



**REGULAR MEETING of the Citizens Advisory Committee
of the Peninsula Clean Energy Authority (PCEA)
Thursday, July 7, 2016
MINUTES**

400 Harbor Blvd, Belize Room, Belmont CA 94002
7:00pm

CALL TO ORDER

Meeting was called to order at 7:05 pm.

ROLL CALL

Present: Mike McCord, Burlingame Citizens Environmental Council
Landis Martilla, IBEW Local 1245
Michael Closson, MenloSpark
Janet Creech, San Mateo Community Choice
Ricardo Somoza, San Mateo County Association of Realtors
Susie Raye, San Mateo County League of Women Voters
Harvey Rarback, San Mateo County Special Districts Association
Michelle Senatore, San Mateo County Transit District
Gladwyn D'Souza, Sierra Club Loma Prieta Chapter

Absent: Kirsten Schwind, Pacifica Climate Committee
Mark Leach, San Mateo County Central Labor Council
Amanda Borsum, San Mateo County Economic Development Association
Hector Camacho, San Mateo County School Boards Association

Staff: Jan Pepper, Chief Executive Officer, Peninsula Clean Energy
David Silberman, General Counsel, Peninsula Clean Energy
Gordon Tong, Office of Sustainability
Dave Jaeckel, Office of Sustainability
Avana Andrade, Office of Sustainability

A quorum was established.

PUBLIC COMMENT

There was no public comment.

ACTION TO SET THE AGENDA

Mr. Closson expressed interest in having more input on the agenda for the meeting. Ms. Pepper suggested that a standing agenda item be added to each meeting to discuss future agenda topics. Mr. Closson requested that residential outreach strategies be discussed at the next meeting.

Motion to set the regular agenda – Made / Seconded: Rarback / Martilla

Motion passed 9-0 (Absent: Schwind, Leach, Borsum, Camacho).

REGULAR AGENDA

1. UPDATES FROM COUNTY STAFF

Ms. Pepper gave a brief update on recent developments with the Peninsula Clean Energy program.

2. PRESENTATION ON RENEWABLE ENERGY VS GREENHOUSE GAS FREE ENERGY WHITE PAPER

Mr. Jaeckel and Ms. Andrade gave a presentation on the differences between renewable energy and greenhouse gas free energy, as well as the benefits of emphasizing one over another in marketing materials.

There were comments from the Committee that it is important to emphasize renewable, but the amount of greenhouse gas free content should be mentioned in some way; however, it was also noted that the concept of carbon neutrality is becoming increasingly important.

There was discussion among Committee members about renewable energy certificates.

There was discussion concerning the closure of the Diablo Canyon Nuclear Plant and how it may affect availability of greenhouse gas free energy. There were also comments about how PCE's energy services providers can provide nuclear free energy in system power.

Public comment: James Tuleya, Adam Stern

3. DISCUSSION ON COMMERCIAL OUTREACH STRATEGIES AND PARTNERSHIPS FOR MARKETING

Ms. Pepper gave a brief overview of PCE's commercial outreach strategy. There were positive comments from the Committee regarding the collateral and merchant walk concept. Committee members also provided PCE staff with information regarding various outlets to promote PCE including newsletters and newspapers. Some Committee members volunteered to help with tabling and outreach.

Public comment: Adam Stern

ADJOURNMENT

Meeting was adjourned at 8:50 pm.