



**San Francisco Public Utilities Commission
 Citizens' Advisory Committee**

MEETING MINUTES

**Tuesday, February 16, 2021
 5:30 p.m. – 7:00 p.m.**

PARTICIPATE VIA BLUEJEANS VIRTUAL CONFERENCE SOFTWARE

Meeting URL

<https://bluejeans.com/981325335/>

Phone Dial-in

408.317.9253

Meeting ID

981 325 335#

This meeting is being held by Teleconference Pursuant to the Governor's Executive Order N-29-20 and the Sixteenth Supplement to Mayoral Proclamation Declaring the Existence of a Local Emergency Dated February 25,2020

During the Coronavirus Disease (COVID-19) emergency, the San Francisco Public Utilities Citizens Advisory Committee's (SFPUC CAC) regular meeting room, 525 Golden Gate Ave., 3rd Floor Tuolumne Conference Room, is closed. CAC Members and SFPUC staff will convene CAC meetings remotely by teleconference. Members of the public are encouraged to submit their public comment on agenda items in advance of the teleconference meeting by emailing comments to cac@sfwater.org. Comments submitted no later than 12 PM Tuesday the day of the meeting will be read into the record by SFPUC CAC Staffing Team members during the teleconference meeting and will be treated as a substitute to providing public comment during the meeting. Persons who submit written public comment in advance on an agenda item or items will not be permitted to also provide public comment on the same agenda item(s) during the meeting.

Mission: The purpose of the SFPUC CAC is to provide recommendations to the SFPUC General Manager, the SFPUC Commission, and the Board of Supervisors regarding the agency's long-term strategic, financial, and capital improvement plans ([Admin. Code Article XV, Sections 5.140 - 5.142](#))

Members:

Anietie Ekanem, Chair (D10)

- Marria Evbuoma (D1)
- Suki Kott (D2)
- Steven Kight (D3)
- VACANT (D4)
- Emily Algire (D5)
- Amy Zock (D6)
- VACANT (D7)
- Amy Nagengast (D8)

- Moisés García (D9)
- Jennifer Clary (D11)
- Austin Hunter (M-Environmental Org.)
- Nicole Sandkulla (M-Regional Water Customers)
- Mark Tang (M-Engineering/Financial)
- Eliahu Perszyk (M-Large Water User)
- VACANT (B-Small Business)
- VACANT (B-Environmental Justice)

London N. Breed
 Mayor

Sophie Maxwell
 President

Anson Moran
 Vice President

Tim Paulson
 Commissioner

Ed Harrington
 Commissioner

Newsha Ajami
 Commissioner

Michael Carlin
 Acting
 General Manager

OUR MISSION: To provide our customers with high-quality, efficient and reliable water, power and sewer services in a manner that values environmental and community interests and sustains the resources entrusted to our care.



D = District Supervisor appointed, M = Mayor appointed, B = Board President appointed

Staff Liaisons: Tracy Zhu and Mayara Ruski Augusto Sa

Staff Email for Public Comment: cac@sfwater.org

ORDER OF BUSINESS

1. Call to order and roll call 5:32 pm

Members present at roll call: (10) Ekanem, Evbuoma, Kott, Algire, Nagengast, García, Clary, Hunter, Tang, Perszyk

Members absent: (3) Kight, Zock, Sandkulla

Staff/Presenters: Teresa Young, Benito Capuyan, Lawrence Chew, Chris Colwick, Miriam Stone, Peter Judd, Brenna Kilpatrick, Dava Guthmiller

2. Approve [January 19, 2021](#) Minutes

Amendment: Member Nagengast proposed an amendment to add links shared via email to the minutes.

Motion was made (Clary) and seconded (Tang) to approve the amended January 19, 2021 Minutes

AYES: (10) Ekanem, Evbuoma, Kott, Algire, Nagengast, García, Clary, Hunter, Tang, Perszyk

NOES: (0)

ABSENT: (3) Kight, Sandkulla, Zock

Public Comment: None

3. Report from the Chair

- Welcome members, staff, and the public
- Thanked all members for their dedication
- Shared the good outcome of the meeting held with the Acting General Manager Michael Carlin
- Subcommittee Updates
 - Moisés García, Power CAC: summarized the January meeting with AGM Hale and the agenda plans for the year ahead.
 - Amy Nagengast, Wastewater CAC: the focus moving forward will be stormwater runoff and its charge, collection, and sewer laterals. Chair Nagengast invited everyone to join the next meeting that will cover Ocean Beach Climate Adaptation Plan, Westside Pump Station, and sewer laterals.
 - Jennifer Clary, Water CAC: the first meeting of the year was focused on budget and the worksheet that shows water demand and supply. The Urban Water Management Plan will

be released for public comment on April 5, 2021, and she suggested having this plan presented to the Full CAC.

Public Comment: None

4. **Public Comment:** Members of the public may address the Committee on matters that are within the Committee's jurisdiction and are not on today's agenda

Public Comment: None

5. **Presentation and Discussion:** [SFPUC Website Transformation](#)

Presenters

- Teresa Young, Communications Manager – Creative & Digital Strategy
- Lawrence Chew, ITS Business Applications Manager
- Benito Capuyan, ITS Web Administration & Development

Presentation:

- Meet the Team
- Why: Existing Website Not Meeting Needs
- Mobile Friendly Site Navigation
- How: Collaborative Process
- What: Site Vision: lists the guiding principles.
- User Focused Approach
- SFWater.org to SFPUC.org
- Website Preview: how to manage your banners; most used pages; quick links; editorialize content; new widgets; more visual approach; smarter search; better tab for programs.
- Future: translations will be added; website optimization according to feedback
- Mobile Device Preview: the new website adjusts to the device
- Launch & Rollout: paper bills; social media; press releases. Both websites will coexist for a while before sfwater.org only redirects to the new website.
- Launch & Rollout for Employees
- Launch & Rollout for Customers: use of each website will be monitored.
- Launch & Rollout Employee Emails: email domain will match website domain and format will change to name and last name.
- Next Steps: keep training and getting feedback; official launch February 28, 2021; continue to enhance the new website.

Discussion:

- **Chair Ekanem** asked where can grants be accessed.

Staff Young demonstrated where to access the information. The grants are now located under "Programs".

- **Member Nagengast** asked how do key water quality blend data like the ones at the bottom of groundwater page get elevated with the new website so it is more easily accessible and found (<https://www.sfwater.org/index.aspx?page=1136>).

Staff Young water information is located under “Programs”, “Local Water”, “Groundwater”. The website has a friendlier tone, but all the content has been brought to the new website. The learning tab is also a good resource and it has an area dedicated to educators and another to individuals.

- **Member Perszyk** asked if any improvements to electronic forms and processing were made.

Staff Young responded that forms are done so differently in the current website that they need to be looked across the PUC and how to approach this would be addressed in next steps.

- **Chair Ekanem** asked how to view programs, like the no-shutoff program or other programs to avoid water, power, sewer shutoffs.

Staff Capuyan answered that the information has been included in areas where we address payment options and bill relief.

- **Member Evbuoma** asked if visitors will be redirected from the old site to the new one.

Staff Young answered that visitors will eventually be redirected to the new website and the websites will coexist temporarily.

- **Chair Ekanem** asked if “Bill Relief” is still the first option under “Account & Services” in the new website.

Staff Young answered positively and demonstrated where the information can be found.

- **Member Hunter** asked if February 28, 2021 was the original launch date.

Staff Young answered that the website is workable already, but it is still password protected and not publicly available while bugs are being cleaned. It is possible that the website will be ready before February 28.

- **Member Hunter** asked if that means that launch will happen ahead of schedule.

Staff Young answered that the original launch was delayed due to leadership changes and decisions about adopting a ‘.org’ or a ‘.gov’.

Staff Chew explained that there are additional requirements to achieve the ‘.gov’ domain. The ‘.gov’ domain makes it clear that the agency is a governmental entity and the SFPUC considered this option. However, the challenges posed by the requirements made less sense with the pandemic.

- **Member Hunter** asked if a post assessment will be done.

Staff Chew answered that this will be used as a learning process.

- **Member Hunter** asked what are going to be the prioritization matrix to choose the criteria to evaluate site improvement.

Staff Young answered that both sites will be monitored for a while and the data about behaviors will be gathered. A new tool will give a lot more insight into behaviors.

Member Hunter suggested developing prior metrics.

- **Chair Ekanem** asked if people will be able to opt-out of tracking and mentioned that his preference would be to give people the ability to opt-out in the first page.

Staff Chew answered that users will be warned about optimization tools.

- **Member García** asked staff to expand on accessibility related to vision and hearing.

Staff Young answered that there are new features for vision and hearing-impaired users. Colors and fonts have been adjusted to not impact people with vision or hearing impairments.

Public Comment: None

6. Presentation and Discussion: [Stormwater Branding Effort](#)

Presenters

- Chris Colwick, Communications Manager, SFPUC
- Peter Judd, Creative Director, Noise 13
- Miriam Stone, Strategy Director, Noise 13

Presentation:

- Project Overview
- Brand Platform
- Naming
- Summary of Project Objectives: branding for the programs and services that fall under Stormwater Management
- Desired Perception Shifts: known and understood; cohesive brand; ongoing and long-term; benefits for all residents; critical investment for the future (runoff charges); shared responsibility
- Project Roadmap
- Snapshot of Discovery and Audit Activities: research, interviews, survey, workshops, and audit
- Brand Platform
- What is a Brand?
- What is a Brand Platform?
- Brand Platform Model
- Brand Audience: target audience
- Brand Promise: from runoff to renewal
- Brand Platform Summary
- Brand Activation Brainstorm
- Next Steps

Discussion:

- **Member Nagengast** mentioned that individual rate payers as a key audience feels too broad and asked how is this specific to San Francisco.

Miriam Stone answered that it is broad, but it goes beyond the ratepayer. It includes the conceptual audience for the brand, such as green leaders and people that are looking to make smart investments.

Staff Colwick added that the flipside of that is that the SFPUC has a number of programs, policies, and ordinances in place already that create a requirement or incentive to property owners or people that make decisions on property. The runoff charge will create a system to provide assistance to improve permeability and stormwater management in their property. The idea is to speak to these people, as well as a broader audience.

- **Member Perszyk** asked how bought in is the audience to this aspirational vision.

Staff Colwick answered that the aspirational vision is still being developed, but there has been engagement and support for projects such as the Green Infrastructure Grant Program, and there has been strong cooperation with the Unified School District on the Green Schoolyard efforts. Property owners have also been significantly involved and interested. The plan is to make these programs and aspirations more accessible through the language and the brand.

Miriam Stone added that the goal is to tell a more engaging story and the hope is that this will help bring people to see this vision.

- **Member Nagengast** asked how will we know if this branding effort once rolled out is successful? What metrics are being defined and will be tracked to see its efficacy?

Staff Colwick that is still in development and that will be something to work with the website team and the stormwater team.

- **Brainstorming:** Noise 13 presented a slide asking how to bring the brand to life across communications, experiences, programs and services, people and partnerships.
- **Member Hunter** asking what kind of feedback they are looking for.

Miriam Stone said that any feedback is welcome about the brand and its story.

- **Member Hunter** recommended focusing on equity. For instance, Candlestick Park has many homeless individuals and it is still flooded after the storm that happened three weeks ago. Member Hunter offered to setup an informational interview or a brainstorm with the Board of Conservation Voters.
- **Member Clary** asked if there were focus groups.

Miriam Stone responded that Noise13 focused on one-on-one interviews and not focus groups.

- **Member Clary** commented that people usually know what happens in their own neighborhood and that connecting it to this would attract people.
- **Member Evbuoma** suggested getting the community engaged and taking advantage of public spaces such as parks and beaches. Member Evbuoma also mention that most people are renters so the focus on property owners is not ideal.
- **Member Kott** said that ratepayers are different from property owners and it is necessary to look at them as two different groups.
- **Chair Ekanem** said that there is a massive apartment building and HOAs have a disconnect between water, power, and sewer usage.
- **Member Kott** said that unless there is someone that is paying the bills and receives Connections (which is the SFPUC newsletter) renters and even condo owners (building residents) won't likely be aware of the programs SFPUC offers.
- **Chair Ekanem** said that what makes it worse is that usually while they pay electricity, but they don't pay for water or sewer fees. Thus, there is no direct connect with those renters.

Public Comment: None

7. Staff report

- Reminder about empty seats;
- Reminder that the Full CAC has met eight times during the Fiscal Year 2020/2021

8. Future Agenda Items and Resolutions

- Emergency Firefighter Water System – *March*
- Racial Equity Plan Update – *tentatively March*
- Urban Water Management Plan – *April*
- Commissioner Visits
- Agency-wide Planning & Policy on Climate Change & Adaptation
- Interagency Working Group on Sea Level Rise
- Contracting Process
- Education Resolution
- PUC Properties and City Department Partnerships
- Water Equity and Water Access for Homeless
- Workforce Programs
- Water Rights and Raker Act
- Water Use and Parks
- Flooding Protection
- Water Quality Report
- Green New Deal
- Micro Hydroelectric Power
- Prop A Bond Funding

Adopted Resolutions for Follow Up

- Resolution in Support of a Skilled and Diverse Utility Workforce [adopted February 19, 2019](#)

- Resolution Honoring the Life, Activism, and Contributions of Dr. Espanola Jackson to the Local Community [adopted on April 19, 2016](#)
- Resolution on Balboa Reservoir [adopted March 15, 2016](#)

9. Announcements/Comments The next FULL CAC meeting will be on March 16, 2021. Visit www.sfwater.org/cac for confirmation of the next scheduled meeting, agenda and materials.

Member Nagengast suggested attending the Water Conservation Showcase, which is a free event scheduled for April 6,13,20,27. Members can register at <https://www.waterconservationshowcase.com>.

10. Adjournment

Motion was made (Clary) and seconded (Kott) to adjourn the meeting.

Meeting was adjourned at 7:13 PM