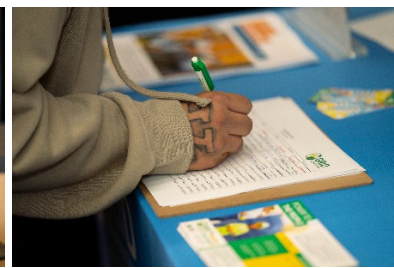




Disadvantaged Communities – Single-Family Solar Homes Program

DAC-SASH 2025

Marketing, Education, and Outreach Plan



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Introduction

About the 2025 DAC-SASH ME&O Plan

The 2025 Marketing, Education, and Outreach (ME&O) plan for the Disadvantaged Communities – Single-family Solar Homes (DAC-SASH) program outlines the strategies the Program Administrator (PA), GRID Alternatives (GRID), will implement to ensure the program's continued success. The plan also includes a year-in-review for 2024, the program's fourth full year of operation. GRID's approach builds on its extensive experience with DAC-SASH, as well as its success managing the Single-family Affordable Solar Homes (SASH) program and other local and state low-income solar initiatives. This approach integrates a strong, trusted brand, data-driven targeting, strategic community and institutional partnerships, and adaptable marketing and outreach tactics based on past successes.

About the DAC-SASH Program

The DAC-SASH program offers no-cost photovoltaic (PV) system installations to low-income families in California's Disadvantaged Communities (DACs). Its primary goals are to: (a) ensure that these families receive unbiased, comprehensive information from a trusted source, along with referrals to complementary programs and services; (b) maximize household savings; and (c) implement robust consumer protection measures across all aspects of the program. GRID centrally manages all Marketing, Education, and Outreach (ME&O) efforts and oversees project installations through its regional offices across California. Experience with income-qualified, single-family programs has shown that sustained advocacy and support throughout the outreach process are essential to overcoming barriers related to language, physical ability, age, digital access, and education level, ensuring that homeowners are able to make informed decisions. In communities often targeted by predatory marketing practices, demonstrating a commitment to long-term household and community benefits is crucial to the program's success.

The DAC-SASH program offers one incentive level of \$3/W, CEC-AC. The incentive is calculated based on the system size from the EPBB calculator and covers the majority of costs associated with PV system installations. It and other program costs are funded using proceeds from California's Cap-and-Trade Program. The program's success is also attributed to GRID's ability to secure additional funding sources beyond the base incentive. To date, GRID has closed the funding gap for approximately 90% of DAC-SASH projects, through its Third-Party Ownership

(TPO)¹ model, as well as philanthropic contributions, local grants, and other funding sources like the Transformative Climate Communities (TCC) Program². Administered by the Strategic Growth Council and implemented by the Department of Conservation and other state agencies, the TCC Program provides funding on a limited basis.

Additionally, GRID's fundraising efforts provide additional funding to support administrative and ME&O costs, as the program's budget for these do not fully cover all these expenses.

Geographic Scope in 2025

Map 1 below illustrates GRID's regional offices, investor-owned utility (IOU) service territories, and DAC-SASH eligible areas as of 2024. Notably, five of GRID's six regional offices and one satellite office* (listed below) are located within CalEnviroScreen-designated DACs. This strategic placement enhances GRID's ability to effectively engage with participants and support program uptake in these communities.

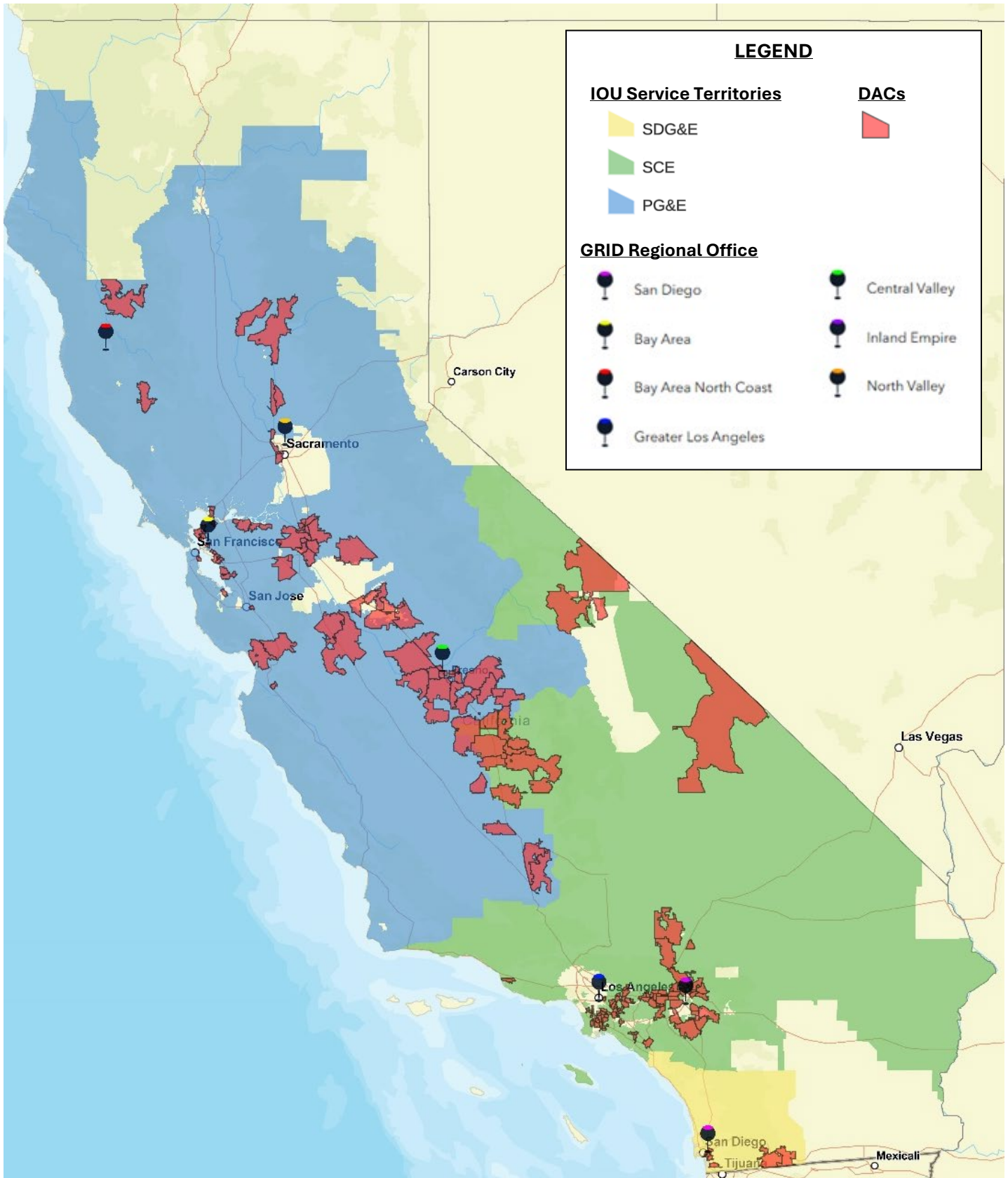
- Bay Area – Oakland, CA
- Bay Area North Coast* - Willits, CA
- Central Valley – Fresno, CA
- Greater Los Angeles – Los Angeles, CA
- Inland Empire – Riverside, CA
- North Valley – Sacramento, CA
- San Diego – San Diego, CA

¹ About 10% of GRID's projects cannot leverage the TPO model because system sizes are too small to meet the TPO provider's requirements, the equipment that may be donated does not meet the TPO provider's requirements, deed or land ownership documentation does not meet the TPO provider's requirements, and/or the project funder, partner, city, or client is unable or unwilling to approve a TPO ownership structure.

² Additional information about the TCC program can be found here:

<https://www.conservation.ca.gov/dlrp/grant-programs/Pages/Transformative-Climate-Communities-Program.aspx#:~:text=The%20program%20is%20administered,with%20other%20partnering%20state%20agencies.>

Map 1. IOU service areas; DAC-SASH eligible areas; Location of GRID regional offices



Review of 2024 Objectives and KPIs

GRID focused on seven core objectives in the 2024 ME&O Plan.³ These objectives were designed to build a more robust applicant pipeline, ensuring projects and participants reflect the diversity of California’s population, and to maintain a positive participant experience that fosters trust in the program. The core objectives and their Key Performance Indicators (KPIs) may be updated as the program progresses. This section provides an overview of the program’s 2024 ME&O objectives and activities, highlights key takeaways, and presents data on topline metrics or KPIs through **November 30, 2024**⁴.

1. Assess outreach & promotional materials, given the NBT setting
2. Conduct outreach to DACs statewide to meet an install target of 1,038 projects
3. Outreach to Tribal Lands and San Joaquin Valley (SJV) communities
4. Provide streamlined communication, education, and long-term participant support
5. Educate participants about energy efficiency and provide information about complementary programs and services
6. Recruit job training participants, with a focus on Job Training Organizations and 50 trainees in DACs
7. Keep stakeholders informed about program

³ The 2024 ME&O Plan can be found at <https://www.cpuc.ca.gov/-/media/cpuc-website/divisions/energy-division/documents/solar-in-disadvantaged-communities/dac-sash-meo-plan-2024.pdf>

⁴ This version of the 2025 ME&O Plan includes data and information up to November 30, 2024. Estimated data for December 2024 is included throughout the plan where necessary.

Objective 1: Assess Outreach & Promotional Materials, Given the NBT Setting

Activities

- Continued assessing feedback regarding outreach & promotional materials
- Developed DAC-SASH job trainee materials addressing NBT changes

Summary

On December 15, 2022, the California Public Utilities Commission (CPUC) adopted Decision (D.) 22-12-056, establishing the Net Billing Tariff (NBT) as the successor tariff to Net Energy Metering (NEM) 2.0. Following this decision, GRID updated its educational materials in 2023 to inform participants about the new NBT rules and best practices.

In 2024, GRID focused on reviewing and assessing the educational materials developed in the previous year, with an emphasis on refining outreach strategies based on any feedback or questions related to the transition to NBT. As no significant feedback or concerns were raised by participants or Investor-Owned Utilities (IOUs) regarding the NBT materials, no major updates were deemed necessary.

However, GRID's Installation Basics Training (IBT) team identified a need for additional resources to help job trainees understand how the NBT changes might impact their work or future job prospects. To address this, GRID's communications team created a flyer, which was rolled out in quarter 2 (Q2) of 2024. This flyer is available on GRID's Installation Training Programs page⁵ and is included in Appendix B: Sample of Marketing Materials

Figure 1. Screenshots of GRID's Installation Training Programs page.

Installation Training Programs



GRID's Installation training programs offer experienced participants additional training to further develop their skills and prepare for opportunities in the solar jobs market.

Why Solar?

Nationwide, the growing solar industry is creating pathways out of poverty for tens of thousands of workers. Solar today employs over 250,000 people - twice as many people as coal. According to a 2017 Department of Energy report, clean energy jobs accounted for nearly five times more jobs than fossil fuels. The barriers to entry are low. Only seven percent of solar installation jobs required a bachelor's degree in 2017. Most employers are simply looking for training or on-the-job experience. Solar jobs are good jobs. Compared to similar industries, solar wages are competitive and often above the national average (Solar Job Census, 2018).

What You'll Learn

Hands-on solar installation experience is at the heart of GRID's training philosophy.

Sign up to Participate

First Name *

Last Name *

Email *

SUBMIT

Interested in IBT 200?

Fill out a brief form to learn more about IBT 200 training, recruitment, and partnership opportunities.

LEARN MORE



Installation Basics Training

Where to Train

GRID has offices throughout California, in Colorado and Washington, DC. Training options and availability vary by location. [Contact your local GRID office to find out what's available in your area.](#)

Get Started

Join us to build your solar knowledge and launch a career! [Sign up to attend an orientation and learn more about training opportunities in your region.](#)

⁵ GRID's Installation Training Programs page: <https://gridalternatives.org/get-training/installation-training-programs>

Objective 2: Conduct Outreach to DACs Statewide to Meet an Install Target of 1,038 Projects

Activities

- Managed projects to meet 2024 installation targets
- Conducted both virtual and in-person events/workshops
- Implemented targeted direct mail campaigns
- Processed leads acquired through ads, earned media social media and referrals/word-of-mouth
- Issued co-marketing email series and tracked web leads in collaboration with IOUs
- Integrated DAC-SASH projects with SGIP batteries

Summary

Number of Generated Leads

GRID employed a variety of outreach strategies in 2024 to support the goal of 1,038 completed installations. These efforts, including community events, targeted mailers, and collaborative campaigns with IOUs and other partners, have helped maintain a steady pipeline of eligible projects over the past five years.

GRID employs both direct and indirect outreach strategies to acquire leads for the DAC-SASH program. Direct outreach activities include events and workshops hosted by regional GRID staff, targeted mailer campaigns, and canvassing in disadvantaged community (DAC) neighborhoods. Indirect outreach sources include referrals generated from advertisements (a catchall category when leads recall hearing about GRID but are unsure of the exact source), earned media (e.g., stories about GRID in TV, radio, or newspapers), social media (leads sourced directly from marketing on social media platforms), and “word-of-mouth” referrals (referrals made by past clients or partners of GRID).

In 2023, Evergreen Economics published an evaluation⁶ of the DAC-SASH program. Their analysis found that while 176,000 households are eligible for DAC-SASH, participation remains below 1%, largely due to structural barriers like poor roofing and outdated electrical systems. Regional disparities exist, with PG&E serving 45% of eligible households, SCE 53%, and SDG&E only 2%. To improve outreach, Evergreen recommends prioritizing high-eligibility areas and

⁶ Evergreen Economics, Process and Load Impact Evaluation of the Disadvantaged Communities-Single-Family Affordable Solar Housing Program (DAC-SASH), Final Report, April 28, 2023.

setting regional installation targets. Tracking marketing and administrative costs by region would help optimize resource allocation. Additionally, Evergreen suggests expanding digital marketing, community events, and direct mail campaigns to boost awareness and participation.

As a result of the evaluation, GRID continued to expand digital marketing, community events and direct mail campaigns. However, the prevalent challenges involved with potential clients’ structural barriers continues to prevent additional DAC-SASH projects from happening (see “Structural Barriers to Program Participation” subsection below). As shown in Table 1, the most successful lead sources in 2024 were advertisements and word-of-mouth referrals, which together generated over 3,000 leads. This trend underscores GRID’s strong reputation and the trust built by outreach staff within the communities served. The ability to foster long-lasting relationships through both direct and indirect outreach channels is a key factor in generating high-quality leads for the program.

Table 1. Number of leads generated through various direct and indirect outreach activities in 2023 vs 2024

Activity	2023	Q1	Q2	Q3	Q4	2024 Total
Events/Workshops	691	37	122	114	52	325
Mailers	34	55	84	366	130	635
Advertisements	1748	313	479	778	136	1706
Earned Media	656	60	134	362	13	569
Social Media	32	4	15	162	68	249
Word-of-Mouth Referrals	1797	337	469	748	146	1700
Canvassing	420	49	80	136	55	320
	5378					5504

Overall, outreach activities conducted by regional GRID staff in 2024 resulted in a notable increase in the number of leads compared to 2023. While the volume of leads has risen, GRID’s internal support teams have also focused on improving the quality of data collection, ensuring better tracking and more accurate lead attribution. These enhancements, combined with the growth in outreach efforts, contribute to the overall success of GRID’s outreach strategies. Moving forward, GRID will continue to refine and evaluate these practices to ensure ongoing effectiveness and optimize lead generation for the program.

In-Person and Virtual Workshops/Events

Throughout 2024, GRID continued its commitment to building trust and relationships in DACs by hosting both in-person and virtual workshops and events in communities across its regional

offices. These events serve as direct, community-centered opportunities for local residents to engage with GRID, ask questions, and learn about the DAC-SASH program in a supportive environment. As shown in Table 2, GRID hosted 59 events in 2024, marking an increase from 46 events in 2023. This growth reflects GRID’s ongoing efforts to expand its outreach and engagement efforts. Moving forward, GRID will continue to foster trust through these events and will assess their effectiveness throughout 2025 to ensure they meet the needs of the communities served.

Figure 2. TCC Riverside “Hello Eastside!” Earth Day Event in Riverside, CA (April 2024)



Table 2. Number of in-person and virtual workshops/events conducted by GRID regional offices in 2023 vs 2024

Regional Office	2023	Q1	Q2	Q3	Q4	2024 Total
Bay Area/BA North Coast	1	1	3	2	0	6
Greater Los Angeles	6	11	14	7	2	34
Inland Empire	17	3	6	2	0	11
North Valley	22	2	3	1	2	8
	46					59

Targeted Mailer Campaigns

In 2024, GRID maintained its strategy of using targeted mailers in combination with other outreach activities—such as events, canvassing, and phone calls—to create multiple touchpoints for potential clients to learn about the DAC-SASH program. However, despite an increase in the

volume of mailers sent (see Table 3), GRID generated slightly fewer leads from mailers in 2024 compared to previous years. Future efforts will aim to refine targeted mail campaigns, and GRID will assess the effectiveness of the outreach strategy as it continues to evolve.

Table 3. Leads generated from targeted mailer campaigns in 2023 vs 2024

	2023	Q1	Q2	Q3	Q4	2024 Total
Leads Generated from Mailers	650	55	84	366	130	635

Email Series and Web Leads from IOUs

GRID typically collaborates with IOUs— Pacific Gas & Electric (PG&E), Southern California Edison (SCE), and San Diego Gas & Electric (SDG&E)—to generate program-eligible leads for the DAC-SASH program through two main sources: web leads and email series. In 2024, GRID worked with PG&E and SCE but did not implement an email series with SDG&E due to a decision made in 2023 as a result of the lack of eligible households that exist in the territory. Web leads are tracked when participants indicate that they found information about the program through an IOU's website, while email series leads are sourced from co-branded email campaigns distributed in partnership with the IOUs.

In 2024, GRID worked with PG&E and SCE to promote the DAC-SASH program via email campaigns. Leads generated from these campaigns are captured when participants specify an IOU-branded email as the source of their interest in the program. Table 4 below shows the number of confirmed program-eligible leads from both web leads and email series for 2023 and 2024.

Table 4. Number of confirmed program-eligible leads from web leads and email series with SCE and PG&E

Utility	Lead Source	2023	Q1	Q2	Q3	Q4	2024 Total
PG&E	Web Lead	24	9	8	4	0	21
	Email Series	82	0	14	6	0	20
SCE	Web Lead	218	36	52	46	8	142
	Email Series	94	10	16	40	3	69
		418					252

In 2024, GRID experienced a significant drop in successful leads from both web leads and email series, totaling just 252 leads compared to 418 in 2023. This decline raises questions about the effectiveness of these lead-generation channels in 2024, although the exact causes remain unclear at this time.

Figure 3. Screenshot of DAC-SASH information on PG&E website⁷

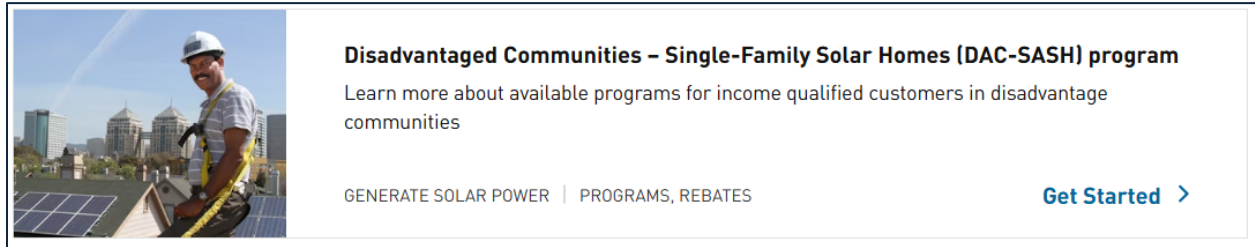


Figure 4. Screenshot of DAC-SASH information on SDG&E website⁸

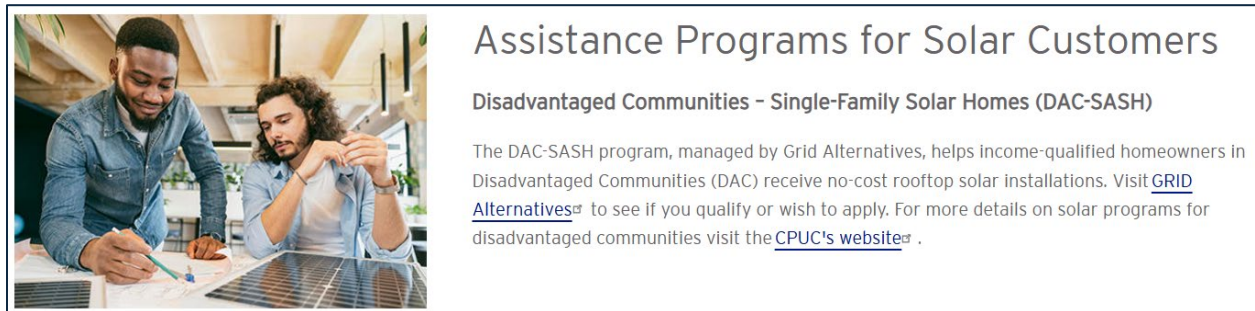
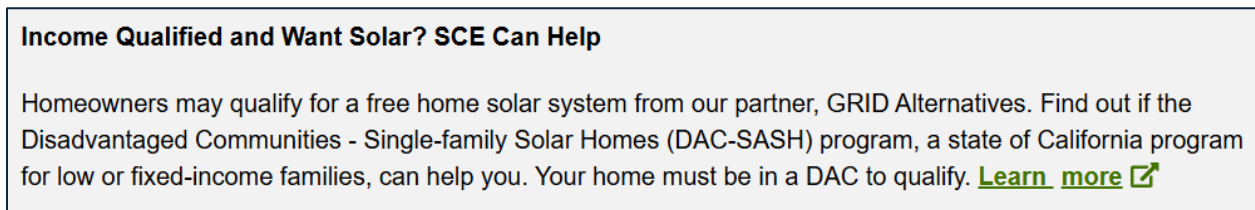


Figure 5. Screenshot of DAC-SASH information on SCE website⁹



2024 Approved Applications

Despite challenges in completing installations, GRID's outreach efforts proved successful in generating leads. By November 15th, GRID had converted 1,129 leads into approved applications, exceeding the projected number of installations for the year.

⁷ https://guide.pge.com/resources?filters=themes%3Dgenerate_solar_power

⁸ <https://www.sdge.com/solar/solar-billing-plan>

⁹ <https://www.sce.com/residential/generating-your-own-power/solar-power>

However, many of these applications are still in progress, awaiting resolution of various project-specific issues. While the final number of completed installations will fall short of the original target, the volume of approved applications underscores the effectiveness of GRID's outreach strategy.

Table 5. Number of approved DAC-SASH application in 2023 vs 2024

Utility	2023 Approved Applications	Jan-Nov 2024 Approved Applications	Dec 2024 Expected Applications	2024 Total Expected Applications
PG&E	607	573	70	643
SDG&E	33	44	5	49
SCE	485	512	80	592
Total	1125	1129	155	1284

While GRID has faced several operational challenges in 2024, its outreach efforts have proven successful in generating applications and engaging with target communities. The delays in project completion are primarily due to external factors, such as procurement issues, but GRID is actively working to address these and expects to meet its revised installation target of 724 by the end of the year. Despite these setbacks, GRID's ability to convert leads into approved applications demonstrates the strong impact of its marketing, education, and outreach strategies.

2024 Completed Installation Targets

By the time of this report, GRID completed 611 installations, representing 70% of the original target for the year. While the initial outreach strategy anticipated a significant increase in in-person events and collaborations, regional teams faced several challenges in moving projects from approved application to installation. These challenges included delays with Main Service Panel (MSP) upgrades, permitting issues, supply chain disruptions, and other logistical obstacles that have affected the pace of installations.

As a result, GRID now expects to complete a total of 724 installations by the end of 2024, slightly below the initial target, but still a significant achievement given the obstacles faced.

Table 6 below summarizes the comparison of projected vs. actual installations for each utility.

Table 6. 2024 Comparison of Projected Targets vs Actual Installations

Service Territory	2023 Installations	2024 Projected Installations	Jan-Nov 2024 Completed Installations	Dec 2024 Expected Installations	2024 Total Expected Installations	% of Installations Forecast
PG&E	408	498	335	41	376	76%
SDG&E	27	41	16	6	22	54%
SCE	317	499	260	66	326	65%
Total	752	1038	611	113	724	70%

In addition to the outreach activities conducted to guide clients from application to interconnection, GRID staff spend significant time managing the progress of all leads received to ensure as many folks as possible are approved and move forward with participating in DAC-SASH. This includes administrative time inputting client data into our internal tracking system, following up with all leads, and time spent strategizing outreach efforts throughout the year. A significant amount of project processing time is spent to ensure a successful tracking system so that all leads are followed through on.

Figure 6. DAC-SASH PV being installed by job trainees in Antioch, CA. (April 2024)



SGIP Integration

SGIP supports energy storage adoption, particularly benefiting disadvantaged communities. In 2019, Decision 19-09-027 expanded SGIP eligibility to DAC-SASH participants under the Equity and Resiliency budget, increasing access to solar and storage solutions. In 2024, GRID

intensified outreach, targeting eligible applicants in Q1 and Q2 under the SGIP Equity budget, which provided \$0.85/Wh battery system incentives. However, in March 2024, the new Residential Solar and Storage Equity (RSSE) budget was introduced, offering a higher \$1.10/Wh incentive. In response, GRID shifted its strategy to pair DAC-SASH projects with RSSE funds, enabling no-cost photovoltaic (PV) + battery energy storage system (BESS) installations.

Despite these efforts, GRID faced significant project delays due to procurement challenges, evolving SGIP requirements, and RSSE funding allocation delays. Barriers included Demand Response enrollment requirements, system sizing adjustments, and industry-wide battery procurement delays. Additionally, logistical and financial challenges—such as costly roof repairs—prevented some applicants from moving forward. The increased administrative burden of document corrections, contract re-signing, and SGIP-related delays further strained GRID's capacity for outreach and project implementation.

Although 2024 saw record DAC-SASH applications and approvals, SGIP battery installations lagged. GRID approved 345 SGIP-paired applications in Q2, 565 in Q3, and 304 in Q4, but installations were significantly delayed. By the end of 2024, 129 battery-paired solar projects were installed—far below the approved applications. GRID also facilitated BESS add-ons for households with existing PV systems, with installations increasing in Q2 and Q3 despite program challenges.

Interconnection delays compounded these issues, as longer SGIP approval processes and supply chain disruptions slowed project completions. As a result, the number of interconnected projects gradually declined throughout the year. While GRID successfully generated strong interest in SGIP battery incentives, funding delays, procurement issues, and complex program requirements hindered installation progress. Moving forward, GRID is working to streamline processes and navigate program complexities to accelerate project completion rates, ensuring more DAC-SASH participants can benefit from no-cost PV + BESS solutions.

Objective 3: Outreach to Tribal Lands Communities

In 2024, GRID continued its focused outreach efforts to Tribal lands (as defined in Decision (D.)20-12-003¹⁰ or illustrated on the CalEnviroScreen (CES) 4.0 DAC map. GRID identified tribal regions as high-need communities that could benefit significantly from the DAC-SASH program, especially considering the ongoing electrification projects, large residential energy loads, and frequent power shutoffs in these areas.

Activities

- Targeted outreach in communities with an established GRID presence or active partnerships
- Brand-building and education through local events, aimed at increasing awareness and program participation

Summary

Tribal Communities

In 2024, GRID successfully completed 25 DAC-SASH installations on Tribal lands, meeting the number of estimated installations that would happen this year. The goal of 25 tribal installations was established by offices at the beginning of the year. Yearly goals regarding installations on Tribal lands are determined by the regional offices and tribes during many collaborative strategic meetings and planning sessions. These installations spanned a range of communities, each facing unique energy challenges. The following tribes benefitted from these projects:

- Bear Ranch Riviera
- Round Valley Indian Reservation
- Hoopa Valley
- Los Coyotes Band of Cahuilla and Cupeno Indians
- San Pasqual Band of Mission Indians
- Campo Band of Mission Indians
- La Posta Band of Mission Indians

¹⁰ <https://docs.cpuc.ca.gov/PublishedDocs/Published/G000/M354/K045/354045228.PDF>

Table 7. Number of DAC-SASH Tribal installs in 2023 vs 2024

Utility	2023	Q1	Q2	Q3	Q4	2024 Total
PG&E	13	4	2	9	3	18
SDGE	14	3	3	1	0	7
SCE	9	0	0	0	0	0
Total	36					25

GRID faced challenges in its outreach efforts to California Indian Country. One significant obstacle was the need for solar systems to be paired with battery storage to fully utilize the program incentives. As noted above in Objective 2, the delayed allocation of SGIP Residential Solar and Storage Equity (RSSE) funds created a bottleneck in moving projects forward, as participants were particularly interested in the combined savings and resilience offered by the PV and battery systems. This delay has resulted in fewer installations in 2024 compared to 2023, as shown in Table 7.

Figure 7. GRID staff posing with a freshly installed PV system on a tribal project



Objective 4: Strengthened Communication, Education, and Long-Term Participant Support

Activities

- Improved centralization of the Intake Team and increased the number of GRID regional office staff
- Provided participant education on solar (PV), energy efficiency (EE), conservation, and PV system maintenance and monitoring
- Administered a “Post-Installation Survey” to assess satisfaction with install process
- Conducted an “Annual Survey” to gauge long-term program satisfaction

Summary

Intake Team Centralization & Enhanced Coordination for Improved Participant Support

In 2024, GRID strengthened its approach to participant communication, education, and long-term support. The centralization of the Intake Team, combined with an increase in the number of regional office staff, allowed for enhanced coordination and more effective outreach. This strategy ensured that participants received comprehensive support from initial outreach to system installation and interconnection, maximizing the impact of the DAC-SASH program. Table 8 provides key performance metrics for 2023 and 2024, tracking the conversion of leads, submitted applications, and inactive projects across GRID’s regional offices.

Table 8. Number of converted leads, submitted applications and inactive projects in 2023 vs 2024

	2023	Q1	Q2	Q3	Q4	2024 Total
Converted Leads	1705	358	507	726	152	1743
Submitted Applications	1137	268	339	436	102	1145
Inactive Projects	272	103	157	106	114	480

The number of converted leads and submitted applications in 2024 is slightly higher than 2023. However, there was a significant increase in projects that went inactive this year compared to last year. As mentioned in Objective 2, GRID staff approved 1,129 DAC-SASH applications in 2024 (see Table 5). Not included in these figures are the projects with approved DAC-SASH applications that went inactive. A project can go inactive for various reasons, including:

- Unpermitted structures
- Miscellaneous coding issues
- Electric panel upgrade needed

- Tree-trimming needs
- Re-roofs/roof repair needs
- Awaiting other home upgrades

Projects can go inactive at any point during the project process up to installation, meaning that staff time was dedicated to supporting a participant that ultimately did not move forward with the project. In 2024, GRID staff supported 417 projects that went inactive (see Table 8). Inactive projects remain in our system with participant information such as income and location. This allows GRID to reach out to the participant if the reason the project went inactive is resolved.

Participant Education: Solar; Energy Efficiency; Conservation; PV system maintenance and monitoring

After a DAC-SASH participant’s project is complete participants receive a **Post-Install Survey** via email or postcard to allow GRID to gauge how well the participant understands their installed PV-system, if they are able to tell when their system isn’t working properly, what to do if it isn’t, and if they understand their post-interconnection utility bills. This is also an opportunity for the participant to provide direct feedback about their experience with GRID staff and the program project process. An example of the Post-Install Survey can be found in Appendix D: Post-Install Client Survey.

Sample Post-Install Survey Questions:

1. How likely are you to recommend GRID to family and friends? Please rate on a scale from 1 to 10, with 1 being “not likely” and 10 being “very likely”.
2. Do you know how to tell if the solar system is producing energy?
3. Do you know who to contact if the solar system is not producing energy, you have questions or servicing needs?
4. Do you understand how to read your utility’s electric bills (also called Net Energy Metering or NEM bills)?
5. Were all GRID Alternatives staff you interacted with helpful and professional?
6. Did your Outreach Coordinator explain everything in a way that you could understand?
7. Are you satisfied with the quality and appearance of the installation?
8. Do you have any comments or suggestions about your experience going solar with us?
9. Expect GRID or our partners to send you updates and information related to the solar system when needed. Would you like to also receive other e-news about GRID's work (this is optional)?

GRID intentionally keeps the Post-Installation Survey short to encourage higher response rates. While participants receive education and information about their project throughout the process, the survey questions are designed to identify key areas where a participant may need additional support after installation.

In addition to the one-time Post-Install Survey, participants receive an **Annual Check-Up Survey** each year via email to assess their ongoing satisfaction and identify any issues with their solar system.

Sample Annual-Check-Up Survey Questions

1. How likely are you to recommend GRID? Please rate on a scale of 1 to 10, with 1 being “not likely” and 10 being “very likely”.
2. Are you satisfied with the savings provided by the solar system over the past year?
3. Do you understand how to read your utility’s electric bills (also called Net Energy Metering or NEM bills)?
4. Have you had any problems with the solar system?
5. To prevent your electric bill from increasing, it is very important to renew your enrollment in any bill discount programs that you are signed up for before it expires (such as the CARE or FERA program)! Did you know that you need to re-enroll in CARE or FERA every 2 years (or 4 years if you are on a fixed income)?

The Annual Check-Up Survey allows GRID to identify emerging concerns or issues with the solar systems and provide additional support if necessary. Like the Post-Install Survey, this survey captures a general satisfaction rating at the beginning, followed by more detailed questions on specific aspects of system performance and participant experience.

Objective 5: Educate participants about energy efficiency and provide information about complementary programs and services

Activities

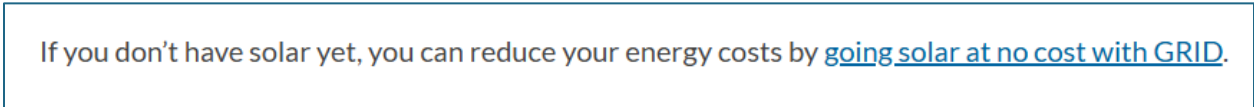
- Enhanced educational materials on energy efficiency and conservation for participants
- Provided referrals to IOUs' complementary programs:
 - IOUs' California Alternate Rates for Energy (CARE)/ Family Electric Rate Assistance Program (FERA) and Energy Savings Assistance Program (ESAP)
 - GRID Clean Mobility Programs

Summary

Energy Efficiency and Conservation Education

While installing a PV system for a participant provides significant savings, GRID recognizes the importance of educating participants on additional energy-saving measures. GRID's Energy Efficiency (EE) Resource webpage¹¹ on its website offers tips and resources on energy conservation and links to the DAC-SASH program for those interested in participating. This page is also featured in various outreach materials, including physical handouts distributed during events and canvassing, as well as in email communications.

Figure 8. Screenshot of GRID's EE resource webpage directing individuals to information on DAC-SASH



If you don't have solar yet, you can reduce your energy costs by [going solar at no cost with GRID](#).

Referrals to IOUs' complementary programs

CARE/FERA Referrals

In 2024, GRID continued its streamlined process of enrolling eligible clients in the CARE and FERA programs through DAC-SASH participation, ensuring automatic enrollment without requiring a separate application. The CARE program provides a 30-35% discount on electricity bills and 20% on natural gas, while FERA offers an 18% discount for households slightly exceeding CARE income limits. With PG&E and SDG&E, once GRID shares participant information, they are automatically enrolled in CARE/FERA. SCE, however, had challenges

¹¹ GRID Alternative's Energy Efficiency Resource webpage: <https://gridalternatives.org/your-system/maintenance-repairs/energy-efficiency>

throughout 2024 ensuring a timely enrollment. But, at the end of Q4, SCE confirmed that all clients referred are now successfully enrolled.

Throughout the year, the number of newly identified CARE- and FERA-eligible clients fluctuated. In Q1 and Q2 2024, the numbers remained steady, with 268 CARE-eligible and 54 FERA-eligible clients each quarter. However, in Q3 2024, there was a sharp increase to 343 CARE-eligible and 75 FERA-eligible clients, likely driven by a record number of DAC-SASH applications processed in that period. By Q4 2024, eligibility numbers declined to 146 CARE-eligible and 32 FERA-eligible clients, suggesting that most eligible participants had already been enrolled earlier in the year.

Compared to previous years, 2024 continued a downward trend in newly identified CARE- and FERA-eligible clients, indicating a potential saturation point where most eligible participants are already enrolled. Despite the decline, GRID's enrollment facilitation remains effective in reducing barriers for low-income households seeking energy cost relief. Moving forward, the focus will likely shift to maintaining participation and ensuring all remaining eligible clients receive the benefits.

ESAP Enrollment

ESAP aims to provide no-cost weatherization services to low-income households, helping them reduce utility costs through energy-efficient upgrades such as attic insulation, efficient appliances, and weather stripping. However, in Q3-Q4 2024, despite 718 referrals sent to PG&E, SCE, and SDG&E, no DAC-SASH clients were successfully enrolled, signaling significant challenges in program execution. This marks a continued trend of enrollment failure from Q1-Q2 2024, where 489 referrals also resulted in zero enrollments.

PG&E referred 327 clients but struggled with client contact, as many leads were deemed non-viable after three unsuccessful attempts. Even when clients responded, delays in subcontractor follow-ups hindered energy upgrade installations. SCE referred 366 clients, but the reasons for non-enrollment remain unclear. Internal data cleanup efforts within the ESAP processing team may have contributed to the delays. Meanwhile, SDG&E, which referred only 25 clients, did not provide specific reasons for the lack of enrollments.

Historically, 17% of all referred clients have successfully enrolled in ESAP, with PG&E achieving a 20% success rate, SCE 14%, and SDG&E 7%. The complete enrollment failure in Q3-Q4 2024 represents a sharp deviation from past performance and highlights systemic challenges in client outreach, follow-ups, and program processing.

To ensure that low-income households benefit from ESAP, improvements are needed in outreach strategies, contractor responsiveness, and internal coordination across all utilities. Addressing client contact barriers, expediting subcontractor engagement, and streamlining administrative processes will be critical to restoring program effectiveness and ensuring eligible households receive the intended energy efficiency benefits.

ESAP Leads from IOUs

In accordance with Decision 20-12-003¹², Investor-Owned Utilities (IOUs) are required to share DAC-SASH eligible customer profiles or leads with GRID annually, starting in February 2021. However, there has been a significant decline in the number of ESAP leads shared over the past four years, with SDG&E providing no leads in 2024. The reason for this decline remains unclear. Additionally, past datasets often contained incomplete contact information and duplicate leads, reducing their effectiveness for marketing. Another challenge is the lack of a standardized data format, making it difficult for GRID to efficiently process and integrate the information into internal tracking systems. To address these issues, GRID will conduct a thorough review of the past four years of data with each IOU to ensure that all previous leads have been received and processed before the next dataset is expected in Q2 2025. Furthermore, GRID will push to obtain CARE leads in addition to ESAP leads, as outlined in the decision, to expand outreach and reach more potential clients. By ensuring complete, accurate, and well-structured data, GRID aims to maximize the impact of lead-sharing efforts and improve program effectiveness.

¹² <https://docs.cpuc.ca.gov/PublishedDocs/Published/G000/M354/K045/354045228.PDF>

Objective 6: Recruit Job Training Participants, Focusing on Job Training Organizations (JTOs) and 50 Trainees from DACs

Activities

- Recruited individual trainees from DACs through direct outreach efforts
- Engaged existing JTO partners serving DACs to provide high-quality training for job seekers
- Identified and partnered with new JTO in additional communities through outreach and education
- Offered trainees access to paid work opportunities to support their transition into the clean energy workforce
- Facilitated connections between subcontractors and GRID's network of trainees, promoting the hiring of DAC-based trainees
- Organized job fairs, solar showcases, and community outreach events to connect trainees with potential employers

Summary

In 2024, GRID continued to expand its workforce development efforts, focusing on recruiting and training job seekers from DACs. These efforts are crucial in equipping participants with the skills needed for sustainable employment in the clean energy sector. GRID worked closely with 33 JTOs serving DACs, offering both technical training and pathways to paid employment opportunities. A full list of active JTO partnerships is available in Appendix E: List of Active DAC-SASH JTOs.

Through targeted outreach channels, including referrals and job training events, GRID successfully recruited 48 job trainees from DACs in 2024, including two recent job fairs in Q3: the RE+ Anaheim Job Fair and the RE+ Midwest Clean Energy Job Fair.

GRID's regional offices in California worked with over 35 employers to engage them in solar showcase events, where employers could interact directly with trainees from GRID's IBT program. These events provided employers with a firsthand opportunity to observe the skills of trainees, often leading to direct employment offers following the event.

Figure 9. IBT cohort learning PV installation basics (September 2024)



Job Seeker Engagement

During the job fairs, GRID provided a 3-minute Onboarding Survey to jobseekers, capturing critical information that helped GRID's staff match participants with suitable job opportunities. This survey also included a Voluntary Self-Identification section to gather demographic information for statistical reporting and ensure that employment opportunities were accessible to all individuals, regardless of background. The collected data was kept confidential and was not linked to personal information or job applications.

To view the full Employer Survey, including optional questions, please see Appendix F: Job Fair Employer Survey Questions.

1. How large is your organization?
2. What type of core skills do your open positions require?
3. How soon are you looking to hire?
4. Will you conduct interviews at the job fair?
5. What is the best way for a job seeker to stay connected after the clean energy job fair?
6. Are you hiring for remote, hybrid or onsite positions?
7. If some or all of your positions are hybrid or onsite, what region of the country is your organization hiring in?

For a full list of Onboarding Survey questions, please see Appendix G: Job Seeker Survey Questions.

1. What primary positions are you looking for?
2. Are you currently employed?
3. Are you new to the clean energy space?
4. What state do you currently live in?
5. Are you willing to relocate?
6. What type of roles are you primarily interested in?

This survey provided GRID with valuable insights into each jobseeker's needs, enabling the organization to assist them in finding appropriate employment opportunities in the clean energy sector.

Objective 7: Keep Stakeholders Informed About Program

Activities

- Maintained and updated the DAC-SASH program page on the GRID website
- Issued press releases, blogs, and other media outreach communications

Summary

The DAC-SASH program has a wide range of stakeholders, including the CPUC Energy Division, the Disadvantaged Communities Advisory Group (DAC-AG), IOUs, JTOs, Community-Based Organizations (CBOs), utility ratepayers, and residents in Disadvantaged Communities (DACs) across California. Keeping these stakeholders informed is essential for ensuring the program's success and ongoing engagement.

The DAC-SASH program page on GRID's website serves as a central resource for program information, offering stakeholders access to essential program details, updates, and resources.

In addition to website engagement, GRID has utilized a variety of media outreach tactics, including issuing press releases and publishing blogs, to ensure timely and broad distribution of program updates. These efforts have been instrumental in keeping key stakeholders and the public informed about the progress and impact of the DAC-SASH program.

By maintaining an up-to-date and informative web presence, along with a proactive media outreach strategy, GRID has successfully kept stakeholders engaged and informed about the DAC-SASH program.

Key Program Audiences

Low-Income Homeowners Located in DACs

The primary target audience for the program is low-income homeowners residing in DACs. To be eligible for participation, homeowners must live in one of the top 25% most disadvantaged communities statewide, as identified by the CES 4.0 DAC map and be billing customers of one of the state's three large IOUs and meet income qualifications as defined by the CARE program or the FERA program. Additionally, in December 2020, the CPUC (in Decision 20-12-003) expanded DAC-SASH eligibility to include tribal lands.

The communities targeted by this program are diverse, with common languages including Spanish, English, Mandarin, Cantonese, Korean, Vietnamese, and Tagalog. To effectively engage this audience, the program must provide clear, non-technical, and compelling information in languages they understand. Communication should be delivered through trusted messengers and channels, with ongoing education and support to ensure program participation and success.

Barriers to Engagement and Outreach

GRID's Marketing, Education, and Outreach (ME&O) efforts aim to address multiple barriers to reaching this diverse and often underserved audience. These barriers include:

- **Lack of trust** in solar companies and programs,
- **Limited exposure** to solar technology and its benefits,
- **Time constraints** that prevent homeowners from learning about solar and its potential advantages, and
- **Complexity of utility solar billing plans.**

Given the cultural diversity of the target audience, ME&O strategies must be tailored and culturally sensitive, which can be challenging with limited resources. Effective outreach requires overcoming these barriers by engaging the community through trusted local partners, providing educational materials in multiple languages, and simplifying complex solar-related concepts.

Structural Barriers to Program Participation

Beyond outreach challenges, there are significant structural barriers that may limit program participation, particularly in older housing stock. These barriers include:

- **Roof condition** (e.g., roofs that may need repairs or replacement before installing solar),
- **Unpermitted structures** that may prevent the installation of solar systems,

- **Electrical upgrades** that may be required to accommodate solar panel installations.

These structural challenges are often more pronounced in DACs, where homes may be older and require additional maintenance. As outlined in Objective 4, the statewide dropout rate for program participants due to solar suitability issues is approximately 30%, with even higher rates in urban areas with older housing. Homeowners in DACs may struggle to maintain their homes, compounding the challenges they face when considering solar installations.

To address these barriers, GRID either absorbs the costs or seeks external funding for necessary upgrades, such as electrical panel replacements, to ensure that the solar project can proceed. This proactive approach allows GRID to support homeowners in overcoming these structural obstacles and move forward with PV installations.

Tribal Communities

GRID has a longstanding history of collaborating with tribal communities across California to promote the SASH program. Building on this experience, GRID is now leveraging its expertise to extend outreach for the DAC-SASH program to eligible tribal land communities.

Tribal communities often face significant energy challenges, including high rates of utility disconnections and limited access to affordable energy solutions. These communities are considered high-need, and the barriers to participation in solar programs are particularly pronounced due to the complexities of tribal homeownership and land ownership.

A key challenge in implementing the DAC-SASH program in tribal areas is the inability to utilize the TPO model for these projects. This limitation is due to the unique legal and ownership structures of tribal lands, which prevent the use of TPO financing models typically used in other regions. As a result, this presents a major obstacle to the financial viability of DAC-SASH projects within tribal communities, as TPO funding is critical for the success and scalability of these solar installations.

Job Trainees

GRID recruits job trainees from a variety of sources, including the general public and through partnerships with local job training organizations and community colleges. However, several barriers to participation exist for this audience, including:

- Language barriers
- Technological challenges in accessing information about training opportunities
- Financial constraints that prevent engagement in unpaid training

- Limited transportation to and from job sites
- Distrust in training programs or institutions

To effectively engage job trainees, it is essential to provide clear, compelling information about available opportunities and resources. This information must be communicated through trusted channels and tailored to meet the needs of diverse participants. Additionally, ongoing support is critical to help trainees overcome barriers and sustain their participation throughout the training process.

Other Key Stakeholders

The DAC-SASH program involves a diverse group of stakeholders, including the CPUC Energy Division, California's IOUs, Job Training Organizations located in DACs, and key partners such as Habitat for Humanity. Additional stakeholders include several CBOs across the state, Community Choice Aggregators (CCAs) located in DACs, and residents of DACs throughout California.

These stakeholders play a crucial role in the success of the program and consistently seek access to data, updates on program progress, and insights into its impact. They also request opportunities to provide input and feedback, particularly as the clean energy equity landscape continues to evolve and expand in recent years.

Strategic Approach

In 2025, GRID will continue to refine its ME&O efforts to more effectively use the available incentive budget to ensure that GRID serves as many clients as possible. Additionally, GRID will regularly review the year's ME&O objectives and KPIs to determine if strategic adjustments are necessary. GRID also aims to increase the number of applicants that qualify for both DAC-SASH and SGIP across all regional offices. If successful, this will provide additional participant benefits in the form of savings and resilience. Consequently, future program invoices may reflect more billing across all GRID regional offices, as additional efforts and time will be required to integrate new programs and opportunities into outreach strategies and processes.

Holistic Approach with Focus on Maintaining Trust

GRID's holistic, customer-centric approach addresses ME&O barriers using strategies that have proven successful with low-income households. With regional offices across the state, GRID combines direct, in-community, in-language outreach and education with community and local government partnerships to ensure program information reaches eligible households through trusted sources. Building trust is critical in communities that may view these programs as "scams" or as "too good to be true."¹³ Educational messages are reinforced by a robust referral system and accessible digital resources and platforms.

Once a participant is approved for participation, they receive dedicated support from outreach and construction staff from application to installation and interconnection. They also receive referrals to complementary state and local programs, including the ESAP, CARE or FERA, and local clean mobility programs. Recently, GRID has also been increasing efforts to refer participants to home electrification initiatives. Since GRID does not directly implement electrification measures, efforts are made to match participants with external electrification funding sources. Following installation, GRID and its TPO partners provide ongoing education and engagement, solar production online monitoring, and access to phone support and troubleshooting throughout the duration of the contract term.

Focus on Referrals, Word-of-Mouth and Partner-Based Marketing

In 2025 GRID will continue to focus on referrals and word-of-mouth as highly effective marketing tools. This strategy will be complemented by partnership-based marketing with organizations such as Habitat for Humanity, CBOs, and both large and small cities. GRID has

¹³ Market and Program Administrator Assessment (PY 2011-2013), p.53

consistently found that partnering with trusted community organizations helps address challenges related to client trust. Collaborating with trusted CBOs, community leaders, local agencies and other service providers not only helps overcome trust and education barriers but also addresses structural barriers by layering ancillary services like electrical upgrades and roof repairs. This collaborative, partner-based approach has proven successful in addressing barriers to participation in DACs.

Financial Tools for Gap Funding in DACs

In 2024, GRID focused on expanding its reach to disadvantaged communities (DACs) by enhancing marketing, education, and outreach efforts to address barriers to solar access. These efforts included refining participant communication strategies to ensure clarity around program offerings and benefits, with a particular focus on eliminating misconceptions about program costs and eligibility requirements. By emphasizing that systems are provided at no cost to participants, GRID aims to broaden the applicant pool and make the program accessible to households with the lowest incomes.

Starting in 2025, GRID will pursue the option to directly own DAC-SASH PV systems, marking a significant shift from the current reliance on third-party or homeowner-owned models. There are several advantages to GRID directly owning systems. Participants will only need to sign a single contract, which will clearly state the participant does not owe any money for the system or its installation. This aims to streamline the participant experience and enhances clarity, addressing common questions about the program. Additionally, this approach will simplify the participant offering by reducing the need for involvement from third-party entities, which can make the program easier to understand and build trust with prospective participants.

Direct ownership will also allow GRID to respond more flexibly to program needs, ensuring alignment with its mission to serve disadvantaged communities. Equipment ownership will be new to GRID, however, and navigating the complexities, should direct ownership be approved, will require considerable research and effort. Further updates on this initiative will be shared in the upcoming DAC-SASH Q3-Q4 Semi-Annual Report.

Alignment with Statewide ME&O Efforts

The State and Commission have made investments to ensure that the ME&O efforts of multiple programs related to energy efficiency and energy education for California ratepayers are coordinated, and thereby have the maximum impact on driving behavioral changes. D.20-12-003 directs the DAC-SASH program administrator to align its outreach and customer acquisition with other utility-administered low-income programs, such as the Energy Savings Assistance

(ESA) program. Specifically, the program administrator is expected to coordinate with the ESA program's outreach efforts to target eligible customers effectively. To this end, GRID will continue working with California IOUs to ensure that DAC-SASH is integrated and aligned with statewide ME&O efforts.

This alignment effort is particularly relevant to client education about time-of-use (TOU) rates and to enrollment in complementary programs such as ESAP, CARE, and FERA. Because NBT rules require DAC-SASH participants to move to a TOU rate, GRID provides more education about TOU and leverages utility informational materials on TOU where available. Low-income clients are often more challenged than other customers in moving to a TOU rate, because they lack the flexibility or knowledge required to modify their electric consumption patterns in response to peak or high-cost times of day. This year, GRID will begin focusing on creating materials to provide in addition to IOU resources to address any gaps in client education.

Installation Targets in 2025 and Continued Challenges

In 2025, GRID anticipates a higher project volume compared to 2024 mainly due to the opportunity of pairing DAC-SASH PV systems with SGIP battery systems. Additionally, many participants whose DAC-SASH applications were approved in 2024 have been confirmed to be qualified for SGIP. However, these participants' projects are on hold pending the resolution of delays involving SGIP.

Figure 10. Volunteers posing while on a DAC-SASH PV installation (November 2024)



Installation Targets in 2025 and Beyond

Table 10 provides a snapshot of DAC-SASH incentive funding and installation totals through November 2024. It also outlines the projected capacity and funding for the remainder of the program based on GRID's experience in outreach and installations within DACs statewide.

Table 9. DAC-SASH incentive funding and installation totals

Utility	Incentives Claimed	Installed Projects	Installed Capacity (MW CEC-AC)	Total Incentive Funding	Incentives Remaining	Remaining Est. Cap. (MW CEC-AC) ¹⁴
	2019 – 2024			2019 - 2030	2019 - 2023	
PG&E	\$20,428,419	1716	6.81	\$44,574,000	\$24,145,581	8.05
SCE	\$13,256,634	1107	4.42	\$46,920,000	\$33,663,366	11.22
SDG&E	\$913,470	94	0.34	\$10,506,000	\$9,592,530	3.20
Total	\$34,598,523	2,917	11.57	\$102,000,000	\$67,401,477	22.47

Table 11 outlines GRID’s expected installation targets for 2025, based on regional capacity and the expected number of potential participants.

Table 10. Installation targets for the DAC-SASH program

Utility	Estimated Incentives	Estimated # of Installations
PG&E	\$4,927,800	382
SCE	\$4,851,000	385
SDG&E	\$477,300	37
Total	\$10,256,100	804

Determining Yearly Budget

Each year, installation targets for the DAC-SASH program are carefully determined prior to the start of the year to ensure they are realistic, achievable, and aligned with the program's goals. This process prioritizes regional insights and strategic planning to create projections that best reflect the needs and opportunities within each service territory.

Budgetary Framework

Installation targets begin with a high-level calculation based on the remaining incentive funds available for each utility service territory. The total funding is divided by the incentive rate to estimate the number of projects that could be supported financially. This step sets a broad framework for what is possible within the year, but it is not the sole determinant of installation targets.

¹⁴ In megawatts (MW) CEC-AC. The remaining capacity is estimated by dividing the remaining incentive amounts by the \$3/W incentive rate.

Regional Strategic Planning


The true foundation for setting installation targets lies in the detailed strategic planning sessions conducted by GRID's regional offices. These sessions bring together regional staff to evaluate:

- **Historical Successes and Challenges:** Teams review data on past outreach and installation efforts, identifying which approaches were most effective in driving participation and addressing barriers in their communities.
- **Targeted Community Needs:** Specific communities are prioritized based on factors such as high energy costs, geographic equity, or the potential for significant program impact.
- **Operational Realities:** Regional teams assess their capacity, including staffing levels, construction schedules, and any foreseeable logistical challenges, such as permitting delays or supply chain issues.

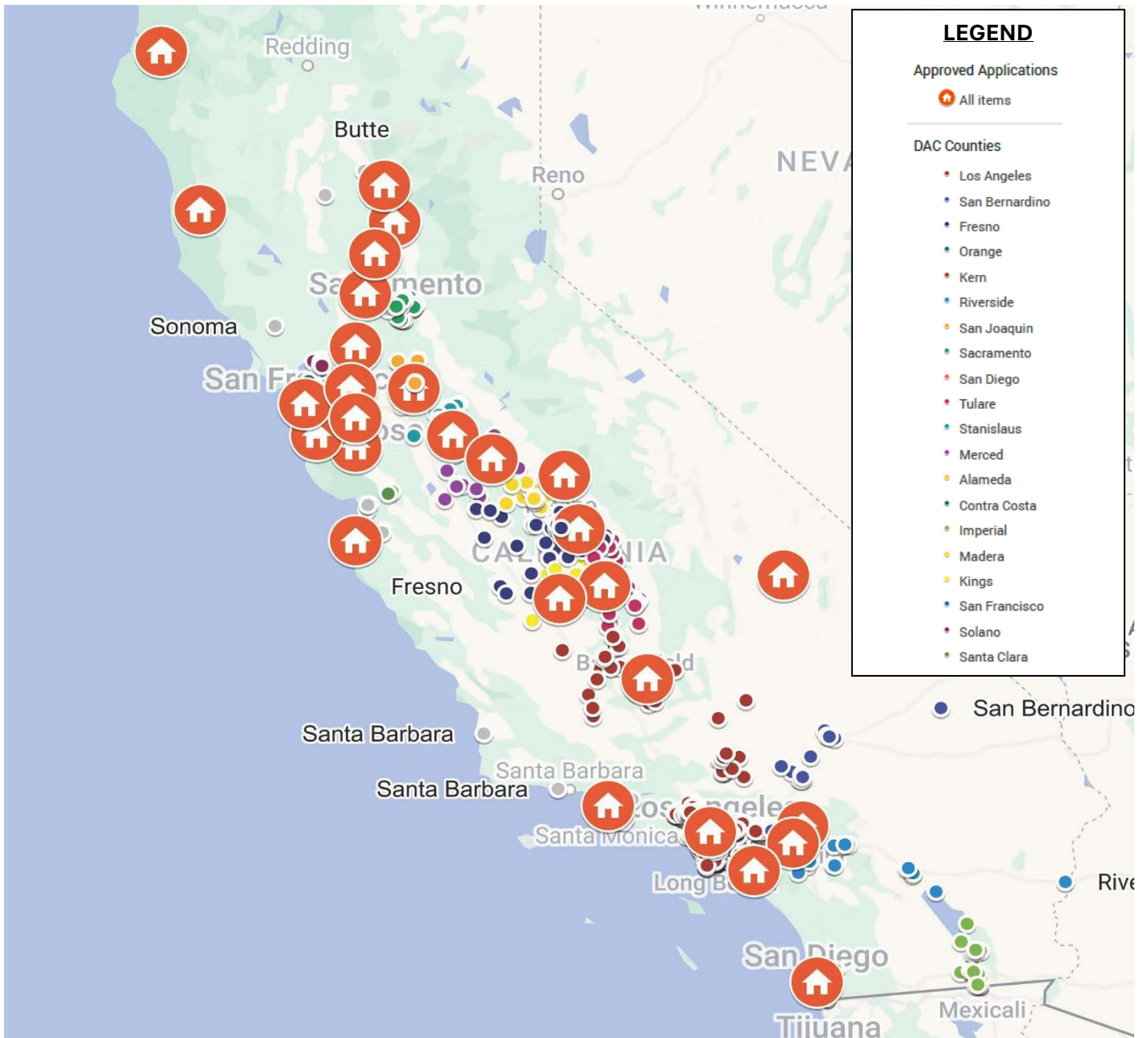
This localized approach ensures that the installation targets are not only financially feasible but also grounded in a deep understanding of each region's unique circumstances. Regional planning provides the most realistic and actionable numbers, as it incorporates both quantitative data and the on-the-ground expertise of those closest to the communities served.

By anchoring the process in regional strategic planning while using financial calculations as a guiding framework, GRID is able to ensure that its installation targets for the program are both practical and aligned with its mission to expand solar access to disadvantaged communities.

2025 Geographic Scope

In 2025, GRID will continue to strengthen the relationships currently established and expand to counties not yet reached. In 2024, approved applications came from 28 different counties as indicated by the icon in  below. Currently, there are a total of 58 counties located in DACs. The full list can be seen below in the map's legend.

Map 2. Locations of where DAC-SASH applications were approved and locations of DACs across the state.



Additionally, GRID will continue its outreach efforts to tribal communities, in alignment with Decision 20-12-003. GRID plans to install approximately 50 additional DAC-SASH projects in tribal areas, further strengthening its partnerships with tribal nations across the state. Additionally, GRID will focus on intensifying its engagement in Southern California Edison (SCE) service territory, particularly in high-need areas such as Bakersfield, Riverside, and Ontario, where complementary funding opportunities will support expanded efforts.

As in previous years, SDG&E's service territory is expected to have the lowest number of installations, primarily due to a limited pool of eligible non-tribal households and the unique challenges identified in the Ongoing Challenges in SDG&E Territory section below.

Changes to Program System Size Cap

The current 5 kW system size cap in the DAC-SASH program is increasingly limiting the ability to meet the energy needs of many households, especially as electrification technologies become more prevalent. In disadvantaged communities, where outdated infrastructure and limited access to energy efficiency upgrades are common, households often have higher energy demands. As a result, some participants have chosen to delay their involvement in DAC-SASH, waiting for the opportunity to access larger systems through programs like SGIP or others that offer more appropriately sized solutions.

In Q4 of 2024, GRID submitted Advice Letter No. 18-E to propose an update to the program handbook, advocating for the removal of the 5kW cap, which no longer aligns with current energy needs. Analysis of past DAC-SASH installations indicates that many projects would have been more effective with larger system sizes tailored to the participants' actual energy consumption.

If the proposed changes are approved, GRID will develop a strategic plan to re-engage inactive participants and adjust system designs to better align with household energy needs, free from the constraints of the current 5 kW cap.

Ongoing Challenges in SDG&E Service Territory

GRID faces significant challenges in SDG&E's service territory that limit the potential for expanding DAC-SASH participation. As seen in Map 3 below, the primary issue is not the number of DACs but rather the low population density within these areas, which significantly reduces the pool of qualifying households. Additionally, the region's high living costs—substantially higher than in other DAC regions such as the Central Valley or Inland Empire—further restrict eligibility under the program's strict income thresholds.

Beyond these challenges, the geographic spread of eligible projects presents logistical difficulties. Projects can be further than average from GRID's regional office and dispersed across the service territory, requiring significant travel time for construction staff, who must visit client homes multiple times for site assessments, installations, and final inspections. The additional travel time reduces the number of installations that can be completed within a given timeframe, further slowing progress.

The high cost of living in San Diego also contributes to a common challenge faced by clients—affording necessary pre-installation upgrades. Many homeowners struggle with the costs associated with permitting unpermitted structures, roof repairs or replacements, and infrastructure or electrical upgrades, which are often required before solar installations can proceed. These financial barriers frequently delay or prevent otherwise eligible households from participating.

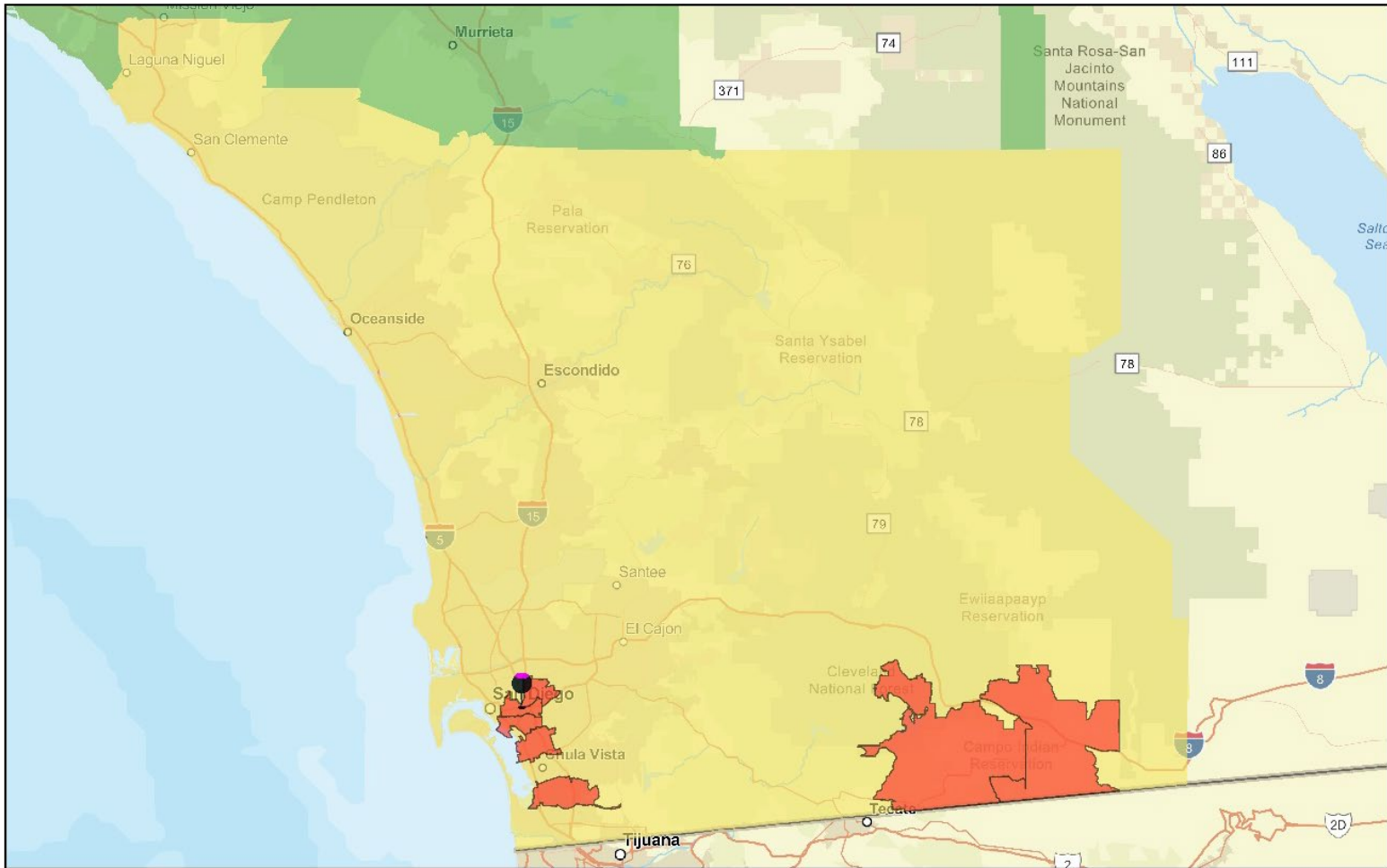
In the DAC-SASH Program’s Final Report, published by Evergreen Economics in April 2023, the evaluation highlights that San Diego’s eligibility rates for the DAC-SASH program are significantly lower compared to other regions in California:

- Only 2% of eligible households in the state reside within SDG&E’s service territory, amounting to approximately 4,300 eligible households.
- In contrast, PG&E and SCE account for 45% and 53% of the state’s eligible households, respectively.
- GRID’s San Diego regional office faces unique obstacles, including a smaller pool of eligible households and logistical difficulties in serving this population.

These factors, combined with the inherent outreach and marketing challenges in this territory, further complicate participation. The large geographic area makes outreach efforts more resource-intensive, and the lack of densely populated, income-qualified communities limits opportunities for concentrated marketing strategies. Additionally, restrictions under the current Equity budget and delays in RSSE funding have discouraged many potential participants, particularly in tribal communities, from moving forward with their applications.

Despite these hurdles, GRID remains committed to maximizing impact within this constrained environment, focusing on targeted outreach, streamlining logistics, and leveraging partnerships to support eligible households. Efforts to improve efficiency in project implementation and reduce barriers for potential participants will be critical in ensuring that low-income families in SDG&E’s service territory can access the benefits of the DAC-SASH program.

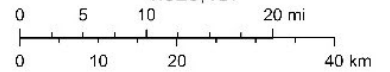
Map 3. DAC-SASH eligible areas (red) in SDG&E service territory (yellow). The pin indicates the location of the regional San Diego office and warehouse.



11/17/2024

1:920,187

- DAC-SASH Areas
 - Southern California Edison
 - San Diego Gas & Electric
- Electric Load Serving Entities (IOU & POU)



SanGIS, California State Parks, Esri, TomTom, Garmin, SafeGraph, FAO, METI/NASA, USGS, Bureau of Land Management, EPA, NPS, USFWS

Tribal Funding

Tribal PV projects face unique barriers, including financial, structural, and regulatory challenges that set them apart from other DAC projects. Historically, supplementary funding sources such as the U.S. Department of Energy and local grants have been critical in bridging funding gaps for tribal installations. However, these resources are limited and not always guaranteed.

Unlike other DAC-SASH projects, GRID cannot utilize the TPO model on tribal lands due to complex property ownership and regulatory issues specific to these areas. This limitation restricts access to a key funding tool that has been instrumental in facilitating broader deployment in other communities.

Despite these challenges, there is a potential opportunity through the Self-Generation Incentive Program (SGIP), which reserves a 2% funding carve-out specifically for tribal areas. This carve-out could help offset some of the funding limitations faced by tribal communities, providing a path forward for solar adoption.

Battery Storage Funding Delays and Supply Chain Issues

Delays in the implementation of the Self-Generation Incentive Program (SGIP), particularly the release of RSSE funds, have significantly impacted GRID's ability to deliver paired PV and battery systems to high-need communities. These delays have disrupted project timelines and led to unmet expectations among participants. Moreover, some program requirements—such as participation in Demand Response programs—are currently unavailable to many participants, further hindering the completion of projects.

In addition to funding delays, supply chain disruptions in the battery storage industry have worsened the situation. These disruptions have increased costs and extended lead times, compounding the challenges faced by GRID and participants. Together, these issues highlight the need for more streamlined funding mechanisms and flexible program structures to ensure timely deployment of solar and storage systems in disadvantaged communities.

As GRID moves into 2025, it faces a variety of challenges and opportunities. While there is a clear path for expanding installations, particularly with the opportunity to pair DAC-SASH PV systems with SGIP battery storage, delays in program funding, geographic limitations in SDG&E territory, and supply chain disruptions continue to pose significant hurdles. However, GRID remains committed to addressing these challenges and expanding access to solar and storage solutions for underserved communities across California, with a particular focus on tribal and low-income households.

Program Objectives in 2025

GRID's 2025 Marketing, Education, and Outreach (ME&O) objectives are designed to strengthen the program's reach and impact, ensuring a more inclusive and effective approach to serving California's diverse communities. In 2025, GRID aims to further diversify its applicant pipeline, with projects and participants that reflect the full spectrum of California's population. The program will also prioritize enhancing the participant experience, fostering greater trust and satisfaction.

To achieve these goals, GRID will employ a mix of remote outreach methods, in-person events, and time-tested strategies such as word-of-mouth referrals. The program's expansion in 2025 will be more significant than in previous years, with particular emphasis on the SDG&E service territory. This is driven by a renewed strategy to engage Disadvantaged Communities (DACs) in the larger San Diego area and capitalize on the added benefits of pairing DAC-SASH PV systems with SGIP battery systems, which will enhance program attractiveness.

The program's 2025 ME&O Objectives are:

1. **Conduct Outreach in DACs Statewide** to achieve an installation target of 804 projects.
2. **Conduct a Comprehensive Assessment** of outreach and promotional materials to ensure relevance and effectiveness.
3. **Strengthen Communication, Education, and Long-Term Participant Support** to program participants throughout their journey.
4. **Provide Referrals to Complementary Programs and Services**, expanding access to additional resources.
5. **Implement Targeted Outreach Tactics** in communities with the highest needs to maximize program impact.
6. **Recruit Job Training Participants and Employers**, with a focus on JTOs and future workforce development.
7. **Keep Stakeholders Informed** about the program's progress and impact, ensuring transparency and continued engagement.

Objective 1: Conduct outreach in DACs statewide to achieve an install target of 804 projects

In 2025, GRID will focus on refining and expanding its outreach strategies to meet an installation target of 804 projects in DACs across California (see Table 11). By Q1 2025, 53 applications received in late 2024 are expected to be approved, leaving a goal of approximately 750 new applications. GRID will focus on improving targeted mailers, community workshops, and digital outreach, with an emphasis on high-need and underserved areas. Despite 2024 challenges like SGIP delays, RSSE funding issues, and supply chain disruptions, GRID has maintained a strong pipeline through direct and indirect outreach. Plans for 2025 include expanding in-person events and strengthening partnerships with IOUs, CBOs, and other stakeholders to enhance engagement and lead generation.

To meet this target, GRID will continue collaborating with IOUs on co-marketing programs, partner with regional entities to build trust, and analyze feedback to improve communication strategies.

GRID has identified several areas for review and improvement:

- Web Pages and Marketing - Collaborate with PG&E, SCE, and SDG&E to ensure DAC-SASH program web pages are current and accessible.
 - PG&E:
 - [Solar Incentives and Programs](#)
 - [Green Energy Incentives](#)
 - [Community Organizations and Advocates](#)
 - SDG&E:
 - [Solar Billing Plan](#)
 - SCE:
 - [Solar Power for Residential Customers](#)
- Email Series - Relaunch and optimize email campaigns with IOUs to improve lead conversion.
- SDG&E - Address the lack of web and email leads from SDG&E by improving collaboration and lead tracking.

Outreach Strategies to be Implemented

Direct Outreach

Outreach staff in GRID's California offices will undertake multiple kinds of outreach efforts, distributing DAC-SASH marketing materials to prospective participants in targeted communities. Direct outreach in a target community is often paired with indirect outreach such as media campaigns, as well as partner-based outreach to maximize exposure and build trust. Planned direct outreach activities include:

- Mixed in-person and digital outreach - Some of the planned strategies include more phone calls and check-ins to warm leads, as well as identifying which households are comfortable using email for correspondence and/or applying online.
- Mixed virtual and in-person events – Participate in virtual and in-person community events to increase awareness of the program, provide resources and materials, answer questions, and promote solar and workforce development opportunities.
- Direct mail – Use the Faraday data service for targeted mail campaigns, partnering with local organizations for co-marketing (see current list of current Partner-based outreach, below).

Indirect Outreach

- Advertising – Because of the high cost per qualified lead, advertising will be targeted and used sparingly. The use of this strategy will be limited and only used if great opportunities arise.
- Earned media – The use of this tool will be limited in 2025 as it requires significant effort and opportunities for earned media are limited. However, it may include direct pitching to media outlets and occasional media events with local officials, businesses, and community leaders.
- Social media – Drive traffic to lead generation pages and intake phone numbers through organic engagement with 43,000+ followers on platforms like Facebook, Instagram, X (formerly Twitter), and LinkedIn.
- Referral Rewards program – Promote the \$200 referral incentive for successful leads via direct mail, handouts, and conversations with existing participants.

Partner-based Outreach

- City partnerships - Collaborate with cities for co-branded mailers, workshops, resource fairs, and targeted communication.
- CBO partnerships - Work with trusted local CBOs (e.g., Self-Help Enterprises, Habitat for Humanity) to distribute marketing materials, promote events, and generate referrals.

Key Metrics

Overall Installation Targets

- **Number of Completed Installations:** Track the number of DAC-SASH projects successfully installed in 2025, targeting 804 installations.
- **Applications Received:** Number of new applications received (target: approximately 750) to support the installation pipeline.

Direct Outreach Metrics

- **Number of Mixed In-Person and Digital Outreach Efforts:** Track outreach calls, emails, and online applications resulting from these efforts.
- **Event Attendance:** Number of participants at virtual and in-person community events.
- **Direct Mail Campaign Effectiveness:**
 - Number of direct mailers sent.
 - Response/conversion rate (leads generated from mail campaigns).
- **Referral Program Engagement:**
 - Number of referrals submitted through the \$200 Referral Rewards Program.
 - Conversion rate of referred participants into approved projects.

Indirect Outreach Metrics

- **Advertising Performance:**
 - Number of ad campaigns run.
 - Cost per qualified lead generated through advertising.
- **Earned Media Effectiveness:**
 - Number of earned media activities (e.g., pitches, media events).
 - Reach and engagement (e.g., impressions, shares, and clicks on stories).
- **Social Media Metrics:**
 - Traffic driven to DAC-SASH landing pages or intake phone numbers from social platforms.
 - Engagement metrics: likes, shares, comments, and follower growth.
 - Number of new leads generated through social media.

Partner-Based Outreach Metrics

- **City Partnership Initiatives:**
 - Number of co-branded mailers, workshops, or events with city partners.
 - Participant engagement from these efforts (e.g., inquiries, applications).

- **CBO Partnership Activities:**
 - Number of CBO partnerships established or maintained.
 - Number of referrals or outreach efforts executed through CBO partnerships.

Web Pages and Marketing

- **Web Page Updates:**
 - Number of updates made to DAC-SASH-related web pages (PG&E, SCE, SDG&E).
 - Traffic to updated web pages (measured as page views and click-through rates).
- **Email Campaign Effectiveness:**
 - Number of email series launched or revised with IOUs.
 - Open rate and click-through rate of co-branded email campaigns.
 - Number of leads generated through email campaigns.

Performance Monitoring

- **Lead Conversion Rates:** Track the percentage of leads converted into approved applications from all outreach efforts (direct, indirect, and partner-based).
- **Feedback Utilization:** Number of actionable changes made based on community feedback or past data analysis.

Regional Outreach Collaboration

- **Partnership Engagement with IOUs:**
 - Number of co-marketing strategies executed with IOUs.
 - Leads and conversions attributed to IOU collaborations (e.g., email campaigns, web presence).
- **Addressing SDG&E Gaps:**
 - Number of web leads and email leads generated in the SDG&E territory (improvement over 2024).

Outcome Metrics

- **Participant Trust and Engagement:** Measured through surveys assessing satisfaction with outreach and communication efforts.
- **Geographic Distribution of Installations:** Proportion of completed installations across DACs to ensure equitable geographic coverage.

Objective 2: Conduct a comprehensive assessment of outreach and promotional materials to ensure relevance and effectiveness

In 2025, GRID will assess all outreach and promotional materials to improve clarity, accessibility, and impact. Feedback will be collected from program participants, job trainees, and IOUs to identify recurring questions and areas for improvement. Data on engagement and success rates will guide updates to better target communities. Materials will also be tailored to specific groups, such as tribal participants and job trainees, ensuring they reflect current needs and conditions.

Key Metrics

Stakeholder Feedback Collection

- Number of Stakeholder Surveys Distributed - Track the number of surveys or feedback forms distributed to program participants, job trainees, IOUs, and other key stakeholders.
- Response Rate - Percentage of responses received from the distributed surveys or feedback forms.
- Satisfaction Scores - Average satisfaction score from stakeholders on the clarity, accessibility, and usefulness of the current outreach materials.
- Qualitative Feedback Themes - Recurring themes or specific areas of concern identified across stakeholder feedback (e.g., areas for clarification, specific outreach gaps).

Outreach Engagement and Success Rates

- Engagement Metrics - Number of people reached through various outreach channels (e.g., website visits, social media interactions, event attendance, etc.).
- Conversion Rate - Percentage of stakeholders who engaged with outreach materials and subsequently took an action, such as applying for the program, attending a job training session, or engaging with program services.
- Event Attendance - Number of participants in outreach events (e.g., webinars, community meetings, job fairs) compared to the number of invitations or event promotions sent.
- Referral Rate - Number of new participants or trainees who were referred through existing participants or community-based organizations.

Outreach Materials Review and Revision

- Number of Materials Reviewed - Total number of outreach and promotional materials (e.g., brochures, websites, emails, social media content, etc.) assessed during the review process.

- Materials Updated/Enhanced - Number of materials that were updated or revised based on stakeholder feedback and the analysis of engagement data.
- Time to Implement Changes - Average time taken to implement changes or improvements to outreach materials after the review and feedback process.
- Target Group-Specific Updates - Number of new or updated materials created specifically for target groups such as tribal participants, job trainees, or other identified demographics.

Effectiveness of New and Revised Materials

- Pre- and Post-Assessment Comparisons - Measure participant satisfaction with materials before and after revisions (e.g., survey responses, focus group feedback) to assess the impact of updates.
- Reach of New Materials - Number of individuals engaging with newly developed or revised outreach materials (e.g., click-through rates, downloads, or views).
- Clarity and Accessibility Score - Rating on a scale of 1-5 (or other scale) from stakeholders on the clarity and accessibility of revised materials.

Additional Outreach Opportunities

- New Outreach Channels Identified - Number of new outreach channels or strategies identified through the review process (e.g., additional community partners, new digital platforms, etc.).
- Target Demographic Reach - Percentage increase in engagement from underrepresented or hard-to-reach groups (e.g., tribal communities, non-English speakers, job trainees).
- Effectiveness of New Outreach Strategies - Success rate (e.g., conversion, engagement) of new outreach strategies implemented based on the findings from the assessment.

Objective 3: Strengthen Communication, Education, and Long-Term Participant Support to program participants throughout their journey.

In 2025, GRID will enhance the DAC-SASH program by refining communication, education, and support systems. Educational materials will be updated to simplify solar and energy efficiency concepts, making the program easier to understand. Community outreach events will expand the program's reach, and GRID will ensure adequate staffing and personalized follow-up to respond efficiently to participant inquiries. Data collection methods, such as Post-Installation and Annual Check-Up Surveys, will be improved to capture valuable feedback and inform program adjustments. Collaboration with community partners will further amplify outreach and education efforts.

Key Metrics

Refinement of Client Education Materials

- Number of Educational Materials Updated - Total number of brochures, online resources, and other educational materials updated or developed to reflect current program benefits and energy efficiency information.
- Participant Awareness Score - Based on post-install and annual follow-up surveys, measure the increase in participant understanding of solar energy, energy efficiency, and program benefits as a result of receiving the updated educational materials.

Strengthening Service Team Support

- Improve Client Inquiry Time - To track and improve client inquiry response times, monitor average response time, response time distribution, first contact resolution rate, and client satisfaction, while analyzing trends and ensuring sufficient staffing to meet demand.
- Resolution Satisfaction - Participant satisfaction with the support provided, measured through follow-up surveys after service team interactions, focusing on resolution effectiveness and timeliness.

Continued Program Participant Support

- Participant Retention Rate - Percentage of participants who remain engaged with the program throughout the full installation and post-installation phases, indicating ongoing support effectiveness.
- Follow-up Engagement Rate - Percentage of participants who engage with GRID's follow-up communications, such as check-ins, satisfaction surveys, and additional support opportunities.

- Support Needs Identified - Number of unique participant needs or challenges identified during direct support interactions (e.g., roof issues, electrical upgrades), and the resolution rate of these challenges.

Data Collection and Reporting Mechanisms

- Post-Installation Survey Completion Rate - Percentage of participants who complete the Post-Installation Survey shortly after their system is installed.
- Annual Check-Up Survey Completion Rate - Percentage of participants who complete the Annual Check-Up Survey each year.
- Data Accuracy Improvement - Percentage improvement in the accuracy of participant feedback data captured through Salesforce, compared to previous years (e.g., reduction in reporting errors).
- Survey Satisfaction - Average participant satisfaction score regarding the Post-Installation and Annual Check-Up Surveys, based on clarity and relevance of questions.

Community Partner Collaboration

- Number of Community Partners Engaged - Total number of CBOs and local entities collaborating with GRID on outreach efforts.
- Community Reach - Increase in the number of underserved or hard-to-reach participants engaged through community partner networks.
- Referral Rate from Partners - Number of new program participants referred by community partners, indicating the effectiveness of these partnerships in expanding the program's reach.

These metrics will ensure that GRID effectively tracks its progress in providing streamlined communication, enhancing education materials, supporting participants throughout their solar journey, and refining data collection and reporting systems. By capturing insights from participant interactions, outreach events, and community partner collaborations, GRID aims to improve both participant satisfaction and program impact in 2025.

Objective 4: Provide information and referrals to complementary programs and services

In 2025, GRID aims to enhance its efforts to connect DAC-SASH participants with complementary programs that help them reduce energy costs, improve energy efficiency, and navigate construction barriers. This will be achieved through the following initiatives:

- Educational Materials - Improving participant education materials to raise awareness of complementary programs, such as utility assistance programs (CARE, FERA, ESA), energy efficiency initiatives, electrification, and construction upgrades like main service panel (MSP) upgrades and reroofing.
- Referral Systems - Enhancing internal systems to facilitate efficient referrals to programs like CARE/FERA, ESA, and others. This will streamline the process of connecting participants with utility programs and services that provide additional financial support and reduce overall energy costs.
- Community Workshops - Organizing workshops and informational sessions to educate participants about available resources and help them access relevant funding and services.
- Tracking Mechanisms - Implementing robust systems to track referrals to ensure that participants successfully connect to complementary programs and services, with the goal of improving program accessibility and monitoring the outcomes of referrals.
- Stakeholder Engagement - Collaborating with utilities and other relevant organizations to raise awareness of complementary programs and increase outreach, ensuring that participants are informed of all available options for reducing energy costs and enhancing their homes' energy efficiency.

Key Metrics

Referral Systems for IOUs and Other Programs

- Number of Referrals Made - Total number of referrals made to complementary programs (e.g., CARE, FERA, ESA, MSP upgrades) on behalf of DAC-SASH participants.
- Referral Success Rate - Percentage of referred participants who successfully enroll or are accepted into complementary programs (e.g., enrolled in CARE, ESA, or receive MSP upgrades).
- Referral Follow-up Rate - Percentage of referred participants who receive follow-up communication confirming successful enrollment or further assistance with the referral process.

Community Workshops on Complementary Services

- Number of Workshops Held - Total number of community workshops or informational sessions organized in 2025 to educate participants on complementary services.
- Workshop Attendance Rate - Average number of attendees per workshop compared to the number of invitations sent or expected attendance.
- Participant Satisfaction with Workshops - Average satisfaction score from participants who attended the workshops, based on feedback on the usefulness and clarity of information provided.

Tracking Mechanisms for Referrals

- Referral Tracking System Implementation - Status of the implementation of a formal tracking system for referrals, including completion of system setup and data integration.
- Referral Tracking Accuracy - Percentage of referrals successfully tracked through the system, with no missing data or discrepancies.
- Referral Outcome Reporting - Percentage of referrals that have outcome data captured and reported accurately in GRID's tracking system (e.g., program enrollment, service completion).

Stakeholder Engagement and Program Awareness

- Number of Stakeholders Engaged - Total number of community organizations, utility companies, and other stakeholders engaged in outreach efforts related to complementary programs.
- Number of Joint Outreach Initiatives - Total number of collaborative outreach events or campaigns with stakeholders to raise awareness of complementary programs.
- Community Awareness Increase - Percentage increase in program awareness among participants and community members, measured through surveys or outreach feedback.

By tracking these key metrics, GRID will be able to measure the effectiveness of its efforts to connect DAC-SASH participants with complementary programs and services. These metrics will provide valuable insights into the success of referral systems, educational materials, workshops, and stakeholder collaboration. Through continuous improvement in these areas, GRID will ensure that participants are fully informed and empowered to access all available resources, leading to greater energy savings, enhanced program participation, and more sustainable energy solutions for disadvantaged communities.

Objective 5: Implement targeted outreach tactics in communities with the highest needs to maximize program impact

In 2025, GRID will concentrate its outreach efforts on high-need communities, including Tribal lands and households that have faced barriers preventing participation in the DAC-SASH program. This initiative aims to improve energy access and affordability for these populations through strategies tailored to their specific needs. The focus will be on overcoming challenges related to home repairs, system upgrades, and energy resilience.

Key Metrics

Targeted Outreach in High-Need Communities

- Number of Outreach Events Held in High-Need Areas - Total number of community engagement events, such as informational workshops, job fairs, and outreach sessions, organized in high-need areas (such as Tribal lands).
- Community Partner Engagement - Number of local community organizations, tribal leaders, and regional partners engaged in outreach efforts to facilitate trust and promote the DAC-SASH program.
- Increased Awareness in Target Communities - Percentage increase in inquiries, applications, or program participation in communities where targeted outreach events were held.

Establishing Brand Presence Through Local Events

- Number of Events Attended or Hosted - Total number of local events (job fairs, community festivals, workshops, etc.) GRID regional offices participate in or host to increase brand presence and raise awareness of the DAC-SASH program.
- Event Participation by Target Population - Percentage of event attendees from high-need communities (Tribal, SJV, high-usage households) compared to the general population.
- Recruitment Outcomes - Number of job applicants or new hires directly recruited from high-need communities during outreach events.
- Brand Recognition and Trust - Survey feedback from participants on their awareness and trust in GRID as a result of local events and outreach efforts.

Engagement with Higher Usage Participants and Previously Unserved Households

- Number of Higher Usage Clients Engaged – Total number of participants whose usage required a larger than average system size

- Number of Previously Unserved Households Re-engaged - Total number of households that were previously unable to participate in DAC-SASH, but who are re-engaged through outreach and provided information or resources on how to become solar-ready.
- Main Service Panel (MSP) and Roof Repair Referrals - Number of referrals or applications made for MSP upgrades and roof repairs for participants requiring these upgrades to move forward with solar installation.
- System Design and Sizing for Higher Usage Clients - Number of larger solar systems designed and approved for higher energy usage households, pending the disposition of AL 18E.

Tribal Community Engagement

- Number of Tribal Communities Engaged - Total number of Tribal communities contacted or directly involved in outreach activities, including workshops, informational sessions, or consultations about solar energy and battery storage solutions.
- Battery Storage Integration in Tribal Communities - Number of DAC-SASH PV installations in Tribal communities that are paired with battery storage systems, aimed at addressing energy resilience and reliability.
- Tribal Participation Rate - Percentage increase in program participation from Tribal communities, compared to previous years, as a result of targeted outreach and engagement efforts.
- Feedback from Tribal Communities - Participant satisfaction and feedback scores from Tribal community members regarding the outreach, education, and support they received.

Tracking and Reporting Metrics for Outreach Effectiveness

- Referral Rate for Home Upgrades - Percentage of households in targeted areas referred for necessary home upgrades (e.g., MSP upgrades, roof repairs) that are eligible for financial support or additional program resources.
- Percentage of High-Need Participants Referred to Additional Programs - Percentage of high-need participants who are referred to and successfully enrolled in complementary programs, such as SGIP, utility assistance (CARE/FERA), and other relevant services.
- Follow-up Engagement Rate - Percentage of engaged participants who respond to follow-up communications from GRID after initial outreach efforts, including additional questions, applications, or support requests.
- Program Retention and Completion Rate - Percentage of participants from high-need communities (Tribal, higher-usage households, etc.) who complete the DAC-SASH process, from application to installation.

These key metrics will enable GRID to track the effectiveness of its outreach efforts and ensure that the program is making a measurable impact in high-need communities. By focusing on Tribal lands and previously unserved high-usage clients, GRID will enhance its outreach and support to these underserved populations, providing them with greater access to clean, affordable energy solutions.

Objective 6: Recruit job training participants and employers, with a focus on Job Training Organizations (JTOs) and future workforce development

In 2025, GRID will prioritize recruiting job training participants from DACs and fostering stronger partnerships with Job Training Organizations (JTOs) and employers to create more clean energy job opportunities. This initiative aims to increase workforce development in the clean energy sector by targeting individuals from DACs, enhancing access to job training, and connecting qualified trainees with prospective employers.

Key Metrics

Recruitment of Job Training Participants

- Number of Trainees Enrolled in Job Training Programs - Total number of individuals from DACs enrolled in job training opportunities, including those in clean energy and related fields.
- Demographic Diversity of Participants - Breakdown of job training participants by key demographics, including age, gender, and ethnicity, to ensure diverse participation from DACs.
- Retention Rate in Training Programs - Percentage of individuals who complete the job training program, compared to those who drop out or fail to finish, to assess the effectiveness and support systems of the program.
- Career Placement Rate - Percentage of job training participants who secure employment in the clean energy sector or related fields after completing the training program.

Strengthening Partnerships with Job Training Organizations (JTOs)

- Number of JTOs Engaged - Total number of existing and new JTOs GRID engages through outreach and partnerships for clean energy workforce development in DACs.
- Number of Joint Initiatives with JTOs - Total number of joint projects, training sessions, or initiatives organized with JTO partners to promote job training and workforce development in DACs.
- JTO Satisfaction and Feedback - Satisfaction score or qualitative feedback from JTO partners on the effectiveness of GRID's outreach and collaboration in helping their students find job training opportunities.

Job Fairs and Networking Events

- Number of Job Fairs and Networking Events Held - Total number of job fairs, networking events, and career development sessions hosted or attended by GRID in 2025 to connect job trainees with potential employers.
- Employer Participation Rate - Number of employers attending or participating in job fairs and networking events, especially those hiring for clean energy positions.
- Event Attendance Rate - Average number of trainees or job seekers attending each job fair or event, compared to the number of invitations or outreach efforts.
- Employer Satisfaction and Feedback - Employer feedback on the quality and preparedness of job trainees, as well as their satisfaction with the job fair and recruitment process.

Employer Awareness Campaigns

- Number of Employers Reached Through Campaigns - Total number of employers contacted or engaged through GRID's awareness campaigns about the benefits of hiring job trainees from DACs.
- Employer Participation in GRID Job Board - Number of employers who utilize GRID's job board to post job openings or search for qualified candidates from DACs.
- Employer Hiring Rate of DAC Participants - Percentage of employers who hire candidates from DACs after participating in GRID's employer awareness campaigns or job fairs.

Feedback and Continuous Improvement

- Trainee Satisfaction Rate - Percentage of job training participants who report satisfaction with the training program, including the quality of instruction, resources, and support provided.
- Employer Satisfaction Rate - Percentage of employers who express satisfaction with the candidates hired through GRID's programs, based on trainee qualifications and job performance.
- Training Program Improvement Suggestions - Number of actionable suggestions or recommendations received from trainees and employers to improve the job training programs and outreach strategies.
- Program Impact on Career Advancement - Feedback from trainees on the impact of job training on their career opportunities, wage increases, and employment benefits in the clean energy sector.

Workforce Development Impact

- Total Number of Jobs Created - Total number of new jobs created or filled by DAC participants in the clean energy sector, as a result of job training and employment outreach efforts.
- Long-Term Employment Retention Rate - Percentage of job training participants who maintain employment in the clean energy sector for at least 6-12 months after placement.
- Economic Impact in DACs - Estimated increase in household incomes and economic stability within DACs, attributed to job placements and workforce development in clean energy fields.
- Diversity and Inclusion in Clean Energy Workforce - Increased number of individuals from DACs (including diverse racial, ethnic, and socioeconomic backgrounds) represented in the clean energy workforce as a result of job training and recruitment efforts.

By tracking these key metrics, GRID will be able to assess the effectiveness of its job training and recruitment efforts in DACs, ensuring that targeted outreach, employer engagement, and program support result in measurable improvements in workforce development and employment opportunities. These metrics will help GRID to refine its strategies and enhance its impact on empowering individuals from disadvantaged communities to build long-term careers in the clean energy sector.

Objective 7: Keep stakeholders informed about the program's progress and impact, ensuring transparency and continued engagement

In 2025, GRID will focus on maintaining transparent and effective communication with all stakeholders involved in the DAC-SASH program, including the CPUC Energy Division, the DAC-AG, California IOUs, JTOs, CBOs, utility ratepayers, and residents of DACs statewide. By ensuring that stakeholders are consistently informed about the program's progress, milestones, and successes, GRID aims to foster ongoing engagement and strengthen relationships with key partners and participants.

Key Metrics

Program Webpage Maintenance and Updates

- Page View Count - Total number of visits to the DAC-SASH program webpage, indicating stakeholder interest and engagement with the resources provided.
- Content Engagement Rate - Percentage of visitors to the DAC-SASH webpage who interact with key resources (e.g., downloading reports, reading blog posts, clicking links to program documents).
- Number of New Resources Posted – Total number of new program reports, success stories, educational resources, or media links posted on the DAC-SASH webpage within a given period.

Proactive Media Outreach

- Number of Media Outreach Efforts - Total number of proactive media activities undertaken, including press releases, blog posts, social media updates, newsletters, or media pitches.
- Media Coverage Reach - Total audience reach (impressions) from media coverage resulting from proactive outreach efforts, including press articles, TV/radio interviews, or online publications.
- Engagement with Media Content - Number of clicks, shares, likes, and comments on media content (e.g., blog posts, social media updates, and press releases), reflecting stakeholder and public engagement with GRID's media efforts.
- Earned Media Effectiveness - Number of earned media activities (e.g., pitches, media events).

Stakeholder Engagement and Communication

- Frequency of Stakeholder Updates - Number of formal updates provided to stakeholders (e.g., quarterly emails, newsletters, or direct communication to stakeholders like the CPUC Energy Division, DAC-AG, and IOUs).
- Stakeholder Satisfaction with Communication - Percentage of stakeholders (from the DAC-AG, IOUs, CBOs, JTOs) reporting satisfaction with the clarity, frequency, and relevance of program updates and communications.

Continuous Stakeholder Engagement

- Stakeholder Participation in Feedback Mechanisms - Number of stakeholders actively participating in feedback mechanisms (e.g., surveys, focus groups, comment periods on reports) to provide input on program progress and communication.
- Action Taken Based on Stakeholder Feedback - Percentage of stakeholder suggestions or concerns that result in actionable changes or improvements to the program, demonstrating responsiveness to stakeholder input.
- Collaboration and Partnerships Established - Number of new collaborations or partnerships formed as a result of proactive communication with stakeholders, indicating the success of engagement efforts.
- Stakeholder Retention Rate - Percentage of key stakeholders (e.g. CBOs, JTOs, etc.) who continue to engage with the program year-over-year, indicating successful long-term engagement and relationship-building.

By tracking these key metrics, GRID will be able to assess the effectiveness of its communication strategies in keeping stakeholders informed, engaged, and satisfied with the progress of the DAC-SASH program. These metrics will also help ensure that GRID is fostering transparency and maintaining strong relationships with all involved parties, ultimately contributing to the continued success and growth of the program. Through consistent and proactive communication efforts, GRID will enhance the program's visibility, build trust with stakeholders, and support informed decision-making throughout the program's lifecycle.

Appendix A: 2025 ME&O Budget

In Appendix A, GRID includes a budget for program activities for 2025 that are directly related to ME&O. Because the DAC-SASH budget is capped for marketing and outreach at 4% of the annual budget (or \$400,000), GRID has limited this budget to that amount. GRID notes that its actual expenses to conduct statewide ME&O for the DAC-SASH program are considerably higher for both labor and non-labor expenses. GRID will allocate \$40,576 of the \$400,000 ME&O budget to non-labor costs and will allocate the remaining \$359,424 toward labor costs for outreach staff. GRID will apply its own fundraising dollars and resources to cover additional ME&O costs that will not be recouped from the program budget.

The budget below provides a high-level estimate of labor and non-labor costs, but these costs and the calendar quarter in which they will be incurred may be modified in 2025 as best suits the ME&O objectives. Labor costs for the positions listed in the ME&O budget are below:

- Director, Outreach Marketing - Performs day-to-day management of outreach marketing and support for regional outreach departments. Collects regional office and client feedback, provides ongoing training to outreach staff, and tracks ME&O plan key performance indicators and activities on a quarterly basis.
- Regional Outreach Manager - Responsible for developing regional outreach and marketing strategies, manages Outreach Coordinators and provides contract and application support. Also schedules projects for contract signing and installation, reviews project pipeline, and maintains relationships with CBOs and program partners.
- Regional Outreach Coordinator - Implements regional outreach and marketing strategy for new client acquisition and maintenance of relationships with existing clients. Guides homeowners through the full process from applying for the program through post-installation training. Responsibilities include in-language pre-screening phone interviews and site visits with potential participants, signing up potential participants for utility's ESAP programs, helping clients with applications and contracts, providing client support during installation, conducting home-owner trainings, and follow-up warranty services.
- Director, Marketing - Assists the VP of Communications with public-facing documents, working with graphic designer, and copyediting materials. Development and maintenance of ME&O plan, and formatting program reports and communications.

For non-labor costs, GRID plans to subcontract with the following entities for ME&O activities and provides this description:

- Translation Services from LinguaLinx - Translation services for adding to GRID's portfolio of multilingual materials, and crucially for live phone translation services
- Printing from Alpha Press - Printing of outreach marketing collateral
- Mail shop services from Precise Mailing - Sending outreach marketing materials for client acquisition
- Photography - Professional photography services as needed
- Advertising – Paid advertising as needed



DAC-SASH Year 2025 ME&O Plan Budget (Forecast)

		Q1		Q2		Q3		Q4		TOTAL	
		Labor	Non-Labor	Labor	Non-Labor	Labor	Non-Labor	Labor	Non-Labor	Labor	Non-Labor
Marketing & Communication	Translation Services	\$ -	\$ 1,000	\$ -	\$ 1,000	\$ -	\$ 1,000	\$ -	\$ 1,000	\$ -	\$ 4,000
	Advertising	\$ -	\$ 3,750	\$ -	\$ 3,750	\$ -	\$ 3,750	\$ -	\$ 3,250	\$ -	\$ 14,500
	Photography	\$ -	\$ 250	\$ -	\$ 250	\$ -	\$ 250	\$ -	\$ 250	\$ -	\$ 1,000
	Graphic Design	\$ -	\$ 1,000	\$ -	\$ 1,000	\$ -	\$ 1,000	\$ -	\$ 500	\$ -	\$ 3,500
	Printing	\$ -	\$ 3,500	\$ -	\$ 5,500	\$ -	\$ 5,500	\$ -	\$ 3,076	\$ -	\$ 17,576
	Director, Outreach Marketing (-11% FTE)	\$ 8,233	\$ -	\$ 8,233	\$ -	\$ 8,233	\$ -	\$ 4,359	\$ -	\$ 29,058	\$ -
	Regional Outreach Manager (-2% FTE)	\$ 1,344	\$ -	\$ 1,344	\$ -	\$ 1,344	\$ -	\$ 711	\$ -	\$ 4,742	\$ -
	Regional Outreach Coordinator (-2% FTE)	\$ 1,120	\$ -	\$ 1,120	\$ -	\$ 1,120	\$ -	\$ 593	\$ -	\$ 3,952	\$ -
	Director, Marketing (-2% FTE)	\$ 1,709	\$ -	\$ 1,709	\$ -	\$ 1,709	\$ -	\$ 905	\$ -	\$ 6,032	\$ -
	Regional Outreach Manager (-5% FTE)	\$ 3,359	\$ -	\$ 3,359	\$ -	\$ 3,359	\$ -	\$ 1,778	\$ -	\$ 11,856	\$ -
Work with Community-Based Organizations (CBOs)	Director, Outreach Marketing (-1% FTE)	\$ 748	\$ -	\$ 748	\$ -	\$ 748	\$ -	\$ 396	\$ -	\$ 2,642	\$ -
	Regional Outreach Coordinator (-150% FTE)	\$ 83,980	\$ -	\$ 83,980	\$ -	\$ 83,980	\$ -	\$ 44,460	\$ -	\$ 296,400	\$ -
Client Acquisition & Support	Regional Outreach Manager (-2% FTE)	\$ 1,344	\$ -	\$ 1,344	\$ -	\$ 1,344	\$ -	\$ 711	\$ -	\$ 4,742	\$ -
Totals		\$ 101,837	\$ 9,500	\$ 101,837	\$ 11,500	\$ 101,837	\$ 11,500	\$ 53,914	\$ 8,076	\$ 359,424	\$ 40,576
Total Labor		\$ 359,424									
Total Non-Labor		\$ 40,576									
Grand Total		\$ 400,000									

Appendix B: Sample of Marketing Materials



CHINESE

您的电费开支已让您不堪重负?

您可能有资格申请一项全州范围内的项目, 通过为您的房屋架设太阳能系统帮助您节省电费。如果您住在自己的房子中, 但收入低于收入表所列限额, 就可能具备申请资格。

家庭人数	年收入
1-2	\$39,440
3	\$62,150
4	\$75,000
5	\$87,850
6	\$100,700
7	\$113,550

收入限额截至
2024年6月1日

您必须居住在有资格申请“能源普及”(Energy for All)项目的指定区域。

请致电 **866-921-4696**



或访问 EnergyForAllProgram.org/CA

DAC-SASH 项目由加利福尼亚公共事业委员会监督, 并由 GRID Alternatives 运营“能源普及”(Energy for All) 项目。如有需要, GRID Alternatives 是一家非营利组织, 旨在为低收入家庭提供清洁能源。其办事处设在加利福尼亚州, 欲了解更多, 请访问 www.gridalternatives.org。



Get ahead of your energy bills with a solar system from GRID!

Solar will help you pay less for energy while helping the environment.

架设 GRID 太阳能系统, 减少您的电费开支!

太阳能不仅为您节省电费, 而且非常环保。

Hindi mahuhuli sa bayarin sa kuryente gamit ang sistema ng solar mula sa GRID!

Makakaulong ang pag-apatang mas malabasan ang bayarin sa kuryente at maasukat ang puntos sa kalikasan.

GRID의 태양광 시스템으로 에너지 요금을 절약하세요!
태양광은 환경을 보호하면서 에너지 비용을 절약하는 데 도움이 됩니다.

Sử dụng hệ thống năng lượng mặt trời của GRID để tiết kiệm tiền điện!

Năng lượng mặt trời sẽ giúp bạn giảm bớt tiền điện phải trả trong khi góp phần bảo vệ môi trường.

© 2024 GRID Alternatives



866-921-4696
energyforall@gridalternatives.org
EnergyForAllProgram.org/CA



GRID Alternatives is a fully licensed solar contractor in CA (LIC 896023)

STATE OF CALIFORNIA
Solar Energy Program
For Low-income Homeowners

加利福尼亚州
太阳能项目
面向低收入房主

ESTADO NG CALIFORNIA
Programang Enerhiyang Solar
Para sa Mga May-ari ng Tahanan na May Mababang Kita

캘리포니아주
저소득 주택 소유자를 위한
태양 에너지 프로그램

BANG CALIFORNIA
Chương trình năng lượng mặt trời
Dành cho chủ nhà có thu nhập thấp



Marketing Material 1. DAC-SASH Program Brochure (multi-language)



Get ahead of your energy bills with a solar system from GRID!

Solar will help you pay less for energy while helping the environment.



¡Adelántese a su factura de energía con un sistema solar de GRID!

La energía solar lo ayudará a pagar menos por la energía mientras ayuda al medio ambiente.



Disadvantaged Communities – Single-Family Solar Homes (DAC-SASH) is a program overseen by the California Public Utilities Commission and administered by GRID Alternatives through the Energy for All Program. GRID Alternatives is a community-based nonprofit organization with offices throughout California.

Disadvantaged Communities – Single-Family Solar Homes (DAC-SASH) es un programa supervisado por la Comisión de Servicios Públicos de California y administrado por GRID Alternatives a través del programa Energy for All (Energía para Todos). GRID Alternatives es una organización comunitaria sin fines de lucro con oficinas a lo largo y ancho de California.

CONTACT US / CONTÁCTENOS:

866-921-4696
EnergyForAllProgram.org/CA
EnergyForAllProgram.org/CA-es



GRID Alternatives is a fully licensed solar contractor / es un contratista de energía solar plenamente autorizado, CA Lic. #86/5.33

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STATE OF CALIFORNIA

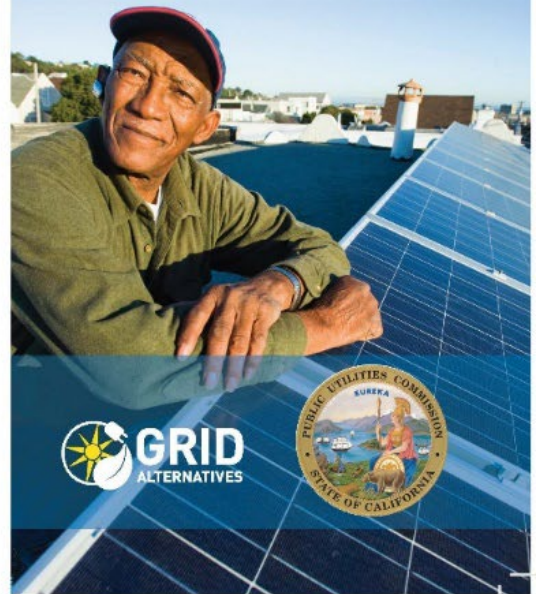
Solar Energy Program

For Low-Income Homeowners

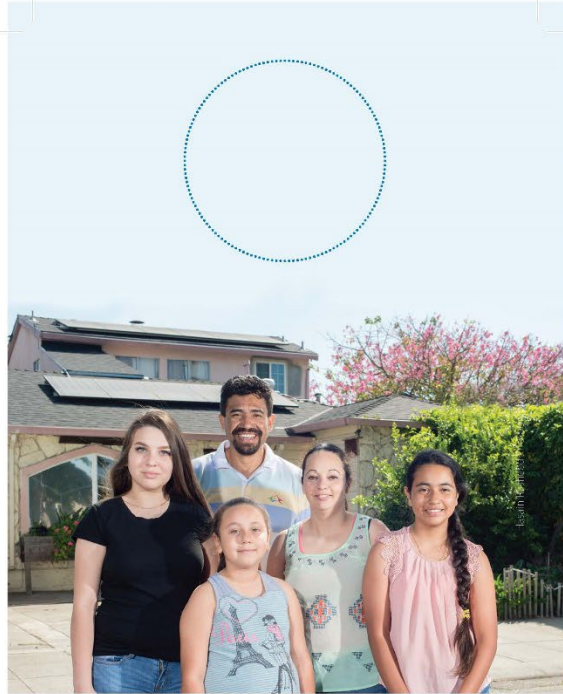
ESTADO DE CALIFORNIA

Programa de Energía Solar

Para Propietarios de Vivienda De Bajos Ingresos



Marketing Material 2. DAC-SASH Program Brochure (English & Spanish)



Get help paying your energy bills with the Energy for All Program

If you own your home and your income is at or below these levels, you may qualify!

Obtenga ayuda para pagar su factura de energía con el programa Energy for All

Si es dueño de su casa y sus ingresos están al o debajo de estos niveles, ¡usted puede ser elegible!

HOUSEHOLD SIZE	MAX ANNUAL INCOME
1-2	\$39,440
3	\$62,150
4	\$75,000
5	\$87,850
6	\$100,700
7	\$113,550

Do you qualify?

Income limits expire 6/1/24

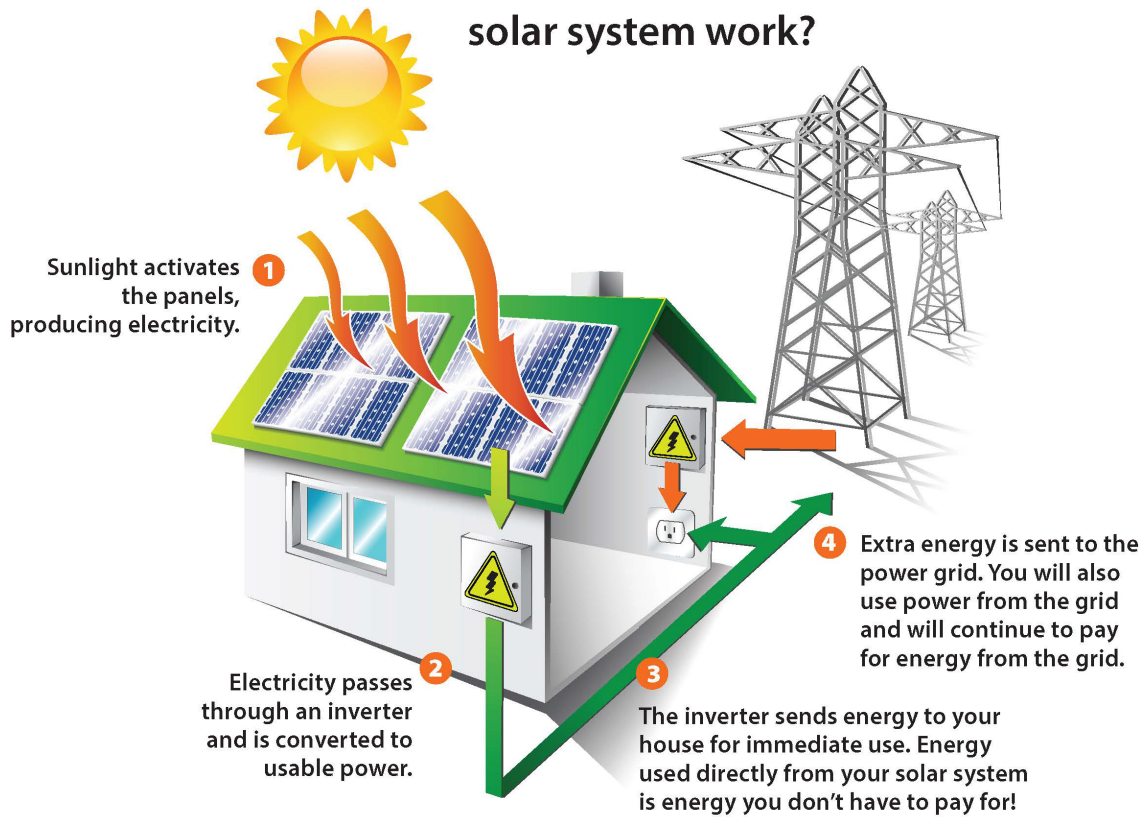


Call / Llámamos 866-921-4696
 Visit / Visita EnergyForAllProgram.org

Marketing Material 3. DAC-SASH Program door hanger (English & Spanish)

Getting Solar on Your Roof

How does a GRID-installed solar system work?



ENERGY FOR ALL
A program of GRID Alternatives

Call **866-921-4696**

Or visit gridalternatives.org

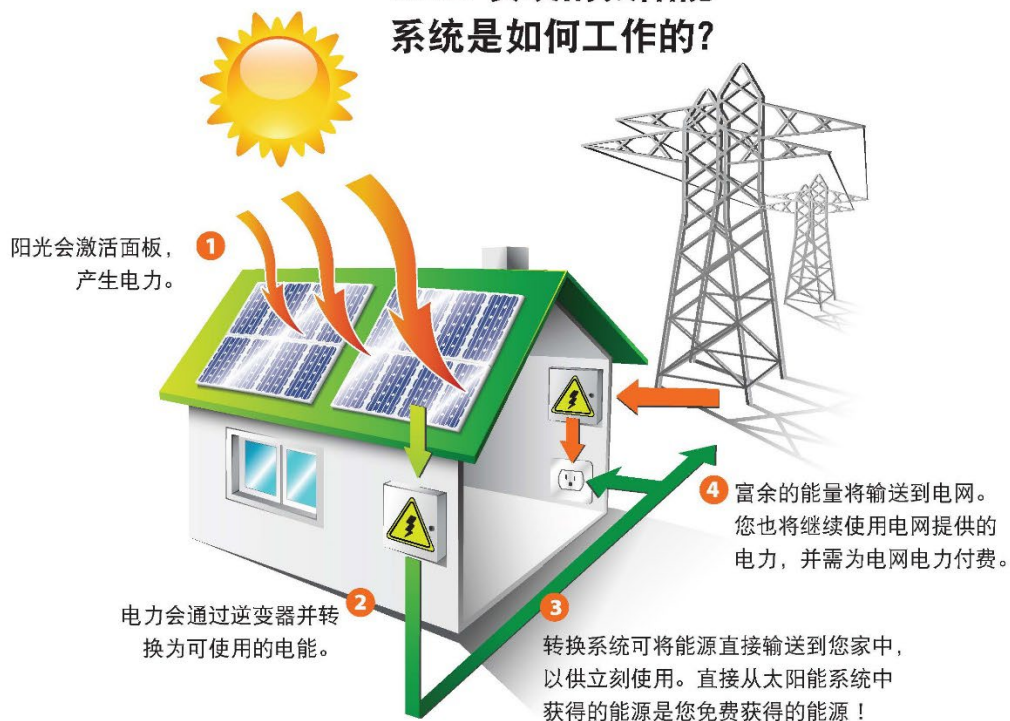


Disadvantaged Communities – Single-Family Solar Homes (DAC-SASH) program is a State of California program overseen by the California Public Utilities Commission and administered by GRID Alternatives through the Energy for All Program. GRID Alternatives is a community-based nonprofit organization with offices throughout California.

Marketing Material 4. How solar works FAQ sheet (English)

安装屋顶太阳能

GRID-安装的太阳能系统是如何工作的？



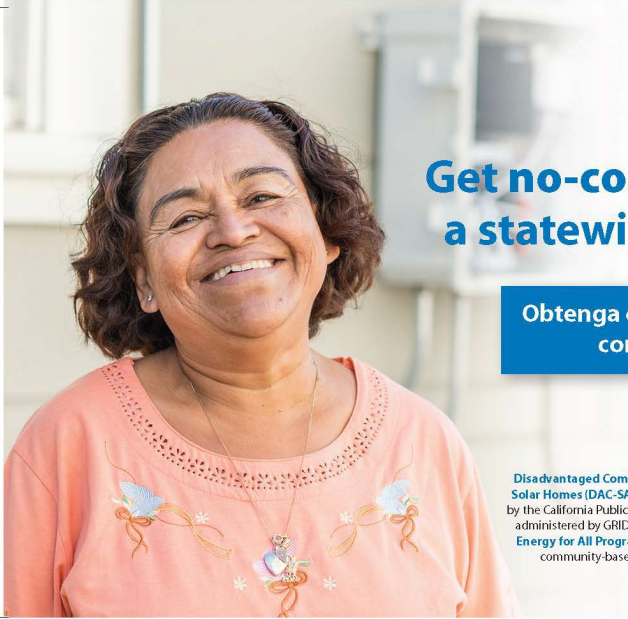
致电 **866-921-4696**

或访问 gridalternatives.org



弱势群体-单户太阳能住宅 (DAC-SASH) 项目，是一项加州整体计划，由加州公共事业委员会监督，并通过“Energy for All Program”由 GRID Alternatives 进行管理。GRID Alternatives 是一家基于社区的非营利组织，其办事处遍布整个加州。

Marketing Material 5. How Solar Works Flyer (Chinese)



Get no-cost solar with a statewide program.

Obtenga energía solar sin costo con un programa estatal.

Disadvantaged Communities - Single Family Solar Homes (DAC-SASH) program is overseen by the California Public Utilities Commission and administered by GRID Alternatives through the Energy for All Program. GRID Alternatives is a community-based nonprofit organization.



ENERGY FOR ALL
A program of GRID Alternatives
1171 Ocean Ave Suite 200
Oakland, CA 94608

POSTAGE

High energy bills?

The Energy for All Program may be the answer. If you own your home and your income is at or below these levels, you may qualify!

Su factura de energía es muy alta? El programa de Energy for All puede ser la respuesta. Si es dueño de su casa y sus ingresos están al o debajo de estos niveles, usted puede ser elegible!

HOUSEHOLD SIZE	ANNUAL INCOME
1-2	\$34,480
3	\$54,300
4	\$65,500
5	\$76,700
6	\$87,900
7	\$99,100



CALL / LLÁMANOS
866-921-4696
VISIT / VISITA
EnergyForAllProgram.org

FirstName LastName
Street Address
City, State ZIP

© 2020 GRID Alternatives
GRID Alternatives is a fully licensed solar contractor CA Lic. #867533

Marketing Material 6. DAC-SASH postcard (English & Spanish)

GRID ALTERNATIVES

Save Money with Energy Efficiency

Energy Efficiency, Conservation, and Money-Saving Tips

Reducing energy costs does not necessarily mean sacrificing comfort. Here are some tips you can implement in your house at little to no cost. Start saving now to reduce your energy bills while helping the environment!



Set your refrigerator between 36°F and 40°F and freezer to 5°F



Use natural ventilation and fans to keep cool in summer rather than using air conditioning.



Choose energy efficient lighting like LED bulbs



Wear something warm and use natural light to heat your home in the winter



Use power strips and unplug appliances that aren't in use



Reduce your water use, especially hot water



Check if you can get a free energy efficiency audit through your city or utility company



Use energy-saving ENERGY STAR certified appliances throughout your home

GRID ALTERNATIVES

Energy Efficiency Tips

Adjust your refrigerator temperature.

Set your refrigerator to 36-40°F and your freezer to 5°F to save up to 15% more energy!

Choose energy efficient lighting.

Switching five of your home's most frequently used lights to Light Emitting Diodes (LED) bulbs **could save you approximately \$75*** a year in energy costs. When possible, use natural light from windows.

Use power strips and surge protectors.

Power strips make it easier to turn off multiple electronics when not in use. If you must leave electronics on, activate energy-saving or sleep modes. By using power strips and unplugging your appliances, you could **save approximately \$100*** a year in energy costs.

Join an energy efficiency program.

Your city or utility may have free energy efficiency programs like the Low-Income Home Energy Assistance Program (LIHEAP) that can provide a more comprehensive energy audit of your home. Sign up and increase your savings!

Stay cool in the summer.

Use as much natural ventilation as possible to stay cool in summer. If you have a thermostat, set the temperature to 78°F or higher and use fans to keep cool. On extremely hot days, take a cold shower twice a day and if possible, visit an air-conditioned public facility or cooling center near you.

Warm up in the winter.

Home heating and cooling make up 43% of household energy usage! Open blinds and curtains to help heat your home with natural light. Draw the drapes close at night to keep your home warm. If you have a thermostat, set your temperature to 68°F or lower and wear something warm.



Reduce your hot water use.

If your home's hot water heater is electric, wasting hot water also wastes electricity. Take shorter showers and fill your sink to wash dishes to avoid wasting hot water.

Use Energy saving appliances.

Using ENERGY STAR certified appliances throughout your home could help you save approximately \$750 over the lifetime of the appliances. Check with your local electric utility for Energy Assistance Savings Programs that could help you replace your non-ENERGY STAR appliances.

LEARN MORE gridalternatives.org/efficiency

*Average annual savings based on Energy Information Administration estimates. Actual savings will vary.

Marketing Material 7. Energy efficiency tips flyer

Appendix C: List of 2024 Outreach Activities

Type of Activity	Outreach Activity
Direct Outreach	Local tabling events/Spaces <ul style="list-style-type: none"> • San Francisco Housing Expo 2024 (San Francisco, CA) • RVIT Health Fair (Covelo, CA) • Charrette/Pacoima Wash Movie Night (Pacoima, CA) • South LA Eco-Lab Earth Day Kick-off (Los Angeles, CA) • GLA - Mercado del Pueblo (Pacoima, CA) • ONEgeneration’s Electrification Faire (Pacoima, CA) • Pacoima City Hall Earth Day (Pacoima, CA) • Paramount Earth Day (Pacoima, CA) • Pacoima Parent Orientation Alliance Marine - Innovation & Technology (Pacoima, CA) • Pacoima El Nido Farmers Market August Sponsor (Pacoima) • CD7 Summer 2024 Movie Nights (Pacoima, CA) • Moreno Valley Earth Day Event (Moreno Valley, CA) • 2024 DAC-SASH Blythe App Workshops (Riverside, CA) • Eastside Application Workshop June 2024 (Riverside, CA) • IE 2024 Riverside PRCSD Backpack (Riverside, CA) • Riverside Food Bank (Riverside, CA) • Stockton Flea Market Tabling (Stockton, CA) • Stockton STAND Farmers Market (Stockton, CA) • Stockton Earth Day Festival (Stockton, CA) • Edible Schoolyard Earth Day (Stockton, CA) • Stockton ESY Fruit Jam (Stockton, CA) • EL Concilio's Tattoo Removal & Resource Fair (Stockton, CA) • RSSC South Stockton Resident Summit (Stockton, CA) • Stockton ESY Fall Festival (Stockton, CA) • SMUD Tabling Event (Sacramento, CA)
Direct Outreach	Local Government Meetings and Presentation <ul style="list-style-type: none"> • Contra Costa County Sustainability Department • Tulare County Chamber of Commerce • The Fresno Center • County-Held Regional Climate Collaborative • National City Non-Profit Monthly summit
Direct Outreach	Flyering/Canvassing in Neighborhoods <ul style="list-style-type: none"> • Occurred in every single office throughout the year
Direct Outreach	Local Tribal Events/Spaces <ul style="list-style-type: none"> • Tribal Council meetings • Tribal Housing Department meetings • Indian Health Fair • Co-branded canvassing with Tribal partners
Indirect Outreach	Targeted mailer campaigns
Indirect Outreach	Facebook Ads and Posts
Indirect Outreach	Media Advertising and Outreach

Partner-Based Outreach	IOU Co-branded Events <ul style="list-style-type: none"> • Local Electrification event with SCE • Day of Opportunity Customer Empowerment Event with SCE • CARE/FERA/ESA Lead sharing <ul style="list-style-type: none"> ○ PG&E, SCE, SDG&E
Partner-Based Outreach	CBO Co-branded Events <ul style="list-style-type: none"> • The Energy Coalition – (Basset Avocado Heights Advanced Energy Homes) BAEEC Celebration Event • Homes4Families • Transformative Climate Communities • Environmental Protection Agency (EPA) • Holistic Health Homes (HHH) • San Diego Community Power (SDCP) Roof & energy panel upgrades (EPU) • Logan Heights Community Development Corporation

Appendix D: Post-Install Client Survey



Congratulations on going solar!

You are on your way to enjoying solar savings on your electric bill and are part of the solution for a more sustainable world! GRID envisions an equitable transition to a world powered by renewable energy that benefits everyone, and YOU can help us by giving us feedback on your experience. Thanks in advance for your time.

PLACE
STAMP
HERE



Have you looked around our online Homeowner Support Center yet?

gridalternatives.org/homeowner

GRID ALTERNATIVES
ATTN: HQ OUTREACH DEPT
1171 OCEAN AVE, SUITE 200
OAKLAND, CA 94608

GRID ALTERNATIVES TELL US WHAT YOU THINK

For GRID Use Only
Client "Project ID"

How was your experience with GRID Alternatives?

How likely are you to recommend GRID to family and friends? Please rate on a scale from 1 to 10, with 1 being "not likely" and 10 being "very likely".

1
 2
 3
 4
 5
 6
 7
 8
 9
 10

Do you know how to tell if the solar system is producing energy?

- Not at all
- Not really
- Kind of
- For the most part, yes
- Absolutely yes

Do you know who to contact if the solar system is not producing energy, you have questions or servicing needs?

- Yes
- No

Do you understand how to read your utility's electric bills (also called Net Energy Metering or NEM bills)?

- Not at all
- Not really
- Kind of
- For the most part, yes
- Absolutely yes

Were all GRID Alternatives staff you interacted with helpful and professional?

- Not at all
- Not really
- Kind of
- For the most part, yes
- Absolutely yes

Did your Outreach Coordinator explain everything in a way that you could understand?

- Yes
- No

Are you satisfied with the quality and appearance of the installation?

- Not at all
- Not really
- Kind of
- For the most part, yes
- Absolutely yes

Do you have any comments or suggestions about your experience going solar with us?

Expect GRID or our partners to send you updates and information related to the solar system when needed. Would you like to also receive other e-news about GRID's work (this is optional)?

- Yes
- No

Appendix E: List of Active DAC-SASH JTOs

Organization Name	County	Located in DAC?
Tradeswomen Inc	Alameda	
Strong Native Workforce	Alameda	
Youth UpRising	Alameda	
BA IBT Dock Buildout	Alameda	
Bitwise Industries	Fresno	
Airstreams Renewable Inc.	Kern	
California Conservation Corps - Los Angeles	Los Angeles	Yes
WINTER YouthBuild	Los Angeles	Yes
UCLA Renewable Energy Association	Los Angeles	
R.U.T.H. YouthBuild	Los Angeles	Yes
South Los Angeles YouthBuild	Los Angeles	
Alliance for Community Empowerment	Los Angeles	
Laborers' Local 300 Union	Los Angeles	
Grades of Green	Los Angeles	
The Center by Lendistry	Los Angeles	
The Solar Panel Doctors	Orange	
Aikyum Solar	Orange County	
Masters Vocational College	Riverside	Yes
Guthy Solar Group	Riverside	
Soboba Tribal TANF Riverside Site	Riverside	Yes
Riverside County Workforce Development Riverside	Riverside	
Alianza Coachella Valley	Riverside	
Mobility Development Partners	Sacramento	
California Workforce Development Board	Sacramento	
Center for Employment Opportunities - San Bernardino	San Bernardino	Yes
SBCS	San Diego	
YMCA of San Francisco	San Francisco	
Community Involvement Program Student Association	San Joaquin	No
Little Manila Rising	San Joaquin	Yes

Ready to Work	San Joaquin	
JobTrain Workforce Services	San Mateo	No
Gemini Energy Solutions	San Mateo	
North Coast Builders Exchange	Sonoma	
Cal State University Channel Islands	Ventura	

[Appendix F: Job Fair Employer Survey Questions](#)

Employer Survey

Help Us Connect You with Top Talent! This brief survey gathers valuable information from employers participating in the (Job Fair). It will help us connect you with qualified candidates seeking exciting opportunities within the industry.

1. Contact Name*
2. Email*
3. Company*
4. How large is your organization?*
5. Job Board URL
6. How many openings do you have?
7. Does your organization provide training?
8. What type of core skills do your open positions require?*
9. If other, list desired skills or include key positions you are immediately looking to fill.
10. How soon are you looking to hire?*
11. Will you conduct interviews at the job fair?*
12. What is the best way for a jobseeker to stay connected after the clean energy job fair?*
13. Are you hiring for remote, hybrid or onsite positions?*
14. If some or all of your positions are hybrid or onsite, what region of the country is your organization hiring in?*
15. Are you a Fair chance employer?
16. Is your company any of the following? (Check all that apply)
 - a. Minority-owned
 - b. Women-owned
 - c. Veteran-owned
 - d. Disabled-Person owned
 - e. LGBTQ+ owned
17. Would your company like to receive follow-up information about free assistance on navigating the Registered Apprenticeship from Apprenticeships in Clean Energy Network, which is funded by the U.S. Department of Labor?
18. Would your company like to receive follow-up information on ways to get involved in the Solar Ready Vets Network?

[Appendix G: Job Seeker Survey Questions](#)

Participant Onboarding Survey

Help Us Connect You with companies seeking your skills! This 3-minute survey gathers valuable information from job seekers participating in the (Job Fair).

It will help us learn more about your expectations and connect you with recruiting professionals offering exciting opportunities that match your skills within the industry.

1. Contact Name*
2. Email*
3. What primary positions are you looking for?*
4. Are you currently employed?*
5. If yes, what is your current role?
6. Are you new to the clean energy space?*
7. If yes, what industry were you working in before this?
8. What state do you currently live in?*
9. Are you willing to relocate?*
10. What type of roles are you primarily interested in?*

Voluntary Self Identification

1. How would you describe your gender? (Select one answer)
 - a. Woman (could include cisgender women, transgender women, and female-identified individuals)
 - b. Man (could include cisgender men, transgender men, and male-identified individuals)
 - c. Nonbinary
 - d. Agender
 - e. Gender-fluid
 - f. Gender-queer
 - g. Other
 - h. Prefer not to answer
2. How would you describe yourself? (Select all that apply)
 - a. American Indian or Alaska Native
 - b. Asian Indian
 - c. African or African American
 - d. Middle Eastern or Northern African
 - e. Chinese
 - f. Filipino
 - g. Japanese
 - h. Korean
 - i. Vietnamese
 - j. Another Asian Identity
 - k. Native Hawaiian
 - l. Guamanian or Chamorro
 - m. Samoan
 - n. Another Pacific Islander Identity
 - o. White

- p. Prefer not to answer.
3. Are you Hispanic or Latino /a/e/x?
 - a. No, not Hispanic or Latino/a/e/x Origin
 - b. Yes, Mexican, Mexican American, Chicano/a
 - c. Yes, Puerto Rican
 - d. Yes, Cuban
 - e. Yes, Central American
 - f. Yes, South American
 - g. Yes, Another Hispanic or Latino/a/e/x
 - h. Prefer not to answer
 4. What sexual orientation do you most closely identify with? (Select all that apply)
 - a. Asexual
 - b. Bisexual
 - c. Heterosexual/Straight
 - d. Gay/lesbian
 - e. Pansexual
 - f. Queer
 - g. Questioning
 - h. Prefer not to answer
 5. Do you have a long-lasting or chronic condition? (Such as a physical, visual, auditory, cognitive, emotional, or other condition) that requires ongoing accommodations for you to conduct daily life activities (such as your ability to see, hear, or speak or to learn, remember, or concentrate)
 6. Have you served, or are you currently serving in the U.S. Armed Forces?