

**REGULAR MEETING of the Citizens Advisory Committee  
of the Peninsula Clean Energy Authority (PCEA)  
Thursday, September 14, 2023  
MINUTES**

In-Person, Video Conference, and Teleconference  
6:30 p.m.

**CALL TO ORDER**

Meeting was called to order at 6:32 p.m.

**ROLL CALL****Present:**

*PCEA Lobby, 2075 Woodside Road, Redwood City, CA 94061*

Diane Bailey, Belmont *arrived at 6:38 p.m.*  
Kathleen Goforth, San Carlos  
Aurelio Huizar, Burlingame  
Gail Lee, San Bruno *arrived at 6:34 p.m.*  
Margaret Li, South San Francisco *arrived at 6:50 p.m.*  
Jason Mendelson, Redwood City, Vice Chair  
Cheryl Schaff, Menlo Park, *Chair*  
Shreyas Sudhakar, Menlo Park  
Desiree Thayer, Burlingame  
Robert Whitehair, San Mateo

*UC Merced, Sustainability Research and Engineering (SRE) 458, 5200 North Lake Rd.,  
Merced, CA 95340*

Daniel Baerwaldt, Los Banos

*Participated remotely under AB 2446*

Michael Closson, Menlo Park  
Mele Heimuli, East Palo Alto

**Absent:**

Steven Booker, Half Moon Bay  
Brandon Chan, South San Francisco

**An in-person quorum was established.**

**PUBLIC COMMENT**

No public comment

## **ACTION TO SET THE AGENDA AND APPROVE CONSENT AGENDA**

### **1. Approval of the Minutes for the August 10, 2023, Regular Meeting**

Motion Made / Seconded: Goforth / Lee

**Motion passed 8-0 (Abstain: Whitehair, Absent: Bailey, Booker, Chan, Closson, Heimuli, Li)**

## **REGULAR AGENDA**

### **2. Chair Report (Discussion)**

No Chair Report.

### **3. Member Introductions (Discussion)**

Cheryl Schaff, *Community Advisory Committee (CAC) Chair*, invited each member of the Committee to introduce themselves and answer the following questions: *What facet of sustainability would you like to better understand, and why?*

### **4. Legislative Update (Discussion)**

Mark Hershman, *Director of Government Affairs*, introduced Peninsula Clean Energy's Regulatory and Legislative Policy Platform. Marc also discussed key issues, challenges, and opportunities.

Michael Closson, *Committee Member*, highlighted SB 49, a bill to support renewable energy development along highways. Cheryl Schaff inquired about proposed legislation that may help advance Peninsula Clean Energy's goals. Marc provided examples of recent bills that address power reliability and the connection of power resources to the electric grid.

### **5. Marketing Strategy Update (Discussion)**

Gwen Rose, *Director of Marketing and Community Relations*, introduced insights about Peninsula Clean Energy customers based on the Annual Perception Survey and other research efforts. Gwen discussed findings and trends related to customer awareness of Peninsula Clean Energy, priorities, and perceptions of electric appliances, electric vehicles (EVs), and other topics.

Jason Mendelson, *Vice Chair*, noted that he has seen some customers incorrectly attribute rising energy costs to Peninsula Clean Energy. Robert Whitehair, *Committee Member*, expressed the importance of communicating cases where electrification of appliances lowers energy bills.

Committee Members commented on the results from the Annual Perception Survey. For example, Kathleen Goforth, *Committee Member*, described feeling surprised that maintenance cost emerged as a growing perceived barrier to used EVs.

Kathleen recommended expanded public education about the lower maintenance costs of EVs.

Diane Bailey, *Committee Member*, inquired about the timing of the all-electric living marketing campaign. Gwen replied that Peninsula Clean Energy is developing a targeted marketing campaign focused on home electrification that is relevant to specific audiences. Jason Mendelson emphasized the value of marketing the benefits of electric appliances broadly, reasoning that Peninsula Clean Energy's plans for a direct install program will address many current barriers to home electrification.

Gail Lee, *Committee Member*, described seeing a lawn sign announcing that the homeowner has installed a heat pump. Explaining that this is an effective way to influence adoption of electric appliances among neighbors, Gail suggested offering a lawn sign to rebate participants.

Shreyas Sudhakar, *Committee Member*, asked whether Peninsula Clean Energy has explored co-marketing opportunities at the point of sale of electric appliances. Gwen agreed with the importance of partnering with practitioners.

## **6. Working Group Reports and Sign Up (Discussion)**

Shreyas Sudhakar announced that the Building Electrification Programs Working Group received an overview on Peninsula Clean Energy's residential energy programs, including trends in program participation and changes to rebate amounts.

Representing the Electric Vehicle Managed Charging Program Working Group, Jason Mendelson discussed the recruitment status for the managed charging pilot program. Jason also expressed enthusiasm for the research conducted through the pilot.

Committee members signed up for additional working groups.

## **7. Report Back from Staff Committee on Budget Surplus (Action)**

This item has been postponed to the October CAC Meeting.

## **8. Marketing and Community Liaison Update (Discussion)**

Vanessa Shin, *Community Outreach Specialist*, shared changes to Peninsula Clean Energy's electric appliance rebates and loan program. Kirsten Andrews-Schwind, *Senior Manager of Community Relations*, invited Committee members to test the agency's wealth assessment tool by taking an anonymous survey.

## **9. Upcoming Topics for Discussion (Discussion)**

Kirsten Andrews-Schwind previewed topics for the upcoming meetings of the Peninsula Clean Energy Board of Directors. Kirsten suggested a discussion on a proposal to bring Peninsula Clean Energy's call center in house.

Cheryl Schaff suggested a presentation on how the Inflation Reduction Act will benefit Peninsula Clean Energy. Diane Bailey requested information on how Peninsula Clean Energy is working with other community choice aggregators to serve as a program implementer for Inflation Reduction Act funds.

Jason Mendelson recommended an update on residential programs as well as the next iteration of reach codes.

Gail Lee suggested promoting the Bay Area SunShares program.

#### **10. Committee Members' Reports (Discussion)**

Desiree Thayer, *Committee Member*, announced that the Youth Climate Ambassadors Program application deadline has been extended.

Robert Whitehair encouraged Committee members to review a recent report outlining decarbonization strategies for the City of San Mateo.

Kathleen Goforth announced upcoming workshops focused on home electrification in Half Moon Bay and Redwood City.

#### **ADJOURNMENT**

Meeting was adjourned at 8:45 p.m.