

## Notes from the 4/18/19 Policy Board Meeting:

The following examples of performance goals and metrics were proposed by Chair McPherson and approved by the Policy Board with additional comments and input as noted below:

- (1) Successfully launch commercial and residential service on schedule (3/1/18 and 7/1/18 respectively) with less than a 2% customer opt-out rate for both sectors. Policy Board guidance- Discuss feasibility with the CEO and option to go up to a 5% opt-out.
- (2) Fully pay back MBCP's start up loan and debt to Santa Cruz County on or before 9/1/18. Maintain the line of credit until the agency has realized its goal of establishing reserves equal to 50% of the annual operational budget.
- (3) Develop a comprehensive community outreach plan by August 1, 2018 for the next fiscal year that focuses on public education, community partnerships, keeping the website current through monthly updates and maintaining media relationships. Include quantitative goals with timelines for each category.
- (4) Form the Community Advisory Committee (CAG) no later than 7/1/18. Provide staff support to assist the CAG :
  - (a) in drafting by-laws, goals and objectives by 9/1/18; and
  - (b) drafting initial recommendations regarding complimentary programs as part of the new fiscal year budget effective 10/1/18.
- (5) Other operational metrics and goals as deemed important by the Ad Hoc Committee and consistent with the overall strategic goals of the agency:
  - Maximize greenhouse gas emission reductions
  - Reduce customer costs (stabilize rates for the future)
  - Invest in local energy programs and projects

### Additional comments and input from Policy Board members:

- Include more quantitative metrics, especially on (3) and (5).
- The short term goals should be no more than 5.
- Include a goal regarding public relations between the CEO and the community.
- Goals around the legislative and regulatory issues on the State level.
- Goals regarding the development of an excellent work place- (i.e., leadership, managing, resourcing, competitively compensating, mentoring employees.)

- Goals to make sure that MBCP is running a green organization, (internal operations.)
- Include a goal to produce a comparative report annually that shows MBCP's performance as compared to similar size and scope CCE agencies, (i.e. rates, ghg reduction, pay scale for employees, pay scale for CEO, complimentary programs, as examples of what to compare.)
- Proposal from Tom regarding what standing Board committees would be of assistance during start-up (2018 through 2019),
- Proposal from the Ad Hoc regarding the process and evaluation tools to evaluate the CEO.