



**REGULAR MEETING of the Board of Directors of the  
Peninsula Clean Energy Authority (PCEA)  
Thursday, November 17, 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 6:36 pm.

**ROLL CALL**

**Present:** Jeff Aalfs, Town of Portola Valley, *Vice Chair*  
Carole Groom, County of San Mateo  
Rick DeGolia, Town of Atherton  
Greg Scoles, City of Belmont  
Sigalle Michael, City of Burlingame  
Lisa Gauthier, City of East Palo Alto  
Gary Pollard, City of Foster City  
Deborah Penrose, City of Half Moon Bay  
Elizabeth Cullinan, Town of Hillsborough  
John Keener, City of Pacifica  
Ian Bain, City of Redwood City  
Marty Medina, City of San Bruno  
Cameron Johnson, City of San Carlos  
Daniel Yost, Town of Woodside

**Absent:** Dave Pine, County of San Mateo, *Chair*  
Lori Liu, City of Brisbane  
Joseph Silva, Town of Colma  
Michael Guingona, City of Daly City  
Catherine Carlton, City of Menlo Park  
Wayne Lee, City of Millbrae  
Joe Goethals, City of San Mateo  
Pradeep Gupta, City of South San Francisco

**Staff:** Jan Pepper, Chief Executive Officer  
Nirit Eriksson, Associate General Counsel

George Wiltsee, Director of Power Resources and Energy Programs  
Dan Lieberman, Director of Marketing and Public Affairs  
Gordon Tong, Office of Sustainability  
Carolyn Raider, Office of Sustainability

**A quorum was established.**

**ACTION TO SET THE AGENDA AND APPROVE CONSENT AGENDA ITEMS**

Motion Made / Seconded: Yost/ Pollard

**Motion passed unanimously 14-0 (Absent: Pine, Liu, Silva, Guingona, Carlton, Lee, Goethals, Gupta)**

**PUBLIC COMMENT**

No public comment.

**REGULAR AGENDA**

**1. CHAIR REPORT**

Vice Chair Aalfs praised the good work that was done at the Board Retreat on November 12<sup>th</sup>. He announced that he had met one of the Commissioners on the California Public Utilities Commission (CPUC) today, and met with another Commissioner's staff. He also announced that PCEA is moving forward with a Request for Offers for renewable supply.

**2. CEO REPORT**

Jan Pepper—Chief Executive Officer—announced that Peninsula Clean Energy (PCE) is hiring. One position just closed for a Community Outreach Manager / Coordinator, and two other positions are closing on November 28<sup>th</sup> and December 1<sup>st</sup> for a Customer Care Director/Manager and a Manager of Contracts and Compliance. The next positions to be posted soon will be for an Energy Analyst and a Regulatory Analyst.

Jan also announced a series of meetings between members of the PCE Board and the CPUC. She explained the meetings are basically “meet and greet” opportunities, but they're also an opportunity to urge for more transparency in the Power Charge Indifference Adjustment (PCIA).

**3. PROVIDE AN UPDATE ON THE CITIZENS ADVISORY COMMITTEE**

The Board moved on to agenda item 4 first.

**4. ADOPT A RESOLUTION ON FORMATION OF A CITIZENS ADVISORY COMMITTEE**

There was discussion about other advisory committees in the County that are good examples of what works. There was consensus that advisory committee members should be community representatives – representing PCE to the community and being a conduit for communication and ideas. There was also discussion on the committee’s “advisory” role, or input on “key advisory actions”. Nirit Eriksson—Associate General Counsel—explained that whatever is the consensus of the group would be brought back as a resolution at a future meeting.

An application process was discussed, as well as a need for broad communication to ensure awareness so interested parties have a chance to apply. It was suggested that PCE engage the cities and county contacts, as well as local papers and social media, to reach out across the county.

**PUBLIC COMMENT:**

Mark Roest, SeaWave Battery, Inc.

**3. PROVIDE AN UPDATE ON THE CITIZENS ADVISORY COMMITTEE**

Michael Closson of Menlo Spark was selected by colleagues on the CAC to speak on behalf of the committee. A summary of discussion from the last CAC meeting was reported at the retreat, but he reported the following recommendations from the CAC: they like the idea of an application process, limiting the size to 15 members, and in the CAC memo they suggest changing “ratepayers” to “customers” in the 3rd bullet under “To further PCE’s mission, the CAC would:”, and in the 5<sup>th</sup> bullet, adding “including on local projects to be taken on by PCE.” He said the CAC thinks it’s important to include some people from stakeholder groups because they can report back and get others more involved.

Motion Made on Item 4 / Seconded: Yost / Penrose

**Motion passed unanimously 14-0 (Absent: Pine, Liu, Silva, Guingona, Carlton, Lee, Goethals, Gupta)**

**5. PROVIDE AN UPDATE ON RECENT COMMUNITY OUTREACH AND MARKETING EFFORTS**

Dan Lieberman—Director of Marketing and Public Affairs—presented two community presentations since the last board meeting, and both were well attended. Website visits declined after the official roll-out and launch, but that was expected. PCE is preparing to run Facebook ads on ECO100 upgrades, and two final enrollment notices for Phase 1 are being sent.

Dan announced that Opt-out rates are still below 1%, which generated discussion about PCE’s energy needs in light of lower than expected opt-outs, and the continued upward trend on Opt-Ups. Jan Pepper explained that we have planned for increased energy needs.

**6. DISCUSSION ON MARKETING MATERIALS IN DIFFERENT LANGUAGES**

Dan requested guidance on producing marketing materials in different languages. He showed a table of what was done for Phase 1, the number of languages used for the call center and website, and the cost of sending over 1 million pieces of mail. Dan said that for every penny saved per piece, that's \$10,000. There are opportunities to reduce costs by changing the layout.

He said that PCE would be the first CCA with PG&E to do a bill insert, so there's no track record on how that will/won't affect opt-out rates. Attendees at PCE's public workshops have asked if we've done a bill insert, and it would be nice to say yes. The pros and cons of bill inserts and postcards were discussed. It was confirmed that every mail piece must have the Terms and Conditions in English, and they cannot be condensed. Aside from English, the two languages most common in San Mateo County are Spanish and Mandarin. In Phase 1, two mailings had full translations into Spanish and Mandarin to select cities, and three final mailings had partial translations into Spanish and Mandarin sent to all residents. There was general consensus that using postcards and including a smaller amount of translation would work.

**PUBLIC COMMENT:**

James Tuleya  
Mark Roest, SeaWave Battery, Inc.  
Janet Creech

**7. PROVIDE AN UPDATE ON THE RENEWABLE SUPPLY REQUEST FOR OFFERS**

George Wiltsee—Director of Power Resources—said offers are being reviewed now, and he outlined the criteria being used to evaluate the projects and contracts, including project location (with a preference for California), buying locally and providing opportunities for local jobs, price, qualifications of the team, environmental impacts, financing plan, interconnectedness, wage requirements, multi-trade labor agreements, apprentice programs, etc. George also discussed Phase 2 interconnection, siting, zoning, permitting, price, transmission costs, and Resource Adequacy benefits.

George said the next step is meeting with an Ad Hoc committee of Board members recruited by Dave Pine, and then contacting bidders to discuss terms and resolve any points requiring negotiation. On December 5<sup>th</sup> PCE will notify all bidders on the status of their offers. Then next week, we'll receive executed signature pages from selected bidders, we'll brief the Board, and request approval for PCE to execute those contracts. He said we hope to have executed contracts before the holidays. George said there has been discussion about the CCAs coordinating and buying power together, but it's complicated. Additional questions and discussion revolved around prices coming down for renewables vs long term contracts.

**8. ADOPT PCEA MISSION**

Jan Pepper explained that the mission statement was approved at the retreat.

**PUBLIC COMMENT:**

Michael Closson, Menlo Spark  
Mark Roest, SeaWave Battery, Inc.

## 9. ADOPT PCEA STRATEGIC GOALS

Jan Pepper initiated discussion on the eight goals that came out of the Board Retreat.

Supervisor Groom suggested adding “environmental justice” to the end of goal #4 so it reads: Demonstrate quantifiable economic benefits to the County/region and place a priority on local hiring and workforce development practices and environmental justice.

Jeff Aalfs asked about the proper process for handling any changes. Nirit Eriksson-- Associate General Counsel—explained that we can have a motion to accept amendments.

### **PUBLIC COMMENT:**

James Tuleya  
Mark Roest, SeaWave Battery, Inc.  
Michelle Daher, East Palo Alto Environmental Coordinator  
Diane Bailey, Menlo Spark

Ian Bain suggested changing the wording of the end of #5 so it reads: Implement Programs to further reduce greenhouse gas emissions by investing in programs such as local clean power production, electric vehicles, energy efficiency, and demand response, and partnering effectively with local business, schools, and nonprofit organizations.

Motion Made / Seconded: Bain / Groom

**Motion passed unanimously 14-0 (Absent: Pine, Liu, Silva, Guingona, Carlton, Lee, Goethals, Gupta)**

## 10. ADOPT PCEA POLICY ON ETHICAL VENDOR STANDARDS

Jan Pepper explained that the Board came to a consensus on the standards on Saturday at the retreat.

### **PUBLIC COMMENT:**

Mark Roest, SeaWave Battery, Inc.

Motion Made / Seconded: DeGolia / Bain

**Motion passed unanimously 14-0 (Absent: Pine, Liu, Silva, Guingona, Carlton, Lee, Goethals, Gupta)**

## **11. REVIEW FINANCIAL STATEMENTS**

Jan Pepper presented the current unaudited financial statements as of September 30, 2016. Operating Expenses and Net Position show current debt as a little over \$1 Million. She explained that we haven't spent as much as we expected mainly because we haven't hired more staff yet and we aren't paying rent. She said she will present additional details at the next Board meeting, and will have the accountant attend a future meeting.

## **12. BOARD MEMBERS REPORTS**

None

## **ADJOURNMENT**

Meeting was adjourned.