



SOMAH

Solar on Multifamily  
Affordable Housing

# 2026 Marketing, Education & Outreach Plan

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## About the SOMAH Program

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Launched in July 2019, the Solar on Multifamily Affordable Housing (SOMAH) Program provides financial incentives for installing solar photovoltaic (PV) energy systems on income-qualifying apartment communities. It is administered by the SOMAH Program Administrator (SOMAH PA),<sup>1</sup> a team of nonprofit organizations that function as a single entity and provide a host of no-cost services to maximize community benefit and participation. SOMAH's goals include:

- Installing 300 megawatts (MW) of solar generating capacity on multifamily affordable housing statewide by 2032.<sup>2</sup>
- Expanding access to solar generation and its benefits to customers in multifamily affordable housing, where it is typically limited.
- Providing direct financial benefits to tenants in the form of energy bill credits.
- Promoting local economic development in underserved communities through solar job training opportunities and local hiring.
- Providing greater accessibility to the program through a single point of contact, full-service Technical Assistance and Support Services, and coordination with other low-income programs.

The 2026 Marketing, Education, and Outreach Plan (MEO Plan) centers on five core goals (with corresponding objectives) concurrently engaging SOMAH's key audiences: solar contractors, property owners, job trainees, tenants, and stakeholders. The plan focuses on creating greater awareness of SOMAH's opportunities and benefits, using MEO activities to advance the pipeline of applications to reach the 300 MW goal. The plan also supports the SOMAH PA's priorities to center program participation in [disadvantaged communities](#) (DACs)<sup>3</sup> and to ensure diverse participation across different regions and demographics among SOMAH target audiences. The emphasis on supporting and increasing participation of DAC projects aligns with the formal adoption of additional program goals through D.24-11-006, including at least 40% of all projects statewide to be in disadvantaged communities by the program's end and at least 30% of all projects in each large investor-owned utility (IOU) territory to be in disadvantaged communities by the program's end.

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<sup>1</sup> The SOMAH Program Administrator team comprises the Association for Energy Affordability (AEA), Center for Sustainable Energy (CSE), GRID Alternatives (GRID), and California Housing Partnership (the Partnership) and is supported by subcontracted community-based organizations.

<sup>2</sup> As amended by Senate Bill 355, previously 2030.

<sup>3</sup> Defined as the top 25% most pollution-burdened census tracts within CalEnviroScreen [SB 535 Disadvantaged Communities | OEHHA \(ca.gov\)](#).



## About the 2026 SOMAH Marketing, Education, & Outreach (MEO) Plan

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This MEO Plan will guide 2026 activities by the SOMAH PA team to reach its target audiences and support overall program goals. As with previous iterations, the plan seeks to increase submissions of new applications, provide comprehensive and equitable support to active projects, and ensure tenants are well versed on the solar installation and how it will affect their utility bills.

### **SOMAH's 2026 MEO Goals**

**Goal 1:** Engage property owners to build and maintain a multiyear pipeline of diverse projects.

**Goal 2:** Retain a robust and diverse contractor base and support eligible contractor participation with new application submissions.

**Goal 3:** Ensure sufficient job trainee participation and preparation for SOMAH job training opportunities and relevant careers.

**Goal 4:** Support property owners by providing the resources needed to educate tenants about the benefits of participating in the program, answering frequently asked questions, staffing the tenant hotline, and offering other forms of assistance upon request.

**Goal 5:** Ensure stakeholders are informed and actively co-marketing the program.

## 2025 Marketing, Education, and Outreach in Review

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In 2025, the SOMAH PA continued MEO efforts through a mix of online and in-person activities. Digital outreach included activities such as online webinars and email marketing. In-person outreach, conducted by the SOMAH PA and its community-based organization (CBO) partners, included Tenant Education Training workshops and attending/hosting property owner events (conferences, workshops, etc.).



General highlights from 2025 include:

- **Growth in Annual Web Traffic**  
In 2025, the website had a **10%** increase in users. There were **139** website visitors who filled out the eligibility form. Eligibility form submissions led to 36 interest calls, 10 prescreens, and 2 applications. Between Jan. 1 - Oct. 31, most visited pages were: 1) the SOMAH homepage – 19,081 visitors, 2) the Program Handbook – 2,788 visitors, 3) the Property Owner Program Overview & Requirements page – 2,114 visitors, and 4) the About page – 2,076 visitors.
- **Earned Media**  
SOMAH's social media followers increased from **947** to **988** as of November 1, 2025, across LinkedIn, X, Facebook, and Instagram. This represents an **increase of 4.3%** from 2024. During 2025, the SOMAH PA posted **271 times** across its social media platforms receiving **922** engagements with posts.
- **Tribal Outreach and Engagement Efforts**  
Throughout 2025, the SOMAH PA prioritized MEO activities to tribes, tribal entities, and tribal co-marketing partners to increase awareness and utilization of SOMAH incentives. In total, the SOMAH PA conducted direct outreach calls and/or emails to **76** federally recognized Tribes and non-federally recognized California Tribes. Furthermore, **9** Solar Preview Reports were created and disseminated to prospective tribal leads to showcase the benefits of installing solar through the SOMAH Program. The SOMAH PA also collaborated with a member of Tribal Energy Alternatives to refine messaging strategies and build lasting connections with tribal communities. Lastly, the PA is leading ongoing work with the PG&E, SCE, SDG&E, Liberty, and Pacific Power Tribal Liaison teams to present updates on SOMAH and engage tribes through IOU newsletters and direct email referrals.

## Property Market Analysis & Program Participation

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In 2025, the SOMAH PA conducted comprehensive research on the multifamily affordable housing market, building upon earlier analyses conducted by the California Housing Partnership. This research, combined with the PA's audience-specific expertise, plays a crucial role in shaping MEO strategies. This analysis was expanded to regions with high concentrations of SOMAH-eligible DAC properties to develop targeted marketing and outreach strategies. Additionally, this research focused on underserved geographic regions such as properties located in the PacifiCorp and Liberty utility territories. The 2025 market research also included an analysis of the landscape of affordable housing financing sources.



## SOMAH Eligible Properties Map

The SOMAH PA continues to use the California Housing Partnership's Preservation Database to maintain the SOMAH [Eligible Properties Map](#)—an interactive tool that allows users to search for potentially eligible properties across the state. The PA updates the map quarterly to include the status of a property's enrollment in the SOMAH Program (i.e., SOMAH enrolled vs. non-enrolled) and has developed a user guidebook to ensure the map serves as a lead generation tool for contractors and stakeholders.

In addition, the SOMAH PA is currently working with the IOUs to further identify properties that are master-metered and/or are existing solar customers to remove them from current outreach efforts, as these factors negate program eligibility. This process is ongoing, though final data has been received from Liberty, Pacific Power, and SDG&E. For the purposes of the 2026 analysis, the SOMAH PA has excluded non-eligible properties from these three IOUs, but cumulative data from the remaining IOUs has not yet been integrated.

## Analysis of Potentially SOMAH-Eligible Properties

Analysis of the California Housing Partnership's database reveals approximately **4,454<sup>4</sup>** existing affordable housing properties that meet the following program requirements: existing buildings, 5+ units, 10+ years remaining on deed restriction, an IOU or community choice aggregator (CCA) customer, and either meets affordability requirements, is located in a DAC, is owned by a public housing authority or is a tribal entity.

PG&E (n = **2,244**) houses the largest share of potentially eligible deed-restricted properties followed by SCE (n = **1,200**), SDG&E (n = **476**), Pacific Power (n = **29**), and Liberty (n = **14**). The market share of prospective projects and average unit sizes per IOU are highlighted in Figure 1.

*Figure 1: Average Building Size of Prospective Projects*

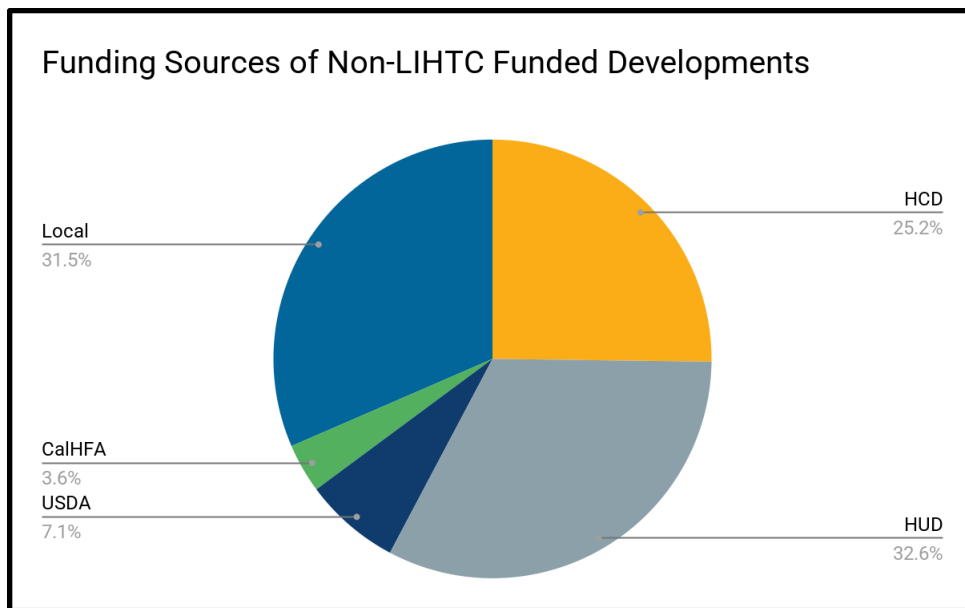
Utility Territory	Number of Prospective Projects	Average Number of Units
PG&E	2,244	76
SCE	1,200	73
SDG&E	476	77

<sup>4</sup> Determined using the California Housing Partnership's Affordable Housing Preservation database and does not exclude the universe of properties actively enrolled in the SOMAH Program.

Pacific Power	29	41
Liberty	14	46

In terms of funding sources, most potentially eligible SOMAH properties are financed by the Low-Income Housing Tax Credit (LIHTC) program (n = **3,404**). Of the **1,050** non-LIHTC funded properties, other common financing sources include HCD (n = **312**), HUD (n = **403**), USDA (n = **88**), CalHFA (n = **45**), and various state and local sources (n = **390**).

Figure 2: Affordable Housing Funding Sources

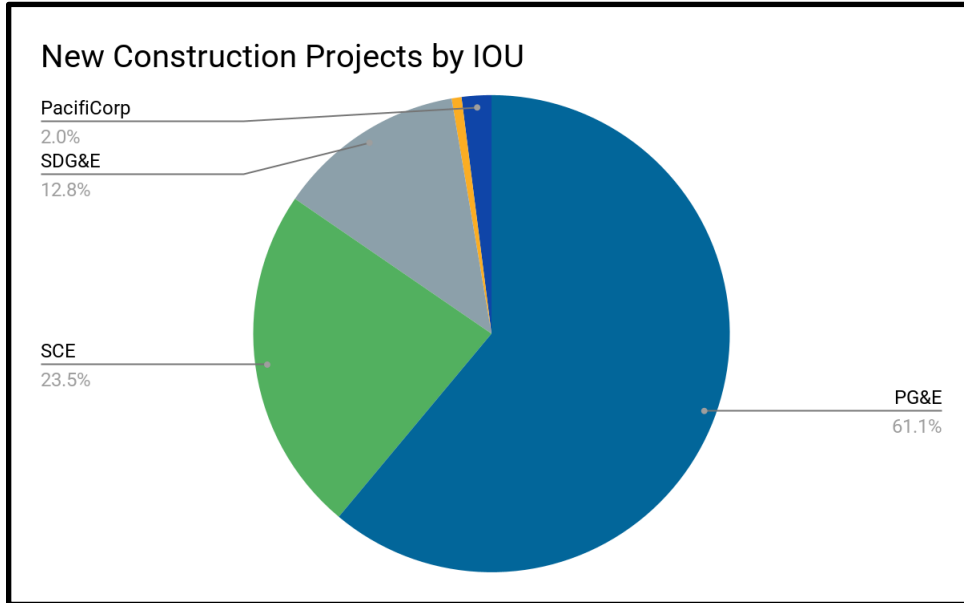


### Pending Eligibility: New Construction Properties

The CPUC has opened proceeding R.25-01-005, an Order Instituting Rulemaking on Customer-Generated Renewables for Priority Communities, to evaluate potential programmatic changes to initiatives such as SOMAH. Among the topics under consideration is whether program eligibility should be expanded to include master-metered and new construction properties.

Current data on new construction reveals that at least **149** affordable housing properties have not yet been placed in service and do not have their certificate of occupancy. The breakdown by IOUs is as follows: PG&E (n = **91**), SCE (n = **35**), SDG&E (n = **19**), Liberty (n = **1**, and Pacific Power (n = **3**). Of the **149** total new construction projects, **30 (20%)** are located within disadvantaged communities.

Figure 3: New Construction Projects by IOU



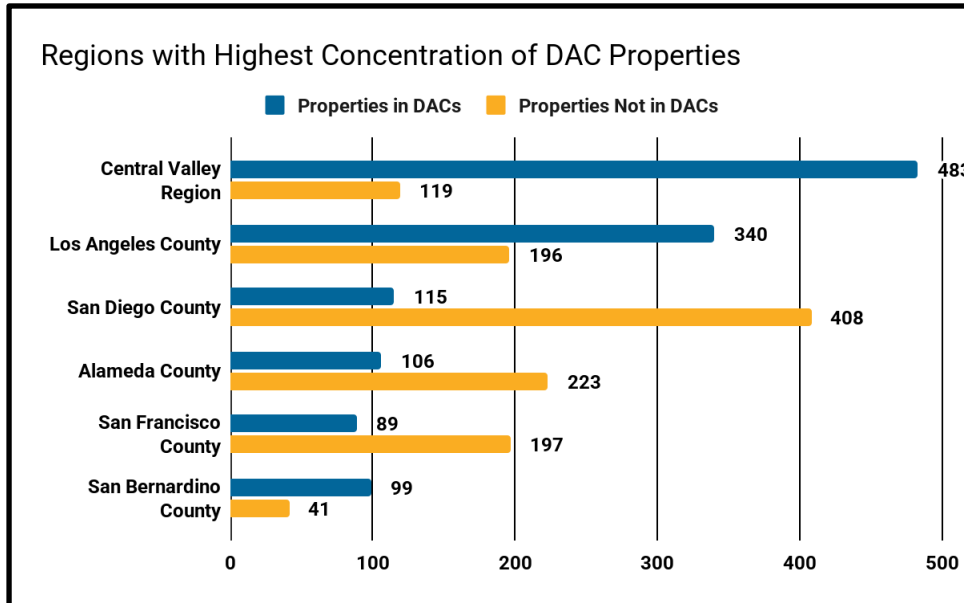
### Properties in DACs and High-Priority Regions

Approximately **35% (1,573)** of the remaining potentially SOMAH-eligible properties (nonparticipants) are in DACs as defined by CalEnviroScreen. The Central Valley<sup>5</sup> has the highest concentration of potentially SOMAH-eligible DAC properties (**483**). Other regions of focus with high concentrations of DAC properties include Los Angeles, San Diego, Alameda, and San Bernardino counties.

To ensure equitable access to program benefits, D.24-11-006 established a goal of increasing participation from DAC properties to 40% of total SOMAH projects by the program's conclusion.

<sup>5</sup> SOMAH's definition of Central Valley includes the following counties: Fresno, Kern, Kings, San Joaquin, Tulare, Stanislaus, Madera, and Merced.

Figure 4: Regions with Highest Concentration of Properties in DACs



### Liberty and Pacific Power

In addition to focusing on outreach and enrollment for DAC properties, the PA is also working to reach properties and increase enrollment in the Liberty and Pacific Power utility territories, which the Commission emphasized as a priority in Decision 24-11-006. To get a clearer picture of the affordable multifamily housing market in these areas, the PA completed a market assessment to understand how many properties there are and what their main characteristics are like.

Building on this assessment, the Technical Assistance (TA) team conducted additional analysis to determine the solar feasibility. The following findings come directly from their analysis:

#### Pacific Power Utilities

- Property Information
  - Existing Buildings
    - Total buildings: 29
    - Average unit size: 42
    - Primary funding source: LIHTC (n = 19, 65%)
- Technical Assistance (TA) Analysis
  - 23 potentially viable projects
    - 18 projects can achieve 94% - 100% energy offset
    - 5 projects can achieve 28% - 68% energy offset
  - Constraints: 10 projects would need new carports or tree maintenance to better support a solar system on site

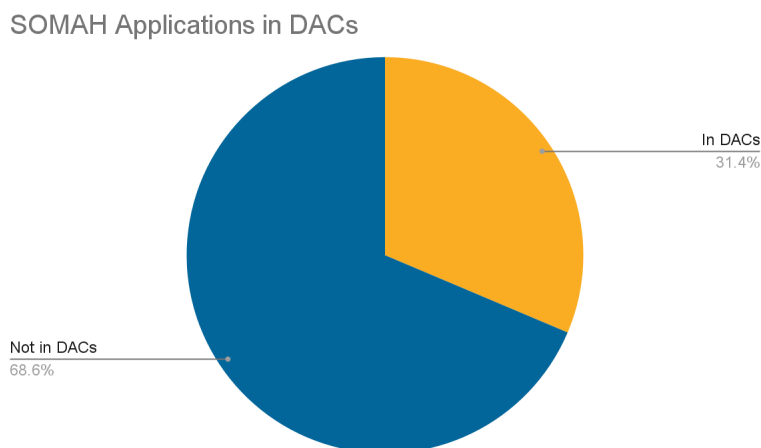
## Liberty Utilities

- Property Information
  - Existing Buildings
    - Total buildings: **15**
    - Average unit size: **47**
    - Primary funding source: LIHTC (n = **10, 66%**)
- Technical Assistance (TA) Analysis
  - **3** potentially viable projects with less substantial shading concerns
    - **3** projects can achieve **17% - 43%** energy offset
  - Constraints: Properties in the Liberty region face substantial shading limitations

## Analysis of Active SOMAH Applications

As of November 1, there are **835 SOMAH applications** including both active and completed projects. Among the active SOMAH applications, approximately **31% (262)** are for properties in DACs, which is just below the **35%** overall share of potentially eligible properties in DACs. Analysis of active SOMAH applications shows that, on average, each IOU's share of applications is roughly proportional to their overall share of potentially eligible properties in DACs. However, recognizing the potential for further impact, the SOMAH PA is proactively planning to enhance outreach efforts specifically aimed at increasing DAC property enrollment across PG&E, SCE, and SDG&E territories. This initiative aims to surpass mere alignment with averages, ensuring a targeted and amplified approach to maximize participation for underserved communities.

Figure 5: SOMAH Applications in DACs



## 2026 Overarching Priorities, Marketing Strategy, Goals & Objectives

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The SOMAH Program's MEO priorities, goals, and objectives focus on outreach to increase SOMAH applications and support applicants in successfully completing projects once enrolled. The SOMAH 2026 MEO Plan will continue to focus on building the program's pipeline of property owners and contractors, increasing SOMAH applications through its no-cost Technical Assistance and Support Services, hosting ongoing audience- and program-specific webinars/events, and developing and disseminating materials tailored for various audiences including job trainees, job training organizations, property owners, and contractors. In keeping with SOMAH's focus on community and equity, the MEO efforts also seek to 1) ensure the state's most under-resourced communities are meaningfully engaged and able to access SOMAH's benefits, 2) emphasize equity and community benefits, and 3) prioritize strategic partnerships with groups already working with SOMAH's priority populations, including CBO partners.

Since program launch the SOMAH PA has strategized around increasing participation in gap regions (Central Valley, Northern California, tribal communities, Central Coast). These communities are areas the PA has identified as needing more coverage to raise program awareness and participation. This is accomplished by implementing various MEO tactics and with the help of partners, through participating in and/or leading outreach in these regions.

The SOMAH Advisory Council (AC) ensures the voices and interests of equity-focused community advocates and key stakeholders remain at the center of the SOMAH Program. The SOMAH AC also aims to ensure SOMAH maximizes benefits to low-income tenants and impacted disadvantaged communities (DACs) by advising the SOMAH PA on program development and implementation. The SOMAH PA regularly updates the AC on MEO activities during quarterly meetings, from general overviews to presentations on specific success stories or progress toward goals, giving them an opportunity to advise on implementation of tactics and to provide feedback on plans for engaging SOMAH's various audiences. AC recommendations and guidance are continually executed and are valuable input for the 2026 MEO Plan.

### **SOMAH's 2026 and Long-Term Overarching Priorities**

1. *Recruiting and Retaining Property Owners and Contractors*  
SOMAH's no-cost [Technical Assistance \(TA\) and Support Services](#) are key to increasing overall program participation as well as expanding participant

diversity. These services provide start-to-finish support for property owners and contractors and help tenants and job seekers understand and access program benefits. The SOMAH PA will incorporate a variety of MEO tactics to offer and promote these services to SOMAH audiences ([see 2026 Goals 1-5 activities section for details](#)). Additionally, the SOMAH PA will focus on collaborating more closely with participants who manage larger portfolios of affordable multifamily properties.

## 2. *Prioritizing DACs and Ensuring Community Benefits*

Low-income affordable housing residents, especially working-class families of color, have a high energy burden and have historically lacked access to clean energy solutions while living in some of the state's most polluted neighborhoods. DACs are not just low-income communities—they are environmental justice communities that experience environmental racism through the disproportionate weight of multiple sources of pollution. The SOMAH Program's efforts are geared toward ensuring that these communities are included in the just transition to renewable energy.

## 3. *Increasing Tribal Housing Participation*

CalEPA's 2023 expansion of SOMAH eligibility to include properties on lands under control of federally recognized Native American Tribes, via its designation of tribal housing as a DAC, is an area of focus the SOMAH PA will continue navigating. [D.24-11-006](#) directs the SOMAH PA to provide an Early Incentive Payment Pathway for Tribal Projects, which went live in July 2025 with the release of SOMAH Program Handbook 9. This directive intends to remove a financial barrier to tribal participation by providing 60% of the incentive earlier in the project process. The SOMAH PA will continue its outreach to tribal housing, attending forums and seeking learning opportunities on best practices to engage tribal housing entities. The PA will also promote the [Tribal microsite](#) on SOMAH's website, a dedicated page specifically for tribal members that is accessed under the Property Owner dropdown, making it easier for them to access relevant program information. This targeted approach will enhance the website's usability and ensure that tribal stakeholders can quickly find the resources most pertinent to their needs.

## 4. *Collaborating with Strategic Partners*

SOMAH is a large, multifaceted program that requires educating and engaging different audiences to achieve diverse participation and make progress and complete objectives for each goal. Primarily, partnership efforts help expand SOMAH's reach and accountability to the communities it serves. Additionally, this foundation is important in funneling new projects into the pipeline, while ensuring successful project completion once enrolled. To do this, the SOMAH PA relies on partnerships with CBOs and job training organizations (JTOs), as well as co-marketing collaborations with IOUs, affordable housing associations, and local/regional government entities. Throughout the program, CBO direct outreach has led to six applications in the SCE territory.

As the program continues to grow, and the SOMAH PA builds on lessons learned, the goals of these efforts have also evolved. The SOMAH PA intends for benefits of the program to equitably reach all participants: property owners, contractors, job seekers, and tenants. The SOMAH PA's continued partnership with four CBOs across California is integral to ensure this is accomplished. CBO partners include Community Environmental Council (CEC), Self-Help Enterprises (SHE), OC Goes Solar (OCGS), and The Niles Foundation (TNF). Since the inception of this program, CBO partners have held numerous scopes in alignment with program support needs. In 2026, these scopes will primarily focus on property owner outreach, tenant education, and local government outreach, while supporting workforce development to a lesser extent.

## SOMAH's 2026 Marketing Strategy

The PA intends to expand the reach of the program through success stories, case studies, and participation in ribbon-cutting events, when possible, to achieve goals around equity and accessibility.

The following points give a high-level summary of the key marketing strategies the PA will use in 2026, building on lessons learned from outreach and activities in previous program years.

- *Narrative-Based Content*
  - Continue development of narrative-based content (success stories, blogs, articles, etc.). These efforts are timely and relevant, highlighting the diversity of projects and participants' experiences to inspire and encourage eligible properties to enroll.

Storylines include the following topics:

- Early payments (including early payments for tribal housing participants)
- Geography – within CBO service areas, in Liberty or Pacific Power regions, and/or areas not previously highlighted
- Public housing authorities (PHAs)
- Disadvantaged communities (DACs)
- Job trainees
  - Tenants
  - Justice-impacted individuals

- *Direct Outreach*
  - Organize and execute both in-person and virtual events to speak directly with impacted community members, particularly those living or working in DACs.

This includes:

- On-site events (e.g., ribbon-cutting<sup>6</sup> ceremonies, tenant education workshops)
  - Webinars (i.e., optional and limited tenant education workshops, presentations, and audience-specific trainings)
  - Trade and property owner conferences
- *Website Updates*
    - Continue updating the website by adding educational resources and unique and credible testimonials to keep audience members engaged and interested in the program.
  - *Organic Social Media*
    - The SOMAH PA has a social media presence on LinkedIn, Facebook, and Instagram. The 2026 organic social media will include the following:
      - Maintain up-to-date platforms with latest events and content updates.
      - Leverage social media presence of partners and stakeholders.
  - *Earned Media*
    - Leverage local and trade media to raise awareness of the program with prospective applicants and allies.
    - Press releases: Use project launches, completions, and milestones to create media opportunities featuring partners, CBOs, and impacted community members.
    - Pitch local success stories to local press, including print publications and television stations with particular focus in gap regions and DACs.
  - *Email Marketing*
    - Continued use of program resources for email marketing nurture campaigns for property owners, tribes, and contractors.
    - Continue notifying email subscribers about program changes, events, and successes through an annual e-newsletter and regular program announcements.

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<sup>6</sup> Within the coming year the SOMAH PA has forecasted partnering with two completed projects to lead a ribbon-cutting. This is not inclusive of ribbon-cuttings that the SOMAH PA is invited to but not a part of hosting.

## SOMAH's 2026 MEO Goals

1. **Goal 1:** Engage property owners to build and maintain a multiyear pipeline of diverse projects.
2. **Goal 2:** Retain a robust and diverse contractor base and support eligible contractor participation with new application submissions.
3. **Goal 3:** Ensure sufficient job trainee participation and preparation for SOMAH job training opportunities and relevant careers.
4. **Goal 4:** Support property owners by providing the resources needed to educate tenants about the benefits of participating in the program, answering frequently asked questions, staffing the tenant hotline, and offering other forms of assistance upon request.
5. **Goal 5:** Ensure stakeholders are informed and actively co-marketing the program.

## Goal 1: Engage property owners to build and maintain a multiyear pipeline of diverse projects

### Overview

In 2025, the SOMAH Program adopted several changes to build greater opportunities for equity and reduce barriers to participation. With the new handbook updates, SOMAH added an incentive for integrated storage and expanded eligible project costs to include roof repair. SOMAH also added an Early Payment Pathway for Tribal Properties and updated the incentive calculation for Liberty Utilities, Pacific Power, and Northern PG&E territories. These updates, along with 2024's new eligibility pathways established by SB 355, have broadened access to SOMAH incentives and built clean energy equity for a larger range of properties. As of November 1, 2025, the PA has received a total of **835** applications, which includes both completed and actively enrolled projects. Over the course of 2025, over **34** Technical Assistance and Support Services requests were submitted. Furthermore, the SOMAH PA has received and created **27** Solar Preview Reports that help to increase transparency around potential benefits and costs from participating in SOMAH. Although SOMAH observed a steady increase in new applications in 2025, the SOMAH PA acknowledges the ongoing need to identify eligible properties and support their enrollment in order to reach 300 MW of installed solar capacity by 2032.



Figure 6: 2025 Property Owner Outreach Progress

	Direct outreach to affordable housing organizations	Outreach to Tribes listed on the Native American Contact list	Technical assistance requests/ Solar Preview reports	Respond to 100% of Check Eligibility Forms and new subscribers to the email listserv.	Present on SOMAH at external webinars, presentations, and/or panels	Build relationships with new property owner co-marketing partners in application gap regions	Have a presence at key statewide and regional affordable housing conferences
<b>Goal</b>	200	~180	100/40	yes	2	2	2
<b>Achieved</b>	446	76	34/27	yes	3	2	3

As of November 1, 2025, the SOMAH PA conducted outreach to a total of **446** affordable housing organizations across the state, including **215** affordable housing properties and developers in the SCE territory. Within this extensive outreach effort, the PA made connections with **30** housing authorities. The program continues to broaden its marketing reach to increase awareness by maintaining its ongoing email nurture campaign for property owners.

The 2023 Triennial SOMAH Evaluation Report recommended the PA to reengage host customers who had canceled and/or withdrawn applications. In 2025, emails associated with canceled SOMAH applications with property owners listed as the system owner received an ongoing email marketing campaign highlighting the following items: increased incentive rates, understanding SOMAH's property eligibility requirements, the Bishop Paiute Tribe solar success story, SOMAH's prescreen service, Upfront Technical Assistance explained, and the costs, incentives, and financials basics e-book. This information campaign intended to recapture property owners who may have felt overwhelmed with the project scope of the SOMAH Program. These emails had an average of 40% open rate and 0% unsubscribers, indicating continued interest in the SOMAH Program. Though property owners may have canceled their application, the continued interest in program emails demonstrates an opportunity for reengagement in the future. The PA will continue to work with property owners as new program updates are finalized through new handbooks to see if SOMAH Program improvements are right for them.

As of November 1, 2025, SOMAH received **78** new property owner and property manager SOMAH email subscribers.

Additionally, the PA co-hosted and supported **three** property owner presentations aimed at increasing program awareness and adoption, while also building upon the expertise of affordable housing staff:

- Energy Efficiency Unleashed: Transformative Strategies to Maximize Affordable Housing Savings (March 26, 2025) - **8** attendees

- External event hosted by Northern California Nonprofit Housing (NPH)
- Audience: Affordable housing property owners and operators, program implementers, stakeholders
- Topics covered: Incentive layering, clean energy programs, success story of a SOMAH property
- Additional Speakers: Multifamily Energy Savings Program, California Housing Partnership
- Affordable Housing Electrification 101: Policy, Programs, and Technology (August 14, 2025) - **79** attendees
  - External event hosted by the California Housing Partnership
  - Audience: Affordable housing property owners and operators
  - Topics covered: Utility allowances, decarbonization program layering strategies, electrification technologies overview
  - Additional Speakers: Association for Energy Affordability
- Affordable Housing Electrification 201: Planning, Operations, and Maintenance (August 21, 2025) - **45** attendees
  - External event hosted by the California Housing Partnership
  - Audience: Affordable housing property owners and operators
  - Topics covered: Property owner case studies, operations, and maintenance best practices
  - Additional Speakers: TRC, MidPen Housing, Association for Energy Affordability, Stewards of Affordable Housing for the Future

In 2025, the SOMAH PA attended **three** affordable housing conferences: [Housing California \(HCA\)](#), [National Association of Housing & Redevelopment Officials \(NAHRO\) Conference](#), and the [Southern California Association for Non-Profit Housing \(SCANPH\) Annual Conference](#). More information about these conferences is in the 2025 Semiannual Progress Report.

### **Community-Based Organizations (CBOs)**

To diversify their outreach efforts, CBO partners have expanded tactics to include attending property owner conferences and hosting SOMAH overview events, which have proven effective in driving higher engagement. Their outreach efforts range from cold calls, emails, and support from current connections to on-site property visits, hosting property owner events, and attending property owner conferences. As of November 2025, partners have attended six conferences: 2025 Inland Empire Housing Conference, California Rural Success Summit, Annual Interface Affordable Housing Southern California, San Joaquin Valley Housing Collaborative's 14th Annual Affordable Housing Summit, 2025 Ventura County Housing Conference, and Bisnow's Multifamily Annual Conference West. Two more events are scheduled in December, the 2025 Santa Barbara Housing Conference and California Housing Community Development



Conference and Expo. More information on these conferences is in the 2025 Semiannual Progress Reports. In November, The Niles Foundation kicked off a property owner luncheon geared toward SCE properties and they are planning a second one early next year.

Based on the SOMAH-eligible properties dataset, listed below are the total number of eligible properties within the six community-based organizations' service areas, where each works to raise awareness of SOMAH resources among tenants, community members, stakeholders, and property owners.

In addition to the outreach completed by the PA, CBOs also contributed to the following efforts:

- California Environmental Justice Alliance (CEJA) is a statewide organization that has prioritized outreach to their member areas, and gap regions such as Riverside, San Bernardino, and San Diego counties with a priority for hard-to-reach communities. CEJA has engaged 64 properties out of 833 within these counties. Their outreach included on-site property owner visits in Riverside, San Bernardino, and San Diego counties, email follow-ups, and attending a property owner conference.
- Communities for a Better Environment (CBE) has engaged nine properties out of 28 within their service area. Their outreach ranged from on-site visits to attending property owner conferences.
- Self Help Enterprises (SHE) has engaged 77 properties out of 641 within their service area. They maintained engagement with Visalia Senior Housing and Tulare Housing Authority. Their outreach included cold calls, email follow ups, on-site property visits, and attending property owner conferences.
- The Niles Foundation (TNF) has engaged seven properties out of 54 within their service area. Their outreach ranged from mailers, emails, attending conferences, and hosting a workshop.
- Community Environmental Council (CEC) has engaged 46 properties out of 276 within their service area. Their outreach included cold calls, emails, and attending conferences.
- Orange County Goes Solar (OCGS) has engaged 87 properties out of 224 within their service area. Through their continuous partnership with Orange County Power Authority, they focused their outreach on Buena Park, Fullerton, and Orange properties. Their outreach included on-site property owner visits, calls, emails, and meetings.

For 2026, the CBO partners will prioritize attending property owner conferences, hosting SOMAH overview events for property owners, supporting public housing authority outreach and relationship management, conducting on-site property visits, and assisting with other program support needs as needed. Entering 2026, there will be a total of six partnerships, including SHE, CBE, TNF, CEC, OCGS, and PDE.

## Challenges and Lessons Learned

While this year showed an increase in program applications, several external factors continue to present challenges for enrollment. Additional complementary funding sources that would assist in covering the cost of solar systems beyond the SOMAH incentive have become more difficult to access. One recent example is California's Solar for All effort, which per the CPUC's announcement,<sup>7</sup> is no longer moving forward. Solar for All funding was expected to be made available to properties facing site challenges and in need of structural upgrades such as roof repairs or replacements. The expectation was that this funding could be co-leveraged with SOMAH to fill cost gaps and support projects that might not have been able to participate in SOMAH without additional assistance. Another external factor is the phase-out of the Solar Incentive Tax Credit (ITC), a funding source that many clean energy projects have historically relied on. While the ITC is currently still available, projects looking to utilize this tax credit must begin construction by July 4, 2026, or be placed in service by December 31, 2027, to qualify under the updated rules. With approximately 85% of active or completed SOMAH projects utilizing the ITC, the potential loss of this credit has created uncertainty for property owners considering applying.

The passage of SB 355 in 2023 heightened owner interest in the possibility of new participation pathways, particularly for master-metered properties and new construction, while D.24-11-006 has created a pathway for integrated storage. Although no regulatory changes have yet outlined how master-metered or new construction projects can participate, the PA has tracked strong interest among property owners. Capturing this strong interest is important and the PA urges and is committed to continued regulatory progress on these items before owners consider alternative programs, such as the Building Initiative for Low-Emissions Development (BUILD), which already provides opportunities for new construction projects.

In addition to external market and funding barriers, several internal factors have created challenges for SOMAH enrollment and have informed key lessons learned. Capturing owner interest has proven to be difficult, in part because identifying the correct points of contact within each organization remains a strong barrier. Many affordable housing organizations have complex staffing structures, and frequent turnover means that the PA's contact information in Salesforce quickly becomes outdated. As a result, the PA must continually review and update contact information as new contacts are identified or as staff have departed. This is an ongoing effort that consumes significant time and slows outreach momentum. Direct email and phone

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<sup>7</sup> CPUC Joint Statement on California's US EPA Solar for All Grant: <https://www.cpuc.ca.gov/industries-and-topics/electrical-energy/demand-side-management/customer-generation/state-of-california-solar-for-all-program>.



engagement has yielded low engagement rates, and this year the PA did not host events on SOMAH's platform due to historically lower attendance compared to prior years. To address these challenges, the PA placed a stronger emphasis on building external partnerships and leveraging the networks of housing associations, CBOs, and other clean energy program implementers. These partnerships have proven especially valuable because co-marketing partners are able to provide direct introductions to property owners, which increases the likelihood of engagement. Participation rates have also been notably higher when the PA presents at or co-hosts external webinars and events so the PA will continue to identify such opportunities looking ahead. Additionally, the PA also will be aiming to expand outreach tactics to include disseminating printed mailers to high-priority properties that contain property-specific solar feasibility as well as information on the SOMAH Program.

### **Liberty and Pacific Power Marketing Initiatives**

The 2025 MEO goals prioritized expanding outreach to properties and marketing partners in Liberty and PacificCorp territories. By working with marketing partners in these territories, the PA has been able to better understand the barriers to participation in rural areas and receive guidance on strategies to reach owners and tribal communities in rural areas. Some of the identified reasons for a lack of participation include political misalignment with sustainability initiatives, inflated costs for developers working in rural communities, and a general lack of trust in federal and state government-funded or government-led programs like SOMAH.

To address these challenges, the PA has initiated relationships with local city and county housing officials in the Liberty and Pacific Power regions. The PA has seen early success in its partnerships with the City of Yreka Housing Department and Siskiyou County Housing Department. These co-marketing partners have provided valuable feedback on the affordable housing landscape in their regions, offered insight into how best engage with local developers, and initiated direct email introductions to housing contacts in their networks. Their involvement has helped to expand SOMAH's reach and is in the early stages of helping build the program's credibility in Northern California rural communities. To adjust tactics based on the learned information, the SOMAH PA will be exploring additional ways to connect with rural communities via alternative means, such as mailers. These mailers provide an opportunity to share information on recent handbook updates, particularly the early payment pathway and EPBB updates. Additionally, the PA will continue to connect with partners in the Liberty and Pacific Power territory to form closer relationships with owners and gain a sense of trust within their communities.



Furthermore, given the removal of the EPBB from SOMAH's incentive calculation for properties located in the Liberty and PaciCorp regions, the SOMAH PA has generated updated TA Preview Reports for prospective leads in these regions to demonstrate the potential energy offset from solar, estimated project costs and incentives, and the long-term return on investment from on-site solar. The SOMAH PA disseminated the findings using existing contact information for developers in the region as well as the Liberty and Pacific Power priority contact lists. Based on TA analysis, the PA found that projects in the Liberty territory may be more likely to experience site concerns—such as shading—that could limit the solar potential of prospective projects. Drawing from IOU data and the eligible property map, the TA team identified 13 priority properties in the Liberty territory. Of those 13, further site exploration found that most were shaded by trees, leaving just four potentially viable projects. In addition, upon reviewing the IOU-provided contact information, the PA identified gaps in data quality, as not all properties had up-to-date records or personal contacts. In some cases, account holders were listed only with generic email addresses not connected to a specific individual at the property owner organization. Despite the significant effort invested in providing greater financial transparency around SOMAH participation, like outlining potential long-term savings, expected out-of-pocket costs, and how SOMAH incentives could support their property, responses from property owners remained limited. While the intent was to help owners make informed decisions and set realistic expectations about participation, ongoing challenges suggest that transparency alone may not be sufficient to overcome barriers to engagement. However, the SOMAH PA has yielded greater successes in the Pacific Power and Liberty regions by leveraging co-marketing partners to make direct introductions with owners where traditional direct outreach efforts have fallen short. For example, the Siskiyou & Modoc Counties Housing Developer Workshop that was held in November 2025. Following the directives of D.24-11-006, a benchmark of 1.5% of the 2026 MEO resources will continue to focus specifically on outreach to these IOU territories. The PA will continue to explore effective marketing strategies tailored to property owners and communities located in Liberty and Pacific Power territories.

### **Program Changes**

The regulatory updates introduced through D.24-11-006 directly shape and reinforce the SOMAH PA's marketing objectives for 2026. The new directives, such as expanded eligibility for storage incentives, inclusion of incentives for essential building upgrades, automatic use of the Progress Payment Pathway, IOU co-marketing collaborations, and the removal of the EPBB in certain regions, are all aimed at enhancing program accessibility and supporting deeper building resiliency.



In February 2025, the SOMAH PA hosted a public workshop to gather feedback from contractors, property owners, and key stakeholders to inform them how the offerings from D.24-11-006 are designed. The public workshop was the first step in aligning stakeholder understanding of these new program offerings, and the marketing strategy for the year is built around continuing that momentum, especially toward property owners.

The PA's marketing and outreach objectives for Goal 1 are intentionally aligned with the program expansions and goals included in D.24-11-006 and R. 25-01-005. If new eligibility rules are clarified through R.25-01-005, the PA's messaging, marketing materials, and property owner engagement strategy will continue to adapt to ensure clarity and accessibility. The focus on promoting integrated solar plus storage offerings, communicating updated cost-coverage opportunities, and leveraging IOU priority contact data directly supports the directive to increase application enrollment and participation in the program.

**SMARTIE Objective(s): All to be achieved by November 2026**

1. Conduct direct outreach to at least 200 affordable housing organizations including outreach to all prospective projects (n=39) in the Liberty and Pacific Power regions.
  - a. Outreach will prioritize integrated storage offerings, and the SOMAH PA will utilize the IOU high-priority properties lists contact data.
  - b. Outreach to Liberty and Pacific Power properties will be prioritized in line with the requirement to expend 1.5% of the SOMAH budget dedicated to these service territories and to make further inroads there.
2. Coordinate with the five IOU tribal liaisons to identify potentially eligible properties within their service territories and conduct direct outreach to all prospective leads.
3. Maintain the utilization of SOMAH's Technical Assistance and Support Services by securing at least 50 technical assistance requests, including a minimum of 35 Solar Preview Reports.
4. Disseminate introductory direct outreach emails to 100% of property owners, property managers, and tribal members who fill out a Check Eligibility Form or subscribe to the email listserv.
5. Present on SOMAH at a minimum of one internal or external webinar, presentation, and/or panel for property owners and public housing authorities with a prioritization on attendance for owners of properties in DACs, Liberty, and Pacific Power. For each event, the PA will aim to secure a minimum of 20 attendees per session and will conduct follow-up outreach with all property

owner attendees to answer questions and support potential SOMAH applications.

6. Identify and establish relationships with at least three new property owner co-marketing partners in application gap regions and leverage their networks to disseminate SOMAH information via newsletters, presentations, social media, and/or direct introductions to members.
  - a. The PA will provide these co-marketing partners with SOMAH-branded digital assets to extend program outreach and ensure consistent, accurate messaging.
7. Have PA presence at key statewide and regional affordable housing conferences by participating in at least two conferences with property owners representing priority regions and groups such as Southern California, Central Valley, and rural areas as well as Liberty, Pacific Power, and tribes.
8. Utilize CBO support to engage property owners by:
  - a. Having CBO presence at regional affordable housing conferences by attending a minimum of five conferences focusing on priority regions as mentioned above.
  - b. Hosting and presenting on SOMAH at a minimum of three external presentations to property owners.
  - c. Conducting direct outreach to at least 300 affordable housing organizations.

Figure 7: 2026 Goal 1 Audiences and Main KPIs (key performance indicators)

Audiences	Main KPIs
<ul style="list-style-type: none"> <li>● Affordable housing owners, including:               <ul style="list-style-type: none"> <li>○ Nonprofits</li> <li>○ For-profits</li> <li>○ Faith-based housing</li> <li>○ Rural housing</li> <li>○ Farmworker housing</li> <li>○ Public housing authorities (PHAs)</li> <li>○ Tribal housing entities</li> </ul> </li> <li>● Property management companies</li> <li>● Affordable housing associations including:               <ul style="list-style-type: none"> <li>○ Housing California (HCA)</li> <li>○ Non-Profit Housing Association of Northern California (NPH)</li> <li>○ Southern California Association for Non-Profit Housing (SCANPH)</li> <li>○ San Diego Housing Federation (SDHF)</li> <li>○ California Coalition for Rural Housing (CCRH)</li> <li>○ San Joaquin Valley Housing Coalition (SJVHC)</li> <li>○ Kennedy Commission</li> </ul> </li> <li>● State and federal housing finance agencies such as:               <ul style="list-style-type: none"> <li>○ Tax Credit Allocation Committee (TCAC)</li> <li>○ California Department of Housing and Community Development (HCD)</li> </ul> </li> <li>● Co-marketing partners including:               <ul style="list-style-type: none"> <li>○ Clean energy program implementers</li> <li>○ Utility Single Point of Contacts (SPOCs)</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>● Number of new applications</li> <li>● Number of new DAC applications (including tribal)</li> <li>● Number of new email subscribers</li> <li>● Number of new interest calls</li> <li>● Number of webinars and attendees</li> <li>● Number of unique organizations contacted</li> <li>● Number of diverse property owner types contacted (housing authorities, tribal housing entities, etc.)</li> <li>● Number of projects requesting or using SOMAH Technical Assistance and Support Services, reported by number in each IOU territory</li> </ul>

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| <ul style="list-style-type: none"><li>○ IOU Tribal Liaison Representatives</li><li>○ Groups serving priority populations (i.e., Central Valley, rural housing, tribes, etc.)</li><li>○ Local city and county housing departments</li></ul> |  |
|--|--|

Figure 8: 2026 Goal 1 Activities

No.	Activity	Channels/tools	Audience	Duration
1.1	Conduct direct outreach to at least 200 affordable housing organizations, including outreach to all prospective projects in the Liberty and Pacific Power regions.	<ul style="list-style-type: none"> <li>● Salesforce</li> <li>● Direct outreach</li> <li>● Conferences/events</li> <li>● CBOs</li> <li>● Mailers</li> <li>● NAHC Contact List</li> <li>● Eligible properties map</li> <li>● IOU contact data</li> <li>● Check Eligibility Form</li> <li>● Eligibility Prescreen Form</li> </ul>	<ul style="list-style-type: none"> <li>● Property owners <ul style="list-style-type: none"> <li>○ Housing authorities</li> <li>○ PacificCorp/Liberty properties</li> <li>○ Tribal entities</li> </ul> </li> <li>● Properties in DACs</li> <li>● Newly eligible properties</li> <li>● Active host customers</li> </ul>	<ul style="list-style-type: none"> <li>● Q1-Q4 2026</li> <li>● Ongoing</li> </ul>
1.1.1	Coordinate and host interest calls with prospective applicants.	<ul style="list-style-type: none"> <li>● Eligibility Prescreen Form</li> <li>● Direct outreach</li> <li>● Program referrals</li> </ul>	<ul style="list-style-type: none"> <li>● Property owners</li> <li>● Asset managers</li> <li>● Affordable housing associations</li> </ul>	<ul style="list-style-type: none"> <li>● Q1-Q4 2026</li> <li>● Ongoing</li> </ul>
1.1.2	Develop and disseminate materials (i.e., flyers, presentations, outreach emails) to highlight program updates such as integrated storage and expanded eligible project costs.	<ul style="list-style-type: none"> <li>● Direct outreach</li> <li>● Conferences/events</li> <li>● Mailers</li> <li>● Social media</li> <li>● Co-marketing partners</li> <li>● CBO events</li> <li>● CalSOMAH.org</li> </ul>	<ul style="list-style-type: none"> <li>● Property owners</li> <li>● Asset managers</li> <li>● Affordable housing associations</li> </ul>	<ul style="list-style-type: none"> <li>● Q1-Q2 2026</li> </ul>
1.1.3	Identify additional databases/sources to ascertain new contact and property information in order to scrub existing Salesforce and property databases	<ul style="list-style-type: none"> <li>● LIHTC application data</li> <li>● Direct outreach</li> <li>● Calls</li> <li>● Native American Heritage Commission</li> <li>● Native American Contact List</li> </ul>	<ul style="list-style-type: none"> <li>● Property owners <ul style="list-style-type: none"> <li>○ Housing authorities</li> <li>○ Tribal entities</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>● Q1-Q4 2026</li> <li>● Ongoing, as made available</li> </ul>

1.1.4	Property owner outreach to priority lists provided by SOMAH IOUs.	<ul style="list-style-type: none"> <li>● Salesforce</li> <li>● Eligible properties map</li> <li>● IOU contact data</li> </ul>	<ul style="list-style-type: none"> <li>● Property owners <ul style="list-style-type: none"> <li>○ Housing authorities</li> <li>○ Tribal entities</li> <li>○ Priority areas: SCE, PacificCorp, Liberty</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>● Q1-Q4 2026</li> </ul>
1.1.5	Continue to engage property owners and applicants with canceled/withdrawn applications to encourage application re-enrollment or identify other candidates for SOMAH in their portfolio.	<ul style="list-style-type: none"> <li>● SOMAH application pipeline data</li> <li>● Direct outreach</li> </ul>	<ul style="list-style-type: none"> <li>● Canceled application properties</li> </ul>	<ul style="list-style-type: none"> <li>● Q1-Q4 2026</li> <li>● Quarterly</li> </ul>
1.1.6	Develop narrative-based content from participating owners and projects to illustrate the benefits of SOMAH to prospective applicants especially in regions with low participation such as PAC/LIB/DACs.	<ul style="list-style-type: none"> <li>● CalSOMAH.org</li> <li>● Email (Marketo)</li> <li>● Direct outreach</li> <li>● Conferences</li> <li>● Solar Preview Reports</li> </ul>	<ul style="list-style-type: none"> <li>● Prospective applicants</li> </ul>	<ul style="list-style-type: none"> <li>● Q1-Q4 2026</li> <li>● Quarterly and for use at Q1 and Q3 PO conferences</li> </ul>
1.1.7	Develop and disseminate mailers to prospective projects in the PAC/LIB regions.	<ul style="list-style-type: none"> <li>● Direct outreach (email and phone calls)</li> <li>● Email (Marketo)</li> <li>● Tribal digital publications</li> <li>● Affordable housing association sponsorships</li> </ul>	<ul style="list-style-type: none"> <li>● Tribal entities</li> <li>● Tribal housing authorities</li> <li>● Property owners in PAC/LIB regions</li> </ul>	<ul style="list-style-type: none"> <li>● Q2-Q3 2026</li> </ul>
1.2.1	Work with the Native American Heritage	<ul style="list-style-type: none"> <li>● Native American Heritage Commission</li> </ul>	<ul style="list-style-type: none"> <li>● Tribal entities</li> <li>● Affordable housing</li> </ul>	<ul style="list-style-type: none"> <li>● Q1 2026</li> </ul>

	Commission (NAHC) to get an updated copy of the Native American Contact List.	Native American Contact List	<ul style="list-style-type: none"> <li>associations</li> <li>IOU Tribal Liaison teams</li> </ul>	
1.2.2	Identify and engage tribal co-marketing partners to better understand Tribal community needs and secure direct introductions where possible.	<ul style="list-style-type: none"> <li>Direct outreach <ul style="list-style-type: none"> <li>Emails</li> <li>Mailers</li> <li>Meetings/Calls</li> </ul> </li> <li>Webinars</li> <li>NAHC Contact List</li> </ul>	<ul style="list-style-type: none"> <li>Tribal IOU Liaisons</li> <li>Tribal Solar Accelerator Fund</li> <li>California Coalition for Rural Housing</li> <li>Tribal entities</li> </ul>	<ul style="list-style-type: none"> <li>Q2-Q3 2026</li> </ul>
1.2.3	Prioritize conducting outreach to all new contacts on the NAHC Contact List.	<ul style="list-style-type: none"> <li>Direct outreach <ul style="list-style-type: none"> <li>Mailers</li> <li>Phone calls</li> <li>Emails</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Tribal entities</li> </ul>	<ul style="list-style-type: none"> <li>Q2-Q3 2026</li> </ul>
1.2.4	Research and determine feasibility for disseminating mailers to all tribes listed on the NAHC Contact List in the event of programmatic changes.	<ul style="list-style-type: none"> <li>Direct outreach <ul style="list-style-type: none"> <li>Mailers</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Tribal entities</li> </ul>	<ul style="list-style-type: none"> <li>Q2-Q3 2026</li> </ul>
1.3.1	Develop and disseminate TA marketing and educational materials about use of TA services.	<ul style="list-style-type: none"> <li>SOMAH CBO partners</li> <li>Webinars</li> <li>Conferences and events</li> <li>Co-marketing toolkit</li> <li>CalSOMAH.org</li> <li>Case studies</li> <li>TA and Support Services</li> <li>Intake Calls/Presentations</li> </ul>	<ul style="list-style-type: none"> <li>Prospective and current applicants</li> </ul>	<ul style="list-style-type: none"> <li>Q1-Q4 2026</li> <li>Ongoing</li> </ul>
1.3.2	Develop and disseminate TA Preview Reports as a first touch marketing tool for prospective applicants.	<ul style="list-style-type: none"> <li>Direct outreach</li> <li>Intake Calls/Presentations</li> <li>TA and Support Services</li> <li>Property Data Sources:</li> </ul>	<ul style="list-style-type: none"> <li>PAC/LIB properties</li> <li>DAC properties</li> <li>Tribal entities</li> <li>Nonparticipating</li> </ul>	<ul style="list-style-type: none"> <li>Q1-Q4 2026</li> <li>Ongoing</li> </ul>

		<ul style="list-style-type: none"> <li>○ Salesforce</li> <li>○ Eligible properties map</li> <li>○ IOU contact data</li> </ul>	property owners and prospective applicants	
1.4.1	Broaden the SOMAH audience by adding new property owners to SOMAH email lists and conducting direct outreach to every new subscriber.	<ul style="list-style-type: none"> <li>● Email (Marketo)</li> <li>● SOMAH subscriber list</li> </ul>	<ul style="list-style-type: none"> <li>● Property owners</li> </ul>	<ul style="list-style-type: none"> <li>● Q1-Q4 2026</li> <li>● Ongoing</li> </ul>
1.4.2	Conduct direct outreach to property owners who have submitted to the Check Eligibility Form.	<ul style="list-style-type: none"> <li>● Check Eligibility Form</li> <li>● Direct outreach</li> </ul>	<ul style="list-style-type: none"> <li>● Property owners</li> </ul>	<ul style="list-style-type: none"> <li>● Q1-Q4 2026</li> <li>● Ongoing</li> </ul>
1.4.3	Scrub property owner subscriber list to ensure that leads are correctly categorized.	<ul style="list-style-type: none"> <li>● Eligible Properties Map</li> <li>● TA and Support Services</li> <li>● IOU data</li> </ul>	<ul style="list-style-type: none"> <li>● SOMAH PA</li> <li>● Property owners</li> </ul>	<ul style="list-style-type: none"> <li>● Q1-Q4 2026</li> <li>● Quarterly</li> </ul>
1.5.1	Develop presentations and webinars to enhance property owner capacity within SOMAH, addressing knowledge and participation obstacles. This includes creating tools, materials, and resources such as solar overviews, solar monitoring guides, project implementation checklists, etc.	<ul style="list-style-type: none"> <li>● CalSOMAH.org</li> <li>● TA and Support Services</li> <li>● Conferences and events</li> <li>● Co-marketing toolkit</li> <li>● YouTube</li> <li>● Case studies</li> <li>● Solar Preview Reports</li> </ul>	<ul style="list-style-type: none"> <li>● Property owners</li> <li>● Asset managers</li> <li>● Affordable housing associations</li> <li>● City/county representatives</li> <li>● Clean energy program partners</li> </ul>	<ul style="list-style-type: none"> <li>● Q1 - Q4 2026</li> </ul>
1.6.1	Identify new co-marketing partners serving priority	<ul style="list-style-type: none"> <li>● Direct referrals from existing co-marketing</li> </ul>	<ul style="list-style-type: none"> <li>● Property owners</li> <li>● Asset management</li> </ul>	<ul style="list-style-type: none"> <li>● Q1-Q4 2026</li> </ul>

	groups (i.e., DACs, Pacific Power, and Liberty) to market the SOMAH Program to their audiences.	<p>partners and stakeholders</p> <ul style="list-style-type: none"> <li>● CBOs</li> <li>● Conferences/events</li> <li>● IOUs</li> </ul>	<p>organizations</p> <ul style="list-style-type: none"> <li>● Affordable housing associations</li> <li>● City/county representatives</li> <li>● Clean energy program partners</li> </ul>	
1.6.2	Explore co-marketing activities with IOUs, including Liberty and Pacific Power, to disseminate SOMAH materials.	<ul style="list-style-type: none"> <li>● Direct outreach <ul style="list-style-type: none"> <li>○ Mailers</li> <li>○ Email</li> </ul> </li> <li>● Newsletters</li> <li>● Social media</li> <li>● Webinars</li> <li>● IOU tribal liaisons</li> </ul>	<ul style="list-style-type: none"> <li>● Property owners in IOU service territories</li> </ul>	<ul style="list-style-type: none"> <li>● Q1-Q2 2026</li> </ul>



## Goal 2: Retain a robust and diverse contractor base and support eligible contractor participation with new application submissions

### Overview

The SOMAH PA recognizes the value that contractors bring to the program as contractors procure and lead the application process for **95.4%** of current applications (see [SOMAH Semiannual Progress Report 2025-07-31](#)). The SOMAH PA is committed to providing support to contractors to help them successfully navigate the program. The PA provides this support by ensuring contractors have sufficient knowledge about the program and its offerings, access to tools and resources to promote it, and information about program eligibility, requirements, applications, and Track A bidding. Technical assistance helps smaller contractors navigate the differences between single-family residential and multifamily installations and provides them with the appropriate tools to take on these larger and more complex projects. Goal 2 strives to bring large-scale opportunities to contractors across California. As emphasized by D.24-11-006, in 2026 the PA will increase contractor engagement to stimulate application submissions by increasing touchpoints with nonparticipating contractors and subcontractors.

### Subcontractors

In 2025, the SOMAH PA continued promoting its subcontractor tool to help primary contractors locate subs near their SOMAH projects. In addition, the SOMAH PA continued to educate SOMAH-eligible contractors on how to connect and work with SOMAH-eligible power purchase agreement (PPA)<sup>8</sup> providers. PPAs are particularly useful for contractors who traditionally offer host customer-owned systems but would like to work with a PPA provider to expand their system ownership offerings by including third-party owned systems. Pairing these financial mechanisms helps reduce financial and other burdens and limitations caused by host ownership options that smaller contractors have identified as barriers to participation.

### Potential Contractors<sup>9</sup>

In 2025, the SOMAH PA continued to send SOMAH Contractor Training invitations to contractors and trade allies participating in the Energy Savings Assistance (ESA) Program to promote cross-program participation and inform energy efficiency contractors of other incentive opportunities that may be available for their projects. As a result of this outreach, four ESA trade allies attended contractor training in 2025 and

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<sup>8</sup> Under a solar PPA, the property owner or the host customer pays per kilowatt-hour of energy produced monthly to the system owner.

<sup>9</sup> Potential contractors are solar contractors who have not participated in the required eligibility process or signed up for the SOMAH email sign-up and must be recruited to participate in the program.



proceeded to become SOMAH-eligible contractors. The PA plans to continue targeted contractor outreach in 2026 and track participation from SOMAH-eligible ESA trade allies.

## Challenges and Lessons Learned

Increasing new primary contractor participation remains challenging for the program. In 2025, the number of participating contractors remained considerably lower than the total number of SOMAH-eligible contractors. Only **16** of the **227** eligible contractors have active or completed SOMAH projects.<sup>10</sup> A total of **22** new contractors became eligible for SOMAH in 2025. Of these 16 contractors, 4 ESA trade allies registered, attended, and became SOMAH Eligible Contractors. The SOMAH PA will continue to engage and promote co-enrollment with trade allies in 2026. This year, SOMAH also had one new eligible contractor submit an application in 2025. SOMAH continues to have more success engaging with subcontractors. These subs have worked with **22** existing primary contractors and have driven the installation of **81** projects to date. The PA views this as a noteworthy success given the feedback from interviews that many contractors prefer participating in SOMAH as a subcontractor rather than acting as a primary contractor due to capacity, experience, and other constraints.

The PA is looking forward to increasing the number of participating contractors through one-on-one consultations, reengaging SOMAH-eligible contractors with program updates, Contractor Office Hours webinars, and improvements to the contractor nurture campaign. The PA sees an opportunity to reengage with nonparticipating contractors by sending direct emails to contractors to explain changes from D.24-11-006. These changes include the new bidding process, data clean up to the SOMAH eligibility map with the IOU high-priorities property lists and incentivizing integrated storage and roof repairs. Continual attendance by contractors at office hours and SOMAH eligibility trainings indicates contractors want to participate in SOMAH but may need more help at obtaining viable leads and understanding the program. Therefore, the PA is planning quarterly direct touchpoints to contractors to motivate contractors to pursue SOMAH application submissions.

## Priorities and Key Strategies for Contractors

- **Prioritize direct outreach to contractors who primarily work in DACs and application gap regions to increase application submissions in target communities.**

The SOMAH PA expects an increase in applications by focusing on contractor outreach and engagement of new contractors. Historically, lack of available local contractors has caused a barrier to entry for projects in these territories, especially projects located in rural and mountain communities. SOMAH will continue to prioritize contractor outreach in these regions, as engaging with local contractors may drive new projects in these territories. SOMAH could not

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<sup>10</sup> A nonparticipating SOMAH-eligible contractor has completed the eligibility process but has not submitted an application.

engage solar contractors on tribal lands but will continue this effort in 2026. The D.24-11-006 ruling has helped increase incentives for Northern California properties by removing the expected performance based buydown (EPBB) methodology for incentive calculations. This should help increase applications. It is important to ensure contractors are ready to connect with property owners now that incentive rates have been updated and offer greater benefit.

- *Increase application submissions for current nonparticipating contractors.* The number of participating contractors and subcontractors versus nonparticipating contractors is low at **52** (**36** subcontractors and **15** primary contractors) out of **227** eligible contractors. In order to engage nonparticipating contractors, the SOMAH PA educates them on program requirements and how to use the SOMAH Eligible Properties Map for lead generation. Since 2023, Contractor Office Hour webinars allowed the PA to engage with contractors and inform them of important program requirements and updates.

#### **SMARTIE Objective(s): All to be achieved by November 2026**

1. Quarterly direct outreach (emails and calls) to nonparticipating eligible contractors to communicate program improvements and new offerings including the new bidding process, SOMAH eligible properties map data clean up, and application process streamlining.
2. Reengage contractors through two Office Hour webinars.
3. Increase application submissions by at least one nonparticipating contractor.
4. Hold four Contractor Eligibility Trainings.
5. Match subcontractors to all the applications that would like a third-party contractor to assist with PV installations, subject to need by primary or subcontractor and upon request.



Figure 9: 2026 Goal 2 Audiences and Main KPIs

<p><b>Audiences</b></p> <ul style="list-style-type: none"> <li>• Diverse contractors (women-, minority-, and/or LGBTQ+-owned businesses)</li> <li>• Contractors with applications</li> <li>• Potential contractors</li> <li>• Nonparticipating contractors</li> <li>• Subcontractors</li> </ul>	<p><b>Main KPIs</b></p> <ul style="list-style-type: none"> <li>• Number of new SOMAH-eligible contractors and subcontractors</li> <li>• Number of new self-identified diverse SOMAH-eligible contractors (women-, minority-, and/or LGBTQ+-owned businesses)</li> <li>• # of applications per contractor</li> <li>• Number of applications from contractors that had no previous applications through 2025</li> <li>• Number of contractor webinar registrants</li> </ul>
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Figure 10: 2026 Goal 2 Activities

No.	Activity	Channels/tools	Audience	Duration
2.1	Develop and execute a plan for expanding contractor coverage into low coverage and priority geographic areas.	<ul style="list-style-type: none"> <li>• Direct emails</li> <li>• Direct calls</li> </ul>	<ul style="list-style-type: none"> <li>• Potential contractors</li> <li>• Nonparticipating contractors</li> </ul>	<ul style="list-style-type: none"> <li>• Q1-Q4</li> <li>• For Eligibility Trainings</li> </ul>
2.2	Improve email nurture campaigns for nonparticipating contractors by adding program updates.	<ul style="list-style-type: none"> <li>• Marketo</li> <li>• CalSOMAH.org</li> </ul>	<ul style="list-style-type: none"> <li>• Contractors in listserv</li> </ul>	<ul style="list-style-type: none"> <li>• Q1-Q4</li> <li>• As needed</li> </ul>
2.3	Update Eligibility Training as needed.	<ul style="list-style-type: none"> <li>• Eligibility Training</li> </ul>	<ul style="list-style-type: none"> <li>• Potential contractors</li> <li>• Nonparticipating contractors</li> </ul>	<ul style="list-style-type: none"> <li>• Q1-Q4</li> <li>• Quarterly</li> <li>• With program updates</li> </ul>

			<ul style="list-style-type: none"> <li>Subcontractors</li> </ul>	and evaluation recommendations
2.4	Pair active contractors with subcontractors for installation and/or finance opportunities with PPA providers.	<ul style="list-style-type: none"> <li>Direct emails</li> <li>Direct calls</li> <li>Marketo</li> <li>CalSOMAH.org - subcontractor tool</li> </ul>	<ul style="list-style-type: none"> <li>Eligible nonparticipating subcontractors</li> <li>Subcontractors</li> <li>Contractors with applications</li> </ul>	<ul style="list-style-type: none"> <li>Q1-Q4</li> <li>As needed</li> </ul>
2.5	Collect and analyze contractor demographic data.	<ul style="list-style-type: none"> <li>Primary contact information</li> </ul>	<ul style="list-style-type: none"> <li>Eligible contractors</li> </ul>	<ul style="list-style-type: none"> <li>Annual intake</li> <li>After Eligibility Training</li> </ul>
2.6	Distribute marketing materials for contractors to use when engaging property owners according to feedback. Update as needed with feedback and program changes.	<ul style="list-style-type: none"> <li>Marketing toolkit</li> <li>CalSOMAH.org</li> </ul>	<ul style="list-style-type: none"> <li>Contractors (all)</li> </ul>	<ul style="list-style-type: none"> <li>Q1-Q4</li> </ul>
2.7	Hold Office Hour webinars with a special topic based on important program updates.	<ul style="list-style-type: none"> <li>Webinars</li> </ul>	<ul style="list-style-type: none"> <li>Nonparticipating contractors</li> </ul>	<ul style="list-style-type: none"> <li>Q2 and Q3</li> <li>As needed</li> </ul>
2.8	Promote SOMAH through external SOMAH channels.	<ul style="list-style-type: none"> <li>CalSSA</li> <li>Partner channels</li> <li>SOMAH social media</li> </ul>	<ul style="list-style-type: none"> <li>Potential contractors</li> </ul>	<ul style="list-style-type: none"> <li>Q1-Q4</li> <li>For contractor webinars</li> </ul>

		<p>channels</p> <ul style="list-style-type: none"> <li>● IOU channels</li> </ul>		
2.9	Leverage narrative-based content (from Goal 1 Activities) to encourage participation from nonparticipating contractors.	<ul style="list-style-type: none"> <li>● CalSOMAH.org</li> <li>● Email (Marketo), see Activity 2.2</li> </ul>	<ul style="list-style-type: none"> <li>● Nonparticipating contractors</li> <li>● Potential contractors</li> </ul>	<ul style="list-style-type: none"> <li>● Q1-Q4</li> <li>● Ongoing</li> </ul>
2.10	Market contractor engagement points of contact for one-on-one consultations and meetings with property owners.	<ul style="list-style-type: none"> <li>● CalSOMAH.org</li> <li>● Email (Marketo)</li> <li>● Eligibility Training</li> <li>● Office Hour webinars</li> </ul>	<ul style="list-style-type: none"> <li>● Contractors (all)</li> </ul>	<ul style="list-style-type: none"> <li>● Q1-Q4</li> <li>● Ongoing, as requested</li> </ul>

## Goal 3: Ensure sufficient job trainee participation and preparation for SOMAH job training opportunities and relevant careers

### Overview

The SOMAH PA continues to build a pipeline of eligible job trainees. In 2025, job training outreach efforts focused on the following:

- Informing [SOMAH-eligible job training organizations](#) (JTOs) about SOMAH's job training opportunities as a pathway for their students and graduates to get hands-on experience on multifamily solar photovoltaic installations.
- Encouraging job seekers and prospective job trainees to sign up for the SOMAH [Job Training Portal](#), where they can use the resume bank and job board to find open training opportunities and connect with SOMAH contractors.
- Educating job seekers and job trainees on career development resources and solar career opportunities.
- Supporting contractors' fulfillment of SOMAH's job training requirements by connecting them with job seekers and local JTOs, thus helping ensure SOMAH trainees are local and targeted hires.

The SOMAH PA regularly conducts outreach and engagement with prospective job trainees, JTOs, contractors, tenants, and CBO partners through meetings, presentations, and webinars to ensure goals are met and job training opportunities are successful.

Goal 3 supports Goal 2 by promoting acknowledgement and understanding of job training requirements and by supporting contractors in fulfilling the requirements and assisting in recruitment as needed. This goal aims to decrease barriers to participation for contractors so that meeting workforce requirements is never a deterrent to applications, especially for smaller contractors and those installing projects in DACs.

### Contractor Job Training Support

The SOMAH PA directly supports contractors with job training requirements by helping them connect with eligible trainees and JTOs. In March and September 2025, the PA provided semiannual Job Training Overview webinars that presented a detailed overview of the job training requirements and shared helpful resources for facilitating meaningful job training experiences.

### Job Training Organization Outreach

JTOs are trusted partners in connecting trainees with SOMAH projects. To ensure the success of future projects, in 2026 the SOMAH PA will focus on maintaining relationships



with current JTO partners while reaching out to new potential partners in specific gap regions as needed. As of November 3, 2025, the SOMAH PA has confirmed the eligibility of **95** job training organizations throughout California.

The SOMAH PA is also increasing tenant participation in job training opportunities through tenant education workshops ([see Goal 4 for more information](#)). In addition, the SOMAH PA is working with CBOs to include more information about workforce development (WFD) opportunities in tenant outreach/education materials to spread awareness. Through this approach, trainees will learn about SOMAH job training opportunities earlier in the process, increasing the time frame in which they can apply to participate in a project. As of November 1, 2025, **25** job training opportunities have been filled by tenants.

The SOMAH PA sunset the formal JTO Task Force at the end of 2024. Four members of the former group continued advising the program on workforce development and job training through participation in the Advisory Council. The Advisory Council continued advising the PA on SOMAH's WFD programs and developing strategies to reach targeted applicants and address service gaps through a WFD working group.

### **Job Trainee Support**

The SOMAH PA supports job trainees via webinars and workshops geared toward professional development. Additional support measures for trainees include providing education to contractors about the benefits of expanding their workforce by increasing awareness of and accessibility to career opportunities. These strategies offer the SOMAH PA multiple ways to encourage job trainees to update and upload their resume into the resume bank on the SOMAH Job Training Portal, increasing their exposure to SOMAH contractors and employers. The PA also provides support in crafting and enhancing resumes for trainees. While trainees are encouraged to upload resumes and certifications for a competitive edge, it is not mandatory. The SOMAH PA will continue to emphasize the importance of resumes during presentations to all audiences to increase this metric's performance in 2026.

The SOMAH job trainee program provides a diverse array of opportunities for potential trainees to gain valuable experience. While contractors primarily rely on SOMAH trainees for solar installation tasks, these trainees have also been involved in other parts of projects, including project management, post-installation support, operations, and maintenance. Curated resources support hands-on installation experience and contribute to the professional growth of trainees, nurturing their expertise in the solar industry. Experience gained through SOMAH training opportunities gives job trainees the ability to confidently apply for solar installer roles as well as other relevant career options, like project managers, site surveyors, permit runners, and site inspectors.

## Challenges and Lessons Learned

The SOMAH PA's tactics are intended to secure hiring for local and targeted hires<sup>11</sup> and trainees living in DACs. The SOMAH PA encourages trainees and contractors to share their demographic information; however, some job trainees choose not to share their demographic information. As of November 1, 2025, around half of job trainees shared their demographic information with the SOMAH PA. From this pool, the majority of trainees were either local or targeted hires. Trainees that live in DACs accounted for a smaller percentage than anticipated.

Outreach to trainees in DACs is challenging because the SOMAH PA does not have information on how many of the trainees referred by JTOs and CBOs live in a DAC at the first point of contact.

Generally, the PA has concentrated on outreach to targeted populations because there are JTOs with specific audiences, who the SOMAH PA can connect with (i.e., re-entry, English as a second language). Specific statistics on job trainee demographics can be found in the Semiannual Progress Report.

## Key Strategies for Job Trainees, JTOs, and Contractors

- *Help to ensure job trainees have meaningful job training experiences*  
The SOMAH PA will continue to conduct job trainee surveys in 2026 to gather feedback on the job trainee experience, job placement, and retention. Survey responses will allow the SOMAH PA to improve trainees' SOMAH job training experience.
- *Support contractors with local and targeted hiring of job trainees*  
The SOMAH PA will continue to provide personalized support to contractors to help them meet the job training requirements and recruit qualified job trainees, prioritizing local and targeted trainees. In its outreach, the SOMAH PA works with JTOs serving targeted populations and organizations located in SOMAH project areas. This also includes connecting contractors to local JTOs to foster direct hiring pipelines and employer-trainer relationships. Decision 24-11-006 modified job training requirements for projects in Liberty and Pacific Power territories to the minimum amount required independent of system size. Liberty and PacificCorp projects will meet the job training requirement if projects have one trainee who worked for at least 40 hours.
- *Celebrate job training successes through narrative-based content*  
A crucial aspect of increasing awareness of job training opportunities is sharing firsthand experiences of program participants. The SOMAH PA and its CBO

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<sup>11</sup> SOMAH defines a local hire as an individual who lives within the same county as the SOMAH project and targeted hire includes DAC residents, affordable housing residents, women, people of color, and other individuals who face barriers to employment, such as being homeless, being a custodial single parent, receiving public assistance, lacking a GED or high school diploma, participating in a vocational English as a second language program, or having a criminal record or other involvement with the criminal justice system.

partners have developed promotional materials (e.g., success stories, blogs, testimonials) using interviews with job trainees, JTOs, and contractors about the benefits of SOMAH's job training. The SOMAH PA will continue to collect interviews and stories in 2026 to share with all audiences encouraging participation in the workforce development component of the program. Both success stories and interviews can be found in the [SOMAH Resource Library](#).

- *Engage and prepare tenants for SOMAH job training opportunities and solar careers*

The SOMAH PA will maintain its focus on connecting tenants to local JTOs and to SOMAH contractors by focusing outreach in two methods. The first method is by working with CBOs to promote tenants as eligible trainees in their outreach. The second is by promoting tenants as eligible trainees through SOMAH's tenant education services and contractor-facing webinars. Efforts to promote tenants as trainees will continue in 2026 through coordination with the tenant education team, which has benefited overall trainee recruitment since collaboration became more intentional. The workforce development and tenant education teams will also further integrate workforce development information into tenant education materials and strive to present job training opportunities early in the installation process.

### **SMARTIE Objective(s): All to be achieved by November 2026**

1. Host at least two contractor-focused job training webinars to educate SOMAH contractors on job training requirements, jobsite safety, relevant labor policies, and best practices.
2. Host at least one job trainee-focused webinar to educate and engage job seekers and job trainees on solar career pathways and high-value soft skills in preparation for solar careers.
3. Ensure at least 50% of hired SOMAH job trainees are local or targeted hires by providing resources and connecting them with JTOs that serve these populations.
4. Conduct targeted outreach to JTOs in Liberty and PacifiCorp territories as well as those that serve Tribes to reach at least one partnership per region.
5. Ensure 15% of job trainees complete the job trainee survey.



Figure 11: 2026 Goal 3 Audiences and Main KPIs

<p><b>Audiences</b></p> <ul style="list-style-type: none"> <li>● Prospective job trainees, specifically:             <ul style="list-style-type: none"> <li>○ Tenants of SOMAH properties</li> <li>○ Local job trainees who reside in the same county as active SOMAH projects</li> <li>○ Targeted hires (those who have experienced barriers to employment)</li> <li>○ Tribal communities</li> </ul> </li> <li>● Eligible JTOs</li> <li>● Potentially eligible JTOs</li> <li>● Communities in CBO partners' service regions</li> <li>● Contractors</li> </ul>	<p><b>Main KPIs</b></p> <ul style="list-style-type: none"> <li>● Number of new job trainees enrolled on the SOMAH Job Training Portal</li> <li>● Percent of job trainees who are local or targeted hires and who reside in DACs</li> <li>● Number of job trainees hired full time</li> <li>● Percentage of job trainees that submitted a job trainee survey</li> <li>● Number of SOMAH-eligible JTOs in Liberty &amp; Pacific Power territories</li> <li>● Number of SOMAH-eligible JTOs that serve tribal communities</li> <li>● Number of touch points with existing JTO partners</li> </ul>
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Figure 12: 2026 Goal 3 Activities

No.	Activity	Channels/tools	Audience	Duration
3.1	Conduct targeted outreach to JTOs: <ul style="list-style-type: none"> <li>● Current</li> </ul>	<ul style="list-style-type: none"> <li>● Direct phone calls/meetings</li> </ul>	<ul style="list-style-type: none"> <li>● JTOs</li> </ul>	<ul style="list-style-type: none"> <li>● Q1-Q4</li> <li>● Ongoing</li> </ul>

	<p>partners to encourage their students/trainees to join SOMAH's Job Training Portal and resume bank, and to maintain existing relationships</p> <ul style="list-style-type: none"> <li>• In Liberty &amp; Pacific Power territories</li> <li>• Tribal-serving JTOs</li> </ul>	<ul style="list-style-type: none"> <li>• Direct emails</li> <li>• Job training overview presentations</li> <li>• Digital collateral</li> </ul>		
3.2	<p>Host at least three webinars for workforce development audiences.</p>	<ul style="list-style-type: none"> <li>• Webinars</li> </ul>	<ul style="list-style-type: none"> <li>• Job trainees</li> <li>• JTOs</li> <li>• Contractors</li> </ul>	<ul style="list-style-type: none"> <li>• Q1-Q3</li> <li>• Quarterly</li> </ul>
3.3	<p>Increase engagement on Job Training Portal including use of resume bank and trainee intake forms submission.</p>	<ul style="list-style-type: none"> <li>• Direct emails to job trainees with limited engagement on the Job Training Portal</li> <li>• Direct emails to contractors to assist with trainee intake form collection</li> </ul>	<ul style="list-style-type: none"> <li>• Job trainees</li> <li>• Contractors</li> <li>• JTOs</li> </ul>	<ul style="list-style-type: none"> <li>• Q1-Q4</li> <li>• Ongoing</li> </ul>

		<ul style="list-style-type: none"> <li>Reminders to post open training positions, fill out trainee intake forms, and upload resumes during webinars and other engagement opportunities (e.g., tenant education workshops)</li> <li>Presentations to JTOs to encourage students to fill out trainee intake forms and upload resumes to resume bank</li> </ul>		
3.4	Share job training experiences via narrative-based content with relevant SOMAH audiences to encourage job trainee participation and contractor hiring success.	<ul style="list-style-type: none"> <li>CalSOMAH.org</li> <li>Social media</li> <li>Webinars</li> </ul>	<ul style="list-style-type: none"> <li>Job trainees</li> <li>JTOs</li> <li>Contractors</li> <li>CBOs</li> </ul>	<ul style="list-style-type: none"> <li>Q1-Q4</li> <li>Semiannually</li> </ul>
3.5	Survey job trainees who have participated in job training opportunities about their SOMAH training experience and career progression.	<ul style="list-style-type: none"> <li>Survey</li> </ul>	<ul style="list-style-type: none"> <li>Job trainees</li> </ul>	<ul style="list-style-type: none"> <li>Q1-Q4</li> <li>As projects are completed</li> </ul>



## **Goal 4: Supports property owners by providing the resources needed to educate tenants about the benefits of participating in the program, answering frequently asked questions, staffing the tenant hotline, and offering other forms of assistance upon request.**

### **Overview**

The primary objective of tenant education is to ensure tenants in both potentially eligible and participating SOMAH properties understand the program and can benefit from it equitably. Tenant education (TE) goals are to ensure tenant safety, increase self-efficacy in maximizing the benefits of solar energy, reduce confusion and discomfort during installation, and help center community voices. To achieve this, the SOMAH PA continues to work closely with the program's CBO partners<sup>12</sup> who support tenant education by conducting tenant outreach, facilitating TE workshops, updating and disseminating TE materials, assisting contractors and property owners with TE services, sharing SOMAH's workforce development opportunities, and engaging local government entities around co-marketing opportunities with the SOMAH PA.

Although tenant education is no longer a requirement for the SOMAH Program, property owners remain mindful of how solar panel installation will impact tenants residing in their properties, from the actual installation process to receiving bill credits. Goal 4 supports property owners by providing the resources needed to educate tenants about the benefits of participating in the program, answering frequently asked questions, staffing the tenant hotline, and offering other forms of assistance upon request. These supportive services ultimately serve the primary goal of increasing SOMAH applications (Goal 1 & 2) by decreasing friction that might arise between tenants, on-site property management staff, and property owners through the installation and interconnection process, which is often caused by a lack of information among tenants. Especially for property owners with larger portfolios that may be considering applying for multiple properties, tenant engagement is important in preventing negative tenant interactions that might be associated with participating in SOMAH and cause them to not pursue additional SOMAH applications.

### **Community-Based Organization Partnerships**

In 2025, the PA's CBO partnerships were essential in achieving SOMAH's tenant education goals. These goals included feedback on creating culturally appropriate TE materials for the communities they serve, supporting TE services (e.g., leading and

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<sup>12</sup> SOMAH CBO partners are: Asian Pacific Environmental Network, [Communities for a Better Environment](#), Community Environmental Council, California Environmental Justice Alliance, [Environmental Health Coalition](#), [OC Goes Solar](#), [Self-Help Enterprises](#), and [The Niles Foundation](#).



facilitating TE workshops, piloting the first “Train the Trainer” training), and continuing outreach to residents in participating SOMAH properties.

## Tenant Education

In 2025, the SOMAH PA and its CBO partners continued to provide free TE services. Per D.24-11-006, tenant education will no longer be a requirement for property owners or contractors. The SOMAH PA will continue to maintain an array of up-to-date resources and to provide direct support and resources to tenants as well as property owners and contractors upon request. Because the removal of the requirement went into effect on July 1, 2025, and due to the average timeline for projects, some will still need to adhere to the requirement guidelines during 2026. The SOMAH PA and its CBO partners will continue to support these projects in meeting all requirements.

- *Tenant Education Workshops*

As of November 1, 2025, the SOMAH PA and CBO partners conducted **11** TE workshops in the following areas: Fresno Housing Authority properties (SHE led), Olivehurst (CEJA led), and Oakland (PA led). Workshops were adapted to meet the needs of residents, customizing elements like location, language, timing, and resident profile. The SOMAH PA has revamped the TE materials based on findings from surveys and in-person workshops. The SOMAH PA plans to launch these materials at the end of Q4 2025. The SOMAH PA’s plans to update TE materials and engagement align with a revised handbook timeline and will now provide recommendations instead of updated requirements.

- “Train the Trainer”

- In January 2025, the PA and SHE co-led an inaugural “Train the Trainer” workshop for the Fresno Housing Authority, an affordable housing agency with 41 SOMAH projects, where 15 employees were present. The training covered an overview of the SOMAH Program, reviewed the tenant education materials with a special emphasis on how to read the utility bill resource, and explained PA support services. The workshop was recorded and sent out to FHA staff to use as an ongoing resource. The PA shared essential program information and provided training for employees who regularly interact with tenants and often field SOMAH-related questions.

## Challenges and Lessons Learned

The Tenant Hotline remains an invaluable resource for renters. Because property manager engagement directly influences how tenants interact with SOMAH, the PA has worked to streamline and strengthen communication about the program and its benefits. This includes sharing information about available workforce opportunities and raising awareness of job-training options for tenants living in SOMAH project properties. As noted in the previous section, the number of trainees hired depends on several factors.

The PA continues to receive reports from tenants expressing frustration with interconnection delays. These delays push back the economic relief intended by the solar panel installations. While the PA is not in control of the processes involved in projects receiving utility permission to operate (PTO) and bill credits, it is committed to remaining transparent and communicating realistic expectations around interconnection to residents. Based on program data and VNEM quarterly memos submitted by the IOUs pursuant to CPUC D.24-11-006, construction completion-to-PTO timelines vary by project and territory, typically ranging between 6-11 months. An internal report on interconnection timelines found similar variation. The PA continues to track the progress of SOMAH project interconnections closely.

### **Priorities and Key Strategies for Tenant Engagement**

- *Continue providing TE services with needed adjustments*  
In 2026, the SOMAH PA will continue providing TE services, in particular tenant education workshops upon request. In 2025, SOMAH PA worked on an updated plan for continuing to provide TE both now and in the long term. This strategy takes into account several factors, including capacity and budget constraints, CBO partner service territories (and any agreed-upon expansions), projects located in DACs, gap regions, resident accessibility needs, the incorporation of virtual options, and how these offerings are marketed. Improvements to online tenant education resources will continue to be implemented to further expand accessibility. Additionally, the SOMAH PA will continue engaging program participants around proposed changes so that if/when they occur, property owners and contractors will feel prepared and well supported.

### **SMARTIE Objective(s): All to be achieved by November 2026**

1. Make tenant education resources and support services from the SOMAH PA and CBO partners accessible to host customers through tenant education informational webinars, listserv announcements, public forums, and emails as needed.
2. Facilitate tenant education workshops as needed or upon request.
3. Sustain tenant outreach in job training opportunities by collaborating with the SOMAH workforce development team to encourage local hiring by contractors through webinars.



Figure 13: 2026 Goal 4 Audiences and Main KPIs

<p><b>Audiences</b></p> <ul style="list-style-type: none"> <li>• Tenants in properties enrolled in SOMAH</li> <li>• Tenants interested in job training opportunities</li> <li>• Community-based organization partners</li> <li>• Contractors</li> <li>• Property owners and managers</li> <li>• Local and regional stakeholders</li> </ul>	<p><b>Main KPIs</b></p> <ul style="list-style-type: none"> <li>• Number of tenant education services workshops conducted by SOMAH PA team or CBO partners</li> <li>• Number of tenant education informational webinars conducted for contractors and property owners</li> <li>• Number of unique calls to the TE hotline and the related projects</li> <li>• Number and percent of tenants that participated in job training opportunities</li> <li>• Tenant education workshop attendance</li> <li>• Number of tenants indicating TE workshops effectiveness (when available)</li> <li>• Number of CBOs participating in the SOMAH Program</li> </ul>
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Figure 14: 2026 Goal 4 Activities

No.	Activity	Channels/tools	Audience	Duration
4.1	Educate participating property owners and contractors about tenant education resources and support services from the SOMAH PA and CBO partners.	<ul style="list-style-type: none"> <li>• Workshops</li> <li>• Webinars</li> <li>• Flyers</li> <li>• Emails</li> <li>• CBO Resource Hub</li> </ul>	<ul style="list-style-type: none"> <li>• Property owners</li> <li>• Contractors</li> </ul>	<ul style="list-style-type: none"> <li>• Q1-Q4</li> <li>• As needed</li> </ul>

4.2	Continue CBO and SOMAH PA facilitated tenant education services through remote/in-person tenant workshops. <sup>13</sup>	<ul style="list-style-type: none"> <li>● Workshops</li> <li>● Flyers</li> <li>● Emails</li> <li>● Prerecorded videos</li> </ul>	<ul style="list-style-type: none"> <li>● Tenants in SOMAH properties</li> </ul>	<ul style="list-style-type: none"> <li>● Q1-Q4</li> <li>● As requested</li> </ul>
4.3	Work with CBOs to educate property owners on how to inform tenants about program benefits and job training opportunities.	<ul style="list-style-type: none"> <li>● Workshops</li> <li>● Newsletters</li> <li>● Email blasts</li> <li>● CBO Resource Hub</li> </ul>	<ul style="list-style-type: none"> <li>● Property owners</li> </ul>	<ul style="list-style-type: none"> <li>● Q1-Q4</li> <li>● Ongoing</li> </ul>
4.4	Identify barriers and challenges for tenants in participating in job trainee opportunities.	<ul style="list-style-type: none"> <li>● TE Workshop Feedback Evaluation</li> <li>● Interviews</li> </ul>	<ul style="list-style-type: none"> <li>● Tenants in SOMAH buildings</li> </ul>	<ul style="list-style-type: none"> <li>● Q1-Q4</li> <li>● Ongoing</li> </ul>
4.5	Distribution of revamped tenant education content on CalSOMAH.org aimed at tenants. Monitor trends and continually optimize the site and materials to facilitate a clear user path and determine content additions and enhancements.	<p>Print Materials</p> <ul style="list-style-type: none"> <li>● Simple Ways to Save Energy/How Solar Energy Works</li> <li>● What to Expect with SOMAH/Installation Timeline</li> <li>● How Will Your Bill Change?</li> </ul>	<ul style="list-style-type: none"> <li>● Tenants in SOMAH buildings</li> <li>● CBOs</li> </ul>	<ul style="list-style-type: none"> <li>● Q1-Q3</li> <li>● As needed</li> </ul>

<sup>13</sup> The SOMAH PA has forecasted doing one TE workshop per quarter.

		<ul style="list-style-type: none"> <li>● Get Paid to Install Solar on Your Building</li> </ul>		
4.6	Collect narrative-based content centered around tenants benefiting from SOMAH and share via targeted media and social media outlets.	<ul style="list-style-type: none"> <li>● Media</li> <li>● Social media</li> <li>● CalSOMAH.org</li> <li>● CBO Resource Hub</li> <li>● Case studies</li> <li>● Success stories</li> <li>● Testimonials</li> </ul>	<ul style="list-style-type: none"> <li>● General public</li> <li>● Stakeholders</li> <li>● Tenants</li> <li>● Property owners</li> </ul>	<ul style="list-style-type: none"> <li>● Q1-Q4</li> <li>● As needed</li> </ul>
4.7	Staff and optimize multilingual tenant hotline to answer questions with prerecorded messages and live support.	<ul style="list-style-type: none"> <li>● Phone line</li> </ul>	<ul style="list-style-type: none"> <li>● Tenants in SOMAH buildings</li> </ul>	<ul style="list-style-type: none"> <li>● Q1-Q4</li> <li>● Ongoing</li> </ul>



## Goal 5: Ensure stakeholders are informed and actively co-marketing the program

### Overview

Co-marketing with SOMAH stakeholders across California is important to reach potential applicants. SOMAH Program stakeholders include investor-owned utilities (IOUs), community choice aggregators (CCAs), regional energy networks (RENs), and city and county government agencies. These stakeholders help increase awareness and recognition of the SOMAH Program, build trust within target communities, and identify opportunities for SOMAH to collaborate with and support relevant clean energy initiatives and energy efficiency programs.

### Outreach Success

In 2025, SOMAH stakeholder outreach efforts led to successful partnerships. To continue to expand SOMAH's network and reach, the PA prioritized building and fostering new and existing partnerships with **17 co-marketing partners**. Co-marketing efforts in 2025 included in-person presentations, co-leading webinars targeting property owners, developing cross-program referral processes, collaborating on direct outreach activities, and identifying key challenges and solutions to solar adoption.

The SOMAH PA has focused on collaborating with the Multifamily Energy Savings Program (MFES) to inform property owners and solar contractors about co-enrollment benefits. While this collaboration is ongoing, several significant successes have emerged. Notably, the PA worked with the Northern MFES team to align their audit deliverable with SOMAH's Energy Efficiency Compliance Milestone Pathway 1 audit requirements to streamline participation in both SOMAH and MFES. This alignment is now effective in the Northern MFES territory, and the PA continues to investigate alignment opportunities for the Southern MFES territory. Additionally, the PA engaged with Energy Saving Assistance (ESA) program contractors, known as Trade Allies, to inform them about co-enrollment opportunities and invite them to SOMAH's Contractor Eligibility Training series. The PA plans to continue these efforts in 2026, with future initiatives aimed at strengthening connections between SOMAH contractors and ESA Trade Allies, promoting co-enrollment in both programs and ultimately creating a more integrated approach to SOMAH's energy efficiency compliance requirements.

SOMAH's 2025 co-marketing partners include:

#### Q1

- SCE's Charge Ready Program

#### Q2

- SoCalREN
- Southern California Edison



### Q3

- Communities in Charge

### Q4

- All IOU-SOMAH Leads

## Community-Based Organizations

In 2025, the CBO partners continued to strengthen and build off current relationships as well as testing out creative outreach tactics to highlight the program to local stakeholders within their service regions. With the new contractual term starting in April 2025, partners' collective outreach goal for engagement with stakeholders is 35. Orange County Goes Solar (OCGS) continues to work closely with stakeholder members of the Orange County Power Authority (OCPA) to pinpoint SOMAH-eligible properties in Buena Park, Fullerton, and Orange. Partners have also raised awareness about the program through local government public meetings and direct outreach to local officials. The Niles Foundation is hosting a series of property-owner luncheons started in November 2025 and continuing into 2026 that are open to local stakeholders in their area. These events provide a SOMAH overview to property owners, developers, and stakeholders in the SCE territory and how they can participate in the program.

In 2026, the SOMAH PA will continue to cultivate existing partnerships and look for additional opportunities to co-market the program. Engagement through conferences with high property-owner attendance will continue to be a key stakeholder outreach strategy, building on the opportunities that the PA leveraged in 2025. Lastly, the SOMAH PA will guide and provide useful resources for the contracted CBOs in their outreach to elected officials within their communities.

## Challenges and Lessons Learned

The SOMAH PA has successfully engaged stakeholders by inviting IOU program leads and government offices to ribbon-cuttings to celebrate project completions.

The PA has had challenges with having stakeholders co-market SOMAH with promotional pieces sent through the stakeholder's channels, such as social media posts or article features. The PA has learned that cold emails to government offices generally do not result in responses. Instead, the successful connections with government stakeholders in 2025 came from preexisting relationships with CBOs and PA members. Therefore, CBOs will be leading general stakeholder outreach in 2026.

In past years, SOMAH PA has seen more success in engaging stakeholders by inviting government offices to ribbon-cuttings to celebrate project completions. Attendance by government officials at ribbon-cuttings has helped SOMAH create content showcasing community leaders. Marketing materials with familiar community leaders helps increase program legitimacy and highlight real outcomes and impacts on

communities.

## Priorities and Key Strategies for Audience

- *IOU co-marketing to reach new potential applicants*  
The SOMAH PA has formalized a co-marketing plan with each IOU-SOMAH lead manager and IOU marketing departments for 2026. IOU tactics include delivering high-priority properties lists per D.24-11-006, news articles on SOMAH success stories in their service territories, social media posts, IOU Tribal Liaison collaboration, IOU website edits with program changes, and ribbon-cutting attendance. Per D.24-11-006, the PA will work closely with Liberty and Pacific Power to meet the 1.5% marketing budget requirement.
- *Seek out opportunities to reach many stakeholders at once*  
In 2026, SOMAH CBOs will increase program awareness among local governments through guest presentations and co-hosted webinars. Participation in these activities with a wide audience allows the SOMAH PA to develop multiple leads and connections to government entities that can be explored further in one-on-one outreach, pending interest.
- *Provide stakeholders with additional support for potential action items when conducting outreach*  
The SOMAH PA will continue to develop materials to help stakeholder partners promote the SOMAH Program within their communities. For example, the SOMAH PA will provide outreach material options to government officials during initial engagement that can guide their promotional activities. This list will not limit ideas but will provide clear guidance to help connect direct outreach to specific and intentional actions.
- *Leverage the success of completed SOMAH projects*  
The SOMAH PA will use completed SOMAH projects as talking points to reach out to and connect with government offices across the state. Outreach will continue to be prioritized in the Central Valley, Pacific Power and Liberty service territories, and DACs. The SOMAH PA will leverage the success of completed SOMAH projects by creating case studies and success stories per recommendations from the 2023 Triennial SOMAH Evaluation Report.
- *Convene stakeholders with ribbon-cutting celebrations*  
Ribbon-cutting ceremonies celebrating completed projects are a great opportunity for stakeholders to showcase their support for SOMAH. Attendees in the past included U.S. Representative Young Kim (CA-40) and Bob Ruesch, mayor of Mission Viejo. In 2026, the SOMAH PA will continue to leverage completed projects to build relationships with relevant stakeholders and to encourage those stakeholders to share successes of the completed projects via their own outreach channels.

**SMARTIE Objective(s): All to be achieved by November 2026**

1. Each CBO partner will conduct at least one outreach meeting with a local government office within their service region.
2. Work with new or existing energy efficiency industry partners to complete four co-branding or co-marketing efforts.
3. Work with the five SOMAH IOUs to co-market SOMAH and attend at least one ribbon-cutting event.



Figure 15: 2026 Goal 5 Audiences and Main KPIs

<p><b>Audiences</b></p> <ul style="list-style-type: none"> <li>• Investor-owned utilities (IOUs)</li> <li>• Community choice aggregators (CCAs)</li> <li>• Regional energy networks (RENs)</li> <li>• Energy efficiency programs</li> <li>• Government offices</li> <li>• Regional government associations such as San Diego Association of Governments (SANDAG) and Western Riverside Council of Governments (WRCOG)</li> </ul>	<p><b>Main KPIs</b></p> <ul style="list-style-type: none"> <li>• Number of new engaged stakeholders contacted/added to Salesforce database</li> <li>• Number of government staff taking action in support of SOMAH (i.e., social media posting, testimonial, letter of support)</li> <li>• Number of co-marketing activities completed with multifamily energy efficiency programs</li> <li>• Number of co-marketing efforts completed with IOUs</li> <li>• Number of presentations given to intended audiences</li> <li>• Number of CBOs participating in Advisory Council</li> </ul>
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Figure 16: 2026 Goal 5 Activities

No.	Activity	Channels/tools	Audience	Duration
5.1	Provide content for and maintain information on the Stackable Programs page of the SOMAH website.	<ul style="list-style-type: none"> <li>• CalSOMAH.org</li> </ul>	<ul style="list-style-type: none"> <li>• Contractors</li> <li>• Property owners</li> <li>• Tenants</li> </ul>	<ul style="list-style-type: none"> <li>• Q1-Q4</li> <li>• As needed</li> </ul>
5.2	Stakeholder presentations to foster program partnerships and facilitate program co-marketing.	<ul style="list-style-type: none"> <li>• CBOs               <ul style="list-style-type: none"> <li>◦ Virtual meetings and webinars</li> <li>◦ In-person events</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Local governments</li> <li>• Regional government associations</li> <li>• Energy efficiency programs</li> <li>• CCAs</li> </ul>	<ul style="list-style-type: none"> <li>• Q1-Q4</li> <li>• Ongoing</li> </ul>

			<ul style="list-style-type: none"> <li>● RENS</li> </ul>	
5.3	Provide regionally focused materials and content as requested by stakeholders to promote SOMAH within their communities.	<ul style="list-style-type: none"> <li>● Partner toolkit</li> </ul>	<ul style="list-style-type: none"> <li>● All stakeholders</li> </ul>	<ul style="list-style-type: none"> <li>● Q1-Q4</li> <li>● As needed</li> </ul>
5.4	Extend invitations to ribbon-cuttings to all relevant stakeholders.	<ul style="list-style-type: none"> <li>● Events</li> </ul>	<ul style="list-style-type: none"> <li>● CPUC</li> <li>● Local governments</li> <li>● IOU staff</li> <li>● Property owners</li> </ul>	<ul style="list-style-type: none"> <li>● Q1-Q4</li> <li>● As opportunities arise</li> </ul>
5.5	Advertise in collaboration with IOUs.	<ul style="list-style-type: none"> <li>● IOU channels</li> </ul>	<ul style="list-style-type: none"> <li>● IOU channel subscribers</li> </ul>	<ul style="list-style-type: none"> <li>● Annually</li> </ul>

## Evaluation and Reporting

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Since SOMAH's launch in July 2019, the SOMAH PA has collected data on program metrics and key performance indicators (KPIs) outlined in annual MEO plans. Instead of reporting KPIs for each individual activity, the PA establishes a set of KPIs for every MEO goal and its corresponding objectives, allowing for a more direct assessment of the progress toward each goal. For 2026, the PA will continue using its existing evaluation methods to track the success and impact of MEO efforts. The PA will evaluate 2026 MEO efforts by:

1. Surveys and feedback of SOMAH's audiences.
2. Quarterly internal KPI reviews and tracking.
3. Semiannual Progress Report data and narrative reporting.
4. Ensuring key recommendations from SOMAH's Phase II Evaluation Report are being thoughtfully addressed through MEO efforts.



Additionally, the SOMAH PA will continue to gather feedback through other program efforts such as webinars, public forums, ribbon-cuttings, and TE workshops to improve MEO approaches and the SOMAH Program overall. SOMAH's Advisory Council and CBO partners also continue to provide guidance and oversight of the program's implementation, which includes MEO strategies.

### **Surveys and Interviews**

The SOMAH PA will continue to implement surveys and feedback opportunities for property owners, tenants, contractors, and job trainees as part of ongoing evaluation efforts to better understand their experiences accessing and participating in SOMAH. Results and findings from surveys and interviews will continue to inform updates and modifications to MEO strategies and tactics, mainly around communication and messaging as well as collateral materials. These surveys and their methodologies account for different outreach needs and approaches to each intended audience. Surveys and focus groups for each major audience occur at various times throughout the year, and key findings from these will be shared via reporting processes, such as the Semiannual Progress Report.

### **Quarterly KPIs**

Over the course of 2026, the SOMAH PA will continue to review, update, and finalize internal KPIs across MEO objectives and program areas—seeing where there are information gaps and gaining better insights about the program's progress. On a quarterly basis, the SOMAH PA will review KPI outcomes from the previous quarter. This review serves as an opportunity to shift or adjust MEO efforts for the upcoming quarter(s) based on the efficacy demonstrated in the KPIs.

### **Semiannual Progress Report**

SOMAH is required to report on program progress and key metrics semiannually via the Semiannual Progress Report (SAPR) in January and July each year. This report is comprehensive and includes MEO progress and milestones as well as application statistics, Technical Assistance and Support Services, DAC participation statistics, and program planning and development updates.



### Third-Party Evaluation Report

In 2025, the SOMAH PA complied with the triannual third-party program evaluation through data reporting, interviews, and support for surveying program participants and stakeholders. Findings will be published in 2026, and recommendations will be incorporated into the MEO tactics for the following 2027 MEO Plan. The SOMAH PA also continues to regularly meet with the CPUC to identify opportunities to incorporate key recommendations into the program's MEO efforts. These opportunities for updates have been implemented throughout this document in the overarching strategies, goals, activities, and tactics for 2026 MEO efforts (see [cpuc.ca.gov/somah](https://cpuc.ca.gov/somah) "Evaluation Reports" section for final responses to recommendations).



## Appendix I: 2026 MEO Plan Budget Forecast<sup>14</sup>

Category	Subtask	Total		
		Labor	Non-Labor	Category Total
Marketing and Outreach	MEO Admin	\$229,913	\$119	\$230,032
Marketing and Outreach	Website Development & Enhancements	\$63,231	\$9,740	\$72,971
Marketing and Outreach	Community-Based Organization	\$154,910	\$295,000	\$449,910
Marketing and Outreach	Cooperative Marketing Efforts	\$65,979	\$0	\$65,979
Marketing and Outreach	Conferences	\$11,404	\$6,200	\$17,604
Marketing and Outreach	Tenant Engagement	\$91,706	\$4,000	\$95,706
Marketing and Outreach	Property Owner Engagement	\$315,019	\$420	\$315,439
Marketing and Outreach	Contractor Engagement	\$121,833	\$0	\$121,833
Marketing and Outreach	Contractor Training	\$30,529	\$0	\$30,529
Marketing and Outreach	Marketing Collateral Development	\$79,915	\$1,167	\$81,082
Marketing and Outreach	Communications	\$61,255	\$1,300	\$62,555
Marketing and Outreach	Media	\$36,919	\$2,450	\$39,369
Marketing and Outreach	MEO Plan Development	\$76,957	\$0	\$76,957
Marketing and Outreach	Liberty/Pacific Power Outreach	\$31,854	\$3,625	\$35,479
Workforce Development	Cooperative Marketing Efforts	\$9,867	\$0	\$9,867

<sup>14</sup> In 2025 the MEO plan's forecasted budget was \$2,189,031.



	<b>Totals</b>	<b>\$1,381,290</b>	<b>\$324,021</b>	<b>\$1,705,311<sup>15</sup></b>
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<sup>15</sup> Per D.24-11-006, the SOMAH PA will allocate 1.5% of the 2025 MEO forecasted budget toward expenditures for MEO efforts in Liberty and Pacific Power territories. Based on the 2026 MEO Plan Budget Forecast above, that equates to \$26,910.