



BayREN Oct 2017

Cordel Stillman, Director of Programs
Sonoma Clean Power

Keynote Speaker Duties

- Tell you things you already know.
- Brag about the things I've done
- Try not to bore you when I'm bragging
- Inspire you with tales of success
- Don't mention all the failures



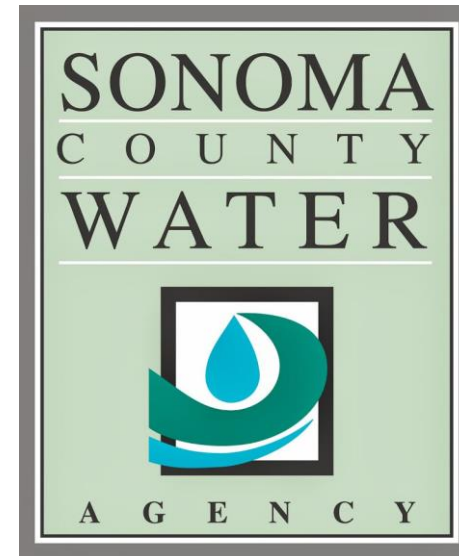
My Personal Journey to Green

- Civil Engineer
 - Son of a Civil Engineer
 - 31 years
 - Initially I was a Climate Change Denier
- LIFEE
 - Leadership Institute for Ecology and the Economy
 - Background in all things sustainable
 - Social Justice



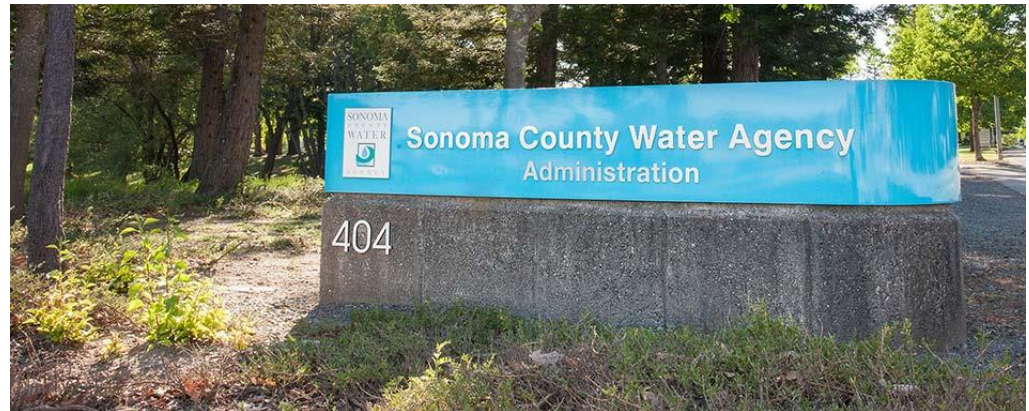
Sonoma County Water Agency

- Serves 600,000 people water in Sonoma and Marin Counties
- Responsible of Sanitation and Flood Control in Sonoma County
- One of the most progressive water purveyors in the state

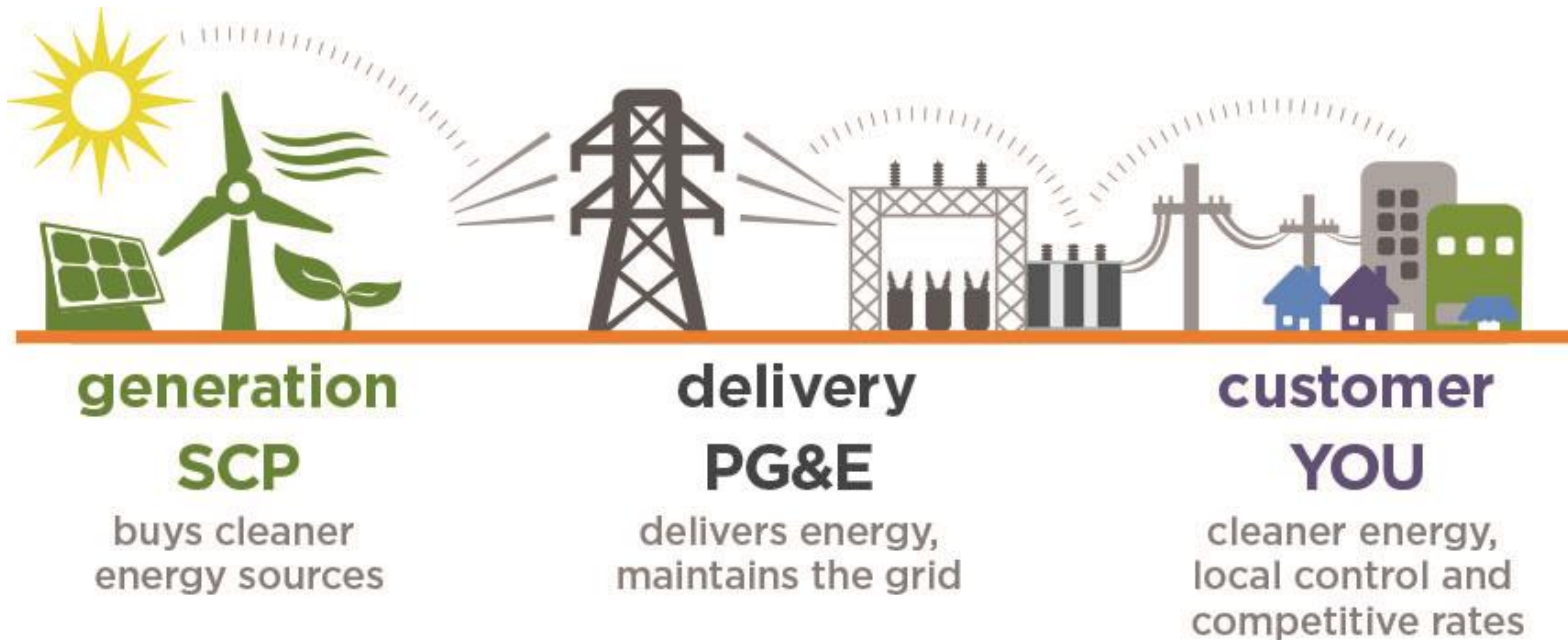


Sonoma County Water Agency

- Carbon Free Water by 2015
- Endangered Species Act Compliance
- Regional Climate Protection Authority
- Sonoma Clean Power



What is a CCA?



Sonoma Clean Power

- Providing a choice in power supply
- Initial feasibility study in 2012
- Began Service in 2014
- Expanded to Mendocino County in 2017
- 42% RPS compliance
- 90% Carbon Free



SCP's Service Territory



Sonoma & Mendocino Counties



Drive EverGreen

Drive EverGreen Incentive Program

Why Electric Vehicles:

Over half of emissions in Sonoma County from transportation

EVs help achieve SCP's mission of reducing overall greenhouse gas emissions

Sonoma Clean Power's electricity mix is extremely clean

- 42% renewable & 90% carbon free
- Significantly lower emissions than PG&E's

Goal of having 10,000 EVs by 2020 and 100,000 by 2030



DRIVE CLEAN & SAVE! Limied Time Offer



2017 BMW i3
More than 5 available at this offer

Receive an
\$8,500
EV Purchase Credit
 HANSEL
BMW OF SANTA ROSA

Receive a
\$10,000
EV Purchase Credit

Jim Bone
NISSAN Santa Rosa
Happy Happens Here



2016 Nissan LEAF®
More than 5 available at this offer

SCP customers receive additional incentives of
\$2,500 - \$5,000* and FREE EV chargers!***

CA State rebate \$2,500 or more.***

Get started at driveEV.org today!

Sonoma Clean Power's

DriveClean **DriveEverGreen**

**Use Clean Electricity.
Save Money.
Help the Climate.**

Drive EverGreen Program – Discount Component:

Pilot program ran from October 27, 2016
through January 5, 2017

Provided up to \$10,000 in discounts/credits
from the auto manufacturer and dealer

Participating vehicles:

- Nissan LEAF
- BMW i3

Issued Request For Proposals to all
manufactures to partner with one local dealer
to provide the best discounts on new EVs

Drive EverGreen Program – Incentive Component:

SCP offered EV incentives of:

-\$2,500 for SCP customers

-\$5,000 for low-income SCP customers
on CARE/FERA programs

SCP Incentive was applied on
purchase/lease agreement at the dealer
through a certificate from SCP. Funds
were transferred directly to dealer

Customers applied for SCP Incentive
Certificate online and were required to
present certificate to the dealer

Certificate was validated by the dealer
before discount was given



**Drive EverGreen Electric Vehicle Incentive
Pilot Program: Evaluation Report**

April 2017

Prepared for
Sonoma Clean Power

Prepared by
Center for Sustainable Energy



Drive EverGreen Incentive Program Results:

556 certificates were issued

207 vehicles were incentivized (*in ten weeks!*)

\$605,000 in program funds were expended

70% went to standard SCP customers

30% went to CARE/FERA customers

Evaluation of program can be found at:

<https://sonomacleanpower.org/drive-evergreen-dashboard/>

Drive EverGreen 2.0

- In progress right now (program end Oct. 31st)
- Seven dealerships with nine different models
- Over 1000 certificates issued
- Over 300 vehicles sold or leased
- Potential to extend program to support fire recovery



CleanCharge

- Free Chargers to SCP Customers
- Customers pay shipping and taxes
- JuiceNet enabled
- Potential for Demand Response function
- 1000+ charging stations delivered

Special promotion for Sonoma Clean Power customers

Qualifying Sonoma Clean Power customers can get a FREE Level 2, high-powered EV charging station or JuicePlug universal smart-grid EVSE adapter!

JuiceBox® Pro 40:
40-Amp EVSE with 24-foot cable



FREE

(you pay \$46.73 tax & \$50 handling*)

ADD TO CART

40-amp, 10kW smart-charging station

ClipperCreek JuiceNet Edition:
32-amp EVSE with 25-foot cable



FREE

(you pay \$62.01 tax & \$50 handling*)

ADD TO CART

Ships with hard-wire pigtail. Email us for \$24.00 NEMA 14-50 plug option.

AeroVironment EVSE-R5 JuiceNet®
Edition



FREE

(you pay \$62.01 tax & \$50 handling*)

ADD TO CART

32-amp, 7.6kW smart-charging station

JuicePlug:
Universal Smart-Grid EVSE Adapter



FREE

(you pay \$14.33 tax & \$25 handling*)

ADD TO CART

Convert any EVSE to a smart-charger

Workplace Charging

- Contract in place with CSE to perform workplace charging pilot
- 6 locations will receive feasibility studies
- 3 location will move forward with implementation
- Result will be a lessons learned document and implementation checklist



Sonoma County Fires

- An opportunity out of the ashes
- Over 4000 homes lost in our territory
- Reach Codes
- Zero Net Energy homes
- EV's with home rebuilding
- Micro-grids

SCP is Local Government

- Integrating Renewables is Critical for us
- Drive Evergreen
- Clean Charge
- Workplace Charging
- Heat Pump Water Heaters
- Building Code Acceleration



Local. Renewable. Ours.