Disadvantaged Communities – Single-Family Solar Homes Program

2020 Marketing, Education and Outreach Plan

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I. Introduction

The Disadvantaged Communities Single-family Solar Homes (DAC-SASH) program's Marketing, Education and Outreach (ME&O) plan describes the activities the Program Administrator (PA), nonprofit GRID Alternatives (GRID), will undertake to ensure the success of the DAC-SASH program in 2020, and for years to come. GRID's approach, based on the success of its work administering the Single-family Affordable Solar Homes (SASH) program and other low-income solar programs, combines a recognized brand, data-driven targeting, community and institutional partnerships, and experience-based and flexible marketing and outreach activities.

1. Program Background

DAC-SASH is thoughtfully structured to ensure that low-income families receive impartial, complete information from a trusted source and referrals to complementary programs and services; that savings at the household level are maximized; and that iron-clad consumer protection measures exist in all parts of program operation. Like the 10-year SASH program which preceded it, DAC-SASH is administered by a single entity statewide. All marketing, education, and outreach efforts as well as project installations are orchestrated centrally through GRID and delivered through GRID's seven California affiliate offices. Experience with income-qualifying single-family programs has shown that this type of consistent advocacy and assistance throughout the entire process--and the lifetime of the solar system--is key to ensuring that language, physical ability, age and education level are not barriers to participation and participants can make informed decisions and get the greatest possible benefit from the solar system. In communities often targeted by predatory practices and scams, showing investment in long-term household and community benefit is a crucial and essential component of the program. GRID's approach ensures that public funds are put to good use and disadvantaged communities reap the financial benefits of installing solar over the lifetime of the systems.

2. Marketing, Education and Outreach Goals

The DAC-SASH ME&O plan delineates activities and objectives for 2020, the first full year of program operation following approval by the California Public Utilities Commission (CPUC or

Commission) of the DAC-SASH Program Handbook and Program Implementation Plan on 9/12/19 via Resolution E-5020. The overall ME&O goals are to create a robust applicant pipeline with projects and clients representing the diversity of California's population and geography, and ensure a positive client experience that builds recognition and trust of the program in Disadvantaged Communities (DACs).

II. Key Program Audiences

The primary audience for DAC-SASH is low-income homeowners living in disadvantaged communities (DACs). To qualify for DAC-SASH, homeowners must live in one of the top 25 percent most disadvantaged communities statewide using the CalEnviroScreen,[1] and be a billing customer of Pacific Gas & Electric (PG&E), Southern California Edison (SCE), or San Diego Gas & Electric (SDG&E). Homeowners must also meet income qualifications as denoted by the income guidelines of either the California Alternate Rates for Energy (CARE) program or the Family Electric Rate Assistance (FERA) program.

The target communities for the program are very diverse, and it is not possible to make broad generalizations about their characteristics, values and interests. But we know that many of the people the program serves prioritize the health and wellbeing of their families above other concerns, and are also concerned with the environmental health of their communities. Dominant languages include Spanish, English, Mandarin, Cantonese, Korean, Vietnamese, and Tagalog. The percentage of people with disabilities residing in DACs is not known. However, according to the Institute on Disability's 2017 Annual Report[2], the median earnings of people with disabilities are about two thirds those without disabilities, and the overall rate of disability in the U.S. is about 12.8%. Additionally, as explained by the American Psychological Association, rates of poverty among persons with a disability tend to be higher and public assistance often insufficient.

There are several barriers to reaching this diverse audience that this ME&O plan will address, including lack of exposure to solar technology in their communities; distrust of solar companies; lack of time to commit to learn about solar and the benefits of the program; and the complexity of net metering and the interconnection process. In addition, the broad language and cultural diversity of this group calls for customized ME&O, which can be challenging with the limited resources available for outreach. There are also structural barriers outside the scope of ME&O and the program funding, such as roof condition, unpermitted

[1] Homeowners in one of 22 addition census tracts that are in the top five percent of pollution burden but that do not have an overall CalEnviroScreen score because of unreliable socioeconomic data are also eligible. See D.18-06-027 at Conclusion of Law 3.

[2] https://disabilitycompendium.org/sites/default/files/user-uploads/2017_AnnualReport_2017_FINAL.pdf

structures and the need for electrical upgrades that can limit the pool of eligible homeowners, especially in communities with older housing stock.

The homeowner audience needs simple, clear and compelling information about the program and its benefits in languages they understand and from messengers and channels they trust, as well as ongoing education and support in getting through the application and installation process (see Strategic Approach, below, for more detail on our approach to reaching this audience).

Additional program audiences include:

Job trainees: DAC-SASH provides integrated job training opportunities on every solar installation, with particular focus on creating opportunities for participation for residents of disadvantaged communities. GRID recruits trainees from both the general population and through job training partners, including local job training organizations and community colleges. Barriers to participation may include language, technological barriers to accessing information about training opportunities, lack of financial resources to engage in unpaid training, lack of transportation to and from job sites, and distrust.

This audience needs clear and compelling information on the opportunity and resources available to them from a messenger and channel they trust, and support to address individual barriers they may face to ongoing participation.

Stakeholders: DAC-SASH stakeholders include the CPUC Energy Division, California's Investor Owned Utilities (IOUs), Job Training Organizations (JTOs), Community-Based Organizations (CBOs) including environmental justice organizations, utility ratepayers, Community Choice Aggregators (CCAs), and residents of DACs across the state. This audience needs access to data, summary information about program progress and impact, as well as mechanisms to provide program input and feedback.

III. Strategic Approach

As has been detailed in numerous reports and programs, including the Low-Income Barriers report[3], low-income households face myriad barriers to both accessing solar on their own and participating in statewide and local solar programs, including financial barriers, structural barriers, and marketing and outreach barriers. GRID's holistic, community- and customer-centric approach addresses marketing and outreach barriers using strategies that have proven to be successful in working with low-income households. Much of GRID's expertise was developed over the last decade administering the SASH program throughout California and developing strategies to address these barriers, as detailed in SASH's third-party program evaluation reports.[4]

Working through seven California affiliate offices, GRID combines direct, in-community, in-language outreach and education with community and local government partnerships to ensure program information is reaching eligible households through a trusted source. Building trust is critical in communities that may view these programs as "scams" as the Barriers report notes,[5] or as "too good to be true" as the most recent SASH program evaluation report corroborated.[6] GRID has found that partnering with a trusted community source on program marketing can address these challenges. GRID's educational messages are reinforced by a robust referrals program, local media, and easily accessible digital platforms. Once a client has been approved for participation, they receive dedicated, ongoing support from our outreach and construction staff from application to installation and interconnection, including referrals to complementary state and local programs, including the Energy Savings Assistance Program

[3] Low-Income Barriers Study, Part A: Overcoming Barriers to Energy Efficiency and Renewables for Low-Income Customers and Small Business Contracting Opportunities in Disadvantaged Communities, California Energy Commission, December 2016. Available at https://ww2.energy.ca.gov/sb350/barriers_report/.

[4] October 19, 2015. Navigant Market and Program Administrator Assessment (PY 2011–2013), pg. 42-43. Available at https://www.cpuc.ca.gov/General.aspx?id=3043.

[5] Low-Income Barriers Study, p. 40.

[6] Market and Program Administrator Assessment (PY 2011–2013), p.53.

(ESAP),[7] CARE, and FERA. Following installation, GRID provides ongoing education and engagement, system online monitoring, and access to phone support and troubleshooting to clients throughout the expected life of the solar electric system, ensuring maximum impact and long-term program benefit.

Through both SASH and non-SASH projects, GRID has successfully employed this turnkey solar model to address solar access barriers for low-income, single-family residences in over 50 percent of the CES DACs. To continue reaching those communities, and to reach households in the other CES DACs it has not yet worked in, GRID will couple an on-the-ground presence with stepped up partnership-based marketing. As discussed above, working with trusted community-based organizations, community leaders, local agencies and other service providers will help overcome trust and education barriers, and can in some cases help address structural barriers by facilitating layering of other services like electrical upgrades and roof repairs. This hands-on, community and partner-based approach has proven highly successful in addressing barriers to participation in the DACs GRID has worked in to-date, and we expect it to continue to be successful in DAC-SASH. We will continue to innovate and improve on our strategies based on ongoing participant and partner feedback and effectiveness data.

The following table summarizes our 2020 Marketing, Education and Outreach strategies by channel and audience. Based on the historic conversion rates (% of new leads that ultimately convert into successfully installed projects) for each of our core Outreach strategies, we have determined that for 2020, we will need an estimated 12,750[8] leads to meet our annual statewide target of ~900 installations, as delineated in Table 3, 2020 Program Installation Targets, in Section IV.

[7] https://www.cpuc.ca.gov/esap/.

[8] Based on GRID's historic conversion rates and working backwards from our install goals for 2020. GRID tracks the percentage of leads from each lead type that convert into installed projects.

Table 1: Summary of 2020 ME&O Strategies

Channel	Clients	Trainees	Stakeholders
In-person/Direct outreach			
Community events/meetings	■	■	■
Canvassing	■		
Printable collateral	■	■	
Targeted mailings	■		
Referral program	■		
Partner-based outreach			
Distribute flyers	■	■	
Direct outreach	■	■	
Partner email	■	■	
Partner events	■	■	
Co-marketing with related programs	■		
Indirect & Digital Outreach			
Website	■	■	■
Social media	■	■	
Email engagement	■	■	■
Media outreach	■	■	■
Advertising (digital and print)	■		

GRID's nonprofit program administration model also allows us to address barriers outside the scope of ME&O, such as our ability to eliminate financial costs and credit score barriers for participants by supplementing DAC-SASH incentive funding with other philanthropic dollars; or similarly using philanthropic or complementary state and local funding streams to help address structural barriers such as roof condition and the need for electrical upgrades. This works to both increase the pool of applicants and ensures that clients at the lowest income tiers are able to participate.

IV. Market Insights and Prioritization

Solar technology has had limited penetration to-date in DACs and for low-income households. According to a recent CPUC fact sheet, "As solar adoption and investment have increased throughout the state, low income and disadvantaged communities (DACs) have lagged behind: for example, just 17 percent of all rooftop solar in Pacific Gas and Electric Company's service territory is located in DACs, and only 4 percent of PG&E's rooftop solar belongs to low income residents in DACs."[9] It is important to note that the IOUs' territories are not inclusive of the DACs; for example, ~15% of PG&E's total census tracts are included as a DAC in the CalEnviroScreen.[10]

GRID estimates that the number of CARE-eligible, single-family homes in the qualifying CalEnviroScreen (CES) DACs is approximately 280,000, or ~25% of the total ~1.02M CARE-eligible, single-family homes in California.[11] Of these ~280,000 homes, however, only ~173,000 (~60%) are in the IOUs, with ~70,000 in PG&E, ~100,000 in SCE, and less than 3,000 estimated to be in SDG&E. The remainder are in CES DACs that are not in the IOU territories. GRID notes that not all of the ~173,000 homes will qualify for DAC-SASH though because many will not be owner-occupied. In addition, GRID's experience has shown that a high percentage of program-qualified low-income homes will not be solar suitable, typically because the roofing or house conditions will not support a solar array, the property may be shaded, and/or the electrical

[9] https://www.cpuc.ca.gov/uploadedFiles/CPUCWebsite/Content/About_Us/Organization/Commissioners/Martha_Guzman_Aceves/tst/Expanding%20Solar%20in%20DACs%20-%206-28-18%20FINAL.pdf.

[10] PG&E: Total Census Tracts in Territory = 2812; Census Tracts in CES DACS = 427; CES DACs as % of territory = 15.2%. This considers all census tracts that are both entirely included in PG&E's territory, and that intersect it (i.e. are partially included). Data obtained from: https://www.census.gov/cgi-bin/geo/shapefiles/index.php; and https://ww2.energy.ca.gov/maps/serviceareas/Electric_Utility_Service_Areas.html.

[11] Considers 200% Federal Poverty Limit or lower, 1 unit detached and 1 unit attached owner-occupied units. https://www.energy.gov/eere/slsc/maps/lead-tool.

upgrades will prove cost-prohibitive.[12] Within the DAC-SASH qualified geographic areas, GRID will identify priority areas based on a variety of factors, including availability of additional funding to fill the gap between installation costs and the program incentive, the existence of strong local partners or potential partners to support a trust-based marketing strategy, and communities that have been identified by the CPUC as high needs (see Objective 3, below).

1. Installation Targets

Table 2 below illustrates the estimated number of projects and capacity (in Megawatts, California Energy Commission Alternating Current,[13] or MW, CEC-AC) that can be installed each year, as well as for the entire program life, based on the DAC-SASH budget.

Table 2: Incentive funding and est. project installations by year and total 2019-2030

Investor Owned Utility	Annual: Incentive Funding[1]	Total Incentive Funding 2019-2030	Annual: Est. projects[2]	Annual: Est. Installed Capacity (MW, CEC-AC)	Total Est. Installations 2019-2030	Total Est. Installed Capacity 2019-2030 (MW, CEC-AC)
PG&E	$3,714,500	$44,574,000	342	1.237	4,104	14.844
SCE	$3,910,000	$46,920,000	350	1.304	4,198	15.648
SDG&E	$875,500	$10,506,000	84	0.291	1,012	3.492
Total	**$8,500,000**	**$102,000,000**	**776**	**2.832**	**9,314**	**33.984**

[1]*The DAC-SASH program is funded at $10M/annually from 2019-2030. Incentives are 85% of budget; Administration is 10%; Marketing and Outreach is 4% and Evaluation is 1%. There is one $3/Watt, CEC-AC incentive in the DAC-SASH program. The program is funded by each utility at: PG&E 43.7%; SCE 46%, SDG&E 10.3%.*

[12] GRID's database indicates that for clients with an accepted SASH application from 2016-2018, on average 35% do not continue with an installation, typically due to the home not being solar suitable. In the Los Angeles region, the percentage is nearly 65%. GRID expects similar results in DAC-SASH.

[13] California Energy Commission Alternating Current, or CEC-AC, considers efficiency rating of the inverter(s).

[2]The average system size is calculated based on all GRID's single-family installations in each IOU's service territory in 2018 and 2019; and in kW, CEC-AC is 3.617kW in PG&E, 3.726kW in SCE, and 3.462kW in SDG&E.

Table 3 below illustrates GRID's expected installations in 2020 under the DAC-SASH program. In PG&E's service territory, GRID expects to utilize funding allocations from both 2019 and 2020. This is primarily due to PG&E's SASH funding being encumbered in 2019, and therefore more 2019 client sign-ups for DAC SASH in this service territory as compared to SCE and SDG&E. GRID notes that the 58 projects it aims to install in SDG&E in 2020, which would use ~65% of the annual incentive budget, is highly unlikely to be met based on the challenges with the small market of homes that are potentially qualified, as described further in Section 4.2.

Table 3: 2020 Program Installation Targets

	Incentives	kW, CEC-AC[3]	Est. # of Installations
PG&E[1]	$4,980,609	3.617	459
SCE	$3,901,122	3.726	349
SDG&E[2]	$602,388	3.462	58
Total	**$9,493,009**		**866**

[1]PG&E territory expected to install projects encumbering all of 2020's budget as well as rollover from 2019. There is high-demand in PG&E due to the ending of the SASH 2.0 program and lack of a single-family incentive beyond DAC-SASH.

[2]Achieving these SDG&E targets will be challenging, as described in Section 4.2.

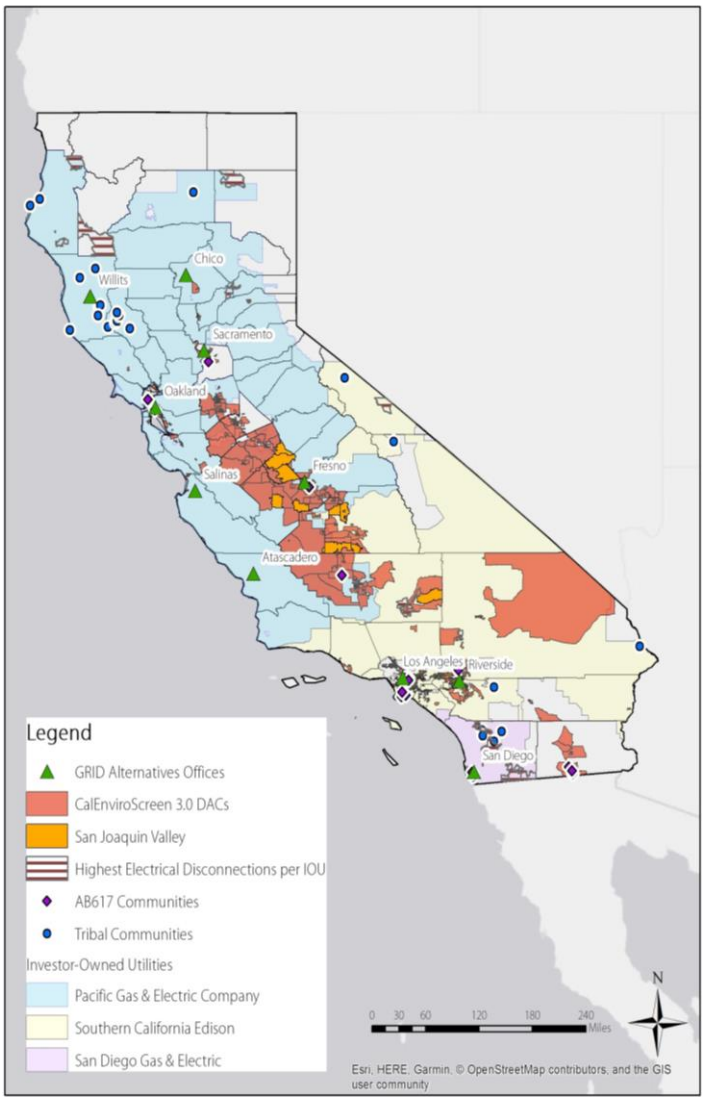
[3]The average system size is calculated based on all GRID's single-family installations in each IOU's service territory in 2018 and 2019.

2. Geographic Scope & Prioritization

Map 1 below shows the location of GRID's regional offices, IOU territories, and the CalEnviroScreen (CES) DACs included the DAC-SASH program. Five of GRID's seven regional offices and three satellite offices are located in a CES DAC, and this established on-the-ground presence will help facilitate initial program uptake. So far in 2019, GRID has received over 350

applications from eligible DAC-SASH households as of October 2019, with the vast majority of the approved DAC-SASH applications in PG&E and SCE service territories. While GRID will continue to leverage its existing partnerships and reputation in communities where it has established a presence, GRID will also begin to expand operations to new communities including those that have been identified by the state and Commission as highest-need, including communities in the San Joaquin Valley, zip codes of highest electric service disconnection in each IOU territory, and Assembly Bill (AB) 617 communities (as further detailed in Objective 3).

Map 1: CalEnviroScreen DACs, IOU territories and High-priority communities



As a practical matter, as noted above, some of the marketing and outreach efforts for DAC-SASH will target areas in which GRID has identified "gap funding" availability. Gap funding is the difference between the project cost and the available DAC-SASH incentive. The financial benefit from the DAC-SASH Third-Party Ownership (TPO) arrangement that GRID expects to leverage for the majority of DAC-SASH projects will help cover some financing gaps, but many

DAC-SASH projects cannot leverage the TPO model,[14] and others may be a higher cost due to additional expenses such as an electrical service upgrade, a smaller system, or a ground mount. In these cases, securing additional gap financing is critical to serving target households, as low-income participants are not expected to contribute financially to their installation. Gap funding resources can include a city grant or program, Community Block Development Grants or GoSolarSF rebate for example; private, location-based philanthropy; or leveraging DAC-SASH with other existing programs such as the Low-income Weatherization Program (LIWP). GRID hopes that the recently approved LIWP Farmworker housing program through the CA Department of Community Services and Development (CSD)[15] could create some gap funding opportunities for DAC-SASH projects when pairing the programs is possible. As such, DAC-SASH ME&O efforts will reasonably need to be focused in areas in which GRID has identified potential gap funding and co-funding resources.

3. Limits of CalEnviroScreen DACs in SDG&E

The exclusive use of the CES to set the parameters for DACs has created more challenges for client recruitment in SDG&E's service territory than in the other two IOUs' service territories due to the size of the potential market in each utility territory. This situation is discernable by viewing Map 1 above and observing the extremely small number of DAC census tracts in SDG&E, with only 37 census tracts, and the smaller number in PG&E (356 census tracts) as compared to SCE (655 census tracts).[16]

The 37 census tracts in SDG&E that meet the CES qualification represent less than three percent of all SDG&E residential accounts, as detailed in Map 2 below. Within those 37 census

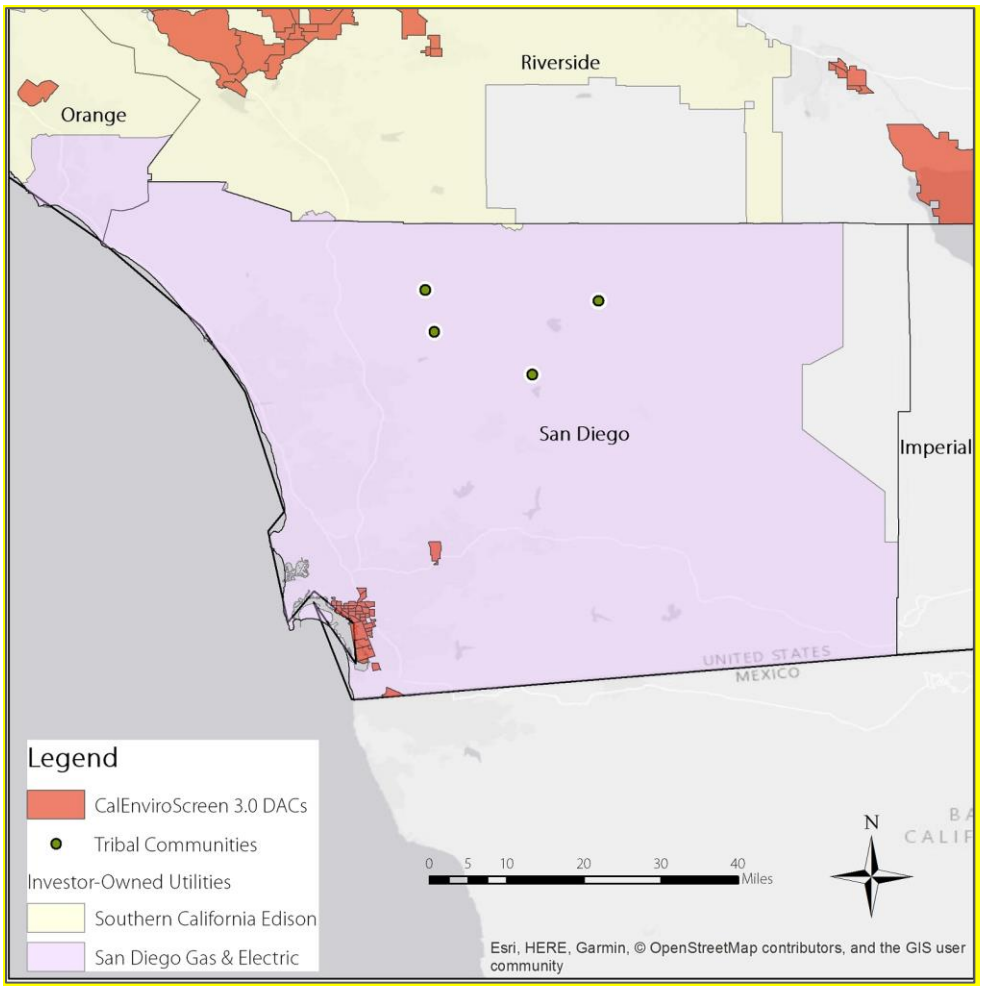
[14] ~25% of GRID's projects cannot leverage the TPO model because of system size being too small to meet the TPO provider's requirements, the equipment that may be donated or available to use does not meet the TPO provider's requirements, there are deed and land ownership documentation that does not meet the TPO provider's requirements, (such as all tribal reservation lands), and/or the project funder, partner, city, or client is unable or unwilling to approve a TPO ownership structure.

[15] https://www.csd.ca.gov/Pages/Farmworker-Housing-Component.aspx.

[16] Statewide in CA there are 8,040 census tracts; and 2,007 that are DACs in the CES. There are 1,048 tracts that are entirely in the IOUs and a CES DEC. https://oehha.ca.gov/calenviroscreen/maps-data.

tracts, the rate of homeownership is lower than in other census tracts, further limiting market potential.

Map 2: CalEnviroScreen DACs in SDG&E's service territory



In addition to these pronounced geographic limitations in SDG&E, the income qualification of a single statewide income level further limits participation in an area such as San Diego, which has a higher cost-of-living than many areas around the state. To illustrate, nearly 50 percent of

the SDG&E households who participated in SASH[17] would not meet the income requirement for DAC-SASH. Notably, other areas of the state such as the Bay Area and Los Angeles regional markets experience a similar or higher rate of disqualifications using a statewide CARE/FERA income benchmark.

After accounting for these factors, and conducting additional market assessments, GRID has determined that the DAC-SASH program will require a higher degree of ME&O effort in SDG&E's service territory, that may be disproportionate on a per client basis based on the number of clients likely to be served there. GRID's assessment based on this data and our experience with program adoption rates is that there are not sufficient homeowners who meet the definition of low-income and reside in the CES in SDG&E with solar-suitable homes to use the allotted incentive funds.

[17] SASH uses 80% or less of Area Median Income (AMI) to meet the low-income threshold, which is set in PU Code 2852(a)(1) and detailed in Chapter 2 (commencing with Section 50050) of Part 1 of Division 31 of the Health and Safety Code.

V. Program Objectives

GRID has identified seven core objectives for launching this new program, achieving participation goals and maximizing long-term impact for households and communities:

1. Develop accessible outreach and promotional materials
2. Conduct broad-based outreach to DACs statewide to meet a statewide installation target of 866 projects
3. Target highest-need communities to further program impact
4. Provide streamlined communication, education and long-term client support
5. Offer information and educate participants about energy efficiency and complementary programs and services
6. Recruit job training participants, with a focus on Job Training Organizations (JTOs) and job trainees in DACs
7. Keep stakeholders informed about program impact

Objective 1: Develop accessible outreach and promotional materials

In preparation for program launch, GRID developed initial outreach materials that will be used to promote the program and educate consumers about the benefits of solar adoption. These materials are designed to be culturally and linguistically accessible to residents of DACs and address additional barriers such as education level and visual accessibility. In addition to print materials, our digital web landing pages and emails are mobile-friendly, as most users access the web via mobile phone. They are all designed to be high-contrast to provide maximum legibility for low-vision readers, and core items are also available in large print. These materials will be vetted with trusted partners as well as our local outreach staff as they are deployed throughout the first program year, evaluated for effectiveness, and adjusted accordingly.

Print materials are provided in English, Spanish, Chinese, Vietnamese, Korean, and Tagalog, as well as in a large-print version in English and Spanish. Digital materials are available in English and Spanish.

Below is a matrix of planned materials to be developed and optimized:

Matrix 1: Materials

Activity	Channels/tools	Audience(s)	Purpose of Materials
Develop initial materials: ▪ DAC-SASH Program brochure, English/Spanish ▪ DAC-SASH Doorhanger, English/Spanish ▪ DAC-SASH Program Flyer, English and Spanish ▪ DAC-SASH FAQ-How Solar Works Flyer, English ▪ DAC-SASH Program brochure, multi-language ▪ DAC-SASH large-print Program brochure, English/Spanish ▪ DAC-SASH landing page, English ▪ DAC-SASH landing page, Spanish ▪ DAC-SASH web page	Print collateral Web	English and Spanish-speaking homeowners Homeowners who read Chinese, Korean, Vietnamese, and Tagalog Homeowners with visual disabilities who speak English or Spanish Stakeholders and community-based organizations	▪ Clients sign up to participate ▪ Clients have materials in languages they can understand ▪ Clients with visual disabilities have materials they can read ▪ Stakeholders are informed about the program ▪ Stakeholders know where to go for additional information
Collect feedback on materials	In-person feedback	Outreach partner audiences in DACs Homeowners in DACs	▪ Outreach partners provide actionable input on materials ▪ Audiences understand the benefits of the DAC-SASH program offering ▪

Optimize and translate materials	In-person feedback	Homeowners who read English, Spanish, Chinese, Korean, Vietnamese, and Tagalog Homeowners with disabilities	▪ All materials are culturally, educationally, and linguistically appropriate and accessible
Create large-print versions of materials	Print collateral Email	Homeowners with visual disabilities	▪ Materials are accessible to homeowners with visual disabilities

Objective 2: Conduct broad-based outreach to DACs statewide to meet a statewide installation target of 866 projects

As noted previously, we have determined that for 2020 we will need an estimated 12,750 leads to meet our statewide installation target. GRID's local outreach staff in our seven regional offices and three satellite locations will conduct outreach to potentially qualified households and job trainees throughout the DACs using the successful participant acquisition strategies we've developed as administrator of the SASH program. These strategies will include a combination of direct and indirect outreach by GRID's experienced, multicultural and multilingual staff, partner-based outreach, and alignment with other statewide ME&O efforts.

1. **Direct outreach with multilingual staff and materials**

   Each office will spend a significant amount of time in 2020 doing outreach using the DAC-SASH marketing materials. The outreach staff of GRID's California offices will undertake multiple kinds of in-person outreach efforts where DAC-SASH marketing materials can be distributed to prospective clients and trainees in targeted communities. Direct outreach in a target community is often paired with indirect outreach such as media campaigns and partner-based outreach to maximize exposure, build trust, and capitalize on momentum. Activities include:

   a. **Canvassing** – Door-to-door canvassing with linguistically appropriate print collateral in targeted neighborhoods.

b. **Events** – Participation in community events with a booth or a table and a staff member to hand out materials, answer questions, and promote both solar and workforce development opportunities.
c. **Direct mail** – Using the Faraday data warehouse product to generate mailing lists of potentially qualified households based on geographic and income data and conducting direct mail campaigns to promote program participation. In addition, we will partner with trusted local organizations and government agencies to send program materials accompanied by an introductory letter or co-branded materials to households that have already qualified or could qualify for similar programs (see partner-based outreach, below)

2. **Indirect outreach**

a. **Advertising** – Local advertising with ads or inserts in local papers, community newsletters, community radio and television. Because of the very limited qualifications and high cost per qualified lead, advertising is highly targeted and used sparingly.
b. **Earned media** – Direct pitching to local television, print and web outlets, including culturally and linguistically targeted media outlets, as well as media events with local officials and/or business and community leaders.
c. **Social media** -- Driving traffic to our lead generation web pages and intake phone numbers through organic engagement with GRID's network of over 43,000 California-based and national social media followers. Key channels for local engagement include Facebook, Instagram and LinkedIn (primarily job training)
d. **Referral program -** In 2020 we will market our $200 Referral Rewards Program to existing clients who live within a DAC.[18] Most clients refer friends and family who live close by, so by centering our efforts on marketing to existing clients who live within a DAC, we will increase the likelihood that the referrals will also qualify geographically for solar installations. In the past, we have had a lot of

[18] The Referral Rewards Program offers monetary rewards for existing clients to refer friends and family who in turn complete a solar installation with GRID. The funding for the Referral Rewards Program comes from GRID's organizational fundraising, and not the DAC-SASH program budget.

success with direct mail marketing so we will continue that strategy in 2020. Other efforts will include email marketing, handout development (for our Outreach Coordinators to share with their clients), and a continued emphasis on word of mouth.

3. Partner-based outreach

a. **City partnerships** – Developing marketing partnerships with cities, counties, and local governmental bodies in DACs. Marketing and outreach efforts as part of a city or municipal partnership include: attending city council meetings, co-branded mailers, hosting community workshops in city-owned spaces, attending resource fairs and other city events where targeted communities may be present. Additional partnerships may be developed with community services districts, water boards, or parks districts serving DAC communities (which in some cases may be unincorporated).
b. **Community-based Organization (CBO) partnerships** – Leveraging existing partnerships and developing new ones with local CBOs who are trusted partners in target communities. Examples of GRID partners include Self-Help Enterprises, Inc.,[19] Habitat for Humanity, Stone Soup Fresno, Farm Worker Institute of Education Leadership Development, Community Housing Improvement Systems and Planning Association, Rising Sun, and the Community Housing Improvement Program. Partner activities will include direct referrals, handing out print collateral, sending emails, social media promotion, and including GRID in events.
c. **Co-marketing with IOUs** – In 2019, the GRID Outreach team has been collaborating with SCE teams in the Customer Programs & Services area to bring more attention to GRID's services. SCE has undertaken co-branded marketing to targeted audiences and has included links to GRID's client web forms on their website. SCE has been a steady collaborator throughout 2019 and we hope to continue this partnership throughout the DAC-SASH program.

[19] Self-Help Enterprises, Inc. is the Community Energy Navigator Program Manager for the San Joaquin Valley pilot projects.

We also plan to re-engage with other IOUs for greater awareness and visibility within their service territory.

4. Alignment with Statewide Marketing, Education, and Outreach efforts

The State and Commission have made investments to ensure ME&O efforts of multiple programs related to energy efficiency and energy education for CA ratepayers are coordinated, and can thereby have the maximum impact on driving behavioral changes. Decision 16-03-029 envisions a statewide ME&O effort that drives participation into local/regional programs and Decision 16-09-020 provides direction for the Energy Upgrade California brand and a 5-year ME&O Strategic Roadmap highlighting program coordination.

GRID will work with the IOUs and other state program administrators to ensure that DAC-SASH is integrated and aligned with these broad, statewide ME&O efforts. For example, GRID plans to engage with the administrators of Energy Upgrade California, and the Self-Generation Incentive Program (SGIP), and is already in coordination with the IOU's CARE/FERA and ESAP administrators. This will be particularly relevant in DAC-SASH as related to client education around time-of-use (TOU) rates, demand response, and general energy efficiency and energy use education, as well as referrals to, and enrollment in, complementary programs including ESAP and CARE. Because current net energy metering (NEM) rules require DAC-SASH clients to move to a TOU rate if they are not already on one, GRID includes comprehensive education around TOU in its client outreach materials, and has worked with the IOUs to ensure GRID's TOU informational materials are aligned with IOU collateral. GRID's Outreach staff have observed that low-income clients are often challenged by moving to a TOU rate, because they may lack the flexibility or information required to modify their electric consumption patterns in response to high cost times of day.

Below is a matrix summarizing planned outreach activities and metrics we plan to track to ensure effectiveness. On average, we expect to need 14 leads to produce a single viable project.

Activities Matrix 2: Broad-based Outreach

Activity	Channels/tools	Audience(s)	Conversion metric	KPI(s)
Canvass door-to-door in target communities	In-person/print collateral	Homeowners in qualified DACs	Homeowners provide contact information; Homeowners get prescreened	# leads entered into Salesforce where Lead Source = Canvas; # Prescreens completed where Lead Source = Canvass
Participate in community events	In person/print collateral	Homeowners and job seekers in DACs	Homeowner and job seekers provide contact information for follow-up	# leads (trainee and homeowner) entered into Salesforce where Lead Source = Event
Send mailers to targeted lists	Print collateral	Homeowners in qualified DACs	Homeowners follow up for prescreen	# prescreens completed where Lead Source = List Acquisition (Mailer)
Facebook ads	Online	Homeowners in qualified DACs	Homeowners visit lead generation page and fill out interest form	# website visits by Facebook pixel; # lead interest forms completed
Media advertising	Print and online	Homeowners in qualified DACs	Homeowners visit lead generation page and fill out interest forms or contact intake line after seeing ads	# lead interest forms completed attributable to ads; # intake team calls attributable to ads
Media outreach	Print, online, television	Homeowners in qualified DACs, potential partners	Program is mentioned in local and targeted media; Homeowners or partners visit website or call intake team after seeing media hits	# lead interest forms completed attributable to media; # intake team calls attributable to media

Distribute referral materials: ▪ Referral Rewards program direct mail marketing ▪ Referral Rewards program email marketing ▪ Referral Rewards program handouts	Print collateral Email Print collateral	Homeowners in DACs	GRID clients and partners refer others; Homeowners get pre-screened	# prescreens completed where lead is identified as referral;
Leverage city partnerships to promote the program	Print collateral, direct mail & email, events	Homeowners in DACs	City partners promote the program to potentially qualified residents; Homeowners get pre-screened	# of city partnerships; # prescreens completed in target city during promotion period
Leverage CBO partnerships to promote the program	Print collateral, email, social media, events	Homeowners in DACs	CBO partners market the program to their networks.	# prescreens completed where lead is identified as CBO partner

Objective 3: Target Highest Need Communities

GRID will conduct targeted outreach, using the strategies outlined above, to communities identified by the Commission and the State as those in most need of investment, many of which are also served by complementary programs and resources. Integrating these communities into the DAC-SASH ME&O plan helps support the Commission's and State's goals of program coordination and alignment. Below, GRID briefly summarizes the three highest-need communities and describes our experience and presence operating in these

areas. For areas in which GRID has an established presence, we expect to be able to recruit participants and conduct installations in 2020. In areas in which GRID has not yet operated, 2020 activities will focus on initial outreach and partnership-building to lay the groundwork for client acquisition and future installations.

1. **San Joaquin Valley (SJV)** – The CPUC is exploring the economic feasibility of various options to bring affordable energy options to residents of disadvantaged communities in the San Joaquin Valley, many of whom lack access to natural gas and are reliant on propane and wood for cooking and heating. Assembly Bill (AB) 2672 (Perea) added section 783.5 to the Public Utilities Code and CPUC initiated proceeding R.15-03-010 to identify eligible communities and affordable energy options. On December 13, 2018, the CPUC issued a decision approving pilot projects in 11 of the San Joaquin Valley disadvantaged communities identified in Phase 1 of the proceeding. The pilot projects will replace propane and wood burning appliances with all-electric appliances for 1,720 homes and natural gas line extensions for 224 homes. The pilots will also test an outreach and engagement strategy that utilizes local residents and community-based organizations to educate and enroll participants into the pilot projects. Nearly all of the SJV communities are located in a CES DACs.[20] GRID has an already established presence in or near most of the communities through our extensive work throughout the Central Valley. GRID has provided an Attestation letter to PG&E and SCE stating our commitment to coordinate the implementation of the SJV pilots with the SASH and DAC-SASH programs by cross-referencing all potentially eligible customers.

2. **High Disconnection Rate Communities** – This refers to electric customers who are disconnected from service due to non-payment. Consistent with Senate Bill 598 (Hueso 2017), the CPUC is seeking ways to reduce electric and gas utility disconnections, and to improve reconnection processes in the Energy Disconnections and Reconnections Rulemaking (R.18-07-005) into law. SB 598 acknowledges that disconnections of gas and electric utility customers have been rising and notes the public health impacts in terms of hardship and stress resulting from disconnections,

[20] Seville and California City have portions of the community located outside of the CSE DAC census tracts.

especially among vulnerable populations. [21]This ME&O plan and Map 1 consider the top 10 zip codes in each IOU with the highest disconnection rates in Q3 2019, and GRID will be updating its target zip codes as additional information becomes available. Fewer than 25 percent of the zip codes with the highest disconnection rates are in a CES DACs.

The areas that are in CES DACs include the cities of Los Angeles, Oro Grande, San Bernardino, Porterville, Bakersfield and Mojave; but within these cities, only three of the five high disconnection zip codes are also in SCE territory.[22]

3. **Assembly Bill (AB) 617 Communities** – In response to AB 617 (C.Garcia, Chapter 136, Statutes of 2017)[23], the CA Air Resources Board (CARB) established the Community Air Protection Program (CAPP or Program). CAPP is a novel statewide effort that aims to develop a community-focused action framework for community air quality improvement in the most impacted areas. CAPP includes community air monitoring and community emissions reduction programs, involvement by a broad group of stakeholders, and integration of community, regional, and state level programs. Integrating DAC-SASH into AB 617 communities can help support the state's broad efforts through this new initiative. 14 of the 16 AB 617 communities for 2019 are ranked as top 25 percent census tracts in CES and are also in an IOU territory. [24]

[21] The Commission's Policy and Planning Division (PPD) also issued a paper in December 2017 finding that, aside from a brief slowdown in 2010, disconnections have been rising. Since 2011, the number of disconnections has steadily increased from the paused state in 2010.

[22] 92401 and 92404 in San Bernardino and 92368 in Oro Grande are in SCE territory, whereas the other DAC zip codes in these communities are not in an IOU.

[23] ww2.arb.ca.gov/our-work/programs/community-air-protection-program/community-selection/2018-community-selection-0

[24] Boyle Heights and Wilmington are ineligible for DAC-SASH because they are in LADWP's service territory.

Limitations on serving highest needs communities

GRID would like to note that the annual incentive budget of DAC-SASH limits the overall integration potential with these high-needs communities. The DAC SASH program provides limited outreach and incentive dollars that have to be spread across DAC communities. Furthermore, as mentioned previously in the Market Insights and Prioritization section, GRID by necessity needs to operate DAC-SASH in areas in which additional gap funding resources have been identified. Identifying or creating complementary programs designed to operate in these communities could provide additional funding or grants toward project funding gaps. GRID's 2020 plans for gap financing in these priority areas include leveraging funding from the Transformative Climate Communities (TCC)[25] program, the CSD Farmworker program, and any additional local city or municipal resources, in addition to its broad philanthropic fundraising – at both a local, state, and national level - that can be applied to project gaps. For the reasons outlined above, it is unlikely that GRID will install DAC-SASH projects in 2020 in communities where we do not have established partnerships, gap funding and/or a community presence. However, GRID will at minimum commence the outreach process in these targeted communities in 2020 and focus on building the partnerships required to build trust and obtain funding and program support.

Below is a summary of activities GRID will undertake in 2020 to support client acquisition and/or partnership-building in high-needs communities:

Activities Matrix 3: Target Highest Need Communities

Activity	Channels/tools	Audience(s)	Conversion Metrics	KPI(s)
Conduct outreach in communities with established GRID presence/partnerships	Multiple: See Objective 2 tools above	Homeowners and job seekers in DACs	Homeowner and job seekers get prescreened	# of prescreens and trainees in target community
Establish brand presence and provide solar education in new communities through	In-person/ events	Homeowners, job seekers	GRID staff attend events;	# leads in target community where lead source is Event;#

[25] http://sgc.ca.gov/programs/tcc/.

community events and media outreach	TV, print and online media	and community-based organizations in DACs	community members interact with staff; GRID is mentioned in local media	and reach of media hits; # of calls, web visits and partnership requests attributable to media hits.
Develop outreach partnerships with cities and community-based organizations through direct outreach and education	In-person/print collateral, PowerPoint presentations/ events	Cities and CBOs in DACs	Targeted cities and CBOs agree to partner	# of target cities/CBOs that agree to partner

Objective 4: Provide streamlined communication, education and long-term client support

GRID's model is a client-centric approach based on long-term engagement in the communities that we serve. We provide a seamless, fully-supported process for clients from initial outreach to application, installation and beyond to limit applicant drop-out and maximize impact for participants. Key process elements include:

1. **Centralized Intake Team** – GRID maintains a client Intake team that handles web inquiries as well as inbound phone calls. The Intake Team pre-qualifies prospective single-family homeowners for the DAC-SASH program, and will carefully explain to prospects the different requirements of DAC-SASH. Our Intake Team staff can be reached easily and is English-Spanish bilingual; for prospective clients who are more comfortable communicating in another language, GRID employs an on-call translation service. Qualifying information for each potential client is captured by the Intake Team in our CRM Salesforce database. This team is managed centrally, and prospective clients who are successfully pre-qualified are connected directly to GRID Outreach Coordinators in their region to complete the application process.

2. **Local Outreach Staff** – GRID's outreach staff have a continued presence in the community through the marketing and outreach activities outlined in previous sections, and are also able to pre-qualify interested homeowners during the course of their outreach. Once a prospective client has been prequalified, regional outreach staff serve as liaisons and advocates for each client through completion of the application process and provide support and education throughout the multi-step installation process. Our experienced, multicultural staff offer a flexible, personalized outreach approach that ensures equitable access to the program regardless of race, abilities, age, language, culture, gender identity, educational attainment, or any other distinguishing characteristics. GRID also provides reasonable accommodations to reduce or remove barriers to participation to individuals that are, for example, deaf/hard of hearing and blind/vision impaired, as well as clients with physical disabilities, limited mobility, cognitive or psychiatric impairments or have transportation challenges.

Outreach staff activities include initial community and household outreach; solar and energy efficiency education; information and referrals to complementary programs (see Objective 5, below); application support; review of solar designs and site plans; extensive assistance and education with contract review, including terms and conditions of a third-party ownership model contract (when applicable); optional participation in the solar installation or other aspects of GRID's mission; education on system monitoring and maintenance; energy bill interpretation; and ongoing post-installation support and education as needed and requested.

3. **Client Feedback** – Participating homeowner experience and satisfaction are measured through surveys. Homeowner feedback on the solar installation process is collected with an initial survey provided to homeowners in either paper or digital format after the solar system receives permission to operate from the utility provider. Participating homeowner's satisfaction and experience is monitored over time via an annual email survey to assess long-term program satisfaction. Both surveys provide an opportunity for homeowners to rate their experience with GRID by way of the Net Promoter Score as well as to leave comments and feedback on the program that can help further strengthen and deepen programmatic impacts. Survey results may be presented in the program's Semi-annual progress report to the CPUC and stakeholders, and/or in the annual ME&O plan.

4. **Long-Term Support and Ongoing Service** – Our experience has shown that continued support and assistance even after the installation must be part of a client's journey to ensure a positive experience and achieve the deep community impact envisioned by the DAC-SASH program. In addition to the tailored approach taken by each outreach staff, GRID provides a centralized, multi-language phone and email system to assist and streamline servicing needs or maintenance questions after the installation. Homeowner educational resources and materials are made available on GRID's website and via automated email communication to reinforce education and support provided by outreach staff. All communication and educational materials are designed to be understood by a variety of education levels, available in multiple languages and offered in a variety of accessible print.

Below is a summary matrix of the activities GRID will undertake to support streamlined communication, education and long-term client support:

Activities Matrix 4: Streamlined Communication, Education and Long-term Client Support

Activity	Channels/tools	Audience(s)	Conversion Metric	KPI(s)
Pre-qualify homeowners by bilingual intake team with on-call translation service	Web and phone	Homeowners in DACs	Homeowners approved are successfully prequalified	# of Prescreened Leads from Intake Team that move from Approved - Prescreen to Approved - Outreach at minimum
Assign outreach staff to provide direct education and support to clients throughout the application process	In-person/ phone/email/ print collateral	Homeowners in DACs	Prequalified homeowners complete the application process	# and percentage of pre-qualified clients who successfully complete an application and provide eligibility documentation
Educate clients on solar, energy efficiency and conservation, solar system maintenance and monitoring	In-person/ phone/email/ print collateral	Clients	Clients indicate understanding of subjects	Average client rating on post-install survey educational questions >3 (scale of 1-5)
Provide clients with post-installation survey assessing satisfaction with solar installation process	Email, in-person	Clients	Clients complete the survey	Survey response rate; Net Promoter Score > 6.
Send clients annual survey assessing long-term program satisfaction	Email	Clients	Clients complete the survey	Survey response rate; Net Promoter Score > 6

Objective 5: Provide information and educate participants about energy efficiency and complementary programs and services

GRID provides clients with energy efficiency education and referrals to complementary programs at various points throughout the process to maximize the impact of their participation in DAC-SASH.

1. **Energy efficiency and conservation education** – Information about energy efficiency and conservation helps clients get the most out of their solar energy systems and understand how their behavior can impact their energy bills and savings. Goals include changing perceptions about energy production and use, teaching participants the importance of conserving energy to reduce energy costs and prevent greenhouse gas emissions, and improving understanding of time-of-use rates to maximize savings.

    a. **Direct education** – Outreach staff include handouts on energy efficiency as part of the information packets shared with clients, review them in-person during the multi-step solar process and may provide personalized tips as part of our individualized, client-centric approach. Energy efficiency and conservation is also included in the GRID's solar user guide[26] which every participating homeowner receives as part of their participation in the DAC-SASH program. In addition to GRID's solar user guide, outreach staff provide each client with the California Solar Consumer Protection Guide[27] at contract signing, and have reported it has been helpful to foster continued trust with clients as the guide contains GRID's logo and description as the SASH and DAC-SASH program administrator.

    b. **Online resources** – GRID publicly makes available on our website energy efficiency and conservation information that can be accessed at any time, integrates energy resources in automated email communication and regularly post energy efficiency information and tips on social media.

[26] https://gridalternatives.org/your-system/maintenance-repairs/homeowner-guide.

[27] https://www.cpuc.ca.gov/solarguide/.

2. **Referrals to - and education about - energy assistance and other complementary programs**

   c. **Energy assistance programs** – Outreach staff provide information on utility-led California Alternate Rates for Energy (CARE), Family Electric Rate Assistance (FERA), and Energy Savings Assistance (ESAP) Programs. Outreach staff introduce clients to these programs and encourage enrollment for further energy savings. GRID also refers clients directly to the IOUs and shares basic client information to facilitate enrollment in these free assistance programs and any other available utility programs.

   d. **Complementary programs** – Many of our clients qualify for and can benefit from other renewable energy and related programs offered by the state or other entities. Where applicable, outreach staff provide referrals to and information about the following programs:

      i. *Job training* - Household members who are over 16 and physically able are eligible to participate GRID's solar job training program

      ii. *Self-Generation Incentive Program (SGIP)* - SGIP has expanded through both 2018 Senate Bill 700 and the most recent CPUC Decision 19-09-027 which expands the Equity Budget first established in Decision 17-10-004. The most recent Commission action creates a $100M Equity Resilience Budget and a set-aside for the San Joaquin Valley communities. SGIP eligibility is automatic for DAC-SASH participants. In addition, DAC-SASH participants located in certain geographic areas qualify for a higher incentive and are considered "critical resiliency needs customers." There will be considerable work to be done in 2020 to integrate SGIP with DAC-SASH, which will involve the work of the SGIP PAs and the CPUC. GRID plans to work collaboratively with the SGIP PAs to help ensure enrollment between the programs can be as seamless as possible. GRID may provide information to DAC-SASH participants about SGIP, and will begin exploring the operational and financial feasibility of integrating energy storage into DAC-SASH PV-installations from a lens

of homeowner benefit and value, and with consideration of workforce development.

iii. *Electric Vehicles (EVs)* - GRID is currently leading a statewide effort on behalf of California Air Resources Board (CARB) to streamline access to California's EV incentive programs. In addition, GRID directly administers regional air resource board programs in two regions, the Bay Area and the North Valley. Outreach staff will provide clients with information on the benefits of electric vehicles and encourage pairing with solar for maximum cost savings and environmental benefit.

iv. *Additional services* - GRID prides itself in taking a holistic approach and connecting participating homeowners to a variety of state, local and regional resources. Depending on the resources and opportunities available in each region, outreach staff and the Intake Team may refer participating homeowners to other programs such as re-roofing or rehab programs, legal assistance programs, food assistance, social services and much more. Every household is unique and providing resources that meets an individual household's needs is part of GRID's individualized and client-centric approach. The tailored nature of this approach however does not lend itself to a generic measurable metric.

Below is a matrix summarizing activities GRID will undertake to educate participants about energy efficiency and complementary programs and services:

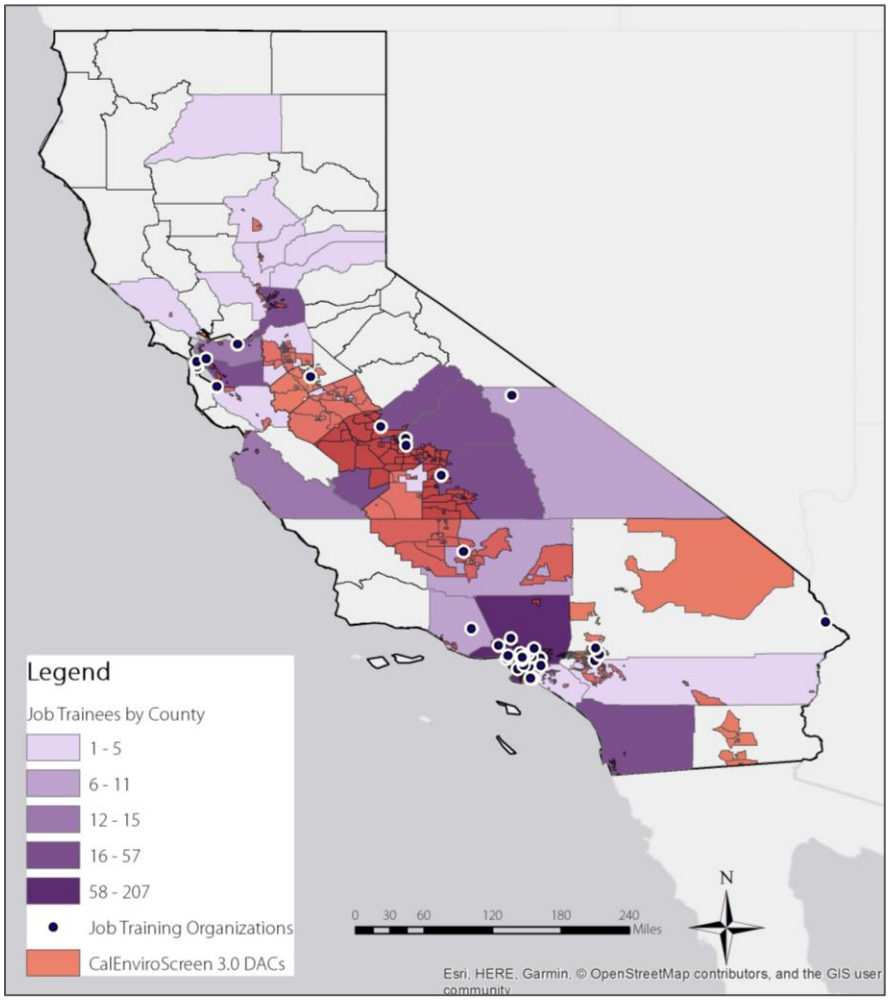
Activities Matrix 5: Educate Participants About Energy Efficiency and Complementary Programs and Services

Activity	Channels/tools	Audience(s)	Conversion Metrics	KPI(s)
Make accessible energy efficiency and conservation information on the website and direct homeowners to that information via handouts and automated emails	Online/email/ print collateral	Homeowners in DACs	Website users visit pages dedicated to energy efficiency and conservation	# of webpage views, time spent on pages
Post energy efficiency information and resources to social media targeting clients in DACs	Online	Homeowners in DACs	Social media audiences are exposed to energy efficiency information and resources	# of engagements
Refer clients to IOU energy assistance programs	In-person/print collateral/email	Homeowners in DACs	Clients sign up for assistance programs	# of participating homeowners referred to CARE, FERA and ESA and percentage that receive ESA services

Objective 6: Recruit job training participants, with a focus on Job Training Organizations (JTOs) and job trainees in DACs

GRID will leverage its community networks and work with job training organizations (JTOs) located in and working with DACs to engage 100 residents of DACs in DAC-SASH installations and GRID's comprehensive training programs to help them access employment in the solar industry. GRID's existing JTO partners and job trainees across the state are illustrated in Map 3 below.

Map 3: GRID's Job Training Organization partners and Job Trainees within DACs



1. **Individual outreach** – On the individual level, job trainees are often recruited to GRID's programming by way of our client outreach, learning about the program from family and community members receiving solar and our other outreach channels including media, canvassing and partner outreach.
2. **Job training organization partnerships –** GRID has active partnerships with 50+ job training organizations and community colleges throughout California, 28 of which are located in/serve residents of DACs. GRID works directly with JTOs to provide hands-on training to their current students, as well as engaging their graduates in additional post-

program training. We will leverage existing partnerships to engage DAC residents in DAC-SASH, as well as develop new ones as we expand into new service territories.

3. **Subcontractor program –** GRID will support subcontractors participating in its subcontractor partnership program (SPP) in hiring trainees from DACs by making our trainee database available to them via the GRID Alternatives Resume Bank and Job Board.
4. **Employment connections –** GRID will use its network within the solar industry to connect trainees from DACs with employers who are hiring. In addition to the resume bank and job board, GRID will produce an employer-facing newsletter and host and participate in job fairs.

Below is a matrix summarizing activities aimed at recruiting job trainees to participate in the program:

Activities Matrix 6: Recruit Job Training Participants, with a focus on Job Training Organizations (JTOs) and job trainees in DACs

Activity	Channels/tools	Audience(s)	Conversion Metrics	KPI(s)
Recruit individual trainees from DACs through client outreach channels	Multiple - see Objective 2	Job seekers in DACs, household members of participating clients	Trainees participate in installations	# of trainees from DACs who sign up for an installation; Hours of participation by trainees from DACs
Engage existing JTO partners in and serving DACs to provide job training to students	Direct outreach	Job training organizations	JTOs students participation in installations	# of JTO partners; # students participating in DAC-SASH installations; # installations participated in by students
Identify new JTO partners in new communities through direct	In-person/print collateral, PowerPoint	Job training organizations	JTOs partner with GRID to provide training to their students	# of new JTO partners; # students participating in

outreach and education	presentations/events			DAC-SASH installations; # installations participated in by students of new partners
Maintain and promote resume bank and job board to job trainees as a way to access paid work opportunities	In person, email	Job trainees from DACs	Trainee adds resume to resume bank; trainee uses job board	# of job seekers from DACs signed up for resume bank; # visits to job board
Provide SPP contractors with access to GRID Alternatives resume bank and job board to facilitate hiring trainees from DACs	Online	Contractors participating in the SPP program	Contractors sign up for resume bank and job board accounts; Contractors use resume bank and job board	# SPP contractors who sign up; # of job trainees from DACs hired to work on DAC-SASH SPP jobs, # of trainees who receive longer-term employment after their DAC-SASH experience
Engage employers to hire trainees through GRID Alternatives resume bank, job board and employer email newsletter	Online	Solar companies	Employers sign up for resume bank and job board accounts; Employers use resume bank and job board; Employers sign up for and read newsletter	# of employers who sign up; # jobs posted; # subscribers to employer email newsletter; open rate of email newsletter
Invite trainees from JTOs located in DACs to participate in free job fairs held by GRID Alternatives and its partners	In person, email	Job trainees in DACs; Job training organizations	Trainees sign up for job fair	# of trainees from JTOs located in DACs who register for and attend job fairs GRID invites them to.

Objective 7: Keep stakeholders informed about program impact

Stakeholder input is essential for developing robust, high quality programs, and GRID will follow both internal and external best practices for keeping stakeholders informed and engaging them in program development, implementation and evaluation. Key stakeholders for the DAC-SASH program include the CPUC Energy Division, the CPUC/CEC Disadvantaged Communities Advisory Group (DAC-AG), California's IOUs, Job Training Organizations (JTOs), Community-Based Organizations (CBOs), utility ratepayers, and residents of disadvantaged communities across the state. GRID will engage stakeholders through a broad effort centered around community engagement, education, and the CPUC regulatory process.

Below is a summary of activities to keep stakeholders informed about program impact:

Activities Matrix 7: Keep Stakeholders Informed About Program Impact

Activity	Channels/tools	Audience(s)	Conversion Metric	KPI(s)
Solicit input from stakeholders through direct inquiry and community forums	In-person and webinar forums open to all public/email invitations	All stakeholders	Stakeholders provide input	Number of attendees and participants at in person and webinar forum; Diversity of stakeholder attendees across stakeholder type, geography and IOU territory
Maintain a page on the GRID website describing the program and linking to reports and data	Web	All stakeholders	Public and stakeholders access program information and data	# views and downloads of program data from GRID website.
Media/Storytelling	Press releases, Blogs, Direct media outreach	Energy Division, IOUs, broad stakeholders across the state and nation who may be interested in program outcomes	Program is mentioned in media; Stakeholders read success stories	# and reach of media hits; # blog pageviews

VI. Evaluation

GRID will integrate an active feedback/evaluation/modification process into its DAC-SASH role overseeing statewide ME&O to ensure the program provides maximum community and stakeholder benefit. GRID will prepare and submit to the Energy Division an annual ME&O plan by December 1st of each program year. Each subsequent ME&O plan will include an assessment of the prior year's performance metrics, successes, and challenges. GRID plans to work in collaboration with the Energy Division and stakeholders by sharing out assessments and learnings and implementing modifications to the ME&O strategies and activities. GRID will also actively survey clients throughout the project process to understand barriers to entry, reasons for dropout at different points, and overall client satisfaction with the services provided. The information gleaned directly from clients will be included in the ME&O reporting.

The DAC-SASH program will be evaluated by an independent third-party contracted by the CPUC every three years starting in 2021. GRID expects these comprehensive evaluations to also assist in assessing the success of ME&O efforts and recommending any program modifications.

GRID also plans to engage a broad group of stakeholders and community members in the program. GRID may host public fora or workshops to provide an opportunity for resident of DACs or environmental justice advocacy organizations to provide feedback on the program. GRID may engage with the CPUC/CEC Disadvantaged Communities Advisory Group (DAC-AG) to gather input on the program and opportunities for improvement. A robust feedback loop can enable GRID to modify its ME&O strategies, and ensure its approach is successful in the communities the program was designed to serve.

Appendix A: Budget

In Appendix A, GRID includes a budget for program activities for 2020 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 its budget here to that amount. GRID notes that its actual expenses to conduct statewide M&O for the DAC-SASH program are considerably higher on both the labor and non-labor side. GRID will allocate ~$42,000 of the $400,000 M&O budget to non-labor costs; and will allocate the remaining $358,000 toward labor costs for outreach staff. GRID will need to apply its fundraising dollars or other resources to cover the additional ME&O costs that will not be recouped from the DAC-SASH program budget.

The attached budget provides a high-level estimate of the selected labor and non-labor costs; but, GRID expects these costs and the quarter of 2020 in which they will be incurred may be modified.

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

- Translation Services - LinguaLinx
    - In 2020, there will be limited translations services costs, as many costs were incurred in 2019 for development of materials. GRID does orchestrate some translations in-house, and uses a professional service when needed.
- Graphic Design - services of a designer for development and printing of materials
    - Much of the graphic design has been completed; however, GRID continues to utilize a designer to refine and develop materials.
- Printing - printing of outreach marketing collateral including referral marketing
    - GRID expects to complete development of its DAC-SASH marketing materials in Q1 and incur the most cost for printing in the first half of the year. Much of the cost of printed program materials is borne by the regional offices, and is not reflected in this budget.
- Photography - professional photography services

    - GRID plans to obtain professional photos of GRID families reflecting the diversity of DAC-SASH clients that we believe will be instrumental in developing impactful marketing materials.
- Advertising – social media, or other channels targeting DACs
    - GRID plans to use some paid advertising, including social media advertising, print, or radio ads to announce program in targeted communities.

A portfolio of marketing collateral that has been developed is attached to this ME&O report in Appendix B, and additional pieces are currently under development.

Disadvantaged Communities – Single-Family Solar Homes Program

2020 ME&O Plan

		DAC-SASH Year 2020 ME&O Plan Budget (Forecast)									
		Q1 2020		Q2 2020		Q3 2020		Q4 2020		TOTAL	
		Labor	Non-Labor	Labor	Non-Labor	Labor	Non-Labor	Labor	Non-Labor	Labor	Non-Labor
DAC SASH M&O02 - Program Marketing & Communication	Translation Services		$ 250		$ 250		$ 250		$ 250	$ -	$ 1,000
	Advertising		$ 500		$ 500		$ 500		$ 500		$ 2,000
	Photography				$ 5,000		$ 5,000			$ -	$ 10,000
	Graphic Design		$ 1,250		$ 1,250		$ 1,250		$ 1,250	$ -	$ 5,000
	Printing		$ 7,500		$ 9,500		$ 4,000		$ 3,000	$ -	$ 24,000
	Communications Coordinator (~5-15% FTE)	$ 4,012		$ 1,542		$ 1,566		$ 1,468		$ 8,588	
	Director, Outreach Marketing (~5-15% FTE)	$ 8,320		$ 4,536		$ 4,608		$ 4,350		$ 21,814	
	Regional Outreach Manager (~2-5% FTE)	$ 2,444		$ 2,368		$ 1,443		$ 902		$ 7,157	
	Regional Outreach Coordinator (~5-10% FTE)	$ 3,538		$ 3,538		$ 2,305		$ 2,808		$ 12,189	
	Director, Marketing (~5-15% FTE)	$ 6,426		$ 2,585		$ 2,627		$ 1,678		$ 13,316	
DAC SASH M&O01 - Community-	Regional Outreach Manager (~10% FTE)	$ 3,196		$ 4,082		$ 4,147		$ 3,888		$ 15,313	

Based Organizations (CBOs)	Vice President, Outreach (~5%)	$ 4,623		$ 4,558		$ 4,631		$ 4,341		$ 18,153	
	Director, Outreach Marketing (~2-3% FTE)	$ 1,144		$ 1,609		$ 1,647		$ 1,497		$ 5,897	
DAC SASH M&O03 - Client Acquistion & Support	Regional Outreach Coodinator (~1.5 %FTE)	$ 55,770		$ 58,968		$ 59,904		$ 56,160		$ 230,802	
	Regional Outreach Manager (~10% FTE)	$ 4,700		$ 4,737		$ 4,812		$ 4,512		$ 18,761	
	Technical Manager (~10% FTE)	$ 1,130		$ 1,789		$ 1,627		$ 1,464		$ 6,010	
Totals		**$ 95,303**	**$ 9,500**	**$ 90,312**	**$ 16,500**	**$ 89,317**	**$ 11,000**	**$ 83,068**	**$ 5,000**	**$ 358,000**	**$ 42,000**

Total Labor	**$ 358,000**
Total Non-Labor	**$ 42,000**
Grand Total	**$ 400,000**

Appendix B: Marketing and Outreach Materials

Save on Your Utility Bill

Ahorre en Su Factura de Servicios

Pay **50 - 80%** less than what you pay now for electricity with solar from GRID!*

¡Pague **50 - 80 %** menos de lo que paga ahora por electricidad con energía solar de GRID!*

*Based on electricity usage / Basado en el uso de electricidad

Savings for you, clean power for your community.

ENERGY FOR ALL

A program of GRID Alternatives

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

GRID Alternatives is a fully licensed solar contractor / es un contratista de energía solar plenamente autorizado, CA Lic. #867533

STATE OF CALIFORNIA

Solar Energy Program

For Low-Income Homeowners

ESTADO DE CALIFORNIA

Programa de Energía Solar

Para Propietarios de Vivienda De Bajos Ingresos

GRID ALTERNATIVES

Do you pay more than you can afford for electricity?

You might qualify for a statewide program to help you save on your energy bills with solar on your roof.

OUR PROGRAM WILL HELP YOU:

- Save money
- Invest in your home
- Bring clean power to your neighborhood
- Be a clean energy leader in your community

Contact us today and find out if you qualify!

CALL **866-921-4696**

OR VISIT **EnergyForAllProgram.org/CA**

¿Paga más de lo que puede pagar por la electricidad?

Puede calificar para un programa estatal para reducir su cuenta de energía.

NUESTRO PROGRAMA LE AYUDARA A:

- A ahorrar dinero
- Invertir en su casa
- Traer energía limpia a su comunidad
- Ser un lider de energia limpia

¡Contactenos hoy y averigüe si califica!

LLAME AL **866-921-4696**

O VISITE **EnergyForAllProgram.org/CA-es**

Hasain Rasheed Photography

Is your family's income at or below these income limits? Do you own your home? Call us to find out if you live in a qualified area!

¿Los ingresos de su familia son iguales o menores a los siguientes límites? ¿Es dueño de su casa? ¡Llámenos para averiguar si vive en un área calificada!

HOUSEHOLD SIZE TAMAÑO DEL HOGAR	ANNUAL INCOME INGRESOS ANUALES
1-2	$33,820
3	$53,325
4	$64,375
5	$75,425
6	$86,475
7	$97,525

Do you qualify?

"When you have a budget like ours, which is stretched just about as far as you can go, solar makes a big difference."

— Roy Rivera, Sacramento

High energy bills?

Su factura de energía es muy alta?

The Energy for All Program may be the answer. El programa de Energy for All puede ser la respuesta.

If you own your home and your income is at or below these levels, you may qualify!
Si es dueño de su casa y sus ingresos están al o debajo de estos niveles, ¡usted puede ser elegible!

HOUSEHOLD SIZE TAMAÑO DEL HOGAR	ANNUAL INCOME INGRESOS ANUALES
1-2	$33,820
3	$53,325
4	$64,375
5	$75,425
6	$86,475
7	$97,525

Do you qualify?

Call / Llámanos **866-921-4696**

Visit / Visita **EnergyForAllProgram.org**

Get no-cost solar with a statewide program.

Obtenga energía solar sin costo con un programa estatal.

Apply today. Solicita hoy.

CALL / LLÁMANOS: **866-921-4696**

VISIT: **EnergyForAllProgram.org**

VISITA: **EnergyForAllProgram.org/es**

Solar installations are made possible by the **Disadvantaged Communities – Single-Family Solar Homes** (DAC-SASH) program, overseen by the California Public Utilities Commission and fulfilled by GRID Alternatives, a community-based nonprofit, through the **Energy for All Program**.

Savings for you, clean power for your community.

ENERGY FOR ALL

A program of GRID Alternatives

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

Do you pay more than you can afford for electricity?

You might qualify for a statewide program to help you save on your energy bills.

If you own your home and are at or below these income requirements, you can save up to **80%** on your electric bill!

Do you qualify?

PEOPLE IN YOUR HOUSEHOLD	ANNUAL HOUSEHOLD INCOME
1-2	$33,820
3	$53,325
4	$64,375
5	$75,425
6	$86,475
7	$97,525

Household limits expire June 1, 2020.

THE ENERGY FOR ALL PROGRAM WILL HELP YOU:

- Save money
- Invest in your home
- Bring clean power to your neighborhood
- Be a clean energy leader in your community

Contact us today and find out if you qualify for our energy savings program:

Call **866-921-4696**

Or visit **EnergyForAllProgram.org**

Helping You and Your Neighbors

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 with offices throughout California.

Savings for you, clean power for your community.

ENERGY FOR ALL

A program of GRID Alternatives

GRID Alternatives **Bay Area**
1171 Ocean Ave, Suite 200 • Oakland CA 94608

¿Paga más de lo que puede pagar por la electricidad?

Puede calificar para un programa estatal para reducir su cuenta de energía.

Si es dueño de su casa y sus ingresos están al o debajo de los requisitos, podría ahorrar hasta un **80%** de su cuenta de energía!

¿Usted Califica?

PERSONAS EN SU HOGAR	INGRESO ANUAL DE SU HOGAR
1-2	$33,820
3	$53,325
4	$64,375
5	$75,425
6	$86,475
7	$97,525

Los límites de los hogares expiran el 1 de junio de 2020.

EL PROGRAMA DE ENERGY FOR ALL LE AYUDARA:

- A ahorrar dinero
- Invertir en su casa
- Traer energía limpia a su comunidad
- Ser un lider de energia limpia

Contactenos hoy y averigüe si califica para nuestro programa de ahorro de energía:

Llame al **866-921-4696**

O visite **EnergyForAllProgram.org/es**

Ayudándolos a Ustedes y a sus Vecinos

Disadvantaged Communities - Single-Family Solar Homes (DAC-SASH) program es 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.

Savings for you, clean power for your community.

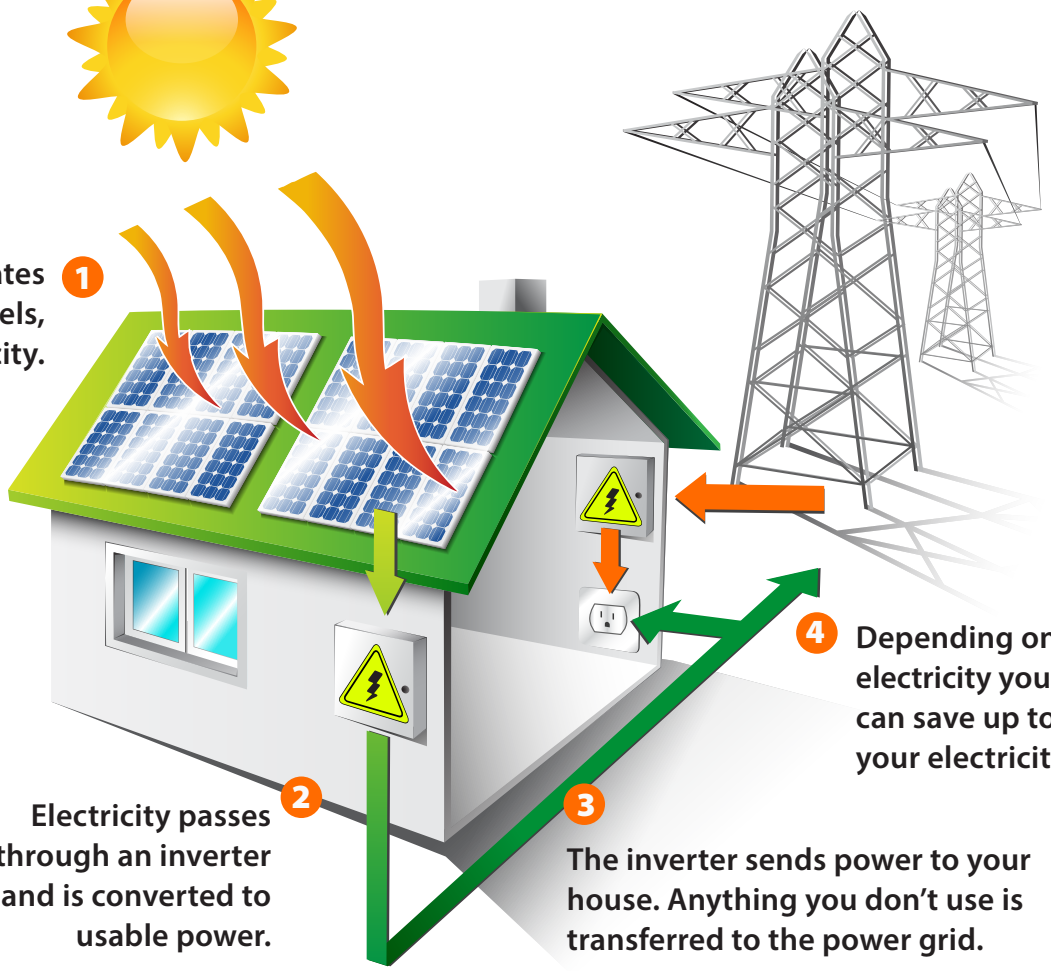
ENERGY FOR ALL

A program of GRID Alternatives

GRID Alternatives **Bay Area**
1171 Ocean Ave, Suite 200 • Oakland CA 94608

Getting Solar on Your Roof

How does a GRID-installed solar system work?



1. Sunlight activates the panels, producing electricity.
2. Electricity passes through an inverter and is converted to usable power.
3. The inverter sends power to your house. Anything you don't use is transferred to the power grid.
4. Depending on how much electricity you use, you can save up to 80% on your electricity bill.

Savings for you, clean power for your community.

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.

FREQUENTLY ASKED QUESTIONS

Will I still get an electric bill?

Yes. The solar system will cover a portion of the electricity you use, but not all of it. Your home will still be connected to the electric grid. In other words, the solar system will lower your electricity bill, but it will not eliminate it.

How much will a GRID solar system cost me?

Homeowners eligible for GRID's Energy for All Program do not have to pay to get a solar system installed on their home. Homeowners will continue to pay for electricity use that is over and above what is produced by the solar system on their roof.

How does GRID install solar systems at no cost?

GRID is a community-based nonprofit organization that installs solar for low-income homeowners as part of our mission to make renewable energy technology and job training accessible to underserved communities. We connect families with government programs in order to bring the benefits of solar to you at no cost. The DAC-SASH program is funded through greenhouse gas (GHG) allowance proceeds (also called cap-and-trade), and may also be funded if needed by Public Purpose Program funds.

How does getting a solar system help the environment?

With solar, you can use clean energy created by the sun and delivered directly to your house. The excess is fed back into your utility's grid to power other homes and businesses. If you have a solar system installed, you are doing your part to help the environment for your family and your community.

How much money will I save if I go solar with GRID?

Solar electric systems installed by GRID Alternatives typically reduce homeowners' electric bills by **50-80%** – and with GRID, these savings go directly to you. The savings on electricity provided by a solar system will vary depending on factors such as the solar system size, the space and position of your roof, and how much electricity you use.

Ask a member of our Outreach team if you have more questions!

Savings for you, clean power for your community.

ENERGY FOR ALL

A program of GRID Alternatives

Call **866-921-4696**

Or visit **gridalternatives.org**

GRID ALTERNATIVES

GRID Alternatives is a fully licensed solar contractor, California License #867533

CHINESE

您的电费开支已让您不堪重负?

您可能有资格申请一项加利福尼亚州项目，通过在您的屋顶架设太阳能发电设施帮助您节省电费。如果您住在自己的房子中，但收入低于收入表所列限额，就可能具备申请资格。

家庭人数	年收入
1-2	$33,820
3	$53,325
4	$64,375
5	$75,425
6	$86,475
7	$97,525

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 通过“能源普及”(Energy for All) 项目进行管理。GRID Alternatives 是一家面向社区的非营利性组织，其办事机构遍布加利福尼亚州。欲获取更多信息，请访问 www.gridalternatives.org.

Save on Your Utility Bill

Pay 50 - 80% less than what you pay now for electricity with solar from GRID!*

**Based on electricity usage*

为您节省电费

架设 GRID 太阳能后，您的电费将比现在减少 50%-80%!*

*基于耗电量

Magtipid sa bayarin mo sa kuryente

Magbayad ng 50 - 80% na mas mababa sa ibinabayad mo ngayon sa kuryente gamit ang solar mula sa GRID!*

**Batay sa paggamit ng elektrisidad*

전기 요금을 절약하십시오.

GRID의 태양광 시스템으로 전기 요금을 지금보다 50-80% 적게 지불하십시오!*

*전기 사용량에 따라

Tiết kiệm tiền hóa đơn tiện ích

Giảm 50 - 80% tiền điện so với mức bạn đang trả khi sử dụng điện năng lượng mặt trời từ GRID!*

**Dựa trên mức sử dụng điện*

Savings for you, clean power for your community.

ENERGY FOR ALL

A program of GRID Alternatives

866-921-4696

energyforall@gridalternatives.org

EnergyForAllProgram.org/CA

GRID ALTERNATIVES

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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

GRID ALTERNATIVES

PUBLIC UTILITIES COMMISSION · EUREKA · STATE OF CALIFORNIA

ENGLISH

Do you pay more than you can afford for electricity?

You might qualify for a state of California program to help you save on your energy bills with solar on your roof. If you own your home, and your income is below the limits listed on the income chart, you may qualify.

HOUSEHOLD SIZE	ANNUAL INCOME
1-2	$33,820
3	$53,325
4	$64,375
5	$75,425
6	$86,475
7	$97,525

You must live in a qualified area to be eligible for the Energy for All Program.

CALL **866-921-4696**

OR VISIT **EnergyForAllProgram.org/CA**

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. For more information, visit us at www.gridalternatives.org.

VIETNAMESE

Bạn phải trả tiền điện nhiều hơn khả năng của mình?

Bạn có thể đủ điều kiện tham gia chương trình của tiểu bang California để giúp tiết kiệm tiền điện bằng năng lượng mặt trời trên mái nhà của mình. Nếu bạn sở hữu nhà của mình và có thu nhập dưới các giới hạn được liệt kê trên bảng thu nhập sau đây, bạn có thể đủ điều kiện.

QUY MÔ HỘ GIA ĐÌNH	GIỚI HẠN THU NHẬP HẰNG NĂM
1-2	$33,820
3	$53,325
4	$64,375
5	$75,425
6	$86,475
7	$97,525

Bạn phải sống tại khu vực đủ điều kiện để đủ điều kiện tham gia Chương trình Energy for All (Năng lượng cho tất cả).

GỌI **866-921-4696**

HOẶC TRUY CẬP **EnergyForAllProgram.org/CA**

DAC-SASH là một chương trình được California Public Utilities Commission (Ủy ban Tiện ích Công California) giám sát và được quản lý bởi GRID Alternatives thông qua Chương trình Energy for All. GRID Alternatives là một tổ chức phi lợi nhuận dựa trên cộng đồng có văn phòng trên khắp California. Để biết thêm thông tin, hãy truy cập www.gridalternatives.org.

TAGALOG

Masyado bang mahal ang binabayaran mo sa kuryente?

Maaari kang magkwalipika sa isang programa ng estado ng California para tulungan kang magtipid sa mga bayarin mo sa kuryente gamit ang solar sa iyong bubong. Kung ikaw ang may-ari ng iyong tirahan, at mas mababasa mga limitasyong nakalista sa tsart ng kita ang iyong kita, maaari kang magkwalipika.

SUKAT NG SAMBAHAYAN	LIMITASYON NG TAUNANG KITA
1-2	$33,820
3	$53,325
4	$64,375
5	$75,425
6	$86,475
7	$97,525

Dapat naninirahan ka sa isang kwalipikadong lugar upang maging karapat-dapat sa Programang Enerhiya para sa Lahat.

TAWAGAN ANG **866-921-4696**

O BISITAHIN ANG **EnergyForAllProgram.org/CA**

Ang DAC-SASH ay isang programa na pinamamahalaan ng Komisyon ng Pampublikong Utility ng California at pinangangasiwaan ng GRID alternatives sa pamamagitan ng Programa na Enehiya para sa Lahat. Ang GRID Alternatives ay isang nonprofit na organisasyong nakabase sa komunidad, na may mga opisina sa buong California. Para sa higit pang impormasyon, bisitahin kami sa www.gridalternatives.org.

KOREAN

전기 요금이 너무 많이 듭니까?

귀하는 지붕에 태양광 시스템을 설치하여 에너지 요금을 절약할 수 있도록 돕는 캘리포니아주 프로그램에 가입할 자격이 있습니다. 귀하가 집을 소유하고 있고 소득 차트에 등재된 한도액보다 소득이 낮으면 자격이 있습니다.

가구 규모	연간 소득 한도
1-2	$33,820
3	$53,325
4	$64,375
5	$75,425
6	$86,475
7	$97,525

모두를 위한 에너지 프로그램의 혜택을 받으려면 자격이 되는 지역에 거주해야 합니다.

866-921-4696 번으로 전화하거나

EnergyForAllProgram.org/CA 를 방문하십시오

DAC-SASH 는 캘리포니아 공공시설위원회 (California Public Utilities Commission) 에서 감독하고 GRID Alternatives 에서 모든 프로그램에 대한 에너지 (Energy for All Program) 를 통해 관리하는 프로그램입니다. GRID Alternatives 는 캘리포니아 전역에 지사가 있는 지역사회 기반 비영리 단체입니다. 자세한 내용은 www.gridalternatives.org 를 참조하십시오.

INSIDE FLAP

Save on Your Utility Bill

Ahorre en Su Factura de Servicios

Pay **50 - 80%** less than what you pay now for electricity with solar from GRID!*

¡Pague **50 - 80 %** menos de lo que paga ahora por electricidad con energía solar de GRID!*

*Based on electricity usage / Basado en el uso de electricidad

Savings for you, clean power for your community.

ENERGY FOR ALL

A program of GRID Alternatives

BACK

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 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

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FRONT

STATE OF CALIFORNIA

Solar Energy Program

For Low-Income Homeowners

ESTADO DE CALIFORNIA

Programa de Energía Solar

Para Propietarios de Vivienda De Bajos Ingresos

GRID ALTERNATIVES

PUBLIC UTILITIES COMMISSION · EUREKA · STATE OF CALIFORNIA

Do you pay more than you can afford for electricity?

You might qualify for a state-wide program to help you save on your energy bills with solar on your roof. If you own your home, and your income is **below** the limits listed on the income chart, you may qualify.

You must live in a qualified area to be eligible for the Energy for All Program.

CALL
866-921-4696
OR VISIT
EnergyForAllProgram.org/CA

¿Paga más de lo que puede pagar por la electricidad?

Puede calificar para un programa estatal para reducir su cuenta de energía con energía solar en su techo. Si usted es dueño de su casa y sus ingresos están por **debajo** de los límites que figuran en la tabla de ingresos, puede calificar.

Debe vivir en un área calificada para ser elegible para el programa de Energy for All.

LLAME AL
866-921-4696
O VISITE
EnergyForAllProgram.org/CA-es

Hasain Rasheed Photography

HOUSEHOLD SIZE TAMAÑO DEL HOGAR	ANNUAL INCOME INGRESOS ANUALES
1-2	$33,820
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