

CleanPowerSF & Hetch Hetchy Power Communications Update

Power Citizens Advisory Committee
September 1, 2020





Our Goals

- Position SFPUC as San Francisco's clean energy utility
- Increase public and customer awareness of SFPUC's clean energy programs
- Strive to develop and deliver strategic, proactive, creative, and equity-informed marketing plans and campaigns
- Expand, strengthen, and deepen our relationships with our customers, stakeholders, and community groups





What We've Been Up To

CleanPowerSF

- Affordable Housing Enrollment
- Launch Customer E-newsletter
- Stakeholder Engagement



Hetch Hetchy Power

- Greater Brand Awareness
- Affordable Housing Customer Engagement
- Extreme Heat Events

And more.....

- COVID-19 Response
- Power Virtual Tours

CleanPowerSF

Clean, Community-focused Power





Supporting Our Customers

A photograph of the San Francisco skyline at sunset, with the city's dome and buildings silhouetted against a warm, orange sky. The sun is visible on the right side of the frame.

OUR RESPONSE TO COVID-19

CleanPowerSF.org/COVID-19

Enrolling New Customers



Residents:

CleanPowerSF, San Francisco's clean electricity program, is completing enrollment of our building. This June, all tenants will be enrolled in CleanPowerSF's Green service with 50% renewable energy.

Benefits of CleanPowerSF

- Lower rates
- Cleaner electricity



Reaching Our Customers



We are [CleanPowerSF](#), your local, clean electricity provider.

A program of the [San Francisco Public Utilities Commission \(SFPUC\)](#), CleanPowerSF serves nearly 380,000 residential and commercial accounts in San Francisco. **Thank you for being one of them.**

CleanPowerSF is focused on providing clean energy that is affordable and accessible to all—now and in the future. **We recognize the hardships our customers may be facing as a result of the global coronavirus (COVID-19) pandemic.** We also realize you may be using more energy than you typically do while sheltering in place at home.

Residential



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CleanPowerSF is focused on providing clean energy that is affordable and accessible to all—now and in the future. **We recognize the hardships our commercial customers may be facing as a result of the global coronavirus (COVID-19) pandemic.** We're reaching out to offer you support and resources to manage your electricity bill during this challenging time.

Commercial



Ensuring Equity & Access



三藩市水利局客戶，我們隨時為您提供幫助。

CleanPowerSF

San Francisco customers,
we're here to help.



CleanPowerSF @CleanPowerSF · Jun 4
Have you been financially impacted by COVID-19? You may qualify for 35% off your monthly electricity bill.
Call (415) 554-0773 or visit cleanpowersf.org/savings



CalCCA and 3 others
1 4 5

CleanPowerSF @CleanPowerSF · Jun 4
財務受新冠病毒COVID-19 疫情影響嗎？您可能有資格每月獲得 35% 的電費折扣。請致電 (415) 554-0773 或上網瀏覽 CleanPowerSF.org/Chinese

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CleanPowerSF @CleanPowerSF · Jun 4
¿Han tenido problemas de dinero por el COVID-19? Ustedes pueden calificar para obtener un descuento del 35% en su facture mensual de electricidad.
Llamen al (415) 554-0773 o visiten CleanPowerSF.org/Spanish



CARE/FERA Marketing Campaign

The advertisement graphic has a dark blue background with a faint cityscape. In the top left, it features the San Francisco Water Power Sewer logo and the CleanPowerSF logo. The main headline is "Save more, worry less." in large white text. Below it, a photograph shows a woman and a child smiling while looking at a tablet. The bottom text is in white and blue, providing sign-up details and contact information.

San Francisco
Water
Power
Sewer

Services of the San Francisco
Public Utilities Commission

CleanPowerSF

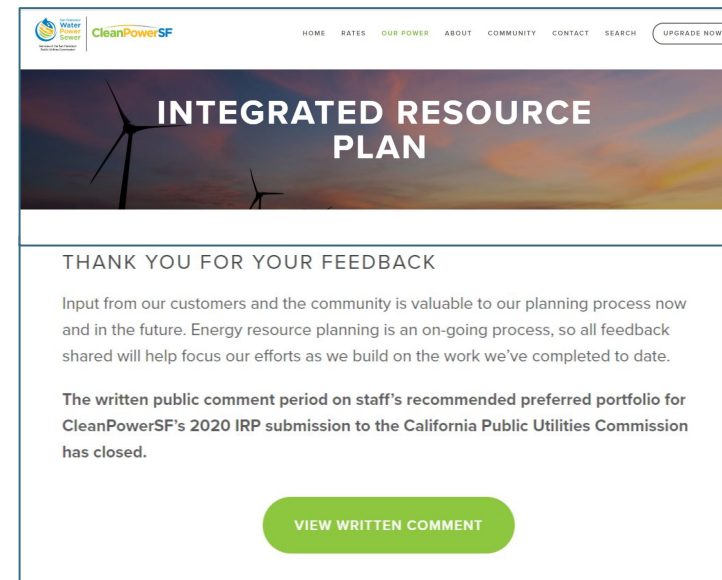
Save more, worry less.

Sign-up for a discount program by
September 30 and earn a one-time
\$50 credit on your electricity bill.

Call **(415) 554-0773** or visit [CleanPowerSF.org/savings](https://www.CleanPowerSF.org/savings)

Proactively Engaging Our Stakeholders

- Community Power Update
- Open meetings by topic
- One-on-one conversations
- Email updates
- Growing our stakeholder list





Hetch Hetchy
POWER



Increasing Brand Awareness



Hetch Hetchy
POWER



Affordable Housing Customer Engagement



Electricity Bill Discount

Descuento en la factura de electricidad

電費折扣

Attention Tenants:

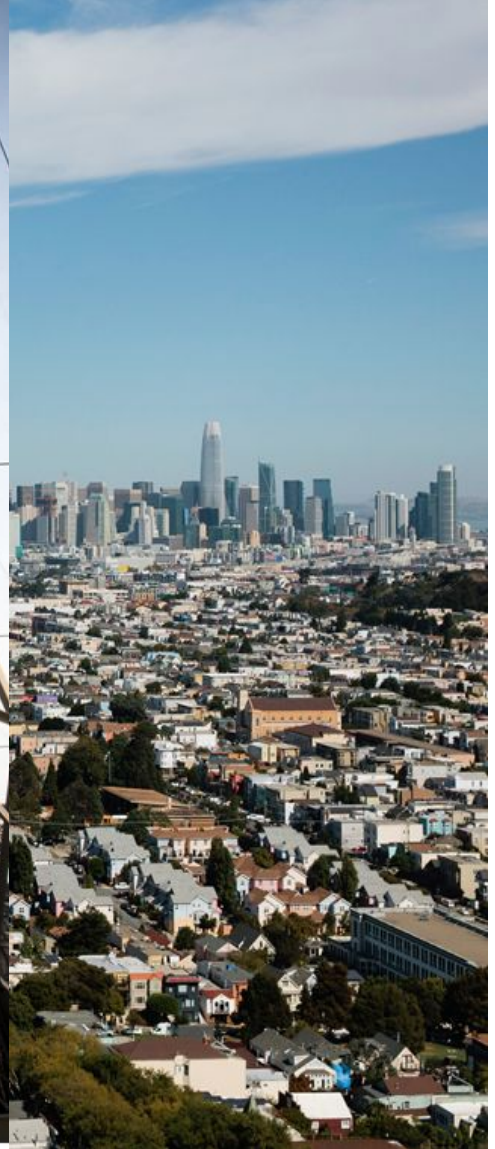
Your electricity accounts will be automatically enrolled in Hetch Hetchy Power's Community Assistance Program and you will begin to receive a 30% discount on your electric bill.

This is an emergency measure to help reduce financial hardship during the COVID-19 crisis.

The 30% discount will be reflected on your upcoming bill and will be in effect until further notice. For questions, call: (415) 551-4720

Hetch Hetchy Power is a program of the San Francisco Public Utilities Commission (SFPUC). Learn more at: sfwater.org/hetchypower

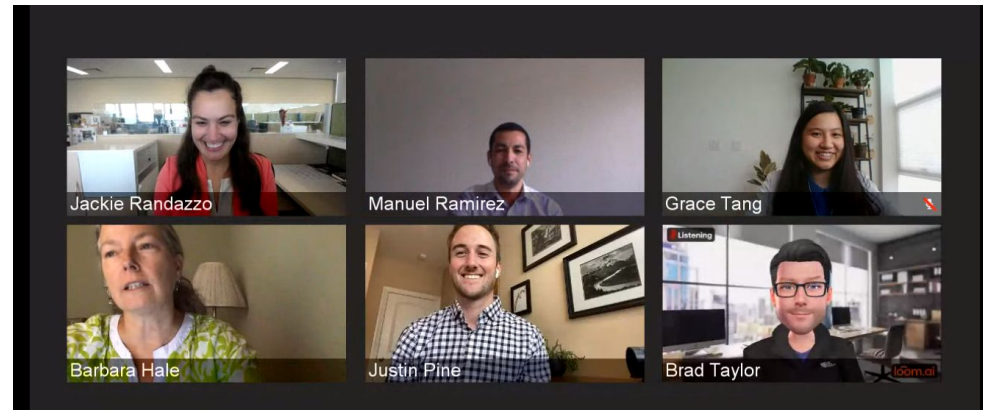
Rolling Blackouts & PSPS





Power Virtual Tour: More Power To You

- Educate participants on clean power programs; tour our facilities like Sunset Reservoir and Moccasin Powerhouse
- Nearly **250 participants** for Aug. 26 session
- Next Power tour on Sept. 9 at 1 p.m.
- Register at sfpuc.org/virtualexplorations





What's Next?

- ✓ Continued COVID-19 customer support
- ✓ Promoting New and Existing Customer Programs
 - SuperGreen Upgrade Campaign
 - Electric Heat Pump Water Heater Rebate Program
- ✓ Roll-out of Hetch Hetchy Power Brand
- ✓ Customer communications & stakeholder engagement

