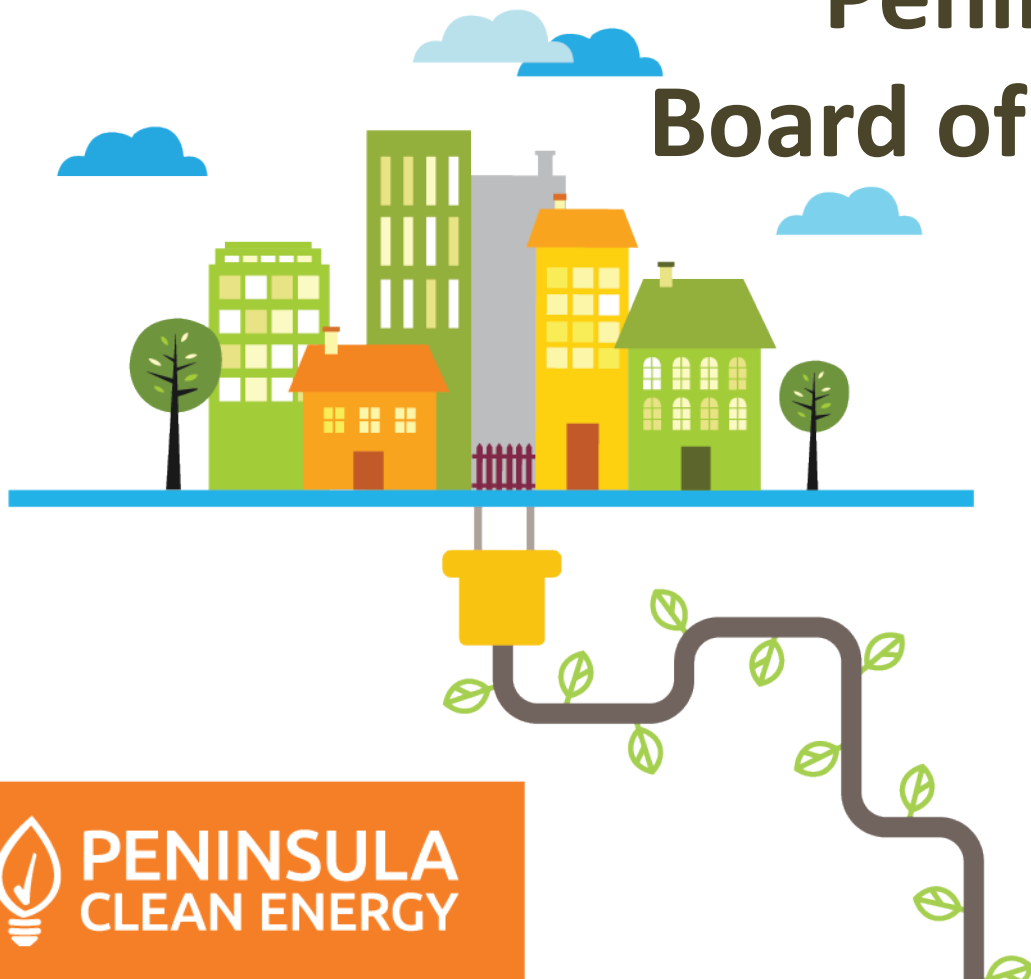


# Peninsula Clean Energy Board of Directors Meeting

May 25, 2017



**PENINSULA  
CLEAN ENERGY**

# Agenda

**Call to order / Roll call**

**Public Comment**

**Action to set the agenda and approve consent items**

# Regular Agenda

## **1. Chair Report (Discussion)**

# Regular Agenda

## **2. CEO Report (Discussion)**

# Recruiting Update

- Introducing:
  - Eric Weiner, Renewable Energy Analyst
- Future position:
  - Finance Director
    - Will post after meeting with Finance and Audit Committee

# PCE Highlights

- Held PCE 101 for new board members on May 18
- Sign up for PCE 202 tonight
  - June 1: 1-3 pm, or 3-5 pm, or 5:30 – 7:30 pm, OR
  - June 6: 2-4 pm, or 3-5 pm, or 5:30 – 7:30 pm
- Office furniture –moving forward with Sidemark
- Finance and Audit Committee – meeting Wednesday, May 31, 2:00 – 3:30pm

# Conference Highlights

- Business of Local Energy Symposium in Long Beach, May 5 – panel participation by Dave Pine and Jan Pepper
- SVLG Energy & Sustainability Summit today
  - Panel on “Your Power Your Choice: The Future of Retail Energy” with San Jose Mayor Sam Liccardo, Jerry Meek (Genentech), and a PG&E rep

# Regular Agenda

## **3. Marketing and Outreach Report (Discussion)**

# PCE Phase Two Outreach to Date

Since January, PCE staff and volunteers...

- **Spoke in person with more than 2,500 active members of our communities**
  - 56 community presentations and events
  - 21 communities
  - Community leaders spread the word!



# Recent Presentations & Tabling

29_Apr	Belmont Earth Day Tabling
29_Apr	PCE Presentation at Burlingame Rainwater Workshop
29_Apr	STEAM Fest in Redwood City Tabling
30_Apr	Kermes Día del Niño Tabling in North Fair Oaks
6-May	San Bruno Clean Sweep Tabling
7-May	Burlingame Streets Alive Tabling
10-May	PCE Presentation to San Bruno Rotary Club
11-May	Bike to Work Day Energizer Station in South San Francisco
16-May	Beresford Hillsdale Neighborhood Meeting Tabling in San Mateo
18-May	PCE Presentation to SMUHA in San Mateo
20-May	Shine Family Day Tabling in Daly City
23-May	Pacifica Climate Committee PCE Update
24-May	PCE Presentation at Water Wise Workshop in Millbrae
24-May	PCE Presentation at Shelter Creek HOA in San Bruno
25-May	Silicon Valley Energy and Sustainability Summit

# Opt Outs

CITY	Eligible Accts	Total	TOTAL OPT OUT %
PORTOLA VALLEY INC	1,672	72	4.31%
PACIFICA INC	15,419	324	2.10%
SAN BRUNO INC	16,374	331	2.02%
SO SAN FRANCISCO INC	24,784	487	1.96%
HALF MOON BAY INC	4,910	87	1.77%
DALY CITY INC	33,813	553	1.64%
MILLBRAE INC	9,373	148	1.58%
SAN CARLOS INC	14,338	220	1.53%
UNINC SAN MATEO CO	24,330	371	1.52%
BELMONT INC	11,845	167	1.41%
SAN MATEO INC	43,700	601	1.38%
HILLSBOROUGH INC	4,062	52	1.28%
BRISBANE INC	2,486	31	1.25%
BURLINGAME INC	15,439	192	1.24%
WOODSIDE INC	2,282	27	1.18%
COLMA INC	789		1.14%
FOSTER CITY INC	14,379	153	1.06%
ATHERTON INC	2,676	27	1.01%
REDWOOD CITY INC	34,357	334	0.97%
MENLO PARK INC	15,423	141	0.91%
EAST PALO ALTO INC	7,740	68	0.88%
Grand Total	300,191	4,395	1.46%

# North County Outreach Focus

- **San Bruno**
  - Clean Sweep BBQ
  - Rotary Club
  - Shelter Creek HOA
- **Pacifica**
  - Working on getting “How to Read Your Bill” article in local blog and newspaper
  - Working through local organizations
- **Daly City: Shine Family Day**
- **South San Francisco**
  - Bike to Work Day Energizer Station at SSF BART
  - Everything South City blog shout out

*Send me more ideas!*



*Thank you for major league tabling support at San Bruno's Clean Sweep event!*

*Left to right: Councilmember Marty Medina (PCE Board), Kirsten Andrews-Schwind (PCE staff), Supervisor Dave Pine (PCE Chair), Councilmember Ken Ibarra, Councilmember Rico Medina (PCE Board Alternate).*

# Bike to Work Day Partnership

PCE placed pens and brochures in  
3,500 Bike to Work swag bags across the County



# June Outreach Priorities

1. Work our contacts! Thank them and ask them to share How to Read Your Bill content to their networks
2. Local press: Press release announcing Citizens Advisory Committee members, link to How to Read Your Bill
3. Outreach to health and social service providers re: CARE and Medical Baseline discounts
4. Continued strategic North County focus

# Discount Mailer

- Sent to all customers on discounted rates:
  - CARE
  - Medical Baseline
  - LIHEAP
- Informs them that they retain their discount



The flyer is titled "Discount Mailer" and is from Peninsula Clean Energy, County of San Mateo. It is a bilingual document, with English and Spanish text. The top section features the Peninsula Clean Energy logo and a "Good News!" headline in both languages, stating that the discount on electricity continues automatically. Below this, there is a list of the discounts: CARE/FERA (5% savings), LIHEAP (5% savings), and Medical Baseline (30% savings). The bottom section provides more information about the discounts, including a link to the Peninsula Clean Energy website and a phone number. The flyer also includes a small illustration of a city skyline.

**PENINSULA CLEAN ENERGY**  
COUNTY OF SAN MATEO  
OFFICE OF SUSTAINABILITY  
405 COUNTY CTR FL 4  
REDWOOD CITY, CA 94063-1563

**好消息!**  
您的電費折扣優惠會自動延續

**¡Buenas noticias!**  
Su descuento de electricidad continúa automáticamente

**Good News!**  
Your Discount on Electricity Continues Automatically

You don't have to do anything to keep your CARE, FERA, LIHEAP, or Medical Baseline discount with Peninsula Clean Energy. In fact, you will save even more!

Ud. no tiene que hacer nada para continuar con su descuento de CARE, FERA, LIHEAP, o Medical Baseline con Peninsula Clean Energy. ¡De hecho ahorrará aún más!

**We know your discount is important.**

With Peninsula Clean Energy you continue to receive your PG&E discount automatically. You don't have to do anything. The only thing that changes is that with Peninsula Clean Energy you will now save more on electricity generation:

- CARE/FERA: Additional 5% Savings
- LIHEAP: Additional 5% Savings
- Medical Baseline: Additional 30% Savings\*

Peninsula Clean Energy was started by San Mateo County and all twenty of its cities to serve you. Peninsula Clean Energy buys greener energy on your behalf. PG&E continues to handle transmission, billing, and administration of discounts. Peninsula Clean Energy simply passes on savings from our lower rates to you — in addition to your existing PG&E discount.

Find out more at [peninsulacleanenergy.com](http://peninsulacleanenergy.com), or call 1-866-966-0110. Savings based on Peninsula Clean Energy rates in effect as of March 15, 2017.

\* Medical Baseline customers are exempt from paying the PCA and Franchise Fees, resulting in even deeper savings with Peninsula Clean Energy.

**Sabemos que su descuento es importante.**

Con Peninsula Clean Energy Ud. continúa de recibir su descuento de PG&E automáticamente. No tiene que hacer nada. El único cambio es que con Peninsula Clean Energy ahorrará aún más en la generación de su electricidad:

- CARE/FERA: Ahorro de 5%
- LIHEAP: Ahorro de 5%
- Medical Baseline: Ahorro de 30%\*

Peninsula Clean Energy fue empezado por el condado de San Mateo y todas sus veinte ciudades para servirle a Ud. Peninsula Clean Energy compra energía más limpia, mientras PG&E continúa de administrar la transmisión de electricidad, las cuentas, y los descuentos. Peninsula Clean Energy simplemente pasa los precios más bajos a Ud. — en adición de su descuento de PG&E.

Aprenda más en [es.peninsulacleanenergy.com](http://es.peninsulacleanenergy.com), o llamar a 1-866-966-0110. Ahorro basado en tasas en efecto desde el 15 de marzo, 2017.

\* Clientes con Medical Baseline no tienen que pagar los Impuestos del PCA o Franchise Fee, que resulta en aún más ahorros con Peninsula Clean Energy.

**我們知道您享有的折扣優惠很重要。**

半島清潔能源讓您自動繼續享有PG&E的折扣優惠。您無需採取任何行動。唯一改變的是，成為半島清潔能源用戶後，您將能節省更多的發電費：

- CARE/FERA: 額外節省5%
- LIHEAP: 額外節省5%
- Medical Baseline: 額外節省30%\*

半島清潔能源計劃在San Mateo縣開始推行，它底下所有二十個城市全數為您服務。半島清潔能源代表您購買更環保的能源。PG&E繼續負責輸電、計費和折扣優惠管理事宜。半島清潔能源將更低廉的費率所省下的錢直接轉嫁給您——除了您既有的PG&E折扣優惠之外。

更多詳情，請瀏覽[zh.peninsulacleanenergy.com](http://zh.peninsulacleanenergy.com)，或致電1-866-966-0110。節省百分比係以2017年3月15日起生效的半島清潔能源費率為準。

\* Medical Baseline用戶可免繳PCA和特許經營費，因此參加半島清潔能源能節省更多。

# How to Read PG&E Bills




- Sending a special post card to residential (E1) customers on how to find savings on bill
  - ECO100 and ECOplus versions
- Created website video on reading your bill
- Organizing workshop/open house for solar customers to bring in their NEM bills

**Congratulations—you are now saving 5% on electric generation service and receiving cleaner power from Peninsula Clean Energy's ECOplus program.**

Peninsula Clean Energy (PCE) is now San Mateo County's official electricity provider offering cleaner electricity at lower rates. You are receiving 50% renewable energy from sources including wind and solar power. Peninsula Clean Energy's power supply has more renewable energy, and less greenhouse gas emissions, than PG&E's power supply. But with the same reliable service!

Your Peninsula Clean Energy charges will appear on your PG&E bill, and you will receive a credit from PG&E on the bill, since you are no longer purchasing its power. We explain below how to calculate your 5% savings.



**You are a PCE ECOplus customer! Here's how to calculate your savings:**

**Step 1** Enter "Generation Credit" usually found on page 3 of your bill. This is a credit from PG&E, because they're no longer providing their 30% renewable energy. CREDIT FROM PG&E  
\$

**Step 2** Enter additional charges from PG&E: Power Charge Indifference Adjustment and Franchise Fee Surcharge. This covers energy purchased by PG&E on your behalf before you joined PCE. PCE  
\$  
+ FRANCHISE FEE  
\$  
+ NET CHARGES  
\$

**Step 3** Enter charges for Peninsula Clean Energy's greener power, called "Net Charges" on page 4. Other fees found here, which may include an Energy Commission Tax and sometimes a Local Utility Users Tax, are paid by all PG&E customers. TOTAL CHARGES  
\$

**Step 4** Add the amount of the 3 boxes in Steps 2 and 3. TOTAL SAVINGS  
\$

**Step 5** Subtract the amount in Step 4 from the PG&E credit in Step 1 to see your savings. A typical ECOplus customer will save about \$2/month. How do your savings stack up?

**Having trouble with the calculation?** Contact our helpful call center representatives at 1 (866) 966-0110 during regular business hours, or watch the short instructional video on our website at [peninsulacleanenergy.com/residents](http://peninsulacleanenergy.com/residents).

# Social Media: May 2017



## Peninsula Clean Energy

Published by Kirk Nelson [?] · May 3 at 1:13pm ·

PCE powers Sister Christina H. of St. Francis Center! She's proud that San Mateo County is a model for others to follow! How does PCE Power you? #PCEpowersMe



270 people reached

Boost Post



## Peninsula Clean Energy with Councilman Ken Ibarra and 3 others

Published by Kirsten Andrews-Schwind [?] · May 9 at 9:22am ·

PCE enjoyed outreach at San Bruno's Operation Clean Sweep on Saturday. Big thanks to San Bruno Council Members Marty Medina, Rico Medina, Ken Ibarra, and to Supervisor Dave Pine for stopping by!



484 people reached

Boost Post



## Peninsula Clean Energy

Published by Kirk Nelson [?] · April 28 at 1:38pm ·

Why is Jan Pepper, Chief Executive Officer of Peninsula Clean Energy, proud to be powered by PCE? Because each of the cities that are a part of PCE voted unanimously to be a part of it! #PCEpowersMe  
<https://www.youtube.com/watch?v=D6O4r6UcmZA>



## Peninsula Clean Energy CEO Jane Pepper talks about PCE

Why is Jan Pepper, Chief Executive Officer of Peninsula Clean Energy, proud to be powered by PCE? Because each of the cities that are a part of PCE voted una...

YOUTUBE.COM

62 people reached

Boost Post

Like

Comment

Share



## Peninsula Clean Energy in Long Beach, California.

Published by Dan Lieberman [?] · May 5 at 2:06pm ·

A powerhouse panel at the Business of Local Energy Symposium organized by Center for Climate Protection. #communitychoice



327 people reached

Boost Post

Like

Comment

Share

# Op Eds

Status	Who	Subject	Publications
Drafted	Donna Colson	Green Power Options with PCE	Burlingame Voice
Submitted	Rick DeGolia and Carlos Romero	PCE as a harbinger of what's to come in regional energy	SJ Mercury News
Drafting	Charles Stone and Cameron Johnson	First month of PCE's data – what it shows	San Mateo Daily Journal

- 208,000 units of each notice
- Phase 2 notices #1, #2, #3 already sent
- Phase 2 notice #4 currently mailed weekly
- Mailed notices to NEM customers with billing issues from last month



# Social Media & Web Metrics

## Website Visits: May 1, 2016 - May 23, 2017



Sessions

86,762

Users

46,389

Pageviews

181,735

Pages / Session

2.09

Avg. Session Duration

00:02:15

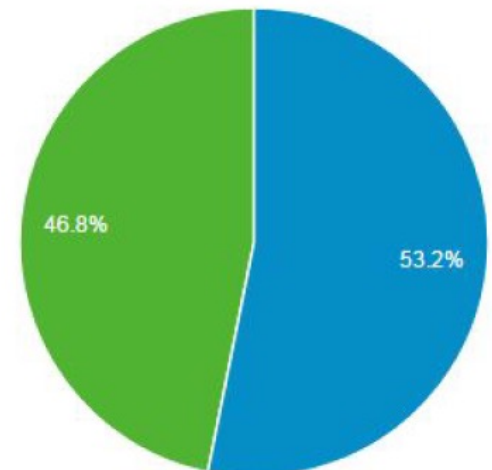
Bounce Rate

61.01%

% New Sessions

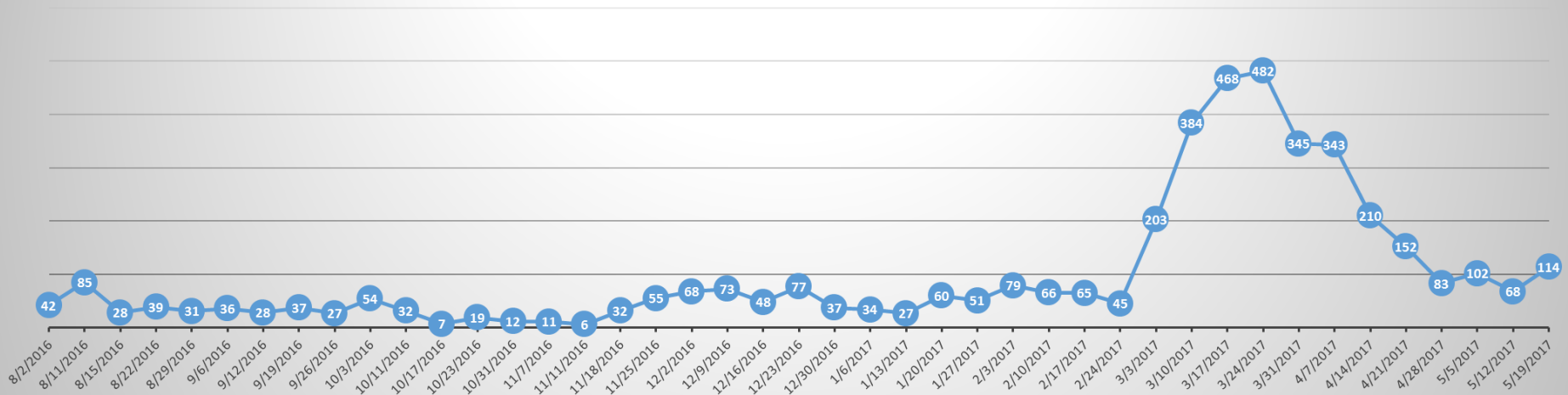
53.13%

■ New Visitor ■ Returning Visitor



# Opt Outs By Week

Opt Outs by Week



# Opt-Ups

ACTIVE ACCTS BY CITY	Eligible Accts	
CITY	Full Territory	ECO100
ATHERTON INC	2,676	47
BELMONT INC	11,845	51
BRISBANE INC	2,486	74
BURUNGAME INC	15,439	97
COLMA INC	789	-
DALY CITY INC	33,813	37
EAST PALO ALTO INC	7,740	-
FOSTER CITY INC	14,379	90
HALF MOON BAY INC	4,910	31
HILLSBOROUGH INC	4,062	-
MENLO PARK INC	15,423	214
MILLBRAE INC	9,373	74
PACIFICA INC	15,419	69
PORTOLA VALLEY INC	1,672	1,359
REDWOOD CITY INC	34,357	484
SAN BRUNO INC	16,374	42
SAN CARLOS INC	14,338	153
SAN MATEO INC	43,700	200
SO SAN FRANCISCO INC	24,784	33
UNINC SAN MATEO CO	24,330	169
WOODSIDE INC	2,282	36
Unallocated		-
Unallocated (cust type)		
<b>Grand Total</b>	<b>300,191</b>	<b>3,286</b>

# Sponsorships and Conferences

- PCE sponsored these upcoming events:

What	When	Where	Who
Silicon Valley Energy Summit	June 23	Stanford	Precourt Energy Efficiency Center

# Regular Agenda

## **4. Regulatory and Legislative Report (Discussion)**

# Regulatory and Legislative Report

May 25, 2017

Joseph Wiedman  
Senior Regulatory/Legislative Analyst



# May Meetings and CalCCA Activities

## – PCE May Meetings

- May 4<sup>th</sup>-5<sup>th</sup> Business of Local Energy Symposium (attended by Joe Wiedman, Jan Pepper, George Wiltsee, and Dan Lieberman)
- May 19<sup>th</sup> - CPUC-CEC Retail Choice En Banc, Sacramento (attended by Joe Wiedman)
- May 23<sup>rd</sup> – Attended RICAPS Meeting (attended by Joe Wiedman and Kirsten Andrews-Schwind)

## – CalCCA Activities

- May 24<sup>th</sup> – CalCCA Non-bypassable Charge Meeting (attended by Joe Wiedman)

# May Regulatory Activities

## – PCE May Filings

- Filing Protest to IOU's PAM Application on May 30<sup>th</sup> in **A.17-04-018 (PAM Application)**

## – Other Activities

- Coordinated En Banc Strategy Call with CalCCA members
- Engaging with CalCCA regulatory and legislative subcommittees to finalize internal information sharing and decision making processes

# May Legislative Activities

- **SB 618 (Bradford)** – Significantly modified. No longer subjects CCAs to expanded CPUC oversight of IRPs. Passed Senate and headed to Assembly
- **AB 79 (Levine)** – Would create seasonal and hourly emissions factors and compliance obligations; working with CalCCA to amend to use yearly default emissions factors
- **AB 920 (Bradford)** – Would authorize the PUC to review PCE's resource mix and consider establishing procurement requirements re: baseload generation; working with CalCCA to amend to clarify and preserve PCE's procurement authority consistent with treatment of POUs

# Future Reg/Leg Activities

- Developing response to ALJ ruling seeking comment on Energy Division Staff Proposal on IRP process. Comments due June 15, 2017
- July 7<sup>th</sup> – Testimony on CCA Bond Methodology due

# Regular Agenda

## **5. Approve Amendment to the 2016-2017 Budget (Action)**

# 2016-2017 Budget Amendments

- Revenue:
  - Increase in Electricity Revenue
  - Decrease Bank Loan Proceeds
- Costs:
  - Decrease in Cost of Energy
  - Decrease in Staffing and Benefits Costs
  - Increase in Outreach and Communications
  - Decrease in Technical Consultants
  - Increase in Legal and Regulatory
  - Increase in Data Manager
  - Decrease in Customer Noticing
  - Decrease in Energy Programs
  - Increase in PG&E Service Fees
  - Decrease in G&A
- Reserve Accounts:
  - Increase Rate Stabilization Reserve
  - Decrease Bad Debt Reserve
  - Decrease Deposits

# Regular Agenda

## **6. Review Draft Budget (Discussion)**

# 2017-2018 Draft Budget - Overview

- Review draft budget 17-18 tonight
- Meeting of Finance and Budget Committee on May 31 to review details
- Return to board at June meeting for final approval
  - 17-18 Budget
  - 5 year Budget Projection

# 2017-2018 Draft Budget Highlights

- General Assumptions
  - Rates
  - Cost of Energy
  - Other Expense Items
- Pay off Barclay's and County debt
  - Are there reasons NOT to do this?

# Regular Agenda

## **7. Financial Report (Discussion)**

# Regular Agenda

## **8. Review and Adopt Policy Regarding Customer Debt Collections (Action)**

# Delinquent Accounts & Bad Debt Collection

- Existing PCE Terms and Conditions around Delinquent Account actions and Bad Debt are very broad
- More defined policies are needed in order for staff to take action and address these issues
- Proposed policy is consistent with best practices amongst the other currently active CCA's

# Delinquent Accounts & Bad Debt Collection

- PCE Terms and Conditions currently state that a customer may be returned to PG&E under the “Failure to Pay” provision.
- Proposed Policy for Delinquent Accounts sets up clear timelines and financial thresholds for Residential and Non-Residential accounts:
  - Residential: Peninsula Clean Energy customer accounts exceeding \$250 in charges overdue for more than 90 days will be sent a late payment notification by PCE. The customer will be provided 60 days to pay or make payment arrangements.
  - Non-Residential: Non-Residential customer accounts exceeding \$500 in aggregate in unpaid charges for 60 days or more will be sent a late payment notification by PCE. The customer will be provided 30 days to pay or make payment arrangements.

# Delinquent Accounts & Bad Debt Collection

- PCE previously established an annual Bad Debt reserve threshold of 0.35% of total revenues.
- Debts are returned to PCE by PG&E on a monthly basis after an account is closed and final balances are not cleared within 52 days.
  - These are customers that have closed their PG&E account and moved out of the service territory
- Proposed Policy institutes a \$50 write-off threshold whereby PCE will not pursue debts less than that amount.

# Regular Agenda

- 9. Authorize the Chief Executive Officer to execute a Power Purchase Agreement (PPA) for Renewable Supply with Shiloh 1 Wind Project LLC, an Oregon limited liability company, and any necessary ancillary documents. Power Delivery Term: Five years, in an amount not to exceed \$65,000,000 (Action)**

# Regular Agenda

- 10. Authorize the Chief Executive Officer to execute an EEI (Edison Electric Institute) Master Agreement and Confirmation Agreement for Purchase of Carbon Free Energy from Powerex. Power Delivery Term: July 1, 2017 through June 30, 2018, in an amount not to exceed \$700,000 (Action)**

# Regular Agenda

- 11. Authorize the Chief Executive Officer to execute an EEI (Edison Electric Institute) Confirmation Agreement, and any necessary ancillary documents, for Purchase of PCC1 Renewable Energy from Powerex. Power Delivery Term: June 1, 2017 through December 31, 2017, in an amount not to exceed \$1,600,000 (Action)**

# Regular Agenda

## **12. Appoint Citizens Advisory Committee members (Action)**

# Thank You to Ad Hoc Committee

- ❖ Rick Bonilla, San Mateo
- ❖ Donna Colson, Burlingame
- ❖ Wayne Lee, Millbrae
- ❖ Charles Stone, Belmont
- ❖ Bill Widmer, Atherton

# Spectacular Candidate Pool

- **Thank you to all of the 39 applicants!**
- Highly qualified group, especially technically
- We look forward to working with **all** candidates in some way in the future

# Selection Criteria

- Qualified in One or More of the Following:
  - ❖ Outreach
  - ❖ Legislative Advocacy
  - ❖ Technical Knowledge of Electricity Industry
- Represent Diversity of County:
  - ❖ Geography
  - ❖ Background
  - ❖ Gender
  - ❖ Age
  - ❖ Ability to reach diverse audiences

# Selection Process

1. Reviewed application materials for all 39 candidates
2. Interviewed top 20 candidates
3. Committee agreed by consensus to nominate 15 candidates
4. Assigned terms through random draw
  - *Committee members may be nominated for up to two additional 3-year terms*
  - *Members re-apply to be re-appointed*
  - *Application process open to the public each year*

# Advisory Board Meetings

- 3<sup>rd</sup> Thursdays of the Month
- First Meeting is June 15<sup>th</sup>, 6:30 pm
- Location TBD

# Regular Agenda

## **13. Board Members' Reports (Discussion)**

# Regular Agenda

**Adjourn**