



Innovations in CCA Programs and Energy Efficiency Policy

A Sonoma Clean Power Perspective

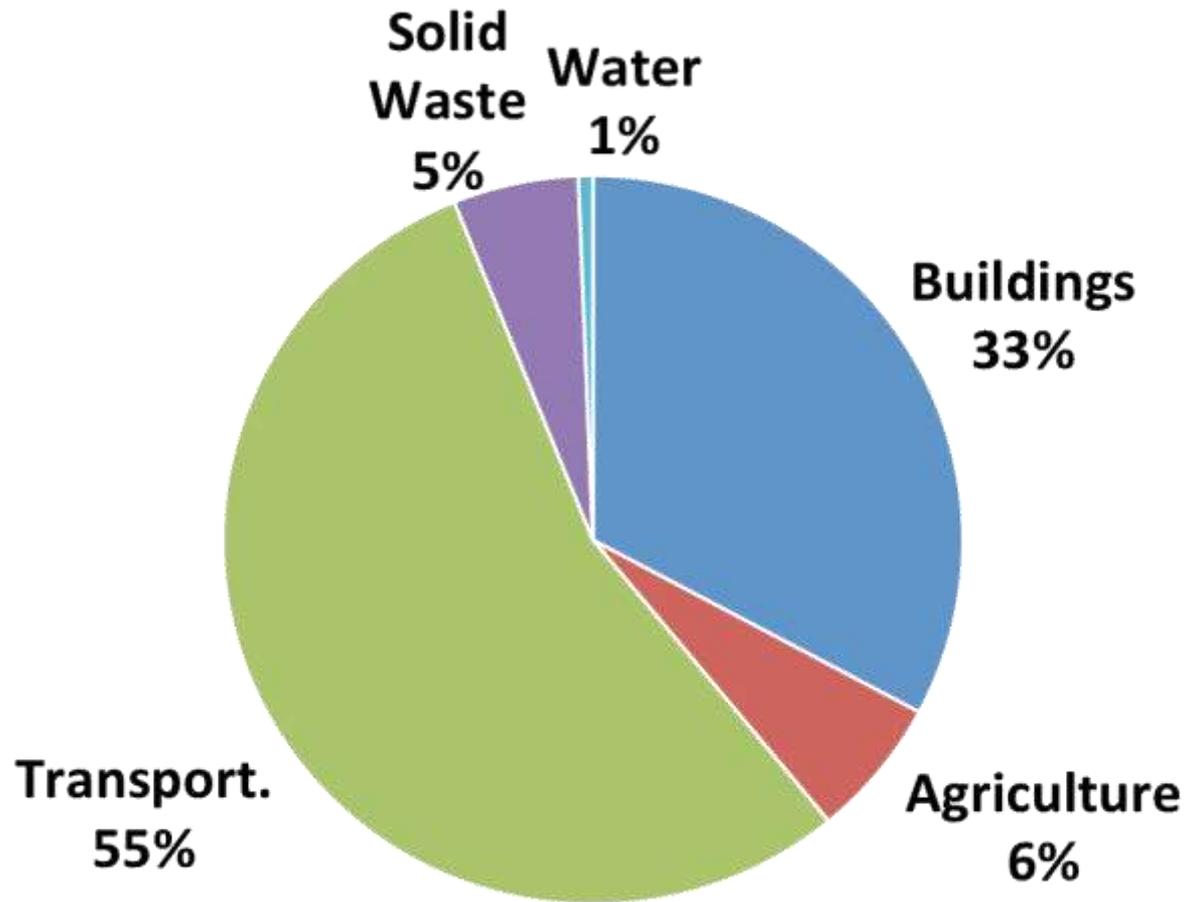
Sonoma Clean Power Background

- Not-for-profit public agency that started serving customers in 2014.
- Generates electricity for approximately 600,000 customers in California's Sonoma and Mendocino counties.
- 42% renewable sources, 90% greenhouse gas free.
- Pacific Gas & Electric (PG&E) provides distribution of electricity.
- 87% customer participation rate.
- Ability to offer customer programs. Customers also eligible for all distribution utility (PG&E) programs.

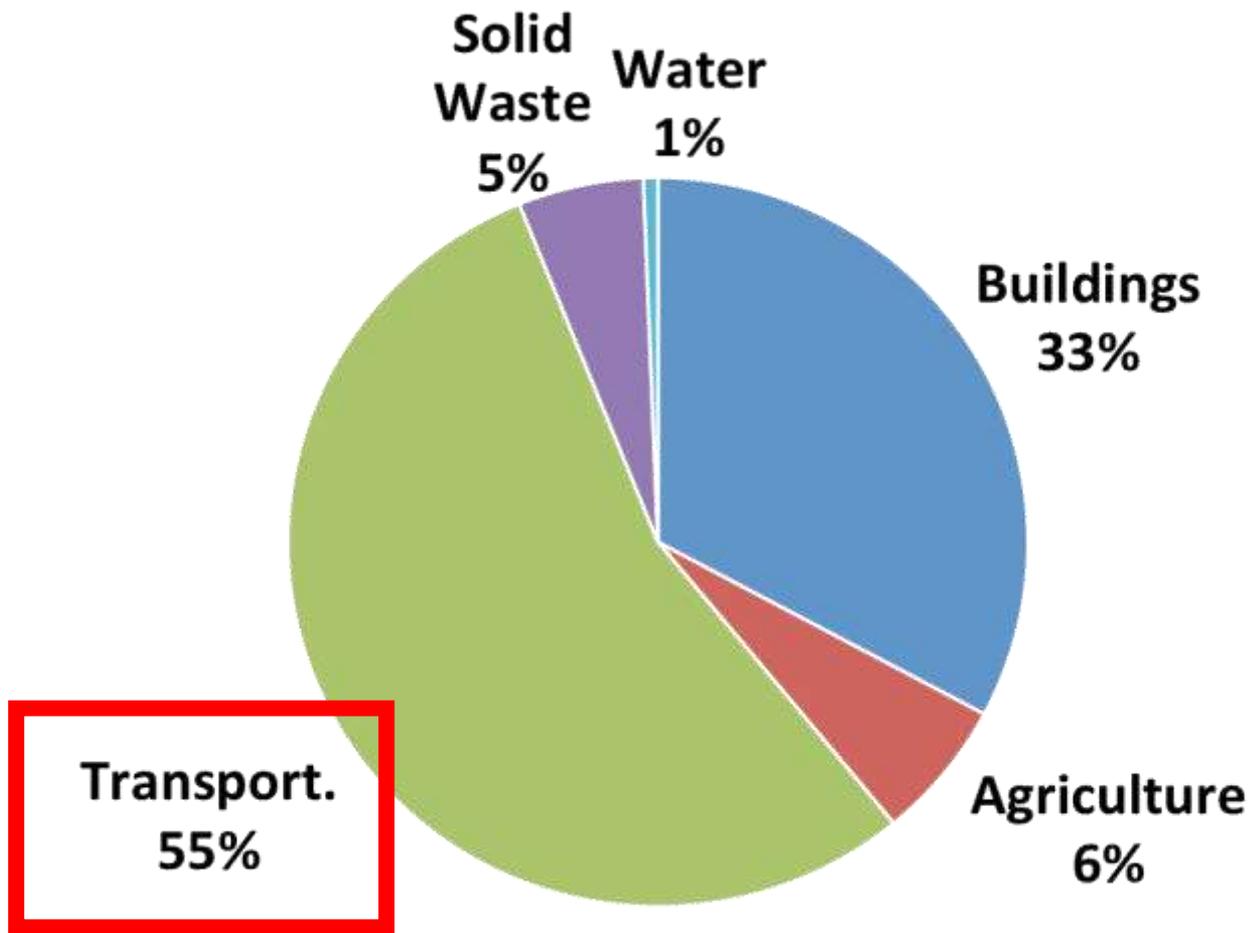


Programs Philosophy

It's All About the GHGs



It's All About the GHGs





Special promotion for Sonoma Clean Power customers

Qualifying Sonoma Clean Power customers can get a FREE Level 2, high-powered EV charging station or JuicePlug universal smart-grid EVSE adapter!



JuiceBox® Pro 40
40-Amp EVSE with 24-foot cable



FREE
(you pay \$46.73 tax & \$50 handling*)

[ADD TO CART](#)

40-amp, 16kW smart-charging station

ClipperCreek JuiceBox Edition
32-amp EVSE with 25-foot cable



FREE
(you pay \$62.01 tax & \$50 handling*)

[ADD TO CART](#)

Ships with hard-wire panel. Email us for \$24.00 NEMA 14-50 plug option.

AeroEnvironment EVSE-RS JuiceBox® Edition



FREE
(you pay \$62.01 tax & \$50 handling*)

[ADD TO CART](#)

32-amp, 7.6kW smart-charging station

JuicePlug
Universal Smart-Grid EVSE Adapter



FREE
(you pay \$14.33 tax & \$25 handling*)

[ADD TO CART](#)

Convert any EVSE to a smart-charger

Support Existing Programs and Fill Market Gaps



A HEALTHY BREATHING ENVIRONMENT FOR EVERY BAY AREA RESIDENT

Disrupting the Market: Buildings





- Small scale pilots for emerging, non-cost effective technologies.
- Layer incentives onto existing IOU programs that reflect greenhouse gas benefits

Your home. Your choice. Choose from one of the preconfigured incentive options below.

1 Advanced Energy Home

Receive **\$7,500**

Construction equal to 20 percent above current energy code requirements OR choose from a menu of energy features including

- High performance walls or attics and advanced windows
- WaterSense efficient plumbing fixtures
- Water efficient landscaping
- 220V outlet at stove/range and clothes dryer
- Electric vehicle charging station (equipment free from Sonoma Clean Power)

[see website for full list]

2 All Electric Home

Receive **\$12,500**

Construction equal to 20 percent above current energy code requirements with all electric appliances OR choose from a menu of energy features including

- High performance walls and attics
- Insulation inspection
- "Cool" roof
- Verified enclosure sealing
- Electric heat pump hot water heater
- Smart thermostat
- Compact plumbing design
- Induction cooking
- Electric or heat pump clothes dryer

[see website for full list]



Plus \$5,000 for adding renewable energy

Solar panel system with sufficient battery storage to help offset annual electric usage or long-term participation in a 100 percent renewable power option rate.



delivery

- Create a single platform (GridSavvy) for demand response in Sonoma Clean Power service territory. Ensure incentivized energy efficiency technologies can receive signal.
- Use technologies to load shape. Pass financial benefit onto customers with one-time incentives and bill credits.



- Continue to provide cleaner, local resources.
- Create “community solar” like option for customers that can’t install roof-top solar.

AEL = The Annual Electric Load estimated in Title 24 compliance documentation (kWh)

Prepayment Obligation = 20 yrs x AEL x EverGreen Premium x 0.83

The 20-yr forward estimate of SCP's EverGreen premium is 2.9 cents per kWh in 2018 dollars. The factor of 0.83 is to discount the stream of costs by 2% annually. Therefore, the total pre-payment obligation for an all-electric home could be around:

$20 \text{ yrs} \times (12 \text{ mos} \times 1,050 \text{ kWh}) \times 0.029 \times 0.83 = \$6,065$

The process would then have a developer/owner pre-pay the \$6,065 into an account for procuring local renewable sources, and the occupant of the home would pay the CleanStart rate for energy while receiving EverGreen for twenty years. The benefit would remain with the property, as it is sold, just like a solar array.



Questions?

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