

MINUTES

SPECIAL MEETING of the Community Advisory Committee of the
Clean Power Alliance of Southern California
Friday, November 12, 2021
2:00 p.m.

The Community Advisory Committee conducted this meeting in accordance with California Governor Newsom's Executive Order N-29-20 and COVID-19 pandemic protocols.

CALL TO ORDER AND ROLL CALL

Chair Haake called the meeting to order at 2:01 p.m. and Karla Velazquez, Clerk of the Community Advisory Committee, conducted roll call.

East Ventura/West LA County	Angus Simmons (Vice-Chair)	Remote
East Ventura/West LA County	Jennifer Burke	Absent
East Ventura/West LA County	Debbie West	Remote
San Gabriel Valley	Richard Tom	Absent
San Gabriel Valley	Kim Luu	Remote
West/Unincorporated Ventura County	Lucas Zucker	Absent
West/Unincorporated Ventura County	Vern Novstrup	Remote
South Bay	David Lesser	Remote
South Bay	Emmitt Hayes	Remote
Gateway Cities	Jaime Lopez	Absent
Gateway Cities	Genaro Bugarin	Remote
Westside	Cris Gutierrez	Remote
Westside	David Haake (Chair)	Remote
Unincorporated Los Angeles County	Neil Fromer	Remote
Unincorporated Los Angeles County	Kristie Hernandez (Vice Chair)	Remote
South Pasadena	Diana Mahmud (Board Chair)	Remote

All votes are unanimous unless otherwise stated.

GENERAL PUBLIC COMMENT

None.

REGULAR AGENDA

1. Long-Term Energy Portfolio Content Options

Board Chair Diana Mahmud thanked Chair David Haake, Vice Chair Kristie Hernandez and Vice Chair Angus Simmons for their input and leadership in the CAC for Clean Power Alliance. She also recognized and thanked those members who have been with the CAC since its inception Chair Haake, Vice Chair Simmons, Richard Tom, Cris Gutierrez, Lucas Zucker, and Neil Fromer.

Executive Director, Ted Bardacke provided his presentation on Long Term Energy Product Content Strategy.

Mr. Bardacke noted that, the CPA board approved the 2021 and 2022 energy portfolio that reduced the renewable portfolio content due to COVID. CPA must decide on the content for 2023 and beyond and improve lean and clean to remain competitive with SCE. There is a small 1% difference between lean and clean, it was suggested that CPA could keep the lean option at a much lower price but with less compliant measures for those that request a lower costing option. There will also be upcoming changes such as board turnover throughout 2022, mandate acceleration and an IRP refocus.

CPA is proposed three different strategic approaches: Climate leadership, competitive, compliance and low cost for their rates.

The CAC were asked for feedback on how aggressive CPA wants to pursue increasing renewable content. Their opinion on the low-cost lean option and moving lean customers to clean.

After a general discussion it was commented that the option to provide a lean product that was less clean than the current lean option was not favored by the committee members. Committee Member Fromer and Committee Member Zucker as well as others commented that lean is a low-cost product, and it does not align with CPA's values to have a less compliant product offered.

Mr. Bardacke responded, stating that all prices have narrowed between labels, lean and clean have a 1% difference and clean and 100% green have a 3.5% difference. It may not stay at 3.5% however it will not be able to resume at the former 8%.

There was concern from members that by 2030 the clean product will look like 100% green and by 2045 SCE will also be expected to be 100% green. Committee Member Fromer, Lesser, Novstrup and Bugarin discussed diverse ways that CPA can distinguish itself and create different structures to support residents that want to pursue further green endeavors. As well as supporting current programs that assist communities to convert to clean. Committee Member Lesser, commented that CPA should be more aggressive in adopting and leading the 100% green mandate, to distinguish products and value.

Committee Member Zucker commented that the collapse of the lean option would also be a way for CPA to distinguish itself from SCE by offering clean and 100% green. He added that the message aligns with the climate goals of his community. CPA could use programs to target communities that are lean and determine the factors that led to this decision to best approach them and assist them in converting to clean.

Committee Member Bugarin added that CPA should assist cities that want a more progressive initiative regarding climate change and zero emissions through services not rates. E.G., Bill credit, financial assistance program. Vice Chair Simmons agreed with other members on the importance that CPA be in line with the state mandate. He also gave feedback on rates, noting that there is caution from authorities regarding clean and 100% green prices.

Vice Chair Haake also agreed with the discussion that there should be a strategy to offer low-cost programs for those communities and individuals that need support and a high-cost option for those that want to contribute. He believes there is a lot of support to put CPA in the best fiscal positions to enable long term aspirations.

Mr. Bardacke added that CPA will have decades of differentiation from SCE and he agreed with those committee members that commented on supporting CPAs leadership regarding climate goals and in community investments that will set CPA apart. Committee Member Gutierrez also commented that CPA should be solution oriented and focus on conservation.

Breakout Session

Policy Director, Gina Goodhill facilitated the session stating the goal of this exercise is to think more about the networks that we all have and how we can best utilize these networks and how CPA can help deepen your networks. How does the CAC build networks? How are they keeping engaged and how do they get involved with CPA? When thinking about networks, what does that mean?

Vice Chair Hernandez began the discussion stating that it is important to define engagement, specifically what materials look like for the CAC to engage communities. She clarified that various levels of engagement may be providing information at distinct levels based on the audience. CPA has a diverse audience and a variety of avenues such as social, email, mailers, etc. Due to diversity of stakeholders and customers that is relevant.

Committee Member West shared her perspective on education, she received information on several school sites looking to partner with in our local community. This is a way to educate a community through students and youth. She questioned if the CCA could challenge students to produce a fun and engaging PSA? She added it would be creative, impactful, and thoughtful to parents and communities.

Committee Member Bugarin responded stating that time is a challenge for many people, there needs to be a very tangible offer with clarity on why they should care about CPA's message. As a CAC member, he has experienced city open conversations to discuss Powershare with city members.

Committee Member Zucker agreed with the other members who commented on the simplicity and direct level of self interest in meeting people's needs. Programs that people can immediately take advantage of and are actionable are critical in community organization. the messengers are key. CPA can give direction to local community members to engage in outreach. Especially in immigrant communities where youth can be the bridge to parents.

Vice Chair Hernandez discussed integrating an education piece, that students would be the best to teach as they would pick up daily habits that become ingrained as they grow. It could be helpful to utilize students to be ambassadors for their community and family.

Committee Member Hayes added money should not be the barrier as long as people understand this is for the betterment it should help people spend.

Chair Haake and Committee Member Lucas commented they supported the idea of relationships and relationships building. Having a person-to-person connection is significant to build those networks.

Ms. Goodhill facilitated another question – what are the key issues the CAC and CPA should partner with organizations on? What should those priority issues be from CAC perspective? What do you think CAC is the best spokesperson for?

Committee Member Zucker responded, programs and benefits that specifically related to utility bills are valuable to discuss in low-income communities. Also, the value of clean energy highlighting the benefits of the higher tiers through environmental welfare.

Committee Member Bugarin added that focusing on different perspectives that include CPA's priorities and programs in a more clearly integrating platform so there is a directive on goals and accomplishments.

Senior Advisor of Strategy, Karen Schmidt facilitated the other breakout and asked the group about leveraging their networks. She mentioned that relationships and relationship building are key to leveraging CPA's network. She asked the group what kind of activities would help build the CAC's networks, and what practices usually elicit a positive response when leveraging a network?

Committee Member Lesser began the discussion stating he focuses on supporting and assisting cities to go 100% green however he would like to know CPAs needs.

Committee Member Gutierrez added that decarbonizing and democratizing is significant and by deepening the understanding of youth and others as to why our community-oriented energy renewables are important.

In general, many committee members felt like they wanted an expanded role and more engagement. Committee Member Fromer suggested a mechanism to communicate with customers.

Ms. Schmidt facilitated another question to the group, how can CPA leverage the CAC resources, methods, and techniques to improve awareness of and participation in programs? And what methods or techniques should CAC members consider utilizing to expand awareness, ensure high participation rates in programs, and obtain actionable feedback to refine programs in the future?

Members commented that CPA is doing a good job with mass marketing, but specific resources like the CPA website does not provide enough crucial information about personal rates. CPA needs tools to provide clear information to consumers.

Committee Member Luu and Committee Member Gutierrez suggested that CPA should put small businesses on the radar not only residential customers like being part of the Green Business program.

2. CPA Diversity, Equity, and Inclusion Plan: Next Steps

Senior Advisory for Strategy, Karen Schmidt conducted her presentation on DEI, she discussed the background, proposed goals, and next steps. She requested feedback from the CAC on accountability mechanisms, community engagement, and how the CAC wants to engage with DEI.

After a general discussion it became clear that Committee Members value the DEI initiative and dedicated cross-functional staff. Committee Member Zucker and Vice Chair Simmons commented on suppliers and the supply chain needs that need to be cross examined further via an audit, but also examining hiring practices, diverse internship opportunities, and their no harm policies.

Committee Member Bugarin added that focusing on small businesses and having CPAs play a role as a sponsor for workshops and forums to assist small businesses. The ability to drive and lead workforce redevelopment with community partners to promote our programs to target communities.

Committee Member Hernandez commented that the conversation was significant, the culture for staff members at CPA should be identified and used moving forward regarding community partners, suppliers, etc. Through the use of community partners, the CAC can leverage their position in the communities.

Committee Member Gutierrez added, illustrating the benefits of DEI through a tracking application would be a way to show authenticity.

Ms. Schimdt responded that CPA will report the DEI audit annually and thanked Committee Member Hernandez for her comment on culture. CPA is working to bring in more employees that will facilitate these DEI goals.

3. 2021-2022 Workplan: Key Accomplishments and the Path Forward

Community Outreach Manager, Christian Cruz gave his presentation on the 2021-2022 Workplan. This is a guiding document for accomplishments and goals moving forward. He requested feedback from specific members: Committee Member Gutierrez, Committee Member Bugarin and Vice Chair Simmons. Committee Member Gutierrez shared her vision advising the board and connecting the CAC with their community. She added that the goals of the CAC are not particular goals but cultivated long term goals. CPA is a climate leader, and the CAC needs to illustrate that CPA provides a climate solution through youth, people working on climate justice and those concerned with welfare. The measurable accomplishments of the CAC should be that CPA is a part of their livelihood, understand CPA and the significant it makes to the future.

Committee Member Bugarin added that cities want to change and as the CAC we need to think how CPA can help these issues and avoid any blind spots. He further noted, the CAC needs to provide support through community feedback.

Committee Member Lesser added, the CAC needs to look to CPA staff and assist them with input and outreach. He stated that he appreciated the input that was asked for on the long-term energy and DEI, he would like staff to provide guides with outreach and tasks that the CAC can most effectively do.

Vice Chair Simmons suggested that EV charging will be a major change in society and energy use that needs to be thought about, CPA staff should be forward thinking on this issue in case there is an increase of energy demand.

Committee Member Hernandez added that her role as an ambassador for her community allows her to share community concerns with the CAC and CPA to strategize outcomes. That position should be leveraged bringing information and benefits to different communities.

Chair Haake added that there is a lot of opportunities, the CAC will need to brainstorm what makes the most sense for every member and what strengths can be brought into the next year.

ADJOURN

Chair Haake adjourned the meeting at 5:14 pm.