

**REGULAR MEETING of the Citizens Advisory Committee
of the Peninsula Clean Energy Authority (PCEA)
Thursday, April 13, 2023
MINUTES**

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

CALL TO ORDER

Meeting was called to order at 6:37 p.m.

ROLL CALL**Present:**

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

Steven Booker, Half Moon Bay
Brandon Chan, South San Francisco
Michael Garvey, San Carlos
Kathleen Goforth, San Carlos
Katie Green, San Mateo
Margaret Li, South San Francisco *arrived at 6:46 p.m.*
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

Absent:

Diane Bailey, Belmont
Michael Closson, Menlo Park
Jason Mendelson, Redwood City, *Vice Chair*

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 March 9, 2023, Regular Meeting**

Motion Made / Seconded: Thayer / Garvey

Motion passed 8-0 (Absent: Bailey, Closson, Li, Mendelson)

REGULAR AGENDA

2. Chair Report (Discussion)

Cheryl Schaff, *Chair*, announced the resignation of Ed Love from the Citizens Advisory Committee (CAC).

3. Member Introductions (Discussion)

Cheryl Schaff invited each member of the Committee to introduce themselves and answer the following question: *What is a personal action that you take to address climate change?*

4. Recommendation on Diversity, Equity, Accessibility, and Inclusion Action Plan (Action)

Shayna Barnes, *Operations Specialist*, and Kirsten Andrews-Schwind, *Senior Manager of Community Relations*, provided an overview of Peninsula Clean Energy's Diversity, Equity, Accessibility, and Inclusion (DEAI) Action Plan, including the development process and proposed actions by area of focus. Committee members gave the following feedback on the DEAI Action Plan.

Human Resources, Staffing, and Recruitment

To show that DEAI is integrated in all aspects of an employee's work, Kathleen Goforth, *Committee Member*, recommended asking employees undergoing performance reviews to evaluate their work in the context of the DEAI criteria that have been identified by the Action Plan. Desiree Thayer, *Committee Member*, suggested that employees apply a DEAI lens towards advancing each organizational or department goal. Katie Green, *Committee Member*, highlighted the importance of using gender-neutral and inclusive language in job postings. Kathleen Goforth inquired about who will have access to the information from the Self-ID Campaign and how the data will be used. She recommended that participation in the Self-ID Campaign be voluntary.

Training and Development

Brandon Chan, *Committee Member*, requested that CAC members have the option of participating in DEAI trainings.

Energy Program Development and Implementation

Brandon Chan requested that input from the CAC be incorporated in the early stages of program development. He also recommended that the CAC receive an annual presentation evaluating DEAI metrics for each program.

Marketing and Account Services

Steven Booker, *Committee Member*, recommended reflecting Peninsula Clean Energy's DEAI values in public communications and outreach.

Vendor and Energy Supplier Diversity and Social Responsibility

Cheryl Schaff asked about how diversity reporting may impact operations and affect relationships with existing vendors and contractors.

Monitoring and Evaluation

Cheryl Schaff expressed interest in having the CAC engaged in the evaluation of the DEAI metrics dashboard or other reporting materials. Brandon Chan noted that fulfilling the “DEAI Lead” role with a dedicated DEAI staff person or consultant could increase Peninsula Clean Energy’s capacity to implement the Action Plan.

Kathleen Goforth made a motion to share the following recommendation with the Peninsula Clean Energy Board of Directors.

The CAC endorses the DEAI action plan with the expectation that it may be tweaked with the following suggestions including:

- 1. Incorporate DEAI into individual/organizational goals*
- 2. To report out to the CAC with the same cadence as with the Board*
- 3. Offer DEAI training to CAC members*
- 4. Clarify on who has access to Self-ID campaign data and how it will be used*
- 5. Incorporate DEAI language used in job posting*
- 6. Incorporate DEAI in languages, meetings and outreach materials*

PUBLIC COMMENT

Jason Mendelson submitted the following comment by email: “I think this is a great plan. As a member of the original working group tasked with investigating this subject, I want to reiterate that our main goal was to produce and support an anti-racism statement from PCE. Further, I hope that the endeavors and interactions with the community that PCE serves also remembers and keeps anti-racism top of mind in all aspects of its work. In my opinion this comprehensive plan is fantastic and I applaud the work of PCE on this critical topic and hope that the board adopts this plan and strategy.”

Coleen Mackin, *Peninsula Clean Energy Board of Directors Member*, encouraged staff to reach out to environmental justice nonprofits working in the energy sector as well as labor representatives for feedback.

Motion Made / Seconded: Goforth / Booker

Motion passed 9-0 (Absent: Bailey, Closson, Mendelson)

5. Building Electrification Marketing Campaign Feedback (Discussion)

Jerry Gottheil, *Senior Manager of Marketing Communications*, described Peninsula Clean Energy’s marketing campaign for promoting home electrification. Jerry shared draft content and discussed the campaign timeline.

Cheryl Schaff asked how staff will evaluate which audience segments are reached by campaign messaging. Brandon Chan asked about the plans to translate campaign messages and the mailer in other languages. Desiree Thayer suggested encouraging customers to open the mailer by co-branding it with the customer’s city.

PUBLIC COMMENT

Coleen Mackin suggested integrating messaging around how customers save money with Peninsula Clean Energy's electric generation service.

6. Working Group Overview and Reports (Discussion)

Cheryl Schaff reminded Committee members to submit their deliverables for their current working groups. Kirsten Andrews-Schwind shared a list of proposed working groups for 2023: Building Electrification Programs; Electric Vehicle Managed Charging Program; Residential Solar + Storage Programs; Education Initiatives; Diversity, Equity, Accessibility and Inclusion.

Kathleen Goforth suggested considering the impacts of the Inflation Reduction Act and Bipartisan Infrastructure Law when engaging in each working group. Committee members expressed satisfaction with the proposed working groups.

7. Recommendations on Updating the Citizens Advisory Committee Objectives (Action)

Cheryl Schaff reviewed the suggested updates to the CAC's objectives developed by the Role of the Citizens Advisory Committees Working Group. After discussion by Committee members, Margaret Li, *Committee Member*, made a motion to recommend the following changes to the Peninsula Clean Energy Board of Directors:

Proposed Update to CAC Objectives

- *Advise on substantial public-facing program initiatives before they are presented to the Board for approval, as practical given staff and CAC capacity.*
- *Engage in outreach to the community and advocate for Peninsula Clean Energy mission, goals, and programs.*
- *Advise on high-level legislative and regulatory direction of the organization*
- *Provide a forum for community discussions on a wide variety of strategies to reduce carbon emissions in conjunction with staff and board.*
- *Form working groups, as recommended by the CAC membership, to assist Peninsula Clean Energy's staff and Board with projects of importance to the organization.*

Motion Made / Seconded: Li / Chan

Motion passed 9-0 (Absent: Bailey, Closson, Mendelson)

8. Marketing and Community Liaison Update (Discussion)

Vanessa Shin, *Community Outreach Specialist*, invited CAC members to volunteer with Peninsula Clean Energy at upcoming Earth Day and other community events.

9. Upcoming Topics for Discussion (Discussion)

Kirsten Andrews-Schwind previewed topics for the upcoming meetings of the Peninsula Clean Energy Board of Directors. Kathleen Goforth recommended a discussion on how Peninsula Clean Energy is leveraging new investments from the Inflation Reduction Act. Katie Green suggested an update on Peninsula Clean Energy's legislative activities.

10. Committee Members' Reports (Discussion)

No Member Reports

ADJOURNMENT

Meeting was adjourned at 8:49 p.m.