



SOLAR ON MULTIFAMILY AFFORDABLE HOUSING

# **PUBLIC FORUM:** November 3, 2021



# Welcome & Introductions

## Agenda Overview

1:00-1:05	<b>Welcome &amp; Introductions</b>
1:05-1:30	<b>Session 1:</b> Program Update: 2021 Accomplishments & 2022 Priorities <ul style="list-style-type: none"><li>• Key program updates and 2021 accomplishments</li><li>• Overview of 2022 priorities</li><li>• Q&amp;A/Discussion</li></ul>
1:30 -1:55	<b>Session 2:</b> Spotlight on SOMAH's Support Services <ul style="list-style-type: none"><li>• Tenant and job training services spotlights</li><li>• Q&amp;A/Discussion</li></ul>
1:55-2:00	<b>Looking Ahead &amp; Next Steps</b>

# SOMAH Stands with Black Lives Matter



SOMAH stands in solidarity with Black Lives Matter and with all who are fighting for an equitable and just future. These are SOMAH's driving principles, a program that exists, thanks, in large part, to the advocacy of frontline communities striving for energy equity and environmental justice. We remain steadfast in our commitment to equity through a community-based approach that amplifies the voices of frontline communities and ensures we listen to and are responsive to the communities the program serves through public forums, direct outreach and education.

# SOMAH in solidarity with our CBO Partners



## Love our People, Heal our Community:

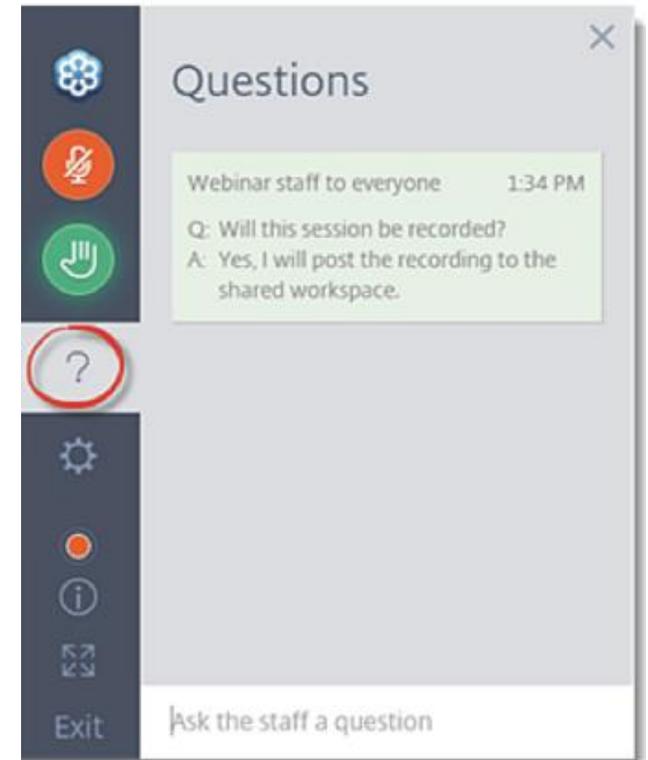
We condemn the violence against California's Asian communities and support the call to action by our SOMAH community-based organization (CBO) partners at Asian Pacific Environmental Network (APEN) for investment in long-term, community-centered solutions.

For more information please visit [stopaapihate.org](https://stopaapihate.org)

# Welcome & Introductions

## Meeting Guidelines

- Q&A will follow after each session
- Verbal comments and questions
  - Muted by default; use the hand-raising feature to be unmuted
  - Please say your name and organization
  - To allow the PA to respond, please ask questions or make comments one at a time
- Written comments and questions
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# Welcome & Introductions

## Access & Follow Up

- Forum is recorded but not publicly available
- This slide deck will be emailed and posted to CalSOMAH.org next week
- Notes will be compiled and edited for release within five (5) business days
- Additional questions and comments:  
[contact@CalSOMAH.org](mailto:contact@CalSOMAH.org) (858-244-1177, ext. 5)

# Welcome & Introductions

## SOMAH Program Administrator Team



### Program Administration

**Jae Berg** | SOMAH Program Manager  
**Chris Walker** | SOMAH Program Manager  
**Hannah Warner** | SOMAH Program Manager  
**Marisa Villarreal** | SOMAH Program Manager  
**Luke Ballweber** | SOMAH Program Manager  
**Laura Wong** | SOMAH Program Manager  
**Jaimie Joo** | SOMAH Program Coordinator  
**Valery Franco** | SOMAH Program Coordinator  
**Victoria Leslie** | SOMAH Program Rebate Processing Specialist  
**Bonnie Roberts** | SOMAH Field Inspector

### Technical Assistance

**Sarah Hill** | SOMAH Program Manager  
**Staci Givens** | SOMAH Program Manager  
**Luis Amar** | SOMAH Technical Assistance Specialist  
**Zara Jamshed** | SOMAH Technical Assistance Specialist

### Workforce Development

**Staci Hoell** | SOMAH Workforce Development Manager  
**Ingrid Murillo** | SOMAH Workforce Development Coordinator

# Welcome & Introductions

## SOMAH Program Administrator Team



### Marketing, Education & Outreach

**Brittany Chenier** | SOMAH ME&O Manager

**Vallerie Gonzalez** | SOMAH ME&O Manager

**Kajsa Hendrickson** | SOMAH ME&O Manager

**Poolak Forutanpour** | SOMAH ME&O Manager

**Margee McDonnell** | SOMAH ME&O Coordinator

**Omar Rocha** | SOMAH ME&O Coordinator

**Lucy Moua** | SOMAH ME&O Coordinator

**Mai Fang** | SOMAH ME&O Coordinator

**Sarah Salem** | SOMAH Senior Tenant Services & CBO Manager

**Sana Sheikholeslami** | SOMAH Tenant Services & CBO Coordinator

**Blanca de la Cruz** | Sustainable Housing Program Director, CA Housing Partnership

**Srinidhi Sampath Kumar** | Sustainable Housing Program Manager, CA Housing Partnership

**Michael Claproth** | Sustainable Housing Program Associate, California Housing Partnership

**Rachael Diaz** | Sustainable Housing Program Associate, California Housing Partnership

# Session 1: SOMAH Program Update - 2021 Accomplishments & 2022 Priorities



Jaimie Joo

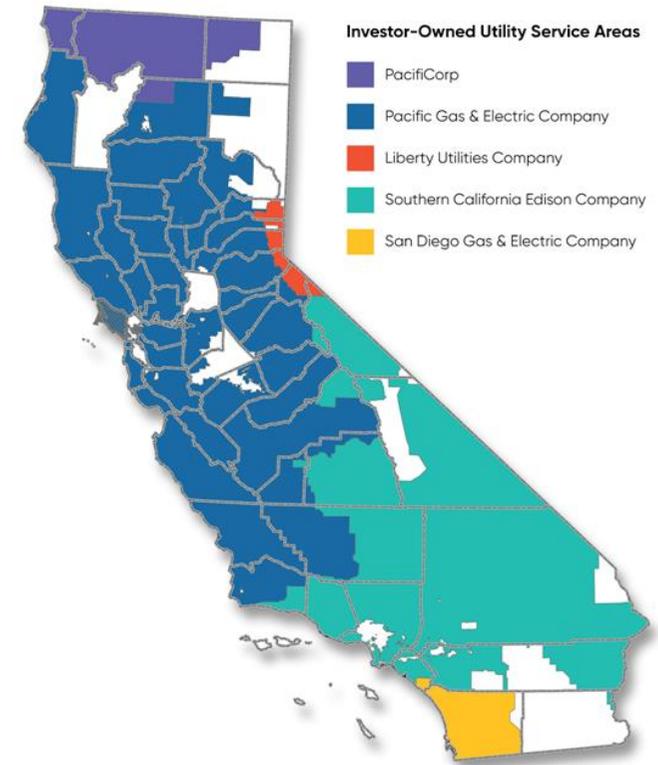


# Session 1: SOMAH Program Update

## Application Breakdown



Utility Territory	# of Active Applications
Pacific Gas & Electric	276
Southern California Edison	153
San Diego Gas & Electric	54
PacifiCorp	1
Liberty Utilities	2
<b>Totals</b>	<b>486</b>



# Session 1: SOMAH Program Update

## Where We Are Today



*All territories are open to new applications with no waitlists*

Utility	Available Funding
Liberty Utilities	~\$952,000
PacifiCorp	~\$3,830,000
PG&E	~\$74,730,981
SCE	~\$139,860,621
SDG&E	~\$28,705,294

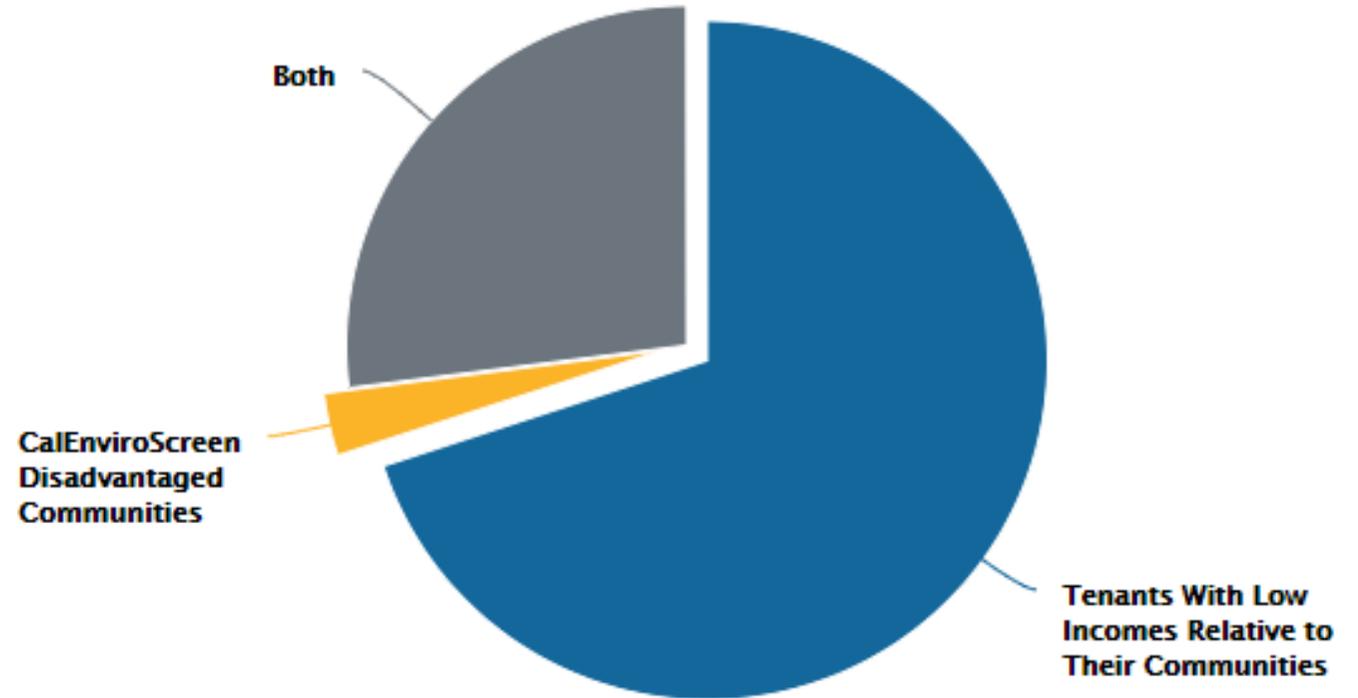
- **\$172.75 million** in funding that's already been reserved
- **\$248.08 million** funding remaining

# Session 1: SOMAH Program Update

## Where We Are Today



- **32%** of SOMAH's active applications are located in Disadvantaged Communities (DACs)\*
- Tenants are slated to receive **~88%** of the electricity generated from SOMAH installations



\*DACs are defined as “the top 25% scoring areas from [CalEnviroScreen](#) along with other areas with high amounts of pollution and low populations” SB 535

## Session 1: SOMAH Program Update

# Additional Program Statistics

- Serving **39,583** tenant units
- Average system size: **163** kW
- 15 participating contractors
  - **8** subcontractors reported
- Pipeline supports **735** job training opportunities
  - Nearly **50,000** projected training hours
  - Approx. **\$1M+** in projected wages
  - Leveraging over **60** job training organization relationships



# Session 1: SOMAH Program Update

## Application Statistics

- Progress Payments
  - **135** projects currently eligible for Progress Payments
  - **6** progress payments issued (\$1,953,544)
  - 2 under review/pending payment
- Incentive Claims
  - **10** final incentive payments issued (\$3,427,670)
  - **5** close behind at Incentive Claim Milestone, inspection, and pending payment
- Upcoming activity
  - **5** projects have upcoming incentive claim due dates in Q4 2021
  - **150** projects with incentive claim due dates in Q1 & Q2 2022



# Session 1: SOMAH Program Update

## Completed Projects

10 completed projects serving over 970 tenant units!



Oxnard, CA  
150 kW  
144 units  
*in a DAC*



San Marcos, CA  
170 kW  
72 units



Fontana, CA  
272 kW  
93 units  
*in a DAC*



San Marcos, CA  
110 kW  
48 units



Victorville, CA  
246 kW  
100 units



Jurupa Valley, CA  
89 kW  
39 units  
*in a DAC*



Templeton, CA  
50 kW  
30 units



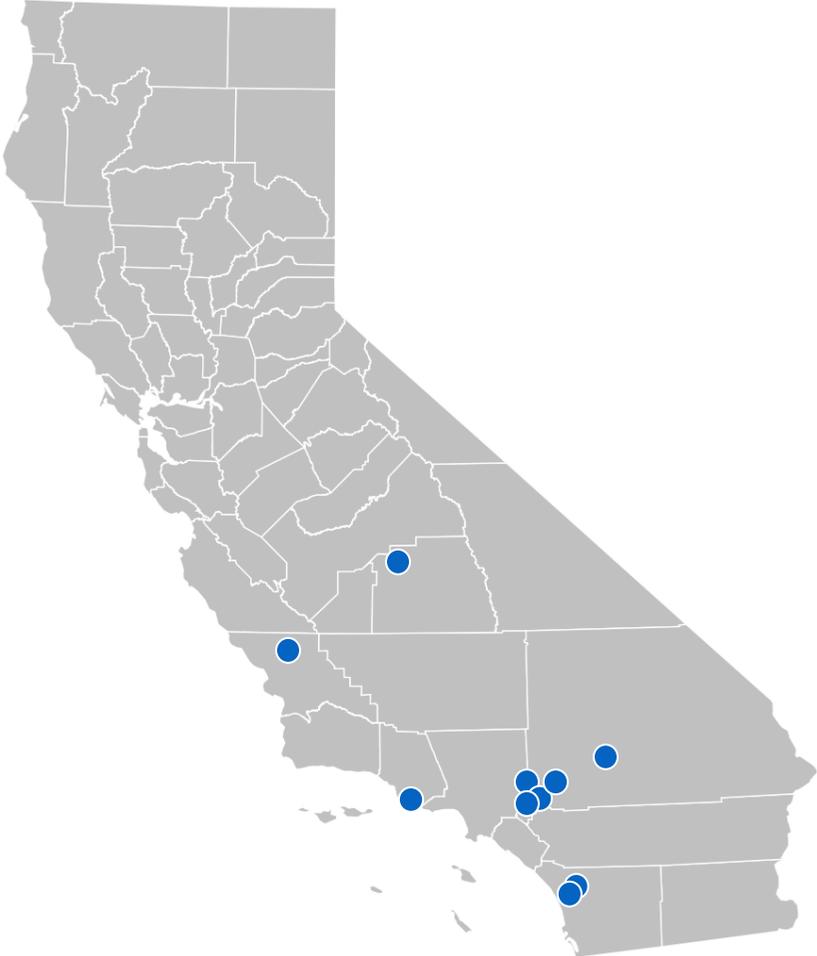
Rancho Cucamonga, CA  
370 kW  
166 units



Orosi, CA  
128 kW  
60 units  
*in a DAC*



Rancho Cucamonga, CA  
315 kW  
224 units  
*in a DAC*



## Session 1: SOMAH Program Update

# Other 2021 Highlights

- **10 incentive payments** have been disbursed (\$3.4 million)
- First participants leverage **progress payments**
- Second **Advisory Council Cohort** (returning & new members)
- First **ribbon-cutting** in Orosi, CA
- First **tenant services** workshops in Stockton, CA
- **2 listening sessions** for community-based organizations
- **Contractor focus group sessions** (DAC property owner focus group coming later this year)
- SOMAH **third-party evaluation** is complete!

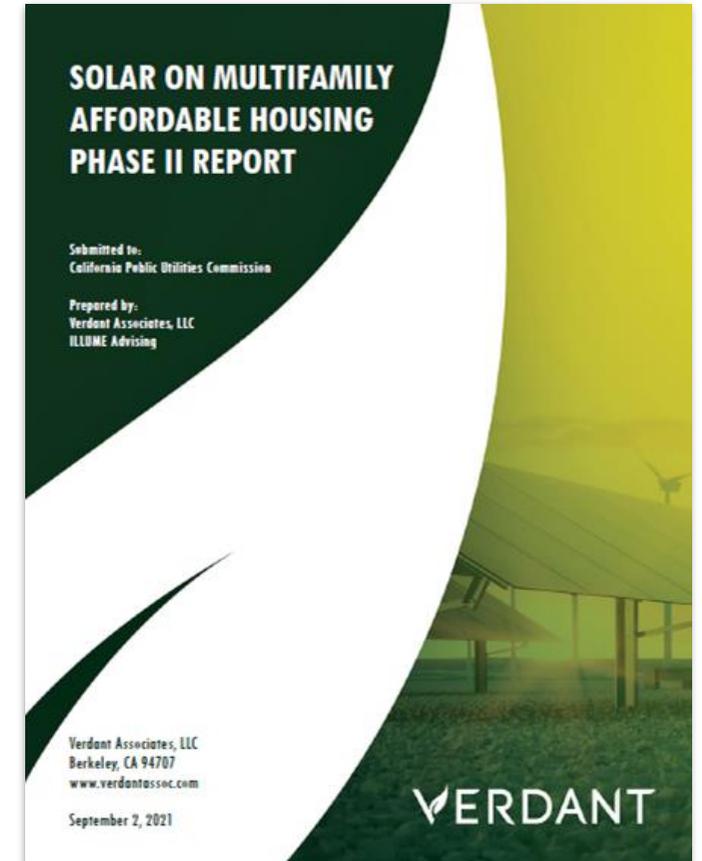


# Session 1: SOMAH Program Update

## Program Evaluation Updates



- SOMAH's Third-Party Evaluator released the final evaluation report in 2021
- Will have a larger report-out on actions on recommendations in Q1 2022
- Report found here <https://www.cpuc.ca.gov/somah/> under "SOMAH Evaluation Reports"



# Other Program Updates & Announcements



- **SOMAH Program Handbook Update**

- Updates include:
  - Application deposit waiver for priority applications (i.e. DACs)
  - DACs benchmark (40% by 2026)
  - Code of Conduct
  - Compliance with Job Training & Tenant Ed. Requirements
  - CalEnviroscreen 3.0 to 4.0
- Expected filing in Q1 2021

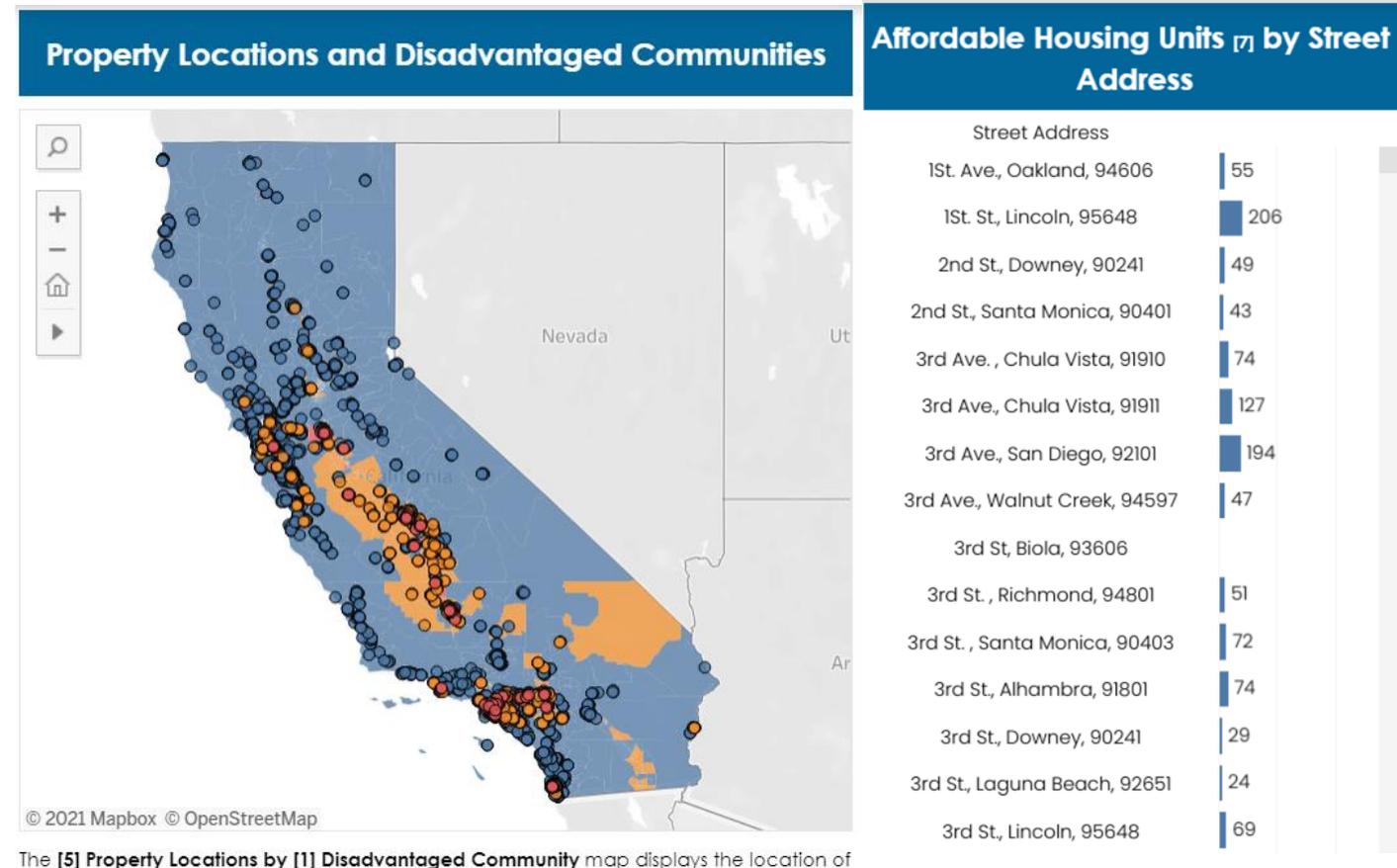
- **Contractors State Licensing Board Update on BESS Installation**

- CA's Attorney General issued stay of enforcement on the July 27 decision to restrict battery energy storage system installation to C-10 contractors.
- C-46 solar contractors may continue to install solar + storage systems.

# Session 1: SOMAH Program Update

## SOMAH Resources - Eligible Properties Map

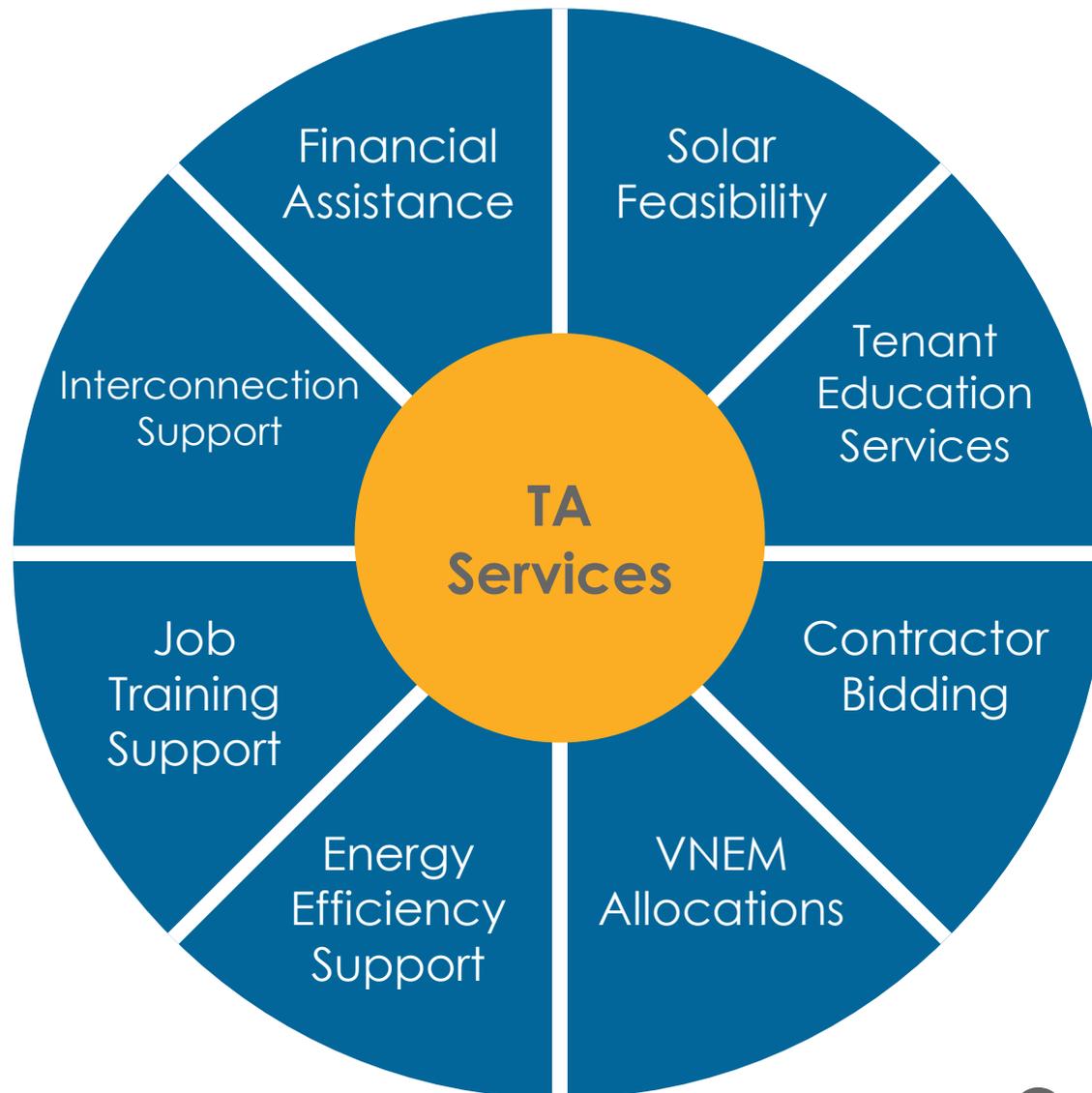
- Tool to identify potential SOMAH properties
- Properties based on SOMAH requirements & current applications
- Tabs
  - Disadvantaged communities (DAC)\*
  - Utility territory
  - Legislative districts
  - Climate zones
- Advanced filters



Visit: [Calsomah.org/eligible-somah-properties-map](https://calsomah.org/eligible-somah-properties-map)

# Session 1: SOMAH Program Update

## SOMAH Resources - Suite of TA Services



**TA helps you navigate the program and provides:**

- Equal access to SOMAH benefits
- Education and Access to Resources
- Overcome Challenging Barriers
- Program, Technical, and Financial Support

## Session 1: SOMAH Program Update

# COVID's continued impacts

- Q2 2021: surveyed SOMAH participants about COVID impact, presented in forum
- Impact of COVID-19 pandemic on SOMAH project installations
  - **74.6%** indicated COVID-19 impacted their operations
  - **61.5%** indicated that their operations were slowed significantly by COVID-19
- Top areas of installation impacted:
  - Staff capacity constraints - **90%**
  - Reduced cash flow - **90%**
  - Permitting delays - **54%**

## Poll:

**Are you still feeling the impacts of COVID-19?**

# Why does environmental justice matter?

## Program Priorities for 2022

People of color and low income communities are living, working, and playing in the state's most polluted environments.

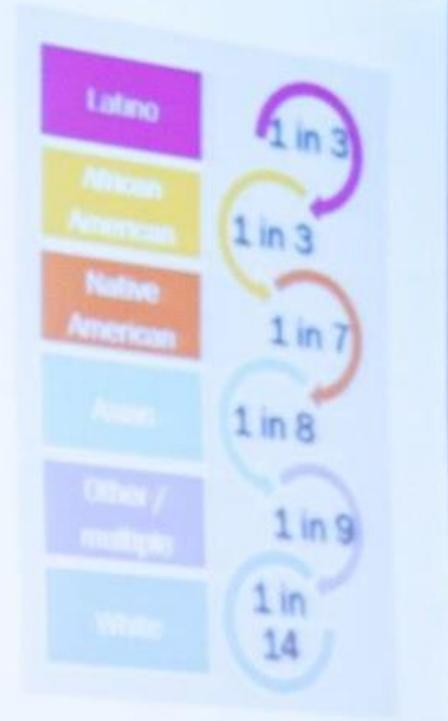


Figure 4: Fraction of Each Racial/Ethnic Group Living in the Top 20% Census Tracts.



# Session 1: SOMAH Program Update

## Goals & Priorities for 2022



1. To increase the program pipeline
2. Measure and increase participation by underserved communities
3. Increase participant diversity



# Session 1: SOMAH Program Update

## Goals & Priorities for 2022



### 1. To increase the program pipeline

- a. Reevaluate & expand program services (*App support and technical assistance*)
- b. Streamline the customer journey (*app resources & communication*)
- c. Enlist additional trusted messengers to co-market SOMAH (*gov. entities, IOUs, CCAs, CBOs, “ambassadors”*)
- d. Make targeted improvements to SOMAH’s financial value proposition (*adjusting incentives, app fee waivers, connecting to financial services*)
- e. Continue participant research (*surveys, focus groups*)

# Session 1: SOMAH Program Update

## Goals & Priorities for 2022



## 2. Measure and increase participation by underserved communities

*Housing in DACs, Farmworker Housing, Tribal Housing*

- a. Handbook 5.0 updates: Formalized DAC goal and application deposit waivers (*Jan 2022 submittal*)
- b. Focused ME&O efforts (*direct outreach, co-marketing, targeted ads + campaigns*)

**NEW DACs Goal: 40% of participating properties by 2026**

# Session 1: SOMAH Program Update

## Goals & Priorities for 2022



### 3. Increase participant diversity:

- a. Reevaluate & expand program services (*App support & Technical Assistance*)
- b. Continued participant research (*surveys, focus groups*)
- c. Focused ME&O efforts (*direct outreach, co-marketing, targeted ads + campaigns*)

## Session 1: SOMAH Program Update

# 2022 ME&O Plan - Goals

1. Engage **property owners** to build and maintain a multiyear **pipeline of diverse projects**
2. Continue to build a robust and **diverse contractor base** and support eligible contractor retention
3. Ensure **sufficient job trainee participation and preparation** for SOMAH job training opportunities or relevant careers
4. **Educate SOMAH-eligible tenants and tenants living in participating SOMAH properties** about the program and how to maximize their benefits
5. Ensure stakeholders are **informed of and helping to co-market** the program

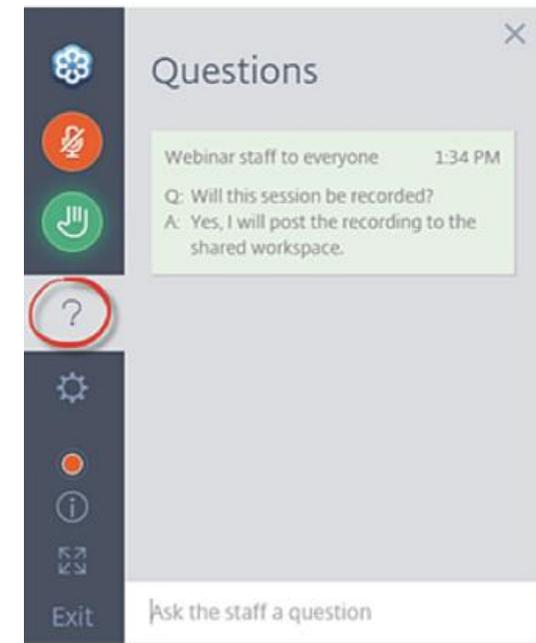
Draft 2022 ME&O Plan will be shared early 2022 for public comment/review

# Session 1: SOMAH Program Update

## Q&A



- Name and organization
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# Session 2: Spotlight on SOMAH's Support Services



Staci Hoell & Sarah Salem



# Session 2: Spotlight on SOMAH's Support Services

## Session Overview



**Staci Hoell**

*Workforce Development Manager*

1. Celebrating completed projects
2. Workforce services
3. Tenant education services



**Sarah Salem**

*Senior Tenant Services &  
Community Based Organization Manager*

# Session 2: Spotlight on SOMAH's Support Services

## Celebrating Completed Projects

### We want to celebrate solar!

As more projects complete, the SOMAH PA wants to help you celebrate with a ribbon-cutting ceremony or other event to:

- Highlight bringing solar to your community
- Raise awareness about SOMAH

We can help with planning and promotion.

Contact: [media@calsomah.org](mailto:media@calsomah.org)





## Sand Creek Apartments Orosi, CA

- 60 units
- 128kW



## Session 2: Spotlight on SOMAH's Support Services

# SOMAH's Job Training Support

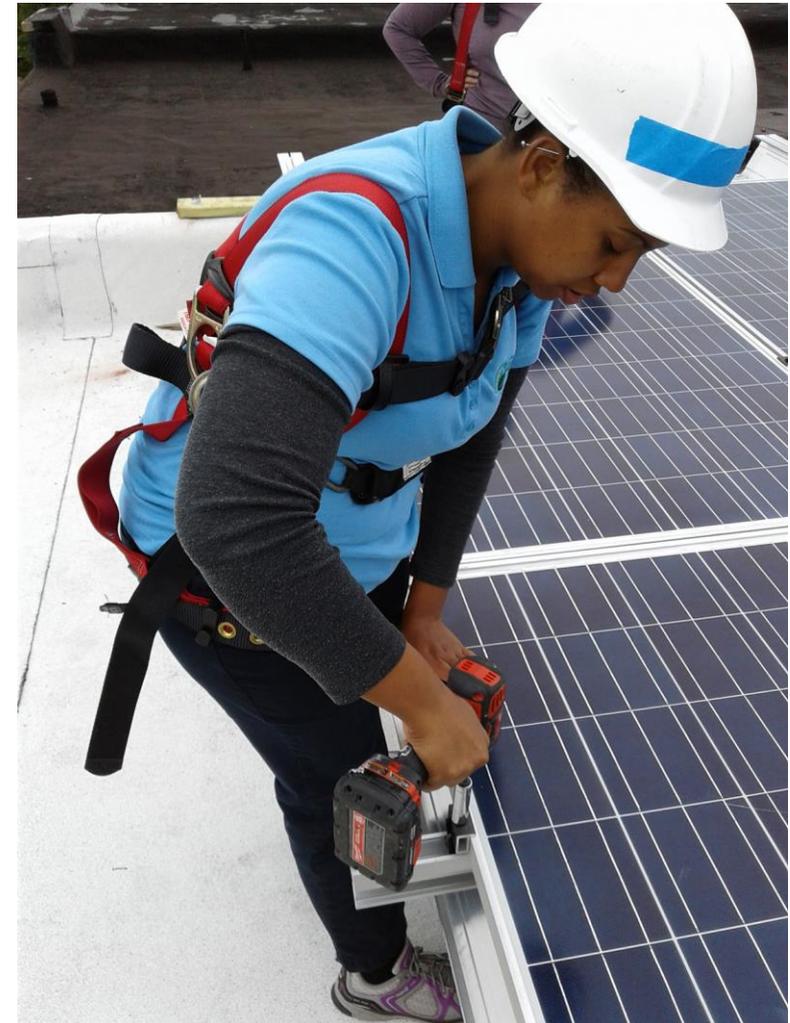


We support contractors in meeting SOMAH's job training requirements, and trainees in getting connected to SOMAH opportunities

### What we provide:

- Recruitment and placement support
- Job training portal guidance
- Connection to local job training organizations
- Education and development

Contact: [workforce@calsomah.org](mailto:workforce@calsomah.org)



## Session 2: Spotlight on SOMAH's Support Services

# SOMAH's Job Training Support - What to expect



### How it works:

- Contact the SOMAH PA *well in advance* for support.
- Enter the training opportunity on the Job Training Portal **at least 60 days before construction begins.**
- We contact local job training organizations and pass along eligible candidates to the contractor/hiring manager.
  - *We can also support with recruiting tenants.*
- Contractor contacts, interviews, and selects trainees.

## Session 2: Spotlight on SOMAH's Support Services

### So far, we've had some great success



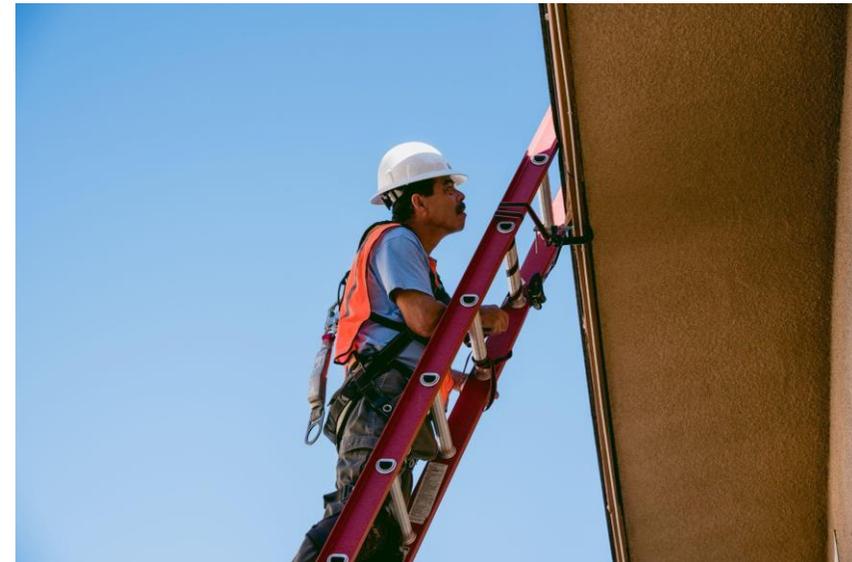
- Connected nearly **80** eligible job trainees to contractors
- Contractors have reported hiring **3** job trainees for their permanent workforce.
- One tenant has participated as a job trainee.
- Over **80%** of SOMAH's hired trainees are priority or targeted hires



## Session 2: Spotlight on SOMAH's Support Services

### Support for job-seekers

- Career development events and resources
  - **Past events:** Solar Career Pathways, Resume Workshop, Interview Workshop
  - **Dec. 16:** Know Your Employment Rights Training
  - **Upcoming resources:** Monthly newsletter, online training courses
- JTO Directory - Connection to job training programs to kick-start your solar career journey
- Job Training Portal - Connection to employers



# Tenant Requirements

## TWO TENANT AFFIDAVITS:

1. Affidavit Ensuring 100 Percent Tenant Economic Benefit

1. Affidavit Ensuring Tenant Education



# Session 2: Spotlight on SOMAH's Support Services

## Tenant Education Requirements



### Tenant Education Requirements:

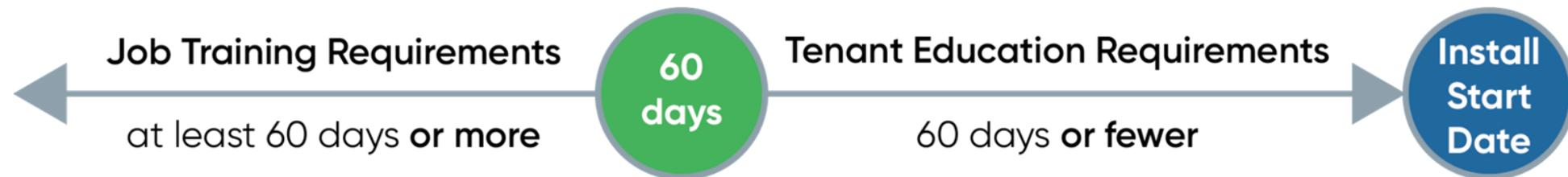
Provided SOMAH approved education materials to all tenants **60 days or fewer** prior to the start of construction.

**#1**

- a. Direct delivery to residence OR
- b. Mailer sent via U.S. Postal Service

**#2:** at least one or more of the following

- a. Email notification
- b. Tenant meeting/workshop
- c. Other:



## Session 2: Spotlight on SOMAH's Support Services

# Tenant Education Services



Free tenant education support services to help projects reach their tenant education requirements:

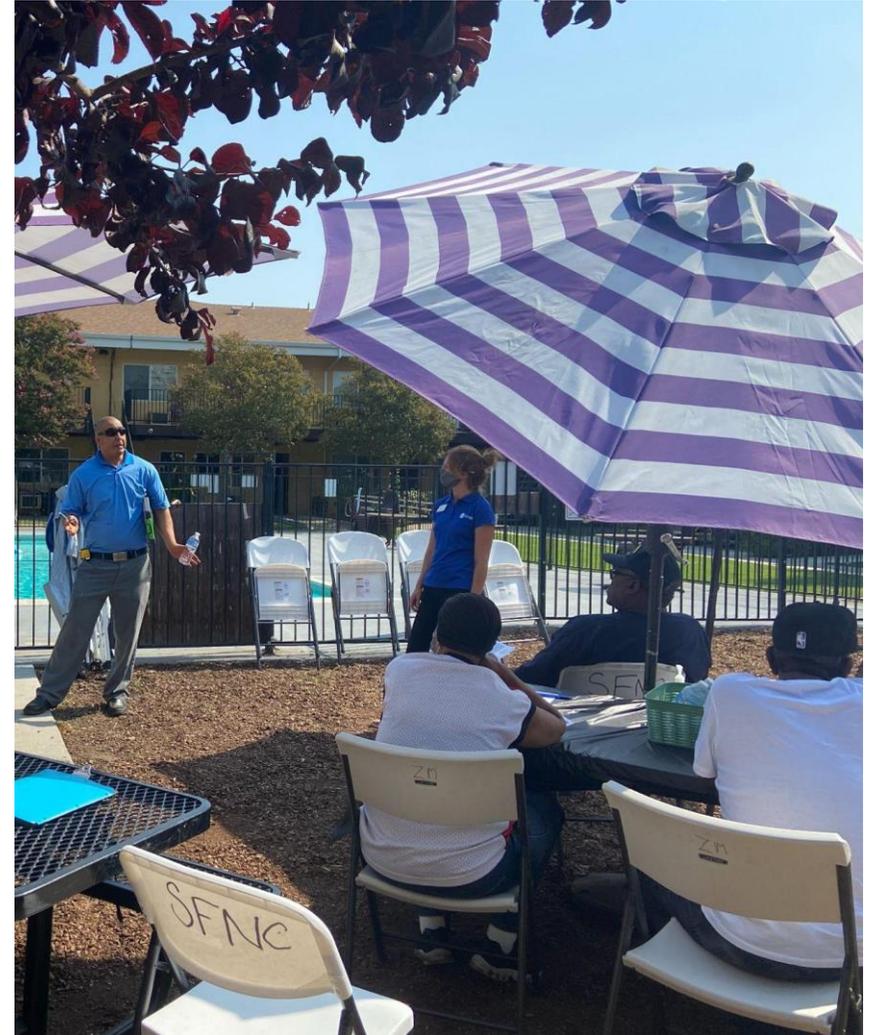
- Tenant Education 101 meeting
- Tenant Education “train the trainer”
- Tenant Education Service workshops

**Apply now at:**

**[bit.ly/SOMAH-TE-Services](https://bit.ly/SOMAH-TE-Services)**

**or email us at:**

**[tenants@calsomah.org](mailto:tenants@calsomah.org)**

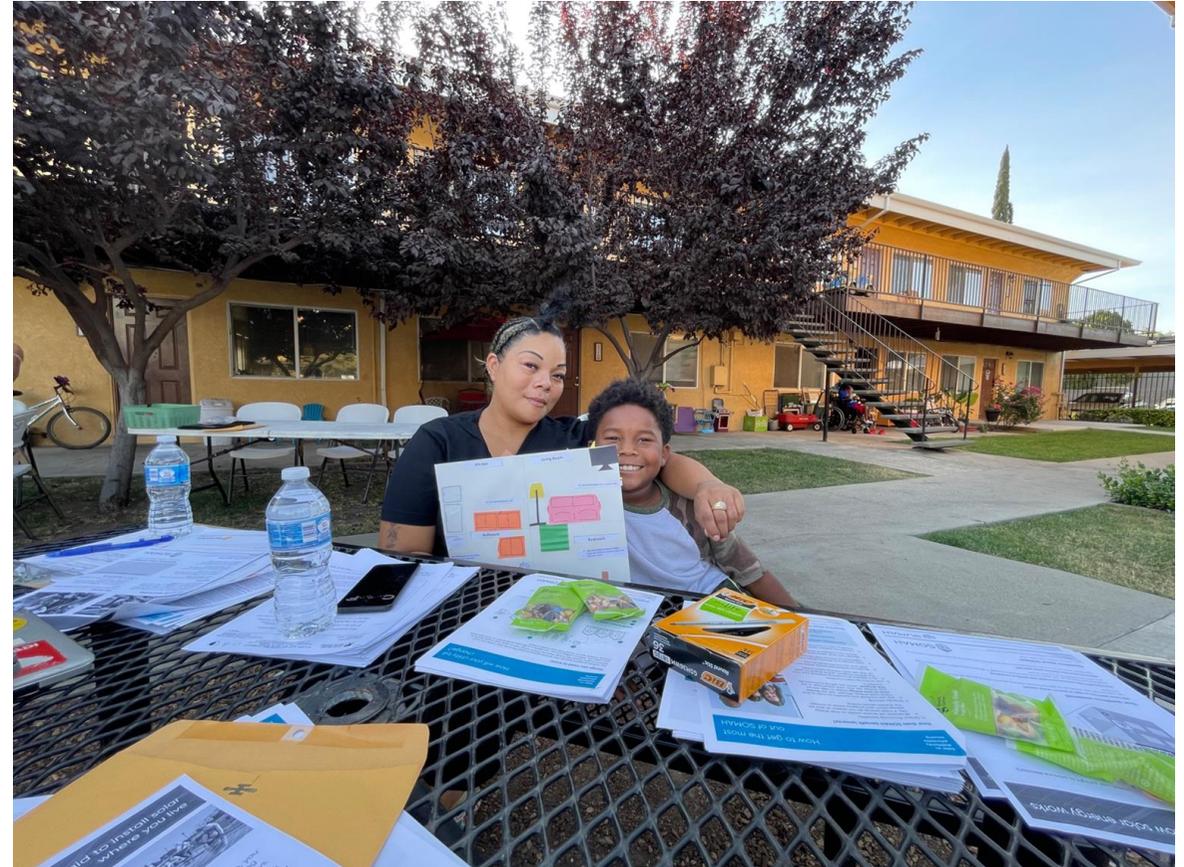


# Session 2: Spotlight on SOMAH's Support Services

## Tenant Education Services: What to expect



- **Personalized** tenant education workshop
- **Support** from the SOMAH PA and your local CBO partner
- **Free** service for any project that has received a Proof of Project Milestone approval



# Session 2: Spotlight on SOMAH's Support Services

## Tenant Education Services: What to expect



### 1. Submit:

- Tenant Services Intake Form
- Apply as early as you would like, ideally **60 days or more** before install

### 2. Consider | Create | Collaborate:

- Follow up email or call
- Identify needs and specifics
- Finalize workshop details

### 3. Implement:

- SOMAH Tenant Services team conducts workshop!



## Session 2: Spotlight on SOMAH's Support Services

### Tenant Education Services

### Coventry Apartments | Stockton, CA

#### Project Highlights:

- Coordinated with contractor & on-site manager
- 4 outdoor workshops over 3 days
- Workshop topics:
  - SOMAH overview
  - Job training
  - Youth activities
  - Special needs



# Session 2: Spotlight on SOMAH's Support Services

## Tenant Education Services

### Coventry Apartments | Stockton, CA



Welcome Ms. Anissa Bailey!

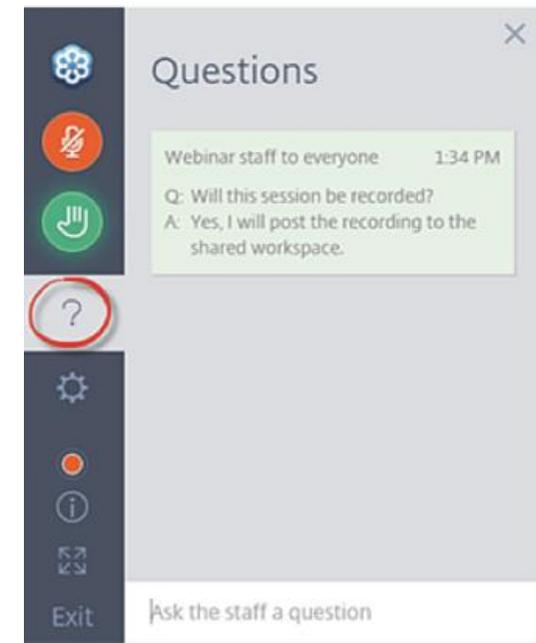


## Session 2: Making the most of SOMAH's TA Services

# Discussion/Q&A



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# Wrap Up & Next Steps

Jaimie Joo



## Session 1: SOMAH Program Update

# Upcoming Events



- **November 17:** Fair Chance Hiring Workshop for Contractors & Solar Employers
- **December 2:** Financial Technical Assistance Basics: Know Your Solar Options
- **December 9:** SOMAH Contractor Eligibility Training
- **December 16:** “Know Your Employment Rights” Workshop for Job Trainees
- **January 27:** SOMAH Contractor Eligibility Training

Register at [calsomah.org/events](https://calsomah.org/events)

## Session 1: SOMAH Program Update

# Request for Applications

### Join the Job Training Organization Task Force!

As a Task Force member, you will advise the SOMAH Program Administrator on:

- Local hiring initiatives
- Strategies to engage job trainees
- Maximizing trainee benefits

Applications are due by **Friday, December 10.**

**Apply at [CalSOMAH.org/job-training-organization-task-force](https://CalSOMAH.org/job-training-organization-task-force)**

# Wrap Up & Next Steps

**Share Your SOMAH Experience**  
Encourage others to get involved

We're looking for:

- Participants to interview
- Photos from projects
- Stories to tell

Interested in being featured?

**Contact: [contact@CalSOMAH.org](mailto:contact@CalSOMAH.org)**



# Wrap Up & Next Steps

## Follow us!

For the latest news and updates about the program:

- Subscribe to our newsletter: **[calsomah.org/email-sign](https://calsomah.org/email-sign)**
- Follow/like us at @CalSOMAH on
  - [Twitter](#) | @CalSOMAH
  - [Facebook](#) | facebook.com/CalSOMAH
  - [Instagram](#) | @calsomah
  - [LinkedIn](#) | linkedin.com/company/calsomah/

## Looking Ahead & Next Steps

### What's Next?

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# Questions & Feedback



*Email: [contact@CalSOMAH.org](mailto:contact@CalSOMAH.org)*

*Web form: [CalSOMAH.org/contact-us](https://CalSOMAH.org/contact-us)*

*General hotline: 858-244-1177 ext. 5*

*Tenant hotline: 800-843-9728*



HOUSING

Thank you!

