



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

Regular Meeting of the Citizens Advisory Committee of the Peninsula Clean Energy Authority (PCEA)

Thursday, May 11, 2023

6:30pm

PLEASE NOTE: This meeting will be held in a hybrid format with both in-person and Zoom participation options for members of the public; Board 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 Citizens 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). 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 Citizens 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) and such written comments should indicate the specific agenda item on which the member of the public is commenting.

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's Website at: <https://www.peninsulacleanenergy.com>.

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). 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 Citizens 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 Citizens 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 April 13, 2023 Regular Meeting

REGULAR AGENDA

2. Chair Report (Discussion, est. 5 minutes)
3. Member Introductions (Discussion, est. 5 minutes)
4. Citizens Advisory Committee Work Plan Approval (Action, est. 5 minutes)
5. Discussion on Managed EV Charging (Discussion, est. 30 minutes)
6. Discussion on Local Government Electrification Program (Action, est. 30 minutes)
7. Marketing and Community Liaison Update (Discussion, est. 5 minutes)
8. Upcoming Topics for Discussion (Discussion, est. 5 minutes)



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9. Committee Members' Reports (Discussion, est. 5 minutes)

ADJOURNMENT

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

- A. Videoconference with Computer Audio – see Option 1 below
- B. Videoconference with Phone Call Audio – see Option 2 below
- C. Calling in via Telephone/Landline – see Option 3 below

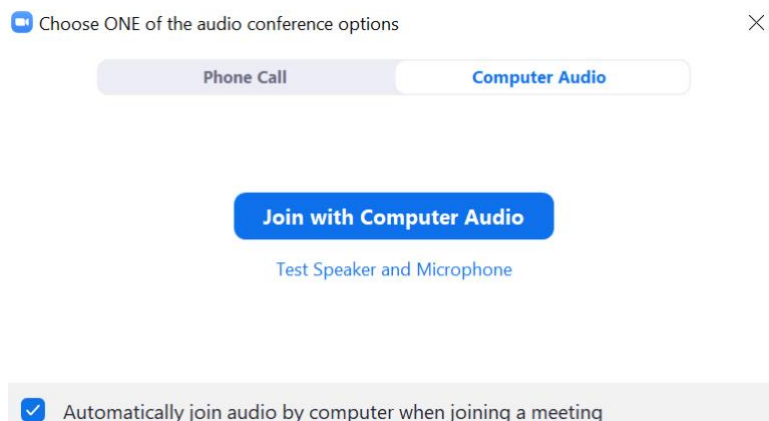
Videoconference Options:

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:

1. From your computer, click on the following link that is also included in the Meeting Calendar Invitation: <https://pencleanenergy.zoom.us/j/86953524805?pwd=aktkbTFOeSs3R2VYb0VyOWM4QVpKZz09>
2. The Zoom application will open on its own or you will be instructed to open Zoom.
3. 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.

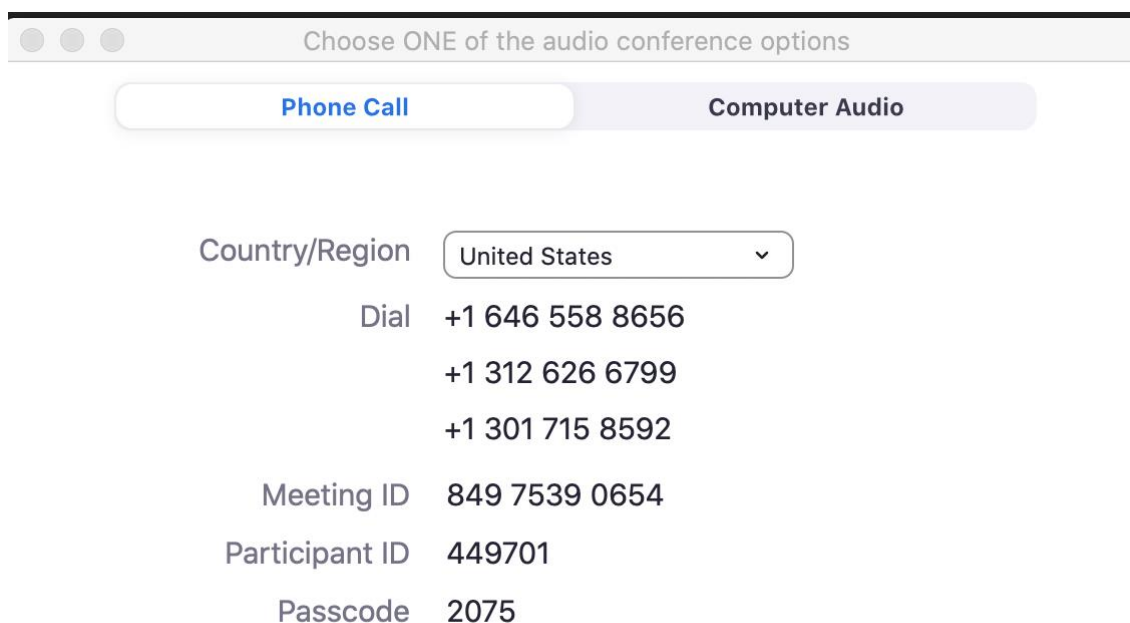


4. Click the blue, "Join with Computer Audio" button

5. 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:

1. From your computer, click on the following link that is also included in the Meeting Calendar Invitation: <https://pencleanenergy.zoom.us/j/86953524805pwd=aktkbTFOeSs3R2VYb0VyOWM4QVpKZz09>
2. The Zoom Application will open on its own or you will be instructed to Open Zoom.
3. After the application opens, the pop-up screen below will appear asking you to choose ONE of the audioconference options. Click on the Phone Call option at the top of the pop-up screen.



1. Please dial +1 (669)-444-9171
2. You will be instructed to enter the meeting ID: **869-5352-4805 followed by #**
3. 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.
4. After a few seconds, your phone audio should be connected to the Zoom application on your computer.
5. 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:

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 the meeting passcode

2075 followed by #

**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.

2023 Peninsula Clean Energy Citizens Advisory Committee
Working Group Proposals

Note: Once the specified deliverable is completed, the working group shall no longer meet unless a new deliverable is identified and it is requested to meet by staff.

Project	Proposed Task Description and Deliverables	Staff Liaison	CAC Working Group Members (* indicates lead)
Building Electrification Programs	<p>Provide input on the next iteration of Peninsula Clean Energy's building electrification programs and strategy.</p> <p><i>Deliverable: Brief memo summarizing input provided by CAC members regarding building electrification programs and strategy between June 2023 and April 2024. Delivered to staff prior to the April 2024 CAC meeting.</i></p>	Rafael Reyes, Programs Team	
Electric Vehicle (EV) Managed Charging Program	<p>Develop ideas for scaling Peninsula Clean Energy's EV managed charging program, including recommendations for program design and recruitment strategy.</p> <p><i>Deliverable: Brief memo summarizing input on the EV managed charging program between June 2023 and April 2024. Delivered to staff prior to the April 2024 CAC meeting.</i></p>	Phillip Kobernick, Programs Team	

Project	Proposed Task Description and Deliverables	Staff Liaison	CAC Working Group Members (* indicates lead)
Residential Solar + Storage Programs	<p>Conduct research on successful residential solar + storage and virtual power plant programs in the United States, including:</p> <ul style="list-style-type: none"> • Summary of program equity metrics (especially low-income customer participation), program benefits, potential challenges, and applicability for Peninsula Clean Energy's customers • Recommendations on additional areas of research required to vet a scalable solar + storage program <p><i>Deliverable: Brief memo summarizing research conducted between June 2023 and April 2024. Delivered to staff prior to the April 2024 CAC meeting.</i></p>	Peter Levitt, Programs Team	
Education Initiatives	<p>Provide input on initiatives to expand clean energy curriculum and decarbonization projects in schools, especially in the City of Los Banos.</p> <p><i>Deliverable: Brief memo summarizing input on education initiatives provided between June 2023 and April 2024. Delivered to staff prior to the April 2024 CAC meeting.</i></p>	Vanessa Shin, Marketing Team	

Project	Proposed Task Description and Deliverables	Staff Liaison	CAC Working Group Members (* indicates lead)
Diversity, Equity, Accessibility, and Inclusion (DEAI)	Provide occasional feedback to staff on development of new organizational guidelines to implement the DEAI Action Plan. <i>Deliverable: Brief memo summarizing input on DEAI Action Plan implementation provided between June 2023 and April 2024. Delivered to staff prior to the April 2024 CAC meeting.</i>	Kirsten Andrews-Schwind, Marketing Team	