



# Community Impact Report Update

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KJ Janowski

Director of Marketing and Community Affairs

# Objective

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Increase awareness of Peninsula Clean Energy as a not-for-profit, locally controlled agency that helps people save money and improve the environment by providing clean energy and reinvesting in the community

# Content

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- Overview of Peninsula Clean Energy
  - Letter from CEO – vision, mission, purpose of this report
  - What we are and what we do (“how it works” illustration)
- Where does the Power Come From?
  - Power Mix
  - Wright Solar (incl. photo)
- Energy Resiliency
  - Description of our program – interview with Siobhan Doherty
  - Quotes from Dr. Shruti Dhapodkar (County public health) and Harvey Rarback (HMB)

# Content

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- Education Programs
  - Interviews and photos with teachers who went through SMELC Teacher Fellowship program and with Superintendent Nancy McGee
  - Overview of SMELC Teacher Fellowship
- Programs/Reinvesting in the Community
  - Healthy Home Connect Program
    - Interviews with El Concilio, Franklin Energy (fka Build it Green), customer(s) who have been helped by the program
  - EV Programs
    - Interviews with 2 customers who have participated in the Drive Forward used EV program

# Content

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- Green is Good for Business
  - Interview with SamTrans
  - Interview with Lyngso
- Calls to Action
  - EV Charging Infrastructure Program
  - DriveForward
  - Upgrade to ECO100
  - Stay informed

# Format and Distribution

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- Free-standing insert into local editions of papers (Total Circulation: 150,000)
  - San Mateo Daily Journal
  - The Almanac
  - The Half Moon Bay Review
  - The Mercury News (San Mateo County recipients)
  - San Francisco Chronicle (San Mateo County recipients)
- Target availability: mid-April prior to Earth Day
- Print overrun
- Total Cost: ~\$30K all-in