



MEMORANDUM

To: Anson Moran, Commission President
Newsha Ajami, Commission Vice President
Sophie Maxwell, Commissioner
Tim Paulson, Commissioner

Through: Dennis J. Herrera, General Manager (DJH)
Barbara Hale, Assistant General Manager, Power (BH)

From: Peter Gallotta, Communications Manager, Power (PG)
John Coté, Communications Director (JC)

Date: August 15, 2022

Subject: CleanPowerSF 2022 Integrated Resource Plan Communications and Outreach Plan

Background

Staff developed a Communications and Outreach Plan for CleanPowerSF's 2022 Integrated Resource Plan (Plan) with a goal of informing and educating community members and customers about the 2022 Plan, including its schedule and process, and providing avenues for community members to share their input, ideas, and feedback. The Communications and Outreach Plan is broken into two phases:

- Phase 1 (June-July) focused on soliciting input from community members and customers through a digital survey, two virtual community workshops, and public presentations to the SFPUC Commission, SFPUC Power CAC, and the Local Agency Formation Commission (LAFCo).
- Phase 2 (September-October) will focus on soliciting feedback about the 2022 Integrated Resource Plan modeling results in order to cultivate an understanding of electricity resource planning and ascertain community preference on a staff recommended Preferred Portfolio. Phase 2 outreach will include a formal written public comment period and virtual community listening sessions.

Goals of 2022 Plan Outreach

- Inform and educate the public and interested parties about the Integrated Resource Plan process and build greater awareness of the City's energy supply needs, challenges, and opportunities.
- Create space(s) and opportunities for the public to provide feedback, input, and ideas to SFPUC staff about the Plan and other issues relevant to CleanPowerSF services and programs.
- Increase transparency around the Plan by proactively communicating to community members about the schedule and process, providing a draft Plan to

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the public before adoption, and providing opportunities for direct feedback throughout the process.

- Expand public engagement by reaching out to a broader group of interested parties to ensure diverse interests are communicated with about the Plan and have an opportunity to provide feedback.

Key Objectives

- Communicate with interested parties early and often to inform them about 2022 Plan updates, meetings, and action items.
- Update and maintain a dedicated resource webpage on CleanPowerSF.org for the public to access information about the Plan, including opportunities to comment or attend workshops.
- Schedule, facilitate, and host virtual community meetings focused on discussion of the 2022 Plan.
- Provide opportunity for members of the public to provide written input/comment at two stages of the 2022 Plan development process (pre-draft, post-draft).
- Compile and share feedback with CleanPowerSF team to inform analysis and staff recommendations.

Communities Reached

Building upon and learning from the outreach cycle for the 2020 Plan, CleanPowerSF significantly expanded its community and organizational reach for the 2022 Plan. This year, more than 600 community-based organizations (CBO), including environmental, climate, racial and economic justice groups, merchants' associations, labor unions, and political organizations were communicated with about the opportunity to provide input through the online digital survey or via the virtual community workshops. The same community organizations will also be invited to provide comment in September about the modeling results to help inform the staff recommended Preferred Portfolio that must be submitted to the California Public Utilities Commission by November 1, 2022.¹

In addition to reaching out directly to hundreds of CBO's, CleanPowerSF, for the first time, invited customers to directly weigh in on the 2022 Plan through information provided in CleanPowerSF's customer e-newsletter, which reaches more than 200,000 customers, as well as on NextDoor, a social media platform that enables direct communications with neighborhood residents. Lastly, staff reached out directly to community members active in the SFPUC's quarterly Community Power Update meetings, LAFCo Commissioners, SFPUC Commissioners, and SFPUC CAC members and provided a briefing presentation to Jobs with Justice San Francisco and local environmental justice groups.

Summary of Feedback Received to Date

As part of its Phase 1 outreach, CleanPowerSF deployed, for the first time, a digital survey to solicit written input from customers and community members about the 2022 Plan. In addition, CleanPowerSF hosted two virtual community workshops (similar to the quarterly Community Power Update meetings hosted by the SFPUC) in which members of the public were invited to attend, provide feedback, and learn more about the IRP's scope, methodology, and process.

1. Results of Digital Survey

- Survey was live from June 6th to July 8th
- Received 68 responses total
 - Demographics:
 - 92.1% of respondents identified as a CleanPowerSF customer

¹ CleanPowerSF is required to submit a Preferred Portfolio as part of its 2022 Plan that demonstrates consistency with state goals and achieves emissions that are equal to or less than its proportional share of statewide electric sector emissions.

- 47.7% SuperGreen customers
- 35.4% Green customers
- 16.9% N/A
- Self-reported data on race/ethnicity
 - White: 62.9%
 - Asian or Pacific Islander: 21%
 - Multiracial or Biracial: 6.5%
 - Race/Ethnicity not listed here: 3.2%
 - Black or African American: 3.2%
 - Hispanic or Latino: 1.6%
 - Native American or Native Alaskan: 1.6%

Findings

- 86% of respondents “Agree” or “Strongly Agree” that achieving a 100% clean electricity supply by 2025 should be the focus of CleanPowerSF’s resource planning process
- 73.1% of respondents “Agree” or “Strongly Agree” that developing renewable energy projects in the Bay Area is worth a potential increase in rates. 12.7% of respondents are “Neutral”
- 71.4% of respondents “Agree” or “Strongly Agree” that CleanPowerSF’s long term rates should remain competitive with PG&E’s. 20.6% of respondents are “Neutral”
- 55.5% of respondents plan to provide feedback on CleanPowerSF’s draft 2022 Plan and analysis results

2. Results of Virtual Community Workshops

CleanPowerSF held two virtual community workshops to provide an overview of the Integrated Resource Plan requirements and process as well as to solicit input about the issues that CleanPowerSF should prioritize in the 2022 Plan, such as affordability, reliability, and sustainability.

Workshop Recap

- Invited: 600+ community community-based organizations and their respective contacts
- Workshop 1 (June 21): 13 attendees; 25 confirmed registrants
- Workshop 2 (June 23): 11 attendees; 17 confirmed registrants
- Community organizations represented:
 - 350 San Francisco
 - Climate Fresk
 - Democratic Socialists of America, SF Chapter
 - Haight Ashbury Neighborhood Council
 - Lindow Editorial Services
 - Paragon Energy Capital
 - San Francisco Bay Physicians for Social Responsibility
 - San Francisco Clean Energy Advocates (SFCEA)
 - San Francisco Climate Emergency Coalition
 - San Francisco Local Agency Formation Commission (LAFCo)
 - San Francisco Tomorrow
 - SFPUC Citizens Advisory Committee
 - Sierra Club
 - Tenderloin Neighborhood Development Corporation (TNDC)
 - The Greenlining Institute
 - University of California San Francisco (UCSF)

Summary of Workshop Input Received

Affordability/Equity

- Prioritize projects that will yield the fastest benefits/savings to customers and community members
- Help organize and fund decarbonization by implementing pilot programs in affordable housing to use as a success model for other neighborhoods
- Create more sliding-scale rates for all income levels, not just programs for low-income families

Reliability

- Ensure that electrification programs contribute to grid resiliency rather than potentially detracting from it
- Consider how to improve local resiliency to potential risks like blackouts
- Ensure that energy remains reliable in the event a natural disaster disrupts the grid, despite the energy being produced hundreds of miles away

Sustainability

- Consider battery storage components for 100% renewable transition
- Ensure that lifecycle impacts of battery technologies are incorporated when considering energy storage projects
- Consider launching an educational campaign to encourage landlords to switch to electric appliances

Engagement Next Steps

CleanPowerSF has compiled and reviewed the input received by community members and customers through the Phase 1 outreach process. The feedback received includes comments relevant for the 2022 Plan as well as feedback that is relevant for CleanPowerSF program development and service delivery beyond the scope of the 2022 Plan. Feedback has been provided to the appropriate SFPUC staff for review and consideration.

Staff is now preparing for Phase 2 outreach, which will focus on inviting comments on the 2022 Plan modeling results to help inform the staff recommended Preferred Portfolio, which will be presented to the SFPUC Commission for approval in October. CleanPowerSF will also host two virtual listening sessions with community members to hear verbal comments and answer questions.

Integrated Resource Plan modeling results will be released publicly beginning in early September, and CleanPowerSF will be proactively communicating with community groups and customers about the availability of documents and information to review, when the four-week public comment period begins and concludes, as well as the dates of the virtual community listening sessions. Information will be updated regularly for the public at: www.cleanpowersf.org/resourceplan.

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