



**Silicon Valley Clean Energy
Customer Program Advisory Group Meeting**

Wednesday, September 19, 2018
11:00 am

Sunnyvale Community Center | Recreation Center
Neighborhood Room
550 E. Remington Drive
Sunnyvale, CA

Courtenay C. Corrigan, Chair
Town of Los Altos Hills

Margaret Abe-Koga, Vice Chair
City of Mountain View

Liz Gibbons
City of Campbell

Rod Sinks
City of Cupertino

Daniel Harney
City of Gilroy

Jeannie Bruins
City of Los Altos

Rob Rennie
Town of Los Gatos

Marsha Grilli
City of Milpitas

Burton Craig
City of Monte Sereno

Steve Tate
City of Morgan Hill

Dave Cortese
County of Santa Clara

Howard Miller
City of Saratoga

Nancy Smith
City of Sunnyvale

AGENDA

Call to Order

Roll Call

Public Comment on Matters Not Listed on the Agenda

The public may provide comments on any item not on the Agenda. Speakers are limited to 3 minutes each.

Consent Calendar

- 1) Approve Minutes of the August 15, 2018, Customer Program Advisory Group Meeting

Regular Calendar

- 2) Report Out on the Action of the CPAG Term (Discussion)
- 3) September SVCE Board Meeting Programs Roadmap Debrief (Discussion)
- 4) SVCE Customer Preferences Survey Results (Discussion)
- 5) SVCE's Customer Resource Center (Discussion)
- 6) Resource Center Success Breakout Group Responses (Discussion)

Committee/Staff Remarks and Future Agenda Items

Adjourn

svcleanenergy.org

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Sunnyvale, CA 94087



**Silicon Valley Clean Energy Authority
Customer Program Advisory Group Meeting**

Wednesday, August 15, 2018
11:00 am

Sunnyvale Recreation Center
Neighborhood Room
550 E. Remington Drive
Sunnyvale, CA

DRAFT MINUTES

Call to Order

SVCE Board Clerk, Andrea Pizano, called the meeting to order at 11:00 a.m.

Roll Call

Present:

Member Tara Sreekrishnan, City of Cupertino (arrived at 11:22 a.m.)
Member Donald Weiden, City of Los Altos
Member Peter Evans, Town of Los Altos Hills
Member George Parton, Town of Los Gatos
Member Thomas Clavel, City of Milpitas (arrived at 11:06 a.m.)
Member Bryan Mekechuk, City of Monte Sereno
Member Robert Brewer, City of Mountain View
Member Sandeep Muju, City of Saratoga
Member Jeff Homan, City of Mountain View
Member Douglas Kunz, City of Sunnyvale
Member Tara Martin-Milius, City of Sunnyvale
Member James Tuleya, City of Sunnyvale
Member Pamela Garcia, Unincorporated Santa Clara County
Member Tristan Mecham, Unincorporated Santa Clara County

Absent:

Member Gary Latshaw, City of Cupertino

The consent calendar was considered following roll call.

Consent Calendar

MOTION: Member Mekechuk moved and Vice Chair Martin-Milius seconded the motion to approve the Consent Calendar.

The motion carried unanimously with an abstention from Chair Evans, and Members Clavel, Latshaw and Sreekrishnan absent.

1a) Approve Minutes of the July 18, 2018, Customer Program Advisory Group Meeting

Following the vote on the consent calendar, Chair Evans addressed public comment.

Public Comment on Matters Not Listed on the Agenda

Chair Evans introduced Jeff Byron, Chair of the Monterey Bay Community Power (MBCP) Community Advisory Council; Byron provided brief introductory comments and responded to questions regarding MBCP's advisory group. Director of Account Services and Customer Relations Don Bray provided additional information regarding Byron's background. Byron responded to member questions regarding the formation of MBCP's advisory group, MBCP's services, and the Moss Landing Power Plant.

Regular Calendar

2) SVCE Member Agency Working Group Recommendations Debrief (Discussion)

Director of Decarbonization and Grid Innovation Programs Aimee Bailey introduced the item; Account Services Manager John Supp provided introductory remarks and presented a PowerPoint presentation. Staff responded to member questions.

3) SVCE High-level Roadmap Draft (Discussion)

Director of Decarbonization and Grid Innovation Programs Bailey introduced the item and presented a PowerPoint presentation.

The group discussed the roadmap draft and provided feedback for staff.

Chair Evans provided instruction for a breakout exercise for members to self-organize in small groups to prepare discussion for Item 5) *Electricity Monitoring, Electricity Bill Explorer, Residential BE Ready Deep Dive and SVCE's Customer Resource Center*, in which members would share ideas on increasing customer participation in the programs identified for a potential SVCE Customer Resource Center.

Chair Evans adjourned the group at 12:02 p.m. for lunch, and to organize and discuss Item 5 in small groups for approximately 30 minutes.

5) Electricity Monitoring, Electricity Bill Explorer, Residential BE Ready Deep Dive and SVCE's Customer Resource Center (Discussion)

The group reconvened at 12:26 p.m. with Member Latshaw absent. Without objection, the group addressed Item 5.

Representatives from each small group shared ideas on how to utilize current technologies and ideas to increase customer participation in programs including:

- Create awareness of who SVCE is;
- Identify groups who would be motivated to take action, such as Consumers Affordable Resource for Energy program customers;
- Tailor the marketing approach based on the segment and develop different messages for various audiences;
- Get involved with cities by participating in town hall meetings, energy clinics, rotary clubs etc.;
- Utilize neighborhood mobile applications and host sweepstakes or other incentives for participation;
- Develop Communicate through partnerships with cities and other environmentally conscious agencies;
- Auto-enroll customers in programs;

- Provide concrete case studies and testimony from people who have already participated in these programs.
- [Reach out using a personalized, actionable message](#)

The group was in consensus to continue discussion on this item at the next regularly scheduled CPAG meeting.

4) Customer Program Advisory Group Term Length (Discussion)

Following Item 5, the group discussed Item 4.

Chair Evans introduced the item and Director of Decarbonization and Grid Innovation Programs Bailey provided additional information on potentially extending the length of the Customer Program Advisory Group.

The group shared favorable comments supporting an extension of the CPAG term length; Chair Evans noted the message would be relayed to SVCE's Board of Directors.

Committee/Staff Remarks and Future Agenda Items

None.

Adjourn

Chair Evans adjourned the meeting at 1:04 p.m.