



2075 Woodside Road | Redwood City, CA 94061  
(650) 260-0005 | peninsulacleanenergy.com

**Regular Meeting of the Community Advisory Committee of the  
Peninsula Clean Energy Authority (PCEA)  
AGENDA**

**Thursday, October 12, 2023  
6:30 pm**

**PLEASE NOTE: This meeting will be held in a hybrid format with both in-person and Zoom participation options for members of the public; Committee members shall appear in person.**

**In-Person Meeting Locations:**

**PCEA Lobby, 2075 Woodside Road, Redwood City, CA 94061  
UC Merced, Sustainability Research and Engineering (SRE) 458, 5200 North Lake Rd.,  
Merced, CA 95340**

**Zoom, Virtual Meeting Link:**<https://pencleanenergy.zoom.us/j/86953524805>  
**Meeting ID:** 869-5352-4805 **Passcode:** 2075 **Phone:** +1 (669) 444-9171

This meeting of the Peninsula Clean Energy Community Advisory Committee will be held at the Peninsula Clean Energy Lobby: 2075 Woodside Road, Redwood City, CA 94061 and UC Merced, Sustainability Research and Engineering (SRE) 458, 5200 North Lake Road, Merced, CA 95340 and by teleconference pursuant to California Assembly Bill 2449 and the Ralph M. Brown Act, CA Gov't Code. Section 54950, et seq. **Members of the Committee are expected to attend the meeting in person** and should reach out to Assistant General Counsel for Peninsula Clean Energy, Jennifer Stalzer, with questions or accommodation information ([jstalzer@smcgov.org](mailto:jstalzer@smcgov.org)). For information regarding how to participate in the meeting remotely, please refer to the instructions at the end of the agenda.

**Public Participation**

The PCEA Community Advisory Committee meeting may be accessed through Zoom online at <https://pencleanenergy.zoom.us/j/86953524805> The meeting ID is: 869-5352-4805 and the passcode is 2075. The meeting may also be accessed via telephone by dialing +1(669) 444-9171. Enter the webinar ID: 869-5352-4805, then press #. (Find your local number: <https://pencleanenergy.zoom.us/u/kTIH1Ocod>). Peninsula Clean Energy uses best efforts to ensure audio and visual clarity and connectivity. However, it cannot guarantee the connection quality.

Members of the public can also attend this meeting physically at the **Peninsula Clean Energy Lobby** at 2075 Woodside Road, Redwood City, CA 94061 or **UC Merced**, Sustainability Research and Engineering (SRE) 458, 5200 North Lake Road, Merced, CA 95340.

Written public comments may be emailed to Vanessa Shin ([vshin@pencleanenergy.com](mailto:vshin@pencleanenergy.com)) and such written comments should indicate the specific agenda item on which the member of the public is commenting.

Spoken public comments will be accepted during the meeting in the Board Room(s) or remotely through Zoom at the option of the speaker. Please use the “Raise Your Hand” function in the Zoom platform, or press \*6 if you phoned into the meeting, to indicate that you would like to provide comment.

### **ADA Requests**

Individuals who require special assistance or a disability related modification or accommodation to participate in this meeting, or who have a disability and wish to request an alternative format for the meeting, should contact Vanessa Shin by 10:00 a.m. on the day before the meeting at ([vshin@peninsulacleanenergy.com](mailto:vshin@peninsulacleanenergy.com)). Notification in advance of the meeting will enable PCEA to make reasonable arrangements to ensure accessibility to this meeting, the materials related to it, and your ability to comment.

Closed Captioning is available for all PCEA Community Advisory Committee meetings. While watching the video broadcast in Zoom, please enable captioning.

### **CALL TO ORDER / ROLL CALL / APPROVE TELECONFERENCE PARTICIPATION UNDER AB 2449**

*This item is reserved to approve teleconference participation request for this meeting by Community Advisory Committee Member pursuant to Brown Act revisions of AB 2449 due to an emergency circumstance to be briefly described*

### **PUBLIC COMMENT**

*This item is reserved for persons wishing to address the Committee on any PCEA-related matters that are not otherwise on this meeting agenda. Public comments on matters listed on the agenda shall be heard at the time the matter is called. Members of the public who wish to address the Committee are customarily limited to two minutes per speaker. The Committee Chair may increase or decrease the time allotted to each speaker.*

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

1. [Approval of the Minutes for the September 14, 2023 Regular Meeting](#)

### **REGULAR AGENDA**

2. Chair Report (Discussion, est. 5 minutes)
3. Member Introductions (Discussion, est. 10 minutes)
4. Distributed Energy Resources Framework and Future Programs (Action, est. 20 minutes)
5. Peninsula Clean Energy Net Billing Tariff Policy (Action, est. 20 minutes)
6. Report Back from Staff Committee on Budget Surplus (Discussion, est. 10 minutes)
7. Community Advisory Committee Meeting Scheduling for 2024 (Discussion, est. 10 minutes)
8. Working Group Reports (Discussion, est. 10 minutes)
9. Marketing and Community Liaison Update (Discussion, est. 5 minutes)
10. Upcoming Topics for Discussion (Discussion, est. 5 minutes)
11. Committee Members’ Reports (Discussion, est. 5 minutes)

## **ADJOURNMENT**

Public records that relate to any item on the open session agenda are available for public inspection. The records are available at the Peninsula Clean Energy offices or on PCEA Website at: <https://www.peninsulacleanenergy.com>.

## Instructions for Joining a Zoom Meeting via Computer or Phone

### Best Practices:

- Please mute your microphone when you are not speaking to minimize audio feedback
- If possible, utilize headphones or ear buds to minimize audio feedback
- If participating via videoconference, audio quality is often better if you use the dial-in option (option 2 below) rather than your computer audio

### Options for Joining

- Videoconference with Computer Audio - see Option 1 below
- Videoconference with Phone Call Audio - see Option 2 below
- Calling in via Telephone/Landline - see Option 3 below

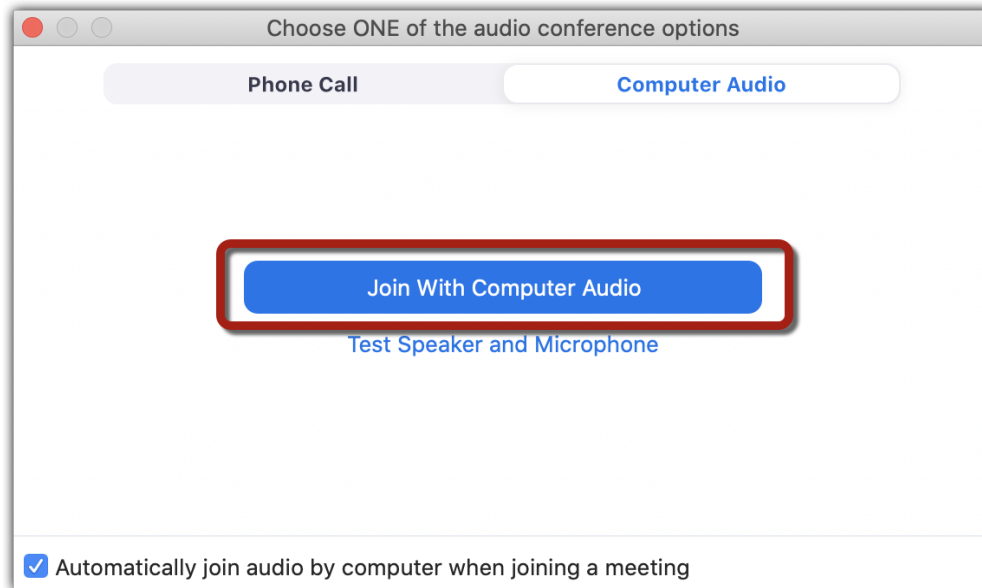
### Videoconference Options:

Prior to the meeting, we recommend that you install the Zoom Meetings application on your computer by clicking here <https://zoom.us/download>.

If you want full capabilities for videoconferencing (audio, video, screensharing) you must download the Zoom application.

### Option 1 Videoconference with Computer Audio:

- From your computer, click on the following link that is also included in the meeting calendar invitation: <https://pencleanenergy.zoom.us/j/86953524805>
- The Zoom application will open on its own or you will be instructed to open Zoom.
- After the application opens, the pop-up screen below will appear asking you to choose ONE of the audio conference options. Click on the Computer Audio option at the top of the pop-up screen.

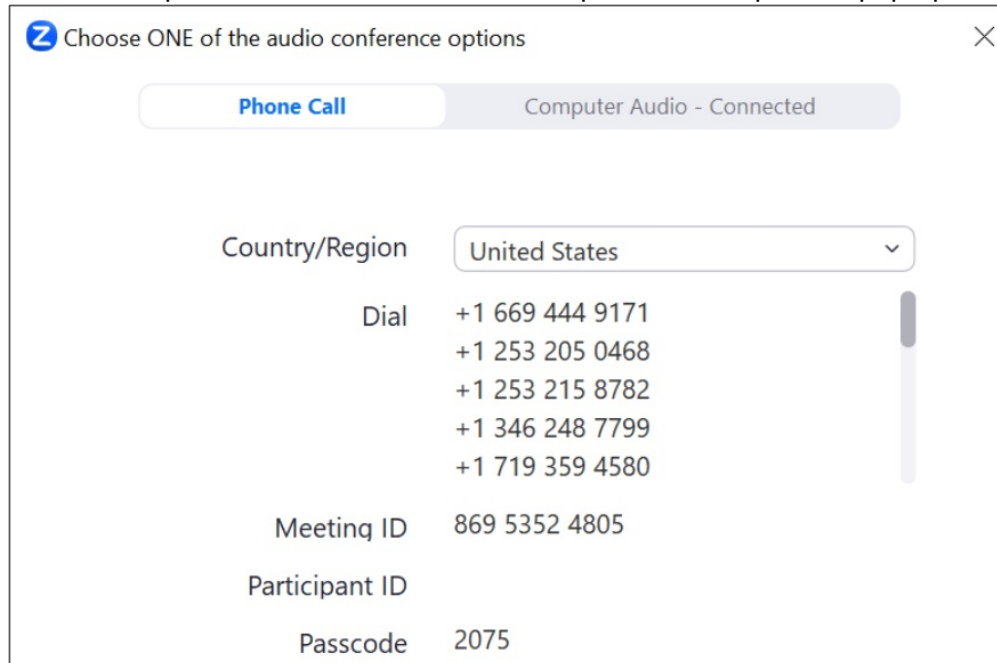


- Click the blue, "Join with Computer Audio" button.
- In order to enable video, click on "Start Video" in the bottom left-hand corner of the screen. This menu bar is also where you can mute/unmute your audio.

### Option 2 Videoconference with Phone Call Audio

- From your computer, click on the following link that is also included in the meeting calendar invitation: <https://pencleanenergy.zoom.us/j/86953524805>
- The Zoom Application will open on its own or you will be instructed to Open Zoom.

- After the application opens, the pop-up screen below will appear asking you to choose ONE of the audio conference options. Click on the Phone Call option at the top of the pop-up screen.



- Please dial +1 (669) 444-9171.
- You will be instructed to enter the meeting ID: **869-5352-4805 followed by #.**
- You will be instructed to enter in your participant ID. Your participant ID is unique to you and is what connects your phone number to your Zoom account.
- After a few seconds, your phone audio should be connected to the Zoom application on your computer.
- In order to enable video, click on "Start Video" in the bottom left-hand corner of the screen. This menu bar is also where you can mute/unmute your audio.

### Audio Only Options:

**Please note that if you call in/use the audio only option, you will not be able to see the speakers or any presentation materials in real time.**

### Option 3: Calling in via Telephone/Landline:

- Please dial +1 (669) 444-9171.
- You will be instructed to enter the meeting ID: **869-5352-4805 followed by #.**
- You will be instructed to enter your **Participant ID** followed by #. If you do not have a participant ID or do not know it, you can press # to stay on the line.
- You will be instructed to enter the meeting passcode **2075 followed by #.**

**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.