



Memorandum

TO: HONORABLE MAYOR
AND CITY COUNCIL

FROM: Lori Mitchell

SUBJECT: San José Clean Energy Programs
Roadmap Status Report

DATE: May 5, 2026

Approved

Date

5/8/2026

SUPPLEMENTAL

REASON FOR SUPPLEMENTAL

On April 13, 2026, the Transportation and Environment Committee approved referring the Energy Department's San José Clean Energy Programs Roadmap status report to the full City Council for consideration at its May 19, 2026 meeting. This supplemental memorandum provides an updated recommendation for City Council consideration. Approval of this recommendation would authorize the Energy Department to implement the proposed programs within the maximum \$10 million budget (Table – SJCE Programs Estimated Cost Breakdown for Fiscal Year 2026-2027) previously detailed in the Transportation and Environment Committee memorandum.¹

RECOMMENDATION

- (a) Accept the status report on the San José Clean Energy Programs Roadmap.
- (b) Adopt a resolution:
 - (1) Approving the proposed programs presented in the San José Clean Energy Programs Roadmap update;
 - (2) Authorizing the City Manager or her designee to negotiate and execute contract(s) with consultant(s) to implement the Commercial Technical Assistance services for up to four years starting in Fiscal Year 2026-2027 and up to \$650,000 from the San José Clean Energy Operating Fund, subject to the appropriation of funds; and

¹ <https://sanjose.legistar.com/View.ashx?M=F&ID=15375618&GUID=FC48C3EA-56BC-4934-810D-2A7AEEE4EC67>

- (3) Authorizing the City Manager or her designee to negotiate and execute contract(s) with consultant(s) to implement the Direct-to-Renter Portable Heat Pump Pilot services for up to two years starting in FY 2026-2027 and up to \$300,000 from the San José Clean Energy Operating Fund, subject to the appropriation of funds.

BACKGROUND

The table below shows the recommended programs and their estimated costs that Energy Department staff will implement for San José Clean Energy residential and commercial customers in FY 2026-2027.

Table - SJCE Programs Estimated Cost Breakdown for FY 2026-2027

Program	Estimated Cost
Fast Charging Hubs Pilot Program	\$450,000
Multifamily EV Charger Incentive	\$740,000
EV Instant Rebates	\$2,200,000
Go Electric Education	\$235,000
Go Electric Advisor	\$305,000
EcoHome Rebate – Heat Pumps	\$2,550,000
EcoHome Rebate – Batteries	\$500,000
EcoHome Payment Plan*	\$145,000
Direct-to-Renter Portable Heat Pump Pilot	\$200,000
Commercial Technical Assistance	\$125,000
Workforce development	\$400,000
Solar Access	\$400,000
Peak Rewards Virtual Power Plant	\$1,300,000
Electricity Bill Relief	\$450,000
Total	\$10,000,000

*Factors in repayment from existing loans

Since the release of the proposed SJCE 2026-2031 Programs Roadmap for the April 13, 2026, Transportation and Environment Committee meeting, staff has incorporated additional input from stakeholders. Namely, this update clarifies the emphasis on affordability as a cross-cutting priority and expands on which programs are included in the “Affordability” energy program area.

HONORABLE MAYOR AND CITY COUNCIL

May 5, 2026

Subject: San José Clean Energy Programs Roadmap Status Report

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COORDINATION

This memorandum has been coordinated with the City Attorney's Office and the City Manager's Budget Office.

/s/

Lori Mitchell

Director, Energy Department

For questions, please contact Kate Ziemba, Deputy Director, Energy Department at kate.ziemba@sanjoseca.gov.

ATTACHMENT

Proposed SJCE 2026-2031 Programs Roadmap

PROGRAMS ROADMAP

2026-2031



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EXECUTIVE SUMMARY

San José Clean Energy (SJCE) offers customer programs to ensure that clean electricity service delivers tangible, local benefits aligned with San José's climate and community priorities. When the San José City Council established SJCE, it directed the utility not only to provide cleaner power at competitive rates, but also to reinvest revenues into San José-specific energy programs that advance greenhouse gas reductions, expand access to clean energy, and address community needs.

The 2026 Programs Roadmap provides a five-year planning framework to guide customer program investments from 2026 to 2031. It reflects on program performance from 2020 to 2025, outlines how SJCE programs contribute to the City's Pathway to Carbon Neutrality, and presents strategic focus areas and exploratory program concepts to inform future decisions.

Since launching customer programs in 2020, SJCE has:

- Avoided **46,500 metric tons of CO₂**, equivalent to removing **10,843 gas cars** from the road for one year
- Delivered **\$29.4 million in estimated customer savings**
- Invested **\$9 million and leveraged \$9.4 million in external funding to deliver 16 programs**

Programs are organized into four core areas—**Transportation, Buildings, Distributed Energy Resources, and Affordability**—with equity serving as a foundational principle across all investments.

The Roadmap also introduces SJCE's data-driven **Program Prioritization Framework**, which evaluates proposed programs based on greenhouse gas reductions, equity impact, customer savings, peak demand benefits, and fiscal responsibility.

Future program concepts included in this document are exploratory. Any program that advances will undergo detailed design, evaluation, City Council review, and budget allocation and approval. As markets, policies, and community needs evolve, SJCE will continue adapting its program portfolio to ensure investments deliver measurable climate impact, affordability, and equitable access to clean energy.

"At a time when Californians suffer the second-highest energy prices in the country, San José is showing we can lower costs for families and businesses while creating a carbon neutral future. SJCE is delivering cleaner power, lowering emissions and providing real benefits for residents — with affordability at the center of every program."

Matt Mahan
Mayor of
City of San José



INTRODUCTION



"In just five years, SJCE has grown from a new initiative into a cornerstone of the City's climate strategy. Its programs demonstrate how thoughtful public investment can reduce emissions, support our residents, and strengthen community resilience."

Jennifer Maguire
City Manager

San José Clean Energy (SJCE) was created to give our community more control over their energy future—delivering cleaner electricity at fair rates while addressing rising energy costs, climate risks, and unequal access to clean energy. Those values remain unchanged, but our ability to act on them has grown.

Over the past several years, SJCE has established a strong and stable foundation through long-term, cost-effective renewable energy contracts, disciplined financial management, and building operating reserves. This stability has allowed us to shift from planning to making sustained, meaningful investments in community-focused customer programs.

This updated Programs Roadmap looks ahead to the next phase of SJCE's work from 2026 to 2031, responding to a rapidly evolving policy and market landscape. It outlines how customer programs—spanning electric vehicles (EVs), efficient electric appliances and equipment, demand response, and distributed energy resources—will lower energy bills, improve air quality, and strengthen resilience while advancing the City's climate goals.

Equitable access remains central to this work. San José is a city of extraordinary diversity, yet energy costs and environmental burdens are not shared evenly. SJCE's programs are designed to ensure that the financial and health benefits of clean energy are accessible to all communities, particularly those that have historically faced barriers to participation.

Built on five years of program experience, this Roadmap reflects an organization focused on delivering and scaling durable, well-designed programs aligned with City priorities and grounded in real customer benefits. Looking ahead, SJCE remains committed to transparency, community partnership, and thoughtful investment in programs that strengthen affordability and broaden access to clean energy across San José.



Lori Mitchell
*Director of City of San José Energy Department,
Administrators of SJCE*

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PATHWAY TO CARBON NEUTRALITY



"Carbon neutrality cannot be achieved through a single policy, program, or technology, but rather through coordinated, sustained action. Electrification powered by clean electricity and supported by well-designed state, regional, and local programs offers a clear pathway to reduce emissions at the pace and scale our communities and climate demand."

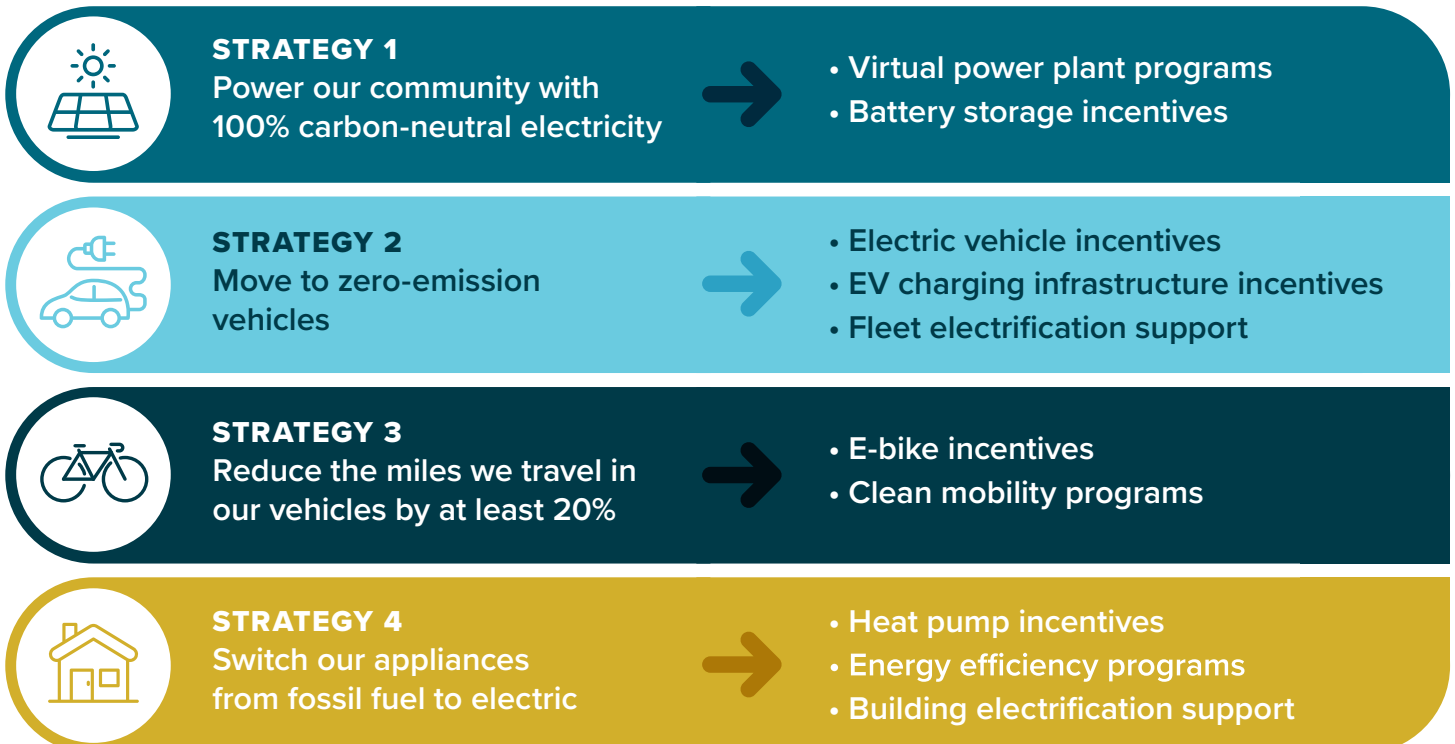
Viridiana Nguyen-Santoyo
Assistant Policy Director,
Building Electrification
Institute

In 2018, the City of San José adopted Climate Smart San José, the City's long-term framework for reducing greenhouse gas emissions across energy, buildings, transportation, and waste. Building on that foundation, in 2022 the City adopted the Pathway to Carbon Neutrality, which organizes the transition around four complementary strategies that together define how San José will make the most progress toward its climate targets.

SJCE has a role to play in all four of the pathway's strategies. Our core function is delivering a clean electricity supply; today we provide more than 62% renewable energy, surpassing the state's 2030 clean energy milestone five years ahead of schedule. SJCE also reinvests in customer programs that use this clean electricity to power buildings and vehicles, reduce emissions during peak demand, and support more efficient mobility choices. These programs advance the City's carbon neutrality strategy by playing an important complementary role to policy and market trends: accelerating early adoption, layering with other incentives, and improving equitable access to clean energy technologies.

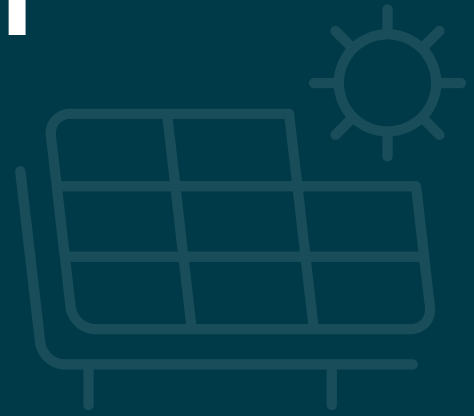
SJCE Customer Programs

Advancing San José's Pathway to Carbon Neutrality



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PROGRAM IMPACT 2020-2025



"Community choice aggregators empower local governments to lead on clean energy while reflecting the priorities of their communities. SJCE is demonstrating how CCAs can pair clean power with innovative programs that advance affordability, equity, and local impact across California."

Beth Vaughan

*Chief Executive Officer,
California Community Choice Association*



Greenhouse gas
emission reductions:

46,500

Metric Tons of CO₂

This is equivalent to taking 10,843
cars off the road for a year



Our programs saved
customers an estimated

\$29.4 MILLION

through 2025



"California's climate goals are ambitious, but success depends on local implementation. SJCE's programs translate statewide policy into measurable emissions reductions across buildings and transportation, providing the on-the-ground execution needed to deliver the state's long-term climate commitments."

David Cohen, *Councilmember*

Transportation and Environment Committee Chair



"Equity must be built into clean energy programs from the start. By prioritizing program investments for environmental justice communities, SJCE is intentionally expanding access, reducing energy burdens, and ensuring benefits reach those who have faced the greatest barriers. I have been proud to support SJCE's mission since my time on the San José City Council and look forward to their future programming."

Ash Kalra

Assemblymember

Our programs are designed to support the City's climate goals while meeting the diverse needs of the people who live and work in San José. To bring clarity and focus to this work, our programs are organized into four core program areas: **Transportation, Buildings, Distributed Energy Resources (DERs), and Affordability**. Together, these areas reflect where SJCE can have the greatest impact in advancing clean energy, reducing emissions, and supporting customers through the energy transition.



Equity is Foundational

Equity as a Foundation and a Direction

Equity is foundational to SJCE's programs. It shapes how programs are designed, who they are intended to serve, and how barriers to participation are addressed. From upfront costs and housing type to language access and customer awareness, historic and present-day inequities influence who can benefit from clean energy investments. An equity-centered approach requires acknowledging these barriers and intentionally designing programs to expand access.

At the same time, equity is not a box to be checked or a condition that can be fully achieved. It is a **direction we continuously work toward** as technologies, markets, and community needs evolve. SJCE uses equity as a guiding principle to assess progress, identify gaps, and adapt programs over time to better serve customers who have been historically underserved or disproportionately burdened.

PROGRAM PRIORITIZATION FRAMEWORK



1,400

residents engaged through surveys and listening sessions

"I am retired on Social Security and a couple of small pensions. I might not have replaced [my 17-year-old gas water heater] with a heat pump water heater without the rebate. It helped me a lot."

EcoHome Rebate
program participant

Rigorous Program Design and Prioritization Framework

SJCE takes a rigorous and data-driven approach to deciding which customer programs to recommend to the City Council each year. Our goal is to direct limited program dollars to initiatives that deliver the greatest public value—measured not only in emissions reductions, but also in affordability, equity, and long-term financial sustainability for the utility.

Program Guiding Principles

All SJCE customer programs are designed to align with a common set of guiding principles adopted by the City Council in 2021.

We prioritize programs that:

- Reduce greenhouse gas emissions
- Promote equity, increase affordability, and support environmental justice communities
- Deliver meaningful benefits to customers
- Maintain or strengthen SJCE's long-term financial position
- Align with Climate Smart San José

These principles ensure that individual programs advance both near-term customer value and long-term City and utility objectives.

From Market Insight to Council Recommendation

Each year, SJCE follows a structured process to identify, design, and prioritize new and expanded programs:

1. Market Research and Stakeholder Input

Staff begin by reviewing program offerings from peer utilities and community choice aggregators, assessing clean energy technology adoption trends, and engaging stakeholders to understand customer needs, market barriers, and emerging opportunities.

2. Program Design and Budget Development

Potential programs are developed into detailed concepts, including projected participation, customer impacts, emissions reductions, and budget requirements.

3. Quantitative Program Scoring and Prioritization

Proposed programs are evaluated using a multi-metric scoring framework that compares program performance across five dimensions: greenhouse gas reductions, equity investment,



Award-Winning Energy

2024 Institute of Local Government (ILG) Innovation in Clean Transportation Award for EV Education and Outreach

2024 CalCCA Community Impact Award for EV Education and Outreach

2023 ILG Innovation in Clean Energy Award for Solar Access

customer savings, peak demand impacts, and fiscal impact to SJCE. Each metric is weighted to reflect City and SJCE priorities, ensuring that no single outcome dominates the decision-making process.

To enable fair comparison across very different types of programs, scores are normalized to account for scale differences and outliers and then combined into a composite score. This approach allows SJCE to compare diverse program options—such as building electrification, electric mobility, and demand flexibility—using a consistent and transparent framework.

Balancing Impact, Equity, and Financial Stewardship

While quantitative scoring provides a rigorous foundation for prioritization, final recommendations also reflect implementation readiness and alignment with City policy direction. This combination of data-driven evaluation and strategic review ensures that SJCE's program portfolio balances climate impact, customer affordability, equity outcomes, and responsible stewardship of customer funds.

Together, this framework reflects SJCE's commitment to making program investments deliberately, transparently, and with accountability—recognizing that customer programs are one of the most important tools the City has to translate clean energy policy into real-world outcomes for San José residents and businesses.



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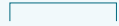
HOW WE GOT HERE



2025-26 Community Engagement

Aug

Customer survey



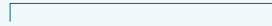
Aug–Sept

Pop-up activity
at public events



Oct–Nov

Residential listening
sessions



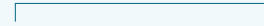
Jan

Climate Advisory
Commission input



Jan–Feb

Program concepts
feedback survey



AUG
2025

SEPT

OCT

NOV

DEC

JAN
2026

FEB

MAR

Aug–Mar

80+ interviews with market actors, environmental groups, labor, businesses, community-based organizations (CBOs), and other City departments

Market Research

The SJCE team regularly engages with market actors, thought leaders, and a variety of community-based stakeholders and draws on the latest research to ensure our customers are provided the best program offerings.

Community Engagement and Input

Developing a five-year Programs Roadmap requires balancing long-term climate goals with the lived experiences of customers navigating today's energy costs, housing conditions, and technology choices. To inform this Roadmap, SJCE undertook a multi-phase community engagement process designed to listen, learn, and validate priorities across a diverse set of customers and stakeholders.

Our approach emphasized breadth and depth. We combined broad, statistically reliable data with targeted conversations that allowed participants to share context, nuance, and lived experience. Engagement activities were intentionally conducted in multiple languages and formats to reach renters and homeowners, customers at different income levels, and community members with varying levels of familiarity with clean energy programs.



“SJCE’s program portfolio highlights the critical role local programs play in making clean energy affordable and accessible. By combining on-the-ground program delivery with policy leadership, SJCE is helping accelerate equitable electrification across the Bay Area.”

Sam Fishman

Sustainability and Resilience Policy Manager, San Francisco Bay Area Planning and Urban Research Association (SPUR)

This process was not intended to produce a single consensus view, but to surface patterns, tensions, and tradeoffs that could inform program design. Importantly, engagement did not end with listening alone. Findings from earlier phases were carried forward and posed back to the community through a follow-up survey, allowing residents to react to program ideas and validate that their input was accurately reflected.

Together, these engagement efforts ensured that the Roadmap reflects both community priorities and the practical realities that shape participation in clean energy programs. SJCE will treat this Roadmap as a living framework, maintaining ongoing engagement with community members and stakeholders to shape programs as they move from concept to implementation.

What We Heard

Across surveys, focus groups, interviews, and advisory input, several consistent themes emerged.

Affordability Shapes Energy Decisions

Cost and affordability are central to how customers experience energy and evaluate clean energy opportunities. Customers consistently identified keeping energy bills low as their top priority, often outweighing environmental motivations. While there is strong interest in clean energy technologies, residents cited high upfront costs and uncertainty about long-term bill impacts as significant barriers to action.

This dynamic was especially pronounced among renters and lower-income households, who often face limited control over their homes and heightened sensitivity to bill impacts.

Small business customers echoed residents’ sentiments and emphasized that rising energy bills are a major strain on already thin margins. Business owners stressed that participation depends on clear bill savings, minimal disruption to operations, and simple, upfront support. Though clean energy upgrades are of interest, proactive upgrades feel financially out of reach without substantial cost coverage.



Interest Is High, Barriers Are Structural

Customers across engagement activities expressed interest in energy efficiency, electrification, and clean energy technologies. However, participation is often constrained by factors beyond individual choice, including:

- Housing type and renter status
- Landlord approval and building limitations
- Upfront costs and long payback periods
- Limited access to charging or cooling infrastructure

For renters, these barriers were particularly acute. Participants described coping strategies during extreme heat, limited access to cooling, and a lack of renter-friendly program options, even when the need for improvements was clear.

For lower-income renters in particular, these barriers translate into energy insecurity; participants shared that they worry about high bills and routinely sacrifice comfort to keep costs manageable. Some customers expressed frustration that even when they conserve energy, their bills do not decline in proportion to their efforts, reflecting broader energy rate pressures that limit the savings customers are able to realize. **These conditions make clear that SJCE programs must go beyond education and behavior change by delivering direct bill relief, renter-accessible solutions, and program designs that deliver meaningful savings regardless of housing type or ability to make capital investments.**



"Community choice aggregation is grounded in the idea that energy decisions should reflect community needs. By listening early, staying in dialogue, and partnering with trusted organizations, SJCE ensures programs are shaped by lived experience and real-world conditions."

Quyên Vuong

*Executive Director,
International Children's
Assistance Network (ICAN)*

Clean Transportation Is Appealing but Unevenly Accessible

Interest in—and adoption of—electric vehicles is strong across the region, reflecting broad support for clean transportation. However, access remains uneven, particularly for residents of multifamily housing, where limited charging infrastructure and higher upfront costs present persistent barriers. These perspectives reflect practical constraints rather than resistance to EVs, highlighting multifamily housing as a critical gap and a significant opportunity for expanding equitable access through targeted infrastructure and affordability-focused programs.



Support for Clean Energy Goals

Across engagement efforts, participants expressed broad alignment with San José's clean energy and climate goals. Community input reinforced the need for programs that are **affordable, renter-inclusive, transparent, and responsive to real-world constraints**—and for an energy transition that delivers benefits without increasing inequities.

08 CURRENT AND PAST PROGRAMS



91%

of survey respondents who expressed an opinion agree that SJCE programs are valuable to San José.

Affordability in Practice

Affordability is a cross-cutting priority across SJCE's program portfolio and is integrated into program design, prioritization, and implementation. Programs included in the Affordability program area are those that:

- Reduce cost burden as a primary design objective (not just an outcome) **and/or**
- Target participation from customers facing financial or structural barriers **and/or**
- Deliver ongoing, sustained bill savings over time

These programs may take different forms, including direct financial incentives, no- or low-cost offerings, or solutions that enable customers to better manage and reduce their energy use. This approach ensures that affordability remains a visible and actionable priority, while recognizing that many programs across the portfolio contribute to lowering costs.



The following SJCE programs are open as of March 2026.

Key

T = Transportation B = Buildings D = Distributed Energy Resources A = Affordability

Open Programs		
Area	Program	Description
T, A	EV Instant Rebates	Rebates for income-qualified customers to buy or lease new or used EVs
T	Multifamily EV Charger Incentive	Rebates for Level 1 and 2 chargers at multifamily properties
T, B	Electrification education	Educational programming in English, Spanish, and Vietnamese on EVs and heat pumps
T, B, D	Go Electric Advisor	Free phone and email support in English, Spanish, and Vietnamese on EVs, home electrification, energy efficiency, solar/storage, and rate plans, plus free audits and home electrification plans
B, D	EcoHome Rebate	Rebates for heat pump HVAC and heat pump water heaters, prewiring for future electrification, panel upgrades, circuit pausers/splitters, and battery storage
B, D	EcoHome Payment Plan	Interest-free on-bill financing for above home upgrades
B, T	Workforce development	Contractor incentives, grants for electrification training equipment, and scholarships for underrepresented students
D, A	Peak Rewards	Demand side resource with behavioral and automated demand response participation options
D, A	Solar Access	Community solar program for 900 low-income households funded by the California Public Utilities Commission (CPUC)
D, A	Low-income solar and battery storage offer	No-cost partnership to promote state incentives for solar and storage to qualifying residents and aid with applications
A	Electricity Bill Relief	Disconnection mitigation and direct bill relief for low-income at-risk households
A	SJ Cares	10% discount on SJCE charges for customers enrolled in state bill discount programs or who live in affordable housing

“Seven years ago, we didn’t need air conditioning. Now it’s a necessity. SJCE helped me save my business by investing in our future with renovations to keep my clients coming back.”

Lisa Alberino

Owner of labarre studios and Energy Efficient Business Program participant

“For the families who come to us in crisis, electricity isn’t a luxury—it’s a necessity. The San José Electricity Bill Relief program helped prevent disconnections and gave families breathing room when they needed it most.”

Erin Stanton

Homelessness Prevention System Director, Sacred Heart Community Service

The following SJCE programs were offered between December 2020 and September 2025.

Key

T = Transportation B = Buildings D = Distributed Energy Resources A = Affordability

Closed Programs		
Area	Program	Description
D	Midday Super Saver Pilot	Electrification rate plan with lower residential electricity rates from 9 a.m. to 2 p.m. to incentivize middle-of-the-day EV charging
B, A	Home Appliance Savings Program	CPUC-funded energy efficiency program offering deep savings on energy-efficient refrigerators, washers, electric dryers, and induction cooktops and free smart thermostats and smart plugs for qualifying single-family households
B, A	Energy Efficient Business Program	CPUC-funded energy efficiency program offering deep savings on HVAC, refrigeration, and water heating installations for commercial customers
T	CALeVIP	Rebate program for Level 2 and fast charging infrastructure co-funded by SJCE and the California Energy Commission

09

FUTURE PROGRAMS



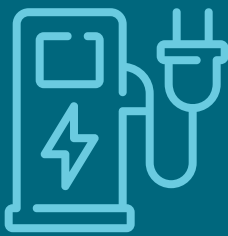
"Achieving climate goals requires a skilled and trained workforce to deliver projects at scale. SJCE's commitment to high road contractor engagement and workforce development prepares workers for the clean energy economy while supporting strong labor standards and family-sustaining jobs."

Vince Sugrue, *State Legislative Director, Sheet Metal Workers' Local Union No. 104*

Future Programs

The following 22 program concepts represent a forward-looking portfolio of strategic investments that SJCE may pursue over the next five years. These concepts are informed by research and input from residents, businesses, CBOs, and other stakeholders. Programs that move forward will undergo detailed evaluation, scoring, and refinement, as well as City Council review and approval. As markets, technologies, and community needs evolve, SJCE will remain adaptive, refining program design and priorities in response to new information and policy direction.

Program Concept Spotlights



Direct Current Fast Charging (DCFC) Hubs Phase 2-3

Building on Phase 1 at five City-owned sites, SJCE will expand DC fast charging hubs to additional City properties where feasible, using existing tolling agreements to scale efficiently. Later phases will focus on expansion to private locations in parts of San José lacking public charging infrastructure. The charging network will recruit local commercial fleets through charging subscriptions and other innovative pricing structures to bolster utilization and provide affordable charging options for fleets looking to electrify.



E-Bike Incentive Program

SJCE is exploring an e-bike incentive program designed to deliver measurable reductions in vehicle miles traveled by shifting short trips from cars to electric bicycles. Program design will draw on lessons from peer jurisdictions and emphasize real-world usage and emissions impacts. Coordination with the City's Department of Transportation will ensure incentives align with bike infrastructure, safety efforts, and broader mobility goals.



Aggregated Electrification Project

SJCE will act as a project manager, convening contractors, program implementers, CBOs, and multiple funding streams to deliver a streamlined neighborhood offering that maximizes available resources, including reinvesting dollars that would otherwise be used to maintain gas infrastructure. Two-thirds to 100% of homes in neighborhoods would need to agree to participate for projects to be pursued.



Solar + Storage + Electrification Offering

SJCE will combine complementary electrification technologies and model bill impacts. The goal will be to have 100% of project costs covered by rebates and zero-interest loans repaid on the electricity bill, and that the monthly loan payments will be lower than the monthly bill savings produced as a result of the upgrades. Combining solar and storage with electrification upgrades will ensure customers see net bill savings over the lifetime of the equipment.



Building Management System/Commercial Smart Device Pilot

Commercial customers offer significant demand reduction potential for SJCE's Peak Rewards virtual power plant, but outdated building controls and limited staffing are key barriers. SJCE will provide incentives for automated building control upgrades—enabling remote, reliable load reductions with minimal customer effort. Smaller commercial sites may participate through smart thermostat upgrades.

Key

T = Transportation D = Distributed Energy Resources
 B = Buildings A = Affordability

Resources needed

* = low
 ** = medium
 *** = high

Program Area	Program Name	Timeframe for launch	Resources Needed	Description
T, A	Fast Charging Hubs Phase 1	2026-28	***	Install DC Fast Chargers at City-owned properties in charging deserts.
T, A	Fast Charging Hubs Supportive Programs	2026-28	*	Initiatives to support load shaping and provide discounts for low-income customers and subscriptions for fleets
T, A	Low-Interest EV Financing	2026-28	*	Create partnerships with financial institutions to offer low-interest EV financing to our customers
T, A	E-Bike Incentive Program	2026-28	***	Increase e-bike adoption and reduce vehicle miles traveled by providing incentives for e-bikes
T, A	Fast Charging Hubs Phase 2-3	2029-31	***	Install DC Fast Chargers at more City-owned properties and at private properties across the city
T, A	Virtual Submetering	2029-31	*	Increase the use of virtual submetering at multifamily properties to enable residents to charge using their residential electricity rate
T	Fleet Electrification Technical Assistance	2029-31	*	Provide technical support to help local businesses electrify their fleets
B, A	Housing Repair Efficiency & Electrification	2026-28	**	Fund additional energy efficiency and electrification offerings to existing City of San José Housing program
B, A	Direct to Renter Pilot	2026-28	*	Pilot offering free or low-cost portable heat pumps to renters. Potential to scale and add measures after pilot concludes
B	Multifamily Electrification Incentives Pilot	2026-28	**	Fund technical assistance and incentives to motivate electrification installations at affordable housing and small complexes

Key

T = Transportation D = Distributed Energy Resources
 B = Buildings A = Affordability

Resources needed

* = low
 ** = medium
 *** = high

Program Area	Program Name	Timeframe for launch	Resources Needed	Description
B	Aggregated Electrification Project	2029-31	***	High-touch technical and financial support for neighborhood groups of at least 25 homes to fully electrify their homes
B	Commercial and Foodservice Technical Assistance	2026-28	*	Offer technical assistance to build electrification plans and scope out future building improvements
B	Commercial and Foodservice Incentives	2029-31	***	Based on technical assistance findings, develop incentives for electrification projects. Potentially leverage CPUC energy efficiency funding.
B, D, A	CBO-supported Home Energy Audits	2029-31	*	Support training for community-based organizations and volunteer staff to provide energy education, perform home energy audits, and evaluate demand response potential.
B, D, A	Solar + Storage + Electrification Offering	2029-31	***	Combine solar+storage installation with electrification appliance upgrades. Finance project through incentives and zero-interest loans.
D, A	EcoHome Battery Evolution	Current + 2026-28 evolution	**	Continue accelerating the adoption of flexible home batteries by adapting the program structure to allow participation from leased batteries (third party-owned) and ensure flexibility is captured in Peak Rewards, SJCE's virtual power plant.
D, A	Explore Potential of Battery-only Systems	2026-28	*	Standalone residential batteries do not currently guarantee a return on investment. As battery prices come down and electricity prices go up, there may be residents who can benefit from a battery-only system while providing grid benefits.

09 FUTURE PROGRAMS

Key

T = Transportation D = Distributed Energy Resources
 B = Buildings A = Affordability

Resources needed

* = low
 ** = medium
 *** = high

Program Area	Program Name	Timeframe for launch	Resources Needed	Description
D	Midday Super Saver Rate	2026-28	**	Build on the 2024 pilot findings to offer a new rate plan with a significantly lower cost of energy in the hours of 9 a.m.-2 p.m., when solar energy is abundant.
D	DERs and Rate Education	2026-28	*	Launch education efforts on the benefits of DERs, demand response, and time-of-use rates for customers to help them save money and enroll with confidence.
D	Commercial Distributed Resource Technical Assistance	2026-28	*	Offer technical assistance to help commercial customers evaluate the potential for solar and storage at their site. For those with on-site solar and storage, assist in enabling Peak Rewards participation.
D, A	Commercial Solar and Storage Incentives	2026-28	**	May include flexible structures such as power purchase agreements or targeted incentives to reduce upfront costs and accelerate adoption
D, A	Building Management System/ Commercial Smart Device Pilot	2029-31	*	Offer incentives for commercial building control upgrades to automate participation in Peak Rewards, particularly those that have a high potential for reductions.

"With the dearth of national leadership, local action matters more than ever. SJCE shows how cities can lead — delivering practical solutions that cut emissions, protect affordability, and improve quality of life. SJCE provides a hopeful national model for our clean energy future."

**U.S. Representative
Sam Liccardo**

Former San José Mayor

Program Concepts Customer Feedback

When we asked residential customers for feedback on select program concepts, they said they are personally most likely to participate in, in order of most to least popular:

1. **Direct to renter pilot (*renters only*)**
2. **Housing repair efficiency and electrification (*renters only*)**
3. **Webinars and other online educational content about electrification**
4. **Aggregated electrification project (*homeowners only*)**
5. **Home energy audits**
6. **Go Electric Advisor**
7. **E-bike incentive**
8. **Low-interest EV financing**
9. **EV Instant Rebates**
10. **In-person presentations or events about electrification**

Looking Ahead: Emerging Demand Flexibility

SJCE will continue to monitor emerging technologies and evolving regulatory requirements related to demand flexibility, including vehicle-to-grid (V2G), vehicle-to-home (V2H) and dynamic pricing. As these technologies mature and policy frameworks evolve, SJCE will introduce pilots and programs, as appropriate, to support grid reliability, reduce peak emissions, and deliver customer value.



This Programs Roadmap reflects the valuable contributions of more than 80 stakeholders, including CBOs, thought leaders, business representatives, industry partners, advocacy groups, and public agency staff. We sincerely appreciate the time, expertise, and thoughtful feedback shared throughout this process.

We also extend our gratitude to the residents and customers who participated in surveys, interviews, and community discussions. Your input helps ensure that SJCE's programs are responsive to community needs, grounded in real-world experience, and aligned with San José's long-term climate and affordability objectives.

SJCE is grateful for the continued partnership of our community and remains committed to ongoing engagement as these programs move forward.

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- Ava Community Energy
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- Origin Energy
- Pacific Gas & Electric
- Peninsula Clean Energy
- Rainforest Automation
- Resource Innovations

- Rising Sun Center for Opportunity
- Sacred Heart Community Services
- Samsung Semiconductors
- San Diego Community Power
- San José City College
- San José Climate Advisory Commission
- San José Community Energy Advocates
- San José Department of Transportation
- San José Environmental Services Department
- San José Housing Department
- San José Mineta International Airport
- San José Public Works Department
- San José State University
- Santa Clara County
- Santa Clara County Housing Authority
- Santa Clara Valley Water District
- Self-Help Climate
- Sheet Metal Workers' Local Union 104
- Sierra Club Loma Prieta Chapter
- Silicon Valley Clean Energy
- Sonoma Clean Power
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- Work2Future
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