Board Succession Planning, Communications, and Orientation/Continuous Education Update

Executive Committee Meeting
February 24, 2020
Background

• Board succession discussed at the December 11, 2019 Board of Directors Meeting

• Two additional focus areas related to SVCE’s Board of Directors:
  o SVCE Board Communications
  o SVCE Board Orientation/Continuous Education
Purpose

Receive feedback from the Executive Committee on a program to improve SVCE Board succession and education

• Based on this feedback, staff will refine the program for approval and implementation
Board Succession Planning

- Request two-year appointment terms
- Conference and training opportunities
- Board member interviews
SVCE Board Communications

• 1:1 Meetings with CEO (in-person or via video conference)
• Study/Info sessions with SVCE staff
• Communications via email
• Bi-monthly newsletter
  o Upcoming events
  o Articles of Interest
  o Education Opportunities
Board Orientation/Continuous Education

• Annual/Individual orientation meetings
• Outside training from other energy organizations
• Desk reference tool: “Technical Fundamentals to Be an Effective SVCE Policy Maker”
  o Series of energy and SVCE related topics presented in 5-minute slides
  o Fundamental concepts from various SVCE departments
  o Ideal for self-paced learning
“Technical Fundamentals to Be an Effective SVCE Policy Maker” Sample Modules

• What is a Renewable Energy Certificate (REC)?
• What does the CAISO do?
• What is Direct Access (DA)?
• What are SVCE’s key products?
• What is the Power Charge Indifference Adjustment (PCIA)?
  o How does it work?
  o How does it impact SVCE and why does it matter?
Next Steps

Succession
• Finalize interview questions – March 2020*
• Request of two-year appointment terms – Fall 2020

Communications
• First bi-monthly newsletter – March 2020

Orientation/Continuous Education
• Annual/Individual Director Orientation Meetings – March 2020
• Desk Reference tool: Finalize first level of concepts for module – March 2020; Development of modules, Q2*}

*Executive Committee input needed
Exercises - Executive Committee Input
Exercise #1: Board Interview Questions
Are these the right questions to ask?

1. What do you feel are the most important topics to discuss with incoming members within their first month of being on the Board?

2. Out of the various forms of education offered throughout your tenure as a Director, what do you feel was the most beneficial to learning about the business and organization? (ex: special meetings, one-on-one meetings with the CEO, staff meetings, written correspondence, distributed materials, committee membership, etc.)

3. What topic(s) were the most difficult to understand and should be addressed in greater length and detail?

4. What advice would you give to incoming board members on their SVCE board assignment?

5. Any other feedback you can suggest about how to successfully onboard new directors and prepare them for success?
Exercise #2: Desk reference - “Technical Fundamentals to Be an Effective SVCE Policy Maker”: Executive Committee Edition

• Use post-its to write concepts you feel are most important to understand as a Board member (both for new incoming directors and existing directors)

• 5-minutes

• Ideas will be shared

Keep in mind...

• What are fundamental topics for Board members?
• What are the topics we tend to revisit most often?
• What topics would be most useful to have as a reference point?
Thank you
Built Environment Programs Update

Executive Committee
February 2020
Purpose

- Provide informational update on reach codes “lessons learned”
- Seek Exec. Comm. feedback on draft request for March BOD meeting
Outline

1. Reach Codes
   • Lessons Learned
   • Proposed Improvements
2. Building Decarb Joint Action Plan
3. Discussion & Next Steps
Outline

1. Reach Codes
   • Lessons Learned
   • Proposed Improvements
2. Building Decarb Joint Action Plan
3. Discussion & Next Steps
Reach Codes Background

- Approved by Board December 2018
- Expected conclusion March 2020
- Budget $150k

Collaborate with PCE-lead contract with reach code consultant
- Draft model reach code
- Stakeholder engagement
- Tools for pre/post implementation
## Baseline – Proposed - Actual

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Timeline

Proposed

Launch  Model  City Review  Approve  Enact  Train/Support
Code

Actual

Launch  Model  City Review  Approve  Enact  Train/Support
Code
Suggestions for Improvement

- SiliconValleyReachCodes.org website
  - Webinars about what’s on the site / more updates on when content changes
- Team SVCE encouraged to pushback harder against suggestions if they appear to be going too far and/or off-target
- Incorporate technical support for architects/developers into the lead up to reach codes and not just post adoption
- Track progress of CEC filings and report back to cities
Draft Request for March BOD Meeting

Approve additional $200k for both contract extension and expansion of scope

- Extension = $25k
- Expansion = $175
Extension

Additional $25k

• 12 member agencies using support services was above expectation

• Original timeline concluded support by March 2020
  ❑ Some member agencies still requiring support for approval
**Expansion**

Additional $175k

Audience: Architects/Developers/Affordable Housing

Effort:

• Coordination and provision of trainings on all-electric buildings
• Tech support hotline and online library
• Project level technical review not to exceed 30 hours per project
Outline

1. Reach Codes
   • Lessons Learned
   • Proposed Improvements

2. Building Decarb Joint Action Plan

3. Next Steps
Building Decarb Plan RFP

• BOD approved Building Decarb Joint Action Plan initiative at Feb 12 meeting

• Purpose: create an SVCE-wide building decarb joint action plan with member agencies to prioritize future programs and other activities for coming 3-year period

• Issued RFP for consultant support, received 8 proposals, & currently negotiating with a selected vendor

• **Consultant contract scheduled for review at March BOD meeting**
Outline

1. Reach Codes
   • Lessons Learned
   • Proposed Improvements

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3. Next Steps
Next Steps

• Integrate Exec. Committee feedback
• Bring request to BOD in March on consent:
  o Reach code update, extension & budget allocation adjustment
  o Consultant contract in substantial form for Building Decarb Joint Action Plan (budget approved at Jan 2020 meeting)
Appendix
What’s Next

• SVCE supports cities with mid-cycle updates to code as desired
  • For cities that didn’t include EV reach code, do you want to work on this now or next cycle?
  • What exceptions are desired? Which exceptions can be removed?
  • Policy discussions about storage, or other retrofit policy, like retrofit at resale and the like?

Where would you like to see us assisting?
What’s Now

1. Support remaining interested agencies
   a. County of SC, Sunnyvale, Los Altos

2. Training, Tools, Gatherings for implementation
   a. Sharing collaborative training dates with city staff
   b. Developing checklists and outreach materials
   c. Host peer-to-peer events for building staff
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Proposed Enhancement

• Outreach to Architects, Developers, Affordable Housing

• Training opportunities

• Expert Phone support and website tools

• Project-level Technical review/recommendations

Bringing proposal to SVCE Board March 2020
Customer Resource Center Update

Don Bray
Purpose

- Review status of the Enervee ‘Appliance MarketPlace’ contract, currently being finalized for BOD approval in March
  - address general questions from Nov BOD meeting
  - receive input for March BOD staff report
CRC Program Overview

• Program approved with Decarb Roadmap
  o Highly recommended by CPAG
  o $350k approved with Roadmap – Budgeted: $150k FY18-19; $200k FY19-20
  o Additional marketing budget for website development
  o $250K annually for ongoing operation in FY2021, FY2022

• Provide online tools for our community to learn about, see the value of, and take action to transition to electric vehicles and appliances.
Customer Resource Center – Key Elements

**Inspire →**
SVCleanEnergy.org Customer Messaging and Engagement
Electrification and Decarbonization

**Educate →**

- **APPLIANCES**
  e.g. HVAC, Controls, Appliances, Lighting
  - Product Pricing, Incentives, Purchase, Installation/Contractors

- **SOLAR + STORAGE**
  Education, High-level Analysis, Products
  - Qualified Solar Contractors, Quotes and Installation

- **EV**
  Catalog, Incentives, Analysis, Charging
  - Electric Vehicle Dealer Referrals, Test Drives and Purchase

**Act →**
Addressing Key BOD Concerns

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**Third-party offerings clearly distinguished from SVCE**

- ✓

**Product range**

- ✓

**Competitiveness/market leverage**

- ✓

**Marketing expertise/capabilities**

- ✓
CRC Integration of Enervee Solutions

Appliances “Choice Engine”: - Home appliance catalog with educational components  
                              - One-time start-up fee to integrate into the SVCE website,  
                                plus annual licensing fee

Contractor Solution: - Pre-screened local service providers (Home Advisor)  
                      - No annual licensing fee

Checkout Feature: - Builds retail experience into the Appliances Choice Engine.  
                    - Annual minimum charge for 6,000 purchase ‘checkouts’

Engage Marketing Solution: - Complements and extends SVCE marketing  
                            - Annual minimum charge
Enervee Platform – Key Features

Pricing: - Compares available online offers, across multiple third-party retailers; presents best price

Personalized Savings & CO2 Reduction Calculations: - If desired, customer may input usage patterns, energy costs – tool calculates savings + environmental impact

Reviews: - Aggregates user ratings across all participating retailers into one 5-star score

Efficiency: - Score distills energy efficiency data into single 0-100 score

HomeAdvisor Tool: - Prescreens local service contractors for installations

Purchase: - Products purchased directly from platform or through third-party retailers
Your results range in Enervee Score from 5 to 100. Show Less

How efficient are your search results?
The Enervee Score translates product performance and energy usage into a clear 0-100 score.

GE GEH50DJEJSR
Geospring 50-Gallon Regular 10-
(850)

$799
See offer

Rheem XE6ST10HD50U1

$1,749
See offer

Stiebel Eltron 232204
DHC 9-3 Point of Use

$179
See offer

Reliance 6239USK

80 Gal. Heat Pump

See offer

Stiebel Eltron 23309

Rheem PROPH65T2RH350...

It Pays to Drive Electric
Collect Your $1,000 REWARD

Lower your bill and save with solar! Compare offers from top solar companies and design the best system for you.
Also includes:

- Operating modes for added efficiency
- When is a good time to consider installing a HPWH?
- What happens in a power outage?
- Why does an HPWH have a condensate drain?
- Tips for converting to a HPWH
Rheem HPWH Example – Product and Buying Info

Also includes:
• Product images and features
• Energy efficiency and costs
• Personalized energy cost modeling option
• Certifications (e.g. Energy Star)
• Price rankings
• Today’s online offers
• Find local retailers map
## Timeline

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<td>✓ Contracting discussions with three vendors - Contract signing with 1-2 vendors</td>
<td>- Seek Board approval for Enervee contract</td>
<td>- Launch updated website - Phase in components of CRC</td>
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Questions?