



Small Business Energy Efficiency Grant Program



Powering The Center of What's Possible

Utility Energy Forum
August 19, 2021



Silicon Valley Power

- City of Santa Clara's municipal electric utility
- Established in 1896
- \$447.5M annual budget
- Located an hour south of San Francisco
- Mediterranean climate





Silicon Valley Power

FAST FACTS



55,383
Electric Meters



526.2 MW
Peak Demand



18.41 SQ. MILES
Service Area



80.1%
System Load Factor



55.5 MILES
Transmission Lines



193
SVP Employees



LARGEST
MUNICIPAL UTILITY
Retail Sales in CA



COUNCIL /
CITY MANAGER
Form of Government



Small Business Efficiency Grant Program

- \$10,000 grants available for energy efficiency improvements
- \$1 million committed to the program
 - Funded through Public Benefits Program
- Goals:
 - Assist 100-150 small businesses lower their bills
 - Keep contractors working and reduce job loss
- One month from idea to launch on July 1, 2020





Program Details

- Small businesses with no more than 25 employees are eligible
- Must have commercial utility account in their name
- 10% copay for businesses deemed essential
- No copay for nonessential businesses
- Projects must have verifiable energy savings
- Equipment must meet all standard program eligibility rules





Marketing and Outreach Efforts

- Announcement by the Mayor in a social media video
- Targeted postcard mailer
- Phone and door-to-door outreach by energy engineers
- Targeted mailer to all small customers
- Paid social media advertising
- Government cable channel ad
- City Manager's blog feature article
- Outreach to Trade Allies





Chao Dental Studio

- Lighting Upgrade
 - 10% electric bill reduction
- “Our practice has provided family dentistry to the Santa Clara community in this location for over thirty years. “In upgrading our lighting to a modern aesthetic, our offices now provide a better in-person experience to our patients, brighter illumination for our staff to work, and efficiency in lowering our overall energy footprint and electric bill.” – *Dr. Chao, owner*





A Pet Villa

- Lighting upgrade
 - 22% electric bill reduction
- “Our parking lot has twice as much light as it ever did and to know that less energy is being used is awesome. The motion sensor lights in all the rooms inside our facility are very nice, and I don’t have to worry about lights being left on for no reason. I am glad I was given this opportunity.” – *Malka Nagel, owner*





Robertson Machine Company

- Air compressor upgrade
 - 18% electric bill reduction
- “The grant helped so much because we had a need for a new compressor and we were looking for funding. During the pandemic, we applied for multiple grant programs, and this was the easiest process of any of them. Machine shops use a lot of energy, so choosing an efficient compressor to reduce our energy use not only saves a lot on our operating costs, but it is good for the environment, and sustainability is important to our company.” – *Rene Leni, Operations Manager*





Brighton Energy

- “While other utilities in the State defunded efficiency programs in 2020, SVP “leaned-in” to help struggling businesses deal with the loss in customers and revenue by providing them with a path to sustainable on-bill savings. We have seen the impact first-hand that these programs have made on businesses across Santa Clara - as well as our own business. As an SVP Trade Ally, Brighton Energy has been able to shift our Energy Advisors and installers to focus on Santa Clara to support SVP’s small business and non-profit engagement. **The strong customer interest in these programs has allowed us to retain our employees and keep our installation crews working steadily.**” – *Jeff Krisa, Managing Director*





Mary Medeiros McEnroe
Public Benefits Program Manager
mmedeiros@svpower.com