

Customer Programs and Services

CPA's strategic program investments provide our customers with tangible ways to enhance community resilience, conserve energy, reduce harmful greenhouse gas emissions, and save money on their monthly electricity bills. Programs are designed to address diverse customer needs, improve access to clean energy, and offer communities avenues to participate in building a cleaner, more sustainable future.

CPA increased its program budget by more than 30% in fiscal year 2024-25 to expand offerings that serve our partner communities, residential and commercial customers. The addition of new programs fostered record participation with over 11,000 of our customers taking advantage of the opportunities available to them.

In 2024, we expanded existing offerings in three programmatic areas: 1) grid management and resiliency; 2) electrification; and 3) local energy procurement. Program expansion included incentive opportunities and a variety of benefits for residential customers and small to large commercial customers, with targeted opportunities for customers located in disadvantaged and underserved communities.



Energy Team

In 2024, CPA launched Energy Team, a no-cost service featuring energy experts who are available via phone, email or chat to provide personalized energy solutions on energy efficiency and electrification upgrades to residents and small businesses. The Energy Team helps customers find financial rebates to save money, offers tips to lower monthly electric bills, provides links to resources to find a contractor to complete a project and feedback in evaluating contractor bids before customers begin any modifications. The service provides free virtual energy assessments and customized

electrification plans to help guide customer decisions about what upgrades to pursue and how to maximize cost savings from local, state, and federal rebates. Homeowners, renters, multifamily property managers, and small business owners can receive help on topics such as installing EV chargers and electric heat pump water heaters, while linking customers with contractor-finding tools, and assistance with tax credits and referrals to CPA programs.

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Energized Communities

Energized Communities offers financial assistance to CPA's member agencies in implementing sustainability projects. The program is made up of two parts: Pathways to Electrification, offering pre-selected measures to facilitate building and vehicle electrification, and an Innovation Fund to support creative decarbonization projects in our partner communities. Funding for technical support and incentives will be available over three years to advance decarbonization and support resiliency and grid management, electrification, and local procurement in our partner communities. Member agencies

“The CPA Energized Communities Building Electrification program significantly reduces the cost of needed renovations to our public facilities, including the Hermosa Beach Clark Building. We are grateful for CPA's support and look forward to continuing our collaboration to drive innovative, sustainable solutions that benefit our community and the environment.”

—Suja Lowenthal,
City Manager,
City of Hermosa Beach

may receive up to \$250,000 to implement one of the Pathways to Electrification projects and are also eligible to apply for up to \$250,000 through the Innovation Fund.

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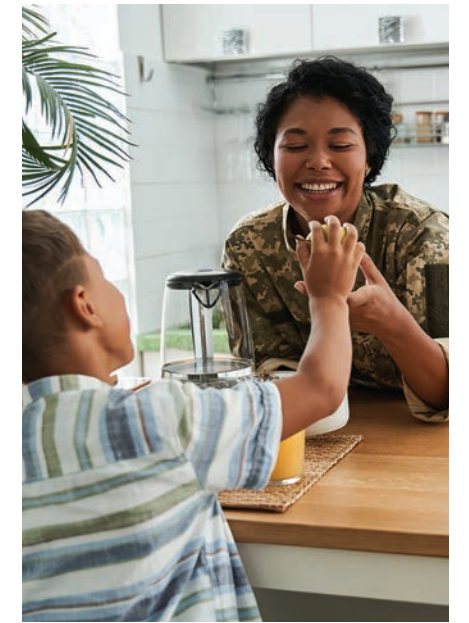
Power Ready

CPA's Power Ready program is a community benefit program offered to member agencies to make public buildings that serve a critical community purpose energy resilient through the installation of solar energy backup power systems. CPA approved an 11-site power purchase agreement (PPA) for the first round of Power Ready sites and will expand the program in 2025 through a second round of recruitment. In 2024, a total of five sites signed site lease agreements with the project developer to open the way for installation. The annual solar generation in the first year of the program is estimated at two million kWh. The Power Ready portfolio is anticipated to save nearly 661,387 pounds of Carbon Dioxide equivalent (CO₂e) annually, which is equivalent to 4,950 trees planted and grown for 10 years.

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Sun Storage Rebate

In 2024, Clean Power Alliance launched the Sun Storage Rebate, which incentivizes residential customers to install battery storage systems paired with solar photovoltaic (PV) panels. The program offers residential customers a rebate of \$750 for installing an eligible battery storage system with customers who are on an income-based assistance rate (CARE or FERA) able to receive an additional rebate



of \$250 (\$1,000 total). So far, CPA has distributed \$53,500 in incentives to 67 customers. By choosing a solar battery system, customers are able to increase their home's electrical reliability while reducing new carbon emissions.

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Electric Vehicle Charger Incentives

CPA has continued to support local EV expansion by contributing \$1.53 million to EV charging infrastructure investments in Los Angeles and Ventura counties, via California's CALeVIP program. The combined CALeVIP investment of \$4.8 million in Ventura County represents the largest EV investment in the county's history. Financial incentives were offered for the purchase and installation of publicly available EV charging infrastructure with a minimum of 50% of funding going to disadvantaged or low-income communities in Ventura County, and 60% in Los Angeles County. By the end of 2024, funding was reserved for 277 Level 2 connectors and 12 DC fast chargers for CPA customers. CALeVIP and Ventura County Air Pollution Control District (VCAPCD) were also funders for Level 2 connectors installed in Ventura County.

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Reach Code Program

CPA's Reach Code program helps member agencies adopt building and transportation electrification codes that meet climate reduction goals and help make Southern California greener and more sustainable. This will result in healthier communities by going beyond

“I am immensely pleased by Santa Monica's participation in Clean Power Alliance's Reach Code program. By participating in the program Santa Monica is leading in building decarbonization, an important piece of our Climate Action and Adaptation Plan.”

– **Gleam Davis**, Santa Monica Councilmember and CPA Board Director

traditional building codes to enhance decarbonization efforts. The program includes transitioning buildings to clean electricity, improving energy efficiency, installing solar and battery systems, along with electric vehicle (EV) charging infrastructure. In 2024, CPA provided technical support to three member agencies for existing building reach codes

and two member agencies for new construction reach codes with the City of Santa Monica becoming the first of this group to adopt a new construction reach code.

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Power Share

The Power Share program provides income eligible customers living in disadvantaged communities with 100% renewable energy and a 20% monthly bill discount. CPA has served 6,500 customers through this program, providing over \$2M in bill savings since inception. CPA will expand the program in 2025, serving over 10,000 customers due to additional solar capacity awarded by the California Public Utilities Commission. CPA will also be moving towards auto-enrollment for Power Share, prioritizing customers who are at high risk of disconnection.

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Power Response

CPA's Power Response program is an energy saving program for all CPA customers. The program unites our communities to save energy by providing participants with financial incentives for reducing their electricity use when demand is high, and the grid may become stressed. Power Response includes four distinct areas: “Home,” for residents who can manually adjust appliances to conserve; “Smart Home,” which allows residents to register networked smart devices that are auto-adjusted during energy saving events; “Commercial Leaders,” a way for businesses and public sector customers to receive incentives for their

environmental leadership; and “Multifamily Community,” where property owners work with residents to provide smart thermostats to reduce energy use during energy saving events.

In 2024, over 2,400 homes participated in Power Response, including over 900 households who are income qualified or reside in underserved communities. There were 10 energy saving events called during the year, resulting in a reduction of approximately 41,700 kilowatt hours.

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Green Leader

CPA's Green Leader program celebrates and promotes commercial customers who have selected 100% Green Power for their business. The program provides free promotional toolkits to share their Green Leader status and environmental leadership and features them in CPA's online directory. In 2024, 12 commercial customers became new Green Leaders. ⚡



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“Joining CPA's Green Leader program aligns with our values as a real estate company committed to sustainability. It showcases our dedication to environmental efforts and contributes to building a cleaner energy future.”

– **Mel Wyatt**, MW Enterprises