-ever Spanish-first marketing initiative. This campaign will serve as great learning experience for us to take the same approach in other languages soon.

Goal: Boost Home Rebate participants from October 7 to January 6 through an engaging ad campaign promoting [Good Energy](#).

Tactics:

- \$100 Bill Credit Email Sign Up
- Email Drip Campaign
- Quiz Pathway
- Google/Meta Ads
- Univision



**LLENA TU CASA
DE BUENA ENERGÍA**

EV Discount Campaign



Goal: Promote EV rebate, sunsetting tax credits, and EV education

Tactics:

- Regional campaign from August to September
- Partnered with PCE, SJCE, and nonprofit Ride & Drive Clean

Results:

- 364 leads who signed up for EV discount campaign
- 370+ customers reached in series of 4 webinars
- 122% increase in EV rebate claims

Built Environment

Community Energy Resilience: Resources (grants) and tools for member agencies to increase individual and collective capacity to adapt to future power outages.

Electric Showcase Awards 2.0: Award program to recognize residential, commercial, and non-profits who are early adopters of existing building electrification.

Decarbonization Demonstration Grants: Grants to encourage member agencies and other key groups an opportunity to electrify their facilities. Focus on projects with public visibility for education/awareness purposes.

Decarbonization Engagement Grants: Grants for member agencies and other key groups to work on smaller electrification engagement initiatives to engage their communities.

Electrification Rate Discount: Custom rate to promote building electrification.

Existing Building Policy Experimentation: Assess and support potential policy levers that member agencies can explore to mitigate emissions from existing buildings.

Feasibility Assessment of Natural Gas Phase Out by 2045: Feasibility study to identify technical, legal, and economic barriers and opportunities for phasing out natural gas service by 2045 in SVCE's service territory.

Contractor Training: Training and financial incentive program for contractors to expand their knowledge and installation of electrification technologies.

Go Electric Advisor: Comprehensive one-on-one phone or web assistance to SVCE customers to assist them in applying for electrification incentives, technical assistance, or developing a whole-home electrification plan.

Home Rebates: Incentives for various building electrification technologies for single- and small multi-family residential customers. Includes major appliances as well as eventual gas meter removal.

Business Rebates: Incentives for projects at a handful of small and medium business properties.

Multifamily Retrofits (BE Direct Install): Comprehensive building electrification retrofits with a direct installer for multifamily affordable housing sites.

Permit Modernization: Benchmark and streamline member agency permitting and inspection processes to identify barriers and opportunities to electrification.

Reach Codes 2.0: Provide model building energy codes supportive of all-electric design and EV infrastructure to member agencies along with consultant support.

Built Environment

SVBEST: Regular regional stakeholder convenings to coordinate program alignment across building decarbonization workstreams.

Tariffed On Bill (TOB) Financing: Equitable financing pilot program for electrification for low-moderate income residents focusing cost recovery through on-bill charges that are lower than bill savings.

Mobility

CALeVIP: Incentives for L2 and DCFC publicly-accessible EV chargers funded by California Energy Commission and SVCE as part of a regional collaboration.

EV Charging Incentives: Incentive program for L1 and L2 EV charging at hard-to-reach multifamily properties.

Fleet Electrification Program: Competitive application for SVCE's fleet electrification planning support and funding for site upgrades targeting a broad set of fleet types.

EV Charging Planning: Technical assistance for preliminary site design and pertinent rebates for charging at multifamily housing and small and medium workplace properties.

Multifamily Retrofits (TE Direct Install): Comprehensive transportation electrification retrofits with a direct installer for multifamily affordable housing sites.

Fast Charger Incentives: Competitive grant application for DCFC installations in "priority zones" that support designated multifamily housing clusters.

SVTEC: Regional stakeholder meetings focused on information sharing, solving critical issues, and attracting external funding to the SVCE community in support of EV infrastructure deployment.

Power Supply

Lights On Silicon Valley: Provide incentives for enrolling solar and battery systems in the SVCE grid services program.

Medical Battery Program: Pilot program to deploy ~50 portable batteries to qualified customers who rely on power for medical equipment.

Education & Outreach

Customer Resource Center (eHub): Online customer resource center and marketplace to enable engagement, education, and action related to clean electricity, EVs, and home electrification.

Grid Integration

GridShift EV Charging: Managed EV charging phone app that optimizes charging to reduce associated costs and emissions. Includes incentives for reducing grid peak demand.