



**REGULAR MEETING of the Citizens Advisory Committee
of the Peninsula Clean Energy Authority (PCEA)
Thursday, May 5, 2016
MINUTES**

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

CALL TO ORDER

Meeting was called to order at 7:04 pm.

ROLL CALL

- Present:** Landis Martilla, IBEW Local 1245
Michael Closson, MenloSpark
Carlos Davidson, Pacifica Climate Committee (arrived late)
Janet Creech, San Mateo Community Choice
Susie Raye, San Mateo County League of Women Voters
Hector Camacho, San Mateo County School Boards Association
Harvey Rarback, San Mateo County Special Districts Association
Sue Chow, Sierra Club Loma Prieta Chapter
- Absent:** Mike McCord, Burlingame Citizens Environmental Council
San Mateo County Association of Realtors
Amanda Borsum, San Mateo County Economic Development Association
- Staff:** Jim Eggemeyer, Director, Office of Sustainability
David Silberman, General Counsel
Gordon Tong, Office of Sustainability
Kirsten Pringle, Office of Sustainability

A quorum was established.

ADMINISTERING THE OATH OF OFFICE

David Silberman administered the oath of office to all members of the Citizens Advisory Committee in attendance.

WELCOME

Kirsten Pringle, County Office of Sustainability, gave an overview of the role of the Citizens Advisory Committee (CAC). The CAC will provide recommendations to the Peninsula Clean Energy (PCE) Board of Directors on issues that will later come before the Board.

PUBLIC COMMENT

Tom Kabat, resident, Menlo Park

Jan Butts, resident, Menlo Park

REGULAR AGENDA

1. ACTION TO ADOPT REGULAR MEETING SCHEDULE OF THE CITIZEN'S ADVISORY COMMITTEE

Motion to approve a regular meeting schedule and set the agenda – Made / Seconded:
Martilla/Closson

Motion passed 7-0 (Absent: McCord, Davidson, Borsum, representative for San Mateo County Association of Realtors).

2. PRESENTATION ON THE BROWN ACT

Mr. Silberman gave a presentation on the Brown Act. The CAC will be subject to all the Brown Act requirements. Silberman discussed the purpose of the Brown Act, who the law applies to, how the Brown Act can be violated, agenda requirements, rights of the public and consequences of Brown Act violations.

3. UPDATES FROM COUNTY STAFF

Ms. Pringle gave the CAC an update on the status of PCE's implementation and actions taken by the Board of Directors. Ms. Pringle informed the CAC about: the formation of the Executive Committee, approval of the Implementation Plan, approval of the data management and call center contract, CEO hiring process, the request for proposal process for an energy service provider, the option for cities to vote for a 100% renewable energy default product, and expansion of Marin Clean Energy.

There were questions regarding the location of the call center, status of the CEO selection process, and 100% renewable energy default option. There was a comment regarding communities in Westchester County, New York choosing the 100% renewable energy default. There was a comment regarding putting floating solar panels on Crystal Springs Reservoir.

Public comment: Vicki Sherman, Tom Kabat

4. DISCUSSION OF MARKETING AND COMMUNICATIONS

Ms. Pringle gave a presentation on the marketing and communications plan for PCE. The County Office of Sustainability has hired the firm Circlepoint to design and implement a marketing campaign for PCE. Ms. Pringle gave an overview of the goals of the marketing program, target audiences, messaging framework, focus groups, sub-branding options, website update, advertising campaign creative, and media plan.

There were comments on the sub-branding options, website re-design, adding more tabling and workshop locations in the coastal communities, including schools in PCE outreach, identifying community advocates for the program, increasing the opt-up rate goal from 5% to 10%, and targeting renters. There was a question about the early adopter program and legalities of advertising at schools.

Public comment: Rick Bonilla, Vicki Sherman, Jan Butts, Tom Kabat, Mark V.

ADJOURNMENT

CAC members suggested future meeting topics including: the customer call center, staffing plan for PCE, and discussion around the electricity not being derived from renewable or greenhouse gas free sources.

Meeting was adjourned at 8:53 pm.