



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

Wednesday, December 12, 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 11:04 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 (arrived at 11:06 a.m.)
Member Patti Sexton, City of Milpitas
Member Bryan Mekechuk, City of Monte Sereno
Member Robert Brewer, City of Mountain View
Member Tara Martin-Milius, City of Sunnyvale
Member Douglas Kunz, City of Sunnyvale (arrived at 11:05 a.m.)
Member James Tuleya, City of Sunnyvale
Member Pamela Garcia, Unincorporated Santa Clara County

Absent:

Member Jeff Homan, City of Mountain View
Member Sandeep Muju, City of Saratoga
Member Tristan Mecham, Unincorporated Santa Clara County

Chair Evans noted this would be the last meeting of the Customer Program Advisory Group (CPAG) and thanked members for their participation.

Public Comment on Matters Not Listed on the Agenda

None.

Consent Calendar

Board Clerk Pizano requested an amendment on page 2 of the minutes, under Item 3) *Programs Roadmap Breakout Groups (Discussion)*; to the following sentence "... with Vice Chair Martin-Milius, and Directors Mecham and Muju absent", Mecham and Muju should be referred to as "Members" and not "Directors".

MOTION: Member Tuleya moved and Member Mekechuk seconded the motion to approve the Minutes of the November 14, 2018, Customer Program Advisory Group Meeting as amended.

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

1) Approve Minutes of the November 14, 2018, Customer Program Advisory Group Meeting

Regular Calendar

2) Briefing from December 4, 2018 SVCE Executive Committee Meeting on Draft Programs Roadmap (Discussion)

Director of Decarbonization and Grid Innovation Programs Aimee Bailey introduced the item and provided comments regarding the feedback received from the December 4, 2018 Executive Committee meeting. Feedback included guidance to consolidate the presentation, questions about engagement with external stakeholders, questions about communicating GHG emission reduction targets, and communicating the feasibility of the targets themselves.

The committee discussed the eleven specific programs named on page 2 of the board meeting presentation deck (copied below), including implementation challenges, development of success metrics not shown here, and the alignment of the programs with SVCE’s mission.

Program	FY19-FY20 Budget Request	Agreements and MOUs
C&I Clean Power Offerings	\$150k in FY 2019	
Reach Codes	\$400k in FY 2019	Cost sharing agreement with Peninsula Clean Energy for third-party support
All-Electric Showcase Grants	\$1.5m over two-year period	
FutureFit Heat Pump Water Heater	\$325k over two-year period	
EV Infrastructure Strategy & Plan	\$200k in FY 2019	
EV Fast Charge Depots	\$700k over two-year period	
Innovation Partnerships	(combined with Innovation Onramp budget request)	MOUs with Prospect Silicon Valley and Joint Venture Silicon Valley
Innovation Onramp	\$1.2m over two-year period	Two standardized Partnership Agreements
Virtual Power Plant	\$1.1m over two-year period	
Customer Resource Center	\$350k over two-year period	
GHG Emission Inventory Update	\$100k in FY 2019	

Director of Decarbonization and Grid Innovation Programs Bailey explained the concept of “Virtual Power Plant”. Member Tuleya explained the benefit of regional coordination and information sharing for green building or “reach” codes. The committee discussed the resources proposed for the Customer Resource Center, and how to measure its success, e.g., engagement or level of customer participation (this is the one program that is open to all customers, not just those who directly participate in specific programs).

Communications Manager Pamela Leonard stated she is hoping for the level of engagement at or exceeding the level of customer engagement around the formation of SVCE. Member Tuleya noted an entity called Community Climate Solutions that might be a GHG reduction information resource for the Customer Resource Center and suggested Menlo Challenge and Fremont Challenge.

Director of Decarbonization and Grid Innovation Programs Bailey also stated there is additional information on the program brief for each program.

3) Future Role of a Customer Program Advisory Group (Discussion)

Vice Chair Martin-Milius led an exercise for group members to consider what met and did not meet individual expectations of the CPAG group.

The following ideas were identified as *meeting* expectations of CPAG members:

- Staff and the Chair/Vice Chair communicated and organized for meetings beforehand
- Fulfilling the reason why CPAG was established: to obtain more direct input from the community at a strategy formation stage
- The fishbone diagram used to illustrate the process of program development was useful
- Use of the group as an advisory committee; proved to be a good, independent sounding board for SVCE staff ideas
- The open group forum allowed members to expand on each others' ideas and allowed new voices to be heard
- New voices in decision-making, and members came up a learning curve as to the industry and SVCE's business due to their sustained participation (which would not be possible in randomly-selected customer feedback)

The following ideas were identified as *not meeting* expectations of CPAG members:

- Feeling as there is not yet a tangible end product; for example, when asked 'What did you do as a member of CPAG?', not having a definitive answer
- Not a strong sense of reporting back to the community and difficult to know if expectations for members' community outreach were being met; request for more specific recommendations on how members should interact with the communities they represented

The CPAG broke into discussion groups at 11:43 a.m. to address 1) what worked well for members in the group process, and 2) what could have worked better.

The following ideas were identified as what *worked well* for members in the group process:

- Hosting an initial Saturday workshop for members to learn about the energy duck curve and other energy related information helped members understand the background of the work being done and as a result made the group more effective
- The mechanics of the meetings – a mix of presentations and group discussions and brainstorming
- It has been helpful recently for members to receive both the agenda and presentation slides prior to the meeting to allow members to review and come to meetings prepared
- Practical, real-life examples of what people are doing to reduce GHG emissions made things informative
- Regular meeting schedules made it easier for members keep the time on their calendars
- The content and Agenda should drive the discussion, which could possibly lead to quarterly meetings, possibly with interspersed subcommittee meetings
- Value in structure for topics as well as needs of the group for effective use of members' time; address frequency of meetings, whether it would be a standing committee, or sub committees to discuss specific topics or meet as an ad hoc
- More beneficial to meet face-to-face rather than allow telecommuting to meetings; this turned out to be the right decision

The following ideas were identified as *what could have worked better* for members in the group process:

- Mid-day meetings posed a challenge; may prefer evening meetings
- Would be helpful if the CPAG representative met with board representative, the member agency representative of the same city as well as with city staff to enhance communications. If there is no

citizen environmental or sustainability commission or committee within an SVCE member city, it would be good to form one

- The CPAG was initiated for the start-up phase of customer programs, so the next group would focus on a different role. There are other topics where SVCE would benefit from community input such as legislative/regulatory affairs or ways to increase customer engagement and participation in programs.

The group recessed for a brief lunch at 12:18 p.m.; the group reconvened at 12:25 p.m. with Members Homan, Muju, and Mecham absent.

Community Outreach Manager displayed a slide which listed current SVCE committees. The group was prompted to consider, "What can a group like CPAG offer?" Chair Evans provided context for the prompt by defining what "like CPAG" could mean with the following attributes:

- Unique in that community members serve as opposed to elected officials, staff, or advocates;
- Broad-based (diverse geographical/city-level representation);
- Members possess (or acquire) some domain expertise and institutional knowledge;
- Members are highly engaged and volunteers;
- Voice of customers and the community.

The group discussed what a future group like the CPAG could offer and identified the following points:

- Decarbonization, including an effort to implement electric vehicles and get off of fossil fuels, will take a group effort
- There has been an investment in this group in terms of knowledge of the issues, the programs and the organization and a link to the communities; it is a resource to the extent members would like to stay engaged
- Utilize the group to provide community input into topics of interest at the policy and staff level
- Utilize the group to drive community engagement in programs and other areas of interest for SVCE
- Group members can be leaders by participating in programs that are important to SVCE; for example, be informal ambassadors to the community as well as formal channels to SVCE; and
- A future CPAG could serve as a focus group only with much higher engagement than a random sample.

4) Acknowledgement of Customer Program Advisory Group Members (Discussion)

Vice Chair Martin-Milius requested all present to share their thoughts on what they found most rewarding about the CPAG process; CPAG members and staff went around the room and shared their experiences.

Communications Manager Leonard distributed plaques and bags to CPAG members; the group gathered for a photo.

Committee/Staff Remarks and Future Agenda Items

Chair Evans commented he would be meeting with Vice Chair Martin-Milius to synthesize thoughts for the SVCE Board of Directors on how a group like CPAG could continue and thanked everyone for their hard work and participation.

Adjourn

Chair Evans adjourned the meeting at 1:00 p.m.

Attachment

1. Photos from Customer Program Advisory Group brainstorm flip charts from Item 3) *Future Role of a Customer Program Advisory Group* Discussions

Attachment 1

Item 3) Future Role of a Customer Program Advisory Group (Discussion)

What met and did not meet individual expectations of the CPAG group:

MET / WORKED EXPECTATIONS	NOT MET
<ul style="list-style-type: none"> ▲ STAFF & CHAIR COMMUNICATED & ORGANIZED WELL - EXCEEDED ▲ ESTABLISHED CPAG - HAVE INPUT FROM COMMUNITY FOR SVCE PURPOSE ▲ FISHBONE USEFUL ▲ ADVISORY CAPACITY TO BE A GOOD SOUNDING BOARD ▲ FUNCTION OF US ACTING AS GROUP - EXPAND IDEAS ▲ NEW VOICES HEARD ALL LEARNED - RELEVANT 	<ul style="list-style-type: none"> ▲ WHAT DID YOU DO? NO TANGIBLE OUTPUT ▲ REPORTING BACK TO COMMUNITY ▲ HARD TO KNOW IF I WAS DOING JOB FOR COMMUNITY OUTREACH - NEED MORE SPECIFIC GUIDELINES

The following ideas were identified as what *worked well* for members in the group process:

WORKED WELL...

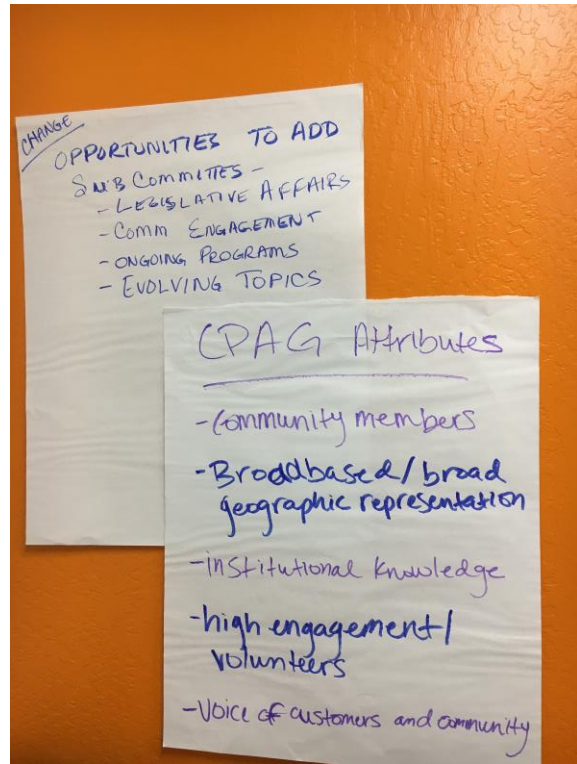
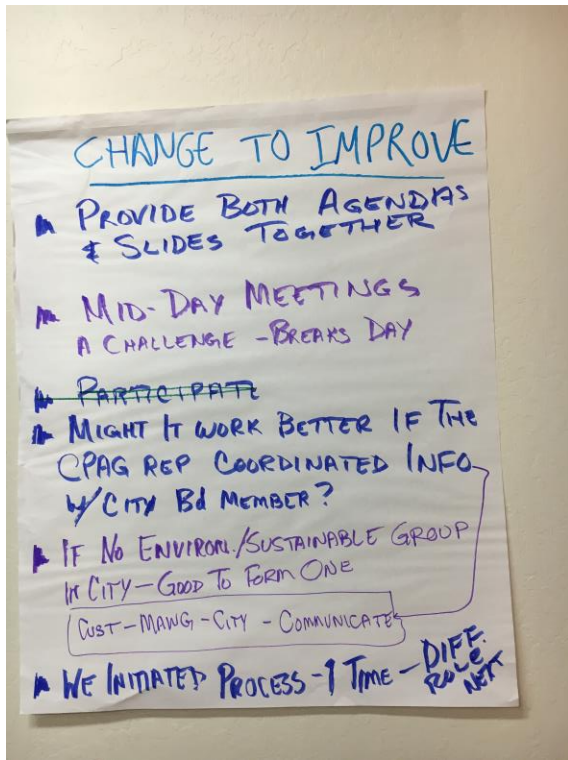
- ▲ SAT. WORKSHOP/ DUCK CURVE MADE GROUP EFFECTIVE & UNDERSTAND THE BACKGROUND FOR GROUP TO BE SUCCESSFUL
↳ DO THAT AGAIN @ BEGINNING
- ▲ MECHANICS OF GROUP DISCUSSIONS, BRAINSTORM ETC.
- ▲ PRACTICAL EXAMPLES SEE IT; EXPLAINED @ APTS. / HOME /
- ▲ STANDARD MEETING TIME / PLACE DAY

WELL

- ▲ AGENDAS DRIVE ACTIVITY IF QTR MTG. NEE SUBCOMMITTEE
- ▲ VALUE IN STRUCTURE - FOR TOPICS & FOR EFFECTIVE USE OF TIME FOR PARTICIPANTS
 - FREQUENCY
 - STANDING
 - SUB COMMITTEES - SPECIFIC TOPICS AD HOC -
- ▲ SCHED IS IMPORTANT
- ▲ GOOD TO BE FACE-TO-FACE RATHER THAN BY PHONE

Attachment 1

The following ideas were identified as *what could have worked better* for members in the group process:



The group discussed what a future group like the CPAG could offer and identified the following points:

