

**REGULAR MEETING of the Citizens Advisory Committee
of the Peninsula Clean Energy Authority (PCEA)
Thursday, March 9, 2023
MINUTES**

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

CALL TO ORDER

Meeting was called to order at 6:36 p.m.

ROLL CALL**Present:**

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

Diane Bailey, Belmont
Steven Booker, Half Moon Bay
Brandon Chan, South San Francisco *arrived at 6:40 p.m.*
Michael Closson, Menlo Park
Michael Garvey, San Carlos
Kathleen Goforth, San Carlos
Katie Green, San Mateo
Margaret Li, South San Francisco
Cheryl Schaff, Menlo Park, *Chair*
Desiree Thayer, Burlingame

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

Daniel Baerwaldt, Los Banos

Participated remotely under AB 2446

Jason Mendelson, Redwood City, *Vice Chair*

Absent:

Edward Love, Half Moon Bay

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 February 9, 2023, Regular Meeting

Motion Made / Seconded: Garvey / Closson

Motion passed 11-0 (Absent: Chan, Love)

REGULAR AGENDA

2. Chair Report (Discussion)

Cheryl Schaff, *Chair*, welcomed Committee members and encouraged them to speak up and ask questions throughout the meeting. Cheryl also announced the Love Our Earth Festival at Menlo-Atherton High School on April 22, 2023.

3. Member Introductions (Discussion)

Cheryl Schaff and Jason Mendelson, *Vice Chair*, invited each member of the Committee to introduce themselves and answer the following questions: *What is an activity or organization you are involved in outside of the Citizens Advisory Committee (CAC)? Which aspect of Peninsula Clean Energy's work are you most excited about?*

4. Recommendation on Building Electrification Strategy (Action)

Blake Herrschaft, *Programs Manager, Buildings*, provided an overview of Peninsula Clean Energy's incentives for the electrification of existing buildings. Blake described the rapid uptake of Zero Percent Loans and, as a result, the upcoming request to the Board of Directors to allocate additional funds to this program.

Brandon Chan, *Committee Member*, asked whether Peninsula Clean Energy is considering expanding the Zero Percent Loan program to cover other appliances. Michael Closson, *Committee Member*, suggested exploring other funding sources, such as private foundations, to increase the budget for building electrification programs.

Jason Mendelson described each element of the draft recommendation developed by the Building Electrification Education Working Group. Committee members asked staff to clarify how the upcoming funding request for the Zero Percent Loan and other building electrification programs related to Peninsula Clean Energy's overall budgeting process for the next year.

After discussion and revision to the draft, Diane Bailey, *Committee Member*, motioned to make the following recommendation:

To the Board of Directors of Peninsula Clean Energy:

- 1. The Citizens Advisory Committee (“CAC”) wholeheartedly and excitedly supports, endorses, and recommends the adoption of the Staff proposal for Building Electrification (BE) 2.0. The CAC members believe it is both necessary and incredibly helpful in targeting the goals of PCE to electrify buildings and remove the reliance on fossil fuels.*
- 2. CAC supports the additional funding of \$1mm for the zero interest loan program and fully support the BE 2.0 program funding as part of future budget setting.*

Some specific suggestions:

- 3. Give input to the consultant firm (RHA):*
 - a. Make sure that operating appliances are never disconnected before the new ones are ready to be connected (especially for low-income home upgrades)*
 - b. Have more language options available*
- 4. Make emergency installs a priority*
 - a. Have the 1-800 hotline be in the forefront of communication. Maybe use the SMUD example so when people have emergency needs it is addressed and easy to find.*
- 5. Make purchasing and capacity a requirement for contractors*
 - a. They need to have enough appliances on hand and available.*
 - b. Strongly encourage bulk equipment purchasing and storage to reduce costs and have available supply for customers and emergencies.*
 - c. Have 120 volt heat pump water heater options readily available (e.g. pre-purchase the plug-in water heaters that will allow easier same-day replacements of gas water heaters.)*
- 6. Have enhanced customer satisfaction and customer support as part of the plan [compared to the BayREN energy advisor service currently recommended]*
 - a. Better assistance on appliance and design recommendations from both the initial call service and from contractors*
 - b. Better initial call experience on first assessment of a plan*
- 7. Have a means to track success and customer experience*
 - a. Follow up surveys with rebate recipients and also data collection on experiences and appliances installed*
 - b. Monitor billing or energy usage*
- 8. Contractors should need to guarantee the work/warranty so there are assurances that it will work up front as a new technology (like the warranty on hybrid cars when they first came out)*
- 9. To maximize customer satisfaction — which will be critical to the larger purpose of generating widespread adoption of electrification — establish criteria for identifying appliances that have demonstrated good reliability and ensure that such appliances*

are selected for all installations by PCE's contractor (for instance, avoiding equipment that has received significant complaints of noise or reliability issues).

10. *Prepare and disseminate information for renters about how to approach landlords about building electrification technologies and financial assistance*

Motion Made / Seconded: Bailey / Li

Motion passed 12-0 (Absent: Love)

5. Outreach Training (Discussion)

Kirsten Andrews-Schwind, *Senior Manager of Community Relations*, reviewed Peninsula Clean Energy key messages, talking points around energy programs and electrification, and other outreach tips for communicating with the public. Committee members Margaret Li and Michael Garvey practiced these messages by modeling an interaction between a Peninsula Clean Energy customer and outreach representative.

Kathleen Goforth, *Committee Member*, shared her experience with addressing skepticism from customers about Peninsula Clean Energy's savings, suggesting a graphic that compares energy bills with and without Peninsula Clean Energy's electric generation service. Committee members discussed which types of appliances do not work during a power outage, including new methane gas appliances that require electricity to operate. Diane Bailey mentioned that—compared to solar + storage systems—there are smaller, less expensive batteries available for charging personal electronics and small devices, and she suggested that Peninsula Clean Energy could distribute or provide a discount on such batteries to customers before widespread power outages.

6. Working Group Overview and Reports (Discussion)

Cheryl Schaff invited the lead of each CAC working group to explain their project scope, process of collaborating with staff, and results.

On behalf of the Home Upgrade Program Working Group, Diane Bailey discussed how members provided input and guidance on the launch and early implementation of the Home Upgrade Program.

Desiree Thayer, *Committee Member*, shared that the Education Initiatives Working Group provided input on a new green career program in San Mateo County and developed ideas for educational outreach in Los Banos.

Daniel Baerwaldt, *Committee Member*, described the focus of the Demand-Side Strategies for 24/7 Grid Decarbonization Working Group. Members helped identify solutions for aligning electricity consumption with the times that energy is less expensive, cleaner, and more beneficial overall.

Jason Mendelson reported on the Building Electrification Education Working Group and Role of Citizens Advisory Committees Working Group. Through the Building Electrification Education Working Group, members received updates on Peninsula Clean Energy's building electrification programs and provided community education around reach codes. The Role of Citizens Advisory Committees Working Group focused on improving the members' experience of serving on the CAC and developed a survey to gather best practices of community advisory groups.

7. Marketing and Community Liaison Update (Discussion)

Vanessa Shin, *Community Outreach Specialist*, shared that the winners of Peninsula Clean Energy's All-Electric Leadership Awards has been announced. Vanessa also reminded the Committee that Peninsula Clean Energy is recruiting new members to fill vacancies on the CAC, and the deadline to apply is on March 31, 2023.

8. Upcoming Topics for Discussion (Discussion)

Kirsten Andrews-Schwind previewed topics for the upcoming meetings of the Peninsula Clean Energy Board of Directors. Kirsten recommended discussing the Diversity, Equity, Accessibility, and Inclusion Action Plan, building electrification messaging campaign, and electric vehicle managed charging program. Jason Mendelson requested reviews of the CAC mission statement, external survey results from the Role of Citizens Advisory Committees Working Group, and the Peninsula Clean Energy budget. Diane Bailey suggested another update on funding opportunities from the Inflation Reduction Act in the coming months.

9. Committee Members' Reports (Discussion)

Diane Bailey highlighted Acterra's lending program for induction cooktops and encouraged Committee members to try it out. Jason Mendelson shared his experience with lending out induction plates to make cookware compatible with induction. Cheryl Schaff announced that the Climate Reality Project is offering a training on using Inflation Reduction Act funds. Diane Bailey explained that the Bay Area Air Quality Management District is voting on adjusting emission limits for gas appliances on March 15, 2023.

ADJOURNMENT

Meeting was adjourned at 8:49 p.m.