



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

Wednesday, September 19, 2018

11:00 am

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

MEETING MINUTES

Call to Order

Customer Program Advisory Group (CPAG) Chair, Peter Evans, called the meeting to order at 11:04 a.m.

Roll Call

Present:

Member Gary Latshaw, City of Cupertino
Member Tara Sreekrishnan, City of Cupertino
Member Donald Weiden, City of Los Altos
Member Peter Evans, Town of Los Altos Hills
Member George Parton, Town of Los Gatos
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 Thomas Clavel, City of Milpitas

Public Comment on Matters Not Listed on the Agenda

No speakers.

Consent Calendar

MOTION: Member Brewer moved and Member Tuleya seconded the motion to approve the Consent Calendar.

The motion carried unanimously with an abstention from Member Latshaw and Member Clavel absent.

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)

Chair Evans introduced the item and provided brief comments on feedback received and approval to extend the term length of the CPAG to December 2018 as a result of the September 12, 2018 Board of Directors meeting.

Without objection, the group was in consensus to set regular meeting dates for October, November, and December.

MOTION: Member Mekechuk moved and Member Latshaw seconded the motion to approve the following dates for the remaining CPAG meetings:

October 10, 2018
November 14, 2018
December 12, 2018

The motion carried unanimously with Member Clavel absent.

Chair Evans and Board Clerk Andrea Pizano confirmed with the committee that the time of the meetings, 11:00 a.m. to 1:00 p.m., would remain the same.

3) September SVCE Board Meeting Programs Roadmap Debrief (Discussion)

Director of Decarbonization and Grid Innovation Programs Aimee Bailey introduced the item and provided brief comments summarizing a design charette workshop which occurred September 18, 2018; Chair Evans provided additional comments on the workshop.

Director of Decarbonization and Grid Innovation Programs Bailey presented a PowerPoint and summarized comments from the September 12, 2018 Board of Directors Meeting regarding the draft roadmap. The group discussed the Board of Directors' involvement in the next steps of program development.

4) SVCE Customer Preferences Survey Results (Discussion)

Director of Account Services and Customer Relations Don Bray introduced the item and presented a PowerPoint presentation that described residential customer segmentation by five initial "personas" derived from the survey results.

The group discussed the motivation and goals behind the customer survey as well as the content and results received. Director of Account Services and Customer Relations Bray responded to member questions; the group provided comments on the initial customer personas identified.

The group provided feedback including:

The personas identified did not appear to represent low-income customers;

Apparently lots of customer interest in energy-related information and resources, efficiency tips;

A suggestion to consider the apparent lack of importance of price sensitivity to SVCE customers;

The customer personas cover a wide range of traits that may cross over into multiple personas; members cautioned not to pigeonhole customers into one specific group.

Chair Evans announced a lunch break at 12:07 p.m.

5) SVCE's Customer Resource Center (Discussion)

The group reconvened at 12:21 p.m. with Member Clavel absent.

Account Representative II Sarah Jo Manson introduced the item and presented a PowerPoint presentation.

Account Representative II Manson provided instruction for members to break into small groups to discuss two prompts regarding the SVCE Customer Resource Center: 1) How might we engage people to increase user interaction, and keep them coming back?, and 2) Which features need to be available upon initial launch, and which could come later?

Members formed small groups at the direction of Chair Evans at 12:30 p.m. to discuss the prompts.

6) Resource Center Success Breakout Group Responses (Discussion)

The group reconvened at 12:44 p.m. with Member Clavel absent.

Members from each group reported on the ideas developed within the breakout groups which included the following:

1) How might we engage people to increase user interaction, and keep them coming back?

Utilize social networks to encourage regular interaction and publish incentives;
Maintain current/changing content on the site;
Consider multi-family units in the interactive interface as well as single family homes;
Make icons simple and relatable;
Site content should be personalized for customers, include comparisons with peers, norms;
Ensure easy access to the center through various media;
Include seasonal information;
Incorporate an interactive scoreboard which posts progress on users' actions taken to reduce GHG emissions;
Include testimonials from customers already participating in ways to reduce emissions as well as local celebrity support;
Customers can host open house/block party events to increase interaction.
A community feel to the portal

2) Which features need to be available upon initial launch, and which could come later?

Consider taking the money budgeted for the resource center to do an RFP process to contract with a third party to provide personalization and interactive tools and bring in data specific to SVCE;
Members encouraged taking time or even waiting to develop the SVCE Customer Resource Center as customers may visit the center once and formulate an opinion based on the initial information provided;
Think about the topics that are most important to our customers and apply them to the initial launch;
Partner with other CCAs to join funds and build a website with interactive tools -- the website's back end would be the same for all partnering agencies and the interface would be specific to the agency;
Make the center visually pop with contrast text and relatable visuals;
Offer a comparison tool for customers to view updates on their data in comparison to others with a similar living situation;
Include a messaging option;
Include an option to sign up for the SVCE newsletter.

Staff requested additional ideas regarding the launch of the SVCE Customer Resource Center and its content; members provided additional thoughts.

Member Mecham left the meeting at 1:05 p.m.

Member Tuleya requested his comment be heard as a member of the public; Chair Evans obliged.

James Tuleya commented on the HomeIntel program offered by the Home Energy Analytics group and a potential partnership with SVCE on providing energy use data to customers.

Member Brewer left the meeting at 1:07 p.m.

Committee/Staff Remarks and Future Agenda Items

Director of Account Services and Customer Relations Bray announced SVCE's Product Content Label was mailed to customers.

Adjourn

Chair Evans adjourned the meeting at 1:09 p.m.

ATTEST:



SECRETARY