



# REGULAR MEETING of the Community Advisory Committee of the Clean Power Alliance of Southern California

Thursday, October 20, 2022

1:00 p.m.

**SPECIAL NOTICE:** Pursuant to the Proclamation of the State of Emergency by Governor Newsom on March 4, 2020, AB 361, and enacting Resolutions, and as a response to mitigating the spread of COVID-19, the Community Advisory Committee will conduct this meeting remotely.

[Click here to view a Live Stream of the Meeting on YouTube](#)

\*There may be a streaming delay of up to 60 seconds. This is a view-only livestream.

### To Listen to the Meeting:

<https://us06web.zoom.us/j/96592426856> or

Dial: (346) 248-7799 Meeting ID: 965 9242 6856

**PUBLIC COMMENT:** Members of the public may submit their comments by one of the following options:

- **Email Public Comment:** Members of the public are encouraged to submit written comments on any agenda item to [clerk@cleanpoweralliance.org](mailto:clerk@cleanpoweralliance.org) up to four hours before the meeting. Written public comments will be announced at the meeting and become part of the meeting record. Public comments received in writing will not be read aloud at the meeting.
- **Provide Public Comment During the Meeting:** Please notify staff via email at [clerk@cleanpoweralliance.org](mailto:clerk@cleanpoweralliance.org) at the beginning of the meeting but no later than immediately before the agenda item is called.
  - You will be asked for your name and phone number (or other identifying information) similar to filling out a speaker card so that you can be called on when it is your turn to speak.
  - You will be called upon during the comment section for the agenda item on which you wish to speak on. When it is your turn to speak, a staff member will unmute your phone or computer audio.
  - You will be able to speak to the Committee for the allotted amount of time. Please be advised that all public comments must otherwise comply with our Public Comment Policy.
  - Once you have spoken, or the allotted time has run out, you will be muted during the meeting.

If unable to connect by Zoom or phone and you wish to make a comment, you may submit written comments during the meeting via email to: [clerk@cleanpoweralliance.org](mailto:clerk@cleanpoweralliance.org).

While downloading the Zoom application may provide a better meeting experience, Zoom does not need to be installed on your computer to participate. After clicking the webinar link above, click “start from your browser.”

*Meetings are accessible to people with disabilities. Individuals who need special assistance or a disability-related modification or accommodation to participate in this meeting, or who have a disability and wish to request an alternative format for the meeting materials, should contact the Clerk of the Board at [clerk@cleanpoweralliance.org](mailto:clerk@cleanpoweralliance.org) or 213-308-5851 Notification in advance of the meeting will enable us to make reasonable arrangements to ensure accessibility to this meeting and the materials related to it.*

**PUBLIC COMMENT POLICY:** *The General Public Comment item is reserved for persons wishing to address the Committee on any Clean Power Alliance-related matters not on today’s agenda. Public comments on matters on today’s Consent Agenda and Regular Agenda shall be heard at the time the matter is called. Comments on items on the Consent Agenda are consolidated into one public comment period. As with all public comments, members of the public who wish to address the Committee are requested to complete a speaker’s slip and provide it to Clean Power Alliance staff at the beginning of the meeting but no later than immediately prior to the time an agenda item is called.*

*Each speaker is limited to two (2) minutes (in whole minute increments) per agenda item with a cumulative total of five 5 minutes to be allocated between the General Public Comment, the entire Consent Agenda, or individual items in the Regular Agenda. Please refer to Policy No. 8 – Public Comment for additional information.*

## **CALL TO ORDER & ROLL CALL**

## **GENERAL PUBLIC COMMENT**

### **CONSENT AGENDA**

1. Approve Minutes from September 22, 2022, Community Advisory Committee
2. Update on Implementation of Workplan Priorities

### **REGULAR AGENDA**

3. Oral Update from the Chief Executive Officer on CPA Operations
4. Power Response Presentation

## **COMMITTEE MEMBER UPDATES, ACCOMPLISHMENTS, OR WORK-IN-PROGRESS**

## **ITEMS FOR FUTURE AGENDAS**

### **ADJOURN – NEXT MEETING ON NOVEMBER 17, 2022**

**Public Records:** *Public records that relate to any item on the open session agenda for a regular Committee Meeting are available for public inspection. Those records that are distributed less than 72 hours prior to the meeting are available for public inspection at the same time they are distributed to all, or a majority of, the members of the Committee. The public records are available for inspection online at [www.cleanpoweralliance.org/agendas](http://www.cleanpoweralliance.org/agendas).*

[Return to Agenda](#)**MINUTES**

SPECIAL MEETING of the Community Advisory Committee of the  
Clean Power Alliance of Southern California

Thursday, September 22, 2022

1:00 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 1:00 p.m. and Christian Cruz, Community Outreach Manager, conducted a roll call.

<b>East Ventura/West LA County</b>	Angus Simmons	Remote
<b>East Ventura/West LA County</b>	Jennifer Burke (Vice-Chair)	Remote
<b>East Ventura/West LA County</b>	Debbie West	Absent
<b>San Gabriel Valley</b>	Richard Tom	Remote
<b>San Gabriel Valley</b>	Kim Luu	Absent
<b>West/Unincorporated Ventura County</b>	Lucas Zucker	Remote
<b>West/Unincorporated Ventura County</b>	Vern Novstrup	Remote
<b>South Bay</b>	David Lesser	Remote
<b>South Bay</b>	Vacant	
<b>Gateway Cities</b>	Irella Perez	Remote
<b>Gateway Cities</b>	Genaro Bugarin	Remote
<b>Westside</b>	Cris Gutierrez	Remote
<b>Westside</b>	David Haake	Remote
<b>Unincorporated Los Angeles County</b>	Neil Fromer (Chair)	Remote
<b>Unincorporated Los Angeles County</b>	Kristie Hernandez (Vice-Chair)	Absent

All votes are unanimous unless otherwise stated.

**GENERAL PUBLIC COMMENT**

No public comment.

## CONSENT AGENDA

1. Approved Minutes from September 22, 2022, Community Advisory Committee Meeting
2. Update on Implementation of Workplan Priorities

**Motion**                      Committee Member Gutierrez, Westside  
**Second**                     Committee Member Bugarin, Gateway Cities  
**Vote**                         The update was approved by a roll call vote

## REGULAR AGENDA

3. Oral Update from the Chief Executive Officer on CPA Operations

Chief Executive Officer Ted Bardacke gave updates on the heat event in California, the default rate change, and the community benefits grant.

He noted that during the heat event, CPA encouraged customers to reduce their energy usage and provided messaging that member agencies could use to encourage their residents to reduce usage. CPA also offered member agencies an emergency incentive payment of \$2,500 to reduce energy in their operations during peak times.

He gave a progress report on CPA's six communities that have elected to change their default rate to 100% green energy. Notices to those communities were sent via postcards in September and will be sent again in October. Mr. Bardacke highlighted that the current opt-down and opt-out rates are at half a percent.

Mr. Bardacke shared that the 2022 Community Benefits Grant application process had closed for the year, and CPA received twenty-nine applications.

Mr. Bardacke responded to Committee Member Lesser's inquiry on CPA's policy related to battery storage for individual homes and as it relates to the upcoming net energy metering (NEM) 3.0 decision at the California Public Utilities Commission (CPUC). Mr. Bardacke noted that CPA offers a Power Response program that can assist individuals in paying forward the cost of their battery. Regarding the NEM policy, Mr. Bardacke commented that CPA sets policy by analyzing price signals to encourage affordability for customers interested in installing a home battery.

Mr. Bardacke responded to Committee Member Simmons and Committee Member Novstup's questions about California's battery needs and how rotating outage decisions are made by the California Independent System Operator (CAISO). He noted that California needs more battery storage to address resilience, and as climate change continues, it is expected that these heat events will continue to occur in the years to come. He further noted that CAISO decides if rotating outages are needed in an investor-owned utility (IOU) territory.

4. Los Angeles County Vice-Chair Election

Community Outreach Manager Christian Cruz provided an update on the Los Angeles County Vice-Chair election. On August 8<sup>th</sup> Committee Member Kristie Hernandez notified staff that she would be removing her name from consideration. During the meeting, Committee Member Genaro Bugarin was appointed to the Los Angeles Vice-Chair position through unanimous consent.

5. Member Expansion Presentation

Director of Rates and Strategy Karen Schmidt presented on the board priorities for member agency expansion, the feasibility study results, and next steps. She noted that the cities of Hermosa Beach, Monrovia, and Santa Paula have elected to move forward in the process to join CPA.

Ms. Schmidt responded to Committee Member Haake's question about concerns or issues with his proposed action to send a letter on behalf of the Sierra Club to the City of Hermosa Beach to support them moving to 100% green power. She noted that any interested committee member can submit a letter of support to the City Council.

Ms. Schmidt responded to Vice-Chair Bugarin's inquiry about the CAC's role related to expansion and if the feasibility study fee of ten thousand was a challenge for smaller cities. She commented that CPA would be open to having conversations with interested CAC members about leveraging the relationships they have with communities that are considering joining CPA. Related to the fee, findings have shown it is not an economic barrier, but CPA is aware it can be perceived as a political barrier. CPA is willing to revisit the issue in the future if needed.

6. Integrated Resource Plan Presentation

Vice President of Power Supply Natasha Keefer gave a presentation on the 2022 Integrated Resource Plan. Staff are seeking feedback on the initial modeling results with the target of completing the analysis in October.

**COMMITTEE MEMBER UPDATES, ACCOMPLISHMENTS, OR WORK-IN-PROGRESS**

Committee Member Gutierrez requested support from CPA for a building and vehicle electrification reach code that was under consideration by her community, the City of Santa Monica.

**COMMITTEE MEMBER COMMENTS**

No comments.

**ITEMS FOR FUTURE AGENDA**

No comments.

**ADJOURN**

Chair Fromer adjourned the meeting at 2:35 pm in honor of the late Ventura County Supervisor Carmen Ramirez.

DRAFT



## Staff Report – Agenda Item 2

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**To:** Clean Power Alliance (CPA) Community Advisory Committee  
**From:** Christian Cruz, Community Outreach Manager  
**Approved by:** Ted Bardacke, Chief Executive Officer  
**Subject:** Update on Implementation of Workplan Priorities  
**Date:** October 20, 2022

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### **RECOMMENDATION**

Receive and file.

### **BACKGROUND**

This monthly report outlines the Community Advisory Committee (CAC) and CPA staff activities supporting the CAC.

### **CAC OUTREACH**

As outlined in Section 1 of the CAC workplan<sup>1</sup>, staff attended the City of Santa Monica Council meeting at the request of CAC member Cris Gutierrez to support the passage of the City of Santa Monica’s proposed building reach code. The Santa Monica City Council unanimously passed the Zero Emissions Building & Electric Vehicle charger ordinance on September 27th.

In addition, as outlined in Section 3 of the workplan<sup>2</sup>, several CAC members submitted letters to the cities of Hermosa Beach and Monrovia, in support of these cities joining CPA. These letters highlighted the benefits of Community Choice Energy and the programs offered by CPA. CAC members also submitted a letter of support to the City of Paramount to encourage the Council to consider changing their default rate to the 100% Green Power tier with CPA. On September 20<sup>th</sup>, the City of Paramount elected to change

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<sup>1</sup> Section 1 of the CAC workplan: Support CAC chair, co-chairs, and individual members in the development of individual workplans, implementation of region-specific objectives, and outreach activities.

<sup>2</sup> Section 3 of the CAC workplan: CAC members identified priorities for deeper engagement such as education on CPA, energy, and climate-relevant issues in partnership with educational institutions, youth groups, and organizations.

their municipal accounts from Lean Power to 100% Green Power. On October 4<sup>th</sup>, the City of Paramount approved changing their community-wide default rate from Lean Power to Clean Power.

### **YOUTH EDUCATION INITIATIVE**

Over the past several weeks, CAC members Cris Gutierrez and Dr. Irella Perez have been drafting a proposed youth education initiative framework pilot, for consideration by the CAC during the annual retreat scheduled for November 17<sup>th</sup>.

This proposal will identify potential partnerships with key organizations such as Pando Days and Grades of Green, which can provide opportunities to educate K-12 students about CPA, create regional youth ambassadors, and advance knowledge about renewable energy and future clean energy career opportunities.



### Staff Report – Agenda Item 3

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**To:** Clean Power Alliance (CPA) Community Advisory Committee  
**From:** Ted Bardacke, Chief Executive Officer  
**Subject:** Oral Update from the Chief Executive Officer on CPA Operations  
**Date:** October 20, 2022

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The Chief Executive Officer will provide an oral update on CPA operations.



## Staff Report – Agenda Item 4

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**To:** Clean Power Alliance (CPA) Community Advisory Committee  
**From:** Jillian Nelson, Program Manager, Grid Management & Resiliency  
**Subject:** Power Response Presentation  
**Date:** October 20, 2022

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Staff will provide a presentation on the Power Response program.

### **ATTACHMENT**

- 1) Power Response PPT Presentation



# Power Response Program CAC Presentation

October 20, 2022



# Executive Summary

- ⚡ Input from the Community Advisory Committee helped CPA develop the Local Programs Strategic Plan, which includes a core focus on resiliency and grid management
- ⚡ This year CPA launched Power Response, a demand response program designed to unite our communities in energy conservation efforts to improve air quality and support grid reliability
- ⚡ With stress on the grid continuing to increase due to high heat, demand response is becoming more important and presents a growing need for individual demand side energy management
- ⚡ Staff will seek CAC feedback and support on the direction of the Power Response program as we head into the 2023 program year
  - Today's presentation is informational – no action required.



# Power Response Program Overview

# Power Response Overview

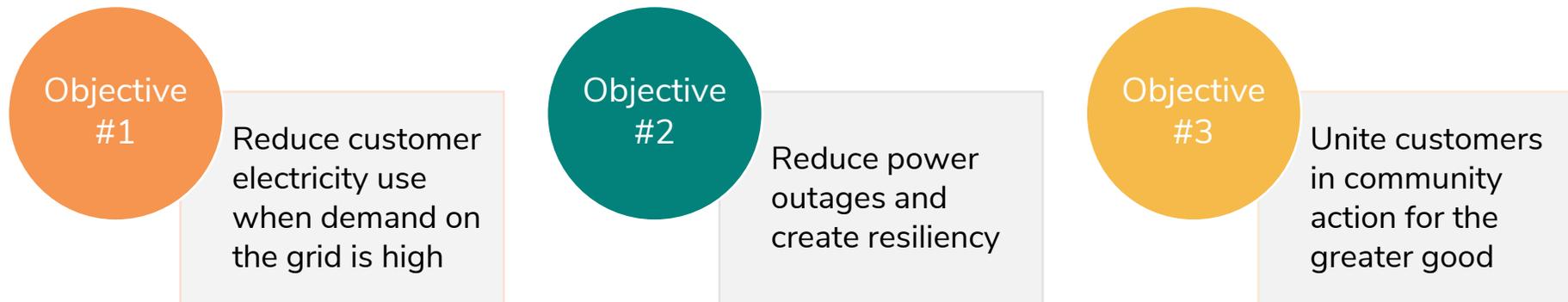
## What is Power Response?

- ⚡ Power Response is a demand response program that encourages both residential and commercial customers to reduce energy usage during demand response events, when electricity is at its highest.

## How Does it Work?

- ⚡ Participants in the program receive financial incentives for reducing stress on the grid, while helping our communities become more resilient.

## Program Goals:



# Demand Response Pilot Program

- ⚡ Program timeline: July 2020 – July 2021
- ⚡ Contract: Calpine Energy Solutions
- ⚡ Program Implementer: Olivine
- ⚡ Enrollments: 606 devices (582 thermostats, 3 charging stations, 20 battery storage systems)
- ⚡ Challenges:
  - CPA managed customer acquisition and marketing
  - Difficulty scaling the program beyond the residential segment
- ⚡ Lessons Learned:
  - Increase trade ally partnership to promote program scalability
  - Expanded scope was needed to provide more support for program implementation

Between July 2020 through July 2021, Power Response has resulted in saving

**11,631 kilowatts of electricity, which is equivalent to:**

THE CARBON DIOXIDE  
(CO<sub>2</sub>) EMISSIONS FROM  
**1,002,662**  
SMARTPHONES

 **9,111**  
POUNDS  
OF COAL BURNED.

**927**   
GALLONS OF GAS  
CONSUMED.

The list goes on. The impact is great. To both the environment and our health.

# Power Response Launch

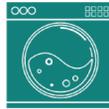
- ⚡ CPA issued an RFP in April 2021
- ⚡ The RFP was seeking proposals to **market, implement** and **scale** a comprehensive demand response program.
- ⚡ **5 Proposals Received and AutoGrid was selected:**
  - Ability to manage all desired program segments
  - Proven trade ally partnerships – the ability to scale program with additional trade allies
  - Improved customer acquisition plans - marketing and enrollments driven by trade allies
  - Ability to scale technologies to include refrigeration and HVAC for commercial customers
- ⚡ **Contract Parameters:**
  - 2-year contract with AutoGrid
  - CPA option to renew the contract for up to three more years
  - **6 MW** goal of demand response capacity
  - Budget: **\$3.15M** (2-years)
  - Current Spend: **\$612K**



**POWER RESPONSE**  
Smart Home



**POWER RESPONSE**  
Home



**POWER RESPONSE**  
Multifamily Community



**POWER RESPONSE**  
Commercial Leaders



<b>Launch Status</b>	Launched – January 2022	Scheduled – January 2023	Scheduled – November 2022	Scheduled – November 2022
<b>Eligibility</b>	<p><u>Residential Customers</u></p> <ul style="list-style-type: none"> <li>Owns eligible smart connected device</li> </ul>	<p><u>Residential Customers</u></p> <ul style="list-style-type: none"> <li>Any residential customer</li> <li>Smart connected device not necessary</li> </ul>	<p><u>Affordable Multifamily Housing</u></p> <ul style="list-style-type: none"> <li>(5) or more units</li> <li>Meets affordable housing qualification</li> </ul>	<p><u>Business Customers</u></p> <ul style="list-style-type: none"> <li>Site(s) with regular energy use between 4 and 9 PM</li> </ul>
<b>DR Method</b>	<ul style="list-style-type: none"> <li>Automatic Demand Response</li> <li>Smart <u>Connected</u> Devices</li> </ul>	<ul style="list-style-type: none"> <li>Behavioral Demand Response</li> <li>Participants manually adjust their usage at home</li> </ul>	<ul style="list-style-type: none"> <li>Automatic Demand Response</li> <li>Smart <u>Connected</u> Device</li> </ul>	<ul style="list-style-type: none"> <li>Automatic for site(s) with an eligible smart device <u>or</u></li> <li>Sites manually adjust electricity use of systems</li> </ul>

# Power Response Smart Home

# Smart Home Program

Launched January 2022



**POWER RESPONSE**  
Smart Home

**⚡ Eligibility:**

- Residential customers with eligible smart-connected devices

**⚡ Incentives:**

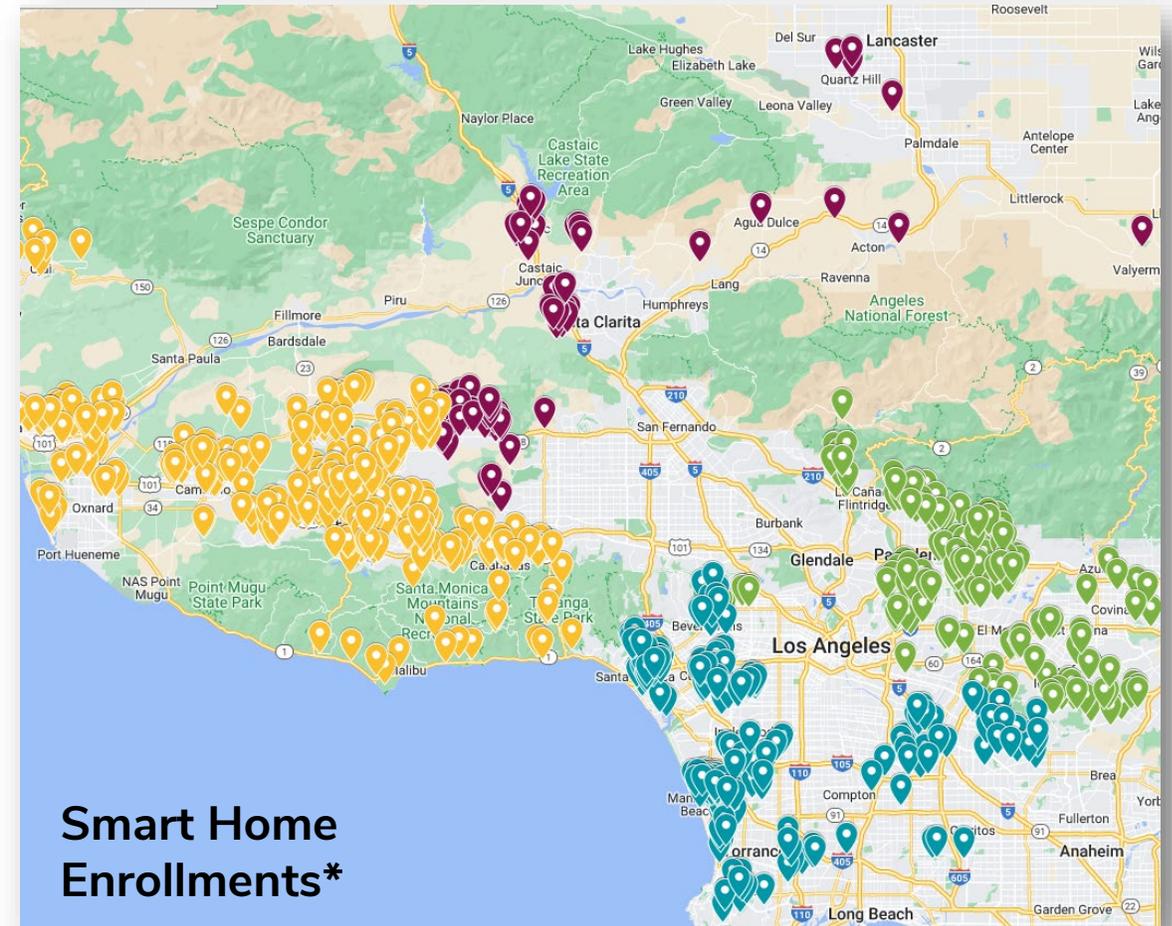
- Enrollment – e-gift card issued following enrollment confirmation
- Participation – e-gift card issued annually after the summer season

Technology	Signup Incentive per Device	Subsequent incentives per year thereafter
ecobee Thermostat	\$85	\$40
Google Nest Thermostat	\$85	\$40
ChargePoint electric vehicle charger <small>Use code powerresponse when you enroll.</small>	\$100	\$25
Sunnova PowerGrid Protect™	\$100	\$100
SolarEdge Home Battery	\$400	\$300* <small>*Starting in 2023 for your ongoing participation</small>

# Smart Home Enrollments

- ⚡ Enrollment Goal: **5,453** devices
- ⚡ Enrollment Growth:
  - **1,158** devices have been enrolled
  - Includes **493** pilot customer devices
  - An additional **~1,500** potential customers have initiated enrollment

Qualified Devices	# Devices Enrolled	kW Enrolled
Google Nest	776	582
Ecobee	314	236
ChargePoint	67	94
Sunnova	1	3
SolarEdge	*Currently Launching	*Currently Launching
<b>Total</b>	<b>1,158 Devices</b>	<b>915 kW</b>



\*Different colors represent the different resource aggregation groupings in the CAISO market

# Smart Home Enrollment Process

## ⚡ Step 1 - Start Enrollment:

- Start the enrollment by selecting your device on the CPA webpage OR directly through your smart device.

## ⚡ Step 2 – Authorize to Share Your Data:

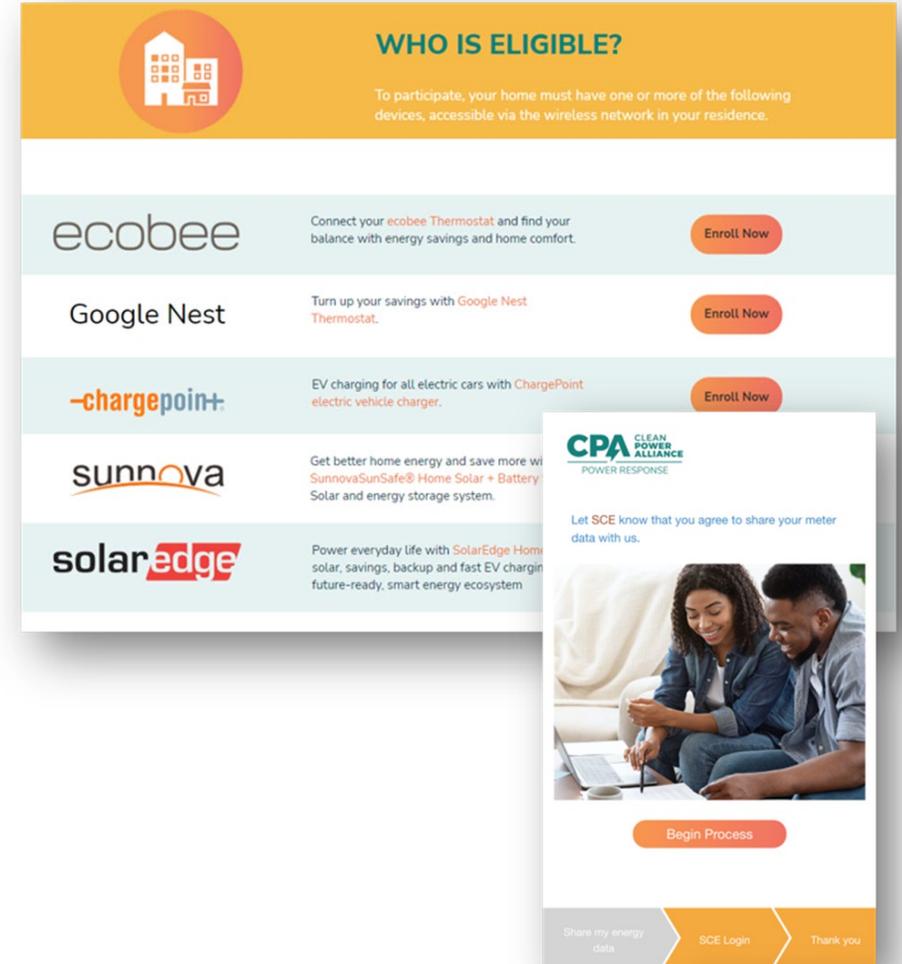
- Follow prompts through the **ShareMyData** application to safely share your SCE meter data with the Program.

## ⚡ Step 3 – Register Your Device:

- If the customer selected to enroll through the CPA webpage, they will then register their device in the Power Response Program through their OEM's device, application, or webpage.

## ⚡ Note:

- The enrollment process will vary for other pathways (Home, Commercial, & Multifamily)



# Smart Home Events

## ⚡ Energy Saving Events:

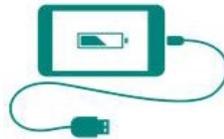
- Events called this summer: **18** out of 20
- Event reductions up to **667 kW** and **2.6 MWh** have been **estimated** for critical peak days
- The program to date has saved an estimated **27 MWh** overall, this is equal to:



3.7 homes  
electricity use for  
one year



47,496 miles  
driven in a  
gas-powered car



2.3M  
smartphones  
charged

## Estimated Smart Home Event Results\*

Dispatch #	Date of Dispatch	# Meters Dispatched	Estimated kW Shed	Estimated kWh Reduction
1	6/14/2022	555	351	1,406
2	7/11/2022	589	188	214
3	7/19/2022	577	281	1,117
4	7/21/2022	577	316	630
5	7/22/2022	607	337	1,007
6	7/25/2022	608	365	731
7	8/8/2022	741	354	1,419
8	8/9/2022	741	387	1,176
9	8/10/2022	739	364	1,450
10	8/17/2022	813	434	1,734
11	8/18/2022	809	382	1,527
12	9/1/2022	855	556	2,223
13	9/2/2022	875	667	2,625
14	9/4/2022	875	494	1,941
15	9/5/2022	875	398	1,568
16	9/6/2022	875	491	1,978
17	9/7/2022	863	588	2,401
18	9/8/2022	863	606	2,379
<b>Average Reduction</b>			<b>420 kW</b>	<b>1,529 kWh</b>

\*estimated, subject to further verification and likely to change

# Upcoming Program Pathways

# Home Program

## Launching January 2023\*



### ⚡ Enrollment Goal:

- **3,000** customer enrollments

### ⚡ Eligibility:

- Residential customers without an eligible device
- Participants manually adjust their usage at home

### ⚡ Enrollment Process:

- **Step 1:** CPA marketing prompt
- **Step 2:** Enrollment and ShareMyData forms
- **Step 3:** Create Engage account - an online portal

### ⚡ Enrollment Incentives :

- Only eligible CARE/FERA and DAC customers
- **\$20** virtual e-gift card issued after enrollment

### ⚡ Participation Incentives

- Available to all enrolled participants
- **\$/kWh** incentive for energy reduced per event
- Total incentive issued on virtual e-gift cards annually
- Customers will have access to an online portal, Engage, to track their event performance and incentives

# Multifamily Community

Launching November 2022\*



**POWER RESPONSE**  
Multifamily Community

## ⚡ Enrollment Goal:

- 300 units

## ⚡ Eligibility:

- Multifamily housing with (5) or more units
- Building meets affordable housing qualifications

## ⚡ Enrollment Process:

- **Step 1:** Program coordination with building owner to distribute program information to residents
- **Step 2:** Residents complete enrollment and ShareMyData forms
- **Step 3:** Owner installs devices and connects to WiFi

## ⚡ Enrollment Incentives :

- Residents receive a free Emerson Sensi thermostat
- **\$130/device** to building owners for managing enrollment, WiFi upgrades, and installation

## ⚡ Annual Participation Incentives

- **\$40** per device to residents (same as SmartHome)
- **\$30** per device to building owner

# Commercial Leaders

Launching November 2022\*



**POWER RESPONSE**  
Commercial Leaders

## ⚡ Enrollment Goal:

- 10-20 Businesses

## ⚡ Eligibility:

- CPA Business Customers
- Site(s) with regular energy use between 4 and 9 PM
- Sites with eligible smart devices OR able manually adjust electricity use of systems

## ⚡ Enrollment Process:

- **Step 1:** Customer submits interest form
- **Step 2:** Customer site/operations reviewed by AG
- **Step 3:** Customer completes ShareMyData form

## ⚡ Incentives :

- Incentive based on monthly average kW reduction
- Customer receives up to **\$80 per kW each year** for power reduced during events
- Checks issued to business seasonally

Avg. Monthly kW Shed	Incentive/Summer Month	Incentive/Non-Summer Month	Potential Incentive for Year
5 kW	\$70	\$15	\$400
75 kW	\$1,050	\$225	\$6,000

## ⚡ Reporting:

- Seasonal reports provided on site performance

# Program Review & Next Steps

# Challenges & Solutions

- ⚡ New program pathways slower to launch than anticipated
  - Prioritizing new program pathway launches before the summer 2023 season
- ⚡ Anticipated trade allies for the Smart Home program withdrew
  - Continuing to work with program implementer to review onboarding of new trade allies
- ⚡ User experience challenges affecting enrollments
  - Auditing customer enrollment process to remove challenging steps and modify forms to assure ease of use
- ⚡ Program education requires improvements in order to reach customers
  - CPA is working to expand brand awareness and build trust with customers
  - Developing event notifications directly from CPA
  - Reviewing better ways to communicate program information to customers:  
Explainer videos, social media, factsheets, and webpages

# Next Steps

- ⚡ Continue to grow enrollment in Smart Home
- ⚡ Expanding program offerings, while continuing to prioritize low income and disadvantaged community engagement:
  - Launching Home, Multifamily Community, and Commercial Leaders
  - Onboarding new OEM and trade allies
  - New technologies to expand eligibility
  - Home and Multifamily pathways are expected to support enrollments
- ⚡ Revise program elements and marketing strategies to drive better engagement:
  - Continue trade ally partnerships to support enrollments in-app and by email marketing
  - CPA direct marketing and outreach to expand with new webpage developments, email outreach initiatives, and other outreach through social media and direct mail

# Questions