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7/6/2021	1	City Council and Authorities Concurrent	Approved	Pass

REPORT TO COUNCIL

SUBJECT

Action on Silicon Valley Power Logo Temporary Redesign in Recognition of 125th Anniversary

COUNCIL PILLAR

Enhance Community Engagement and Transparency

BACKGROUND

The City's Electric Utility, Silicon Valley Power will be celebrating its 125th Anniversary in July 2021. It all began on July 23, 1896, when the creation of a municipal electric utility was authorized by order of the Santa Clara Board of Town Trustees. The Town of Santa Clara went to work creating a lighting plant consisting of forty-six 2,000-candlepower direct current lamps and a small dynamo (or electric generator). At the end of October 1896, the electric utility formally entered into service.

By 1903, the Town was outgrowing its system and invested \$5,000 to convert from direct current to alternating current, today's industry standard. This switch led to the abandonment of the small generation plant. Instead, wholesale power was purchased from the United Gas and Electric Company of San Jose and, for the next sixty-two years, the utility purchased all its electric power from privately-owned utilities.

In 1965, Silicon Valley began its launch into the high-tech era. After receiving an allocation of power from the Federal Central Valley Project, the utility began to diversify its resources. The City of Santa Clara became a charter member of the newly formed Northern California Power Agency (NCPA) on June 12, 1968.

Throughout the following years, Santa Clara and NCPA worked on behalf of several municipal electric utilities in Northern California. Together they gained access to wholesale transmission markets and jointly developed cost-effective electric generation resources to meet the growing

demand for electricity.

Things changed once again in 1980 when Santa Clara launched its 6-megawatt (MW), Cogen No. 1 power plant, making it a generating utility for the first time in seventy-three years. In 1983, the 110-megawatt NCPA Geothermal Project entered into service with Santa Clara as a lead partner, holding a 55% participation share. Santa Clara, through NCPA, was among the first municipalities in the United States to own and operate a plant of this nature. Today, the City of Santa Clara's municipal electric utility owns, operates and participates in more than 1,000 MW of electric generating resources and serves a peak load of approximately 600 MW.

The name Silicon Valley Power (SVP) came into being in March 1998. The name change was in recognition of the vital role the utility plays in serving a growing community of innovation and technology, as SVP powers some of the world's largest world-class high-tech companies.

After the 2001 California energy crisis and the continued steady growth of the technology sector in Santa Clara, SVP realized the need to build locally-controlled generation. The result was the construction of the 147 MW Donald Von Raesfeld combined-cycle natural gas power plant located within the City.

By the mid-2000s, Santa Clara became one of the nation's most attractive areas to build data centers due to low electric rates, dark fiber connectivity, high reliability and speed to market.

With growing demand for clean, efficient, and affordable energy, SVP launched the *Santa Clara Green Power* program in 2007 to provide customers the option for matching their energy use with 100 percent renewable energy credits for their homes and businesses.

In partnership with NCPA and other municipal utilities, the Lodi Energy Center was constructed and went into operation in 2012. This 280 MW natural gas power plant, of which SVP receives 72 MW, is one of the most efficient natural gas power plants in California and provides critical flexibility for the growing integration of renewables. Investment in this plant allowed SVP to divest from its coal generation ownership by the end of 2017.

In March 2013, SVP became the first electric utility in the U.S. to provide free citywide outdoor Internet access for all inhabitants and visitors. The service was included as SVP began deployment of its advanced meter program.

In 2018, SVP began delivering 100 percent clean energy to all residential customers. SVP currently provides over 50 percent of Santa Clara's electricity from carbon free and renewable resources in its overall power mix.

Today, SVP is investing in the electrification of the transportation and building sectors to meet the State's greenhouse gas reduction goals. The utility provides incentives to purchase electric vehicles (EV) and to install the charging infrastructure. It is also installing EV charging infrastructures available to the public throughout the city and is working toward conversion of the City fleet vehicles to EVs. SVP is also offering building electrification incentive programs for residential and commercial facilities.

Since 1967, SVP has worked to diversity its portfolio of generation resources by fuel type and geographic location, and is actively working to add an additional 500 MW of clean energy in the

next five years. As SVP moves toward carbon free electricity in 2045, its generation investments are entirely in clean energy. SVP's mission to customers stems from the humble beginnings: We are dedicated to our community, customers, and employees. We provide safe, reliable, affordable, and sustainable energy services with exceptional customer focus.

DISCUSSION

In recognition of this milestone achievement, SVP has redesigned the current 2015 logo to honor the 125th year for use on City and SVP communications and marketing material. The logo will only be used for a temporary period during the 125th Anniversary year celebration.

ENVIRONMENTAL REVIEW

The actions being considered do not constitute a "project" within the meaning of the California Environmental Quality Act ("CEQA") pursuant to CEQA Guidelines section 15378(a) as it has no potential for resulting in either a direct physical change in the environment, or a reasonably foreseeable indirect physical change in the environment or pursuant to CEQA Guidelines section 15378(b)(4) in that it is a fiscal activity that does not involve any commitment to any specific project which may result in a potential significant impact on the environment.

FISCAL IMPACT

Staff time to develop logos and create marketing material.

COORDINATION

This report has been coordinated with the City Manager's Office.

PUBLIC CONTACT

Public contact was made by posting the Council agenda on the City's official-notice bulletin board outside City Hall Council Chambers. A complete agenda packet is available on the City's website and in the City Clerk's Office at least 72 hours prior to a Regular Meeting and 24 hours prior to a Special Meeting. A hard copy of any agenda report may be requested by contacting the City Clerk's Office at (408) 615-2220, email clerk@santaclaraca.gov <<mailto:clerk@santaclaraca.gov>>.

RECOMMENDATION

Approve and authorize the temporary usage of the alternate Silicon Valley Power logo redesign in celebration of its 125th Anniversary year.

Reviewed by: Manuel Pineda, Chief Electric Utility Officer

Approved by: Deanna J. Santana, City Manager

ATTACHMENTS

1. SVP 125 Years Infographic History
2. SVP Logos Over the Last 25 Years and Temporary Redesign