



12th Annual CCEC Forum: Lunch 3

August 11, 2021 | 12:00 - 1:00 pm

Building Equity into Policy & Programs with SOMAH





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SOMAH



Zoom Features

Microphone

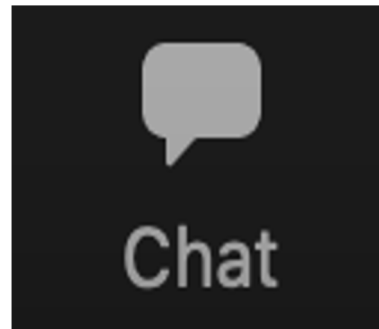
Keep yourself **muted** so that we can hear our speakers clearly

Unmute yourself when speaking



Chat

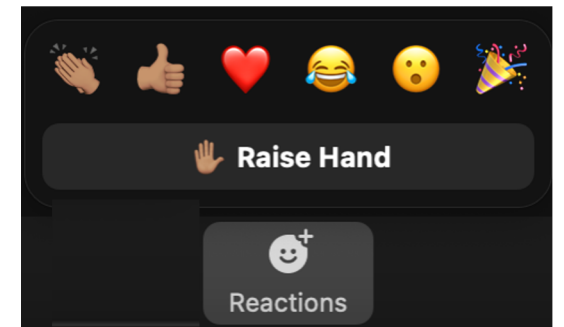
Communicate with other participants or reach out to LGC staff if you encounter technical issues.



Reactions

Click the icon to raise your hand to ask to speak verbally.

We encourage the use of emojis!





Meet our Speakers!



Moderator

Kajsa Hendrickson

*Project Manager,
SOMAH*



Sarah Salem

*Senior Tenant Services &
Community Based
Organization Manager,
SOMAH*



Staci Hoell

*Workforce Development
Manager,
SOMAH*



SOMAH

SOLAR ON MULTIFAMILY AFFORDABLE HOUSING

Building Equity Into Policy & Programs with SOMAH

Presenters: Kajsa Hendrickson | Staci Hoell | Sarah Z Salem



Poll Question # 1

Centering Equity & Environmental Justice

Session goals:



1. Understand the advocacy work and groups that contributed to SOMAH's existence.
2. Understand the makeup of the communities we serve and our responsibilities to them.
3. Understand our job training, tenant education and community-based partnerships and how they contribute and help implement an equitable program.
4. Identify if there are opportunities to partner with SOMAH and bring program benefits to your community.

Largest solar investment in the country

- **First of its kind**, pioneering inclusion of economic, environmental, and community change
- Designed **with communities**
- **Single program administrator** creates advances accessibility
- All **non-profit** administration team

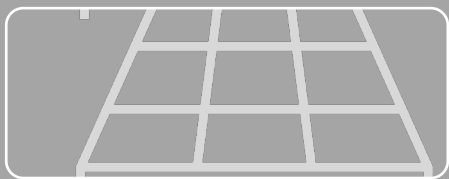


SOMAH

Designed to...



Incentivize solar adoption on multifamily affordable housing



Install **300 megawatts** of generating capacity **by 2030**



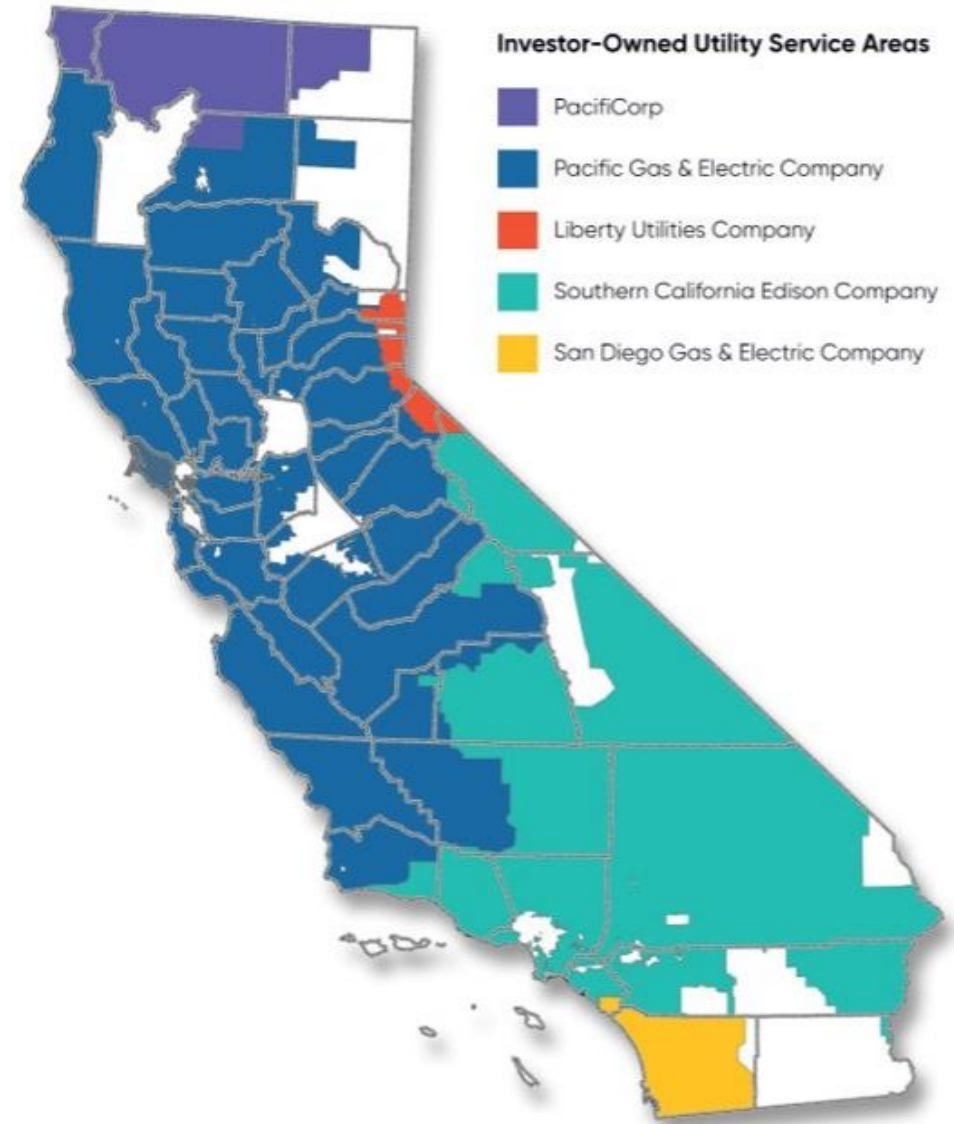
Benefit **owners and tenants**



Increase energy efficiency + **offset emissions**

In these Investor-Owned Utilities...

- PacifiCorp
- Pacific Gas & Electric
- Liberty Utilities
- Southern California Edison
- San Diego Gas & Electric



Funded through...

- Up to **\$100 million** annually over 10 years already allocated
- Funded by **greenhouse gas auction proceeds**, *not taxpayer dollars*
- **90%** of total budget goes to incentives

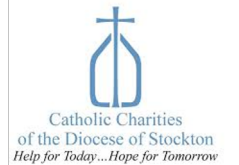


Centering Equity & Environmental Justice

How was SOMAH created?



Susan Eggman
State Assemblymember
Stockton























VOTE SOLAR

Centering Equity & Environmental Justice

Who do we serve?



Pollution Burden		Population Characteristics	
Exposures	Environmental Effects	Sensitive Populations	Socioeconomic Factors
 Ozone  PM2.5  Diesel Particulate Matter  Drinking Water Contaminants  Toxic Releases from Facilities  Traffic  Pesticide Use	 Solid Waste Sites and Facilities  Cleanup Sites  Groundwater Threats  Impaired Water Bodies  Hazardous Waste Generators and Facilities	 Asthma  Cardiovascular Disease  Low Birth Weight Infants	 Educational Attainment  Housing Burdened Low Income Households  Linguistic Isolation  Poverty  Unemployment

Centering Equity & Environmental Justice

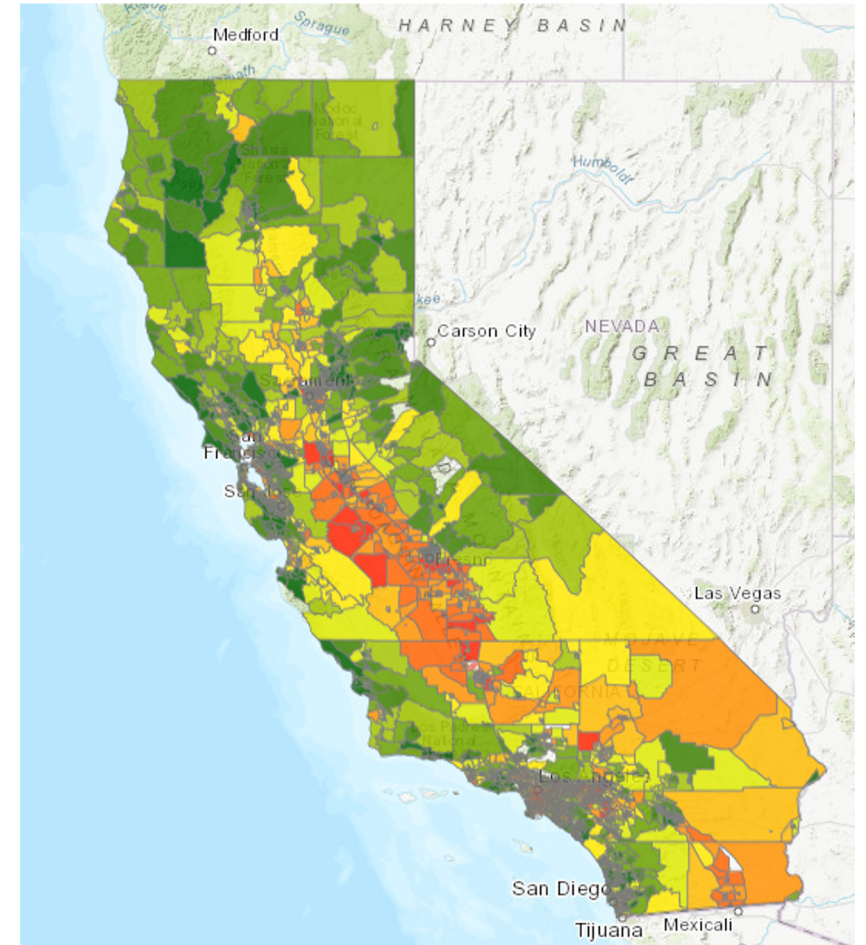
Who do we serve?



CalEnviroscreen 3.0

- Multiple pollution sources disproportionately concentrated in low-income communities with high “minority” populations
- Socioeconomic stressors are associated with increased sensitivity to pollution
- Combination of multiple pollutants and increased sensitivity result in higher cumulative impacts

[“CalEnviroscreen 3.0”](#) Office of Environmental Health Hazard Assessment



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How was SOMAH created?



“The analysis shows clear disparities with respect to the racial makeup of the communities with the highest pollution burdens and vulnerabilities. **Latinos and African Americans disproportionately reside in highly impacted communities** while other groups tend to reside disproportionately in less impacted communities. This trend is observed across all three age groups evaluated (under 10, 10 through 65, and over 65) and becomes **even more pronounced for Latino and African American children under 10 years of age.**”

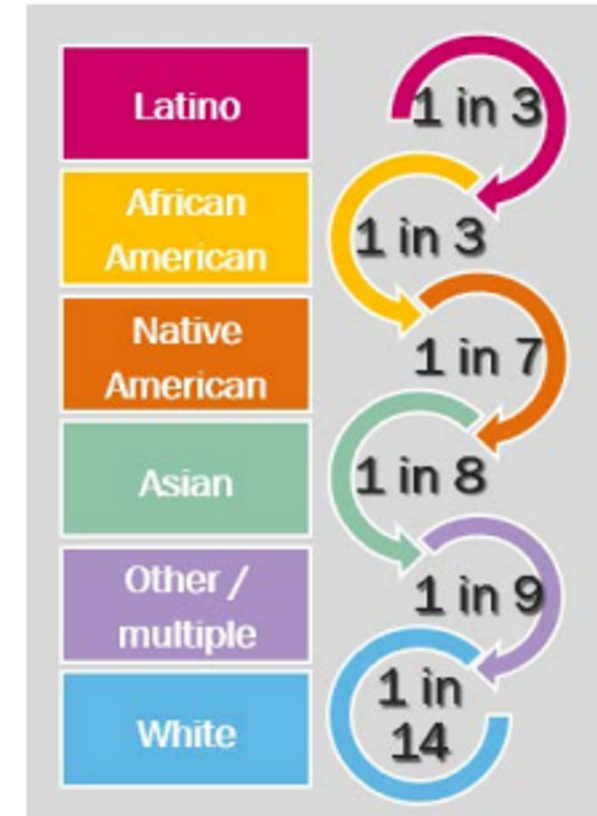


Figure 4: Fraction of Each Racial/Ethnic Group Living in the Top 20% Census Tracts.

Increasing access with...

- Minimum **51% of financial benefit** directly to reduce tenant energy bills
- **Required job training** on each project
- **30%** of SOMAH's active applications are **in Disadvantaged Communities (DACs)***

*DACs are defined by [CalEnviroScreen](#) SB 535



On properties with...

- At least **five** units
 - **Deed-restricted** low-income residential housing
 - Existing building or retrofit
 - **Virtual net metering** with **separately metered units**
 - Located in a **disadvantaged community** according to CalEnviroScreen 3.0
- or**
- **80% of property residents** have incomes at or below **60% of the area median income**

SOMAH's Current Projected Impacts



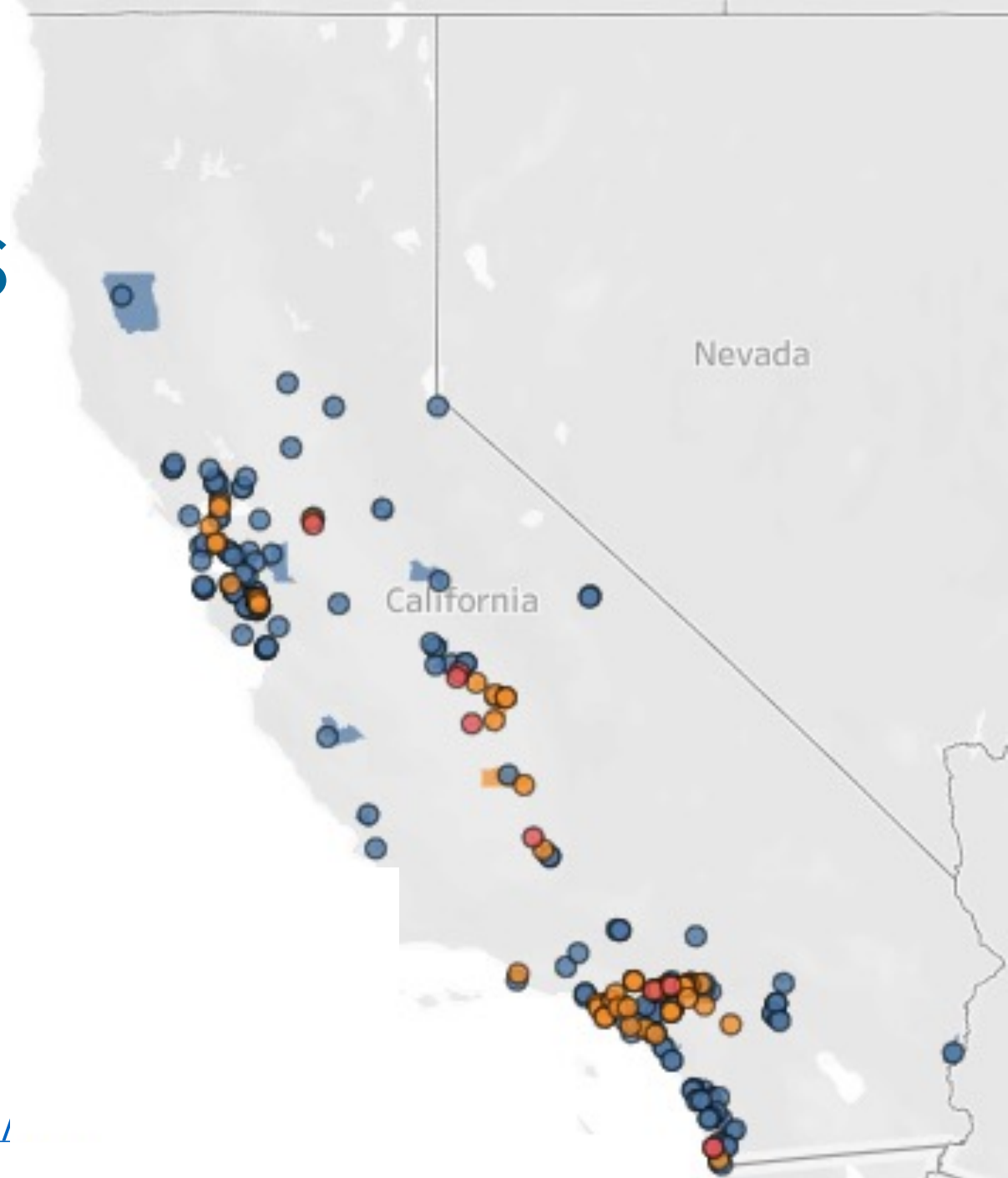
401 apps



775 job training opportunities



53,080 job hours



<https://www.californiadgstats.ca.gov/charts/>

SOMAH's Long-Term Projected Impacts



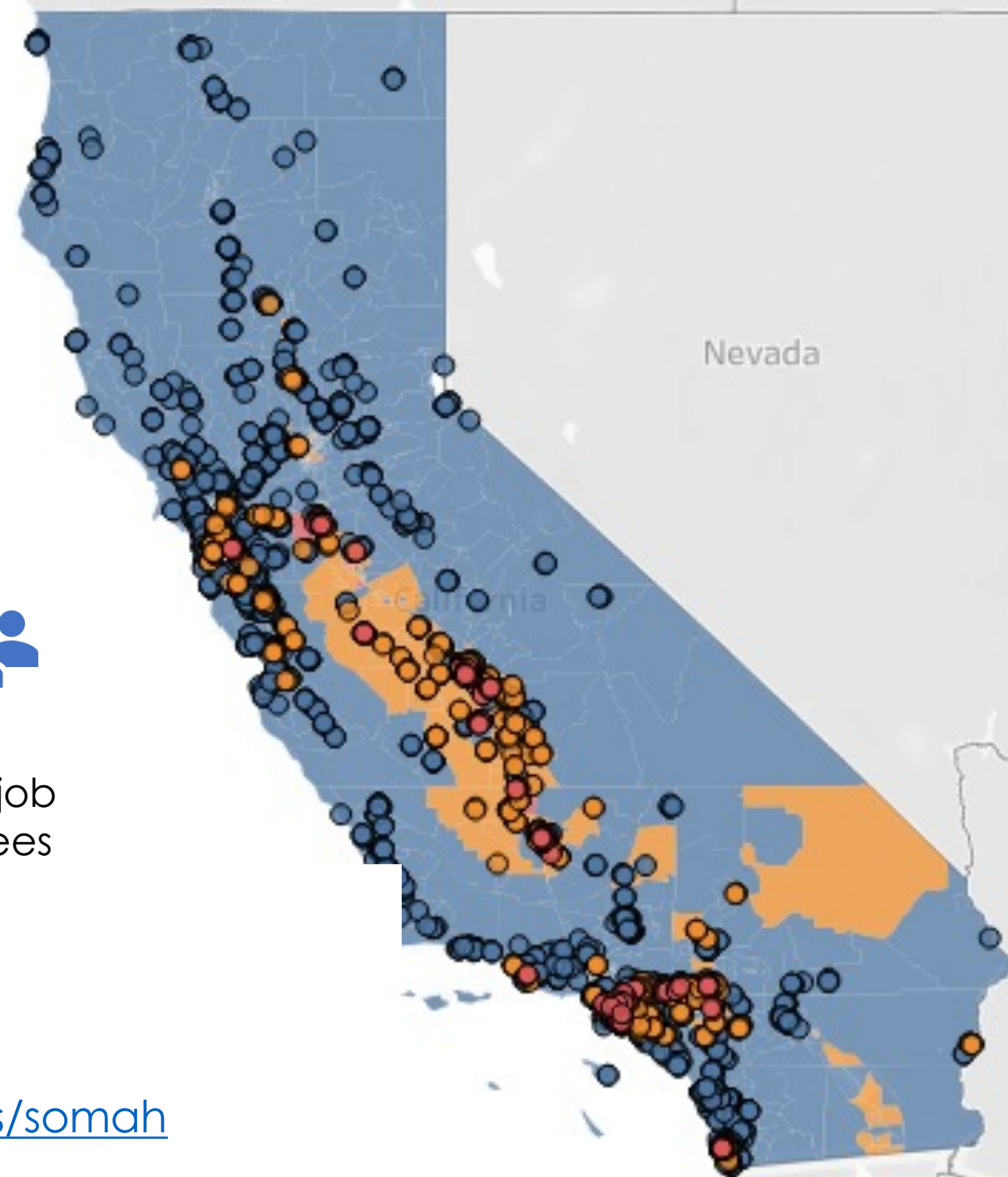
3,500+ potential
properties



250k+ eligible
households



3000 job
trainees



<https://www.californiadgstats.ca.gov/charts/somah>

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What are we doing to ensure equity?



Legislation

- Requires offset of electricity usage by low-income tenants
- No cost passed on to the tenants
- Local economic development specifically in DACs

Handbook

- Set clear guidelines on all the above and included tenant protection language and tenant allocations

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What are we doing to ensure equity?



Programmatic

- Advisory Council
- Public Forum

Consumer Protection

- Active contractor licenses
- Bidding form for Track A projects
- Tenant Benefits Affidavit

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What are we doing to ensure equity?



Technical Assistance

- Free Upfront TA (Track A) for property owners
- Standard TA for Track A and Track B participants

Job Training

- Job Training Organization Task Force
- Trainee resources and support

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What are we doing to ensure equity?



Tenant Education

- Strategies
- Protection

Marketing, Education, and Outreach

- CBO Partnerships
- Data-driven

Job Training & Workforce Development

Job Training

SOMAH contractors are required to hire and pay **1-2 job trainees** for each SOMAH project for positions in:

- Project design/engineering
- PV installation
- PV commissioning and maintenance



SOMAH: increasing access to solar jobs



- Students/trainees from job training organizations and tenants of SOMAH properties are eligible to participate
- Aiming to have **50%** of trainees on SOMAH projects be:
 - **Local hire:** live in the counties or communities that the project is in
 - OR a **targeted hire** (affordable housing residents, women, black and indigenous people of color, justice-impacted, single parents, facing barriers to employment)

Building an equitable solar workforce

- SOMAH wage floor = 1.4x local minimum wage
- Job Training Organization Task Force
- Career development resources and workshops
 - Resume support, interview and negotiation skills
 - "Know Your Rights" workshop
 - Fair Chance Hiring workshop for contractors



Tenant Education

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Why does Tenant Education matter?



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Why does Tenant Education matter?



- Reduces tenant confusion and discomfort
- Centers tenant community voices
- Informs tenants of SOMAH's benefits
- Aware of changes associate with SOMAH
- Able to benefit from SOMAH's job training opportunities
- Ensure tenant and installer safety

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Why does Tenant Education matter?

Goals: To ensure participating SOMAH tenants receive SOMAH-approved information on energy efficiency, time of use rate (if relevant), tiered-rate, bill interpretation, solar training opportunities, and resources for additional support and information.

Host Customers are required to meet the two tenants' education requirements **60 days or fewer, prior** to the start of construction.

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Tenant Education Requirements



TWO TENANT AFFIDAVITS:

- Affidavit Ensuring 100 Percent Tenant Economic Benefit
- Affidavit Ensuring Tenant Education

FREE TENANT EDUCATION SUPPORT:

- SOMAH Tenant Education Services
- Tenant Education 101 meeting
- Tenant Education “train the trainer”

Poll Question # 2

Community-based Organizations Partners

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Community-based organization partnerships



- Who are our CBO partners?
- Who do they serve?
- What are scopes of work?

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Who are SOMAH's CBO Partners?



Community Based Organization Partners

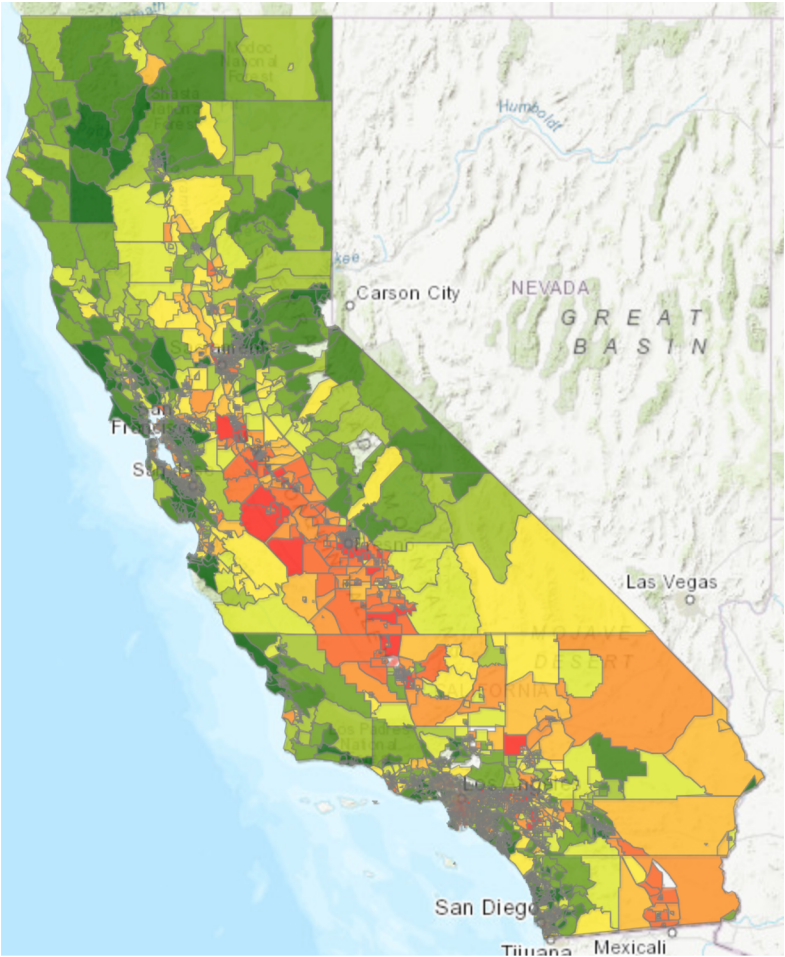


COMMUNITIES
FOR A BETTER
ENVIRONMENT
established 1978



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Community-based organization reach



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CBO areas of impact



- **Asian Pacific Environmental Network**
 - Richmond
 - Oakland



- **Communities for a Better Environment**
 - East Oakland
 - Richmond
 - Southeast LA
 - Wilmington

COMMUNITIES
FOR A BETTER
ENVIRONMENT
established 1978

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CBO areas of impact



- **Environmental Health Coalition**

- National City
- Barrio Logan
- City Heights



- **California Environmental Justice Alliance**
 - State-wide



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CBO areas of impact



- **Self-Help Enterprises: Community Development**
 - Fresno
 - Kern
 - Tulare



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CBO scope overview



1. Support marketing, education and outreach efforts:

- Community members at large
- Property owner & host customer
- Tenants
- Job trainees
- Governmental agencies

2. Inform SOMAH regulatory decisions:

- Handbook changes
- Monitoring and evaluation process

3. Provide community voices



Poll Question # 3

Breakout Groups

What do equity focused parts of your programs look like?

How can SOMAH serve your community?

Debrief

Thank you!



Website: **CalSOMAH.org**

Email: **contact@CalSOMAH.org**

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



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.



Thanks again to...

Our sponsors for making the forum possible!



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Upcoming Events



12th Annual California Climate & Energy Forum

Transforming Tomorrow Together

August 3 - 19, 2021

Post-Session Survey:
bit.ly/CCEC-Post-Session-Survey

WEEK 2

- **8/11 Webinar 6:**
Incorporating Environmental Justice Priorities into Regulatory and Enforcement Policy
- **8/12 Webinar 7:**
The Future is Local: Just and Equitable Clean Energy Transformation
- **8/12 Lunch 4:**
BPC Spotlight Event: How Local Governments Can Be Competitive in Today's Funding Climate
- **8/12 Webinar 8:**
Preparing Workers to Build Back Cleaner

To view the entire program visit eecoordinator.info/forum-program/