

Project Descriptions

Community Outreach and Key Account Services

The main focus of my fellowship at SJCE was in the project area of community outreach and key accounts services. As a newly launched community energy program, it was important to communicate the goals and missions of SJCE to the city's residents and businesses. As a member of the accounts services team, I was able to assist in a range of projects centered around outreach and servicing our valued customers.

- Organize, attend, and present at community events with the goal of helping customers understand changes in their electricity services while also communicating the benefits of SJCE
 - Events include neighborhood & business association meetings, leadership groups, holiday celebrations/ festivals, bill clinics, library story times, corporate brown bags
- Key account outreach focused on ensuring large commercial customers have information regarding SJCE's services with the goal of establishing a relationship that can be leveraged for future collaborative opportunities.
 - Provide analyses such as projected cost savings or emissions reductions
 - Communicate future program opportunities and garner interest as to guide our program roadmap development



Launching San José Clean Energy

As a small team of 18 people servicing a community of over 1+ million residents, it was truly a collaborative effort to successfully launch SJ's community energy program. I was fortunate to have an opportunity to assist many teams and gain experience in a range of subject matter.

- Assisted with regulatory filings with the CA Independent System Operator to establish participation in the wholesale power markets
- Created model for estimating city-owned EV infrastructure costs
- Reviewed long-term power procurement projects
- Developed outreach materials such as blog posts & informational fliers
- Created summary reports of customer bill invoices for tracking revenues



Achievements / Results / Outcomes

Community Impact

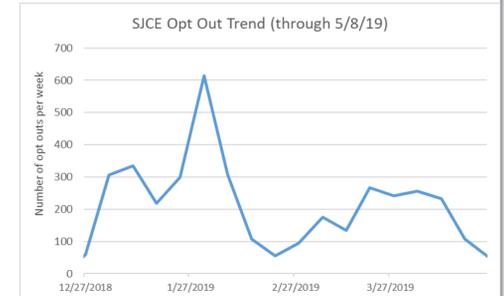
- Over \$2M saved community wide on electricity bills
- 2.5M tons of carbon avoided in San José (equiv. to taking over 525k cars off the road)

Community Outreach

- Participated in over 100 community events
- 1+ million impressions through social media and news outlets

Enrollment Statistics

- 309k active service agreements
- 98.7% participation rate
- 887 customers opting up to TotalGreen (100% Renewables)



Lessons Learned / Fellow Experience

Successful Strategies:

- Be open to taking on different tasks even if it is outside the scope of the original project
- Utilize colleagues and other fellows as valuable resources
- Strategize early, and take advantage of professional development opportunities tailored to your project or other areas of interest

Recommendations for Improvement / Program Expansion:

- Coordinate collaborative opportunities with fellows in similar topic areas or locations

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Jared is a graduate from the University of San Francisco with a dual M.B.A. / M.S. in Environmental Management. After his fellowship, Jared is planning to continue working at SJCE on the accounts services team, and is committed to continuing his work helping local communities achieve energy-related GHG reduction goals.



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