



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

Wednesday, November 14, 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 October 10, 2018, Customer Program Advisory Group Meeting

Regular Calendar

- 2) Draft December SVCE Board Meeting Decarbonization Strategy & Programs Roadmap (Discussion)
- 3) Programs Roadmap Breakout Groups (Discussion)

Committee/Staff Remarks and Future Agenda Items

Adjourn

svcleanenergy.org

333 W El Camino Real
Suite 290
Sunnyvale, CA 94087



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

Wednesday, October 10, 2018
11:00 am

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

DRAFT MINUTES

Call to Order

Customer Program Advisory Group (CPAG) Vice Chair, Tara Martin-Milius, called the meeting to order at 11:02 a.m.

Roll Call

Present:

Member Gary Latshaw, City of Cupertino
Member Donald Weiden, City of Los Altos
Member Peter Evans, Town of Los Altos Hills (arrived at 11:04 a.m.)
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 (arrived at 11:07 a.m.)
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

Absent:

Member Tara Sreekrishnan, City of Cupertino
Member Tristan Mecham, Unincorporated Santa Clara County

Following roll call, Board Clerk Andrea Pizano noted staff received a resignation notice from CPAG's Milpitas representative Thomas Clavel, and Milpitas resident Patti Sexton would be taking his place pending approval from the Board of Directors at the October 24, 2018 Board meeting.

Chair Evans arrived at 11:04 a.m. and presided over the remainder of the meeting.

Public Comment on Matters Not Listed on the Agenda

Patti Sexton noted she was looking forward to joining CPAG and coming up to speed on CPAG projects.

Consent Calendar

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

The motion carried unanimously with Members Sreekrishnan, Homan, and Mecham absent.

1) Approve Minutes of the September 19, 2018, Customer Program Advisory Group Meeting

Regular Calendar

2) Customer Resource Center Interactive Poll (Discussion)

SVCE Energy Consultant Sarah Jo Manson introduced the item and provided a link for the group to participate in an interactive poll using member's mobile devices.

The group was prompted to answer five questions from the survey, giving personal answers rather than speaking for their communities; following are the questions and responses received:

1. What messaging would encourage you to go to an SVCE Resource Center (online and/or physical)?
 - Help protect the environment – 21%
 - Win a discount on your utility bill – 12%
 - Lower your energy use – 15%
 - Learn how to cut your energy use – 27%
 - Save money on your utility bill – 24%

2. What type of physical resource center would you visit?
 - a. An SVCE stand-alone resource center – 23%
 - b. A resource center as an exhibit at a local library/museum/community center – 69%
 - c. Neither – 8%

3. Please rank the following features in terms of which would encourage you to return to an online resource center (1 = MOST likely, 6 = LEAST likely)
 1. Personalized energy-saving tips for your home – 85 points
 2. Presence of incentives for electrifying your home – 72 points
 3. Personalized money-saving tips – 65 points
 4. Ability to compare to others (compete/gamification) – 60 points
 5. Ability to share actions via social media (on FB, Twitter, LinkedIn, etc.) – 39 points
 6. Social networking capabilities (Nextdoor-like) – 29 points

4. How would you prefer to be notified of the Resource Center launch?
 - a. Online advertisement (Google, social media, etc.) – 18%
 - b. Snail-mail – 16%
 - c. TV – 0%
 - d. Radio – 0%
 - e. Email – 27%
 - f. City government announcement – 18%
 - g. Utility bill insert – 20%

5. What would you name the SVCE Resource Center?
 - Saving energy program
 - Clean energy engagement center
 - Learning hive
 - Take power center

SVCE Energy Resource Center
 Clean energy info center
 Center for clean energy information
 Your local energy resource center
 Energy user resource center
 SVCE Resource Center
 SVCE energy environmental resources center
 Clean energy center
 Clean energy engagement center
 Silicon Valley clean energy learning hive

Post-poll responses:

Take charge!

The group provided feedback on the poll itself, including:

- The first prompt, "*What messaging would encourage you to go to an SVCE Resource Center (online and/or physical)?*" really did not include as an option learning and being empowered by information; consider adding an additional option of "other";
- Clarify an option for "comparison with peers or benchmarks" (as distinct from competing or gamification) among the features that may encourage people to return to an online resource center (third prompt); valid comparisons are always useful while some people don't like competition
- Consider how the SVCE Resource Center will seem different to users from similar resources energy providers have already offered;
- If gamification is used, use caution not to trivialize the importance of green energy actions;
- Comparing with bases is simple and inspires individual action, where gamification requires a significant level of user and group initiative to participate, though some audiences enjoy the gamification aspect;
- Offering real-time data and feedback on short-term immediate actions as more appropriate for gamification;
- Use various media (and not just online) to notify individuals of the Resource Center; track what people actually respond to;
- Is targeted online advertising feasible? Potential users of the resource center don't know who they are.
- Suggestions to review Santa Clara Valley Water District's resource centers and tactics on how they've encouraged customers to reduce water usage;
- An opportunity to share messaging relating to clean electricity used for electric vehicles;
- Sending mailings with City logos makes a significant difference in catching people's attention as well as a message of saving money in bill inserts (e.g. city water and sewer utility bill inserts);
- It may take saturation – many channels, multiple years;
- Design a resource center based on a younger audience;
- Including a question on city building permit applications which asks if the applicant has looked into energy saving alternatives with a link to the SVCE Resource Center; and,
- A physical resource center at a library, or travelling resource center to appear at various events so that citizens can visit the center as they are completing other personal tasks.

3) SVCE Programs Design Charette Overview (Discussion)

Director of Decarbonization and Grid Innovation Programs Aimee Bailey introduced the item and presented a PowerPoint presentation on the SVCE Programs Design Charette that occurred September 18, 2018. Director of Decarbonization and Grid Innovation Programs Bailey responded to member questions.

Members requested staff distribute the summary of five future snapshots and outcomes discussed at the design charette.

Chair Evans announced a break for lunch at 12:05 p.m.

4) Programs Roadmap Update and Deep Dive on Potential Innovation Mechanisms (Discussion)

The group reconvened at 12:17p.m. with Members Sreekrishnan and Mecham absent.

Director of Decarbonization and Grid Innovation Programs Bailey introduced the item and a PowerPoint presentation and responded to member questions regarding an updated programs roadmap and a mechanism for engaging external parties in finite-term, finite-scope pilot projects.

The group provided feedback including:

- Use large utility and California Public Utilities Commission (CPUC) program examples including PG&E's Emerging Technologies and pilot programs;
- Touch base with other CCAs and their pilot program efforts;
- Make the results of pilot programs public (what worked and what didn't)
- Balance pilot project sponsors' interests with what the public is interested in; there should be an over-arching public benefit theme
- What are the goals or desired outcomes? These grants seem small, perhaps too small to bring good ideas to implementation
- Partner with other CCAs or nonprofits to leverage resources or issue a request for proposals; these solutions may be applicable across the CCA ecosystem
- Consider a different collaboration pilot model where SVCE is offering visibility, a customer base, data, a willingness to adopt if successful, etc. as opposed to funds.

5) Legislative Update (Discussion)

Manager of Regulatory and Legislative Affairs Hilary Staver provided introductory remarks and presented a PowerPoint presentation on a review of the 2018 legislative session which included the following bills:

AB 893 – Renewable procurement mandates,
 AB 3232 – Emissions reductions in buildings study,
 SB 100 – 60% RPS by 2030, 100% carbon-free by 2045,
 SB 237 – Direct access expansion,
 SB 901 – Wildfire resiliency (includes SB 1088 issues),
 SB 1477 – Building and heating decarbonization, and
 AB 813 – Multistate regional transmission system organization: membership.

Committee/Staff Remarks and Future Agenda Items

None.

Adjourn

Chair Evans adjourned the meeting at 1:08 p.m.