

The Olivine Community: Fresno Energy Program

Sponsored by PG&E



Public Utilities Commission Orders Pilots

Problem: High polluting gas peaker plants are disproportionately located in or near disadvantaged communities (DACs). These gas peaker plants are operated when demand for energy is high, typically in the summer and evening hours.

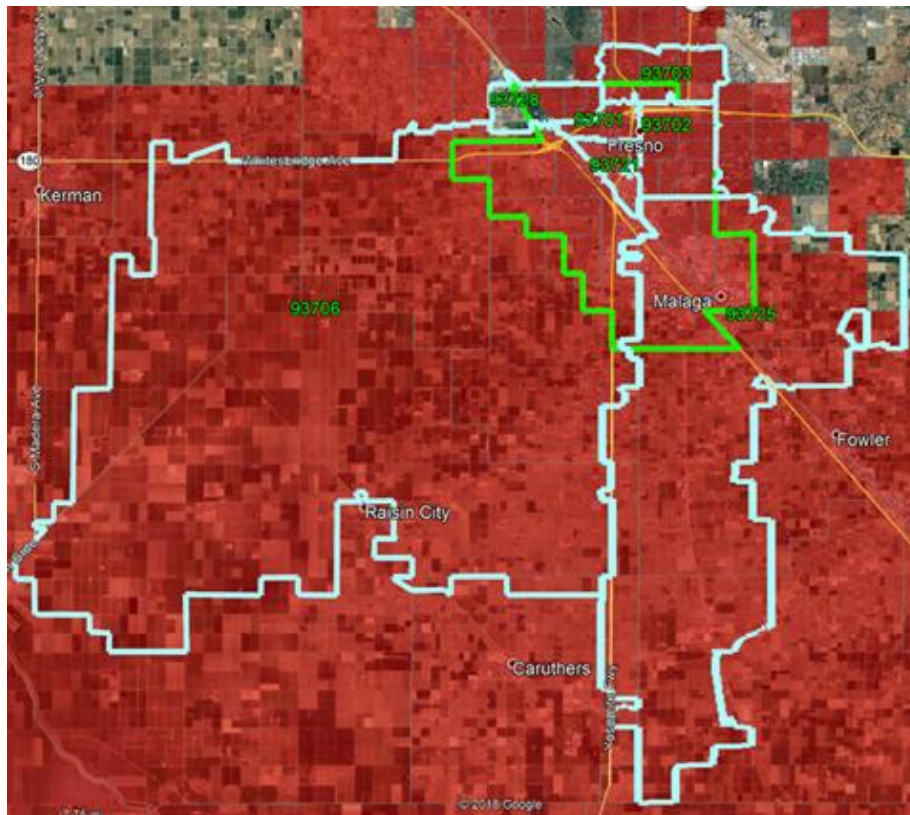
Demand response (DR), a form of renewable energy, can be used to reduce demand on these gas peaker plants, leading not only to air quality improvements but other monetary and non-monetary benefits to residents.




Decision: Conduct a study in each of the 3 IOU territories located in DACs to examine potential for participation in demand response programs by residents.



Program Area- South-Central Fresno

- Census tracts within the AB617 boundary score in the top 5% of DACs in California.



	PG&E Pilot Zip Codes
	AB 617 Regional Outline
	SB-535 DACs

Goals of the Fresno Energy Program

- **Ability and Willingness** of residents to participate
 - What is the current level of awareness of DR program availability
 - Level of understanding of how DR programs create value for customers and the community?
 - What is the current level of interest in participating in demand response programs?
- **Energy Use**
 - How do the different households use energy in their homes?
 - How well can households respond to and participate in DR programs?
- **Outreach**
 - What are the best methods to reach different types of Fresno households (Inc. hard to reach customers)
- **Messaging**
 - What kind of messaging resonate best with Fresno households?
- **Benefits**
 - What kinds of DR incentives and program offerings will be of greatest value to Fresno households and benefit them the most?

Results will be used to inform future program design including possible expansion of the program in the Fresno area.

What is the Olivine Community?

An innovative platform for aggregation of energy resources to provide grid services and decarbonize our environment.

Working Together | Equity | Impact local environment | Reduce energy costs & Earn Money

Current Programs:

- Fresno Energy Program: Sponsored by PG&E
- Power Response Program: Clean Power Alliance (CPA). In Los Angeles and Ventura Counties
- Lancaster Green District
- Richmond Advanced Energy
- Sonoma GridSavvy: Sonoma and Mendocino County



What are the benefits of participation?

Benefits for you and your family:

- Earn Money
- Reduce your energy costs
- Opportunity to earn free Smart Thermostats and learn about other programs.

Benefits for your community:

- Reduce pollution by reducing energy demand during peak times
- Reduce greenhouse gas emissions & fight Climate Change
- Engage with your community
- Answer our surveys and contribute to develop future programs



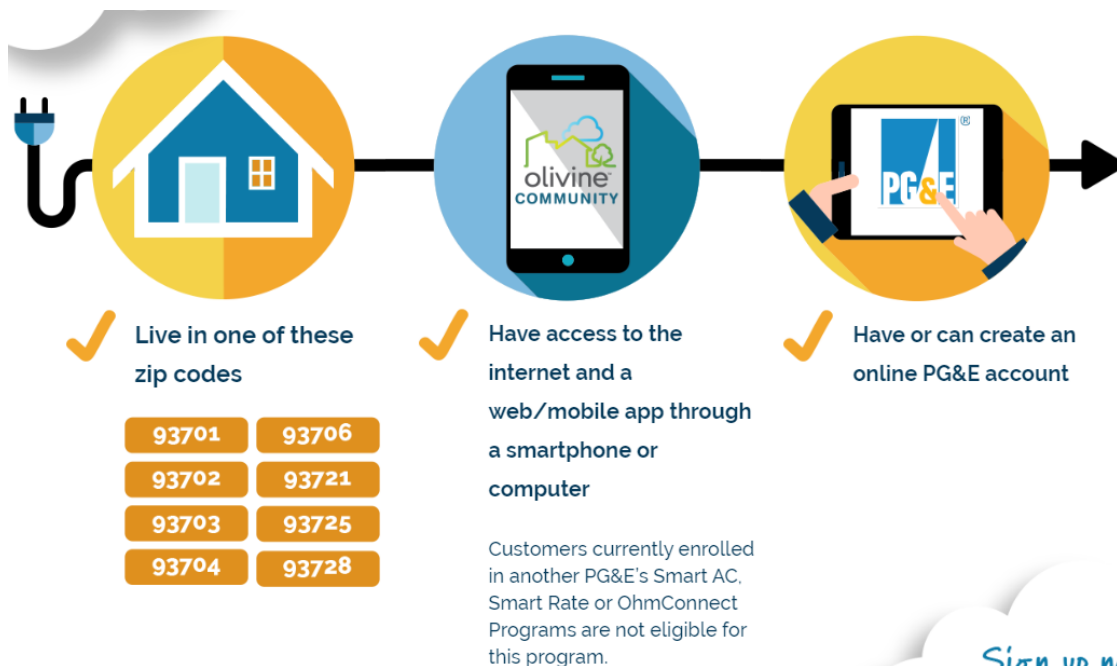
How are rewards earned?



\$20 Referral Bonus Reward (Limit 10/household)

Who can enroll?

- You are **eligible** if :
 - You live in one of these **zip codes** – 93701, 93702, 93703, 93704, 93706, 93721, 93725, 93728
 - Have access to the internet and a web/mobile app through a smartphone or computer
 - Have or can create an online PG&E account
 - Are not enrolled in another Demand Response (DR) program



Sign up now!
Enrollment ends
6/30/2020.

What does this program not do?

- X** Change your home electricity service, provider, or rates
- X** Increase your electric bill
- X** Require you to buy anything in order to participate
- X** Commit you to reducing your home electricity use when asked
- X** Make your information public or available to businesses

Enrolling on the app



Welcome

Get started

Change Language

ENGLISH ▼

Bilingual App Welcome

Profile setup

Ana

Garcia

Next

Account Setup Screens

Location setup

☐ This is a business

93701

Home

Next


Connect to Utility

☒ PG&E

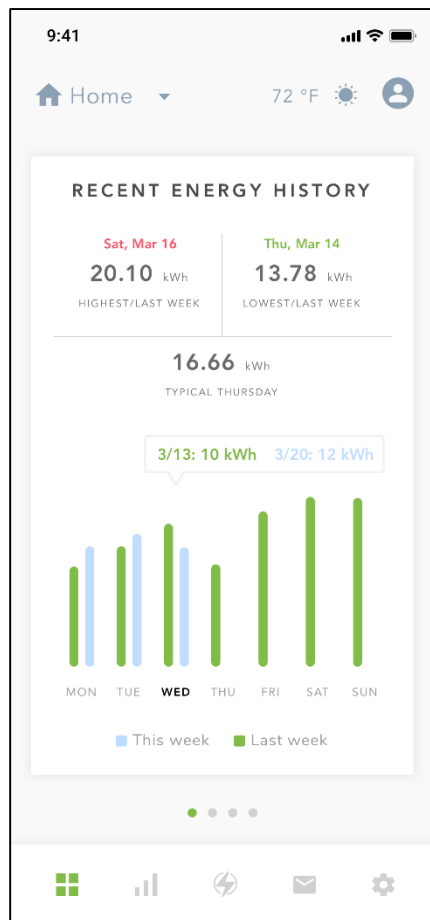
To continue with enrollment, we need your utility account information which is provided by PG&E. By clicking 'Connect', you will be directed to the PG&E website to complete program enrollment.

Connect

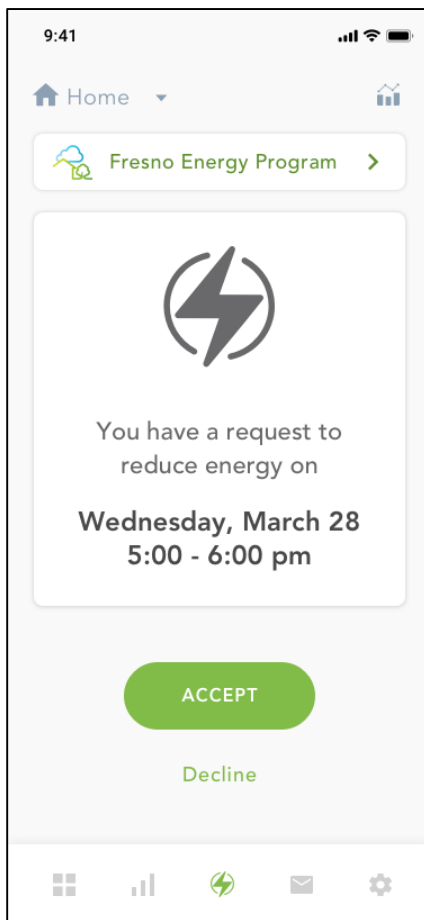
Show me other options

Connect to Utility

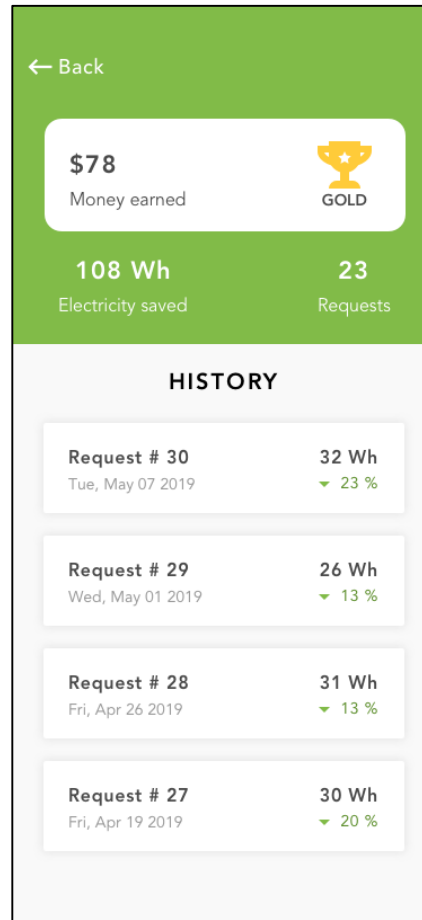
View home energy use and earn!



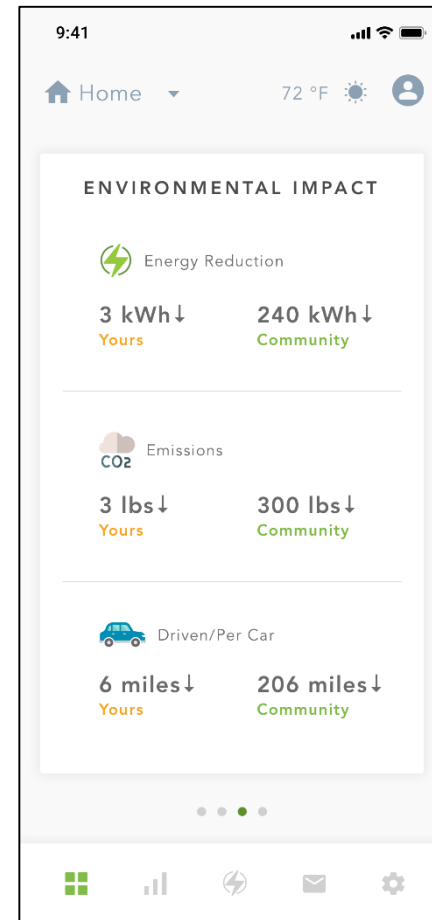
Energy Dashboard



Event Notifications



Event Participation
Summary



Environmental Impact

Our Partners

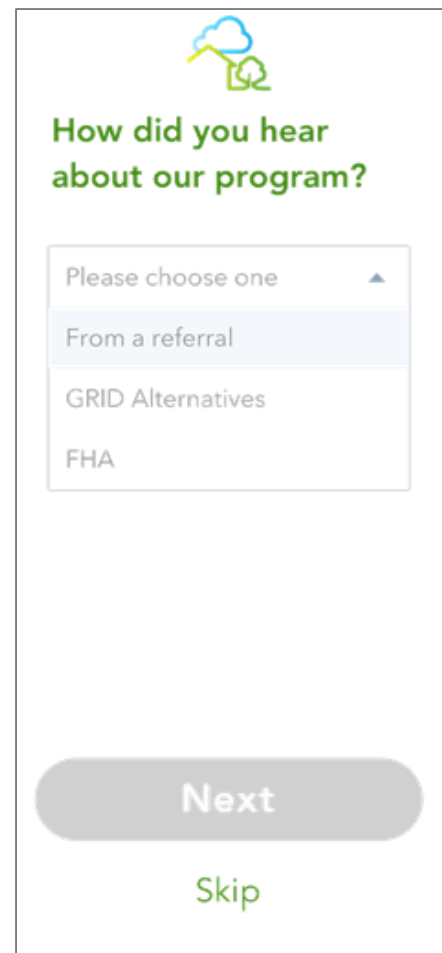



United Way Fresno
and Madera Counties



We need your help!

- Send out promotional materials (provided by us) to your members, via flyer, email, text, etc.
- Like/Follow us on Facebook and promote the program by linking to our posts
- Earn \$20 bonus referral/household for your org
- Enroll and earn rewards too!

A survey form titled "How did you hear about our program?". It includes a dropdown menu with options: "From a referral", "GRID Alternatives", and "FHA". Below the dropdown are two buttons: "Next" (grey) and "Skip" (green).


How did you hear about our program?

Please choose one ▲

From a referral

GRID Alternatives

FHA

Next

Skip



Contact us

- Limited time opportunity

- Jan-June 2020: Enrollment

- Contact Us

- Call 1 866-482-8472 or Email: Ask@fresnoenergyprogram.com

Principal Contact:

- Vasudha Lathey, Program Manager, 925.886.9222, vlathey@olivineinc.com

PG&E

- Sebastian Csapo, Program Manager, SSCb@pge.com



PG&E™ refers to Pacific Gas and Electric Company, a subsidiary of PG&E Corporation. The Fresno Energy Program is funded by California utility customers under the auspices of the California Public Utilities Commission (CPUC)

The Fresno Energy Program is an offering of the Olivine Community™ model – An inclusive platform that empowers everyone to be a part of a clean energy future for our planet. To learn more about Olivine, please visit www.olivineinc.com