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To: Sonoma Clean Power Authority Board of Directors

From: Geof Syphers, CEO, and Kelly Foley, Regulatory Director and Legal Counsel

Item: Summary of Public Workshops

Date: March 20, 2014

Background

Sonoma Clean Power (SCP) recently held three public workshops. The workshops were designed to provide an education and overview of SCP, to answer questions, and to solicit ideas and feedback from interested citizens. The first workshop was held Thursday, February 13 at 7pm, in Sonoma at the Veteran's Memorial. The second workshop was held Thursday, February 20 at 7pm, in Santa Rosa at the Finley Center. The third and final workshop of the series was held Saturday, March 1 at 10am, in Sebastopol at the Community Cultural Center. This report provides a summary review of the workshops.

About 90% of the attendees represented residential interests and the majority were concerned about environmental issues. Staff recognizes that many of those attending the workshops are individuals who have had a longstanding interest in renewable energy in general and SCP in particular. To broaden the dialog, staff is making targeted efforts to reach out to business interests and individuals more specifically concerned with rates.

Of particular interest to attendees were the EverGreen program, electric vehicles, solar power, efficiency and conservation. The format was excellent for a deeper dialog, with about 2/3 of participants speaking in each workshop, some many times. Among other lessons, staff learned that we still need to cover the basics about why SCP was formed, how the program works, and when people can participate.



Sonoma Workshop

The Sonoma Workshop was well attended, with over 50 members of the public in attendance, with mostly residential interests represented. SCP Alternate Director David Cook from Sonoma introduced SCP Board Chair Susan Gorin. Chair Gorin welcomed the public, made introductory comments, and kicked off the meeting. SCP CEO Geof Syphers then gave an educational and informative presentation.

Following CEO Syphers' 15-minute presentation, the forum was opened to questions and comments for the remainder of the two-hour workshop. Public questions varied widely, ranging from basic questions regarding the roll out process to highly technical inquiries regarding Net Energy Metering and system reliability. Among others, the public participants suggested SCP consider the following:

- 1) Improved home energy audits – speakers said the current offerings are inadequate and provide no good “actionable” information
- 2) Innovations in demand side management – home area networks, demand response and other support for customer load management
- 3) Electric vehicles/electric vehicle charging – general support for encouraging more purchase and use of electric vehicles
- 4) Locally generated power – several speakers encouraged researching how to best support locally-generated power
- 5) Conservation and education – example of school education programs to help kids be ambassadors for energy efficient behavior
- 6) On bill repayment – interest in seeing opportunity to finance energy efficiency retrofits (and maybe also solar) with financing repaid through energy bill charges
- 7) Solar shares – interest in learning more about community solar investment opportunities

The workshop ended at the scheduled time of 9 pm. Staff stayed for an additional 45 minutes to speak with individual participants.



Santa Rosa Workshop

The Santa Rosa Workshop was equally well attended, with over 70 members of the public in attendance. SCP Director Gary Wysocky of Santa Rosa kicked off the meeting with introductory comments, followed by a presentation by CEO Syphers similar to the one presented in the Sonoma workshop. Other representatives also in attendance were SCP Director Efren Carrillo of Sonoma County, BOC Chair Susan Briski, BOC members Mike Gogna, Paul Brophy, and Bill Mattinson, and RAC members John Parry and Susan Amato.

Again following the same format as in the Sonoma Workshop, public participants provided equally robust and widely varied feedback and questions for the remainder of the workshop. Among others, the public participants suggested SCP consider the following:

- 1) Leveraging other resources, particularly the Sonoma County Energy Independence Program or SCEIP
- 2) Electric vehicles/electric vehicle charging
- 3) EverGreen social media campaign
- 4) Continue reaching out to a broad cross-section of the community, including hosting meetings and workshops at different times and locations to get diverse input
- 5) Link up with people in the Spanish language and bi-lingual community to learn better ways to reach that community
- 6) Education regarding a broader view of SCP's role in society
- 7) Holding energy fairs jointly with other energy-related program administrators
- 8) Virtual Net Metering – helping customers in condominiums navigate the new option of installing solar in way that helps minimize cost
- 9) Including links to other local Sonoma County resources on SCP's website
- 10) Oversizing NEM projects – finding regulatory changes that would make oversizing rooftop solar more economic



- 11) Community solar – coordinating investment into community-owned solar arrays
- 12) Moving from fossil to electric fuel for vehicles – supporting electric vehicle ownership and charging stations
- 13) BayRen Windsor PAYS pilot – look at supporting the Windsor Pay-as-you-Save program and/or copying the program format for use in other cities
- 14) On bill repayment – speaker noted that the PG&E program is only available to commercial customers
- 15) Driving demand for home energy audits – encouraging homeowners to use existing audit tools (e.g., at SCEIP) or providing additional tools
- 16) Educational literature in SCP communications – energy tips / program tips
- 17) Assuring that SCP projects use local resources and labor
- 18) Training and job development linkages – speaker especially encouraged linking with Roseland area job training programs
- 19) Basic energy efficiency education – don't assume people know much
- 20) Solar ready roofs – supporting efforts (e.g., at CalGreen and in city zoning and planning) to orient new construction rooftops to maximize the potential solar output if systems were installed in the future
- 21) Conservation rate design – changing the rate structure to encourage behavioral changes

The workshop ended at the scheduled time of 9 pm. Staff stayed for an additional 45 minutes to speak with individual participants.

Sebastopol Workshop

Approximately 40 members of the public attended the Sebastopol Workshop. SCP Director Michael Kyes of Sebastopol kicked off the meeting with introductory comments, followed by CEO Syphers' presentation. Other representatives also in



attendance were BOC member Bill Mattinson, and RAC members John Parry, Susan Amato and Bob Williamson.

Reflective of the prior two workshops, public participants provided robust and widely varied feedback and questions for the remainder of the workshop. Among others, the public participants suggested SCP consider the following:

- 1) Education – focus on conservation impact and understanding the difference between conservation and efficiency, while targeting school-aged audiences
- 2) Roof-top solar incentives such as property tax reduction
- 3) Subsidized home energy audits, possibly linked to on-bill repayment and/or modeled after innovative approaches such as the Windsor “PAYS” program
- 4) Inclusion of a “Resources Page” on SCP’s website, to include links to related programs such as SCEIP and Energy Upgrade CA
- 5) Incentivize local clean power development through technical assistance, financing, and community solar tariffs
- 6) Investigate clean power sources other than solar – ideas mentioned included wind, landfill gas, biomass
- 7) Integrate demand-side (customer) management potential into resource planning
- 8) Utilize community-based resources such as volunteer internships, neighborhood ambassadors, Evergreen sign-up parties, high school “Green Teams”
- 9) Virtual net energy metering solar, energy efficiency and electric vehicle options for multifamily/tenant/moderate income customers
- 10) Help customers understand PG&E rate changes, including PG&E proposals to change the tiered rate structure.

The workshop ended at the scheduled time of noon. Staff stayed for an additional 45 minutes to speak with individual participants.



Next Steps

Clearly, the largest, fastest and lowest cost programs that SCP can provide are those that are already in motion: CleanStart, EverGreen, Net Energy Metering and the soon to be developed Feed-in Tariff.. Staff's core work is to support the solid rollout of these programs and to ensure high levels of participation. By staying focused on this core work, we achieve our objectives of lower emissions, stable rates, and support of local renewable projects and the local economy.

These public workshops sought to build on the foundation that these early programs will establish. Proposing specific additional program activity at this time is premature, but staff and the Business Operations Committee have begun the exploration process. Over the coming months, some of the ideas presented in this report will be considered in greater depth, with the goal of identifying specific future opportunities. Some of the ideas of particular interest to Staff include:

Drive customers to existing programs. Co-marketing of existing programs presents a low-cost way to support customers. Leveraging these types of programs lessens the burden on SCP and avoids duplication. An example of a potential leveraged partnership would be with the Sonoma County Energy Independence Program, also known as SCEIP.

Create an on-bill repayment (OBR) program. These programs can be used to finance energy efficiency retrofits, solar power systems and other projects that support SCP's mission. The public suggested that a gap exists where such a program is not available to residential customers. Marin Clean Energy has a recently implemented OBR program, but no metrics are available yet. Staff will monitor Marin's program to see how successful it is.

Support electric vehicle ownership. Possible actions could include supporting regional agencies in securing grant funding for charging stations, helping get charging stations in multifamily housing locations, and encouraging charging stations to brand with local EverGreen power.

Create a stakeholder group with EverGreen membership. Use participants to help make decisions about other future actions to build on the use of local geothermal power. These actions would be fully paid for by the EverGreen



members and could create an engaged group of people working on energy solutions.

Use the Windsor PAYS program as a model. Look into duplicating the structure and simplicity of the Windsor PAYS program for energy. This program uses a very simple approach to encouraging water efficiency by identifying retrofit opportunities, providing 100 percent financing on bill and arranging for a qualified contractor to complete the work.

Staff will continue exploring these and other ideas with the Business Operations Committee, and create more opportunities to engage with business and rate-sensitive customers. A specific schedule for bringing a new program proposal forward does not yet exist, thus staff will keep the Board of Directors informed as this exploration evolves. Once staff and the Business Operations Committee narrow the field of potential programs to a small number, staff will review those opportunities with the Board to select an appropriate program to plan and implement.