



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

Wednesday, November 14, 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 11:05 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 Patti Sexton, City of Milpitas
Member Bryan Mekechuk, City of Monte Sereno
Member Robert Brewer, City of Mountain View
Member Jeff Homan, City of Mountain View
Member Douglas Kunz, City of Sunnyvale
Member James Tuleya, City of Sunnyvale
Member Pamela Garcia, Unincorporated Santa Clara County

Absent:

Member Sandeep Muju, City of Saratoga
Member Tara Martin-Milius, City of Sunnyvale
Member Tristan Mecham, Unincorporated Santa Clara County

Public Comment on Matters Not Listed on the Agenda

None.

Consent Calendar

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

The motion carried unanimously with Vice Chair Martin-Milius, and Members Muju and Mecham absent.

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)

Customer Program Advisory Group (CPAG) Chair, Peter Evans, introduced the item. Director of Decarbonization and Grid Innovation Programs Aimee Bailey presented the item and a PowerPoint presentation. Director of Decarbonization and Grid Innovation Programs Bailey responded to member questions.

The group discussed recent policy and regulatory decisions as well as additional uncertainties which could impact SVCE's planning and operations.

Members provided feedback on the draft decarbonization strategy & programs roadmap which included:

- Avoid using the terms "mobility" and "transportation" interchangeably
- Elaborate on reach codes in regard to the built environment
- Connect with insurance companies to ensure they have programs which recognize customers who eliminate natural gas and offer lower rates
- Anticipate the clean air vehicle HOV decal changes
- Consider mechanisms which could combine resources and funds with other organizations
- The committee asked whether the board presentation would include specific initiatives or programs with target outcomes and evaluation criteria

Chair Evans announced the group would break for lunch and a break out group exercise.

The prompts for the groups were presented and included the following:

- 1) Are there ways to further integrate CPAG work and insight into the draft roadmap?
- 2) Suppose SVCE resources for programs increased (decreased) significantly, what would be your recommendations for 2-3 additions (subtractions) to the programs portfolio?
- 3) Which other partnerships, activities, external funding, or other resources might SVCE pursue to further leverage our limited funds and staff?

The group broke for lunch and the break out group exercise at 12:11 p.m.

3) Programs Roadmap Breakout Groups (Discussion)

The group reconvened at 12:41 p.m. with Vice Chair Martin-Milius, and Members Mecham and Muju absent.

The groups shared the following ideas on the prompts provided:

- 3) What other partnerships, activities, external funding, or other resources might SVCE pursue to further leverage our limited funds and staff?

Recommendations included:

- Extend staff by reaching out to other organizations with a similar mission which may have additional funding sources and leverage their social media (e.g. Acterra, SCVWD);
- Connect with trade organizations in the energy sector (e.g. CalCEA) particularly to influence state energy efficiency requirements (Title 24);
- Gain insight from leading practices from Silicon Valley Water District and Palo Alto Utilities; and,
- Greatly expanding the number of engaged residents/citizens is a big challenge. Engage and reach people who are in various communities and not necessarily environmentally-focused who can help spread the word – this may include the Chamber of Commerce, Lions Clubs, etc.

2) Suppose SVCE resources for programs increased (decreased) significantly, what would be your recommendations for 2-3 additions (subtractions) to the programs portfolio?

Recommendations included:

- For reduced resources, cut programs related to
 - electric vehicles (others are doing this and SVCE’s contribution is not unique)
 - promotion or development of local renewables (these should be cost-effective on their own)
 - pilot/innovation programs (these may never scale);
- For additional resources,
 - Adding more programs related to electrification, specifically retrofit
 - More resources for pilot/ innovation programs
 - Electrification of more fleets including school districts, businesses, etc. if resources increased.

1) Are there ways to further integrate CPAG work and insight into the draft roadmap?

Further ways to integrate CPAG’s work included:

- The roadmap does not include much that proactively engages customers or that a large share of SVCE customers are likely to participate in (the proposed Customer Resource Center is broad-based but customers have to come to it).
- What is the “ask?” What do we want customers to do?
 - Maybe ‘save the environment while also saving money.’

The group briefly discussed reaching commercial customers who are aligned with SVCE’s mission through sustainability departments or recognizing our member agencies have opted up to GreenPrime.

James Tuleya left the meeting at 1:01 p.m.

Committee/Staff Remarks and Future Agenda Items

Chair Evans informed the committee that one topic for the next meeting will be the CPAG’s continuing role.

Adjourn

Chair Evans adjourned the meeting at 1:02 p.m.

ATTEST:



SECRETARY