



**REGULAR MEETING of the Citizens Advisory Committee
of the Peninsula Clean Energy Authority (PCEA)
Thursday, July 14, 2022
MINUTES**

Video conference and teleconference
6:30 p.m.

CALL TO ORDER

Meeting was called to order at 6:33 p.m.

ROLL CALL

Present:

Daniel Baerwaldt, Los Banos
Diane Bailey, Belmont
Brandon Chan, South San Francisco
Joe Fullerton, Half Moon Bay
Kathleen Goforth, San Carlos
Katie Green, San Mateo
Margaret Li, South San Francisco
Edward Love, Half Moon Bay arrived at 6:46 p.m.
Jason Mendelson, Redwood City
Cheryl Schaff, Menlo Park, *Vice Chair*
Desiree Thayer, Burlingame
Bryan Tran, South San Francisco

Absent:

Steven Booker, Half Moon Bay
Michael Closson, Menlo Park
Michael Garvey, San Carlos

A quorum was established.

PUBLIC COMMENT

No public comment

ACTION TO SET THE AGENDA AND APPROVE CONSENT AGENDA

- 1. Approval of the Minutes for June 9, 2022 Regular Meeting**
- 2. Adopt Findings Pursuant to AB 361 to Continue Fully Teleconferenced Committee Meetings Due to Health Risks Posed by In-Person Meetings**

Motion Made / Seconded: Fullerton / Goforth

Motion passed 11-0 (Absent: Booker, Closson, Love, Garvey)

REGULAR AGENDA

3. Swearing In of New Member

David Silberman, *General Counsel*, swore in the remaining new Citizens Advisory Committee (CAC) member who has been appointed to the Committee.

4. Chair Report (Discussion)

No Chair Report

5. Turnkey Home Electrification Programs (Discussion)

Diane Bailey provided an overview of the partnership between the City of Menlo Park, BlocPower, and Menlo Spark. Diane highlighted how the partnership will contribute to equitable electrification of buildings and Menlo Park's climate action goals. Committee members inquired about BlocPower's partnerships with other jurisdictions, Community Choice Aggregators, and utilities in California.

Alejandra Posada, *Associate Programs Manager*, discussed how Peninsula Clean Energy's Home Upgrade Program supports income-qualified homeowners with no-cost home repairs and electrification measures. Alejandra also provided lessons learned and program results to date. Committee members discussed opportunities to improve the customer journey, the rate of enrollment in the program, and outreach to eligible homeowners.

6. Residential Electrification Messaging and Marketing Campaign (Discussion)

KJ Janowski, *Director of Marketing and Community Relations*, reviewed findings from Peninsula Clean Energy's research around residential electrification. KJ explained how the identification of customer segments has shaped message development. Jerry Gottheil, *Senior Manager of Marketing Communications*, introduced the scope, tactics, and next steps for Peninsula Clean Energy's marketing campaign on home electrification.

Jason Mendelson, *Committee member*, highlighted the importance of meaningfully addressing the challenges and costs of home electrification. Jason suggested creating a step-by-step checklist to help homeowners navigate the process of home electrification. Diane Bailey, *Committee member*, inquired about potential collaborations with local public health departments in communicating the health hazards of using methane gas in the home.

7. Form Working Groups (Discussion)

Cheryl Schaff, *CAC Vice Chair*, reviewed the 2022 CAC Work Plan and invited Committee members to sign up for working groups.

Committee members Diane Bailey, Katie Green, Brandon Chan, and Edward Love signed up for the Home Upgrade Program working group. Kathleen Goforth, Bryan Tran, and Daniel Baerwaldt signed up for the Demand-Side Strategies for 24/7 Grid Decarbonization working group. Desiree Thayer signed up for the Education Initiatives working group. Joe Fullerton, Jason Mendelson, Brandon Chan, and Cheryl Schaff signed up for the Role of Citizen Advisory Committees working group.

8. CAC Chair and Vice Chair Elections (Action)

Cheryl Schaff accepted the nomination for CAC Chair. A motion was made to elect Cheryl Schaff as CAC Chair.

Motion Made / Seconded: Fullerton / Goforth

Motion passed 12-0 (Absent: Booker, Closson, Garvey)

Jason Mendelson accepted the nomination for CAC Vice Chair. A motion was made to elect Jason Mendelson as CAC Vice Chair.

Motion Made / Seconded: Bailey / Fullerton

Motion passed 12-0 (Absent: Booker, Closson, Garvey)

9. Marketing and Community Liaison Updates (Discussion)

Vanessa Shin, *Community Outreach Associate*, reported changes to the Rental EV and Refrigerator Recycling programs. Kirsten Andrews-Schwind, *Senior Manager of Community Relations*, discussed opportunities for CAC members support outreach about Peninsula Clean Energy through their personal networks.

10. Working Group Reports (Discussion)

Jason Mendelson reported that the Building Electrification Working Group met to support outreach and education around reach codes.

11. Upcoming Topics for Discussion (Discussion)

Kirsten Andrews-Schwind suggested dedicating the next CAC meeting to serve as a community forum on Peninsula Clean Energy's Diversity, Equity, Accessibility, and Inclusion (DEAI) draft statement and policy. Joe Fullerton recommended creating a flyer and other materials to inform the public about this upcoming meeting.

Joe Fullerton also requested a future presentation with more detailed information on innovative financing mechanisms for local decarbonization.

12. Committee Members' Reports (Discussion)

No Committee Member Reports

ADJOURNMENT

Meeting was adjourned at 8:43 p.m.