



## Silicon Valley Clean Energy Executive Committee Meeting

Monday, February 24, 2020  
1:00 pm

Howard Miller, Chair  
City of Saratoga

Nancy Smith, Vice Chair  
City of Sunnyvale

Liz Gibbons  
City of Campbell

Rod Sinks  
City of Cupertino

Fred M. Tovar  
City of Gilroy

Neysa Fligor  
City of Los Altos

George Tyson  
Town of Los Altos Hills

Rob Rennie  
Town of Los Gatos

Carmen Montano  
City of Milpitas

Javed Ellahie  
City of Monte Sereno

Yvonne Martinez Beltran  
City of Morgan Hill

Margaret Abe-Koga  
City of Mountain View

Susan Ellenberg  
County of Santa Clara

Silicon Valley Clean Energy Office  
Conference Room  
333 W El Camino Real, Suite 290  
Sunnyvale, CA

### **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 (Action)

- 1a) Approve Minutes of the January 31, 2020, Executive Committee Meeting
- 1b) Approve Cancellation of July 24, 2020 Executive Committee Meeting

#### Regular Calendar

- 2) CEO Update (Discussion)
- 3) Board Succession Planning, Communications, and Orientation/Continuous Education Update (Discussion)
- 4) Built Environment Programs Update (Discussion)
- 5) Customer Resource Center – Appliance Marketplace Contract (Discussion)

#### Committee/Staff Remarks

#### Adjourn

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Suite 290  
Sunnyvale, CA 94087



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**Silicon Valley Clean Energy  
Executive Committee Meeting**

Friday, January 31, 2020  
9:00 am

Silicon Valley Clean Energy Office  
Conference Room  
333 W El Camino Real, Suite 290  
Sunnyvale, CA

**DRAFT MINUTES**

**Call to Order**

Director Abe-Koga called the meeting to order at 9:07 a.m.

**Roll Call**

**Present:**

Chair Howard Miller, City of Saratoga  
Vice Chair Nancy Smith, City of Sunnyvale  
Director Margaret Abe-Koga, Mountain View

**Absent:**

Director Liz Gibbons, City of Campbell  
Director Rod Sinks, City of Cupertino

**Public Comment on Matters Not Listed on the Agenda**

No speakers.

**Consent Calendar**

MOTION: Chair Miller moved and Vice Chair Smith seconded the motion to approve the Consent Calendar.

The motion carried unanimously with Directors Gibbons and Sinks absent.

**1) Approve Minutes of the November 22, 2019, Executive Committee Meeting**

**Regular Calendar**

**2) Elect Chair and Vice Chair of the 2020 Executive Committee (Action)**

Director Abe-Koga introduced the item.

MOTION: Vice Chair Smith moved and Director Abe-Koga seconded the motion to nominate Director Howard Miller to serve as Chair of the 2020 Executive Committee.



Howard Miller, Chair  
City of Saratoga

The motion carried unanimously with Directors Gibbons and Sinks absent.

Following the appointment of the new Chair, Chair Miller presided over the remainder of the meeting.

Nancy Smith, Vice Chair  
City of Sunnyvale

MOTION: Chair Miller moved and Director Abe-Koga seconded the motion to nominate Director Nancy Smith to serve as Vice Chair of the 2020 Executive Committee.

Liz Gibbons  
City of Campbell

The motion carried unanimously with Directors Gibbons and Sinks absent.

### **3) Select a Regular Meeting Schedule for 2020 Executive Committee Meetings (Action)**

Rod Sinks  
City of Cupertino

Board Clerk Andrea Pizano introduced the item.

Fred M. Tovar  
City of Gilroy

Following discussion, the committee was in consensus to schedule regular meetings the fourth Fridays of the month at 8:30 a.m.

Neysa Fligor  
City of Los Altos

Board Clerk Pizano noted a staff conflict on Friday, February 28<sup>th</sup>; the committee was in consensus for Board Clerk Pizano to distribute a Doodle poll to schedule an alternative meeting date that week for February.

George Tyson  
Town of Los Altos Hills

MOTION: Vice Chair Smith moved and Director Abe-Koga seconded the motion to hold regularly scheduled Executive Committee meetings, where possible, at 8:30 a.m. on the fourth Fridays of each month.

Rob Rennie  
Town of Los Gatos

Chair Miller opened public comment.  
No speakers.  
Chair Miller closed public comment.

Carmen Montano  
City of Milpitas

The motion carried unanimously with Directors Gibbons and Sinks absent.

Javed Ellahie  
City of Monte Sereno

### **4) Board of Directors Meeting Summer Recess, and Reschedule of November Board of Directors Meeting Date (Discussion)**

Yvonne Martinez Beltran  
City of Morgan Hill

Board Clerk Pizano introduced the item.

Following discussion, the committee was in consensus to accept staff's recommendation to take the July Board of Directors meeting off.

Margaret Abe-Koga  
City of Mountain View

MOTION: Vice Chair Smith moved and Director Abe-Koga seconded the motion to take July off from the regularly scheduled Board of Directors meeting and to request staff conduct a poll to determine the best meeting time for the Board meeting in November.

Susan Ellenberg  
County of Santa Clara

Chair Miller opened public comment.  
No speakers.  
Chair Miller closed public comment.

The motion carried unanimously with Directors Gibbons and Sinks absent.



Howard Miller, Chair  
City of Saratoga

## 5) CEO Update (Discussion)

CEO Girish Balachandran provided an update which included a presentation on the staff workplan, organizational changes which would be brought to the Board during the midyear budget, an upcoming announcement from Senator Weiner announcing a public power option, exploration of the inclusion of Los Banos in SVCE, the selection of a date for SVCE's Decade of Decarbonization event, and an update on the co-op efforts for PG&E.

Nancy Smith, Vice Chair  
City of Sunnyvale

Liz Gibbons  
City of Campbell

Chair Miller opened public comment.  
No speakers.  
Chair Miller closed public comment.

Rod Sinks  
City of Cupertino

## 6) Annual Decarbonization Programs Roadmap Update (Discussion)

Fred M. Tovar  
City of Gilroy

Director of Decarbonization and Grid Innovation Programs Aimee Bailey introduced the item and presented a PowerPoint presentation; Director of Decarbonization and Grid Innovation Programs Bailey responded to committee member questions.

Neysa Fligor  
City of Los Altos

The committee provided comments and feedback on the item which included: Director Abe-Koga encouraged SVCE staff to work closely with the Bay Area Air Quality Management District and other similar agencies; Chair Miller suggested staff include a summary page of the programs to include as an appendix to the board report and connect with Directors offline to ensure they are familiar with SVCE's existing programs; and, Vice Chair Smith suggested typographical differences in the presentation rather than the use of multiple colors to be sensitive to those with color vision deficiency.

George Tyson  
Town of Los Altos Hills

Rob Rennie  
Town of Los Gatos

The committee discussed timing of updates on the Decarbonization Programs Roadmap to the Board of Directors and requested staff assess what would be most efficient, for example two to three years based on need, so long as GHG emissions continue to be reported annually. CEO Balachandran noted staff may have time to provide an update at the end of this year or next, based on need.

Carmen Montano  
City of Milpitas

Chair Miller opened public comment.

Javed Ellahie  
City of Monte Sereno

Yvonne Martinez Beltran  
City of Morgan Hill

Bruce Karney, Mountain View resident, suggested the programs cycle be partially an event-driven cycle as opposed to an annual cycle.

Margaret Abe-Koga  
City of Mountain View

Chair Miller closed public comment.

## 7) Civic Engagement Training Program Update (Discussion)

Susan Ellenberg  
County of Santa Clara

Director of Account Services and Community Relations Don Bray introduced the item and Bruce Karney, SVCE consultant. Director of Account Services and Community Relations Bray and Karney presented a PowerPoint presentation and responded to committee member questions.

The committee discussed the program and provided the following comments and suggestions:

Director Abe-Koga suggested the program be incorporated into school curriculum and was comfortable with the \$92,000 allocation to launch the pilot;

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Howard Miller, Chair  
City of Saratoga

Director Smith encouraged including all students in Santa Clara County, and suggested including some aspect of behavior economics and system thinking in the curriculum; and, Chair Miller commented the curriculum would complement the City of Saratoga's Young Citizen Academy.

Nancy Smith, Vice Chair  
City of Sunnyvale

**Committee/Staff Remarks**

None.

Liz Gibbons  
City of Campbell

**Adjournment**

Chair Miller adjourned the meeting at 10:34 a.m.

Rod Sinks  
City of Cupertino

Fred M. Tovar  
City of Gilroy

Neysa Fligor  
City of Los Altos

George Tyson  
Town of Los Altos Hills

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**Staff Report – Item 1b**

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**Item 1b: Approve Cancellation of July 24, 2020 Executive Committee Meeting**

To: Silicon Valley Clean Energy Executive Committee

Prepared by: Andrea Pizano, Board Clerk

Date: 2/24/2020

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**RECOMMENDATION**

Staff recommends that the Executive Committee approve the cancellation of the regularly scheduled July 24, 2020 Executive Committee meeting.

**BACKGROUND**

At the January 31, 2020 Executive Committee meeting, the committee approved to recommend a July summer recess from the Board of Directors meeting. This recommendation was approved at the February 12, 2020 Board of Directors meeting.

**ANALYSIS & DISCUSSION**

Given the recently cancelled July Board of Directors meeting, staff proposes the July Executive Committee meeting also be cancelled to allow a one-month hiatus for Directors from SVCE meetings. This was also done in 2019 with positive feedback.

If the need for committee action arises in July, a special meeting of the committee will be called.

**STRATEGIC PLAN**

Not applicable.

**FISCAL IMPACT**

No fiscal impact as a result of cancelling the July Executive Committee meeting.



**Staff Report – Item 2**

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**Item 2: CEO Update**

To: Silicon Valley Clean Energy Executive Committee

Prepared by: Andrea Pizano, Board Clerk

Date: 2/24/2020

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This item will be addressed in the form of an oral report to the Executive Committee from CEO Girish Balachandran.



### Staff Report – Item 3

**Item 3: Board Succession Planning, Communications, and Orientation/Continuous Education Update**

To: Silicon Valley Clean Energy Executive Committee

Prepared by: Andrea Pizano, Board Clerk/Executive Assistant

Date: 2/24/2020

#### **RECOMMENDATION**

Staff requests that the Executive Committee accept an informational update on Board succession planning, communications, and orientation/continuous education.

#### **BACKGROUND**

One of the priorities for FY2020 identified by the Board of Directors included Board member orientation and succession. An item brought to the Board in December 2019 introduced initial ideas for board succession planning, and feedback received from that meeting has been incorporated into a presentation for the Executive Committee.

#### **DISCUSSION**

In addition to the feedback received from the Board of Directors on board succession, staff has identified additional areas of focus:

**1. Board Communications**

Meetings, information sessions with staff, and a bi-monthly newsletter to keep open communication on conferences, training opportunities, and additional SVCE related content.

**2. Board Orientation/Continuous Education**

Annual as well as one-on-one orientations for new members and continuing education for existing board members.

Staff would like feedback from committee members on the development of a desk reference for board members; sample modules of concepts to be addressed in the desk reference will be provided at the meeting. Staff will also lead an exercise to collect committee input on topics to address in the desk reference.

#### **FISCAL IMPACT**

Acceptance of the update does not have a fiscal impact.





## Staff Report – Item 4

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**Item 4: Built Environment Programs Update**

To: Silicon Valley Clean Energy Executive Committee

Prepared by: Aimee Bailey, Director of Decarbonization & Grid Innovation  
John Supp, Manager of Account Services

Date: 2/24/2020

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This item is an informational update that will be addressed in the form of a presentation to the Board. The purpose is to provide an update on initiatives within the “Built Environment” program focus area in the Decarb Strategy & Programs Roadmap, including specifically the following.

- Status of the reach code effort, including proposed expansion of the budget/scope of the technical consultant team (TRC & DNV-GL) to carry out activities through 2020.
- Status of SVCE’s building decarbonization joint action plan and consultant selection.



## Staff Report – Item 5

### Item 5: Customer Resource Center – Appliance Marketplace Contract

To: Silicon Valley Clean Energy Executive Committee

Prepared by: Don Bray, Director of Account Services and Community Relations

Date: 2/24/2020

### **RECOMMENDATION**

Receive update on the Enervee MarketPlace Platform contract.

### **BACKGROUND**

The Customer Program Advisory Group (CPAG) advocated for development of an online platform to engage and educate residential customers about their energy use and enable action to electrify their homes and vehicles. To meet this objective, the Customer Resource Center (CRC) program was recommended and approved in December 2018 as part of the Decarbonization Programs Roadmap.

SVCE released an RFP, closing on Oct 11, 2019, for proposals that provide various solutions to help customers increase their energy literacy and enable actions such as evaluating home appliances, electric vehicles, solar and storage options, and shopping for clean energy products. SVCE received 14 proposals and is currently negotiating contracts with three vendors.

### **ANALYSIS & DISCUSSION**

The objective of the CRC is to inspire, **educate** and enable **action** for customers to participate in programs and help achieve the agency's decarbonization goals. Significant education is needed to help familiarize customers with electrification, and the benefits of technologies such as induction cooking, heat pump water heating, heat pump heating and cooling, electric vehicles, solar and storage, and connected devices.

Three vendor solutions will be integrated into the CRC. This staff report describes the Enervee MarketPlace Platform (abbr. Platform) contract, currently being finalized.

The Enervee MarketPlace Platform solution will provide customers with online **educational** tools designed to support an understanding of home appliance energy consumption, energy savings and electrification that includes product comparison, energy efficiency and customer reviews. Once customers understand the benefits of electrification and the products that meet their needs, the tool provides the customer with the opportunity to **act** through a home appliances shopping feature. Additional features of the Platform:

- Pricing: Compares available online offers across multiple third-party retailers and presents today's best price to the user
- Personalized savings and emission reduction calculations: If desired, customer may input usage patterns and energy costs - tool calculates savings expected with more efficient purchase, and environmental impact of switch
- Reviews: Aggregates user ratings across all participating retailers into a single 5-star score
- Efficiency: Score distills energy efficiency data into single 0-100 score.
- Product information updated daily and includes available rebates. Price drop alerts available.
- HomeAdvisor tool that pre-screens local service contractors to install appliances and charging stations.

**Agenda Item: 5****Agenda Date: 2/24/2020**

- Data-driven traffic generation solution to complement and strengthen SVCE marketing efforts.
- Purchase: Customers can purchase products directly from Platform or through third-party retailers.

To provide customers with this functionality SVCE recommends integrating the following Enervee solutions into the SVCE website: Appliances Choice Engine, Checkout, Contractor Services and Engage Marketing. *(Discussions are underway to determine if SVCE should contract for Pick My Solar services through the Enervee or directly with Pick My Solar.)*

Appliances Choice Engine solution provides the home appliance educational component and requires a one-time start-up fee to integrate into the SVCE website plus an annual licensing fee.

Contractor Solution offers customers access to pre-screened local service providers, through HomeAdvisor, and requires a one-time start-up fee to integrate into the SVCE website. There is no annual licensing fee.

The Checkout feature builds a retail experience into the Appliances Choice Engine and encourages customers to purchase smaller products, such as smart thermostats on the Platform. SVCE would be charged an annual fee for a minimum of 6,000 purchases through the "cart". As usage increases over 6,000 the cost to SVCE would increase.

Engage Marketing solution is designed to complement, enhance and extend existing SVCE marketing through various digital strategies, tools and tactics across social media, search marketing, web analytics and others. An annual minimum charge is required to access these services.

**STRATEGIC PLAN**

There are several goals in the SVCE Board-adopted Strategic Plan that the Customer Resource Center will help to support, including:

- Goal 3: Promote customer awareness
  - Strategy 3.1 – Build awareness and trust through continuous interaction with the SVCE community
- Goal 4: Maintain customer service satisfaction
  - Strategy 4.2 – Create a customer-centric culture
- Goal 5: Work with the community to achieve energy and transportation GHG reductions of 30% from the 2015 baseline by 2021, 40% by 2025, and 50% by 2030
  - Strategy 5.2 – Execute and maintain SVCE's Decarbonization Strategy & Program Roadmap

**ALTERNATIVE**

Multiple vendors offering similar solutions were evaluated and ranked using the following criteria: Organizational Staff Credentials, Business Model, Proposed Solution, Acceptance of Contract Terms and Inclusion of Non-Participating Agencies.

**FISCAL IMPACT**

\$350K allocated to program budget for FY2018 through FY2019 to build the CRC. Additional funding for marketing the platform and rebuilding the SVCE website has been allocated in the FY19-20 marketing budget. Resolution 2020-06 established a \$250K annual budget allocation for the ongoing operation of the CRC in FY2021 and FY2022.