Peninsula Clean Energy
Board of Directors Meeting
May 25, 2017
Call to order / Roll call

Public Comment

Action to set the agenda and approve consent items
1. Chair Report (Discussion)
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
• 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
3. Marketing and Outreach Report (Discussion)
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!
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<tr>
<th>Date</th>
<th>Event Description</th>
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<tr>
<td>29_Apr</td>
<td>Belmont Earth Day Tabling</td>
</tr>
<tr>
<td>29_Apr</td>
<td>PCE Presentation at Burlingame Rainwater Workshop</td>
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<tr>
<td>29_Apr</td>
<td>STEAM Fest in Redwood City Tabling</td>
</tr>
<tr>
<td>30_Apr</td>
<td>Kermes Día del Niño Tabling in North Fair Oaks</td>
</tr>
<tr>
<td>6_May</td>
<td>San Bruno Clean Sweep Tabling</td>
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<tr>
<td>7_May</td>
<td>Burlingame Streets Alive Tabling</td>
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<tr>
<td>10_May</td>
<td>PCE Presentation to San Bruno Rotary Club</td>
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<tr>
<td>11_May</td>
<td>Bike to Work Day Energizer Station in South San Francisco</td>
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<tr>
<td>16_May</td>
<td>Beresford Hillsdale Neighborhood Meeting Tabling in San Mateo</td>
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<td>18_May</td>
<td>PCE Presentation to SMUHA in San Mateo</td>
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<td>20_May</td>
<td>Shine Family Day Tabling in Daly City</td>
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<td>23_May</td>
<td>Pacifica Climate Committee PCE Update</td>
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<td>24_May</td>
<td>PCE Presentation at Water Wise Workshop in Millbrae</td>
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<td>24_May</td>
<td>PCE Presentation at Shelter Creek HOA in San Bruno</td>
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<tr>
<td>25_May</td>
<td>Silicon Valley Energy and Sustainability Summit</td>
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## Opt Outs

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<th>CITY</th>
<th>Eligible Accts</th>
<th>Total</th>
<th>TOTAL OPT OUT %</th>
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<td>PORTOLA VALLEY INC</td>
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<td>72</td>
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<tr>
<td>PACIFICA INC</td>
<td>15,419</td>
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<tr>
<td>SAN BRUNO INC</td>
<td>16,374</td>
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<td>2.02%</td>
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<tr>
<td>SO SAN FRANCISCO INC</td>
<td>24,784</td>
<td>487</td>
<td>1.96%</td>
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<tr>
<td>HALF MOON BAY INC</td>
<td>4,910</td>
<td>87</td>
<td>1.77%</td>
</tr>
<tr>
<td>DALY CITY INC</td>
<td>33,813</td>
<td>553</td>
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<td>14,338</td>
<td>220</td>
<td>1.53%</td>
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<td>UNINC SAN MATEO CO</td>
<td>24,330</td>
<td>371</td>
<td>1.52%</td>
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<td>BELMONT INC</td>
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<td>SAN MATEO INC</td>
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<td>BURLINGAME INC</td>
<td>15,439</td>
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<td>WOODSIDE INC</td>
<td>2,282</td>
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<td>COLMA INC</td>
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<td>AHERTON INC</td>
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<td>EAST PALO ALTO INC</td>
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<tr>
<td><strong>Grand Total</strong></td>
<td><strong>300,191</strong></td>
<td><strong>4,395</strong></td>
<td><strong>1.46%</strong></td>
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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
How to Read PG&E Bills

- Sending a special postcard 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
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

Peninsula Clean Energy with Councilman Ken Ibara and Others
Published by Kirk Nelson
May 5 at 5:32pm

PCE enjoyed outreach at San Bruno’s Operation: Clean Sweep on Saturday, thanks to San Bruno Council Member Mary Medina, Rico Medina, Ken Ibara, and Supervisor Dave Pine for stopping by!

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 unanimously to be a part of it. #PCEpowersMe
https://www.youtube.com/watch?v=D6O4r6UcmZA

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

<table>
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<th>Status</th>
<th>Who</th>
<th>Subject</th>
<th>Publications</th>
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<tr>
<td>Drafted</td>
<td>Donna Colson</td>
<td>Green Power Options with PCE</td>
<td>Burlingame Voice</td>
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<tr>
<td>Submitted</td>
<td>Rick DeGolia and Carlos Romero</td>
<td>PCE as a harbinger of what's to come in regional energy</td>
<td>SJ Mercury News</td>
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<tr>
<td>Drafting</td>
<td>Charles Stone and Cameron Johnson</td>
<td>First month of PCE’s data – what it shows</td>
<td>San Mateo Daily Journal</td>
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</tbody>
</table>
Customer Notices: Update

- 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
- Avg. Session Duration: 00:02:15
- Bounce Rate: 61.01%
- % New Sessions: 53.13%

Enrollment phase 1 ad buy
Enrollment phase 2 ad buy
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<td><strong>Grand Total</strong></td>
<td><strong>300,191</strong></td>
<td><strong>3,286</strong></td>
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### Sponsorships and Conferences

- **PCE sponsored these upcoming events:**

<table>
<thead>
<tr>
<th>What</th>
<th>When</th>
<th>Where</th>
<th>Who</th>
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</thead>
<tbody>
<tr>
<td>Silicon Valley Energy Summit</td>
<td>June 23</td>
<td>Stanford</td>
<td>Precourt Energy Efficiency Center</td>
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4. Regulatory and Legislative Report (Discussion)
May Meetings and CalCCA Activities

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

– CalCCA Activities
  • May 24th – CalCCA Non-bypassable Charge Meeting (attended by Joe Wiedman)
May Regulatory Activities

– PCE May Filings
  • Filing Protest to IOU’s PAM Application on May 30th 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 7th – Testimony on CCA Bond Methodology due
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
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?
7. Financial Report (Discussion)
8. Review and Adopt Policy Regarding Customer Debt Collections (Action)
– 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.
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)
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)
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)
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
• 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$^{rd}$ Thursdays of the Month

• First Meeting is June 15$^{th}$, 6:30 pm

• Location TBD
13. Board Members’ Reports (Discussion)
Adjourn