



**REGULAR MEETING of the Board of Directors of the
Peninsula Clean Energy Authority (PCEA)
Thursday, May 26, 2016**

San Mateo County Office of Education, Corte Madera Room
101 Twin Dolphin Drive, Redwood City, CA 94065
6:30 p.m.

Meetings are accessible to people with disabilities. Individuals who need special assistance or a disability-related modification or accommodation (including auxiliary aids or services) to participate in this meeting, or who have a disability and wish to request an alternative format for the agenda, meeting notice, agenda packet or other writings that may be distributed at the meeting, should contact Carolyn Raider, Agenda Administrator, at least 2 working days before the meeting at (650) 363-4739 and/or craider@smcgov.org. Notification in advance of the meeting will enable the PCEA to make reasonable arrangements to ensure accessibility to this meeting and the materials related to it. Attendees to this meeting are reminded that other attendees may be sensitive to various chemical based products.

If you wish to speak to the Board, please fill out a speaker's slip located on the tables as you enter the Board meeting room. If you have anything that you wish to be distributed to the Board and included in the official record, please hand it to a member of PCEA staff who will distribute the information to the Board members and other staff.

CALL TO ORDER / ROLL CALL

ADMINISTERING THE OATH OF OFFICE

The oath of office will be administered to any Board member or alternate who has not previously attended a PCEA Board of Directors meeting.

PUBLIC COMMENT

This item is reserved for persons wishing to address the Board on any PCEA-related matters that are as follows: 1) Not otherwise on this meeting agenda; 2) Listed on the Consent Agenda; 3) Chief Executive Officer's or Staff Report on the Regular Agenda; or 4) Board Members' Reports on the Regular Agenda. Public comments on matters not listed above shall be heard at the time the matter is called.

As with all public comment, members of the public who wish to address the Board are requested to complete a speaker's slip and provide it to PCEA staff. Speakers are customarily limited to two minutes, but an extension can be provided to you at the discretion of the Board Chair.

ACTION TO SET AGENDA and TO APPROVE CONSENT AGENDA ITEMS

This item is to set the final consent and regular agenda, and for the approval of the items listed on the consent agenda. All items on the consent agenda are approved by one action.

REGULAR AGENDA

1. Chair Report (Discussion)
2. Rate setting process and overview presentation (Discussion)
3. Approve the targeted energy content (renewable and GHG free) of the default product to be offered at launch (Action)
4. Marketing and communications update presentation (Discussion)
5. Banking and finance presentation (Discussion)
6. County Staff Report (Discussion)
7. Board Members' Reports (Discussion)

CONSENT AGENDA

8. Approve the minutes for the May 12, 2016 meeting (Action)
9. Changing the composition of the appointments and make new appointments to the Citizens Advisory Committee (Action)
10. Update on procurement of insurance

Public records that relate to any item on the open session agenda for a regular board meeting are available for public inspection. Those records that are distributed less than 72 hours prior to the meeting are available for public inspection at the same time they are distributed to all members, or a majority of the members of the Board. The Board has designated the Office of Sustainability, located at 455 County Center, 4th Floor, Redwood City, CA 94063, for the purpose of making those public records available for inspection. The documents are also available on the PCEA's Internet Web site. The website is located at: <http://www.peninsulacleanenergy.com>.



PENINSULA CLEAN ENERGY
Board of Directors Correspondence

DATE: May 19, 2016
BOARD MEETING DATE: May 26, 2016
SPECIAL NOTICE/HEARING: None
VOTE REQUIRED: Majority Present

TO: Honorable Peninsula Clean Energy Board of Directors
FROM: Jim Eggemeyer, Director, Office of Sustainability, County of San Mateo
SUBJECT: Rate setting process overview

RECOMMENDATION:

Receive information from staff regarding the rate setting process for PCE.

BACKGROUND:

As a Community Choice Aggregation program in the state of California, the Peninsula Clean Energy Authority (PCEA) may set and modify electric rates through action by your Board. The PCEA Community Choice Aggregation Implementation Plan and Statement of Intent ("Implementation Plan") describes the initial policies and procedures for setting and modifying electric rates for PCEA. Chapter 8 of the PCEA Implementation Plan and Statement of Intent ("Implementation Plan") describes PCEA's initial policies regarding rate design, rate objectives, and provision for due process in setting Program rates (Attachment A). PCEA's initial rates will be ultimately approved by your Board in June 2016 at a public meeting; your Board retains authority to modify program policies at your discretion.

DISCUSSION:

Rate setting is important as stable and competitive rates are one of the benefits that PCE can provide to residents and businesses in San Mateo County. They are also the main source of revenue that will be supporting the PCE program. The selected rate structure will impact cash flows, capital financing requirements, and PCE's credit profile.

Rates are designed on a forecast "test year" basis using projections of energy sales and other billing quantities. The total revenue to be collected from proposed rates is known

as the revenue requirement, which includes all program expenses forecast for the test year.

There are important policy considerations that need to be taken into account during the rate setting process including revenue sufficiency, rate competitiveness, rate stability, customer understanding, customer equity, and energy efficiency. Additionally, the rate structure would ideally be similar to the current rate structure of PG&E in order to maintain consistency and minimize confusion amongst customers.

The components of electricity rates include generation charges, transmission charges, distribution charges, non-bypassable charges, and exit fees. These charges can be further categorized based on how they are charged (e.g. if they are fixed, based on energy use, or demand). Delivery charges are the same regardless of whether the customer is with PG&E or PCE, meaning that generation charges will be the main point of comparison.

The objective of the rate setting process is to establish initial PCE generation rates that are equivalent to or a specified percentage below the current PG&E generation rates. This should take into consideration the sum of PCE generation charges and any applicable PG&E customer surcharges (i.e. exit fees). There is an expectation (but not a guarantee) that the rates will remain competitive over time. The cost of the voluntary 100% renewable energy option will also be considered and should be based on the incremental cost of supplying that additional renewable energy.

The next steps are to determine the initial PCE revenue requirement based on final energy pricing, other budgeted costs and targeted reserve contribution. The revenue requirement will also need to be evaluated in light of PG&E's anticipated rates in order to determine PCEA's ability to offer cost reductions (if applicable). Tariff options will need to be mapped relative to PG&E options. Finally, a draft schedule of PCE generation rates will need to be established.

FISCAL IMPACT:

There is no fiscal impact associated with receiving this presentation.

ATTACHMENTS

- A. Draft PCEA Community Choice Aggregation Implementation Plan and Statement of Intent: Chapter 8 – Ratesetting and Program Terms and Conditions

CHAPTER 8 - Ratesetting and Program Terms and Conditions

Introduction

This Chapter describes the initial policies proposed for the PCEA in setting its rates for electric aggregation services. These include policies regarding rate design, rate objectives, and provision for due process in setting Program rates. Program rates are ultimately approved by the Board. The Board would retain authority to modify program policies from time to time at its discretion.

Rate Policies

The PCEA will establish rates sufficient to recover all costs related to operation of the PCE Program, including any reserves that may be required as a condition of financing and other discretionary reserve funds that may be approved by the Board. As a general policy, rates will be uniform for all similarly situated customers enrolled in the PCE Program throughout the service area of the PCEA.

The primary objectives of the ratesetting plan are to set rates that achieve the following:

- 100 percent renewable energy supply option (voluntary service offering);
- Rate competitive tariff option (default service offering) with minimum 50% renewable energy;
- Rate stability;
- Equity among customers in each tariff;
- Customer understanding; and
- Revenue sufficiency.

Each of these objectives is described below.

Rate Competitiveness

The primary goal is to offer competitive rates for electric services that the PCEA would provide to participating customers. For participants in the PCEA's standard Tariff, the goal would be for PCE Program rates to be generally equivalent to (or potentially less than, subject to actual energy product pricing and decisions of the PCEA Board of Directors) the generation rates offered by PG&E. For voluntary participants in the PCE Program's 100 percent renewable energy Tariff, the goal would be to offer the lowest possible customer rates with an incremental monthly cost premium reflective of the actual cost of additional renewable energy supply required to serve such customers – based on current estimates, the anticipated cost premium for the PCE Program's 100 percent renewable supply option would be 5 to 10 percent relative to the default PCE tariff.

Competitive rates will be critical to attracting and retaining key customers. In order for the PCEA to be successful, the combination of price and value must be perceived as superior when compared to the bundled utility service alternative. The value provided by the PCE Program will

include a higher proportion of renewable energy relative to the incumbent utility, enhanced energy efficiency and customer programs, community focus and investment, local control, and general benefits that stem from PCE's mission to serve its customers rather than the interests of utility shareholders.

As previously discussed, the PCE Program will significantly increase renewable energy supply to program customers, relative to the incumbent utility, by offering two distinct rate tariffs. The default tariff for PCE Program customers will be the standard Tariff, which will maximize renewable energy supply while maintaining generation rates that are comparable to PG&E's. The initial renewable energy content provided under the standard Tariff will be at least 50%, and the PCEA will endeavor to increase this percentage on a going forward basis, subject to operational and economic constraints. The PCEA will also offer its customers a voluntary 100% renewable energy Tariff, which will supply participating customers with 100 percent renewable energy at rates that reflect PCE's cost for procuring related energy supplies.

Participating qualified low- or fixed-income households, such as those currently enrolled in the California Alternate Rates for Energy (CARE) program, will be automatically enrolled in the standard Tariff and will continue to receive related discounts on monthly electricity bills through PG&E.

Rate Stability

The PCEA will offer stable rates by hedging its supply costs over multiple time horizons and by including renewable energy supplies that exhibit stable costs. Rate stability considerations may prevent PCE Program rates from directly tracking similar rates offered by the distribution utility, PG&E, and may result in differences from the general rate-related targets initially established for the PCE Program. The PCEA will attempt to maintain general rate parity with PG&E to ensure that PCE Program rates are not drastically different from the competitive alternative.

Equity among Customer Classes

Initial rates of the PCE Program will be set based on cost-of-service considerations with reference to the rates customers would otherwise pay to PG&E. Rate differences among customer classes will reflect the rates charged by the local distribution utility as well as differences in the costs of providing service to each class. Rate benefits may also vary among customers within the major customer class categories, depending upon the specific rate designs adopted by the Board.

Customer Understanding

The goal of customer understanding involves rate designs that are relatively straightforward so that customers can readily understand how their bills are calculated. This not only minimizes customer confusion and dissatisfaction but will also result in fewer billing inquiries to the PCE Program's customer service call center. Customer understanding also requires rate structures to reflect rational rate design principles (i.e., there should not be differences in rates that are not justified by costs or by other policies such as providing incentives for conservation).

Revenue Sufficiency

PCE Program rates must collect sufficient revenue from participating customers to fully fund the PCEA's annual budget. Rates will be set to collect the adopted budget based on a forecast of electric sales for the budget year. Rates will be adjusted as necessary to maintain the ability to fully recover all of costs of the PCE Program, subject to the disclosure and due process policies described later in this chapter.

Rate Design

The PCEA will generally match the rate structures from the utilities' standard rates to avoid the possibility that customers would see significantly different bill impacts as a result of changes in rate structures that would take effect following enrollment in the PCE Program. The PCEA may also introduce new rate options for customers, such as rates designed to encourage economic expansion or business retention within the PCEA service area.

Initial PCE Program rates are projected to average 6.9 cents per KWh on an annualized basis, which is below PG&E's reported average generation rate. PCE customers' electric bills may increase somewhat due to PG&E's collection of its excess power supply costs through the surcharge known as the Power Charge Indifference Adjustment ("PCIA"). PG&E will add the PCIA to PCE customers' monthly electric bills along with other utility service charges. The PCIA is identified in each of PG&E's rate schedules and is expected to decline over time.

Custom Pricing Options

The PCEA will work to develop specially-tailored rate and electric service products that meet the specific load characteristics or power market risk profiles of larger commercial and industrial customers. This will allow such customers to have access to a wider range of products than is currently available under the incumbent utility and potentially reduce the cost of power for these customers. The PCEA may provide large energy users with custom pricing options to help these customers gain greater control over their energy costs. Some examples of potential custom pricing options are rates that are based on an observable market index (e.g., CAISO prices) or fixed priced contracts of various terms.

Net Energy Metering

Customers with on-site generation eligible for net metering from PG&E will be offered a net energy metering rate from the PCEA. Net energy metering allows for customers with certain qualified solar or wind distributed generation to be billed on the basis of their net energy consumption. The PG&E net metering tariff (NEM) requires the CCA to offer a net energy metering tariff in order for the customer to continue to be eligible for service on Schedule E-NEM. The objective is that the PCEA's net energy metering tariff will apply to the generation component of the bill, and the PG&E net energy metering tariff will apply to the utility's portion of the bill. The PCEA will pay customers for excess power produced from net energy metered generation systems in accordance with the rate designs adopted by the PCE Board.

The PCEA may also implement tariff and financing programs to provide incentives to residents and businesses to maximize the size of photovoltaic and other renewable energy systems in order to increase the amount of locally-produced renewable power. Current tariffs create an incentive for residents and businesses considering new PV or renewable systems to limit the size of those systems so that annual generation matches annual on-site load. By implementing tariffs and programs to provide an incentive to maximize the output of such systems, the PCEA can help to increase the amount of local PV and renewable generation with minimal impact on the environment or existing infrastructure.

Disclosure and Due Process in Setting Rates and Allocating Costs among Participants

Initial program rates will be adopted by the Board of Directors following the establishment of the first year's operating budget prior to initiating the customer notification process. Subsequently, the CEO, with support of appropriate staff, advisors and committees, will prepare an annual budget and corresponding customer rates and submit these as an application for a change in rates to the Board of Directors. The rates will be approved at a public meeting of the Board of Directors no sooner than sixty days following submission of the proposed rates, during which affected customers will be able to provide comment on the proposed rate changes.

Within forty-five days after submitting an application to increase any rate, the PCEA will furnish notice of its application to its customers affected by the proposed increase, either by mailing such notice postage prepaid to such customers or by including such notice with the regular bill for charges transmitted to such customers. The notice will provide a summary of the proposed rate increase and include a link to the PCE Program website where information will be posted regarding the amount of the proposed increase (expressed in both dollar and percentage terms), a brief statement of the reasons the increase is required or sought, and the mailing address of the PCEA to which any customer inquiries relative to the proposed increase, including a request by the customer to receive notice of the date, time, and place of any hearing on the application, may be directed.



PENINSULA CLEAN ENERGY
Board of Directors Correspondence

DATE: May 19, 2016
BOARD MEETING DATE: May 26, 2016
SPECIAL NOTICE/HEARING: None
VOTE REQUIRED: Majority Present

TO: Honorable Peninsula Clean Energy Board of Directors

FROM: Jim Eggemeyer, Director, Office of Sustainability, County of San Mateo

SUBJECT: Targeted energy content of default product to be offered at launch

RECOMMENDATION:

Approve the targeted energy content of the default product to be offered at launch, including the targeted amounts of GHG-free energy and renewable energy recommended by Pacific Energy Advisors (PEA).

BACKGROUND:

In June 2015, the County Office of Sustainability (OOS) contracted with the firm Pacific Energy Advisors (PEA) to conduct a technical feasibility study for Peninsula Clean Energy (PCE). The technical study, completed in September 2015, evaluated projected operations of PCE drawing from best available market intelligence and PEA's direct experience with each of California's operating Community Choice Aggregation (CCA) programs. For the purpose of the technical study, PEA and County leadership identified three indicative supply scenarios, which were designed to test the viability of PCE under a variety of energy resource compositions. These scenarios were:

- 35% renewable energy content;
- 50% renewable energy content, with an additional 13% greenhouse gas (GHG) free content; and
- 100% renewable energy content.

The results of the study showed that the scenario with 35% renewable energy content provided the most rate savings to customers; however, there was an increase in GHG emissions, compared to Pacific, Gas and Electric's (PG&E) 2015 electricity portfolio. In year 1 of operations, the scenario with the 50% renewable energy content was projected to save the average residential customer 4% per month on their electricity bill (compared to PG&E rates); in addition, this scenario projected a 75,000 metric ton reduction in

GHGs. The scenario with 100% renewable energy was projected to increase the average customer's bill by 2% (leading to a potentially higher opt-out rate), but had the largest effect on reducing GHG emissions, projecting a 204,000 metric ton reduction. Based on the collective results of the technical study, the County and twenty cities in San Mateo County decided to proceed with forming the Peninsula Clean Energy Authority (PCEA).

On March 31st, your Board approved the Peninsula Clean Energy Draft Community Choice Aggregation Implementation Plan and Statement of Intent (Implementation Plan), which stated PCE's objective to offer two product offerings, one at a minimum of 50% renewable energy content and one at 100% renewable energy content. The Implementation Plan also stated PCE's intent to incrementally increase its renewable energy supply based on resource availability and PCE's economic goals.

On, April 4th the OOS released a Request for Proposals (RFP) for energy service providers for PCE. The RFP specified target levels of at least 50% renewable energy and 20-25% GHG-free energy for PCE's default product offering. Upon receipt and review of the responses to the RFP, negotiations commenced with multiple potential energy service providers to determine the pricing for various renewable and GHG-free energy products.

On April 14th, your Board received a memo regarding the default product and discussed the resource mixes, pricing of existing CCA programs' default products, the schedule for setting the resource mix, and pricing of PCE's default product.

DISCUSSION:

Staff was directed to come back to your Board with information in order for your Board to set the renewable energy and GHG-free content of PCE's basic product offering; in addition, PCE will offer a 100% renewable energy product for a premium.

At the May 26th Board meeting, PEA will provide a recommendation as to the energy content of the default products based on such factors as the energy service providers' negotiations and current market conditions.

FISCAL IMPACT:

There is no fiscal impact associated with receiving this presentation.

ATTACHMENTS

None.



PENINSULA CLEAN ENERGY
Board of Directors Correspondence

DATE: May 19, 2016

BOARD MEETING DATE: May 26, 2016

SPECIAL NOTICE/HEARING: None

VOTE REQUIRED: Majority Present

TO: Honorable Peninsula Clean Energy Board of Directors

FROM: Jim Eggemeyer, Director, Office of Sustainability, County of San Mateo

SUBJECT: Presentation regarding the marketing campaign

RECOMMENDATION:

Receive information from and provide direction to staff regarding implementation of the marketing campaign for PCE.

BACKGROUND:

The County of San Mateo's Office of Sustainability (OOS) has been conducting outreach on behalf of Peninsula Clean Energy (PCE) since early 2015. In February 2015, after a competitive request for proposals (RFP) process, the firm Circlepoint was selected to assist OOS staff with outreach tasks for PCE, including the development of the website (www.PeninsulaCleanEnergy.com), branding guidelines, a logo and outreach materials.

In addition to using the materials provided by Circlepoint, the OOS has been employing a number of outreach and communications strategies, including:

- hosting workshops for residents, elected officials, city staff and local businesses;
- tabling at community events;
- giving presentations to community organizations, city councils, chambers of commerce and government agencies;
- managing and posting on the PCE Twitter feed and Facebook Group;
- forming and staffing monthly PCE Advisory Committee meetings; and
- training and working with local PCE advocates.

A key element to PCE's success is ensuring that residents, businesses, elected officials and stakeholders in San Mateo County are well informed about the program and their electricity options. An effective marketing and outreach campaign can build brand

recognition, increase positive customer sentiment towards PCE and ultimately retain customers in the program (decrease PCE's "opt-out" rate). It is anticipated that PCE will launch its advertising campaign in early June.

On March 28, 2016, Circlepoint gave a presentation to your Board on PCE's Strategic Marketing and Communications Plan (Marketing Plan). On May 5, 2016, OOS staff gave a presentation on the Marketing Plan to the PCE Citizens Advisory Committee (CAC). Feedback from your Board and the CAC has been incorporated into the Marketing Plan and is being used to inform strategies for the marketing campaign.

DISCUSSION:

Guided by direction from your Board, Circlepoint has been working closely with OOS staff to implement the advertising campaign strategies outlined in the Marketing Plan as well as preparing for Phase 1 enrollment of PCE customers. Tasks associated with this work include:

- creating a short, animated video explaining PCE;
- developing sub-branding names and logos;
- conducting multi-cultural focus groups to test sub-branding, messaging and campaign collateral;
- developing the design and content for customer enrollment notices;
- drafting call center scripts;
- developing a marketing toolkit for PCE partners and stakeholders;
- re-designing the PCE website;
- coordinating a photo-shoot for the advertising campaign;
- creating unique graphics for the PCE website and PCE's social media posts;
- updating campaign collateral and FAQs;
- purchasing PCE branded promotional items; and
- drafting content for social media posts.

In addition, OOS staff have been partnering with city staff to host a series of informational workshops on PCE and continuing to table at community events and give presentations to community organizations on behalf of PCE.

In June, PCE will launch its advertising campaign, which will include distributing advertisements through a number of communications platforms including online, print, radio, bus shelters, and social media. With Circlepoint's assistance, OOS staff will also be implementing targeted outreach to seniors and small and medium business owners. The campaign will continue for a period of six months and may be extended, per your Board's approval, for customers in Phase 2 and 3 of enrollment.

FISCAL IMPACT:

There is no fiscal impact associated with receiving this presentation.

ATTACHMENTS

- A. PCE Focus Group Report



Clean Energy Focus Group Report

May 10, 2016

Submitted by:
InterEthnica, Inc.
350 Townsend Street, Suite 110
San Francisco, CA 94107

Client: Peninsula Clean Energy

Type of Meeting: Series of Four Focus Groups

Venue: Various

Staff: Lisa Abboud, Elena Castanon, Monica Wong, and Sandra Panopio

Research Objectives:

- 1) Identify messages and visuals that resonate with focus group participants that will encourage them to choose clean energy
- 2) Measure general clean energy awareness, perceived problems, benefits, and overall willingness to take action

Executive Summary

Peninsula Clean Energy (PCE) of San Mateo County is a new community organization that will provide an alternative electricity supply that is reliable, affordable and greener.

To launch this new program, San Mateo County will engage the community with outreach and advertising so that customers understand the program and their energy options. In addition to notices, the county will connect with customers through community events, social media, and public workshops. To ensure that the campaign reaches diverse and multilingual audiences, PCE has developed creative and will use the focus groups to refine the creative and develop messaging to effectively communicate to a broadly diverse range of customers.

Methodology

We created a strategic approach to campaign research that took into consideration the project's background, purpose, and previous research. Our focus groups gave us insights into how well the creative resonates with participants.

Below are additional objectives:

- Testing of visual concepts and messaging
- Emotional, verbal and visual resonance to the new creative concepts
- Media consumption and how we differentiate ourselves
- What participants have done, or are willing do, for a clean environment
- General perceptions about the environment and clean energy
- Consumer perceptions of PG&E

Identifying Communities

We identified San Mateo County's four largest communities based on unifying factors, including language preference. The four focus groups listed were created to ensure that we were able to recruit across a broad spectrum of Peninsula residents for each group.

1. Mainstream Group – Inclusive to all people and conducted only in English
2. Filipino Group – Conducted in English (by their choice)
3. Latino Group – Conducted in Spanish
4. Asian Group – Conducted in Chinese

Facilitator's Guide Review

Section 1: Introduction & Warm Up Exercise

The facilitator's team introduced themselves, went over basic information, and explained the goal of the focus group. In order to begin establishing a rapport with participants, the introduction phase was kept loose and comfortable. Ground rules were also established, including the fact that their identities would be kept confidential. Additionally, the group introduced themselves and where in San Mateo County they lived. They also shared a recent memory of an advertisement that was environment related, and where they saw it.

Section 2: Testing of Advertising Concepts

Our focus here was sharing advertisements that will be distributed throughout San Mateo County. This section included presenting the ads, one at a time, and discussing the messaging.

Discussion topics included:

- What do you think this message is about?
- Do you find this advertisement visually appealing? Why, or why not?
- Do you like the message? Why, or why not?
- Is there anything about the visual in this ad that you would change to make this message more appealing to you?
- Does this message compel you to read on to the ending tagline? If so, what specifically is compelling you to read on?
- Is this message different from other clean energy or clean power messages you may have seen? If so, how?
- If there is a difference, do you find the message more or less motivating to learn more?
- Based on these messages, would you be driven to make a choice?

Next, we compared ads with different tagline options:

- Which option do you prefer, and why?
- Which option would tempt you to
 - Go to the website to learn more?
 - Call the number provided?
 - Share this information with friends or family members?

Show of Hands Exercise

We asked participants to raise their hands if they would pay attention to and trust the information given in these ads if they received the information from

- | | |
|--------------------|---------------------------------|
| • Cable TV | • An organization (CBO) |
| • Radio | • San Mateo County (Government) |
| • Billboards | • Social Media |
| • Local Newspapers | • Local News |
| • A bill insert | |

Section 3: Environment, Clean Energy and PG&E

Environment

1. Something that you already do that is good for the environment
2. Something you are thinking about doing or would like to do for the environment, if time and money were not an issue

PG&E

1. What is your opinion of PG&E in general? And specifically,
 - a. Service
 - b. Rates
 - c. Clean Energy Programs
2. Would you like to have a choice in who PG&E buys electricity from, if there was a guarantee that service and repairs would remain exactly the same?

Choosing Clean Energy

Would you be more or less likely to choose clean energy knowing that

1. Every town in San Mateo County has signed up to support and participate in this program?
2. All of the jobs related to producing this clean energy will remain in The County?
3. You can choose different levels of participation: 50% or 100%?
4. Your bill and service will still be managed by PG&E?
5. Would you be willing to pay more for clean energy?
 - a. 1 to 5% more?
 - b. 6 to 10% more?
 - c. 11 to 20% more?
6. Does anyone have additional questions about clean energy?

Choosing the Program Name

As you have seen in the advertisements, we have two types of programs that you can sign up for: the 50% and the 100% clean energy programs. These programs will have specific names, and we would like to have your input on both the name choices and the design of the logo.

1. We are going to be giving a name to the two options that people have for choosing either 50% or 100% clean energy. Which of the names and design options do you prefer, and why? Choices: 100% / 50%

Section 4: Wrap Up and Closing Remarks

We thank all the people for participating, remind them that their name is not shared or associated with any specific comments, and that information will be used by Peninsula Clean Energy in its continuing efforts to improve their communications with their constituents.

Focus Group Findings

Separated by group and section below are the complete findings gathered during each of the focus groups.

Section 1: Introduction & Warm Up Exercise

Section 2: Testing of Advertising Concepts

Section 3: Environment, Clean Energy and PG&E

Section 4: Wrap Up and Closing Remarks

Latino Group #1

- Wednesday, April 27, 2016, 6:00 – 7:30pm
- CBO – Renaissance Center, East Palo Alto
- 8 Participants (3 males and 5 female)
- All pay PG&E
- Language – Spanish
- Age range – 20s to 50s plus one over 70

City	Name	Age	Gender	Education	Employment	Income	Housing
East Palo Alto	Ana	21-29	Female	High School	Full time	\$25 – 50k	Rent
East Palo Alto	Emanuela	40-49	Female	High School	Part time	\$50 – 75k	Own
East Palo Alto	Bethzabe	70 or more	Female	Associate	Self-employed	\$25 – 50k	Own
Redwood City	Nancy	30-39	Female	High School	Part time	\$25 – 50k	Rent
Belmont	Leticia	50-59	Female	BA	Full time	\$100 – 125k	Own
East Palo Alto	Luis	40-49	Male	BA	Full time	\$50 – 75k	Own
Menlo Park	Ramiro	50-59	Male	High School	Full time	\$50 – 75k	Own
San Mateo	Juan	50-59	Male	Some College	Full time	\$50 – 75k	Rent

Mainstream Group #2 – Saturday, April 30, 2016, 11:00am – 1:30am

- VuPoint Focus Group Facility, Oyster Point
- 10 Participants (5 male & 5 female)
- All pay PG&E
- Language – English
- Age range – 20s to early 60s

City	Name	Age	Gender	Education	Employment	Income	Housing
Pacifica	Dino	30-39	Male	BS	Healthcare	\$50 – 75k	Rent
Pacifica	Carrie	20-29	Female	BS	Nonprofit	\$50 – 75k	Rent
Burlingame	Jeriann	50-59	Female	BS	Teacher	\$25 – 50k	Own
Burlingame	Rebecca	50-59	Female	BS	Real Estate	\$150 – 200k	Own
San Mateo	Ben	20-29	Male	BS	Bio Tech	N/A	Rent
San Mateo	David	30-39	Male	AS	Librarian	N/A	Rent
Redwood City	James	30-39	Male	Post Grad	Software Developer	\$125 – 150k	Rent
Daly City	Rebecca	40-49	Female	BS	HR	\$50 – 75k	Own
Atherton	Diane	60-69	Female	AS	Chiropractor unemployed	\$50 – 75k	Lives w/ parents
Belmont	Mark	40-49	Male	PHD	Lawyer & Professor	\$300k +	Own

Asian Group #3

- Tuesday May 3, 2016, 6:00- 7:30pm
- San Mateo Public Library
- 8 Participants (4 male & 4 female)
- All pay PG&E
- Language – Chinese (Cantonese)
- Age range – 20s to 60s

City	Name	Age	Gender	Education	Employment	Income	Housing
South San Francisco	Cecilia	30-39	Female	BS	Full time	\$75 – 100k	Own
Colma	Jason	21-29	Male	BS	Full time	\$25 – 50k	Rent
Daly City	Mei	21-29	Female	BS	Full time	\$50 – 75k	Own
Daly City	Mike	30-39	Male	Some college	Self - employed	\$25 – 50k	Own
San Mateo	Johnny	30-39	Male	BS	Full time	\$300k+	Rent
Daly City	Weng	21-29	Female	BS	Full time	N/A	Own
Colma	Annie	60-69	Female	High School	Full time	\$50 – 75k	Rent
Colma	Wing	60-69	Male	High School	Full time	\$50 – 75k	Rent

Filipino Group #4

- Wednesday, May 4, 2016, 6:30 – 8:00pm
- VuPoint Focus Group Facility, Oyster Point
- 8 Participants (2 males and 6 female)
- All pay PG&E
- Age Range – 30s to 60s
- Language – Tagalog/English. Participants were given the choice of having the group in English or Tagalog. A Filipino moderator/interpreter was present, and the group unanimously chose English.

City	Name	Age	Gender	Education	Employment	Income	Housing
Foster City	Rose	30-39	Female	BS	Full time	\$75 – 100k	Rent
Burlingame	Grace	40-49	Female	BS	Part time	\$50 – 75k	Rent
SSF	Chris	30-39	Male	BS	Self-employed	\$25 – 50k	Rent
Daly City	Carol	60-69	Female	BS	Retired	\$50 – 75k	Own
San Bruno	Glenn	30-39	Male	BS	Part time	\$100 – 125k	Rent
Daly City	Josie	60-69	Female	BS	Retired	\$50 – 75k	Own
Daly City	Maryfe	50-59	Female	AS	Self employed	\$25 – 50k	Rent
Daly City	Marieta	30-39	Female	BS	Full time	\$50 – 75k	Rent

Introduction and Warm-up Exercise

The group introduced themselves and where in San Mateo County they lived. They also shared a recent memory of an advertisement that was environment related, and where they saw it.

Latino Group #1

Name	City	Advertisement	Location
Ana	East Palo Alto	Ad about solar energy on a truck	East Palo Alto
Emanuela	East Palo Alto	A carpet cleaning company that uses organic products	East Palo Alto
Bethzabe	East Palo Alto	Flyers about conserving water sent to our home.	Home
Nancy	Redwood City	Trucks of Vivint solar panels advertising their own products	Redwood City
Leticia	Belmont	Remembers the last two minutes of news about clean energy. Costco sells products to clean cars without using water.	Channel 5
Luis	East Palo Alto	Solar panels and others on Internet, particularly on Facebook.	Facebook
Ramiro	Menlo Park	On the radio (not specified)	Radio
Juan	San Mateo	In a carwash where they use only green products	East Palo Alto

Mainstream Group #2

Name	City	Advertisement	Location
Jerriann	Burlingame	American Indian with tear in his eye about taking care of the earth	TV
Rebecca	Daly City	Windmills – something about clean energy	TV
Diane	Atherton	Yellow and brown pop-up that said something about energy	Online
Mark	Belmont	Solar panels with tax deduction banner ad	Online
James	Redwood City	Gas company focusing on alternative fuels	Popular Mechanics magazine
David	San Mateo	Costco eco-friendly laundry detergent	In-Store
Carrie	Pacifica	Energy audit of home	In-mail insert
Rebecca	Burlingame	Solar panels on property signs	On neighbor's property
Dino	Pacific	Warriors sponsor during game is a solar company. And radio ads for solar company	TV and Radio
Ben	San Mateo	Stephen Curry talking about ending drought. Giants announcer talking about solar panels	TV and Radio

Asian Group #3

Name	City	Advertisement	Location
Mei	Daly City	Recycling trunk	On the street
Mike	Daly City	PG&E install solar energy	Mail
Jason	Colma	PG&E install solar energy	Mail & Email
Annie	Colma	Recycling pick up trunk	On the street
Wing	Colma	The apartment that he lives in uses solar energy, and PG&E clean energy mail	On his property and Mail
Weng	SF/San Mateo	Encourage business to turn off the electricity after business hours	Bus Ad and Street Wall
Johnny	San Mateo	PG&E ad on KTSF - save energy	TV- KTSF
Cecilia	South San Francisco	PG&E sends mail about best times to save energy in summer or at a specific time of the day	Mail

Filipino Group #4

Name	City	Advertisement	Location
Rose	Foster City	Solar	Phone Call
Grace	Burlingame	Solar	Postcard
Chris	SSF	Solar	Side of a Truck
Carol	Daly City	Solar	In the Mail
Glenn	San Bruno	Solar	During a Warriors Game
Josie	Daly City	Solar	Online Ad
Maryfe	Daly City	Solar	Online Ad
Marieta	Daly City	Solar	Radio Morning News

Section 1: Testing of Advertising Concepts

Discussion Topics for Each of the Ads:

- First Impression
- Does it make a difference that the energy will be local and the people who produce it and work on it will be local?
- Upon seeing the image or reading the first tagline you see, would you feel compelled to read on?

Latino Group # 1

AD #1	Spanish Participants Responses
“Renewable & Affordable” Featuring Asian Father and Daughter	There is nothing different about these ads.
	They are typical commercial. I would not look at them.
	Other than the copy, there is no feeling of clean energy or environment
	I do not understand the ads until I read the copy.
	Kids on bicycles in the parks, at the beach.
	Use real and recognizable locations from San Mateo County.
	Pictures should show the future we are looking for.
	The ads with photos of seniors give the impression of ads for health insurance, pharmacy or hospital ad.
	They all liked showing multicultural – showing different ethnicities and different age groups.
AD #2	Spanish Participants Responses
“Our Thriving Community” Featuring Four Young People	They all liked the fact that the jobs would stay in the county, and in fact were curious to learn more about this
	The reference to local workers is good, but tell us the worker’s name and where he lives in the county.
	Local like the PG&E ads
	Liked the diversity but wanted to see more environment
	The young people should be doing a health activity in the environment.
AD #3	Spanish Participants Responses
“Keep our environment Healthy” Featuring Grown Daughter and Mom	Show more generations and grandchildren. It looks like a health ad.
	For Latinos to look at this ad, you should show a big family having a picnic or playing soccer in a park.
	Looks like a medical ad
	Looks like an ad for senior homes
	Looks like the young daughter is taking care of her old mom – Nice but not environmental.
	Add kids and the environment

AD #4	Spanish Participants Responses
“Now we have a choice” Featuring Older Gentleman	All love the words and hate the old man. He looks sick and sad.
	Looks like the choice for medical care
	Looks like retirement plan ad
	For three people these words were inspirational.
AD#5	Spanish Participants Responses
“It’s good for business” Featuring Man holding a computer	They liked that the model looked Latino.
	One person’s second choice
	One person liked that the Latino looking person was working in the tech industry.
	Two liked seeing the other people in the background and relating business to the environment – but the green message was weak.

Conclusion for Latino Responses to Visual Concepts:

The visuals did not resonate with the Latino Group; they said they would respond better to more environmentally themed ads. They liked the diversity and the multi-generational aspects of the photos.

Recommendation:

Produce ads that feature people should show the people thriving in the environment i.e. BBQs, picnics, bike riding, or community events. Discussion Topics for each of the ads.

Mainstream #2

AD#1	Mainstream Participant Responses
“Renewable & Affordable” Featuring Asian Father and Daughter	Cost me more to be green. What are they selling?
	Smiling, and happy – It’s not necessarily persuasive, but it’s pleasant.
	I don’t understand what “renewable” is, and I want to learn more. I would read on.
	What is this? What is it all about?
	Easiest choice you don’t have to make –kept pulling me down
	Affordable – does that mean same price or more? Too general – not enough info
	Saw logo, but I wouldn’t really know what it was. People were cropped out of photo.
	I don’t like – “the easiest choice you don’t have to make” – They just add us, and I don’t like that from family experience.
	I am not sold on the wording – “easiest choice”. I don’t like being told that “I don’t have to make a choice”. It makes it seem more like I don’t HAVE a choice.
	Eye catching, I read top down. It makes me interested.

AD #2	Mainstream Participant Responses
"Our Thriving Community" Featuring Four Young People	I'm more interested in clean than local. I look at the green first, then the orange quote.
	I look at the people first. Local is not an issue I care about.
	I care about local jobs. I like the ad, and I want to know more, so I would go to the website.
	With more people I don't notice the copy as much.
	I looked at the people. It looks like they are having a party – it doesn't fit. But the orange color makes it hard to read. I read the green part. The local part doesn't matter to me.
	I like ad it makes me curious; it makes me think. The local part, that makes we wonder where it's coming from – Is it wind or solar? I like the local part.
	I want to know the benefits of local – Does this cost less? how many jobs?
	I read the green message first, it makes me want to look further. But the one quote with four people makes it confusing.
	The picture makes me think of a college ad. The connection isn't there.
	I like that it is local, but I don't know what that means. I am more interested in local jobs.
	I don't like the photo and I would not look at the ad.
AD #3	Mainstream Participant Responses
"Keep our environment Healthy" Featuring Grown Daughter and Mom	I like the multi-generational ad. And emphasis on healthy.
	Positive feel. I like the multigenerational. Usually that concept is illustrated by kids. New electricity option – I like that idea because it avoids the "choice words" .
	I think it's from the grandma's point of view. It's leaving a legacy for her family.
	I like the older generational idea. I thought it was going to be healthcare, because of the word peninsula and healthy, and the two women.
	Seems like a pharma ad. Reliable doesn't do something for me. I would also rather three generations – building a new option for the future.
	I like the option part. It makes me think that we aren't going to be forced. I like this photo – thinking about the future with generations.
	I like the daughter looking like she is nurturing the mother – the mother looks vacant. Relates to us nurturing the future. I like the word introducing – seems like it is new and special.
	Seemed more like an ad for medicine and healthcare. I was drawn to the word healthy. I liked the idea of "option".
	I like it. Reminds me of me and my mom. I don't understand "renewable". You shouldn't have to worry about it being reliable.
	I don't like they are smiling over energy. It's a serious topic – it's not a party. I like the word "option". I look at the photo and move on, too much print. Instead of I support – I choose may have better. I don't want

	someone to choose for me. I want to choose for myself. Makes me think of Kaiser ad.
	Made me think more of aging, but I did like the generational thing. It implies the future and some wisdom. I like the idea of the three words, but not those three words. "New Community electricity" was confusing. Maybe something visual that screams energy.

AD #4	Mainstream Participant Responses
"Now we have a choice" Featuring Older Gentleman	I love "now we have a choice". I feel sad about the older gentleman, like he is going to die before we see him helping our future.
	I liked it, I found him trusting. He probably would have done his research. I liked the better future part. I liked the idea of choice.
	I liked the fact that it was an older fellow – good to think about because the older generation can sometimes be resistant to change. I like the choice message, but I think the future message is weird. Brighter future verbiage is overused.
	I am turned off by this ad – for my loved ones. I am automatically not <u>his</u> loved one. I would rather see the entire group of his family. "For everyone" would be more compelling. I like the "now we have a choice". But "brighter future" is too overused.
	I want to see a young child. Older generations are not going to change to solar for themselves.
	I like the "now we have a choice", emphasizing choice and options is good. I like the word "now". "Brighter future" is too overused.
	The photo I noticed right away. I read the quote right away, I thought "where are they?" felt too exclusive. I like the idea of choice. "Brighter future" is redundant in quotes. No mention of cost. I would go online if I was near it at the moment.
	Choice part I like. I looked at the green first. Brighter future is ok, but it would have been better to have more than one generation.
	There should be kids. I like choice messaging. Brighter future part is ok – if it was next to the logo.
	I like the brighter future part – would be intrigued to look for benefits. I like the choice option. Wish it was more multigenerational.

AD #5	Mainstream Participant Responses
"It's good for business" Featuring Man holding the computer	I like this one – choice theme. Powering what matters is confusing. It is clear that he is for business, but I don't know what matters. I read the green first, the orange is too long.
	Geared for business, so I would probably ignore it. Powering what matters didn't really work. Choice theme is great. Clean energy focus is good. I didn't make the connection of the laptop to energy.
	I like the focus on one person. The computer in the image gives a nod to going to their website.
	I like it, seems more intelligent, I always go to read more. I like the "powering what matters", but I don't understand it, want more family focused. Read the orange first. Good for biz people.
	I like the laptop – seems more credible and less fluffy. I didn't love the "powering what matters" message, but I like the choice theme in there.
	The laptop is good, and I would relate more if I ran a biz. I like the "power what matters". It is intriguing and I want to learn more.
	I don't relate to it, but I would be consuming ads as a renter who is paying PGE, not as someone managing a biz. I didn't like the pairing of "powering what matters". Is business what matters? If there was a different photo, it would make more sense. I like that messaging more than powering our future.
	The ad is great, but I am not a biz owner so I would ignore it. Powering what matters is confusing – if the photo was different, it would resonate with me more.
	Business is the main part I see. I don't see myself here, because I don't matter. But if the photo was different it would change the tone of the ad.
	I don't relate to it. A different photo would be better.

Conclusion for Mainstream Responses to Visual Concepts:

The mainstream group liked the concepts, and each of the respondents related to at least one of the ads but felt that only three taglines were necessary. They also commented on liking the diversity and multigenerational themes. Interesting to note, that with this group as well as the other groups even though quite a few commented on the fact that the ads featuring the elderly made them think it was about healthcare most still said they were intrigued enough to read on.

Recommendation:

Ads that feature people should show the people thriving in the environment. When featuring elderly people, include children, and be careful with color choices because the orange quote was difficult to read in some of the ads.

Asian Group #3

AD #1	Chinese Participant Responses
“Renewable & Affordable” Featuring Asian Father and Daughter	The picture and the description of the program do not match. I only see two smiling faces, but they are not related to the message.
	The man’s smile is fake, and I do not understand what message is about.
	If it is a family, there would be at least three people. 2 people looks out of place. The wording and the sentence is OK, but doesn’t match the picture. If I concentrate on looking at the picture, I would think the ad is about family or child care, but nothing related to clean energy.
	Looks like a health plan ad. I understand that the quote is from Clayton, but I don’t think the ad goes well with the meaning of the quote.
	I think the picture is about a family program.
	Related to a social worker ad, show pictures related to solar
	Looks like dental ad
	Looks like Medi-Cal ad
AD #2	Chinese Participant Responses
“Our Thriving Community” Featuring Four Young People	Very typical, traditional ad. Having people in different race, it looks like a family in harmony. However, the picture doesn’t relate to the message.
	Looks like a retail ad targeting teenagers. If the age group is too young, it does not relate much to clean energy.
	Student association gathered together or college kids on a camping trip
	Related to a college student ad, I won’t take a look at the ad because I don’t think it relates to me.
	The description/sentence make me think that it should be related to businesses, buildings or reused energy. Therefore the image on the ad doesn’t match the description.
	Looks like school life, and I won’t take a look at the ad because I don’t think it relates to me.
	Looks like it’s related to accounting. They can make the sky blue and clear for clean energy.
	Why it is local energy. Should put clean energy instead of local energy.
AD #3	Chinese Participant Responses
“Keep our environment Healthy” Featuring Grown Daughter and Mom	Looks like an ad for euthanasia, the woman looks sad and willing and ready to face death.
	I don’t think it is related to clean energy
	It is better to have environment pictures
	Sometimes human pictures are not necessary to be in the picture, since it is for clean energy.
	The picture doesn’t show the meaning of the message

AD #4	Chinese Participant Responses
"Now we have a choice" Featuring Older Gentleman	Show his loved one/s
	He is a bit too old to say this sentence. Would be more appropriate if a younger person says this.
	Don't get the message since he is only holding a light bulb
	Not related to the meaning of message, good future.
	The location of the sentence caught my first reaction/attention.
	Green highlight caught my attention easily. It show clearly and I get it.
	Orange highlights are similar to the skin color of the person, so it is less attractive
	3 people look at the Green title first, and 5 people look at the Orange title first.
AD #5	Chinese Participant Responses
"It's good for business" Featuring Man holding the computer	Looks like an IT company/data center service or hiring ad
	A staff or employee who works at a clean energy company that is selling clean energy
	It would be better if the person's shirt has the company logo. It would be clearer message for the ad
	I Read from top to bottom and from left to right for Chinese, and I like and relate to this ad.
	I Read specific sentences based on reading habits, but not because of the colors, but overall I found this ad straightforward.

Conclusion for Chinese Responses to Visual Concepts:

The Chinese group was the one group that complained of disconnect between the visuals with the context of the PCE program. They prefer things in a very straight forward and to the point. A picture of the environment was mentioned as much more relatable, however they also said they throw away and ignore ads about the environment and the majority did say they would read these ads.

Recommendation:

Keep the people and include something that relates to the environment or the PCE clean energy process. This group loved the process shown below that was included in the PPT used to explain the program during the focus group. Maybe there is a way to include this in the ads.

半島潔淨能源 (PCE) 概述



半島潔淨能源
(Peninsula Clean Energy)
從可再生的能源購買電力。



電力瓦斯公司傳送能源，維護
管線並寄帳單給用戶。



用戶享有廉宜的價格、地方控制
權以及潔淨的能源！

Filipino Group #4

AD #1	Filipino Participant Responses
“Renewable & Affordable” Featuring Asian Father and Daughter	I like that you are showing an Asian Family.
	I know you said the photo is only a concept, but I cannot stop looking for the people that are cut off.
	I like the family but want to see green and the environment too.
	I want to see right away that this is about the environment.
	More greenery is all this ad needs – trees and flowers.
	Windmills are what this ad needs, and then it will be good.
	I like it – people and family for the environment.
	Don’t write the ads in Tagalog. We speak very informally, and if you translate the ads the way we speak you will look unprofessional. Tagalog is for speaking not reading.
AD #2	Filipino Participant Responses
“Our Thriving Community” Featuring Four Young People	I read the message first. I cannot read the orange part. Use a different color like purple.
	It is nice to see happy young people, but I think they do not pay for energy. Local is good. I find it hard to see the message in orange, but if I could see it, I would read on.
	I love the diversity and community aspect of the ad, but I want more community to show. I like local, and I would read on.
	Show a community event, green and a house. I have a house, and I will know this is for my house too. Local is good, and if I could see the words I would read on.
	I would not look at this ad. I cannot relate to a bunch of kids going camping. Local is good, though.
	I don’t like the picture, but I like the words. Keeping things local is cool!
	I had a hard time knowing where to look with all the colors and messages. It is too busy. Local is good.
	I like the young people. They are our future, but I want to see them doing something for the environment. In a local place we want to recognize Our County. If you are going to talk about local, show it too.
AD #3	Filipino Participant Responses
“Keep our environment Healthy” Featuring Grown Daughter and Mom	I want the message bigger and a green environment.
	I really like this. It is nice, but I think the mom looks too old with the white hair. Show a nice sharp looking mom and daughter.
	In our culture, we like to look nice and young, and we would like to see more lively looking people.
	I immediately thought this was a Kaiser Ad. I would not read it.
	I thought it was a pharmaceutical ad, and I would read it. It bugs me too that the daughter has gray roots showing.

	I don't know I don't if like this ad, and I would not even look at it because I can't relate to the daughter taking care of her sick mom.
	I like the look. I see the love between these two, but I thought it was healthcare ad. Maybe put a family in the background.
	Forget the Filipino language and use Filipino people in this ad, and we will all love it!
AD #4	Filipino Participant Responses
"Now we have a choice" Featuring Older Gentleman	I really like this guy's expression. I trust him. He looks honest, and that will make me want to read the ad.
	I think this guy is dying and going to leave the future better, which is okay but show the future give him grandchildren – maybe a baby on his lap.
	I don't mind him, but I would not relate or read the ad. But I love to garden and care about the environment. So put in greenery, and I will look.
	He is okay, but I love the message and think it should be much bigger. I want a choice! Looks like an ad for senior housing
	For some reason I like this one too, maybe if the message is easier to read?
	I would like to see him happy in a green backyard with some kids because I would want to be like that.
	There should be kids. I like choice. Brighter Future part is ok – if it was next to the logo.
	I like the Brighter Future part, and I would be intrigued to look for benefits. I like the choice option. Wish it was more multi-generational.
AD #5	Filipino Participant Responses
"It's good for business" Featuring Man holding the computer	Yes! I like this man. He is looking good and good looking. I like his color and that he is professional.
	Me too. I like the people in the background. I get it right away – a business man – "Powering What Matters is great!
	All through the ads the diversity is good, I relate to this man and I like the slogan, "Powering what matters".
	Great ad but I don't think I would really look at it if I was not in this group because I don't care about working men. <i>(the moderator offered a different scenario, such as, good for women or children)</i> What if it was a grandmother showing a grandchild how to use the rice maker? Oh yeah – then I would like it!
	This ad is all good, and the orange slogan is east to read on his light blue shirt.
	All good, please just make the slogan bigger.
	I like this ad, but I would not know it had to do with the environment until I read the rest of the ad.
	I like this ad, but I don't think it is true. Business is not usually good for the planet!

Conclusion for Chinese Responses to Visual Concepts:

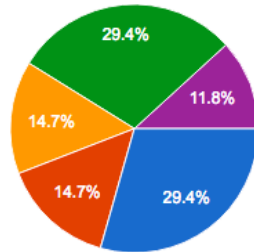
The Filipino group really responded well to all of the ads in English. They had issues reading the orange slogans on some of the ads, and every person in the group wanted more greenery and a visual reference to clean energy; windmills.

Recommendation:

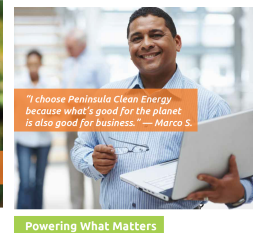
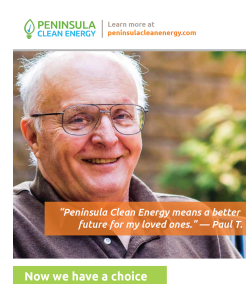
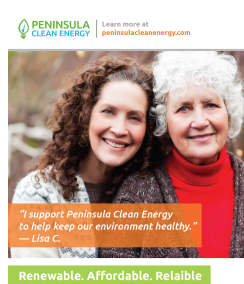
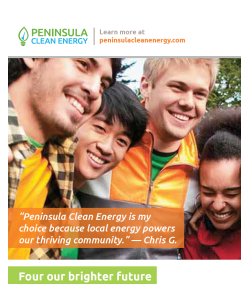
Keep the ads in English only, include homes, yards, parks, and symbols that relate to the environment in the background. Expand on the community to include more people, more greenery and flowers, and more generations in the multigenerational ads, please include homes in the background.

Visual Concepts	Spanish	English	Chinese	Filipino	Total
Renewable & Affordable	2	1	5	2	10
Our Thriving Community	1	1	0	2	4
Keep our Environment Healthy	3	4	1	2	10
Better Future for My Loved Ones	1	2	1	1	5
It's Good for Business	1	2	1	1	5

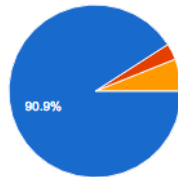
Summary of Visual Concepts for all Groups Combined



- "Keep Our Environment Healthy"
- "Better Future for my Loved Ones"
- "It's Good for Business"
- "Renewable & Affordable"
- "Our Thriving Community"

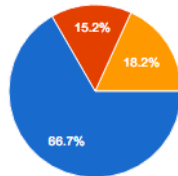


Does it make a difference that the energy will be local and the people who produce it and work on it will be local?



Yes	30	90.9%
No	1	3%
Maybe	2	6.1%

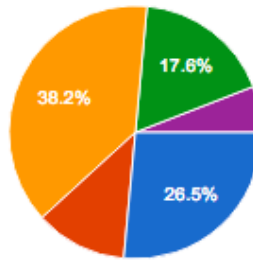
Upon seeing the image or reading the first tagline you see would you feel compelled to read on?



Yes	22	66.7%
No	5	15.2%
Maybe	6	18.2%

Visual Concepts	Spanish	English	Chinese	Filipino
Renewable & Affordable	2	1	5	2
Our Thriving Community	1	1	0	2
Keep our environment Healthy	3	4	1	2
Better Future for My Loved Ones	1	2	1	1
It's good for business	1	2	1	1

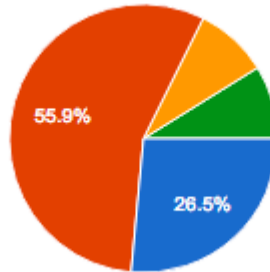
Favorite Quote



Summary of Quotes

Quotes	Spanish	English	Chinese	Filipino	Total
"Peninsula Clean Energy is the right choice for us because it's renewable and affordable." Clayton Y	4	1	1	3	9
"Peninsula Clean Energy is my choice because local energy powers our thriving community." Chris G	2	2	0	0	4
"I support Peninsula Clean Energy to help keep our environment healthy." Lisa C	1	5	4	3	13
"Peninsula Clean Energy means a better future for my loved ones." Paul T	0	2	2	2	6
"I choose Peninsula Clean Energy because what's good for the planet is also good for business." Marco S	1	0	1	0	2

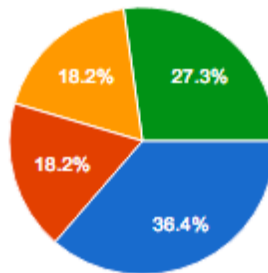
Favorite Green Tagline



Summary of Green Taglines

Green Taglines	Spanish	English	Chinese	Filipino	Total
Now We Have a Choice	0	8	1	0	9
Renewable. Affordable. Reliable.	8	1	4	6	19
For Our Brighter Future	0	0	2	1	3
Powering What Matters	0	1	1	1	3

Favorite Blue Tagline



Summary of Blue Taglines

Blue Taglines	Spanish	English	Chinese	Filipino	Total
Now you have a choice for cleaner electricity	1	5	5	2	13
For our brighter future	4	0	2	0	6
Introducing your new community electricity option	3	3	0	0	6
San Mateo County's Clean Energy Program	0	2	1	6	9
The Easiest Choice you Don't Have to Make	0	0	0	0	0

Media Consumption

Number of Participants who would pay attention and trust the media source				
Media Source	Mainstream	Filipino	Spanish	Asian
Cable TV	PBS, KRON4, ABC7	KTSF 26/ 241, local news	4 KTSF	4 KTSF, KCNS
Radio	NPR, KCBS	KCBS	Not really	4 Sing Tao
Billboards	0	2	2	1
Local Newspapers	SF Chronicle, SJ Mercury News, Wall Street Journal	SF Chronicle, SJ Mercury News	6 No. It's a waste of paper.	Sing Tao
News Online	NY Times	SF Gate	0	0
Bill Insert	2 Water Bill	no	3 No	0
Organization you are a member of	Symphony program	3	3 will pay more attention	0
San Mateo County	2	5	2	0
Social Media	0	6 Facebook	5 Facebook 1 Advergaming	3 Facebook
Community Newsletters	Next Door Redwood Shores Newsletter	0	No. Waste of paper	0
Local News	feature story	8	7	0
Calls	0	0	0	0
Other		Letters or Postcards from the County	4	1 Flyers 1 Mobile App Bart/Online Ad Yelp, GoogleBusiness

Summary of Section 2: Testing of Advertising Concepts

Common Assertions Expressed Across All Groups

- Featuring a diversity of the models was mentioned multiple times in every group.
- The ads were fairly well understood by all.
- A preference was expressed for two taglines as opposed to three. It was also suggested to lose one or combine two.
- The environment or something that shows clean energy needs to be featured to support the connection between the ads and the clean energy program.
- The ads featuring seniors were immediately presumed to be pharmaceutical, retirement, Kaiser or healthcare ads. The solution is to have the gentle elderly man hold a baby, or have the mother and daughter with another generation too.

- Many liked the visual ad with the man holding the computer but felt what is good for business is not necessarily good for the environment.
- The group of young people did not resonate in current form with any of the groups
- “For Our Brighter Future” was okay. but it is too common and over-used.

Potential hurdles for program understanding:

- PCE is really close to PGE. This may be confusing.
- Is PCE a competitor of PGE?
- What is the exact cost?
- How does my choice make a difference?
- How is it local? Will the windmills and solar be in our neighborhoods?
- What do you mean by “local”? Our land is so precious. We need to understand where the clean energy plant will be set up.
- Exactly how many jobs will the energy program support?

The focus groups had a high familiarity with solar as the primary type of clean energy, but but had not made the personal commitment to installing solar because the cost, aesthetics and trust of solar were an issue.

The group would like to know more about local energy. “Local” and “San Mateo Government” are the key words that seemed to attract them to read more because it related to their County and their neighborhoods.

Section 3: Environment, Clean Energy and PG&E

Environment

Spanish Group #1

	Participant Response
Something that you already do that is good for the environment	All mentioned recycling
	1 has solar panels
	1 uses a bike
	1 tries to use less water and electricity
	1 has a hybrid car
	1 unplugs some appliances during the day
	1 uses email always – paperless – opted out and avoids receiving paper
Something you are thinking about doing or would like to do for the environment, if time and money were not an issue	1 does not use microwave
	Participate in tree-planting campaign
	Get an electric car – several mentioned Tesla
	Solar panels on the roof

Note: Mainstream Group #2 was not asked this question in the interest of saving time.

Chinese Group #3

Something that you already do that is good for the environment	Participant Response
	Recycle all plastic, paper & compost
	Use compact fluorescent lamp/light bulbs
	Save electricity
	Reuse paper
Something you are thinking about doing or would like to do for the environment, if time and money were not an issue	Volunteer to pick up trash
	Use compact fluorescent lamp/light bulbs
	Reusable plastic bags
	Solar Power – 3 people
	Change to electric cars / 2 people said Teslas

Filipino Group #4

Something that you already do that is good for the environment	Participant Response
	Compost
	Reuse bathwater in toilet
	Compost and recycle
	Carpool
	Conserve energy and water; compost
	Garden and compost; plant trees
	Walk everywhere possible
Something you are thinking about doing or would like to do for the environment, if time and money were not an issue	Compost
	Would like to bike to work
	Would like to grow my own garden using recycled water
	Would like to have a system in my house that reuses bath water to automatically water my garden and wash my car
	Would buy a Tesla
	Would have solar installed
	My business would have solar – hair salon
	My house would collect rain water for our future use
	A smart house that turned things not in use off

PG&E
Spanish Group #1

What is your opinion of PG&E in general?	Participant Response
	It's a rip-off: in a house with 4 people, we pay \$300 to \$400, even when we were out for a whole month.
And Specifically: Service Rates Clean Energy Programs	
	They charge according to the size of the house, not really the consumption.
	There is no way to compare since there are no options. They take advantage of been a monopoly.

	It is so expensive even if we don't watch TV, don't use the microwave and only use the washing machine at night to reduce the bill.
	There is no other choice. We are trapped in a monopoly.
	When you move to a new house, they keep charging the same, even if it's less people.
	The idea of monopoly is awful but the worst reputation came with the terrible management of the San Bruno explosion.
Would you like to have a choice in who PG&E buys electricity from, if there was a guarantee that service and repairs would remain exactly the same?	There was a general feeling of no trust, no confidence in fairness. PGE won't do – greedy, a feeling of abuse and unnecessary overcharges.
	I'd like to know more of how that would work.
	Why is it that what's fair and good should be more expensive?
	Solar resources come from Nature. It's free. So it shouldn't be more expensive.
	Will there be enough clean energy to cover the need of all the population? Where will it come from?
	Is this going to be only for homes or also business? All businesses should have solar panels to generate more and cheaper energy.
	They should start by putting more solar panels everywhere and especially in low income areas. This should be mandatory, and then the energy would be cheaper.

Mainstream Group #2

What is your opinion of PG&E in general? Specifically: Service Rates Clean Energy programs	Participant Response
	I don't know a lot about their clean energy programs. Service is reliable but rates are high.
	PGE is ok. Rates are a little high. I don't really pay attention to any clean energy programs.
	They are fine; rates are high. I know nothing about clean energy from PGE.
	It works fine; rates are ok, and I haven't looked at clean energy.
	It's fine; I don't have anything to compare it to.
	No real opinion. I don't know much about clean energy.
	They have high rates, but nothing to compare it to. I haven't heard of clean energy.
	They are reliable; the rates are consistent. I haven't seen anything about clean energy
	Negative opinion from San Bruno. They are a terrible company to not know where. The service is fine, but I don't have a choice. I have to use them.
	I have a favorable opinion. Rates are cheap (Compared to East Coast rates), rebates because we have been economical.

Asian Group #3

What is your opinion of PG&E in general? And Specifically: Service Rates Clean Energy programs	Participant Response
	Expensive
	No other choices beside PG&E – 3 people
	Good customer service – rates are what they are
	PG&E will recycle or buy old electrical equipment, and encourage the user to buy new electrical equipment that would save more energy
	PG&E always sends mail to let the users know what time is the best to save energy.
	PG&E has good ads, and they give us choice for other programs online.
	Not really I am happy with PG&E

Filipino Group #4

What is your opinion of PG&E in general? And Specifically: Service Rates Clean Energy programs	Participant Response
	PG&E is good now because I am getting a credit.
	3 – Good; my bill went down.
	I never thought about it because I have no other choice.
	I don't think PG&E takes care of its infrastructure(underground pipes).
	I am afraid we will have a repeat of San Bruno.
Would you like to have a choice in who PG&E buys electricity from, if there was a guarantee that service and repairs would remain exactly the same?	I do not trust PG&E.
	All – yes, because choice means you can bargain the price.
Would you like to have a choice in who PG&E buys electricity from, if there was a guarantee that service and repairs would remain exactly the same?	All – Yes

Clean Energy

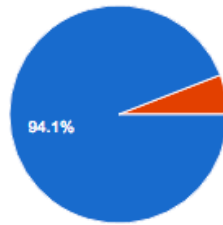
Would you be more or less likely to choose clean energy knowing that every town in San Mateo County has signed up to support and participate in this program?



Summary of Choosing Clean Energy

Spanish		English		Chinese		Filipino		Total	
More	Less	More	Less	More	Less	More	Less	More	Less
8	0	10	0	8	0	8	0	34	0

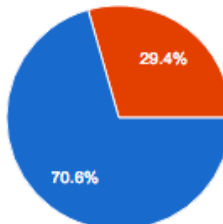
Would you be more or less likely to choose clean energy knowing that all of the jobs related to producing this clean energy will remain in The County?



Summary

Spanish		English		Chinese		Filipino		Total	
More	Less	More	Less	More	Less	More	Less	More	Less
8	0	9	1	7	1	8	0	32	2

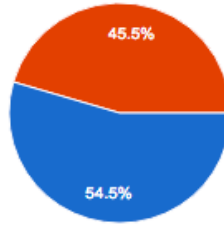
Would you be more or less likely to choose clean energy knowing that Your bill and service will still be managed by PG&E?



Summary

Spanish		English		Chinese		Filipino		Total	
More	Less	More	Less	More	Less	More	Less	More	Less
2	6	9	1	5	3	8	0	24	10

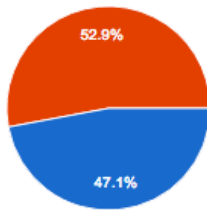
Which level of participation would you choose: 50% or 100%?



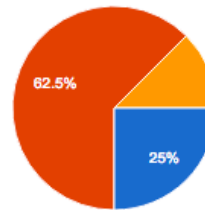
Summary

Spanish		English		Chinese		Filipino		Total	
50%	100%	50%	100%	50%	100%	50%	100%	50%	100%
7	1	2	8	4	4	6	2	19	15

Would you be willing to pay more for clean energy?



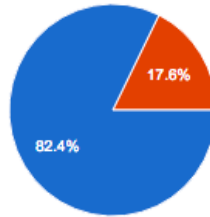
If you are willing to pay more for Clean Energy, how much more?



Summary

Spanish			English			Chinese			Filipino			Total		
YES	NO		YES	NO		YES	NO		YES	NO		Yes	No	
1	7		10	0		3	5		2	6		16	18	
1-5%	Up to 10%	Up to 20%	1-5%	Up to 10%	Up to 20%	1-5%	Up to 10%	Up to 20%	1-5%	Up to 10%	Up to 20%	1-5%	Up to 10%	Up to 20%
1	0	0	1	6	2	1	2	0	1	1	0	4	10	2

Considering what you learned here today would you consider participating in this program?

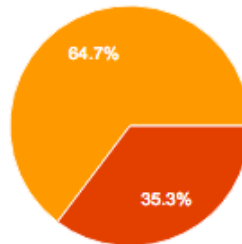


Summary

Spanish		English		Chinese		Filipino		Total	
Yes	No	Yes	No	Yes	No	Yes	No	Yes	No
6	2	9	1	4	4	8	0	28	6

Program Name

Which program name do you like best?



Summary

	English	Filipino	Spanish	Chinese	Total
EcoStart PCE 50% and EcoMax PCE 100%					0
Eco PCE 50% and EcoMax PCE 100%					0
Bright Green 50% Renewable and Ultra Green 100% Renewable		3	6	3	12
ECO50 Peninsula Clean Energy and ECO100 Peninsula Clean Energy	10	5	2	5	22

Latino Group Summary

- Eco PCE 50% & EcoMax PCE 100% – They miss the words “Peninsula Clean Energy.”
- Bright Green 50% RENEWABLE & Ultra Green 100% RENEWABLE – This was the program name of choice because they “Green” because they equate, “Green” with a healthy environment.
- ECO50 & ECO100 – They liked the clean look of this better than the others.

- EcoStart PCE 50% & EcoMax 100% – This does not make sense to them, but they did like the percentage sign.

Mainstream Summary

- Eco PCE 50% & EcoMax PCE 100% – No real commentary supplied they just did not like it as well as ECO50 & ECO100.
- ECO50 & ECO100 – Picked purely for the aesthetic appeal and felt that with all of the other information on the ad it works. The only thing they might consider adding is the percentage sign for absolute clarity.
- Bright Green 50% RENEWABLE & Ultra Green 100% RENEWABLE – The two choices that include the word, “green” was not chosen because in their opinion it is an overused word.
- EcoStart PCE 50% & EcoMax 100% – they said it was okay but liked ECO50 & ECO100 more.

Note: Mainstream did ask to run through these twice before making their decision.

Chinese Group Summary

- Bright Green & Ultra Green – They liked the word green and the color green. “Green” equals a healthy environment.
- ECO50 & ECO100 – They liked the clean look, the inclusion of the word “Peninsula” but they would add the percentage sign too.
- EcoStart PCE 50% & EcoMax 100% – This looks and sounds weird, and not clearly understood, but they did like the percentage sign.

Filipino Group Summary

- Eco PCE 50% & Eco Max PCE 100% – They said the only good thing of this name was the percentage sign
- Bright Green 50% RENEWABLE & Ultra Green 100% RENEWABLE – The whole group, liked the word “Renewable.”
- ECO50 & ECO100 – They liked the clean look of this better than the others.
- EcoStart PCE 50% & EcoMax 100% – They did not like the name or look of this one.

Summary of Section 3: Environment, Clean Energy, and PG&E

The Spanish Group

Every participant in the Spanish Group was very excited that they would be given a choice for clean energy but were concerned that costs would rise. They also expressed a desire to have a company other than PG&E offer the service.

This group had the most negative opinion of the advertising campaign and the highest level of distrust in PG&E. Only a few are willing to consider the new program.

The Mainstream Group

The Mainstream Group had a high familiarity with all types of clean energy and was the only group that was aware of clean energy in other counties.

The reaction to PG&E varied greatly in this group, ranging from hate to satisfaction with reasonable rates for reasonable service.

They expressed a very high level of interest in the program. All but one in this group stated that they are willing to give the program a try.

The Chinese Group

Their knowledge of environmental programs and processes was good, but their rate of commitment and practice was lower than all other groups. They were hesitant to try the new program outright. They showed the lowest interest and highest distrust of the program without more information.

Cost and reliability are the main concern for the Chinese Group. A participant suggested that it would be helpful to include an online calculator that shows how much they will pay and how their choice will impact the environment. Another suggestion was that PCE set up a tour for those people interested in learning more about the clean energy cycle. They would like to get more information about the new program before making any change.

The Filipino Group

Every participant in this group expressed an eagerness for clean energy. However, they were not as willing as the mainstream group to pay more for clean energy. All participants in the Filipino group participate in environmental and conservation practices. Many had considered solar – and one even attempted to install solar but was turned down for a rebate when PG&E told her that her household did not use enough electricity to qualify.

Each participant in the Filipino group was interested in switching over. They had a high opinion of PG&E and expressed a deep trust in San Mateo County to make a smart decision on behalf of its constituents.

Section 4: Wrap Up and Closing Remarks

Program Motivators

- Now we can choose something good for the environment without investing in solar
- Providing a better future for the next generations, for our children – hope, happiness, and a better life

Best words

- *Affordable, Choice, Support, Now, Family, Community, San Mateo County, Renewable, Bright, and Future*

Program Barriers

- Cost not clearly stated
- PCE too close to PG&E
- Confusing program
- Does not include enough visuals of the environment, multiple (3) generations, homes, community, the local community, and clean energy sources
- Reading the text in the orange section when placed on a colorful background
- Written text in Tagalog is not used or needed
- Distrust of anything related to PG&E
- Too many taglines
- Most important information should be clearly called out



**REGULAR MEETING of the Board of Directors of the
Peninsula Clean Energy Authority (PCEA)
Thursday, May 12, 2016
MINUTES**

San Mateo County Office of Education, Corte Madera Room
101 Twin Dolphin Drive, Redwood City, CA 94065
6:30pm

CALL TO ORDER

Meeting was called to order at 6:35 pm.

ROLL CALL

Present: Dave Pine, County of San Mateo, *Chair*
Jim Eggemeyer (alternate), County of San Mateo
Rick DeGolia, Town of Atherton
Greg Scoles (alternate), City of Belmont
Lori Liu, City of Brisbane
Donna Colson, City of Burlingame
Joseph Silva, Town of Colma
Mike Guingona, City of Daly City
Larry Moody, City of East Palo Alto (*arrived during closed session*)
Deborah Penrose, City of Half Moon Bay
Laurence May, Town of Hillsborough (*arrived 6:37pm*)
Catherine Carlton, City of Menlo Park (*arrived 6:41 pm*)
Wayne Lee, City of Millbrae (*arrived 7:17 pm*)
John Keener, City of Pacifica
Craig Hughes, Town of Portola Valley
Ian Bain, City of Redwood City
Marty Medina, City of San Bruno
Rick Bonilla (alternate), City of San Mateo
Pradeep Gupta, City of South San Francisco
Daniel Yost, Town of Woodside

Absent: Gary Pollard, City of Foster City
Cameron Johnson, City of San Carlos

Staff: Jim Eggemeyer, Director, Office of Sustainability
David Silberman, General Counsel
Gordon Tong, Office of Sustainability
Carolyn Raider, Office of Sustainability
Kirsten Pringle, Office of Sustainability

A quorum was established.

ADMINISTERING THE OATH OF OFFICE

David Silberman administered the oath of office to Laurence May.

PUBLIC COMMENT

James Tuleya, resident, Sunnyvale
Ted Howard, resident, San Mateo

ACTION TO SET THE AGENDA AND APPROVE CONSENT AGENDA ITEMS

Motion to approve the balance of the consent agenda and set the agenda – Made / Seconded: Gupta/ Bonilla

Motion passed 18-0 (Absent: Pollard, Johnson).

CLOSED SESSION

Closed session was held. Chair Pine reported out from closed session that the Board appointed Jan Pepper as the Chief Executive Officer of Peninsula Clean Energy by a unanimous vote.

REGULAR AGENDA

1. CHAIR REPORT

Chair Pine provided a brief report stating that Silicon Valley Clean Energy appointed its Chief Executive Officer the night before; the PCE Citizens Advisory Committee held its first meeting; and that Councilmember Donna Colson from Burlingame offered Fioli as the location for PCE's launch party. In addition, Chair Pine announced that he will be sending out two emails asking cities to indicate their interest in having a 100% renewable energy default option for all accounts in their cities and opting-up their municipal accounts to the 100% renewable option.

2. NOBLE PRESENTATION REGARDING DATA MANAGEMENT AND CALL CENTER SERVICES

Drake Welch and Paul Soco from Noble Energy Solutions, LLC. ("Noble Solution") presented on the data management and customer call center services they will be providing PCE. These services include: electronic data interchange; billing administration; settlement quality meter data; customer information systems; operational reporting and qualified reporting entity services; and operations of the customer call center. Mr. Soco also discussed the projected implementation timeline.

3. FINANCE PRESENTATION REGARDING PCE BANKING OPTIONS AND UPDATED BUDGET REQUEST

Jim Eggemeyer, Director of the County's Office of Sustainability, announced that the County Board of Supervisors voted to approve an additional \$1.4 million loan to cover PCE's operating

costs until PCE becomes cash positive. In addition, the Board allocated authority to the County Manager to negotiate an additional loan in the amount of \$6 million to be used as collateral for a banking loan to PCE.

Michael Bolander, Fiscal Services Manager for the County's Office of Sustainability, presented on PCE's past, current and future budget and provided additional details on the loans provided by the County and how those loans will be used. In addition, Mr. Bolander stated that County staff have been working with banks to secure term sheets for a loan in the amount of \$12 million to be used for the purposes of the initial electricity supply purchase, deposit with PG&E, and deposit with the California Independent Systems Operator. County staff will return to the PCE Board of Directors with information about the final loan offers for the Board's consideration.

4. COUNTY STAFF REPORT

Mr. Eggemeyer gave a brief report regarding meetings County staff held with PG&E and Noble Solutions, contract negotiations with energy service providers and insurance for PCE.

Kirsten Pringle, Sustainability Fellow for the County's Office of Sustainability, provided an update on marketing and communications, including changes being made to the PCE website and upcoming community workshops.

Ms. Pringle also provided a brief report summarizing the recommendations from the Citizens Advisory Committee on the marketing and communications plan.

BOARD MEMBER REPORTS

No reports from the Board.

ADJOURNMENT

Meeting was adjourned at 8:57 pm.

Chair

Attest:

Secretary



PENINSULA CLEAN ENERGY
JPA Board Correspondence

DATE: May 19, 2016
BOARD MEETING DATE: May 26, 2016
SPECIAL NOTICE/HEARING: None
VOTE REQUIRED: Majority Present

TO: Honorable Peninsula Clean Energy Joint Powers Board
FROM: Jim Eggemeyer, Director, Office of Sustainability, County of San Mateo
SUBJECT: Citizens Advisory Committee

RECOMMENDATION:

Change the composition of the appointments and make new appointments to the Citizens Advisory Committee.

BACKGROUND:

On March 24, 2016, your Board voted to form a Citizens Advisory Committee (CAC) to provide recommendations on topics central to PCE's implementation. The CAC is a limited-term committee of your Board. The CAC held its inaugural meeting on May 5th 2016 and will be continue to meet monthly on the first Thursdays of the month until a permanent CAC is established following PCE's launch in October 2016.

Membership on the CAC was originally offered to the fifteen organizations that previously served on the PCE Advisory Committee, representing a diversity of stakeholder groups throughout San Mateo County. Of the fifteen, eleven organizations accepted seats on, and appointed a representative to, the CAC. Due to time constraints and other factors, four organizations that previously held seats on the PCE Advisory Committee decided not to participate on the CAC.

On March 12, 2016, your Board approved a revised roster for the CAC removing the four organizations that opted not to participate and appointing a new member to the committee: the San Mateo County Transit District.

DISCUSSION:

The San Mateo County Central Labor Council (Central Labor Council) previously served on the PCE Advisory Committee. Although the Central Labor Council initially declined membership to the CAC, arrangements have been made within the Council to allow staff to attend the CAC meetings. Due to the fact that the Central Labor Council is a significant stakeholder in PCE's implementation and that the Council actively participated in the previous Advisory Committee, staff recommend revising the CAC roster by appointing the Central Labor Council to the committee.

FISCAL IMPACT:

There will be no fiscal impact to changing the composition of the Citizens Advisory Committee.

ATTACHMENT

- A. Revised Citizens Advisory Committee roster



Citizens Advisory Committee Roster

<u>Agency</u>	<u>Director</u>
Burlingame Citizens Environmental Council	Mike McCord
IBEW Local 1245	Landis Martilla
MenloSpark	Michael Closson
Pacifica Climate Committee	Kirsten Schwind
San Mateo Community Choice	Janet Creech
San Mateo County Association of Realtors	TBD
San Mateo County Central Labor Council	Mark Leech
San Mateo County School Economic Development Association	Amanda Borsum
San Mateo County League of Women Voters	Susie Raye
San Mateo County School Boards Association	Hector Camacho
San Mateo County Special Districts Association	Harvey Rarback
San Mateo County Transit District	Michelle Senatore
Sierra Club Loma Prieta Chapter	Sue Chow

Amended May 26, 2016



PENINSULA CLEAN ENERGY
JPA Board Correspondence

DATE: May 22, 2016
BOARD MEETING DATE: May 26, 2016
SPECIAL NOTICE/HEARING: None
VOTE REQUIRED: Majority Present

TO: Honorable Peninsula Clean Energy Joint Powers Board
FROM: Jim Eggemeyer, Director, Office of Sustainability, County of San Mateo
SUBJECT: Update on procurement of insurance for PCE

RECOMMENDATION:

Accept this informational report from staff.

BACKGROUND:

In order to ensure that Peninsula Clean Energy, its board members, and its employees are adequately protected, staff have been looking into purchasing various types of insurance for the organization. Types of insurance coverages include general liability, workers compensation, director and officers with employment practice liability, fiduciary, automotive, crime, property, cyber-liability, and environmental.

General liability insurance is a standard insurance coverage that accounts for bodily injury accidents for visitors, personal injury, and false advertising complaints. Workers compensation provides coverage in the event of injuries to employees. The director and officers insurance with employment practice liability will cover the Board of Directors for any decisions made with regards to wrongful termination, workplace discrimination, failure to hire, etc. Fiduciary insurance covers benefit plans such as deferred compensation, 401k, and other retirement plans. Automotive insurance provides coverage for any vehicles that PCE owns. Crime and property insurance covers employee theft, loss of money/securities, and business personal property.

DISCUSSION:

Staff have determined that the most applicable insurance coverages for PCE are general liability, workers compensation, directors and officers with employment practice liability, and fiduciary. General liability insurance coverage specifically designed for the energy markets include Liberty Mutual, Travelers, Berkshire Insurance Group, ACE, AIG, and

Various Lloyds Syndicates. With regards to workers compensation insurance, staff will likely initially procure a first dollar coverage in order to minimize exposure for PCE.

Given that PCE is not expected to own any vehicles in the near term, automotive insurance is not necessary. If in the future PCE purchases vehicles for employee use, it may look to purchase this coverage.

Staff have approached brokers to represent PCE to the marketplace to procure the aforementioned insurance coverages. As a last resort, PCE can also be added to the County insurance for a short term period.

FISCAL IMPACT:

There is no fiscal impact associated with accepting this report.