

MARIN ENERGY AUTHORITY
BOARD MEETING
THURSDAY, June 6, 2013
7:00 P.M.
SAN RAFAEL CORPORATE CENTER, TAMALPAIS ROOM
750 LINDARO STREET, SAN RAFAEL, CA 94901



Roll Call

Present: Damon Connolly, City of San Rafael, Chair
Kathrin Sears, County of Marin
Bob McCaskill, City of Belvedere
Diane Furst, Town of Corte Madera
Len Rifkind, City of Larkspur
Denise Athas, City of Novato
Tom Butt, City of Richmond
Ford Green, Town of San Anselmo
Ray Withy, City of Sausalito
Emmett O'Donnell, Town of Tiburon

Absent: Larry Bragman, Town of Fairfax
Ken Wachtel, City of Mill Valley
Carla Small, Town of Ross

Staff: Dawn Weisz, Executive Officer
Elizabeth Kelly, Legal Director
Beckie Menten, Energy Efficiency Coordinator
Jamie Tuckey, Communications Director
Emily Goodwin, Internal Operations Coordinator
Shalini Swaroop, Regulatory Counsel
John Dalessi, Technical Consultant
Kirby Dusel, Technical Consultant
Alex DiGiorgio, Community Affairs Representative
Darlene Jackson, Clerk

Public Session: 7:12 PM

Agenda Item #1- Board Announcements (Discussion)

None

Agenda Item #2 – Public Open Time (Discussion)

Ronnie Bargotta, CEO, a small start-up San Jose energy company, introduced his company to MCE and invited MCE

and perhaps a third party expert to visit his facility and learn about their progress. Chair Connolly expressed appreciation to Mr. Bargotta on behalf of the Board for his introduction and explained because he is not on the agenda, the Board is unable to discuss the topic in greater detail.

Agenda Item #3 –Resolution 2013-05 Commemorating Richard Collins

Time was allocated for comments: Executive Officer Weisz shared her gratitude and expressed thanks for Dick's years of service on the Board and having had the opportunity to know and work with him. Each board member took turns reading recitals of the resolution. Ms. Weisz also explained the tradition of a plant presentation and how it will live in the MEA office in memory of Dick Collins.

Barbara Thornton, original MEA Board member and former colleague of Dick Collins had sentiments to share, as did Directors Connolly and O'Donnell.

M/s Sears/Greene (passed 10-0-3) approved Resolution 2013-05 Commemorating the Life and Legacy of Richard "Dick" Collins. Directors Bragman, Small and Wachtel were absent.

Agenda Item #4 – Report from Executive Officer (Discussion)

Executive Officer Dawn Weisz reported on the following:

1. July Board Meeting rescheduled to July 11th due to July 4th holiday. We have 10 confirmed Board members so please notify Darlene as soon as possible to ensure that we have a quorum for that meeting. Attendance is important as we typically do not have a Board meeting in August.
2. Annual September Board Retreat. This is a full day commitment, we are looking at Monday 9/23 as well as Wednesday 9/25 as possible dates and it looks like Wednesday 9/25 is the preferred date. Once all have responded, an invitation will be sent out to everyone. Please respond to Darlene's Doodle Poll and the invitation upon receipt.
3. Press regarding Mill Valley's Green Power Community sign, specifically the decision of where to display their sign, created some debate amongst city leadership. She suggested that other communities might want to facilitate similar dialogue when positioning their signs to stir interest in the program and some sense of ownership as to where it is located for optimal impact.

Agenda Item #5 – Consent Calendar (Discussion/Action)

- C.1 Minutes from 5.2.13 Board Meeting
- C.2 Monthly Budget Report
- C.3 Report on Approved Contracts

M/s Sears/Athas (passed 9-1-3) approved all items on the consent calendar. Directors Bragman, Small and Wachtel were absent. Director Furst abstained.

Agenda Item #6 Energy Efficiency Update (Discussion)

Energy Efficiency Coordinator, Beckie Menten, reported on the accomplishments and progress of various stages of the Energy Efficiency (EE) program.

Accomplishments:

- Small Commercial – program is in full swing and has been conducting door to door canvassing in San Rafael during the months of April and May.
- Pros and Cons of whole building approach on small commercial.
- Proposed coordination with Richmond SmartLight program in Marin County.

Multifamily

- The multifamily program is in full swing with three projects in progress and six in the pipeline.

Single Family

- Schools pilot program is in full swing.
- The 'My Energy Tool' website was linked to the Google Analytics site which will provide MEA with information on web traffic to the web portal.

Financing**Multifamily and Small Commercial On-Bill Payment (OBR)**

- The Operating Agreement for the small commercial and multifamily OBR program is an important step towards finalizing the OBR program.
- Energy Efficiency staff is working with program subcontractors to ensure that energy evaluation reports include information about the availability of financing.

Single Family OBR

- Executed Term Sheet with First Community Bank for MCE consumer loan program.
- Unsecured lending available at 6.5% interest rate for FICOs as low as 640.

Ms. Menten responded to questions from the Board and a recommendation from Chair Connolly that a communications strategy be developed so that the public is made aware. Director Connolly expressed Board appreciation for the time that Ms. Menten takes to evaluate all aspects of the EE program.

Ms. Menten commended Program Coordinator, Rafael Silberblatt, for his support and participation provided on the communications front and working with the public at various fairs and events.

Communications Director, Jamie Tuckey, explained a new aspect of MEA's participation in the fair this year in the form of sponsorship of activities, etc. Director Greene recommended that live demonstrations be made available as well, specifically to promote the My Energy Tool.

NOTE: DIRECTOR BRAGMAN ARRIVED AT THE BEGINNING OF AGENDA ITEM #6 PRESENTATION.

Agenda Item #7 Agreement with River City Bank to Provide Services for the MCE On-Bill Repayment Program (Discussion/Action)

Energy Efficiency Coordinator, Beckie Menten, briefly explained the relationship between MEA and River City Bank and some of the services they will provide to MEA through this agreement. She also discussed how the RCB role and responsibilities are directly related to the OBR program, its funding and services provided.

Ms. Menten responded to questions from the Board. Chair Connolly thanked Ms. Menten for her efforts in the implementation and maintenance of the energy efficiency program.

M/s Sears/Green (passed 11-0-2) approved Resolution 2013-06 Authorizing approval of the Agreement with River City Bank to Provide Services for the MCE On-Bill Repayment Program and authorizing the Executive Officer to make non-material changes to the Agreement as necessary. Directors Small and Wachtel were absent.

Agenda Item #8 MEA Green House Gas Emissions Analysis & Reporting (Discussion/Action)

Technical Consultant, Kirby Dusel, presented on Green House Gas Emissions.

- The usage, distribution and web posting of MCE's Emission Factor Certification Template as provided by the Climate Registry is now available for our customers.
- Understanding MCE's GHG Emission Factors was also discussed.

Mr. Dusel responded to questions from the Board and the public.

M/s Sears/Green (passed 11-0-2) approved the use, distribution and web posting of 1) MCE's Emission Factor Certification Template, as provided by The Climate Registry; and 2) the "Understanding MCE's GHG Emission Factors" document. Directors Small and Wachtel were absent.

Agenda Item #9 – Communications Update (Discussion)

Communications Director, Jamie Tuckey, briefly discussed following updates:

- 15 meetings have been added to the Community Events list since the April meeting.
- Call center update; 24-hour support during enrollment so that people may call in and be assured of being attended to by someone live. She provided opt out percentages and shared that call hold times have been kept to a minimum.
- Richmond advertisements – April through July in several local and demographic specific print publications and online forums.
- Website traffic is following trend of traffic to the call center.
- Significant deep green interest in Richmond thus far.

Website Traffic Sources

- Direct
- Search Engines
- Referral/Campaign traffic
- Traffic by City

Ms. Tuckey responded to questions from the Board.

Agenda Item #10 – Employee Commute Alternatives Program (Discussion/Action)

Internal Operations Coordinator, Emily Goodwin, presented a summary of the proposed program and described how MEA can capitalize on this type of alternatives program.

- This would be a 6-month pilot to be reevaluated in January 2014.
- The annual program cost is expected to range from \$4500-\$6800.

- Feedback was incorporated from Executive Committee and staff along with industry best practices.
- The program can serve as an important feature of the employee benefits package that simultaneously enhances one of MEA's primary agency goals: to reduce GHG emissions.

M/s Sears/Athas (passed 11-0-2) approved proposed MEA Employee Commute Alternatives Program and direct staff to proceed with implementation. Directors Small and Wachtel were absent.

Agenda Item #11 – Regulatory Update (Discussion)

Legal Director, Elizabeth Kelly, provided an update on:

- Petition for Rulemaking
- Long Term Procurement Plan (LTPP)

PG&E produced requested SMARTmeter data that has been used by the Energy Efficiency program.

Ms. Kelly responded to questions from the Board.

Agenda Item #12 Board Member & Staff Matters (Discussion)

Director Sears announced there was a joint meeting of county supervisors in Napa, Executive Officer Weisz presented and things went very well.

Director Greene spoke briefly about MEA being in a good position in terms of its public profile. He thanked the staff and encouraged them to continue with their contributions in maintaining such an excellent position and pushing to maintain that position. He also suggested that, since MEA is in such a favorable position in the public eye, staff check into what it would take to have an MEA sign made available on SRCC campus. Internal Operations Coordinator, Emily Goodwin, will check into it and report at next Board meeting.

Agenda Item #13 – Adjourn

9.18PM



Damon Connolly, Chair, Marin Energy Authority

ATTEST:



Dawn Weisz, Executive Officer

