



## Draft Minutes

### Executive Committee Meeting

Wednesday, June 7, 2023

9:00 am

#### In Person:

Conference Room 1  
East Bay Community Energy  
1999 Harrison St, Suite 800  
Oakland, CA 94612

#### Or from the following remote location:

- Dublin Civic Center, Second Floor, 100 Civic Plaza, Dublin, CA 94568

#### Via Zoom:

<https://ebce-org.zoom.us/j/88267670367>

#### Or join by phone:

Dial (for higher quality, dial a number based on your current location):

US: +1 669 900 6833 or +1 253 215 8782 or +1 346 248 7799 or +1 301 715 8592 or  
+1 312 626 6799 or 877 853 5257 (Toll Free) or 888 475 4499 (Toll Free)

Webinar ID: 882 676 70367

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*If you have anything that you wish to be distributed to the Executive Committee, please email it to the clerk by 5:00 pm the day prior to the meeting.*

#### 1. Welcome & Roll Call

Present: Members: Tiedeman, Hu, Marquez and Chair Balch

Excused: Member Kalb

Member Hu joined the meeting at 9:11 am

#### 2. Public Comment

*This item is reserved for persons wishing to address the Executive Committee on any EBCE-related matters that are not otherwise on this meeting agenda. Public comments on matters listed on the agenda shall be heard at the time the matter is called. As with all public comment, members of the public who wish to address the Committee are customarily limited to three minutes per speaker and must complete an electronic [speaker slip](#). The Executive Committee Chair may increase or decrease the time allotted to each speaker.*

**(0:44) Dr. Marvin Boomer**, a Pathway Administrator at Castlemont High School, advocated for the importance of energy resilience and local control of energy resources. He pointed to several student projects related to urban design and health, emphasizing the momentum in East Oakland for a sustainable future led by black, brown, and BIPOC communities. Highlighting the school's initiatives, like the one-acre farm orchard and garden and solar panels, he suggested that such sustainable practices should be expanded, including more access to clean energy and high-capacity energy storage. He emphasized that these investments should not be limited to municipal buildings but should also encompass trusted community spaces, small businesses, community centers, and safe spaces for immigrants. Dr. Boomer urged the board to consider these points when making decisions, stating that such investments would benefit not only East Oakland but all cities involved with East Bay Community Energy.

### 3. Approval of Minutes from May 3, 2023

**Member Marquez motioned to approve the minutes. This motion was seconded by Member Tiedemann. The motion was approved 3/0.**  
**Excused: Members Hu and Kalb**

**Member Hu joined the meeting at 9:11 am**

### 4. FY 2023-24 Draft Budget Review (Informational Item)

Review updated information on the proposed draft budget for the upcoming 2023-2024 fiscal year

#### **Committee discussion (preliminary questions):**

- **(29:37) Member Marquez (Alameda County)** asked for clarification about the options that were provided (see slide 7 in the presentation) about whether to reduce the cost to customers for Bright Choice or Renewable 100.
- **(31:37) Chair Balch (Pleasanton)** asked about the relationship between the number of opt-outs and the change in the relative premium of Renewable 100 to PG&E from \$0.0075 to \$0.0025. (see slide 4 in the presentation).
- **(33:41) Member Marquez (Alameda County)** asked about the status of Community Grants disbursements and the timeline to identify microgrid contract recipients. Regarding microgrid contract recipients, Member Marquez spoke in support of partnering with federally qualified health clinics.
- **(36:16) Member Hu (Dublin)** asked about the range and value of the discount reduction that is being considered.

**(37:36) Jim Lutz**, a member of the Community Advisory Committee but speaking in a personal capacity, spoke in favor of the budget report and asked a series of questions regarding the agency's energy generation. He inquired about the extent to which self-generation can mitigate price volatility risks, the current proportion of EBCE's energy that is self-generated, and the annual growth rate of energy contracted for building. Additionally, Jim Lutz spoke in favor of investing in local generation, resilience hubs and virtual power plants as a means to reduce transmission failure risk.

**(40:39) Audrey Ichinose**, from East Bay Clean Power Alliance, sought clarity on how the projected rise in customer bills resulting from PG&E's non-bypassable charges has been factored into calculations regarding the adjustment of discounts. Audrey Ichinose questioned whether consideration had been given to how these increases, which are mostly out of EBCE's control, would impact customer bills.

**(43:11) Jessica Tovar**, from East Bay Clean Power Alliance, emphasized the necessity of the Community Innovation Grants, arguing they should be prioritized and replenished annually due to their significance in building energy resilience within the EBCE's service area. She highlighted an inconsistency, noting that while other community activities like sponsorships are supported, the Community Innovation Grants, which have not been offered since 2019, are neglected. Tovar contended that given EBCE's substantial income, more resources should be allocated to aid local community-based organizations in their resilience efforts. Additionally, Jessica Tovar spoke in opposition to EBCE's Community Resilience and VPP management program. She stated that, rather than offer technical support for community based organizations to apply for state and federal grants, EBCE should directly support the inclusion of CBO-sponsored projects in its community resilience program.

**(45:56) Elsa**, from the Local Clean Energy Alliance, backed Jessica Tovar's argument that EBCE's technical support approach doesn't adequately address the need for local energy development and risks outsourcing responsibilities. Elsa emphasized that EBCE, under the Local Business Development Plan, is mandated to procure local clean energy, and that proposals should incorporate community-based organizations or trusted community locations in the creation of virtual power plants and resilience initiatives. Elsa seconded Marvin Boomer's suggestion that resilience hubs should be in trusted community locations within vulnerable communities, as this could also foster job creation within the EBCE's territory. Additionally, Elsa agreed with Jim Lutz that local clean energy could help mitigate risks associated with wildfires, public safety shutdowns, and resource adequacy demands. They criticized EBCE's lack of significant investment in local development and urged the organization to reassess its funding allocation to fulfill its principal mandate of community energy provision.

**Committee discussion (continued):**

- **(47:58) Chair Balch (Pleasanton)** asked if there is a staff constraint issue that is preventing the direct funding of CBO-sponsored projects in the Community Resilience and VPP management program, and if that might be the reason that \$2M in technical grant writing assistance for CBOs has been recommended in the budget. (see Slide 17 in the presentation)

- **(51:50) Member Marquez (Alameda County)** asked for staff to develop community resilience and VPP funding eligibility metrics and criteria within one fiscal year.
- **(53:31) Chair Balch (Pleasanton)** supported Member Marquez' request for community resilience and VPP eligibility metrics and criteria, and asked if a pilot program to directly fund eligible CBOs could be developed.
- **(54:20) Member Tiedemann (Albany)** asked if staff capacity can be increased to expand the possibilities for what can be done with community development funding.
- **(56:07) Member Andersen (Piedmont)** thanked staff for thinking about the proper level of discounts and premiums to provide relative to rising PG&G rates, especially for customers who receive Renewable 100 as their default option. Member Balch followed up by asking if options for a change in the discount rate could be provided to the Board to decide.
- **(56:25) Member Balch (Pleasanton)** cautioned staff to consider the risk of recession on its projections for uncollectables collection, and he lent support for developing metrics and criteria for the direct funding for CBO-sponsored projects in the community resilience program.

#### 5. EBCE Name Proposal (Informational Item)

Present the process and proposed new name for EBCE

##### Committee Discussion (preliminary questions):

- **(1:22:01) Member Hu (Dublin)** expressed approval of the relationship between the proposed brand name and the inclusion of the Central Valley in EBCE's service territory but asked if staff had considered the implications of further territory expansion on the name.
- **(1:23:57) Member Andersen (Piedmont)** asked about the thought process around choosing a popular female name for the brand, and if the name has any cultural, linguistic or religious connotations
- **(1:27:25) Member Balch (Pleasanton)** asked about the use of acronyms such as ACE for Ava Community Energy, which staff discouraged.

**(1:28:27) Audrey Ichinose** expressed appreciation for the presentation and suggested a branding alteration. She proposed capitalizing the "v" in the proposed brand name "Ava Community Energy" to emphasize the connection between Alameda County and the Central Valley. In her opinion, this small change could strengthen the institutional aspect of "Community Energy" and emphasize this agency's electrical power reliability.

**(1:30:11) Elsa**, a member of the Local Clean Energy Alliance, expressed concern about EBCE's proposed rebranding to "Ava Community Energy." They criticized the emphasis on personalization and compared it to digital assistants like Alexa or Siri, arguing that such an approach is inappropriate for a public agency that provides essential services. Elsa echoed Audrey Ichinose's sentiments about needing a formal, institutional name, suggesting an acronym or the name "East Bay and Valley Community Energy". They also questioned the marketing strategy of associating the public agency with an "energetic and earthy" name, viewing it as adhering to corporate marketing principles.

**(1:32:01) Jessica Tovar** shared feedback on the proposed rebranding to "Ava Community Energy" and suggested that a verb-like name might be more appropriate for the agency. Jessica Tovar questioned the timing of the rebranding, given the ongoing issues with integrating Stockton and the CPUC's halt due to resource adequacy concerns. Jessica Tovar emphasized the significance of the name change and its potential permanence, promising to continue gathering reactions to the proposed name.

**Committee discussion (continued):**

- **(1:36:36) Member Tiedemann (Albany)** recommended that rebranding campaigns emphasize that EBCE, or "Ava Community Energy", is a public agency that is not profit maximizing. Member Tiedemann stated that this is an important point to communicate to Renewable 100 customers. Member Tiedemann also stated that it is important to provide education about new branding to city staff so they are prepared to answer constituent's questions.
- **(1:38:46) Member Andersen (Piedmont)** asked for feedback from staff about Audrey Ichinose's suggestion to capitalize the "V" in "Ava Community Energy".
- **(1:40:04) Member Hu (Dublin)** requested that staff emphasize the continuity between "EBCE" and "Ava Community Energy" because the public might think that those names describe two separate entities.
- **(1:40:37) Member Marquez (Alameda County)** asked for staff to provide an estimate for when the logo redesign process will begin.

**6. CAC Term Extension + Stockton Membership (Informational Item)**

Proposal to extend current expiring CAC terms by six months and add an interim member for Stockton

**Committee discussion:**

- **(1:48:00) Member Marquez (Alameda County)** asked for an estimate for when the Board will receive an update about next steps.
- **(1:52:32) Member Hu (Dublin)** asked how many times a CAC member can renew their two-year terms.
- **(1:53:02) Chair Balch (Pleasanton)** spoke in opposition to extending the CAC member term length by six months, stating that opportunities should be provided for people to participate on the Community Advisory Committee. Chair Balch also requested for staff to think about realigning the Board, Subcommittee and CAC calendars back to the fiscal year.

**7. Committee Member and Staff Announcements including requests to place items on future Committee Agendas**

**There were no Committee Member or staff announcements.**

**8. Adjourn**

*The next Executive Committee meeting will be held on July 5, 2023 at 9:00 am at:  
Conference Room 1*

*East Bay Community Energy*  
*1999 Harrison St, Ste 800*  
*Oakland, CA 94612*