



**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

**MEETING 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.

ATTEST:



SECRETARY