SAN JOSE CLEAN ENERGY
A Program of the City of San José

CITY OF SAN JOSE
CAPITAL OF SILICON VALLEY

SUPPLIER DIVERSITY

2025 ANNUAL REPORT | 2026 ANNUAL PLAN

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INTRODUCTION

San José Clean Energy (SJCE) is San Jose's local, not-for-profit electricity supplier operated by the City of San José.

Since 2019, we have provided locally controlled community-based programs and clean energy for residents and businesses at fair rates with transparency and accessibility.

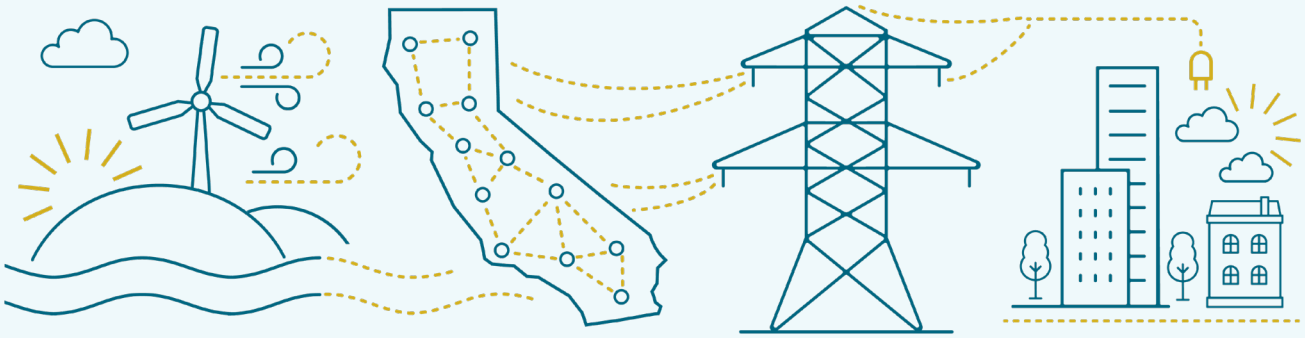
MISSION
Powering a better choice today for a cleaner tomorrow.

VISION
A city where everyone has access to affordable clean electricity.

VALUES

E	**Equity**	We advance better outcomes for every person in our community.
P	**Progress**	We set ambitious goals to promote an affordable clean energy future.
I	**Integrity**	We embrace honesty, accountability, and opportunities to improve.
C	**Community**	We energize and empower our neighbors through excellent customer service.

How It Works



SOURCE
SJCE
Sourcing and building cleaner energy

GRID
CALIFORNIA
Flowing clean energy into our state's power supply

DELIVERY
PG&E
Delivery energy, maintaining lines, serving customers

CUSTOMER
YOU
Using cleaner energy, preserving the environment

LETTER FROM THE DIRECTOR

With nearly one million residents, San José is one of the most diverse large cities in the United States. We've been shaped by a rich history of immigration and innovation; it permeates every aspect of life in San José. We appreciate this diversity and celebrate the people who live, work, and play in San José.

SJCE envisions a city where everyone has access to safe, clean electricity at fair rates. Advancing equity and inclusion is central to this mission. Our work includes building and sustaining partnerships with local community-based organizations, engaging small businesses, supporting workforce development programs, and collaborating with City departments to promote inclusive procurement practices.

SJCE provides competitively priced clean energy options and reinvests revenues back into the community. Through incentive programs for residents and businesses, we support the local workforce, reduce greenhouse gas emissions, lower costs for ratepayers, and promote equity. In 2025, the City Council approved $14 million for fiscal year 2025–2026 to fund new SJCE initiatives that expand access to clean energy, support low-income communities, and accelerate electrification across the city.

In 2025, SJCE achieved several key milestones:

- Launched a demand response program for businesses
- Developed a rate stability policy to help keep customer rates predictable
- Achieved approximately 8.5% systemwide savings compared to PG&E's bundled service, all while delivering 62% renewable energy
- Established a workforce development program offering scholarships to individuals facing significant barriers, including low-income residents, single parents, formerly incarcerated individuals, and those experiencing housing insecurity
- Prioritized union labor, workforce development, community engagement, and environmental stewardship in project selection criteria
- Offered rebates for low-cost solar and battery storage installations and provided interest-free battery storage financing for low-income homeowners
- Advanced building electrification by providing EcoHome rebates for heat pump upgrades, with targeted support for environmental justice communities
- Led targeted community outreach efforts within priority communities

I am pleased to share our 2025 supplier diversity results and our action plan for 2026. This year marks our largest diverse supplier spend to date, and we look forward to continuing our efforts to make vendors aware of the Supplier Clearinghouse and support qualifying vendors through the certification process.

Sincerely,

Lori Mitchell
Director, San José Clean Energy

About San José Clean Energy

SJCE is California's largest single jurisdiction Community Choice Aggregator (CCA). Meaning, one public agency offers a program to purchase energy for its community. Operated by the City of San José, SJCE provides residents and businesses with renewable power options at competitive rates. SJCE is governed by the San José City Council, comprised of eleven elected officials, with input from a community advisory commission.

All revenues stay in San José. We're "owned" by the community. We don't have to charge extra to generate a profit or pay dividends to shareholders, which helps keep our prices competitive. As a public program, SJCE is also able to utilize green bonds, a financial mechanism that helps us save money for our customers. Plus, we invest in local programs that create value for all residents and businesses in San José.

SJCE By the Numbers

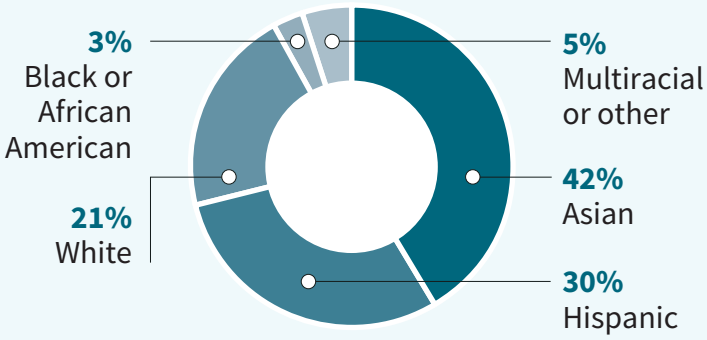
Over
350,000
customer accounts
representing almost one million residents and 27,800 businesses, received 62% or 100% renewable energy in 2025

Over
97%
participation
from eligible customers in San José in 2025

Over
79,000
low-income customers
saved $10M through the SJ Cares program in 2025

Added over
1,000
megawatts
of new renewable energy and storage resources since 2019

San José Diversity Numbers



San José race/ethnicity representation

43%
Foreign born population

59%
Households speak a non-English language at home

SECTION 9.1.1

Description of Supplier Diversity Program Activities During the Previous Calendar Year

Internal Activities

Staff Engagement

SJCE contract management staff met multiple times during the year to discuss supplier diversity requirements and how to include supplier diversity in solicitations, communicate current and upcoming contracting opportunities, and how to encourage vendor participation in the vendor survey noted below. Staff continue to explore ideas to improve data collection and outreach efforts to help vendors with program awareness and possible certification.

Vendor Survey

SJCE also revised its voluntary vendor survey to streamline questions and include new questions about workforce location and subcontractor certifications. While survey responses remain low, we did receive responses from new vendors and helpful feedback on how to help eligible vendors interested in certification.

CPUC CCA collaboration

SJCE appreciates the opportunity to meet with CPUC staff and fellow CCAs to discuss program updates, events and opportunities to collaborate. While SJCE was unable to travel to attend the 2025 Supplier Diversity En Banc and Expo, we shared the event with our partners and look forward to attending the 2026 event in South San Francisco.

City Collaboration

Staff engaged other departments to explore related City initiatives and opportunities for collaboration. SJCE staff met with the Office of Economic Development to discuss small business engagement and the supplier diversity program. SJCE learned more about the Office's engagement with small businesses and brainstormed ideas for SJCE to engage business, including attending neighborhood business association meetings.

The City's Office of Racial and Social Equity (ORSE) held a meet and greet with vendors specializing in equity trainings and organizational development. These are vendors that all City departments can use. SJCE shared supplier clearinghouse information with ORSE to promote program awareness amongst the vendors.

> "Language equity is one of the key components of **both racial equity and social justice.**"
>
> City's Language Equity Policy

As the City's Language Equity Policy emphasizes, "language equity is one of the key components of both racial equity and social justice." This year, City staff received a training to increase awareness of the City's language access policies and guidelines to provide equitable access to language assistance services for all City programs and services for limited and/or non-English speakers. As part of this effort, SJCE translates its websites and marketing materials to Vietnamese, Spanish and Mandarin.

Labor & Workforce Development

In 2025 City Council approved two workforce development programs to support existing local training programs. Developed with local stakeholder feedback from community colleges, unions, labor groups, and the City's economic development teams, these programs will expand training and prepare a skilled local workforce for building electrification and other clean energy jobs. The program funding will support hundreds of new skilled trainees entering the buildings trades and auto repair workforce and includes multiple grants to fund the purchase of new electrification-related training equipment (EVs, heat pumps, basic electric equipment, etc.) and the development of new curricula to support classes at local training facilities. Additional program resources will fund scholarships for students in electrification-related training programs through the San José-Evergreen Community College District.

In May of 2025 SJCE received approval from City Council to include Workforce and Environmental Stewardship Project Selection Criteria into its power project evaluation. These categories of selection criteria prioritize workforce development, including projects that use multi-trade project labor agreements and local workforce when applicable, in-state projects, environmental stewardship, and community engagement.

Workforce and Board Diversity Data

SJCE is governed by the City of San José's Mayor and City Council. City Council is comprised of publicly elected officials based on geographic districts and representative of the diverse demographics of the residents they serve, which include large Vietnamese, Latinx, and Chinese populations. To learn more about the mayor and council membership in 2025, please visit: Mayor and City Council.

SJCE does not collect workforce demographics. The City of San José reports workforce data to the Equal Employment Opportunity Commission as part of EEO-1 reporting. Our most recent report can be found at Equal Employment Opportunity Plan (EEOP) | City of San José. SJCE does conduct a voluntary survey of department staff who work on the Renewable Portfolio Standard program to support the Program's Workforce Development and Diversity data request for the CPUC's annual California Renewables Portfolio Standard report.

Equity standards, Equitable hiring and recruiting practices

In 2024 the City adopted the Equity Values and Standards Policy, which reinforces the City's commitment to equity and creates a framework to inform and guide decision making to demonstrate measurable improvements towards equitable outcomes. To learn more about these policies and standards, please visit: Office of Racial and Social Equity.

SJCE is committed to advancing equity in our workforce, particularly through recruitment and hiring practices. SJCE strives to ensure equitable access to job opportunities through proactive outreach to attract applicants from diverse backgrounds by posting job opportunities on multiple job boards and websites, such as Diversity.com. SJCE uses standardized job announcements to eliminate barriers that may hinder a diverse candidate pool. SJCE invites professionals from diverse backgrounds to participate in interview panels, where we also utilize a standardized interview format. This interview style of asking all candidates the same questions in the same order levels the field and offers comparable data for decision-making. These initiatives align with SJCE's core values and reinforce our commitment to fostering an inclusive workplace that reflects the community we serve.

Since the SJ Cares program inception in 2019, we've saved participants **over $10 million.**

External Activities: Customer Programs

A core feature of CCAs is the ability to reinvest revenue back into the community through new renewable

energy, bill savings, and customer programs. SJCE uses the following guiding principles to evaluate and choose our program portfolio:

- Reduce greenhouse gas emissions
- Align with Climate Smart San José – the City's climate action plan
- Promote equity, increase affordability, and support communities of concern
- Benefit customers and community

SJ Cares

The SJ Cares program provides additional bill assistance to customers enrolled in the California Alternate Rates for Energy (CARE) and Family Electric Rate Assistance (FERA) programs. Eligible customers receive an extra 10% monthly discount in addition to state-mandated CARE and FERA benefits, helping reduce energy costs for income-qualified households. The program reflects a continued commitment to affordability and equity; SJCE is proud to be the first CCA to offer supplemental monthly discounts beyond CARE and FERA requirements. Since our inception in 2019, we've saved SJ Cares participants over $10 million.

1. List of affordable housing units – City of San Jose Housing Department

EcoHome

The EcoHome program provides San José residents with resources to make switching from gas to electric appliances more accessible and affordable. Electrifying homes improves air quality, reduces pollution, and increases comfort and energy efficiency year-round. Whether residents are homeowners or renters, SJCE offers support through four key offerings: the EcoHome Rebate, the EcoHome Payment Plan, the EcoHome Network, and the Go Electric Advisor. Through the EcoHome Rebate, customers can receive up to $10,200 in incentives to electrify their homes, including up to $6,750 for qualifying equipment and up to $3,450 for related upgrades such as electric panel improvements, attic insulation, and prewiring. Customers residing in environmental justice communities receive higher rebate amounts, up to $15,900 for qualifying equipment and $5,500 for related upgrades. Rebates are available for projects like replacing gas water heaters with heat pump water heaters, upgrading gas-powered heating and cooling systems to heat pump HVAC systems, or adding battery storage to existing solar systems. The EcoHome Payment Plan further reduces barriers by offering interest-free, no-money-down financing of up to $5,000 for electric heat pump installations, while the EcoHome Network connects residents with eligible contractors to support purchasing and installation of approved electrification projects. The Go Electric Advisor provides free assistance navigating programs and incentives as well as free virtual audits and home electrification plans.

In its first six months, Electric Bill Relief (EBR) **prevented 55 power disconnections** and applied $137,730 in bill credits.

Electric Bill Relief

Rising electricity costs are making it harder for many San José residents to keep their lights on and stay housed. The San José Electricity Bill Relief (EBR) Program helps address this challenge by supporting customers at risk of disconnection through direct

bill assistance and disconnection pauses. EBR launched citywide on July 1, 2025, after a successful 2024 pilot. Eligible customers receive bill credits to reduce overdue balances up to $1,600 and six months of assistance covering 80% of average electricity charges. With increasing bills and energy burdens falling hardest on low-income households and communities of color, EBR plays a critical role in preventing utility shutoffs. In its first six months, the program prevented 55 power disconnections and applied $137,730 in bill credits.

Electric Vehicles

San José Clean Energy is helping make electric vehicles more accessible and affordable for residents while expanding charging infrastructure across the city. Switching to an electric vehicle lowers fuel and maintenance costs, improves air quality, and delivers a quieter, smoother driving experience. Through the EV Instant Rebates program, SJCE offers instant discounts of up to $4,000 at participating dealerships when customers purchase or lease a new or used EV. Customers earning less than 100% of the Area Median Income)—representing more than half of San José households—are eligible for these rebates, making EV ownership attainable for more residents. To support charging access, the Multifamily Charger Assistance Program provides financial incentives to multifamily property owners to install EV chargers. While many tenants are interested in driving electric vehicles, on-site charging is often limited. Adding EV chargers helps property owners retain current tenants, attract new residents, and support the City's clean transportation goals.

Peak Rewards

The Peak Rewards program pays residential and commercial customers to reduce energy use during high-demand periods, typically between 4 p.m. and 10 p.m. a few days per month. Participants receive advance notice of Peak Rewards Alerts and earn bill credits for shifting energy use to off-peak hours. The program offers multiple enrollment options: Peak Rewards for All allows customers to manually reduce energy during alerts, while Peak Rewards for Smart Homes automatically adjusts enrolled smart devices such as thermostats, EV chargers, and battery storage systems. Commercial customers can participate through Peak Rewards for Business, earning performance-based incentives for meeting energy reduction pledges. By participating, customers help prevent blackouts, reduce reliance on fossil fuel power plants, and support grid reliability while lowering their electricity costs.

Our award-winning Solar Access program serves **950 households with 100% solar energy** and an extra 20% discount on their electricity bills.

Solar Access

Our award-winning Solar Access program is a CPUC-provided, statewide program SJCE administers for our city. This program serves 950 households with 100% solar energy and an extra 20% discount on their electricity bills. This program helps customers who rent their homes, cannot afford to install rooftop solar, or whose homes are unsuitable for solar to benefit from utility-scale clean energy. The average customer saves over $30 per month, with some saving over $100 each month. Community-based organizations partner with us to enroll Spanish and Vietnamese-speaking customers, ensuring language is never a barrier to accessing clean, affordable energy.

External Activities: Spotlight on Supplier Diversity

Charging Ahead: Helping Businesses Electrify and Thrive - Business Connect Webinars

The Future-Ready Business: Electrification

A webinar, hosted by San José Clean Energy, provided local businesses and property managers with practical guidance on electrification strategies that support sustainability and cost savings. The webinar covered key topics including EV charging options for commercial and multifamily properties, available incentives, rebates, and federal tax credits to help offset project costs, and tips for modernizing facilities to improve energy efficiency. Through expert-led discussion and real-world insights, participants gained a clearer understanding of how electrification can reduce emissions while strengthening business operations. The event reinforced that electrification is not only an environmental solution, but also a smart investment that helps businesses remain competitive and future-ready. By offering education and resources, SJCE continues to support a diverse business community in advancing clean energy adoption across San José.

Exploring Electrification Incentives for Small Landscaping Businesses - Leaf Blower Workshop

In alignment with City Council direction, SJCE explored the feasibility of developing an incentive program in 2025 to support small gardening and landscaping businesses in transitioning from gas-powered to electric leaf blowers. Gas leaf blowers contribute significantly to ozone pollution and negatively impact worker health and local air quality, making electrification an important consideration. As part of this effort, staff conducted targeted outreach to better understand the needs of small and diverse

businesses. This included interviews with 16 local gardeners and a high-volume equipment dealer, as well as hosting a bilingual workshop attended by 17 landscaping professionals. SJCE also established partnerships with the American Green Zone Alliance and the Latino Business Foundation of Silicon Valley to ensure culturally competent engagement and meaningful input from the small business community. While the assessment ultimately determined that an incentive program would yield limited greenhouse gas reductions relative to required staff resources, the exploration strengthened relationships with local small businesses and provided valuable insights to inform future supplier and electrification initiatives.

SJCE conducted targeted outreach to better understand the needs of small and diverse businesses. This included interviews with **16 local gardeners** and a high-volume equipment dealer, as well as hosting a bilingual workshop attended by 17 landscaping professionals.

Building Stronger Partnerships Through Business Engagement - The Alameda Business Association, Synaptics and Samsung Resource Fairs

SJCE actively engaged local businesses and employees through a series of targeted outreach events that strengthened awareness of our programs and services. In April, SJCE staff participated in an Alameda Business Association meeting in San José, delivering a presentation to local business owners.

The session generated strong interest, with multiple follow-up conversations and thoughtful questions from attendees, including participation from a City Councilmember. The event provided valuable insight into tailoring future presentations to evolving business needs.

SJCE also connected with employees at major employers through business resource fairs at Samsung and Synaptics. At Samsung's headquarters, staff engaged in conversations with employees, addressing questions about Peak Rewards, solar and battery rebates, and directing non-residents to their local CCAs. At Synaptics' Earth Day fair, SJCE engaged both residential and commercial audiences. Conversations highlighted SJCE's role as Synaptics' TotalGreen energy provider while also addressing employees' personal energy questions. Together, these events expanded SJCE's reach and strengthened relationships across the residential and business communities.

External Activities: Spotlight on CBO Partners and Events

Partnering with Community-Based Organizations for an Equitable Energy Future - SJCE's work with CBOs as a connection to our community

Partnering closely with community-based organizations (CBOs) is invaluable to San José Clean Energy to ensure its programs, incentives, and clean energy goals are shaped by—and reach—the diverse communities it serves. Through trusted local partners, SJCE shares information, gathers feedback, and builds meaningful relationships that reflect community needs and priorities. SJCE collaborates with organizations such as Acterra and Breathe California of Santa Clara County, ICAN (a Vietnamese-led CBO in San José), M.E.T.A. (Movimiento de Mujeres Unidas y Activas), and Ecology Action. These CBOs help promote SJCE programs across different cultural and linguistic communities, co-host outreach and education events, and provide valuable insight that informs program design and delivery. By sponsoring outreach efforts and partnering on initiatives that advance clean energy, electrification, and climate action, SJCE continues to strengthen community trust while working toward a more equitable, sustainable future for all San José residents.

Connecting With the Community - Disability Awareness Day Celebration

As part of its ongoing commitment to inclusion and community engagement, San José Clean Energy participated in the City of San José's Disability Awareness Day celebration at City Hall. The event provided a meaningful opportunity to connect directly with residents with disabilities and organizations that serve them—communities that are often underrepresented in clean energy programs and contracting opportunities. Through conversations and resource sharing, SJCE highlighted available financial assistance and clean energy

programs while gaining valuable insights into the accessibility challenges these communities face. This engagement helped strengthen relationships, inform more inclusive program design, and reaffirm SJCE's dedication to advancing equity, accessibility, and supplier diversity by ensuring all voices are heard and supported in the transition to clean energy.

From Planning to Plug-In: Supporting Multifamily EV Charging

Access to EV charging remains a barrier for many residents living in multifamily housing. To help address this gap, the City partnered with Ecology Action and the Silicon Valley Clean Cities Coalition to host the 2025 EV Charging for Multifamily Housing: Best Practices & Incentives Lunch Forum. The in-person event brought together affordable housing operators, market-rate property managers, HOA board members, and independent property owners who were exploring or actively planning EV charging installations. Participants received practical guidance on available rebates, installation planning, and lessons learned from successful multifamily projects, while connecting directly with installers and rebate providers, including small and diverse businesses. Outreach was targeted to reach multifamily housing decision-makers and encourage meaningful participation to help take steps toward installing EV charging in multi-family homes.

From Tradition to Innovation: Electrifying Santa's House at Christmas in the Park

Each winter, Christmas in the Park transforms a centralized City-owned park into one of San José's most visited public spaces—and in 2026, it also became a platform for clean energy education. The event continued a strong partnership between Christmas in the Park and SJCE, leveraging a free, inclusive community tradition to advance clean energy education and equity. Held over 35 days at Plaza de César Chávez and welcoming an estimated 800,000 visitors, the event provided a high-traffic, diverse setting for broad community engagement. As Title Sponsor of Santa's House—one of the park's most popular attractions—SJCE transformed the space into an electrified, eco-friendly showcase featuring home electrification, electric vehicles, solar, and battery backup. Multilingual educational signage, interactive displays, and a digital video experience in English, Spanish, and Vietnamese engaged families while they waited to see Santa, directing them to SJCE programs, rebates, and incentives via QR codes and URLs. Combined with a multilingual digital advertising campaign that delivered over 529,000 impressions and reached more than 143,000 residents, the partnership demonstrated the effectiveness of integrating clean energy messaging into trusted, family-friendly community events to reach residents at scale in an accessible and welcoming environment.

Electric Living Comes to Life with EV Ride & Drive and EcoHome Expo

Community, innovation, and sustainability took center stage at PayPal Park on April 12 as SJCE, in collaboration with the San José Earthquakes, Breathe California, and Acterra, hosted an engaging EV Ride & Drive and EcoHome Expo. Designed to educate and inspire, the event connected residents with rebates, programs, and diverse vendors that make adopting an electric lifestyle more accessible—both at home and on the road. A highlight of the day was the EV Ride & Drive, which delivered 288 test drive experiences across multiple electric vehicle models.

Attendees also explored the Climate Smart All-Electric Trailer, featuring real-life examples of home electrification technologies and appliances. With more than 15 vendors and 16 community booths, the Expo brought together community-based and government organizations to share information on incentives and programs that help reduce the cost of EVs and home upgrades. Twelve EV Ambassadors, product specialists, and trailer staff provided hands-on guidance on charging, battery range, and electric appliances. A San José Fire Department electric truck display and an appearance by Earthquakes midfielder Hernan Lopez added excitement and strengthened community interest in electrification solutions.

Empowering Local Contractors Through Clean Energy Incentives and Training - Contractors Workshop: Heat Pump Water Heaters

In partnership with the County of Santa Clara, BayREN, Silicon Valley Clean Energy, Energy Solutions, Bay Area Air District (BAAD), and an electrification-focused contractor, SJCE co-hosted a well-attended in-person workshop designed to support contractor engagement and advance supplier diversity within the clean energy marketplace. Contractors representing a broad range of construction trades participated in the event and received detailed information on the benefits of offering heat pump

San José Chamber of Commerce's Annual Barbecue brought together **more than 850 business and community leaders.**

water heater and HVAC services, available rebates, and upcoming regulatory requirements, including the 2027 and 2029 zero-NOx appliance rules. The workshop provided a comprehensive overview of incentive programs available through multiple agencies, including rebates and financial support to help reduce costs for residential customers. Following the presentations, contractors engaged in discussions with agency staff and partners, demonstrating strong interest in available programs, particularly SJCE's EcoHome heat pump water heater and HVAC incentives. This collaborative, multi-agency approach was effective in providing contractors—especially small, local, and diverse businesses—with streamlined access to program resources, regulatory updates, and technical assistance in a single setting, helping strengthen participation in clean energy initiatives.

Building Stronger Connections with San José Businesses - SJ Chamber BBQ

Local businesses continue to be the backbone of San José's diverse economy and culture. In the summer of 2025, San José Clean Energy participated in the San José Chamber of Commerce's Annual Barbecue, held on August 21 at History Park. The event brought together more than 850 business and community leaders to network, celebrate, and honor the entrepreneurial spirit that defines our region. SJCE staff connected with businesses, sharing information about clean energy programs, rebates, and resources available to local businesses. The event provided valuable opportunities to engage directly with San José's diverse business community and reinforce SJCE's commitment to supporting local, small, and diverse businesses through accessible clean energy solutions.

Honoring Culture and Community during Lunar New Year – Tet Festival and Lunar New Year

In celebration of the Lunar New Year, SJCE participated in the Tet Festival event held in the Little Saigon neighborhood and Lunar New Year at Eastridge Mall, both in a vibrant San José business area frequently visited by local residents and community members. San José is home to one of the largest Vietnamese populations in the United States, with our Vietnamese community representing an essential part of the city's cultural and economic landscape - and one of the city's third-largest language groups. Through its presence at the festival, SJCE demonstrated its commitment to engaging with communities through culturally meaningful events. Staff connected with Vietnamese-speaking residents and local business community members, sharing information about SJCE programs, services, and resources available in Vietnamese. These interactions helped build trust, increase program awareness, and reinforce SJCE's dedication to delivering accessible, equitable clean energy solutions for all San José residents and businesses.

Empowering Communities

Listening, Learning, and Building Better Programs - 5 Year Program Roadmap

San José Clean Energy continued to strengthen its supplier diversity efforts by listening to the community and using that input to guide program design. As part of developing its five-year Programs Roadmap, SJCE carried out a multi-step community engagement process that balanced long-term climate goals with customers' real-world experiences. SJCE gathered feedback through a mix of surveys

and in-person activities to hear from residents across different income levels, housing types, and language needs. These efforts included pop-up voting at public events, a customer survey, residential listening sessions, and more than 80 interviews with community-based organizations, businesses, labor groups, environmental organizations, and City departments. The feedback collected through this process helped shape programs that better reflect community priorities. By using community input early in the planning process, SJCE supports supplier diversity by creating programs and procurement opportunities that are more accessible, inclusive, and aligned with the needs of San José residents and local businesses.

External Activities: Spotlight on CPUC Certified Vendors

Centric

Centric Marketing Agency (dba Brown Marketing Strategies Inc.) strengthened its commitment to supplier diversity by becoming certified through the California Supplier Clearinghouse in 2026. Centric is a full-service, woman-owned marketing agency specializing in integrated traditional and digital media, delivering targeted, data-driven campaigns. In 2022, CENTRIC was also certified as a Women's Business Enterprise and Women-Owned Small Business by the Women's Business Enterprise National Council, reflecting the agency's continued growth and added value to clients. Centric provides brand strategy, media buying, social media management, SEO, web and graphic design, with a strong focus on government, public sector, and multilingual, multicultural outreach across civic, healthcare, and education sectors.

CENTRIC

SECTION 9.1.2

Supplier Diversity Procurement Results by Product and Service Categories (Non-Power Purchases)

In 2025, SJCE contracted with 11 GO 156 clearinghouse certified suppliers, spending a total of $538,747. Additionally, SJCE contracted with four minority-owned and woman-owned businesses not certified with the Clearinghouse, which increases the total annual spending with diverse suppliers to $673,000. Additionally, SJCE contracted with two small/micro businesses certified by the CA Department of General Services. As state law prohibits CCAs from giving preferential treatment to bidders based on race, sex, color, ethnicity, or national origin, once the City contracts with a vendor, SJCE utilizes its surveys and a manual search to identify those vendors that are certified or eligible for certification. SJCE typically does outreach throughout the year to its vendors to provide awareness of the Clearinghouse and to share information on how to become certified.

Supplier Diversity Procurement Results by Product and Service Categories (non-power purchases)

		Direct Spend[1] $	Sub Spend[2] $	Total $	%	Product Spend $	Service Spend $	Total $	%
Minority Male	African American	$0	$0	$0	0.00%	$0	$0	$0	0.00%
	Asian Pacific American	$13,500	$0	$13,500	0.07%	$0	$13,500	$13,500	0.07%
	Hispanic American	$8,249	$0	$8,249	0.04%	$0	$8,249	$8,249	0.04%
	Native American	$0	$0	$0	0.00%	$0	$0	$0	0.00%
	Total Minority Male	**$21,749**	**$0**	**$21,749**	**0.11%**	**$0**	**$21,749**	**$21,749**	**0.11%**
Minority Female	African American	$28,500	$0	$28,500	0.15%	$0	$28,500	$28,500	2,.31%
	Asian Pacific American	$25,648	$0	$25,648	0.13%	$25,648	$0	$25,648	0.13%
	Hispanic American	$0	$0	$0	0.00%	$0	$0	$0	0.00%
	Native American	$0	$0	$0	0.00%	$0	$0	$0	0.00%
	Total Minority Female	**$54,148**	**$0**	**$54,148**	**0.28%**	**$25,648**	**$28,500**	**$54,148**	**0.28%**
Total Minority Business Enterprise (MBE)		$75,897	$0	$75,897	0.39%	$25,648	$50,249	$75,898	0.39%
Women Business Enterprise (WBE)		$460,780	$0	$460,780	2.36%	$0	$460,780	$460,780	2.36%
Lesbian, Gay, Bisexual, Transgender Business Enterprise (LGBTBE)		$0	$0	$0	0.00%	$0	$0	$0	0.00%
Disabled Veteran Business Enterprise (DVBE)		$2,070	$0	$2,070	0.01%	$2,070	$0	$2,070	0.01%
Persons with Disabilities Business Enterprise (DBE)		$0	$0	$0	0.00%	$0	$0	$0	0.00%
8(a)*		$0	$0	$0	0.00%	$0	$0	$0	0.00%
Total Supplier Diversity Spend		**$538,747**	**$0**	**$538,747**	**2.75%**	**$27,718**	**$511,029**	**$538,747**	**2.75%**

$538,747 Total Supplier Diversity Spend

11 Total Number of Diverse Suppliers that Received Direct Spend

NOTE:

*8(a) - Businesses owned and controlled by persons found to be disadvantaged by the U.S. Small Business Administration pursuant to Section 8(a) of the Small Business Act, as amended (15 U.S.C. 637 (a)) or the U.S. Secretary of Commerce, pursuant to Section 5 of Executive Order 11625 (GO 156 Section 1.3.13).

**Net Procurement includes purchase orders, non-purchase orders, and credit card dollars.

1 Direct - Means Direct Procurement: when a CCA directly procures from a supplier.

2 Sub - Means Subcontractor Procurement: when a prime contractor, in contract with a CCA, procures from a subcontractor to fulfill its contractual obligation(s).

% - Percentage of Net Procurement.

SECTION 9.1.2

Description of Diverse Suppliers with Majority of Workforce in California

SJCE receives workforce information from vendors responding to its surveys or through direct inquiry. Through these mechanisms, it was reported that nine of SJCE's GO 156 certified suppliers are based in California, with an average of 74% of their workforce residing in state. SJCE was unable to collect workforce information from all of its small and diverse California suppliers and will continue to explore new ways to collect this data in the coming year.

Supporting Small and Local Businesses

The City of San José is committed to promoting opportunities with local and small businesses. City Ordinance 27136 established a Local and Small Business Preference Policy for the procurement of supplies, materials, equipment, and services. To qualify as a local business, suppliers must have a current San José Business Tax Certificate number and have an office with at least one employee in Santa Clara County. Suppliers can qualify for the small business preference if they qualify as a local business enterprise and have no more than 35 employees.

SECTION 9.1.3

Supplier Diversity Program Expenses

Expense Category	Total Spend
Wages	$20,000
Other Employee Expenses	
Program Expenses	
Reporting Expenses	$10,000
Training Expenses	
Consultant Expenses	
Other Expenses	
Total	**$30,000**

SECTION 9.1.5

Description of Prime Contractors Utilization of Diverse Subcontractors

While SJCE revised its vendor survey to include questions about subcontractors and subcontractor spend, SJCE received limited responses. Of the three vendor survey responses regarding use of diverse subcontractors, SMUD indicated they have a GO 156 certified subcontractor, TechNet Inc. SMUD offers a Supplier Education and Economic Development (SEED) program for small and local vendors. Of note, the nature of the work and smaller size of many of SJCE's contracted non-energy vendors means few utilize subcontractors. SJCE did not collect subcontractor data from project developers this year but is exploring new ways to collect that information for future reporting cycles. SJCE will continue its data collection and outreach efforts with direct suppliers and certified subcontractors to ensure this spending is captured in future reports.

SECTION 9.1.5

New Diverse Prime and Subcontractor Utilization

In 2025, SJCE contracted with several new diverse businesses, including three GO 156 certified prime vendors and two minority own businesses that are certified but not in the CPUC Clearinghouse.

New Diverse Prime and Subcontractor Utilization

Category	New Prime Contractors Number	New Subcontractors Number
Minority Male Business Enterprise	1	1
Minority Female Business Enterprise	1	
Total Minority Business Enterprise (MBE)	2	1
Women Business Enterprise (WBE)	1	
Lesbian, Gay, Bisexual, Transgender Business Enterprise (LGBTBE)		
Disabled Veteran Business Enterprise (DVBE)		
Persons with Disabilities Business Enterprise (DBE)		
8(a)		
Total	**3**	**1**

SECTION 9.1.6

List of Supplier Diversity Complaints Received and Current Status

SJCE received no complaints about Supplier Diversity this year.

SECTION 9.1.9

Description of Supplier Diversity Activities and Progress in Power (Energy) Procurement

SJCE spends about 95% of its direct spend on energy procurement. SJCE continues to include supplier diversity on its energy procurement webpage and encourages eligible certified suppliers to respond to all solicitations. However, as Marin Clean Energy noted in its 2024 Supplier Diversity report, less than 5% of Supplier Clearinghouse vendors are involved in electricity generation.

SJCE encourages projects it procures from to utilize project labor agreements and gives a preference to projects that commit to a multigrade project labor agreement, meaning long-term contracts where participating trades agree in advance on wages, benefits, labor terms, and cooperative labor-management relations across multiple construction trades. This preference is part of SJCE's workforce and labor strategy to support organized labor participation and help ensure workforce standards, local hiring goals, and equitable job access on projects it advances.

NOTES:

1. MCE 2024 Supplier Diversity report, p. 20. www.cpuc.ca.gov/-/media/cpuc-website/divisions/news-and-outreach/documents/bco/cca-procurement-reports/2024/2024mcesupplierdiversityreportdigital0227252.pdf

Direct - Means Direct Procurement: when a utility directly procures from a supplier.

Sub - Means Subcontractor Procurement: when a prime contractor, in contract with a utility, procures from a subcontractor to fulfill its contractual obligation(s).

Supplier Diversity Results in Power (Energy) Procurement

		Direct Power Purchases $	Direct Fuels for Generation $			Totals $[1]			%[2]
		Renewable & Non-Renewable Power Products	Diesel	Nuclear	Natural Gas	Direct[3]	Sub [4]	Total $[5]	%
Minority Male	African American	$0	$0	$0	0.00%	$0	$0	$0	0.00%
	Asian Pacific American	$0	$0	$0	0.00%	$0	$0	$0	0.00%
	Hispanic American	$0	$0	$0	0.00%	$0	$0	$0	0.00%
	Native American	$0	$0	$0	0.00%	$0	$0	$0	0.00%
	Total Minority Male	**$0**	**$0**	**$0**	**0.00%**	**$0**	**$0**	**$0**	**0.00%**
Minority Female	African American	$0	$0	$0	0.00%	$0	$0	$0	0.00%
	Asian Pacific American	$0	$0	$0	0.00%	$0	$0	$0	0.00%
	Hispanic American	$0	$0	$0	0.00%	$0	$0	$0	0.00%
	Native American	$0	$0	$0	0.00%	$0	$0	$0	0.00%
	Total Minority Female	**$0**	**$0**	**$0**	**0.00%**	**$0**	**$0**	**$0**	**0.00%**
Total Minority Business Enterprise		$0	$0	$0	0.00%	$0	$0	$0	0.00%
Women Business Enterprise (WBE)		$0	$0	$0	0.00%	$0	$0	$0	0.00%
Lesbian, Gay, Bisexual, Transgender Business Enterprise (LGBTBE)		$0	$0	$0	0.00%	$0	$0	$0	0.00%
Disabled Veteran Business (DVBE)		$0	$0	$0	0.00%	$0	$0	$0	0.00%
Persons with Disabilities Business Enterprise (DBE)		$0	$0	$0	0.00%	$0	$0	$0	0.00%
8(a)[6]		$0	$0	$0	0.00%	$0	$0	$0	0.00%
Total Supplier Diversity		**$0**	**$0**	**$0**	**0.00%**	**$0**	**$0**	**$0**	**0.00%**

$260,546,440
Net Power Procurement

$260,546,440
Net Direct Power Purchases

$0
Net Direct Fuels for Generation

0
Total Number of Diverse Suppliers

NOTES:

1. Excludes purchases from the California Independent System Operator (CAISO), utilities, federal entities, state entities, municipalities and cooperatives.
2. % - Percentage of Net Procurement.
3. Includes Direct Power Purchases and Direct Fuels for Generation. Direct - Means Direct Procurement: when a CCA directly procures from a supplier.
4. Sub - Means Subcontractor Procurement: when a prime contractor, in contract with a CCA, procures from a subcontractor to fulfill its contractual obligation(s).
5. "Total" does not include pre-commercial development (COD) subcontracting values.
6. 8(a) - Businesses owned and controlled by persons found to be disadvantaged by the U.S. Small Business Administration pursuant to Section 8(a) of the Small Business Act, as amended (15 U.S.C. 637 (a)) or the U.S. Secretary of Commerce, pursuant to Section 5 of Executive Order 11625 (GO 156 Section 1.3.13).

SECTION 10.2

Supplier Diversity Program Activities Planned for the Next Calendar Year

In 2026, SJCE will conduct the following activities:

Internal Activities

- Work with other City departments including Purchasing to encourage sharing the supplier diversity survey and providing information about supplier clearinghouse to vendors. This is important since many departments use pre-approved vendors/ master agreements
- Work with Small Business Allies in the Office of Economic Development and Cultural Affairs at the City of San José
- Develop a communication outreach plan to engage and share information about the Supplier Diversity Clearinghouse Certification
- Continue to explore ways to improve the vendor survey and improve survey response rate. Explore other ways to get feedback on workforce and subcontractors, for example, through any existing reporting or data requests from counterparties
- Increase staff time to support the Supplier Diversity Report
- Embed supplier diversity goals in other SJCE initiatives to increase success in achieving the goals. This includes creating a marketing communications plan as well as adding goals to the department's two-year racial and social equity action plan

External Activities

- Attend small business and diverse vendor events, including:
  - The Small and Diverse Business Expo in South San Francisco
  - The City of San Jose's annual Disability Awareness Day event
- Present information at small business advisory and neighborhood business association events
- Build and strengthen relationships with diverse chambers of commerce and provide information about supplier diversity and the Supplier Clearinghouse

SECTION 10.2

Plans to Encourage Prime Contractors to Subcontract with Small, Local and Diverse Businesses

SJCE does not give preferential treatment to bidders based on race, sex, color, ethnicity, or national origin. SJCE collects this information only after contracts are signed, and responses are kept separate from procurement decision makers, so that this information does not influence any current or future solicitation or selection processes. SJCE recognizes the importance of increasing opportunities for all suppliers in the utility industry, including suppliers certified via the CPUC's Supplier Clearinghouse. SJCE will continue its efforts to support small, local and diverse businesses and promote awareness of the supplier diversity program, Clearinghouse certification and its benefits.

APPENDIX

SJCE Association Memberships

- Association of Women in Water, Energy & Environment (AWWEE)
- Bay Area Council
- California Community Choice Association
- Hispanic/Latino Professionals Association
- San José Chamber of Commerce
- The American Association of Blacks in Energy
- Women in Cleantech and Sustainability
- Women of Renewable Industries and Sustainable Energy

2025 SJCE Sponsorships

- Acterra
- Acterra Electric Green@Home
- Bay Area Catalyst Convening (Fallon Strategies)
- Bisnow Data Center Investment Conference
- Cal Matters AI Data Centers and California Energy Goals
- Christmas in the Park
- Energy Institute Power Conference at Haas
- Environmental Literacy Summit
- Grid Forward
- Lunar New Year
- Music in the Valley
- San José Chamber of Commerce
- Santa Clara County Office of Education
- Sierra Club Loma Prieta Chapter
- Silicon Valley Pride
- Silicon Valley Youth Climate Action Summit
- Sofa Street Fair
- Tet Trung Thu Mid Autumn Festival
- The Climate Center
- Verge
- Viva Calle
- WSPP INC