

**SPECIAL MEETING of the Board of Directors of the  
Peninsula Clean Energy Authority (PCEA)  
Saturday, January 11, 2020  
MINUTES**

Orrick  
1000 Marsh Rd, Menlo Park, CA 94025  
8:00 a.m.

**CALL TO ORDER**

Meeting was called to order at 8:02 a.m.

**ROLL CALL**

**Present:** Dave Pine, County of San Mateo  
Carole Groom, County of San Mateo  
Jeff Aalfs, Town of Portola Valley, *Chair*  
Rick DeGolia, Town of Atherton, *Vice Chair*  
Clay Holstine, City of Brisbane  
Donna Colson, City of Burlingame  
Raquel "Rae" Gonzalez, Town of Colma  
Carlos Romero, City of East Palo Alto  
Catherine Mahanpour, City of Foster City  
Harvey Rarback, City of Half Moon Bay  
Laurence May, Town of Hillsborough  
Catherine Carlton, City of Menlo Park  
Ann Schneider, City of Millbrae  
Deirdre Martin, City of Pacifica  
Ian Bain, City of Redwood City  
Marty Medina, City of San Bruno  
Laura Parmer-Lohan, City of San Carlos  
Joe Goethals, City of San Mateo  
Daniel Yost, Town of Woodside  
John Keener, Director Emeritus  
Pradeep Gupta, Director Emeritus

**Absent:** City of Belmont  
City of Daly City  
City of South San Francisco

**Alternates Observing or Participating upon the departure of Director:**

John Goodwin, Town of Colma  
Shawn Christianson, Town of Hillsborough  
Betsy Nash, City of Menlo Park  
Giselle Hale, City of Redwood City

**Staff:**

Jan Pepper, Chief Executive Officer  
Andy Stern, Chief Financial Officer  
Siobhan Doherty, Director of Power Resources  
Joseph Wiedman, Director of Legislative and Regulatory Affairs  
Rafael Reyes, Director of Energy Programs  
KJ Janowski, Director of Marketing and Community Affairs  
Leslie Brown, Director of Customer Care  
Kirsten Andrews-Schwind, Senior Manager, Communications & Outreach  
Jerry Gottheil, Manager of Marketing Communications  
Peter Levitt, Associate Manager of Distributed Energy Resources (DER)  
Phillip Kobernick, Clean Energy Programs Manager  
Sara Maatta, Renewable Energy & Compliance Manager  
David Silberman, General Counsel  
Jennifer Stalzer Kraske, Deputy County Counsel  
Ilana Parmer Mandelbaum, Deputy County Counsel  
Shayna Barnes, Administrative Associate  
Anne Bartoletti, Board Clerk/Executive Assistant to the CEO  
Annie Gallagher, Gallagher Consulting Group, Inc.  
Melissa Jackson, Gallagher Consulting Group, Inc.

**A quorum was established.**

**SPECIAL MEETING AGENDA**

**8:00 AM CALL TO ORDER AND PUBLIC COMMENT**

- **WELCOME, PUBLIC COMMENT**

Jeff Aalfs—Chair—welcomed attendees and reflected on the progress Peninsula Clean Energy has made the past three years.

**SWEARING IN OF NEW BOARD MEMBERS**

Jennifer Stalzer Kraske—Deputy County Counsel—presided over the official swearing-in of new Board members and Alternates.

**PUBLIC COMMENT:**

James Tuleya, Carbon Free Silicon Valley  
Diane Bailey, Menlo Spark  
Tom Kabat, Menlo Spark  
Mark Roest, SeaWave Battery

- **OBJECTIVES AND AGENDA**

Donna Colson—Chair, Strategic Planning Subcommittee—thanked members of the Strategic Planning Subcommittee, and thanked Annie Gallagher and Melissa Jackson of Gallagher Consulting Group, Inc (GCG). Annie Gallagher reviewed the session objectives, and thanked the Strategic Planning Subcommittee, Board members, Citizen Advisory Committee (CAC) members, and staff for their feedback and participation in interviews.

- **SETTING THE FOUNDATION: TRENDS AND ENVIRONMENT**

Annie Gallagher presented an overview CCA (Community Choice Aggregator) accomplishments at the national and state levels, and outlined challenges facing CCAs. Jan Pepper – CEO, Peninsula Clean Energy - outlined progress toward Peninsula Clean Energy strategic goals.

Annie reported that strategic planning stakeholder interviews were conducted with Board members, staff, and members of the Citizens Advisory Committee (CAC), and she outlined Peninsula Clean Energy’s strengths, challenges, and recommendations.

- **THE BIG PICTURE**

Annie Gallagher divided the Board into three groups and presented instructions for an exercise to create a vision statement for Peninsula Clean Energy. Upon completion of the exercise, the three groups reported the following draft vision statements:

- Accelerate a fossil-free future on the peninsula and beyond.
- Creating a sustainable world by making the clean energy choice the easy choice.
- Create a carbon-free county within a carbon-free world.

Draft vision statements will be refined by GCG, Peninsula Clean Energy staff, and the Strategic Planning Subcommittee in future strategic planning sessions.

**10:00 – 10:15 AM BREAK**

**10:00 AM DISCUSSION OF KEY STRATEGIC ISSUES**

- **GROUP A: ADVOCACY / INNOVATION AND THOUGHT LEADERSHIP**

Co-leaders: Rick DeGolia and Laura Parmer-Lohan

Facilitator: Annie Gallagher

Recorders: Joe Wiedman and Siobhan Doherty

1. **ADVOCACY**

Group A reported that the organization is positioned to take a more pro-active, leadership role in advocacy. Recommendations include developing a local advocacy plan for outreach and education that leverages Board members’ connections to their cities, and advancing state level advocacy through CalCCA (California Community Choice Association) and outreach to state lawmakers and the CPUC (California Public Utilities Commission).

2. **INNOVATION AND THOUGHT LEADERSHIP**

Group A recommended changing a current goal of 100% renewable energy by 2025 to 100% clean energy by 2025 on a time coincident basis. Additional recommendations include that CalCCA should be the voice at the state level leading the CCA movement,

and as a key CalCCA partner Peninsula Clean Energy should share best practices, leverage the innovation culture in Silicon Valley, and explore and support innovation and innovative companies.

- **GROUP B: COMMUNITY ENERGY PROGRAMS AND MARKETING**

Co-leaders: Donna Colson and Giselle Hale

Facilitator: Melissa Jackson

Recorders: Rafael Reyes and KJ Janowski

1. **COMMUNITY ENERGY PROGRAMS**

Group B agreed that transportation is the single biggest contributor to GHG (greenhouse gas) and that programs should continue that focus around EV (electric vehicle) infrastructure. Recommendations also include collaborating with other agencies, working with building contractors, and continuing community pilots.

2. **MARKETING**

Group B reported that Peninsula Clean Energy should be the 'go to' resource and community leader on green energy issues, and marketing should educate, drive program participation, and support advocacy. Recommendations include securing better customer data, outreach to schools/cities/business customers to build community, and developing marketing campaigns to tell how Peninsula Clean Energy is making the world better.

## **12:00 PM WORKING LUNCH**

- **FULL GROUP DISCUSSION**

- Organizational Excellence**

- The full group discussion brought recommendations to support underserved communities, new CCAs, new technologies and innovations, and new ways to engage the Board and the CAC.

- Implementation Factors, Next Steps and Wrap Up**

- Annie Gallagher reported that a strategic planning retreat will be held with Peninsula Clean Energy staff to operationalize the strategic plan, and that the Board's Strategic Planning Subcommittee will review and enhance the draft plan before it is presented to the full Board.

Jan Pepper, Donna Colson, and Jeff Aalfs thanked attendees, Annie Gallagher and Melissa Jackson of Gallagher Consulting Group, the Board, the CAC, and members of the public.

- PUBLIC COMMENT:**

- Tom Kabat, Menlo Spark

## **ADJOURNMENT**

Meeting was adjourned at 1:00 p.m.