



**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

**MEETING 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.

**1) 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;
- 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.

ATTEST:



SECRETARY