



Customer Program Advisory Group

August, 2018

Agenda

- 2) SVCE Member Agency Working Group Recommendations Debrief (Discussion)
- 3) SVCE High-level Roadmap Draft (Discussion)
- 4) Customer Program Advisory Group Term Length (Discussion)
- 5) Electricity Monitoring, Electricity Bill Explorer, Residential BE Ready Deep Dive and SVCE's Customer Resource Center (Discussion)

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SVCE Member Agency Working Group Recommendations Debrief

- Process for getting MAWG priorities:
 - Jurisdictions completed a template to provide input on their priorities that relate to SVCE
 - They were compiled & discussed in-person at the July 28 MAWG meeting
- Top priorities include:
 - All Electric Building Codes
 - Identify Barriers to Electrification w/in municipal codes
 - EV Readiness Plan
 - EV Charging for Multi-Unit dwellings
 - Heat Pumps for Existing Buildings
 - Residential Energy Coaching
 - Hydrogen fuel cell powered by organic waste



Figure: Word cloud of compiled MAWG priorities

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SVCE High-level Roadmap Draft

- Background
 - SVCE's Mission
 - Progress to Date
 - Key Input
- Strategy
 - Local, State, & International Emissions Goals
 - SVCE Emissions Trajectory
 - Prioritization
 - Approach
 - Action
- Roadmap
 - Program Areas
 - Progress Reports & Policy Review
 - Near-Term Timeline
- Next Steps **DRAFT**



Background

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Background

SVCE's Mission

Reduce dependence on fossil fuels by providing carbon free, affordable and reliable electricity and innovative programs for the SVCE community

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Background

Progress to Date

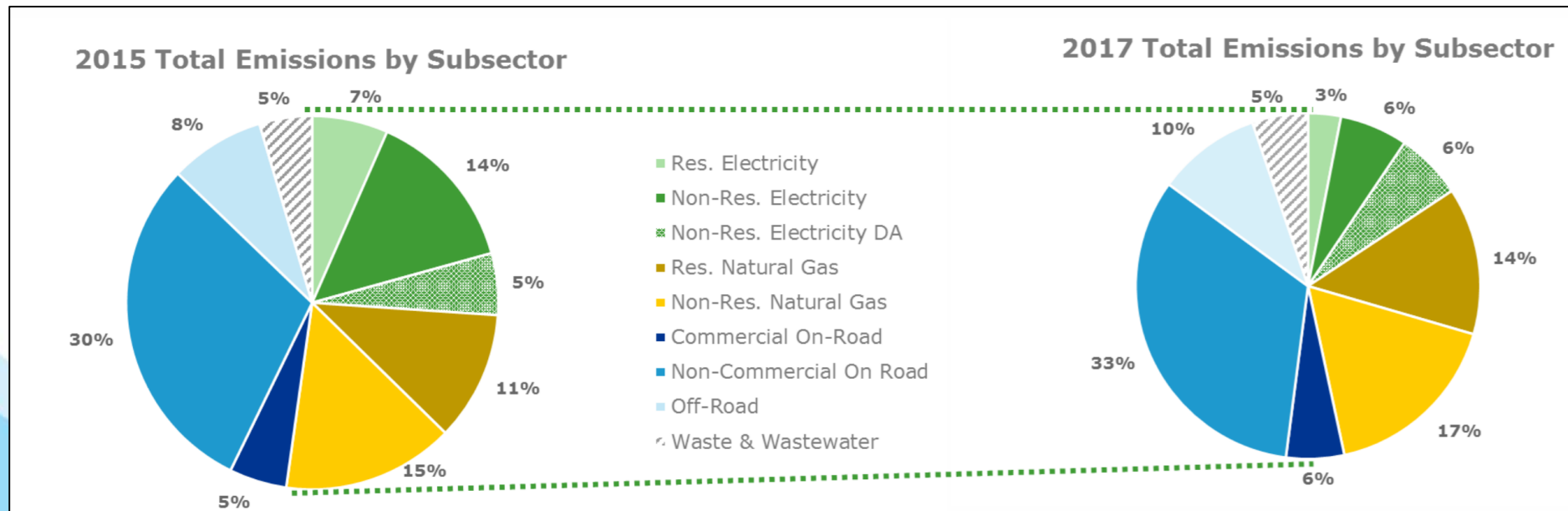
- ✓ GreenStart: carbon-free default electricity supply
- ✓ GreenPrime: 100% renewable electricity supply option
- ✓ GHG and energy asset baseline data assessment
- ✓ “Peak Day Pricing” program for C&I customers

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Background

Progress to Date

- As of 2017, SVCE service territory has reduced energy emissions by 14%, nearly halfway to the 2021 target of 30%



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Background

Key Input

- Customer Program Advisory Group (CPAG)
- Member Agency Working Group (MAWG)
- Other key stakeholders:
 - Community groups
 - C&I customers, including high-tech
 - Academia & national labs
 - Innovation ecosystem
 - Disadvantaged/low-income communities
 - Practitioners

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Strategy



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Strategy

Local, State & Int'l Emissions Goals

- Multiple climate goals:
 - SVCE's 2021 goal
 - California:
 - 1990 emissions levels by 2020
 - 40% reduction from 1990 by 2030
 - 80% reduction from 1990 by 2050
 - SVCE member agency goals
 - Paris climate agreement: keeping the increase in global average temperature to well below 2°C

Strategy

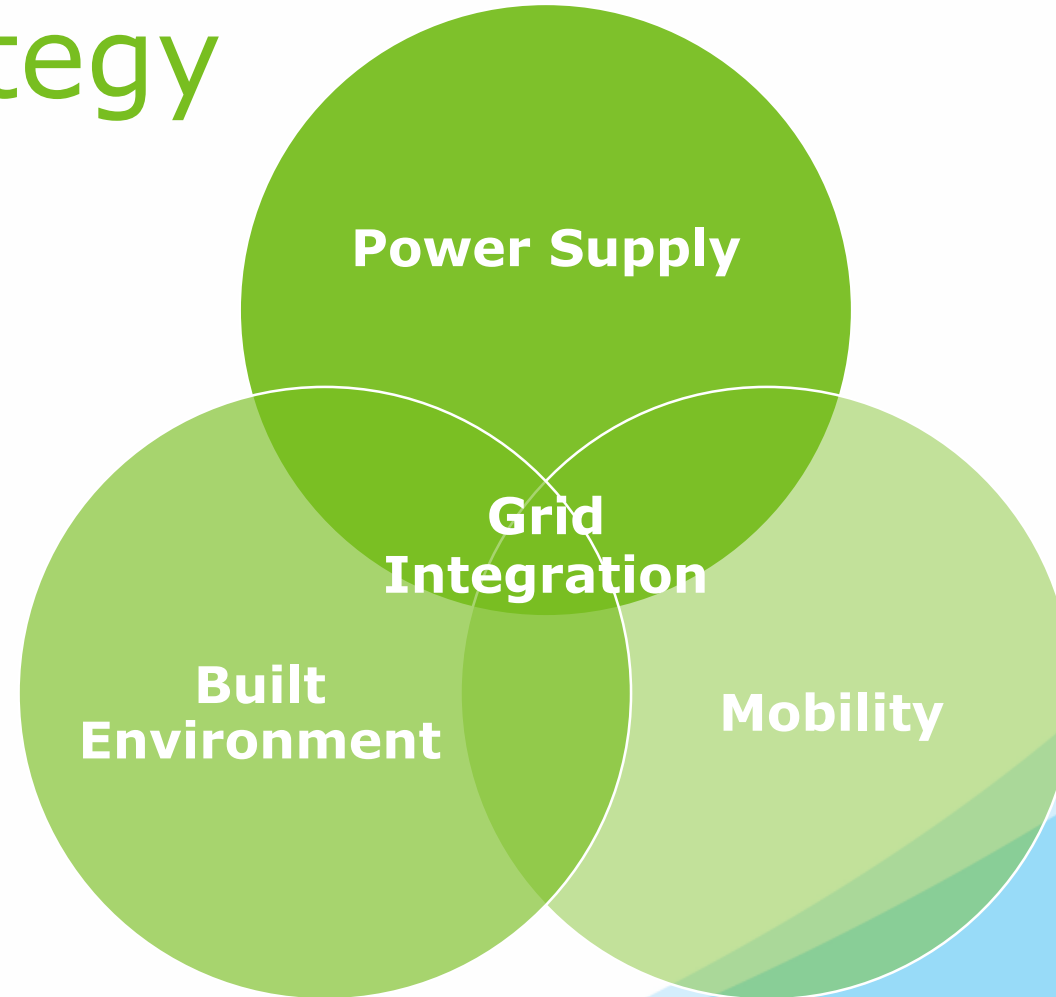
SVCE Emissions Trajectory

- Analysis in progress:
 - SVCE service territory “business as usual” emissions trajectory
 - Emissions trajectory under a number of scenarios for SVCE program deployment
- Primary questions:
 - What are the impacts of potential SVCE programs?
 - What do we need to do in order to bend the carbon curve?

Strategy

Overarching Strategy

- Three sources of emissions form the foundation of SVCE's decarbonization strategy:
 - Power Supply
 - Built Environment
 - Mobility
- SVCE must procure & maintain a decarbonized power supply portfolio and electrifying everything, all the while taking measures to ensure successful grid integration



Strategy Prioritization

- Activities will be prioritized based on five key principles



**Customer &
Community
Value**



**Emissions
Impact**



**Scalable &
Transferable**



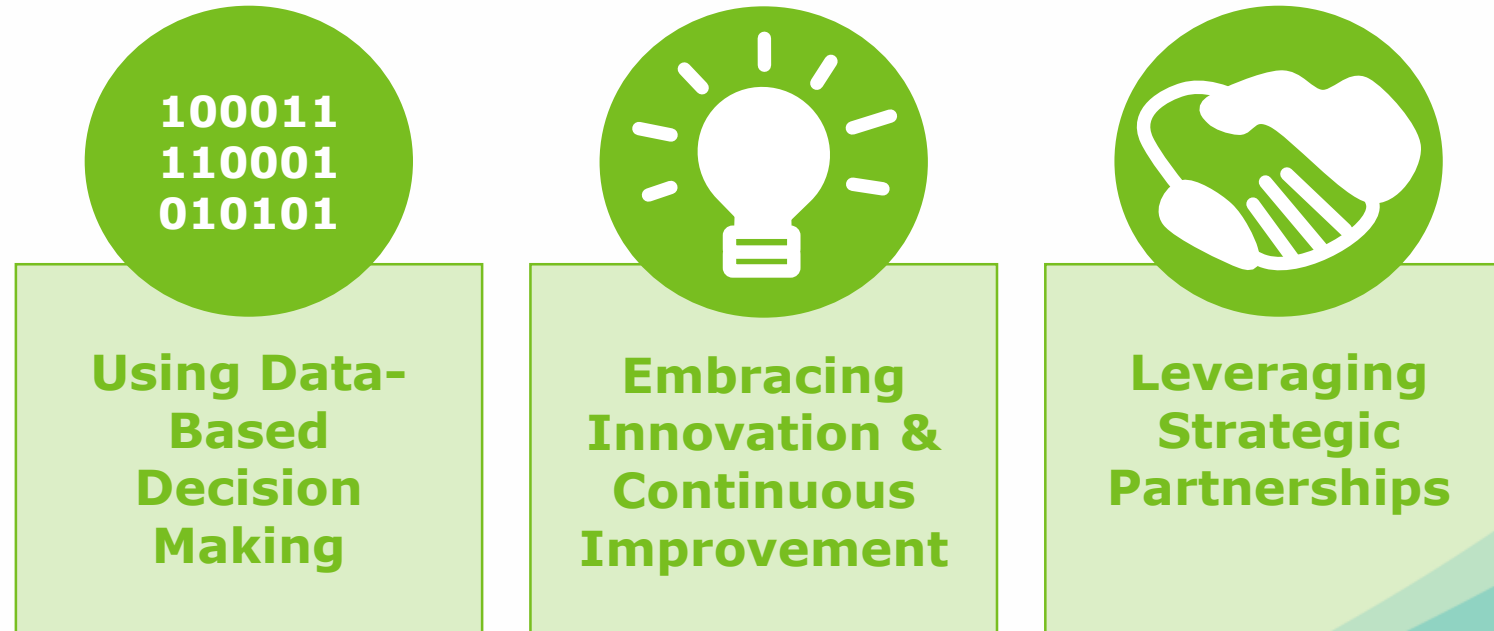
**Equity in
Service**



**Core Role for
SVCE**

Strategy Approach

- SVCE will carry out all activities in the following way



Strategy Action

- SVCE will pursue initiatives falling within the following four categories



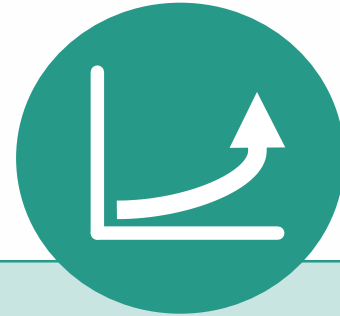
**Retail Products
& Services**



**Education &
Outreach**



**Public
Policy**



**Market
Transformation**



**Research &
Development**

Roadmap

Program Areas

Draft list of program areas*:

- Review and refine SVCE's default rate product to ensure consistency with policy goals
- Implement new retail rate products designed to remove barriers for electrification and assist in grid integration efforts
- Offer a suite of products and services to encourage grid-integrated new construction of all-electric buildings with EVSE
- Offer suite of products and services to catalyze the grid-integrated electrification of existing, fossil-fuel powered buildings and vehicle
- Support increased public education surrounding decarbonization and electrification
- Enhance marketing and outreach efforts to increase customer awareness and brand recognition of SVCE
- Develop resources to aid customers in understanding their energy and emissions, and evaluating and selecting energy products and services from both SVCE and non-SVCE providers
- Expand state policy and advocacy efforts to remove barriers for and increase investment in electrification
- Identify and remove barriers for electrification in municipal policies
- Enhance planning, coordination and cooperation across local and regional jurisdictions on codes, standards, ordinances and permitting, in addition to design and implementation of retail products and services
- Support SVCE member agencies and local educational institutions in their pursuit to lead by example through the decarbonization of their facilities and fleets
- Coordinate with other entities to aggregate purchasing power to demonstrate market potential to advanced electric technology manufacturers
- Pursue pilot projects designed to reduce risk and spur market transformation
- Collaborate with local educational institutions on the development of curriculum and programs to grow the local clean energy workforce

*Please note we are still incorporating feedback from multiple stakeholder groups. This list is draft only.

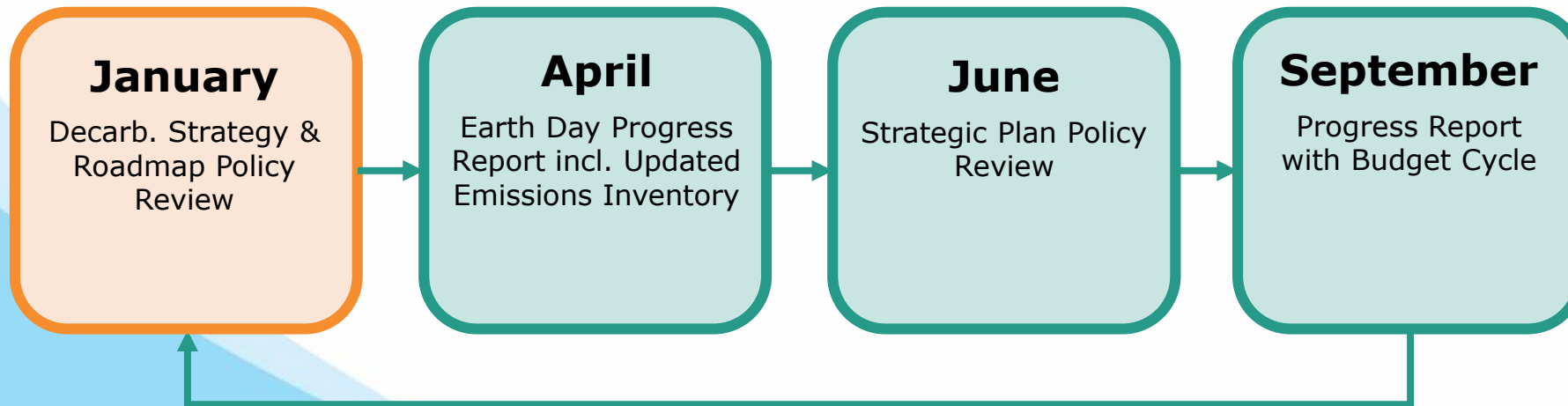
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Roadmap

Progress Reports & Policy Review

- Progress reports will be provided to the Board on implementation on a roughly quarterly basis, in concert with ongoing review cycles
- The Decarb Strategy & Roadmap will be brought to the Board for a comprehensive policy review on an annual basis in January



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Roadmap

Near-Term Timeline

Legend

Progress Report & Policy Review
to Board of Directors

Q4 2018

Q1 2019

Q2 2019

Q3 2019

Q4 2019

Q1 2020

High-Level
Roadmap

Detailed
Roadmap

Earth Day Progress
Report

Strategic Plan
Review

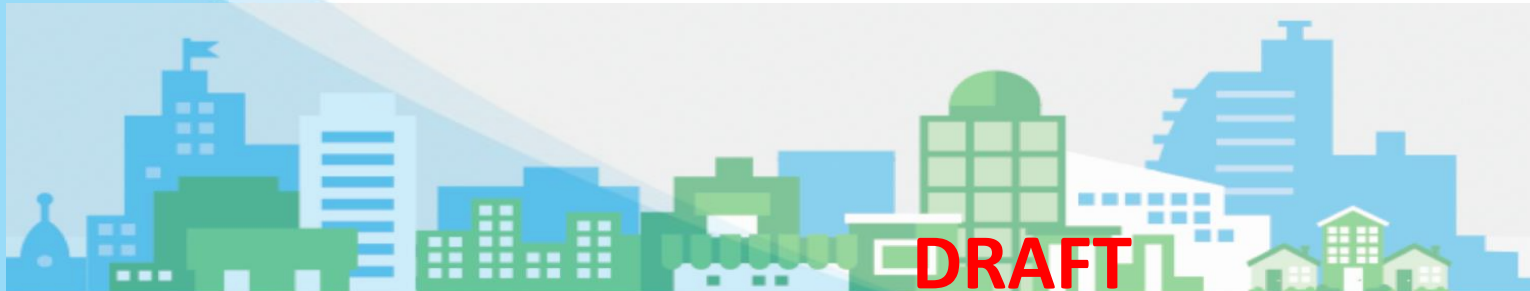
Progress Report
with Budget Cycle

Annual Decarb Strategy &
Roadmap Policy Review

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Next Steps

- Fill out draft programs roadmap after receiving and integrating feedback from additional key stakeholder groups:
 - Community groups
 - C&I customers, including high-tech
 - Academia & national labs
 - Innovation ecosystem
 - Disadvantaged/low-income communities
 - Practitioners
- High-level Roadmap to BOD in September
- Full Roadmap to BOD in December



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Existing Technologies and Program Experience

Residential Electricity Monitoring	Electricity Bill Explorer
1. Sense	1. HEA
2. Rainforest	2. OPower
3. TED	3. PG&E Rate Comparison Tool
4. Bidgely	4. PG&E My Energy

BE Ready

Residential BE Ready Program (*SF + MF variants*)

Increase readiness for planned, economic migration from fossil-fuel use to efficient, clean electricity (“Beneficial Electrification”) use in residential homes. (*Two variants to address both Single-Family and Multi-Family homes.*)

SVCE Resource Center

Guiding Principles & Priorities

- Empower/encourage decarbonization, electrification & energy efficiency
 - Customer engagement
 - Education

Design Inspiration

Future fit home design

- Iterative phases/living place
- Version 2.0 – RFP/partnership opportunity
 - Platform/application design
 - Data-driven tool to present GHG/cost-savings to customers
 - Work with HEA, Yellowtin, etc.

Design Inspiration

What are most important features to include in a resource center?

Questions?