



**San Francisco Public Utilities Commission
 Citizens' Advisory Committee
 Power Subcommittee**

MEETING MINUTES

**Tuesday, April 10, 2018
 5:30 p.m. – 7:00 p.m.**

525 Golden Gate Ave., 3rd Floor, Tuolumne Conference Room

Mission: The Power Subcommittee shall review power generation and transmission system reliability and improvement programs, including but not limited to facilities siting and alternatives energy programs, as well as other relevant plans, programs, and policies ([Admin Code 5.140-142](#)).

Members

Chair Nate Kinsey (M-Large Water User) Wendy Aragon (D1) Jim McHugh (D4)
 Owen O'Donnell (B-Small Business) Maggie Thomas (M-Env.Group) Mark Tang (M-Eng./Financial)

M = Mayoral appointment, B = Board President Appointment

Staff Liaisons: Tracy Zhu, Alexandra Johnson

ORDER OF BUSINESS

- Call to order and roll call:** The meeting was called to order at 5:33pm.

Members present t roll call: (4) O'Donnell, Thomas, McHugh, Tang

Members absent at roll call: (2) Kinsey, Aragon

Members of the public: (0)

- Approve [November 14, 2017 Meeting Minutes](#)**

Motion was made (McHugh) and seconded (Tang) to approve the [November 14, 2017 Meeting Minutes](#).

The motion was passed by the following votes:

AYES: (4) O'Donnell, Thomas, McHugh, Tang

NOES: (0)

ABSENT: (2) Kinsey, Aragon

Public Comment: None.

Mark Farrell
Mayor

Ike Kwon
President

Vince Courtney
Vice President

Ann Moller Caen
Commissioner

Francesca Vietor
Commissioner

Anson Moran
Commissioner

Harlan L. Kelly, Jr.
General Manager



3. **Report from the Chair**
 - Member O'Donnell was appointed as Vice Chair of the Power CAC.
 - Welcome members, staff, and the public
4. **Public Comment:** None.
5. **Presentation and Discussion:** [CleanPowerSF Rollout Plan](#), Tyler Gamble, Deputy Communications Director, External Affairs

Presentation Topics:

- July CleanPowerSF Enrollment Communications Plan
- Multi-Faceted Campaign Pitch
- Legally-Required Communication
- Commercial Customer-Focused Outreach
- Community Event Participation
- Paid Media Strategy
- Earned Media Strategy
- Owned Media Strategy
- City Partnerships to Leverage
- Stakeholder Partnerships to Leverage
- SuperGreen Business Program

Discussion Topics:

- *Member McHugh* suggested having a blog piece for current business owners enrolled in CleanPowerSF so others can read about the program's services and impact.
- *Member McHugh* suggested that CleanPowerSF attend company sponsored events. For example, Silicon Valley Clean Energy companies are making a presence at company sponsored events such as Tesla Earth Day Fair.
- *Member Tang* asked for clarification around the term "business influencers".
Staff Gamble informed that business influencers are people who have a large following on social media or within community groups and are able to influence and promote movements.
- *Member Tang* suggested coordinating with Linked in for paid messages; and for BOMA (Building Owners and Managers Association) to do newsletters.
- *Member Thomas* suggested peer-to-peer marketing to increase leads and working with local sustainable groups.
 - *Member Tang* informed that there are [Environmental Happy Hour events](#) which would be a great professional networking opportunity.
- *Member O'Donnell* asked if there are any focus groups to understand where the resistance to CleanPowerSF might be.
Staff Gamble informed that the biggest challenges have been limited resources and staffing capacity. Most of the resistance to CleanPowerSF has come from folks who don't believe in publically owned power or have a misunderstanding that it would cost more. From the focus groups that were conducted they've learned that face-to-face campaigning was most effective.
- *Member O'Donnell* asked if there are any plans to incentivize existing customers for referrals.
Staff Gamble mentioned that option hasn't been explored since there may be legal constraints to incentivize customers.
- *Member O'Donnell* suggested to work with business associations i.e. San Francisco Bar Association to get the message out through newsletters or publications.

- *Member O'Donnell* suggested reaching out to the businesses whose headquarters may be operated remotely i.e. Los Angeles owned businesses that have an office in San Francisco.
- *Member Thomas* asked how CleanPowerSF interacts with other city agencies i.e. are school districts automatically opted in. *Staff Gamble* informed that most city-owned businesses are operated through Hetch-Hetchy Power.

Public Comment: None

6. **Staff report**

7. **Future Agenda Items and Resolutions**

- CleanPowerSF Integrated Resource Plan
- Program Development i.e. Electric Vehicles, Electrification, Multi-family Buildings, Storage, Time of Use Rates
- Low-Income Assistance Program
- Regulatory and Legislative Priorities
- CleanPowerSF Press-Kit
- Power Charge Indifference Adjustment

8. **Announcements/Comments** The next regularly scheduled meeting of the Power Subcommittee will take place on June 12, 2018

9. **Adjournment**

Motion was made (Tang) and seconded (McHugh) to adjourn the meeting.

The meeting was adjourned at 6:14 pm.