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City of Sunnyvale

Sally Meadows, Vice Chair
City of Los Altos

Elliot Scozzola
City of Campbell

R "Ray" Wang
City of Cupertino

Zach Hilton
City of Gilroy

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Garry Barbadillo
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City of Monte Sereno

Yvonne Martinez Beltran
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Pat Showalter
City of Mountain View

Chuck Page
City of Saratoga

Otto Lee
County of Santa Clara

svcleanenergy.org

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Suite 330
Sunnyvale, CA 94087

**Silicon Valley Clean Energy Authority
Board of Directors Special Meeting**

Wednesday, February 11, 2026
6:15 pm

Sunnyvale Civic Center
456 W. Olive Avenue
Sunnyvale, CA

Teleconference Meeting
Webinar:

<https://svcleanenergy-org.zoom.us/j/89924077063>

Telephone (Audio Only):
US: +1 669-219-2599
Webinar ID: 899 2407 7063

Members of the public may also attend this meeting in person, or observe this meeting electronically by accessing the meeting via instructions above. Public Comments can be sent in advance of the meeting via email up to three hours before the meeting begins to Board Clerk Andrea Pizano at Andrea.Pizano@svcleanenergy.org and will be distributed to the Board of Directors. The public will also have an opportunity to provide comments during the meeting. Members of the public participating remotely and using Zoom may comment during public comment or the applicable agenda item by using the Raise Hand feature and you will be recognized by the Chair. Those using the telephone (audio only) feature should press star 9 on your phones to initiate the "Raise Hand" function in Zoom. You will then be announced, unmuted, and your time to speak will begin.

The public may provide comments on any matter listed on the Agenda. Speakers are customarily limited to 3 minutes each, however, the Board Chair may increase or decrease the time allotted to each speaker based on the number of speakers, the length of the agenda and the complexity of the subject matter. Speaking time will not be decreased to less than one minute.

If you are an individual with a disability and need a reasonable modification or accommodation pursuant to the Americans with Disabilities Act ("ADA") please contact Board Clerk Andrea Pizano at Andrea.Pizano@svcleanenergy.org prior to the meeting for assistance.



AGENDA

Larry Klein, Chair
City of Sunnyvale

Call to Order

Sally Meadows, Vice Chair
City of Los Altos

Roll Call

Elliot Scozzola
City of Campbell

Public Comment on Matters Not Listed on the Agenda

R "Ray" Wang
City of Cupertino

The public may provide comments on any matter not listed on the Agenda provided that it is within the subject matter jurisdiction of SVCE. Speakers are customarily limited to 3 minutes each, however, the Board Chair may increase or decrease the time allotted to each speaker based on the number of speakers, the length of the agenda and the complexity of the subject matter. Speaking time will not be decreased to less than one minute.

Zach Hilton
City of Gilroy

George Tyson
Town of Los Altos Hills

Regular Calendar

Rob Rennie
Town of Los Gatos

- 1) Receive Update on Communications and Marketing Strategy (Informational)

Garry Barbadillo
City of Milpitas

Adjourn

Bryan Mekechuk
City of Monte Sereno

Yvonne Martinez Beltran
City of Morgan Hill

Pat Showalter
City of Mountain View

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Staff Report – Item 1

Item 1: Receive Update on Communications and Marketing Strategy

From: Monica Padilla, CEO

Prepared by: Pamela Leonard, Deputy Director of Marketing & Communications

Date: 2/11/2026

RECOMMENDATION

Staff requests that the Silicon Valley Clean Energy (SVCE) Board of Directors (“Board”) receive an information item that offers an overview of the SVCE communications and marketing strategy and examples of recent successful campaigns to engage customers with SVCE resources, offers, and services.

BACKGROUND

Since the inception of SVCE, it has been critical that the agency execute a robust communications and outreach strategy to inform customers of their energy choices. With the opt-out service model, customers did not need to take any action to participate in SVCE. This, combined with being a new public entity, means that the agency started from zero with regard to customer awareness back in 2016. Over the years, SVCE has therefore taken many approaches to inform customers about its services and local impact.

When SVCE began offering customer programs, strategic marketing became crucial to the implementation and success of these programs that deliver on the agency’s mission to decarbonize. To successfully meet program enrollment goals, SVCE marketing must be relevant, interesting and compelling to the right audiences at the right time. The agency has seen a lot of success with its communications and marketing strategies to date, and staff continue to learn, optimize and refine its tactics with each campaign.

ANALYSIS & DISCUSSION

SVCE staff will address the information item as a presentation to the Board.

STRATEGIC PLAN

The activities and strategies highlighted in this update are an effort to deliver on the SVCE Strategic Plan Goal 8, “Engage customers and community stakeholders to build trust of SVCE and advance decarbonization.”

FISCAL IMPACT

N/A