Call to order / Roll call

Administering the Oath of Office

Public Comment

Action to set the agenda and approve consent items
1. Adoption of Regular Meeting Schedule of the Citizen’s Advisory Committee
2. Presentation on the Brown Act
Brown Act Training for the Citizens Advisory Committee of PCE

May 5, 2016

Office of the County Counsel
"I sort of thought your presentation was going to be in powerpoint."
Ethical Value to Government Transparency Laws

1. *Trustworthiness:*
The public trusts a process that it can observe.

2. *Respect:*
All perspectives have a right to be heard and considered in the public decision making process.
The Heart of Government Transparency Laws

The conduct of the public business IS the public’s business
“School trustees call themselves into question with reprimand”

County Broke Law on Hospital; Supervisors' secret talks on closing King/Drew trauma unit were illegal, Dist. Atty. Cooley says

“Student Senate violates law with secret ballots
  – Anonymous votes used by members, candidates suffer”
The Right to Open Government

- Proposition 59 of 2004 – the right of the people to open meetings and public records is now in the State Constitution.
  (Cal. Const. Article I § 3(b))

- Courts will likely construe the public’s rights broadly and the government’s right to conduct secret business narrowly.

- New legislation must justify reason for exception to public access.
“The people of this State do not yield their sovereignty to the agencies which serve them. The people, in delegating authority, do not give their public servants the right to decide what is good for the people to know and what is not good for them to know. The people insist on remaining informed so that they retain control over the instruments they have created.”
Brown Act-Six Categories:

1. To Whom Does it Apply?
2. What is a Meeting?
3. The Agenda Requirements
4. The Public’s Rights
5. Closed Sessions
6. Consequences for Violations
1. To Whom Does it Apply?

- Applies to “legislative bodies”

- “Legislative body” means:
  1. governing board of local agency
  2. governing board committees created by formal action of the governing board

- Does not include individual decision makers e.g. department heads
Committees NOT subject to Brown Act

- Ad hoc advisory committees made up solely of governing board members and constituting less than a quorum
  - No continuing subject matter jurisdiction
  - Limited term

- Committees not formed by act of legislative body
2. What is a meeting?

- Any congregation of a majority of the members of the legislative body at the same time and place to hear, discuss or deliberate on any matters within its jurisdiction.

What this means: A majority may not consult outside an agency-convened meeting.
Brown Act Illegal Meetings

A majority of members may not “develop a concurrence as to action” on business through serial meetings, intermediaries, communication, or other means of subterfuge.
Illegal Meetings (cont’d)

Basic “Serial” Meeting (5 members)

A → B → C → D → E
Illegal Meetings (cont’d)

Intermediary or “hub” meetings (5-members)
What is NOT a meeting?

- Individual contacts between board members and another person
- Majority of board at conference open to public
- Majority of board at social or ceremonial occasions (as long as majority does not discuss board business)
- Majority of board at public meeting on topic of local community concern
3. Agenda Requirement

- Regular meeting - Agenda posted 72 hours in advance
- Special meeting - Agenda posted 24 hours in advance
- Limited exceptions where business not on the agenda may be transacted
- Must contain a brief description of every item to be discussed
- Closed session items must be listed
- Must include time for public comment
No Consideration of Matters Not Properly Agendized Unless

- Majority vote determines emergency exists

- Two-thirds vote determines need to take immediate action if the matter came to agency’s attention after agenda posted

10/27/17
4. Rights of Public

- Right to be notified of items on agenda
- Right to attend without identifying oneself
- Right to record the meeting
- Right to speak before or during consideration of an item
- Right to see Board materials
- Right to say anything, even if unrelated to agency business
Limited Circumstances Where Boards and Commissions May Speak To Items NOT On The Agenda

- Brief response to statements or questions
- Brief announcement or report on own activities
- Ask questions for clarification
- Refer to staff for information
- Request staff to report back
- Direct staff to place matter on future agenda
5. Closed Session

- **Allowed:** Litigation, personnel, real property, labor negotiations

- Must report out in open session “action taken”
Announcing The Votes

- New requirement began in 2014
6. Consequences of Brown Act Violations

- Lawsuit brought by the DA or any interested persons
- Violations may be stopped by civil lawsuit
- Some actions, if not “cured”, may be declared void
- Criminal sanctions for intentional violations (up to 6 months in jail/$1,000 fine)
- Attorney’s fees
3. Staff Report
4. Marketing and Communications Plan Presentation
Marketing Campaign Update
Strategic Marketing & Communications Plan
May 5, 2016 | Citizen’s Advisory Committee
Goals of the Marketing Program

- Trustworthy brand
- Name recognition
- Accessible information

- Opt-out rate for default 50% renewable: <10% OPT OUT
- Residential opt-up for 100% renewable: 5% OPT UP
- Business opt-up for 100% renewable: 1-2% OPT UP
Communications Channels

- Print Collateral
- Earned media
- Partnerships
- Advertising
- Promotional items
- Social & Interactive
- Events
PCE Launch and Group 1 Enrollment

- **MAY-JUNE**: Advertising Testing
  - **JUNE**: Website 2.0 Launch
  - **JULY-OCTOBER**: Early Adopter Period
  - **JULY-OCTOBER**: Digital Advertising

- **AUGUST**: Notice to Customers
  - **MID-AUGUST TO MID-OCTOBER**: Advertising Campaign (Print/Outdoor)

- **OCTOBER**: Program Launch
  - **OCTOBER**: Enrollment Group 1: Residents and small/medium businesses
Key Issues & Lessons Learned

- Reliability
- Vulnerability
- Trust
- Value
- Convenience
- Altruism
Audiences

- Customers-at-large
- Multicultural Audiences
- Seniors
- Low income residents
- Champions & early adopters

- Solar customers
- Special districts
- Elected officials
- Commercial/Industrial
- Environmental advocates
# Messaging Framework

## Example Framework Segment

<table>
<thead>
<tr>
<th>AUDIENCE</th>
<th>MOTIVATIONS</th>
<th>MESSAGES</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Audience</td>
<td>Environmental health</td>
<td>Choose PCE renewable energy today, so our environment can thrive tomorrow.</td>
</tr>
<tr>
<td></td>
<td>Clean energy/Sustainability</td>
<td>Choose local energy today, so our community can thrive tomorrow.</td>
</tr>
<tr>
<td></td>
<td>Trustworthiness/Reliability</td>
<td>Community energy is locally controlled.</td>
</tr>
<tr>
<td></td>
<td>Cost</td>
<td>PCE offers you the power to choose your energy source.</td>
</tr>
<tr>
<td>PG&amp;E customers</td>
<td>Choice</td>
<td>Our community, our power, our choice.</td>
</tr>
<tr>
<td></td>
<td>Local re-investment</td>
<td>PCE offers clean, affordable local energy.</td>
</tr>
<tr>
<td></td>
<td>Impact on future generations</td>
<td>PCE retains the reliability you can count on, while delivering cleaner, greener electricity.</td>
</tr>
<tr>
<td></td>
<td>Local control</td>
<td></td>
</tr>
</tbody>
</table>
Focus Groups

- Goals
- Facilitation
  - Four, 90-minute monolingual focus groups
  - Spanish, Chinese, Tagalog, and English
- Recruitment
  - Reflecting diversity of County, including residents that are LEP
- Testing
  - Product sub-branding, campaign creative concepts, messages, and attitudes about renewable energy
- Results
Electricity Product Sub-branding

BRIGHT GREEN
50% RENEWABLE

ULTRA GREEN
100% RENEWABLE
Electricity Product Sub-branding

ECO50
PENINSULA CLEAN ENERGY

ECO100
PENINSULA CLEAN ENERGY
“I choose Peninsula Clean Energy because what’s good for the planet is also good for business.” — Marco S.

Powering What Matters

NOW YOU HAVE A CHOICE FOR CLEANER ELECTRICITY


Learn more at peninsulaenergy.com
"Peninsula Clean Energy means a better future for my loved ones." — Paul T.

Now we have a choice

FOR OUR BRIGHTER FUTURE
Vivamus sapien lorem, convallis in placerat id, vestibulum et mauris. Morbi ut condimentum urna.
Praesent ligula quis aliquet malesuada. Sed sit amet varius mauris, laccordia tincidunt.
Aliquam ligula tempor bibendum. Nunc ut lacinia egestas duis, eu consectetur diem.

PENINSULA CLEAN ENERGY
Learn more at peninsulaenergy.com
“Peninsula Clean Energy is the right choice for us because it’s renewable and affordable.” — Clayton Y.

A brighter future

THE EASIEST CHOICE YOU DON’T HAVE TO MAKE.

Vivamus sapien lorem, convallis in placerat id, vestibulum et mauris. Morbi ut condimentum urna.

PENINSULA CLEAN ENERGY Learn more at peninsulacleanenergy.com
Phased Enrollment

- **OCTOBER 2016**
  - Enrollment Group 1: Residents and small/medium businesses

- **APRIL 2017**
  - Enrollment Group 2: Residents and large businesses

- **OCTOBER 2017**
  - Enrollment Group 3: Residents and agriculture

**JUNE-OCTOBER 2016**
- Early Adopter Period

**OCTOBER 2016**
- Program Launch
## Media Plan

### Advertising Mix

<table>
<thead>
<tr>
<th>Media</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Google Adwords (geo-targeted)</td>
<td>$2000</td>
</tr>
<tr>
<td>Google Display Network - Banner Ads on websites (geo-targeted)</td>
<td>$2000</td>
</tr>
<tr>
<td>YouTube pre-roll ads (geo-targeted)</td>
<td>$3000</td>
</tr>
<tr>
<td>Facebook &amp; Instagram - sponsored feed and right-hand ads (geo-targeted)</td>
<td>$10,500</td>
</tr>
<tr>
<td>Pandora ads (geo-targeted)</td>
<td>$5000</td>
</tr>
<tr>
<td>Comcast cable ads (peninsula)</td>
<td>$25,000</td>
</tr>
<tr>
<td>Outfront Media - transit shelter ads (countywide)</td>
<td>$15,000</td>
</tr>
<tr>
<td>San Mateo Daily Journal - 1/2 page ads</td>
<td>$3500</td>
</tr>
<tr>
<td>World Journal San Francisco Edition (Chinese) - 1/2 page ad</td>
<td>$2400</td>
</tr>
<tr>
<td>Sing Tao San Francisco Edition (Chinese) - 1/2 page ad</td>
<td>$2800</td>
</tr>
<tr>
<td>La Opinion de la Bahia (Spanish) - 1/2 page ad</td>
<td>$4000</td>
</tr>
<tr>
<td>Univision.com (Spanish) - banner ad</td>
<td>$3000</td>
</tr>
<tr>
<td>LaOpinion.com (Spanish) - right-hand ads</td>
<td>$2000</td>
</tr>
<tr>
<td>LaGanga.com (Spanish) - right-hand ads</td>
<td>$2800</td>
</tr>
<tr>
<td>WorldJournal.com (Chinese) - right-hand ads</td>
<td>$4000</td>
</tr>
<tr>
<td>SingTao.com (Chinese) - right-hand ads</td>
<td>$3000</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>$90,000</strong></td>
</tr>
</tbody>
</table>
Tabling and Workshops

- **5/9**, East Palo Alto Senior Lifestyle Expo (tabling): 8 am – 2 pm; YMCA, 550 Bell Street

- **5/14**, Menlo Park Community Workshop: 10-11:30 am; Arrillaga Recreation Center, 700 Alma St.

- **5/17**, Burlingame Community Workshop: 7-8:30 pm; Burlingame Library, Lane Room (co-hosted with the City of Burlingame)

- **5/19**, Menlo Park Community Workshop: 7-8:30 pm; Menlo Park Senior Center, 110 Terminal Ave (co-hosted with City of Menlo Park)

- **5/22**, Makers Faire (tabling)

- **5/22**, Atherton Earth Day (tabling)

- **6/1**, Millbrae Community Workshop: 7-8:30 pm; Millbrae Library (co-hosted by the City of Millbrae, Millbrae Library and Friends of the Millbrae Library)

- **6/4**, North Fair Oaks Cleanup (tabling)

- **6/11-19**, County Fair (tabling)

- **6/15**, Menlo Park Block Party (tabling)
Evaluation

- Opt-out & Enrollment Data
- Digital Ad Optimization
- Paid & Earned Media ROI
- Social Engagement
- Web Analytics
- Email Metrics
How You Can Help

Expanding promotional reach through existing communication channels:

• Partner Tool-kit
  – Collateral
  – Social media posts and graphics
  – Website content
  – e-blast content
  – Video
• Participation in photo shoot
• In-kind Advertising
• Local newsletters
• Other opportunities?
3. Board Members Reports
Closed Session