

Peninsula Clean Energy Community Advisory Committee (CAC) 2024 Work Plan

Goal: Make it easy for CAC members to align with Peninsula Clean Energy staff priorities and get involved in driving Peninsula Clean Energy strategic initiatives

Brown Act reminder: Communication about working groups to must be limited to less than a quorum (50%) of CAC members

Guiding Principles

- Ensure Peninsula Clean Energy Staff and Board understand how to leverage CAC in a way that is useful and drives Peninsula Clean Energy strategic priorities
- Ensure CAC members feel fully engaged and utilized if they have interest and bandwidth
- Maximize efficiency of CAC impact on staff resources

CAC Role & Responsibilities:

- Advise on substantial public-facing program initiatives before they are presented to the Board for approval, as practical given timeliness and 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 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.

Peninsula Clean Energy Strategic Goals for 2024

The CAC will support and align its work with these goals.

MISSION: To reduce greenhouse gas emissions by expanding access to sustainable and affordable energy solutions.

VISION: A sustainable world with clean energy for everyone.

Organizational priorities:

- Deliver 100% Renewable Energy on An Annual Basis by 2030 Through Strategic and Cost Effective Procurement of Resources that Maximize Peninsula Clean Energy's 24/7 Hourly Matching of Renewable Energy and Load
- Contribute to Peninsula Clean Energy member jurisdictions reaching the State's 2045 goal to be 100% greenhouse-gas free for transportation and building electrification by 2035

2024 Peninsula Clean Energy Community Advisory Committee Working Group Proposals

Community Advisory Committee (CAC) working groups offer an opportunity for CAC members and staff to collaborate on specific projects in addition to regular CAC meetings. They allow for deep dives into specific topics.

Working groups operate in compliance with the Brown Act:

1. They are made up of less than a quorum of CAC members.
2. They meet as needed to complete the specific tasks described below.
3. They are time limited. Once the specified tasks are completed, the working group disbands.

Organizing working group meetings and completing deliverables is the responsibility of the CAC members, coordinated by the working group lead. Staff provide technical support only.

In addition to the working groups outlined below, the CAC encourages staff to reach out to Committee members on an ad-hoc basis to solicit input on education programs, distributed energy resources, diversity, equity, accessibility, and inclusion initiatives, and other topics.

Project	Proposed Task Description and Deliverables	Staff Liaison	CAC Working Group Members (* indicates lead)
Strategic Planning	<p>Provide input on Peninsula Clean Energy’s strategic planning process as needed.</p> <p><i>Deliverable: Brief memo summarizing input provided by CAC members regarding input to the strategic planning process between June 2024 and April 2025. Memo delivered to staff prior to the April 2025 CAC meeting.</i></p>	Shalini Swaroop, Chief Operating Officer	Desiree Thayer*, Michael Closson, Kathleen Goforth, John McKenna, Remi Tan, Robert Whitehair

Project	Proposed Task Description and Deliverables	Staff Liaison	CAC Working Group Members (* indicates lead)
<p>Building Electrification Programs</p>	<p>Provide input on Peninsula Clean Energy’s building electrification programs and strategy, including:</p> <p>Provide feedback on upcoming programs for residential and government building electrification</p> <p>Research barriers to building electrification and advise on solutions and best practices</p> <p><i>Deliverable: Brief memo summarizing input provided by CAC members regarding building electrification programs and strategy between June 2024 and April 2025. Memo delivered to staff prior to the April 2025 CAC meeting.</i></p>	<p>Rafael Reyes, Programs Team</p>	<p>John McKenna*, Steven Booker, Jason Mendelson, Remi Tan, Robert Whitehair</p>
<p>Transportation Electrification Programs</p>	<p>Provide input on the development, evaluation, and outreach methods for residential programs for electric vehicles, electric vehicle charging infrastructure, and electric bicycles.</p> <p><i>Deliverable: Brief memo summarizing input provided by CAC members regarding transportation electrification programs and strategy between June 2024 and April 2025. Memo delivered to staff prior to the April 2025 CAC meeting.</i></p>	<p>Carlos Moreno and Phillip Kobernick, Programs Team</p>	<p>Remi Tan*, Steven Booker, Kathleen Goforth, Mele Heimuli</p>

Project	Proposed Task Description and Deliverables	Staff Liaison	CAC Working Group Members (* indicates lead)
Marketing Strategy	<p>Advise Peninsula Clean Energy's branding strategy and campaigns, including programs marketing.</p> <p><i>Deliverable: Brief memo summarizing input provided by CAC members regarding brand marketing strategy between June 2024 and April 2025. Memo delivered to staff prior to the April 2025 CAC meeting.</i></p>	Gwen Rose, Marketing Team	Cheryl Schaff