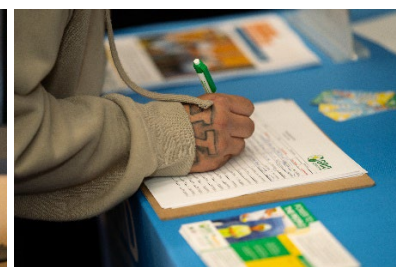




Disadvantaged Communities – Single-Family Solar Homes Program

DAC-SASH 2026 Marketing, Education, and Outreach Plan



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Introduction

About the 2026 DAC-SASH ME&O Plan

The 2026 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 includes a year-in-review for 2025, the program’s fifth 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 a significant portion of the 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. Historically, GRID has closed the funding gap for approximately 90% of DAC-SASH projects through its Third-Party Ownership (TPO)¹ model under Resolutions E-4719 and E-4792, leveraging Sunrun’s prepaid Power Purchase Agreement (PPA). However, Sunrun ended this partnership citing challenges related to the changes in the federal ITC rules and broader market uncertainty. In response, GRID submitted Advice Letter (AL) 19-E requesting program changes to allow GRID to serve as the system owner of DAC-SASH systems in order to leverage federal tax credits. The CPUC approved these changes in August 2025. Since then, new projects have transitioned to a GRID ownership model, requiring contract updates, additional client education, and restructured project workflows. Additionally, GRID relies on

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.

philanthropic contributions, local grants, and other funding sources ² to contribute to covering project costs. GRID's fundraising efforts provide additional funding to support administrative and ME&O costs, since the program budget does not fully cover these expenses.

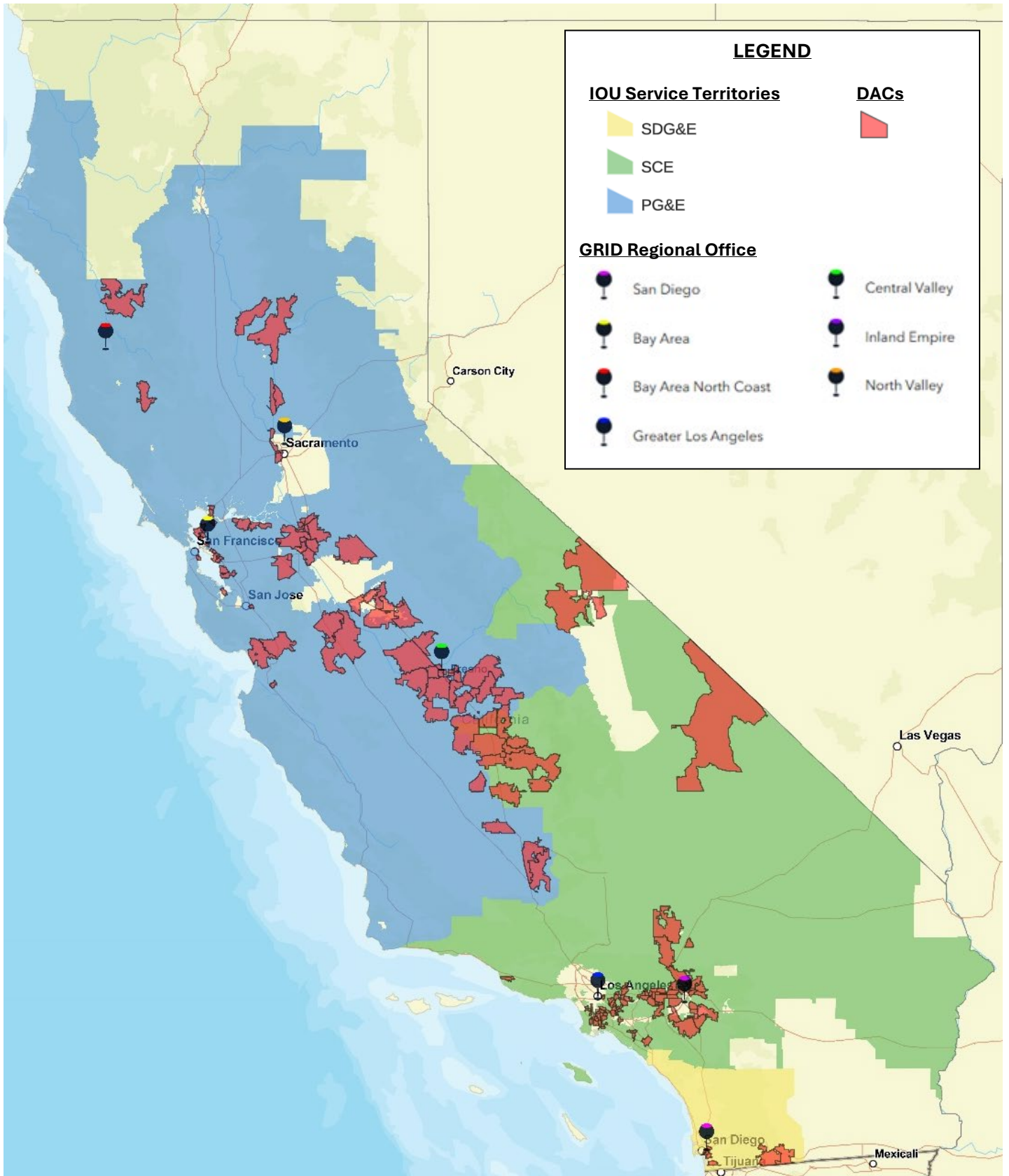
Geographic Scope in 2026

Map 1 below illustrates GRID's regional offices, investor-owned utility (IOU) service territories, and DAC-SASH eligible areas as of 2025. 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. In Q4 2025, a significant organizational restructuring occurred. Both regional and headquarters staffing levels were reduced, and management structures were realigned. Although this caused a temporary slowdown of a few weeks as roles and responsibilities were reassessed, teams stabilized quickly. Additional refinements to the organizational structure will continue through early 2026. The geographic placement of regional offices and staff will remain in place.

- Bay Area (BA) – Oakland, CA
- Bay Area North Coastb (BANC)* - Willits, CA
- Central Valley (CV) – Fresno, CA
- Greater Los Angeles (GLA) – Los Angeles, CA
- Inland Empire (IE) – Riverside, CA
- North Valley (NV) – Sacramento, CA
- San Diego (SD) – San Diego, CA

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 2025 Objectives and KPIs

GRID had seven objectives in the 2025 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 2025 ME&O objectives and activities, highlights key takeaways, and presents data on topline metrics or KPIs through **December 31, 2025**⁴.

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.

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: Conduct outreach in DACs statewide to achieve an installation target of 804 projects.

Conducting outreach begins with reaching out to potential leads and educating them about programs like DAC-SASH that can help them save on their utility bills. However, it doesn't end there and continues to guide them through the application process to ensure that they are qualified for the program, signing contracts to move forward with project design and securing the funding, designing and permitting the project, installing the project, getting the project inspected, getting the project interconnected, then invoicing. Through this entire client journey, the client's assigned outreach coordinator supports the client by ensuring they have all the information they need to feel easy about moving forward with the PV-installation, guiding them through the entire process, until their project is complete. A project's timeline can take anywhere from a few months to sometimes over a year. There are many factors that contribute to moving the project forward and delaying it. Outreach coordinators have been trained to not only provide accurate information about the program and the project to their clients, but also to build and maintain a trusting relationship with the client.



Figure 2. Potential applicant signing up to receive more information about program offerings (June 2025)



Figure 1. GRID staff tabling and marketing program offerings at Earth Day event in Pacoima (April 2025)

Interested Leads Generated

In-Person versus Virtual Events

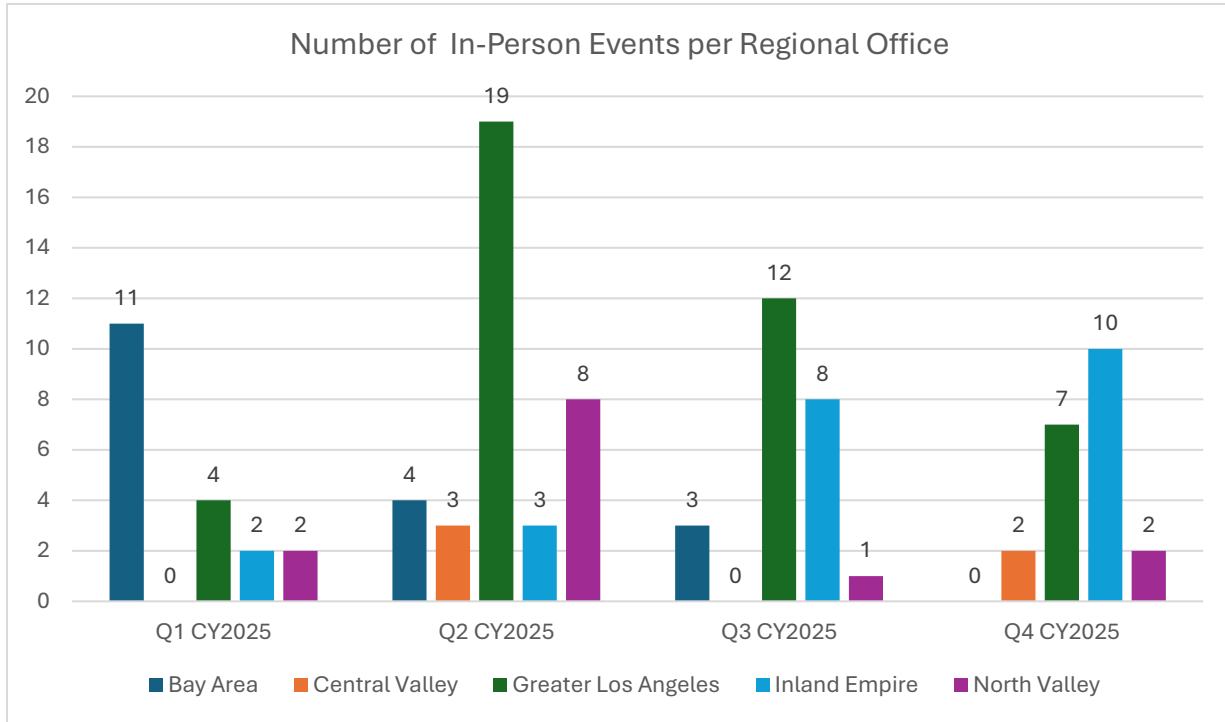


Chart 1. Number of in-person events per regional office in 2025.

In 2025, GRID participated in or hosted a total of 105 in-person events across all regional offices, with the greatest activity occurring in the GLA and IE regions. Quarterly event activity varied, with Q2 being the busiest at 37 events, followed by 24 in Q3, 21 in Q4, and 19 in Q1. In addition to in-person outreach, GRID hosted seven virtual webinar events during the year, with four held in Q2 and three in Q3. Although these webinars are not included in the event chart, they contributed to overall lead generation results.

Across all in-person and virtual events, more than 700 interested leads were generated. In-person events drove the overwhelming majority of engagement, producing over 650 leads, or about 90% of the annual total leads from events. Webinars accounted for the remaining 5%, generating 34 leads. Overall, the data highlights the continued strength of in-person, community-based outreach as the primary driver of lead generation, while virtual events provided a smaller but still meaningful contribution to GRID's annual engagement efforts.

Mailing Campaigns

Table 1. Number of mailers (postcards or letters) sent to potential leads in 2025. Mailers were sent in Q1-Q3, but not in Q4.

Regional Office	Q1		Q2		Q3	
	<i>Sent</i>	<i>% Responded</i>	<i>Sent</i>	<i>% Responded</i>	<i>Sent</i>	<i>% Responded</i>
BA	5784	4.46%	-	-	45	51.11%
CV	10584	0.99%	-	-	-	-
GLA	8921	0.06%	613	1.14%	-	-
IE	10605	0.24%	944	0.32%	8152	0.05%
NV	-	-	4924	2.03%	4902	1.98%
San Diego	405	8.40%	-	-	-	-

Across the first three quarters of the year, GRID sent out nearly 56,000 physical mailers to potential customers living in DACs. There was no mailing campaigns conducted in Q4. These mailers included things like postcards and letters. Overall, about 660 people responded, which means roughly 1 out of every 100 households contacted reached back out.

Each quarter looked a little different. Most of the mailers went out in Q1, and that quarter also generated the highest number of responses. Q2 had fewer mailers but actually saw the best response rate, meaning a higher percentage of people contacted chose to respond. Q3 had a moderate number of mailers, but the response rate dipped slightly.

When comparing response rates by region, some regions performed much better than others. SD and BA stood out, bringing in the strongest response rates, even though SD's results came from a relatively small mailing list. NV also performed consistently well, with steady response rates close to 2% in both Q2 and Q3, suggesting the strategies used there may be effective and worth repeating elsewhere.

On the other hand, regions like the IE and GLA sent out a large share of the total mailers but received very few responses in return. Because IE sent the highest volume of mailers overall, its lower performance had a noticeable impact on the overall average.

Notably, BA's extremely high rate in Q3 came from a very small and highly targeted mailing, which is not typical when compared to other mailing campaigns. Still, it shows that targeted mailers can be impactful. Meanwhile, the jump in GLA from Q1 to Q2 suggests that recent changes in their outreach approach are starting to work, at least on a smaller scale.

Referral Reward Program

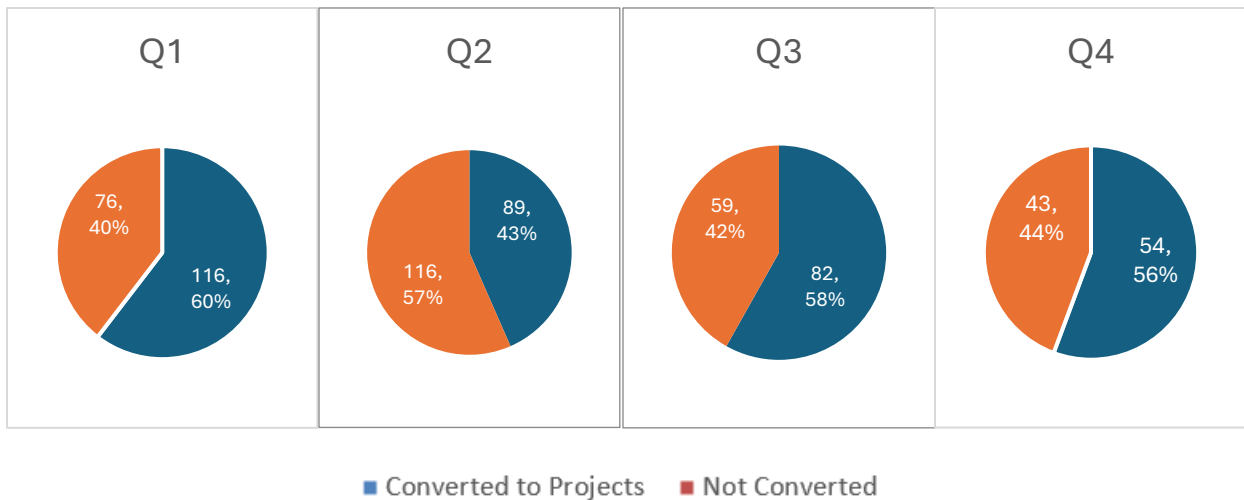


Chart 2. Ratio of referrals submitted to GRID that were converted to projects.

Throughout the year, GRID implemented a variety of referral reward campaigns as part of its ongoing referral program, which incentivizes past participants to recommend friends, relatives, and neighbors to the solar program. Referrers typically received a \$200 reward, with the amount occasionally increased to \$250 during special periods such as holiday promotions. While referred leads are not guaranteed to qualify for the program, have solar-ready rooftops, or express interest in participating, referrals carry significant value because they come from trusted community connections. This trust helps legitimize the program for prospective participants and consistently results in higher conversion rates compared to other outreach sources. In 2025, the referral program generated strong results across all quarters. GRID received 192 referrals in Q1 with a 60% conversion rate, followed by 205 referrals in Q2 with a 43% conversion rate. In Q3, 141 referrals were submitted and 58% converted to projects, while Q4 produced 97 referrals with a 56% conversion rate. Across the year, the referral program delivered a total of 635 submissions, converting 341 into active projects, demonstrating its effectiveness as a reliable and trusted lead-generation channel.

Redirected from IOU webpages

GRID worked with each IOU to ensure that customers seeking bill-saving assistance could easily find accurate and accessible information about the DAC-SASH program. GRID confirmed that all IOUs (PG&E, SCE, and SDG&E) direct potential leads to webpages containing solar program overviews, linking customers to GRID's interest form for further screening and enrollment. While SDG&E's page currently directs visitors to GRID's website, it does not yet link directly to an interest form, limiting GRID's ability to track those leads. Despite this limitation, the IOU webpages served as an important lead-generation pathway.

- PG&E: [Solar Incentives & Programs | PG&E](https://www.pge.com/en/clean-energy/solar/solar-incentives-and-programs.html)⁵

⁵ <https://www.pge.com/en/clean-energy/solar/solar-incentives-and-programs.html>

- SCE: [Generating Electricity at Home: Solar Basics | SCE](#)⁶
- SDG&E: [Considering Solar | San Diego Gas & Electric](#)^{7*}

These pages (excluding SDG&E's) all have information that directs a potential lead to GRID's interest form page: [GRID Alternatives solar](#)⁸

The PG&E solar incentives page generated 360 customer interest form submissions, of which 91 were located in DACs and 31 ultimately qualified for DAC-SASH. SCE's webpage produced an even higher volume, with 1,530 customers submitting interest forms, including 390 from DACs and 132 that converted into qualified leads. These results demonstrate that IOU webpages continue to be a significant source of program awareness and qualified DAC-SASH applicants, reinforcing the value of aligned outreach across utility partners.

Submitted and Approved Application Metrics

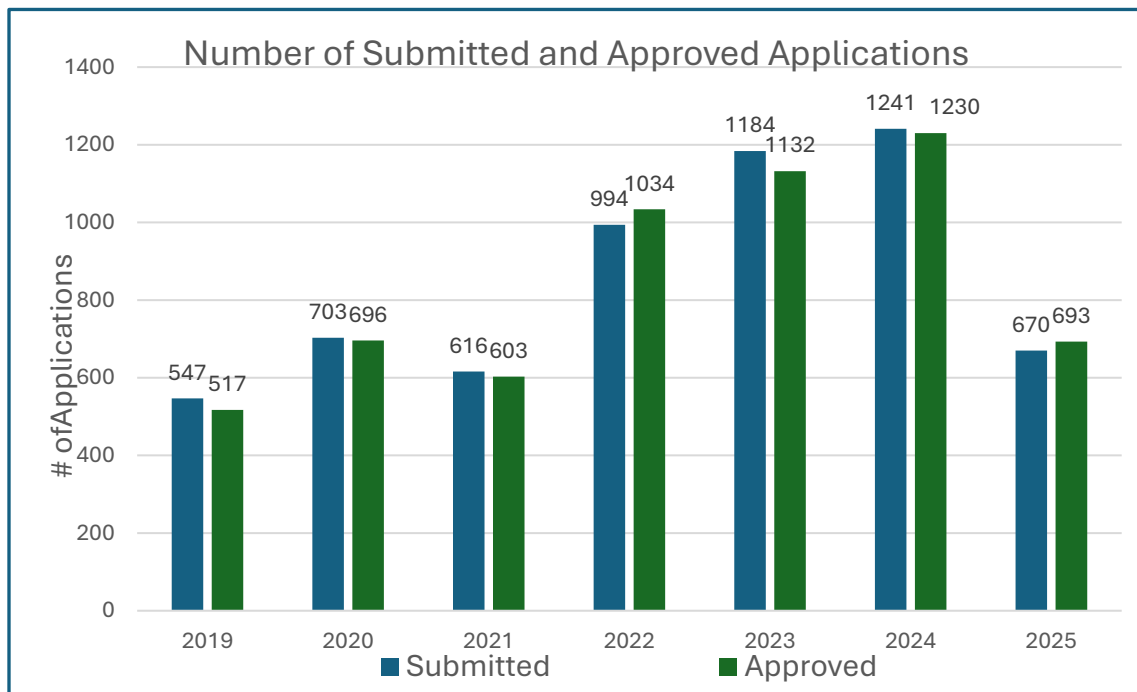


Chart 3. Number of submitted and approved applications by year.

There were 670 applications submitted to GRID applying for DAC-SASH funding. Of these 670, 28 ended up not moving forward as of 12/31/2025. These 28 applications are still awaiting further documentation to confirm eligibility. This was the case for 12 applications submitted in December. There were 14 applications submitted earlier in the year that are still pending further documentation to be provided by the applicant to determine eligibility. These clients may move forward, or they may not. GRID's outreach coordinators connect and follow-up with clients as often as feels

⁶ <https://www.sce.com/clean-energy-efficiency/solar-generating-your-own-power/solar-power-basics>

⁷ <https://www.sdge.com/solar/considering-solar>

⁸ <https://www.grid solar.org>

appropriate, but sometimes clients become unresponsive to communications for reasons that are outside of GRID's knowing. However, the lead records that track the progress and data regarding their application remain active in case the client decides to move forward with their project. The 2 remaining applications did not move forward because 1 had insufficient roof space and the other ended up being over the income limits for program eligibility.

Conversely, there ended up being 693 applications that were approved in 2025. 28 applications that began in 2024 ended up being approved in 2025. This is common to see, especially with applications that are submitted towards the end of the year.

Completed/Interconnected Projects Metrics

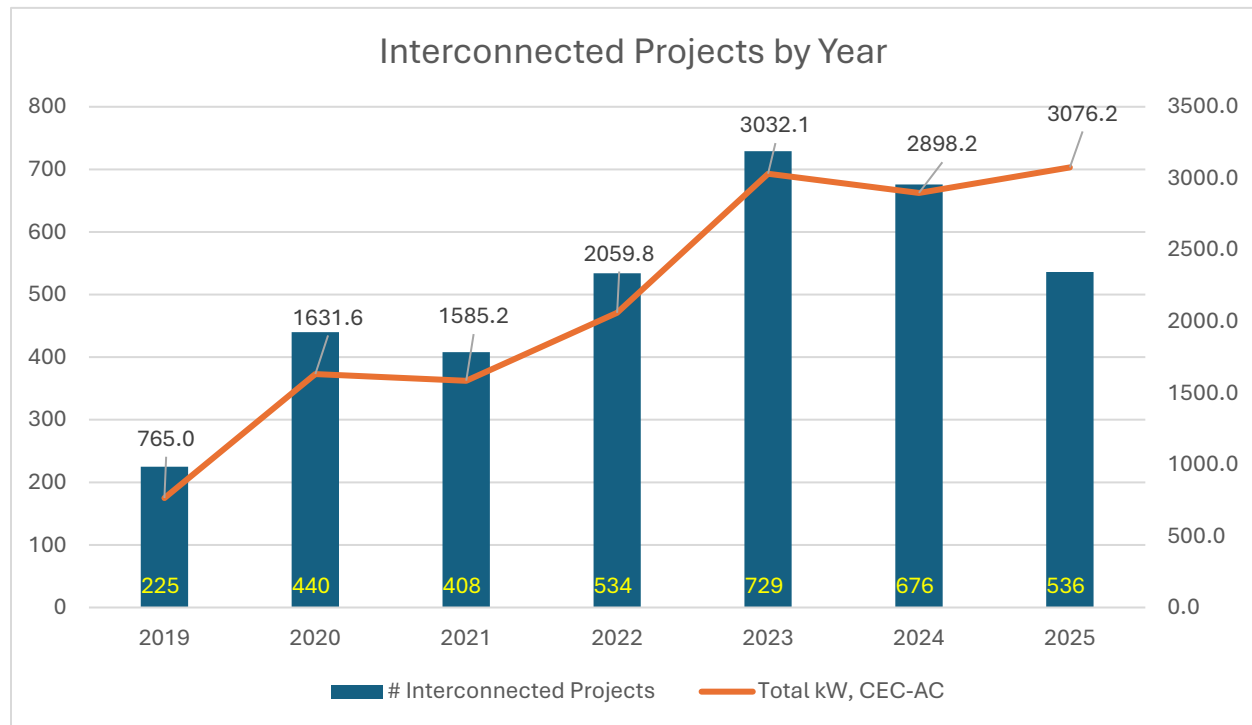


Chart 4. Number of interconnected projects by year since 2019.

In 2025, GRID completed 536 installations, resulting in 3076.2 kW worth of solar being installed in communities across the state. In this report, completed installations are defined as projects that have been installed, passed inspections, and interconnected. With that said, a number of projects' installations started in 2025 but have not been completed yet. It's important to note this because of the delays involved in completing the installation and getting them interconnected so that families can start reaping the benefits of their PV system. It's also important to note that many of these projects were paired with batteries, which was a huge factor in delayed completions.



Figure 3. GRID staff installers posing during a PV installation (July 2025)

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

GRID did not conduct a full, organization-wide review of all outreach and promotional materials in 2025. Instead, the focus was placed on updating the most essential information needed to keep client-facing materials accurate, relevant, and effective. The primary updates centered on incorporating the latest income eligibility limits tied to the CARE and FERA programs which are critical information that helps low-income homeowners understand whether they may qualify for services. Because many clients are not comfortable sharing detailed income information early in the process, these updated materials were intentionally designed to support private self-assessment, reducing barriers during initial outreach.

These revisions were applied across GRID's most frequently used outreach tools, including posters, flyers, and handouts used during canvassing and mail campaigns. GRID also refreshed several branded materials for its single-family programs, including DAC-SASH. Updated items included postcards, referral flyers, door hangers, and tear-off flyers. Each of these pieces plays a specific strategic role: postcards support broad mail outreach, referral flyers strengthen one of GRID's most effective recruitment channels by encouraging word-of-mouth sharing, door hangers enable efficient neighborhood-level engagement near active installation sites, and tear-off flyers provide quick, accessible program details for prospective applicants.

Collectively, these updates ensured that GRID's outreach materials remained clear, current, and aligned with the needs of the communities served, even without a full-scale redesign of all materials.

Materials Updated:

- "Solar = Savings" postcard
- Referral flyers
- Door hangers
- Tear-off flyers
- 3-in-1 flyers
- Income posters
- Income limit flyers
- Program flyers with address + referral information
- Construction-to-client checklists
- Solar with battery flyers
- Solar with battery postcards



Figure 4. GRID Alternatives branded items seen at a PV-installation (February 2025)

Objective 3: Strengthen communication, education, and long-term participant support to program participants throughout their journey.

In 2025, GRID updated all client education materials (ie. pre-contract decks, pre-installation presentations, contracts, various flyers) to incorporate new program information and, most notably, details about pairing DAC-SASH solar systems with SGIP-funded battery storage. These updates responded to strong client interest in battery systems and included revisions to presentation materials, maintenance guides, checklists, and marketing collateral.

GRID also gathered participant feedback through post-installation surveys. Of the 536 projects completed in 2025, 59 participants responded. Satisfaction was high, with an average recommendation score of 9.4/10. Scores relating to system knowledge were moderate: understanding whether the system is working (3.9/5), knowing what to do if it is not working (3.5/5), and understanding NEM billing (3.3/5). Respondents also provided highly positive written comments praising customer service, savings, and overall experience.

Additionally, GRID conducted its annual survey of past participants, with 854 respondents giving an average recommendation score of 9.25/10, indicating continued strong satisfaction across the broader client base.

Comments from Post-Install Surveys

- “GRID Alternatives, the third-party provider, and their entire team delivered an outstanding experience. Their professionalism, support, and dedication were exceptional, and I highly recommend this program”
- “Awesome and outstanding customer service 🙌”
- “We are grateful to GRID Alternatives for this Solar Program. We are saving for electricity everyday. Program, to be completed we wish we would get battery very soon.. Thanks so much, GRID!”
- “It took a bit longer than I expected, but I believe it was a funding problem not the fault of GRID. Otherwise, I’m very happy!”
- “I’m very, very happy and grateful for my solar! It is saving me a lot of money each month! I am trying to find anyone I canto refer to GRID Alternatives, but haven’t yet.”



Figure 5. Clients posing with their system after an installation (June 2025)

Objective 4: Provide referrals to complementary programs and services, expanding access to additional resources.

Referrals to IOUs for ESAP and CARE/FERA Enrollment

Table 2. Referrals sent to IOUs from GRID of DAC-SASH applicants/participants.

Year	PG&E	SCE	SDG&E
2020	957	598	0
2021	299	313	2
2022	319	392	50
2023	557	424	50
2024	618	562	29
2025	281	389	18

In 2025, GRID provided 281 referrals to PG&E, 389 referrals to SCE, and 18 referrals to SDG&E. All of these referrals were for participation in each IOU's Energy Saving's Assistance programs (ESAP). 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. All-time data shows that PG&E has received over 3,000 leads, SCE over 2,600 leads, and SDG&E, nearly 150 leads. However, IOUs have reported extremely low enrollments for ESAP throughout the years. The IOUs have cited difficulties in successfully connecting with leads with SDG&E specifically stating that the 18 leads GRID shared with them in 2025 were contacted, but were not interested in the program. PG&E stated that they work with two implementers who then work with numerous subcontractors across their territory to call leads and garner interest, but that this method has been largely unsuccessful. Once a lead is called three times and still does not express interest in participating, PG&E's subcontractors no longer reaches out to them. SCE had minimal success in getting 6 of the leads GRID provided enrolled in ESA.

These leads were also referred to be enrolled in CARE or FERA (depending on their income levels) discount programs. 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. All the referrals were either DAC-SASH participants who fully participated in the program and received solar, or submitted an application that was approved (verifying their income level) and didn't move forward with DAC-SASH program participation for one reason or another. In 2025, all the referrals sent to IOUs were already enrolled in CARE or FERA except for 7 customers in SCE territory. This is a positive sign that clients are already receiving the discounts on their utility bills before participating in DAC-SASH.

Electric Vehicle (EV) Charger and Clean Mobility Programs

EV Charger Installations

Table 3. Number of EV chargers installed with DAC-SASH participants.

Install Year	# of Projects
2020	5
2021	15
2022	12
2023	15
2024	14
2025	16
Total	81

From 2020 through 2025, a total of 81 projects were installed with EV chargers, with participation gradually increasing over time. There were 16 installations completed in 2025, reflecting a steady participation rate on pairing solar access with clean transportation infrastructure. GRID Alternatives helps make these installations possible by leveraging additional incentive programs, including the Bassett Avocado Heights Advanced Energy Community (BAAEC) program in GLA territory, the Environmental and Community Investment Agreement (ECIA) with the City of Richmond, and the Transformative Climate Communities (TCC) partnership, also with the City of Richmond. These collaborations expand access to EV charging in underserved communities and further support local decarbonization and clean energy goals.

SCE Charge Ready Home (CRH) Program

The CRH program, administered by SCE, provides essential support for solar PV readiness and EVSE installation for qualifying households. As part of GRID’s broader strategy to integrate complementary programs, CRH helps address one of the most significant barriers to solar adoption: the need for Main Service Panel (MSP) upgrades. Many low-income households require MSP upgrades before they can safely support solar PV systems which is a challenge that has historically limited the progress of many DAC-SASH projects due to the high cost of electrical work. Since the opening of applications in March 2024, the CRH program has provided a critical funding source to cover these upgrade costs, enabling more eligible households to move forward with solar.

CRH also requires participating households to install a Level 2 EV charger as part of the MSP upgrade project. This requirement ensures that recipients are not only prepared for solar but also positioned for future EV adoption, further supporting GRID’s transportation electrification efforts. GRID continues to collaborate closely with the CRH program to maximize its benefits for DAC-SASH participants and promote integrated solar + EV solutions.

Since program launch, GRID’s utilization of CRH within SCE territory has been strongly aligned with DAC-SASH implementation. In 2025, GRID submitted 221 CRH applications – a substantial increase from 45 applications in 2024. Completed installations also rose significantly, from 41 in 2024 to 160

in 2025. This rapid growth underscores the strong synergy between the two programs, with DAC-SASH households representing the vast majority of CRH participants to date.

SGIP Battery Add-ons

SGIP plays a key role in expanding access to battery storage, with a strong focus on serving disadvantaged communities. In 2019, CPUC D. 19-09-027 broadened SGIP eligibility to include DAC-SASH participants under both the Equity and Equity Resiliency budgets, significantly improving access to combined solar and battery storage systems for income-qualified households.

In 2025, GRID further advanced this integration by shifting its strategy to pair new DAC-SASH projects with SGIP's newest category, the RSSE budget, designed to enable no-cost PV + battery storage installations. In addition to this proactive pairing, GRID also conducted targeted outreach to previous DAC-SASH solar clients to offer SGIP-funded battery storage add-ons for homes that already had DAC-SASH PV installed.

As a result of these efforts, GRID installed 35 BESS add-ons for past DAC-SASH households in 2025, up from 22 installations in 2024. This notable increase is largely attributable to the introduction of the RSSE budget category, which has expanded funding opportunities and supported GRID's ongoing mission to deliver resilient, clean energy solutions to underserved communities.



Figure 7. Tesla Powerwall 3 installed (September 2025)



Figure 6. Enphase 5Ps installed (June 2025)

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

Tribal Projects

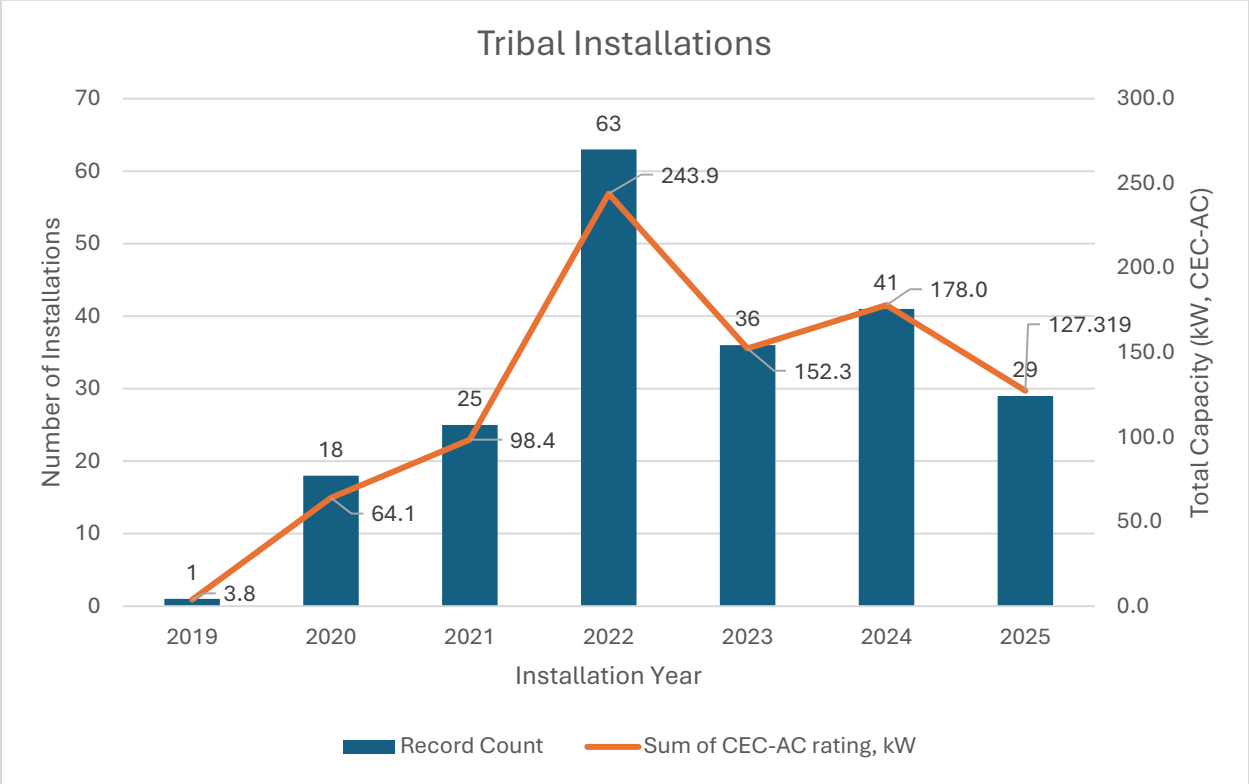


Chart 5. Number of tribal installations and total capacity since 2019.

Following the approval of AL 16-E in 2021, which expanded DAC-SASH eligibility to tribal communities (California Indian Country), GRID staff significantly ramped up outreach and implementation efforts within these communities. Between 2019 and Q4 2025, GRID installed over 740 kW of DAC-SASH tribal solar PV systems across 184 projects.

New tribal installations in 2025 marked the lowest volume since 2021. This decline is largely attributed to a strategic shift in marketing within certain GRID regions (such as the SD office) toward serving more urban, non-tribal areas typically located closer to city centers. Additionally, several tribal projects from the first two quarters of the year experienced delays in contracting and system installation. These setbacks stemmed from the complexities of supporting clients through SGIP participation and securing the necessary equipment for paired system installations.

Home Electrification

AL 18-E, approved in January 2025, updated the DAC-SASH program’s system size limit by replacing the previous cap of 5 kW AC with the standard size limits used in each utility’s interconnection rules. This change, informed by third-party evaluation findings and supporting program data, better aligns

the program with California's electrification objectives and the evolving needs of participating households. By removing the restrictive 5 kW cap, the update improves program value, reduces project drop-off in the client pipeline, and aligns DAC-SASH with the maximum allowable system sizes used across related utility and incentive programs, minimizing confusion and administrative conflict.



Figure 8. Installation of a PV system (May 2025)

Objective 6: Recruit job training participants and employers, with a focus on JTOs and future workforce development.

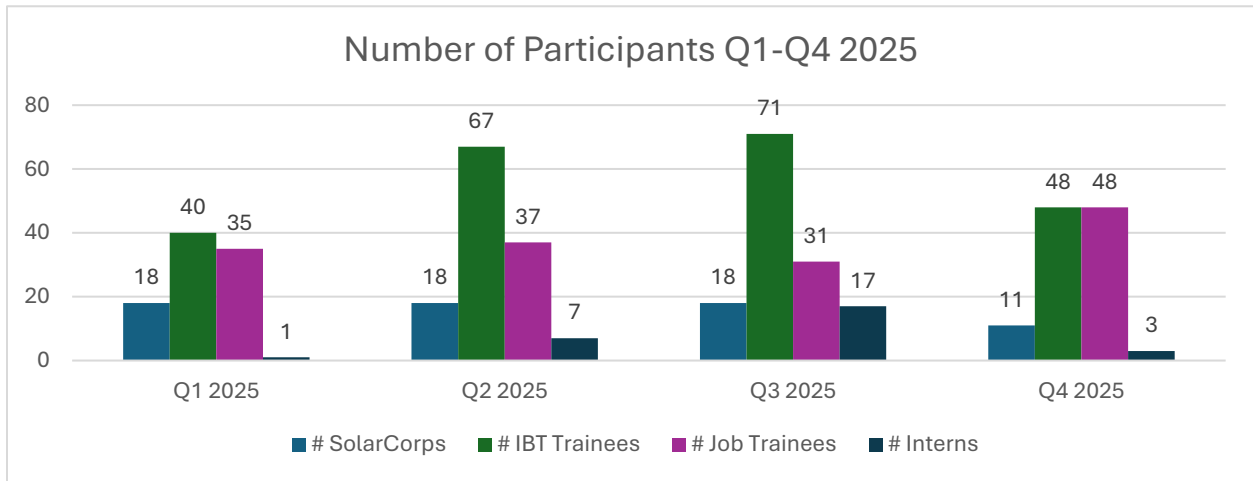


Chart 6. Number of participants (SolarCorps fellows, IBT trainees, job trainees, and interns, that contributed work on a DAC-SASH project.

In 2025, 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 with 18 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.



Figure 9. SolarCorps fellow at install (April 2025)



Figure 10. SolarCorps fellows receiving training from a Site Installation Supervisor at install (April 2025)

Additionally, 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.

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 the program's progress and impact, ensuring transparency and continued engagement.

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 2026, 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 complimentary programs 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."⁹ 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 provides 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 2026 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 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.

⁹ Market and Program Administrator Assessment (PY 2011-2013), p.53

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 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 SBP rate, GRID provides more education about SBP and leverages utility informational materials on SBP where available.

Installation Targets in 2026 and Continued Challenges

In 2026, GRID anticipates a higher project volume compared to 2025 mainly due to the opportunity of pairing DAC-SASH PV systems with SGIP battery systems and the numerous delays experienced in 2025. Many participants whose DAC-SASH applications were approved in 2025 have been confirmed to be qualified for SGIP. However, these participants' projects are on hold pending the resolution of delays involving SGIP.

Table 4 provides a snapshot of DAC-SASH incentive funding and installation totals through December. 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 4. DAC-SASH incentive funding and installation totals

Utility	Incentives Claimed	Installed Projects	Installed Capacity (MW CEC-AC)	Total Incentive Funding		Remaining Est. Cap. (MW CEC-AC) ¹⁰
				2019 - 2025	2019 - 2030	
PG&E	\$23,974,359.00	2,097	8.52	\$44,574,000	\$20,599,641	8.05
SCE	\$16,981,155.00	1460	6.12	\$46,920,000	\$29,938,845	11.22
SDG&E	\$1,161,954.00	113	0.44	\$10,506,000	\$9,344,046	3.20
Total	\$42,117,468	3,670	15.08	\$102,000,000	\$59,882,532.00	22.47

Table 5 outlines GRID's expected installation targets for 2025, based on regional capacity and the expected number of potential participants.

Table 5. Installation targets for the DAC-SASH program

Utility	Estimated Incentives	Estimated # of Installations
PG&E	\$3,714,500	275
SCE	\$6,360,000	471
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

¹⁰ In megawatts (MW) CEC-AC. The remaining capacity is estimated by dividing the remaining incentive amounts by the \$3/W incentive rate.

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.

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.

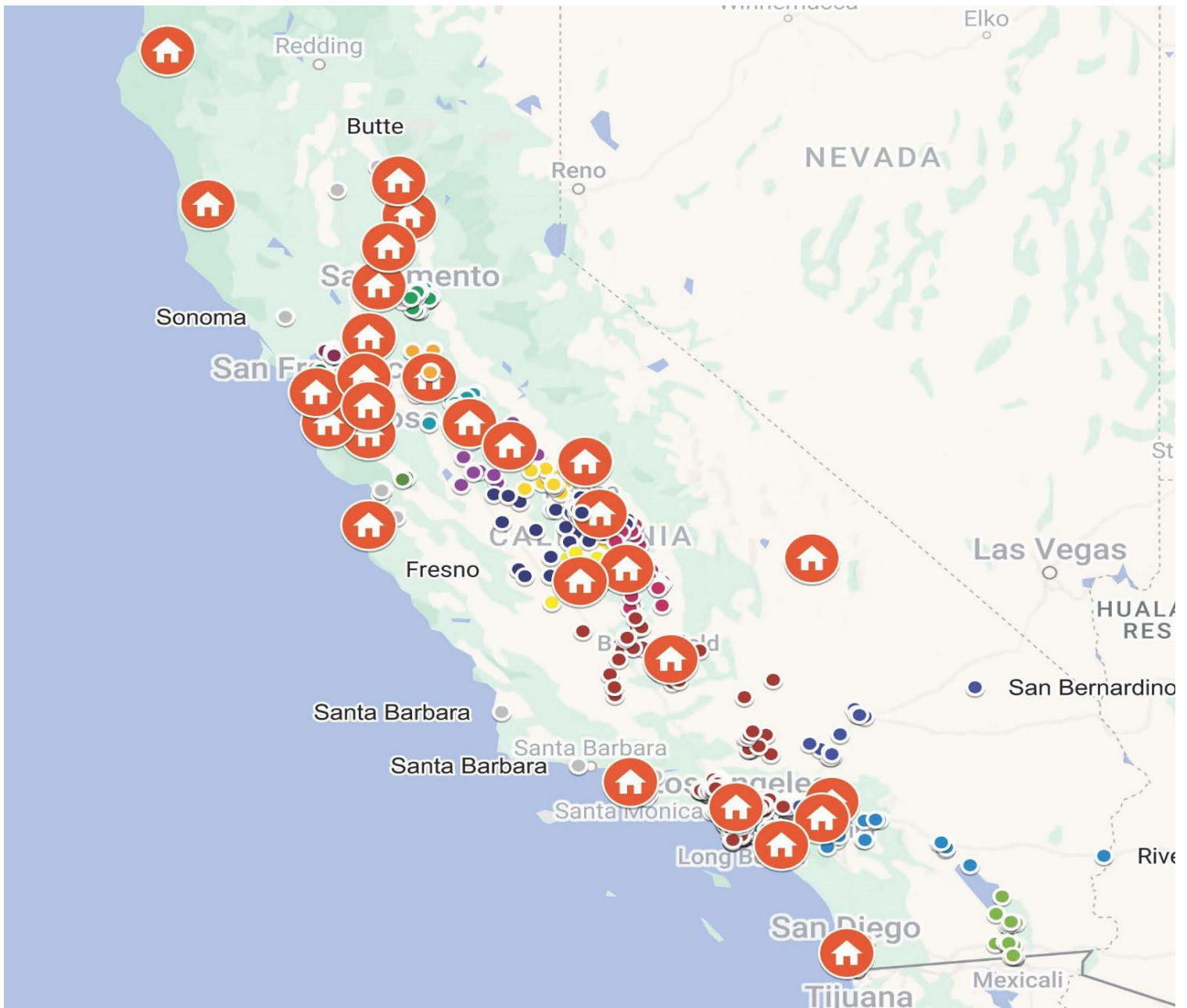
This localized approach ensures that the installation targets are not only financially feasible but also grounded in a deep understanding of each region's unique circumstances. Regional planning provides the most realistic and actionable numbers, as it incorporates both quantitative data and the on-the-ground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

2026 Geographic Scope

In 2025, GRID will continue to strengthen the relationships currently established and expand to counties not yet reached. In 2025, approved applications came from 28 different counties as indicated by the icon  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.

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 SD region's high living costs (substantially higher than in other DAC regions such as CV or IE) 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 SD also contributes to the common challenge of affording necessary pre-installation upgrades faced by clients. 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.

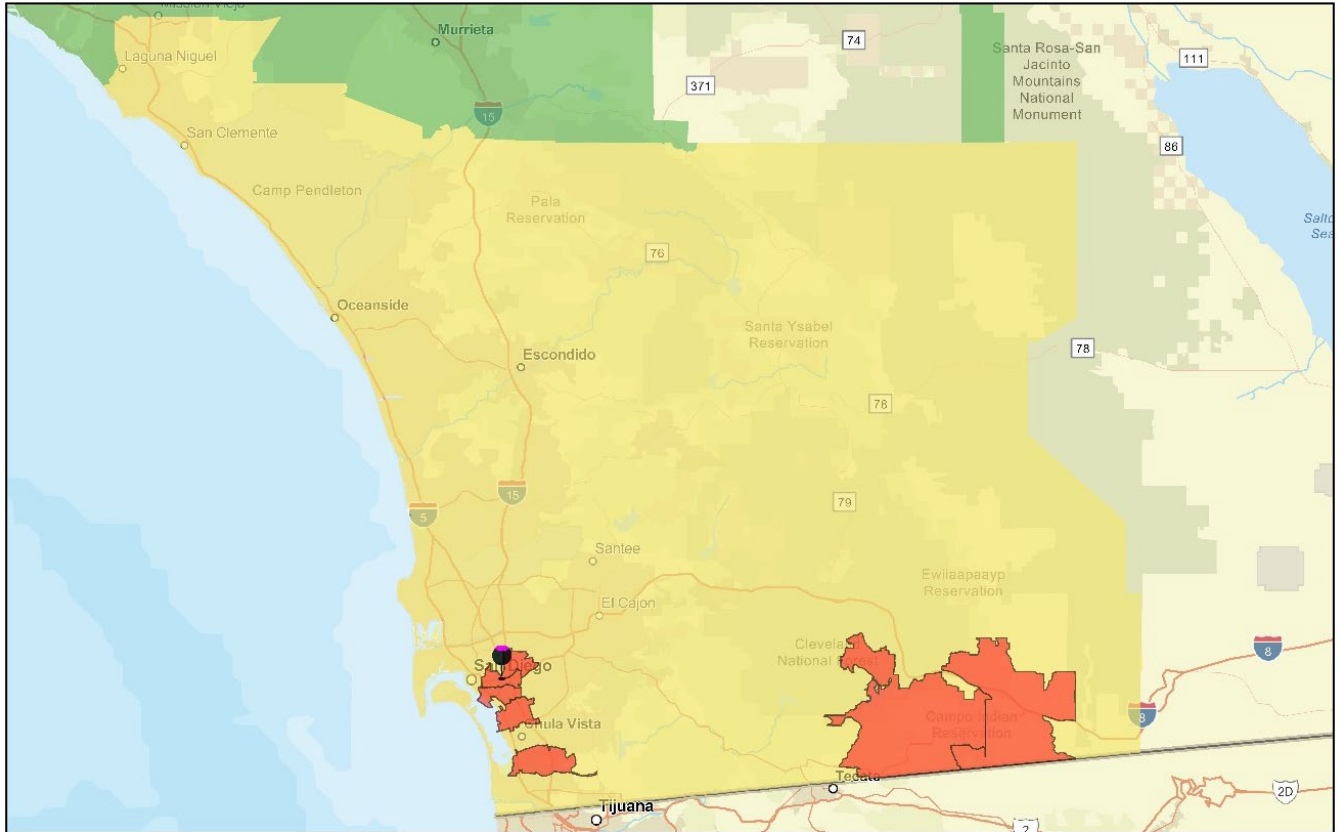
In the DAC-SASH Program's Final Report, published by Evergreen Economics in April 2023, the evaluation highlights that SD's eligibility rates for the DAC-SASH program are significantly lower compared to other regions in California:

- 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 SD 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.

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.



11/17/2024

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

1:920,187
 0 5 10 20 mi
 0 10 20 40 km
 SanGIS, California State Parks, Esri, TomTom, Garmin, SafeGraph, FAO, MET/NASA, USGS, Bureau of Land Management, EPA, NPS, USFWS

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

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. However, with the approval of AL 19-E, allowing GRID to serve as the system owner of DAC-SASH systems in order to leverage federal tax credits creates new opportunities for Tribal projects. Because Tribes are tax-exempt entities, Elective Pay enables the full value of the ITC to be received as a direct payment from the IRS, removing the traditional reliance on tax equity markets. When paired with GRID-owned system structures, this pathway significantly strengthens our ability to leverage the ITC for Tribal installations in ways that were not previously possible. Together, Elective Pay and GRID-owned models improve project economics, reduce funding gaps, and make Tribal solar projects more financially viable than in prior years.

Battery Storage Funding Delays and Supply Chain Issues

Throughout 2025 and into 2026, delays in the implementation of SGIP (especially the timing and release of RSSE funds) continued to affect GRID's ability to deliver paired solar and battery storage systems in high-need communities. These funding delays disrupted project schedules, created uncertainty for both GRID and participating households, and contributed to a growing backlog of projects awaiting battery installation. In addition, some SGIP requirements, such as enrollment in Demand Response programs, remained inaccessible to many eligible participants, further slowing project completion and limiting overall program impact, until the requirement was removed in late 2025.

Ongoing supply chain constraints in the battery storage market have compounded these challenges. Extended lead times, higher equipment costs, and intermittent product availability have made it increasingly difficult to deploy battery systems at the pace required to meet community demand. These overlapping factors underscore the continued need for more reliable funding timelines, streamlined administrative processes, and flexible program requirements to support efficient deployment of solar + storage solutions.

As GRID moves into 2026, the organization faces both persistent challenges and meaningful opportunities. While demand for paired DAC-SASH and SGIP battery systems remains strong, funding delays, supply chain disruptions, and geographic eligibility limitations (particularly in SDG&E territory) continue to hinder progress. Despite these obstacles, GRID remains committed to expanding equitable access to resilient clean energy technologies for underserved households across California, with a continued focus on supporting tribal communities and low-income families who stand to benefit most from reliable solar and battery storage systems. AL 20-E was submitted by GRID in September 2025 to expand eligible equipment for DAC-SASH to include battery systems.

Program Objectives in 2026

GRID's 2026 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 2026, 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.

The program's 2026 ME&O objectives are:

1. Conduct outreach in DACs statewide to achieve an installation target of 3,945 kW (CEC-AC)
2. Perform a comprehensive assessment of outreach and marketing materials
3. Increase referral program campaign rates
4. Improve co-marketing efforts with IOUs
5. Improve earned and social media presence
6. Strengthen engagement with community partners and Tribal nations
7. Keep stakeholders informed about the program's progress and impact

Objective 1: Conduct outreach in DACs statewide to achieve an installation target of 3,945 kW (CEC-AC)

In 2026, GRID will focus on refining and expanding its outreach strategies to meet an installation target of 3,945 kW (CEC-AC) across all IOU territories. Based on 2025's average system size of 4.077 kW, this amounts to around 960 projects.

To achieve this goal, outreach teams will implement strategies that lead to increases in both lead volume and conversion rates (how many leads resulted in submitted/approved applications and converted into an actual project with a signed contract and completed installation). Key strategies will be implemented, including (but not limited to) targeted mailing campaigns, community workshops and events, promotion of GRID's referral reward program, and continued investment in virtual outreach channels. Activities under this objective will prioritize improving existing outreach processes utilized by GRID headquarters and regional staff.

Success Metrics

- Response rates: How many leads in a given audience responded to/showed interest
- Qualification rates: How many interested leads ended up being qualified for the program vs how many were disqualified (disqualification notes will be captured)
- Conversion rates: How many submitted applications resulted in completed projects (contracts signed, installs complete, systems interconnected)
 - Not all converted leads will result in an application submission due to income ineligibility, structural or repair issues preventing PV installation, or loss of client engagement.

Increasing lead volume, total applications submitted, and conversion rates will be a central focus of 2026 efforts.

Data Metrics

The data listed below will be reported on in the next ME&O plan.

- Type of campaigns implemented
- Number of interested leads generated
- Number of applications submitted
- Number of applications approved
- Number of contracts signed
- Number of complete installations

Objective 2: Perform a comprehensive assessment of outreach and marketing materials

In 2026, GRID will conduct a comprehensive assessment of all outreach and marketing materials used across the DAC-SASH program to evaluate their effectiveness and alignment with program messaging. This objective will ensure that all materials are consistent, culturally responsive, accessible, and aligned with the outreach strategies identified in Objective 1. Findings from this assessment will directly inform the development of refreshed materials to support outreach in 2027 and beyond.

Materials Included in the Assessment

The following materials will be reviewed for design quality, message clarity, accessibility, and effectiveness:

- Program information postcards (4x6", 5x7")
- Flyers
- Small posters with income guidelines
- Print advertisements (newspapers, magazines, community publications)
- Banners
- Partner letters
- Stationery
- FAQ handouts
- Program eligibility information sheets
- "How Solar Works" educational materials
- Brochures
- Door hangers

Assessment Process

1. Confirm that all refreshed marketing materials are updated to GRID's current branding
2. Ensure program information is updated and clear (ie. income guidelines, eligibility criteria, etc.)
3. Create campaigns linked directly to materials via links or QR codes provided to begin determining which materials are most effective/engaging
4. Gather staff and partner feedback on which materials best support outreach conversations
5. Ensure materials are easy to read and understand, including using readable font sizes, strong contrast, and clear, plain language.

By the end of 2026, GRID will have updated all materials. In the next ME&O plan, reporting on all materials updated along with key insights, lessons learned, and recommendations for future improvements will be provided.

Objective 3: Increase referral program campaign rates

GRID will continue to market and expand its referral program to increase both the number of leads generated and the conversation rate of those leads into completed projects. GRID typically offers a \$200 referral incentive to past or current clients as well as other partners who refer new participants to the program. This referral reward amount does not come from the DAC-SASH budget. Referrals may be submitted directly to GRID staff or through the online portal at gridsolar.org/referral, or other systems set up specifically for the entity. Referral rewards are typically issued once the referred applicant signs a contract.

Referral-based leads have historically demonstrated some of the highest conversion rates among all outreach channels. In 2025, the referral program generated 997 leads, of which 466 converted, resulting in a strong 47% conversion rate. Building on this performance, GRID will prioritize expanding awareness and accessibility of the referral program across all regions and enhancing client engagement tactics that drive referrals.

Key Activities

- Review all locations where the referral link is listed (e.g., webpages, email signatures, automated emails, etc.) to ensure maximum visibility and consistent formatting
- Work with partners (IOUs, CBOs, etc) to ensure the referral program link is included on relevant webpages, emails, newsletters, and client-facing materials tied to GRID or DAC-SASH
- Update marketing materials (digital and print) to prominently highlight the referral program and incentive
- Coordinate with regional staff to ensure consistent and proactive promotion of the referral program during all client interactions (e.g., outreach, intake calls, site visits, installation day)
- Develop talking points or scripts that regional teams can use to encourage referrals during key touchpoints

Data Metrics

The data listed below will be reported on in the next ME&O plan.

- How many interested leads were generated as a direct result of the referral program
- How many interested leads converted into a completed project
- Distribution of engagement/interested leads generated from the referral program

Objective 4: Improve co-marketing efforts with IOUs

In 2026, GRID will deepen and refine its co-marketing strategies with Investor-Owned Utilities (IOUs), community partners, and Tribal communities to increase the reach, credibility, and effectiveness of DAC-SASH outreach efforts. Co-marketing remains a critical channel because communications coming directly from trusted utility providers and community members significantly increase client confidence and legitimacy, especially among customers unfamiliar with solar programs.

In 2025, GRID conducted email and mailer campaigns with SCE and PG&E, which collectively generated more than 200 leads in SCE territory and 50 leads in PG&E territory from the email component alone. Building on these results, GRID will assess campaign performance, evaluate the efficiency of existing workflows, and implement updates to improve timing, follow-up sequencing, and conversion outcomes. SDG&E currently does not collaborate with GRID on any DAC-SASH comarketing.

Current Co-Marketing Process with IOUs

The current process with PG&E is as follows:

1. PG&E provides annual list of ESA-enrolled clients
2. GRID scrubs the list to remove any contacts that are already in GRID's system as someone with an application already submitted
3. GRID provides this suppression list to PG&E who prepares for an email campaign
4. PG&E sends an email to half of the list in May, with an additional email sent to those who did not open the first email, and then another to those who still did not open the second email sent
5. GRID sends a physical mailer to this list at the same time
6. PG&E sends an email to the second half of the list in May with the same follow-up emails sent to those who did not open the first, or the second
7. GRID sends a physical mailer to this list at the same time

The SCE process mirrors PG&E's process, with one key difference: SCE distributes its email and mailer campaigns later in the year, typically July or August, aligning with its internal marketing cycles.

Assessment Process

In 2026, GRID will assess the effectiveness of comarketing campaigns with SCE and PG&E by reviewing campaign performance metrics, client engagement data, and workflow efficiency across both IOUs. This assessment will include an analysis of clickthrough rates, interested lead volume, and conversion rates associated with each email and mailer touch point. Additionally, GRID will assess whether the number and frequency of follow up emails are adequate to drive engagement or whether additional reminders are necessary. The review will also examine content clarity, accessibility, language availability, and alignment with GRID's 2026 brand update. Based on these

findings, GRID will refine messaging, expand follow-up sequences, and strengthen coordination with IOUs to implement more consistent, high impact campaigns across territories.

Data Metrics

The data listed below will be reported on in the next ME&O plan.

- How many cold leads were provided by the IOUs
- How many interested leads were generated
- How many interested leads converted into a completed project
- Geographic distribution of engagement/interested leads generated

Objective 5: Assess the viability of social media

GRID will continue using virtual outreach strategies to generate leads cost-effectively through social media platforms. While virtual channels produce high lead volume at relatively low cost, conversion rates tend to be lower than other outreach methods. In 2026, GRID will aim to optimize messaging, improve targeting, and enhance follow-up to increase conversion.

Key Activities

- Establish a system for reliably tracking social media lead generation
- Make updates to media tailored for digital platforms that highlight benefits, eligibility, and impact of the program

Objective 6: Strengthen engagement with community partners and Tribal nations

In 2026, GRID will deepen and expand its engagement with community-based organizations (CBOs), trusted local leaders and companies, and Tribal Nations to strengthen community trust, increase awareness of the DAC-SASH program, and ensure outreach efforts remain culturally responsive and community-driven. Building and maintaining relationships with community partners has always been essential to GRID's work, particularly in communities that have historically experienced predatory or exploitative practices in the clean energy space. Sustained, authentic engagement not only broadens GRID's reach but also reinforces the organization's reputation as a trusted and community-aligned partner.

GRID will continue attending and hosting community events, participating in tabling opportunities, fostering long-term partnerships with CBOs, and engaging Tribal Nations through respectful, relationship-first approaches. In 2026, GRID will enhance these efforts by focusing on deeper collaboration, more frequent communication, and improved alignment between regional teams and local community leaders. These actions will support increased awareness, lead generation, and program legitimacy across all service territories.

Key Activities

- Strengthening and expanding relationships with CBOs, Tribal Nations, local advocacy groups, and community leaders and companies
- Supporting community-led outreach efforts through co-hosted events, workshops, and presentations
- Ensuring messaging reflects cultural, linguistic, and regional nuances to build trust and transparency
- Enhancing coordination with regional staff to ensure consistent presence in priority communities
- Establishing clear pathways for partners and tribes to provide feedback that informs outreach strategy.

Data Metrics

The data listed below will be reported on in the next ME&O plan.

- List of community partners and companies engaged
- List of tribal entities engaged
- Number of community events attended, co-hosted, or presented at
- Interested leads generated through community and tribal outreach channels
- Feedback gathered from partners and tribal stakeholders regarding trust, communication, and program understanding
- Regional distribution of partnerships and event participation, particularly in priority DACs

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

In 2026, GRID will prioritize maintaining transparent and proactive communication with all stakeholders involved in the marketing of the DAC-SASH program. These stakeholders include the CPUC ED, IOUs, CBO partners, and the regional staff who work directly with our communities. Ensuring that each stakeholder group is regularly updated on the program's progress and outcomes of marketing efforts is essential to not only sustaining trust in the relationship but also allows for a consistent feedback loop of outreach strategies.

To enhance stakeholder communication in 2026, GRID will assess the current reporting and outreach processes used to keep partners informed and identify areas where clarity, frequency, or content can be improved. This assessment will include a review of reporting timelines, communication formats, and the regularity of updates provided to stakeholders.

Key Activities

- Maintain a database with marketing efforts tracked using campaigns and reports
- Report marketing effort results to involved stakeholders on a quarterly basis

Appendix A: 2026 ME&O Budget

In Appendix A, GRID includes a budget for program activities for 2026 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 \$28,000 of the \$400,000 ME&O budget to non-labor costs and will allocate the remaining \$372,000 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 2026 as best suits the ME&O objectives. Labor costs for the positions listed in the ME&O budget are below:

- Communications Director - Performs day-to-day management of outreach marketing and support for regional outreach departments. Oversees the tracking of 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.
- Outreach Marketing Coordinator - Assists the Communications Director with public-facing documents, working with graphic designer, and copyediting materials. Development and maintenance of ME&O plan, and formatting program reports and communications.
- 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.

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

- Translation services for adding to GRID's portfolio of multilingual materials, and crucially for live phone translation services
- Printing of outreach marketing collateral
- Mail shop services for sending outreach marketing materials for client acquisition
- Professional photography and/or videography services as needed
- Paid advertising as needed



DAC-SASH Year 2026 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	\$ -	\$ 1,500	\$ -	\$ 1,500	\$ -	\$ 1,500	\$ -	\$ 1,500	\$ -	\$ 6,000
	Photography	\$ -	\$ 250	\$ -	\$ 250	\$ -	\$ 250	\$ -	\$ 250	\$ -	\$ 1,000
	Graphic Design	\$ -	\$ 1,000	\$ -	\$ 1,000	\$ -	\$ 1,000	\$ -	\$ 500	\$ -	\$ 3,500
	Printing	\$ -	\$ 3,500	\$ -	\$ 3,500	\$ -	\$ 3,250	\$ -	\$ 3,250	\$ -	\$ 13,500
	Communications Director (~11% FTE)	\$ 8,233	\$ -	\$ 8,233	\$ -	\$ 8,233	\$ -	\$ 4,359	\$ -	\$ 29,058	\$ -
	Regional Outreach Manager (~5% FTE)	\$ 1,344	\$ -	\$ 1,344	\$ -	\$ 1,344	\$ -	\$ 710	\$ -	\$ 4,741	\$ -
	Regional Outreach Coordinator (~5% FTE)	\$ 1,120	\$ -	\$ 1,120	\$ -	\$ 1,120	\$ -	\$ 593	\$ -	\$ 3,952	\$ -
	Outreach Marketing Coordinator (~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)	Communications Director (~1% FTE)	\$ 748	\$ -	\$ 748	\$ -	\$ 748	\$ -	\$ 396	\$ -	\$ 2,642	\$ -
	Regional Outreach Coordinator (~150% FTE)	\$ 2,000	\$ -	\$ 2,000	\$ -	\$ 2,000	\$ -	\$ 2,000	\$ -	\$ 8,000	\$ -
Client Acquisition & Support	Regional Outreach Manager (~2% FTE)	\$ 76,430	\$ -	\$ 76,430	\$ -	\$ 76,430	\$ -	\$ 76,430	\$ -	\$ 305,720	\$ -
Totals		\$ 94,943	\$ 7,250	\$ 94,943	\$ 7,250	\$ 94,943	\$ 7,000	\$ 87,171	\$ 6,500	\$ 372,000	\$ 28,000
Total Labor		\$ 372,000									
Total Non-Labor		\$ 28,000									
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, 通过在您的房屋安装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, 您可能具备申请资格。

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 5 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) 项目旨在帮助 GRID Alternatives 在一家一户的地区将清洁能源带到, 其办事机构在加利福尼亚州。欲了解更多信息, 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!

太阳能不仅能为您节省电费, 而且非常环保。

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

Makababaling ang pag-uugang mas mabawalan ang bayarin sa kuryente at masakatulungang perito 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.

© 2022 GRID Alternatives



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



GRID Alternatives is a fully licensed solar contractor (CA Lic. #967283)

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
Programa ng 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

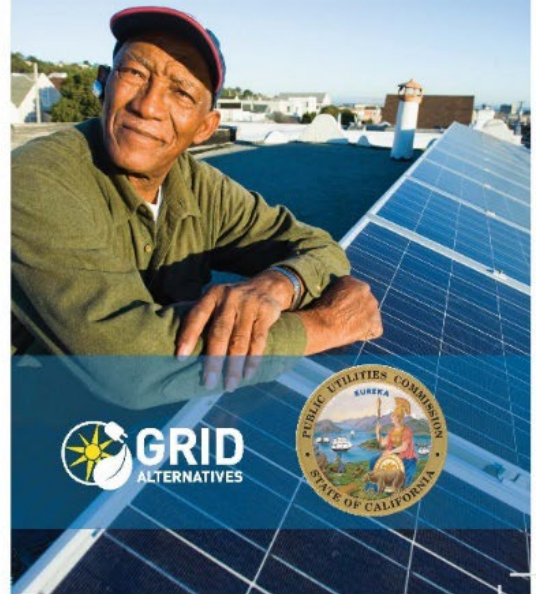
Solar Energy Program

For Low-Income Homeowners

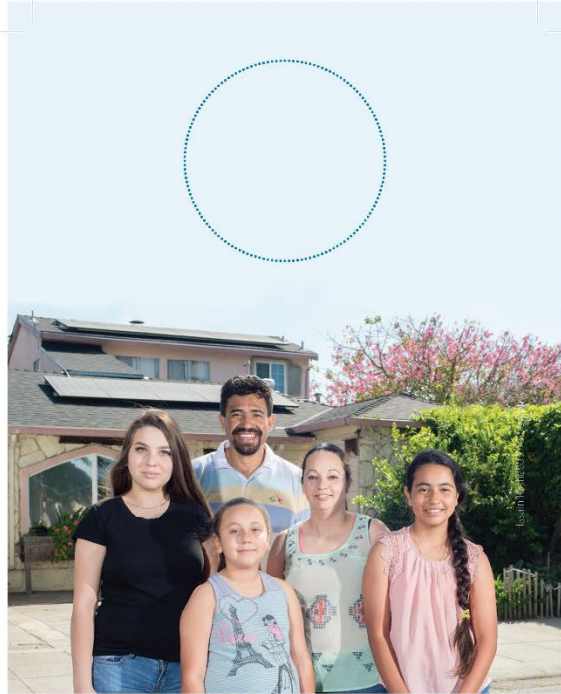
ESTADO DE CALIFORNIA

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

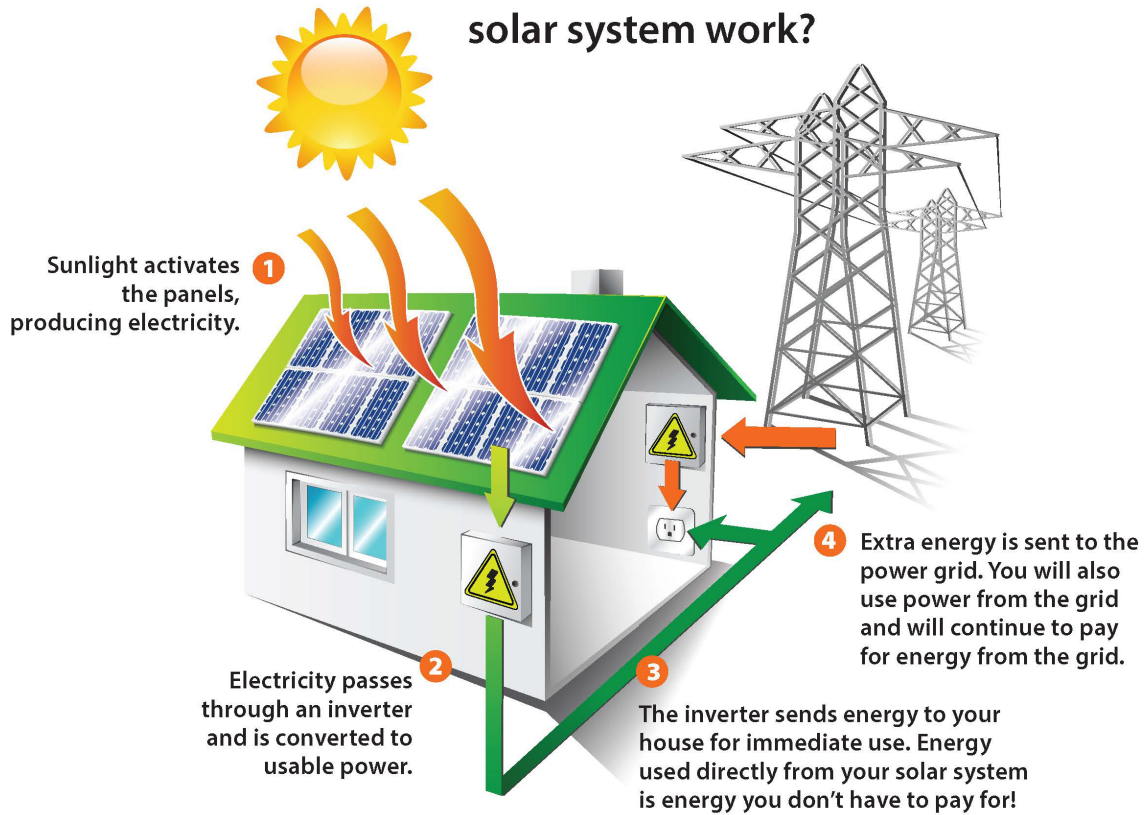


Call / Llámamos 866-921-4696

Visit / Visita EnergyForAllProgram.org

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**

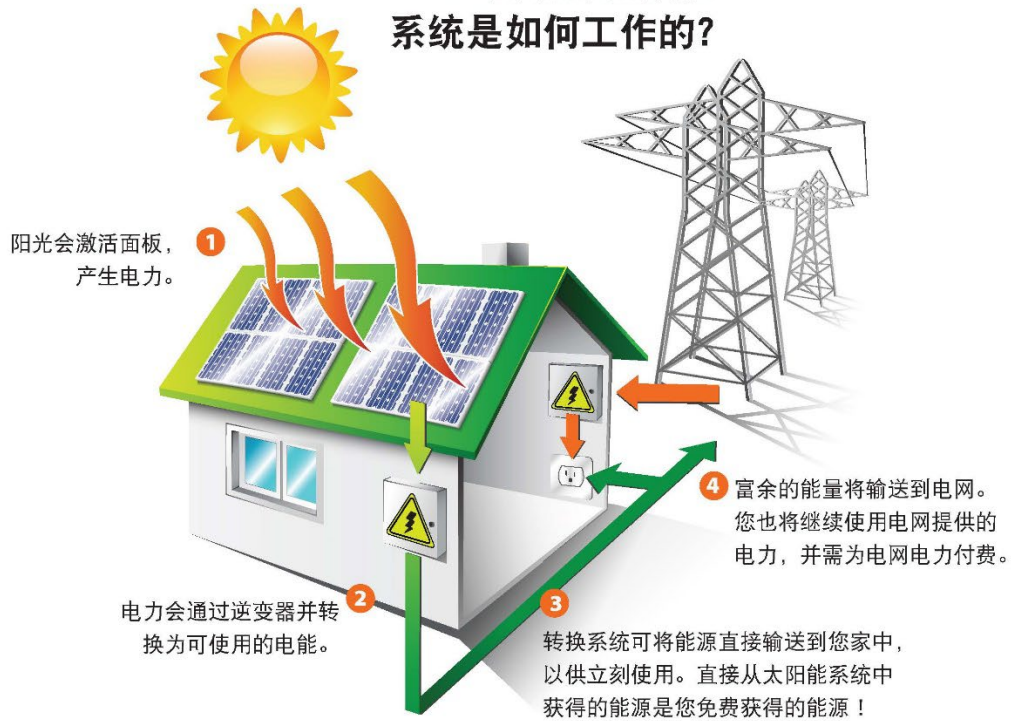
Or visit gridalternatives.org



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.

安装屋顶太阳能

GRID-安装的太阳能系统是如何工作的？



ENERGY FOR ALL
A program of GRID Alternatives

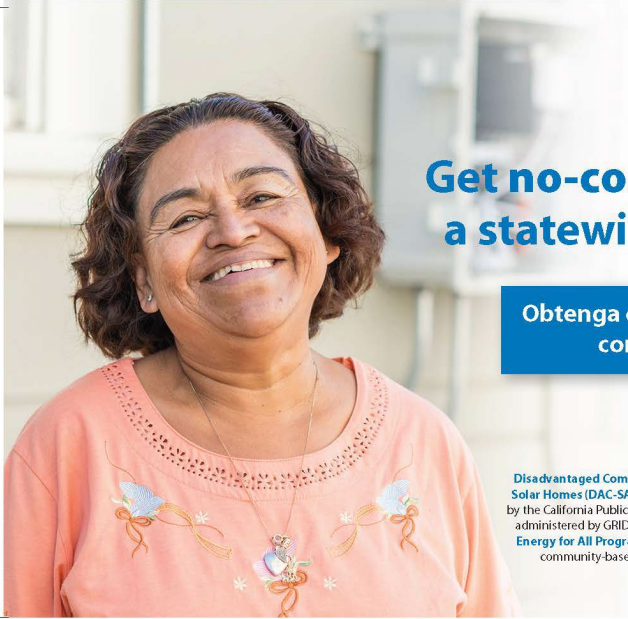
致电 **866-921-4696**

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

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

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.

Appendix C: List of 2025 Outreach Activities

Type of Activity	Outreach Activity
Direct Outreach	Local tabling events/Spaces <ul style="list-style-type: none"> • Coachella Prospera Learning Exchange (Coachella, CA) • Earth Day Event (Richmond, CA) • Workshop (Richmond, CA) • Webinar (Richmond, CA) • Coachella Library Hours (Coachella, CA) • CORE Academy Parent Night (San Bernardino, CA) • Community events (Stockton, CA) • Porterville Shines Bright Event (Porterville, CA) • SCE Food Drives (various cities throughout CV region) • Eastside Community Hippy Hop Spring Event (Riverside, CA) • CD7 Summer Movie Nights (Pacoima, CA) • Chicas Moms Inc – Entre Comadres (Pacoima, CA) • Communities for a Better Environment event – Huntington Park (Los Angeles, CA) • Earth Day Collaboration (Pacoima Beautiful & HACLA) (Pacoima, CA) • Fall Into Energy Savings event (Los Angeles, CA) • Pacoima Solar Clinic (Pacoima, CA) • South LA Eco-Lab (Los Angeles, CA) • Coachella Prospera Application Workshop (Coachella, CA) • Mission San Juan Diego Food Distribution (North Shore, CA) • Kennedy Community Center (Stockton, CA) • Earth Day Festival (Stockton, CA) • ESY Fruit Jam event (Stockton, CA) • Public Library “Story Time” (Porterville, CA) • Riverside Food Bank (Riverside, CA)
Direct Outreach	Local Government Meetings and Presentation <ul style="list-style-type: none"> • City of Richmond Form Assembly (Richmond, CA) • San Pablo Office Hours (San Pablo, CA)
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

	<ul style="list-style-type: none"> • CARE/FERA/ESA Lead sharing <ul style="list-style-type: none"> ○ PG&E, SCE, SDG&E
Partner-Based Outreach	<p>CBO Co-branded Events</p> <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)
17. Minority-owned
18. Women-owned
19. Veteran-owned
20. Disabled-Person owned
21. LGBTQ+ owned
22. 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?
23. 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?