



**SPECIAL MEETING of the Board of Directors of the
Peninsula Clean Energy Authority (PCEA)
Saturday, November 12, 2016**

Portola Valley Community Hall
765 Portola Rd, Portola Valley, CA 94028
9:00 a.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 Anne Bartoletti, Board Clerk, at least 2 working days before the meeting at abartoletti@peninsulacleanenergy.com. 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

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 and/or Closed Session 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.

SPECIAL AGENDA

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| 8:30 – 9:00 | Refreshments |
| 9:00 – 9:05 | Introduce schedule for the day |
| 9:05 – 9:15 | Public Comment |
| 9:15 – 11:15 | Adopt PCEA Mission Statement and Long-term Strategic Goals (Action) |
| 11:15 – 12:45 | Discuss and possibly adopt policies on qualitative evaluation criteria for PCE suppliers (Action) |
| 11:45 – 12:15 | Lunch Break |
| 12:15 – 1:30 | Overview of PCE's Procurement Requirements (Discussion) |
| 1:30 – 2:00 | PCIA – its History and Current Regulatory Issues (Discussion) |
| 2:00 – 2:45 | Provide Input on Future of Citizens Advisory Committee (Discussion) |
| 2:45 – 3:00 | Wrap-Up |

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>.

Mission Statement

Definition: A mission statement is a short (1-2 sentence) statement that reflects who or what you are and expresses your organization's reason for being. It should be memorable, clear and concise. It is *not* a statement of what you will do in the future or how you will get there. It should avoid being the "kitchen sink" of everything your organization does or aspires to do.

Examples from other CCAs:

Marin Clean Energy's mission is to address climate change by reducing energy related greenhouse gas emissions through renewable energy supply and energy efficiency at stable and competitive rates for customers while providing local economic and workforce benefits.

Sonoma Clean Power addresses climate change by reducing energy related greenhouse gas emissions and securing energy supply, price stability, energy efficiencies and local economic and workforce benefits.

Valley Clean Energy Alliance, a locally controlled energy provider. VCEA's mission is to deliver cost-competitive clean electricity, product choice, price stability, energy efficiency and greenhouse gas emission reductions.

Lancaster Choice Energy puts the YOU back in utility by offering cleaner power, affordable rates and local control.

Some Options for PCE's Consideration...

- A) Peninsula Clean Energy is a locally controlled, not-for-profit electricity provider serving San Mateo County. Our mission is to reduce energy-related greenhouse gas emissions while providing customer choice at competitive rates.
- B) Peninsula Clean Energy is San Mateo County's local electricity provider. Our mission is to reduce climate emissions, offer customer choice, and provide stable and affordable rates.
- C) Peninsula Clean Energy is San Mateo County's local electricity provider. We're leaving the world a better place by reducing climate emissions and offering our customers energy choice at competitive rates.

PCE Strategic Goal Setting:

Strategic goals support an organization's mission by articulating aspirational, yet realistic and measurable, targets or statements of intent. Strategic goals generally cover a period of ~5 years and are supported by strategies and tactics (the how) which are updated more often. Suggest developing no fewer than 5 and no more than 10 strategic goals.

Common Themes from Other CCE programs:

- Reduce greenhouse gas emissions
- Increase use and production of renewable energy
- Stimulate local power production
- Offer competitive or lower customer rates
- Expand customer choices
- Contribute to local community and local economy
- Reduce energy use, encourage energy conservation
- Support energy resilience and innovation
- Provide great customer experience
- Ensure organizational success and vitality

For PCE's Consideration...

Over the next 5+ years, PCE will:

1. Be the leading Community Choice Energy provider in California
2. Design a diverse power portfolio that is 100% greenhouse gas free by 2021, sourced by 100% CA RPS eligible renewable energy by 2025, and create a minimum of 20 MWs of new local power by 2027.
3. Continually strive to offer ECOPlus at rates that are at parity or lower than PG&E rates
4. Actively encourage voluntary participation in its ECO100 renewable energy product, with a goal of at least 5% of its total accounts participating and/or be ranked in the NREL Top 10 utility green power programs list for participation rate by 2020.
5. Achieve recognition from the EPA's Green Power Partnership for Green Power Community for all cities with municipal accounts enrolled in ECO100 by 2018.
6. Stimulate development of new renewable energy projects in California through PCE's procurement activities.

7. Demonstrate quantifiable economic benefits to the County/region by investing in local clean power production, promoting local clean tech innovation, partnering effectively with local business, and placing a priority on local hiring and workforce development practices.
8. Provide a superior customer experience and develop PCE brand awareness and loyalty throughout the County.
9. Build a financially sustainable organization including sufficient reserves in a rate stabilization fund and achieve an investment grade credit rating by 2021.
10. Foster a work environment that espouses sustainable business practices and cultivates a culture of innovation, integrity, and commitment to the organization's mission and the communities it serves.

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Statement on Ethical Vendor Standards

Peninsula Clean Energy (PCE) is committed to the highest standards of responsible behavior and integrity in all of its business relationships. In keeping with its mission to reduce climate emissions, PCE will consider a company's environmental track record and commitment to sustainable business practices in its procurement decisions.

DRAFT

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**Peninsula Clean Energy
 Citizens Advisory Commission Proposal**

Cameron Johnson & Dave Pine
 November 8, 2016

The purpose of this memo is to propose a structure and set of objectives for the Peninsula Clean Energy (PCE) Citizens' Advisory Committee. This proposal will be discussed at the November 12th PCE board retreat.

Background & Context

History of the CAC

The San Mateo County Community Choice Energy (CCE) Advisory Committee held its first meeting on May 28, 2015. The Advisory Committee was comprised of elected officials from all 20 cities in the County and the County itself, as well as representatives from several labor, environmental and other community organizations.

On March 24, 2016, PCE's Board of Directors, comprised only of elected officials, met for the first time and an Ad-Hoc Citizens Advisory Committee was formed of the non-elected CCE Advisory Committee members, with the intent of having this committee serve until PCE was launched in October. On September 22, 2016, the PCE board voted to extend the Ad-Hoc CAC until the end of the year.

The current members of the Ad-Hoc CAC are shown below:

Representative	Organization
Mike McCord	Burlingame Citizen Environmental Council
Landis Martilla	IBEW Local 1245
Michael Closson	MenloSpark
Kirsten Schwind	Pacifica Climate Committee
Janet Creech	San Mateo Community Choice
Judy Taylor	San Mateo County Association of Realtors
Sue Chow	Sierra Club Loma Prieta Chapter
Harvey Rarback	San Mateo County Special Districts Association
Susie Raye	San Mateo County League of Women Voters
TBD	San Mateo County School Boards Association
Amanda Borsum	San Mateo County Economic Development Association (SAMCEDA)
James Ruigomez	San Mateo County Central Labor Council
Michelle Senatore	San Mateo County Transit District

Composition and Goals of Other CACs

In considering how to structure the PCE CAC, it is worth looking at the CACs for SamTrans and for the San Mateo County Transportation Authority (TA).

The SamTrans CAC is made up of 15 members, divided between the following three constituencies:

Bus Riders – Representing the diverse population of both San Mateo County and SamTrans fixed-route ridership, e.g.; Hispanic riders, Asian riders, Caucasian riders, African American riders, Disabled riders, Senior riders, Student riders, Transit Dependent riders.

Multi-modal Riders – Representing the riders who use SamTrans fixed-route service to connect to another one of the available transit modes, e.g.; bus-to-Caltrain riders, bus-to-BART riders, bus-to-bus riders.

Community – Representing community interests which also interact with SamTrans fixed-route service, e.g.; Schools, Labor, Business and Industry, Environmental interests.

The goals of the SamTrans CAC are described as follows:

The goal of [SamTrans CAC] is to help the San Mateo County Transit District (SamTrans) plan a transportation system that is safe, efficient, cost-effective, energy-efficient, environmentally responsible, and responsive to the needs of the broadest range of citizens and transit users in the San Mateo County. SamTrans firmly believes that the people who use a transportation system, or are affected by it, should have a voice in deciding the “where,” the “what,” and the “when” of the operations of SamTrans.

In recognition of the importance of SamTrans fixed-route bus service in our multimodal system, the focus of the SamTrans Citizens Advisory Committee (CAC) is on issues of direct concern to users of fixed-route bus service. Members of the CAC may concurrently represent the concerns of other constituent groups as they relate to fixed-route bus service.....

The TA CAC is likewise composed of 15 members, drawn from the community.

The goals of the TA CAC are described as follows:

As the title implies, the duties of the committee are strictly advisory. The membership is to provide input and information to the Authority, and present formal recommendations.

Committee members will provide, upon request, sound and current information and recommendations that will broaden the scope of input and understanding for the Authority.

Provide the Authority with a broader base of experience and expertise than the Authority might otherwise have.

Act as liaison with good, timely communication capabilities between the public and the Authority.

In both cases, the CACs act as liaisons between the community and the organizations, and provides input on actions to be taken by the board.

Proposed Goals of for the CAC

The goal of PCE is to reduce greenhouse gas emissions by providing cleaner power to County residents and businesses at competitive rates. PCE will also develop new renewable energy sources, including within San Mateo County, and implement programs to further reduce greenhouse gas emissions. Key actions of the organization include:

- Purchasing electricity
- Determining the renewable and GHG-free share of the default electricity product
- Setting rates
- Determining which renewable projects to fund
- Implementing programs to further reduce greenhouse gas emissions such as energy efficiency, energy storage and EV charging stations.
- Encouraging customers to opt up to the 100% GHG-free ECO100 plan and take other actions to reduce carbon emissions.

To further PCE's mission, the CAC would:

- Act as a liaison to the community.
- Provide input on both specific PCE board agenda items as well as on PCE's general policy and operational objectives.
- Engage in outreach to the community, including encouraging ratepayers to opt-up to ECO100 and implement other carbon reducing practices.
- Assist with legislative advocacy.
- Provide a forum for community discussions on a wide variety of strategies to reduce carbon emissions.

Proposed Composition and Structure of the CAC

We propose that the CAC be comprised of 15 members drawn from the community and appointed by the PCE board. Members might be affiliated with a community group, but would not formally represent that group on the CAC. Members would be selected by the board after an application process where candidates would first be vetted by an ad hoc committee of the board.

We encourage selecting applicants who are:

- From geographically diverse areas of the County
- Have relevant backgrounds or expertise related to the electricity field and/or community outreach and engagement.
- Have the capability to build connections to local communities to encourage adoption of ECO100 and other carbon reducing practices.

The CAC would be chaired by a member of the CAC selected by the CAC membership. The CAC Chair, or the Chair's designee, would provide a report to the PCE board at each PCE board meeting.