

## **Peninsula Clean Energy Citizens Advisory Committee Work Plan**

*Approved by the Citizens Advisory Committee July 2020*

**Goal:** Make it easy for CAC members to align with PCE staff priorities and get involved in driving PCE strategic initiatives

**How to use this document (for CAC):** Review list, let Chair and staff liaisons know which area you're interested in

**How to use this document (for PCE staff):** See list of CAC members interested in active engagement OR with expertise to leverage for each area

**Brown Act reminder:** Communication with fellow CAC members pursuant to this Work Plan should be done in compliance with the Brown Act; please direct questions to staff/County Counsel

### **Guiding Principles**

- Minimize CAC impact on using staff resources
- Ensure CAC members feel fully engaged and utilized if they have interest and bandwidth
- Ensure PCE Staff and Board understand how to leverage CAC in a way that is useful and drives PCE strategic priorities

### **CAC Role & Responsibilities**

#### **Current Objectives**

- Act as liaison to community
- Provide feedback on PCE policy and operational objectives
- Engage in outreach to community, including encouraging ratepayers to opt up to Eco100 and implement other carbon reducing practices
- Assist w/ legislative advocacy in conjunction w/ staff and board
- Provide forum for community discussions on wide variety of strategies to reduce carbon emissions in conjunction w/ staff and board
- Form working groups, as determined by the CAC membership, to assist PCE's staff and Board with projects of importance to the organization.

### **PCE Strategic Goals as of 2020**

The CAC will support and align its work with these goals.

*MISSION: To reduce greenhouse gas emissions by expanding access to sustainable and affordable energy solutions*

*VISION: A sustainable world with clean energy for everyone*

*Organizational priorities:*

- *By 2025, deliver 100% renewable\* energy each and every hour of the day*
- *Contribute to San Mateo County reaching the state's goal to be 100% greenhouse gas-free by 2045*

More information on PCE's strategic plan can be found on PCE's website:

<https://www.peninsulacleanenergy.com/strategy/>

*\*Renewable energy is defined as resources that meet California's renewable portfolio standard, excluding biomass.*

### **Process for CAC to Engage with PCE Staff**

1. CAC members identify areas of expertise, interest, and available bandwidth
  - a. For example:
    - i. I am an architect
    - ii. I am interested in building electrification
    - iii. I want to get involved with the established sub-committee working group (formerly reach codes focus)
  - b. Figure out what else is happening across PCE (and maybe even broader CCA/environmental world)
  - c. Perhaps propose a new idea myself
  - d. All depending on bandwidth + interest from staff
  
2. CAC members interested in further engagement evaluate PCE staff/CAC proposed 2020 work plan

Categories of work across PCE (need CAC leads for each):

- a. Transportation
  - i. EV program
- b. Buildings
  - i. Outreach
  - ii. Low-income
  - iii. Tech pilot
- c. Education
  - i. Science fair awards
  - ii. Internships
  - iii. Curricula for teachers (Janet)
  - iv. Dashboards
- d. Workforce

- i. Workforce development in electrification
  - e. Resiliency and DER
    - i. Outreach
  - f. Legislative & Regulatory
    - i. Promote policies
- 3. Communicate to Chair or staff liaisons area of interest
  - a. If existing group, Chair or staff liaisons connect CAC member to CAC member lead
  - b. If new area, identify appropriate next steps (new working group? Get sign off with staff lead for working area, and staff support required)
- 4. CAC working group lead and staff lead connect and establish the way to work together productively
  - a. Reach code group w/ Rafael available as proven working model, monthly meetings + individual action
- 5. Refine/improve as needed

**CAC Working Groups *formed/updated July 2020***

<b>Focus</b>	<b>Task</b>	<b>PCE Dept</b>	<b>Staff Liaison</b>	<b>CAC members</b>
<b>Transportation</b>	Help promote EV engagement strategies, leverage networks and relationships with community groups	Marketing	KJ, Jerry	Lead: Janelle London Other Members: Tim Bussiek
	Help generate ideas for promoting participation in e-bike programs	Marketing	Phillip, KJ, Jerry	
<b>Building Electrification</b>	Reach code advocacy	Programs	Rafael	Lead: Diane Bailey Other Members: Steven Booker, Jason Mendelson, Ray Larios, Janet Creech, <i>Morgan Chaknova (tentative)</i>
	Heat pump water heater and electrification outreach to assist with promotion and buy-in with other enviro groups	Marketing	KJ, Jerry	
	Support development of programs for low-income residents	Programs	Alejandra	
	Participate in tech pilot "assessment team"	Programs	Alejandra	
<b>Education</b>	Continue & build upon existing education programs (science fair awards, internship programs, dashboards, curricula)	Outreach	TJ	Lead: Janet Creech Other Members: Katie Green, Joe Fullerton, Steven Booker, Allen Brown, Desiree Thayer, Terri Givens
<b>Work Force</b>	Assist with programs for work force development in electrification	Programs	Rafael	Lead: Joe Fullerton Other Members: Diane Bailey, Steven Booker, Ray Larios
	Advise on grant program	Programs	Rafael	
<b>Resiliency &amp; Distributed Energy</b>	Promote participation in resilience programs	Marketing	Kirsten, Jerry	Lead: Michael Closson Other Members:

<b>Resources (DER)</b>	Research life cycle of existing renewable technologies including solar, wind, and lithium-based energy storage.	Energy Resources	Peter L.	Allen Brown, Joe Fullerton, Jason Mendelson
	Explore trends in long-duration batteries, alternative forms of energy storage, distributed geothermal resources, and distributed biogas/ anaerobic digestors; provide summary of technologies, qualitative costs and benefits, and potential barriers to adoption	Energy Resources	Siobhan or Peter L.	
	Support local sourcing of generation and distributed energy resources	Energy Resources	Siobhan or Peter L.	
<b>Legislative &amp; Regulatory</b>	Assist in timely advocacy and participate in promoting policies to support CCAs	Leg/Reg	Joe or Jeremy	Lead: Desiree Thayer Other Members: Steven Booker, Jason Mendelson, Katie Green, Ray Larios
	Support reach code advocacy as needed ( <i>Building Electrification group has primary responsibility</i> )	Programs	Rafael	
<b>PCE Strategic Priorities</b>	Continue to respond to issues raised by the organization. For example: Diablo Canyon, Central Valley, Resiliency, Storage	All	Kirsten, Jan	Lead: Tim Bussiek Other Members: Michael Closson Janet Creech Desiree Thayer
	Explore options for future of ECOplus and ECO100	Marketing	KJ	
<b>General Marketing/ Outreach</b>	Explore potential op-ed pieces (which Peninsula Clean Energy can help ghostwrite and pitch) to support building electrification and other programs	Marketing	KJ	Lead: Desiree Thayer Other Members: Tim Bussiek
	Promote PCE messages eg via social media	Marketing	Kirsten	
	Write blog posts on specific topics to support engagement in programs and initiatives	Marketing	KJ	

<b>Equity</b>	Equity working group to ensure equity is a priority across all working groups and built into PCE strategic priorities	All	Kirsten, Jan	Lead: Ray Larios Other Members: Diane Bailey, Jason Mendelson, Katie Green, Terri Givens
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