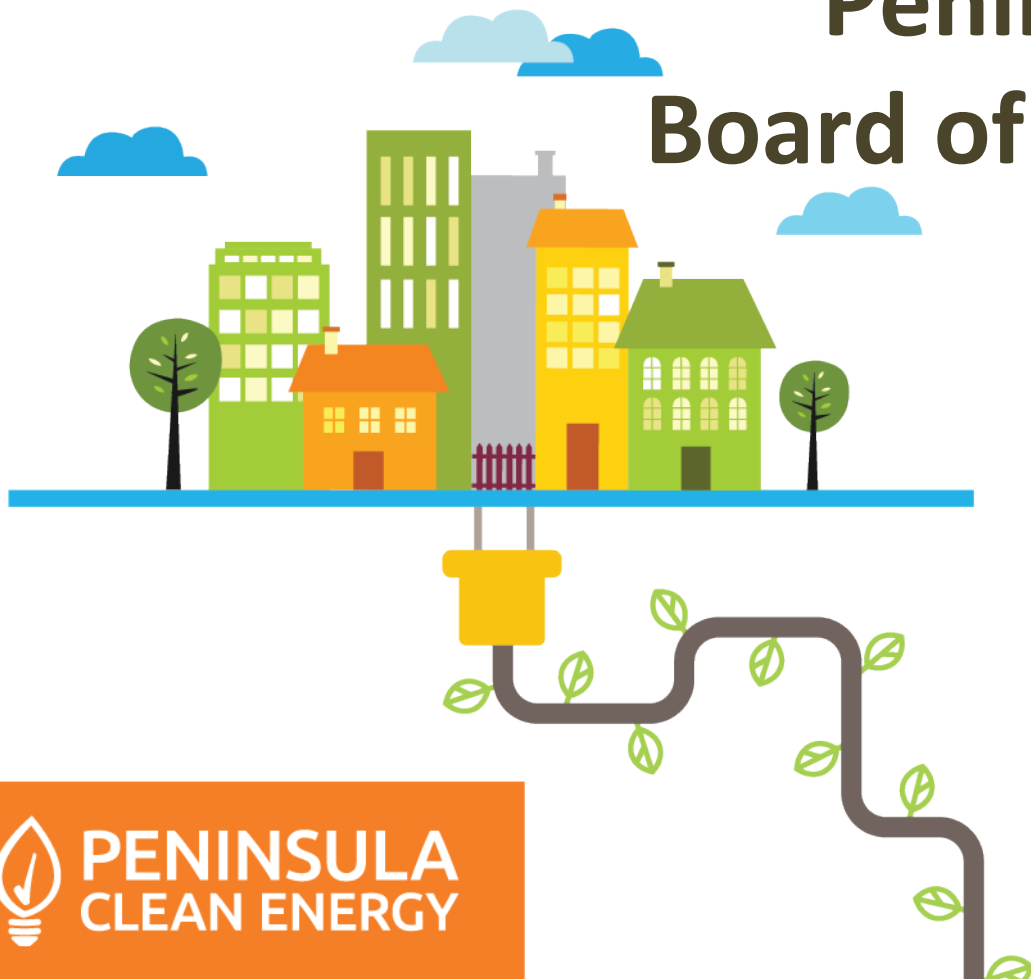


Peninsula Clean Energy Board of Directors Meeting

August 11, 2016



**PENINSULA
CLEAN ENERGY**

Agenda

Call to order / Roll call

Public Comment

Action to set the agenda and approve consent items

Regular Agenda

Closed Session

1. CONFERENCE WITH LABOR NEGOTIATORS

Agency Designated Representatives: Dave Pine and David Silberman

Unrepresented Employee: Chief Executive Officer

2. CONFERENCE WITH REAL PROPERTY NEGOTIATORS

Property: 1010 Doyle, Menlo Park

Agency Negotiators: Jan Pepper, David Silberman

Negotiating Party: Lex Machina, Inc.

Under Negotiation: Price/Terms of Lease



1. Chair Report (Discussion)

Regular Agenda

2. CEO Report (Discussion)

Municipal Accounts and ECO100

Confirmed to Opt-up

Brisbane

Millbrae

Portola Valley

Redwood City

Woodside

Menlo Park

Expressed Interest

Hillsborough

San Mateo

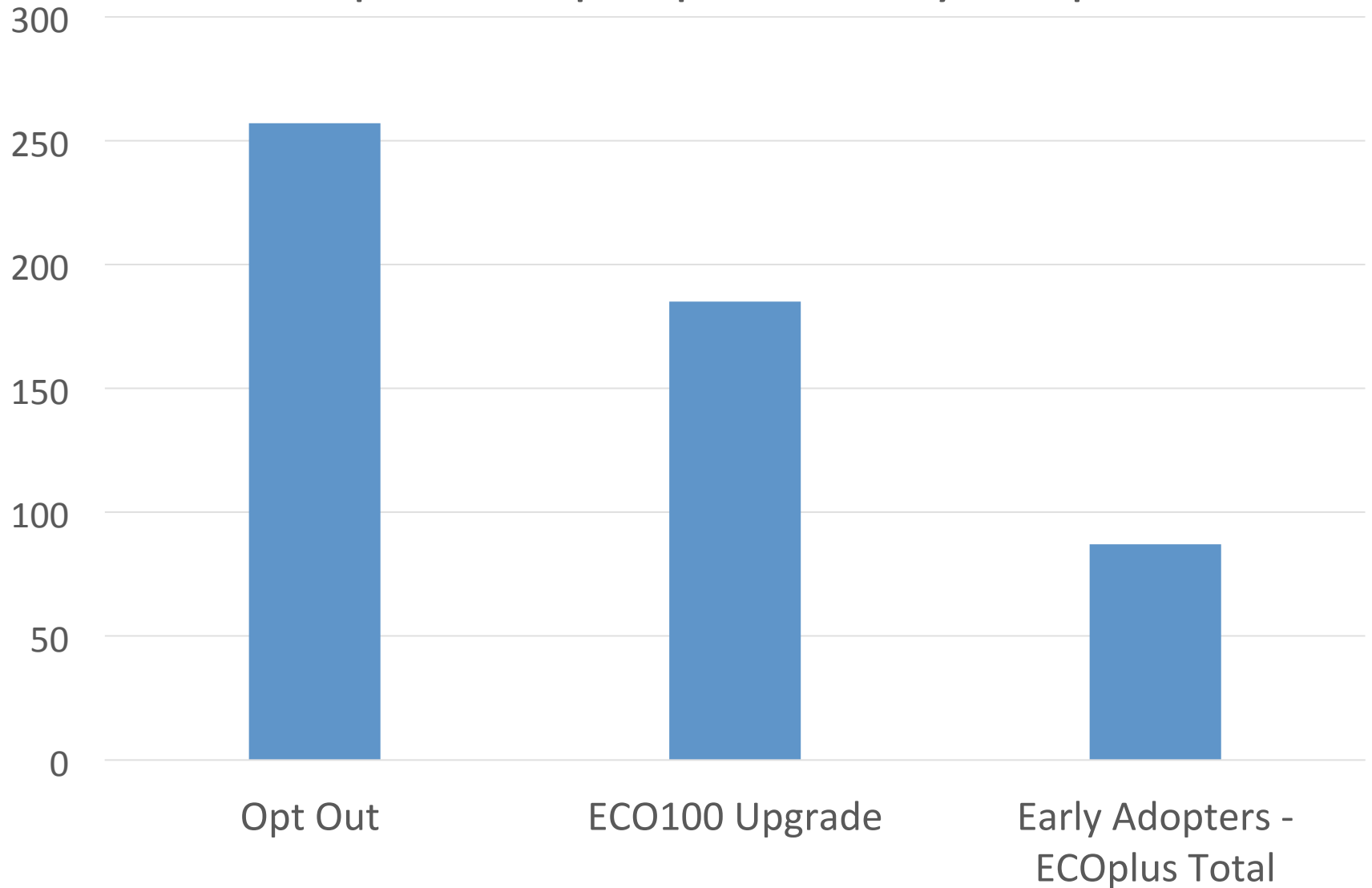
San Mateo County

Half Moon Bay

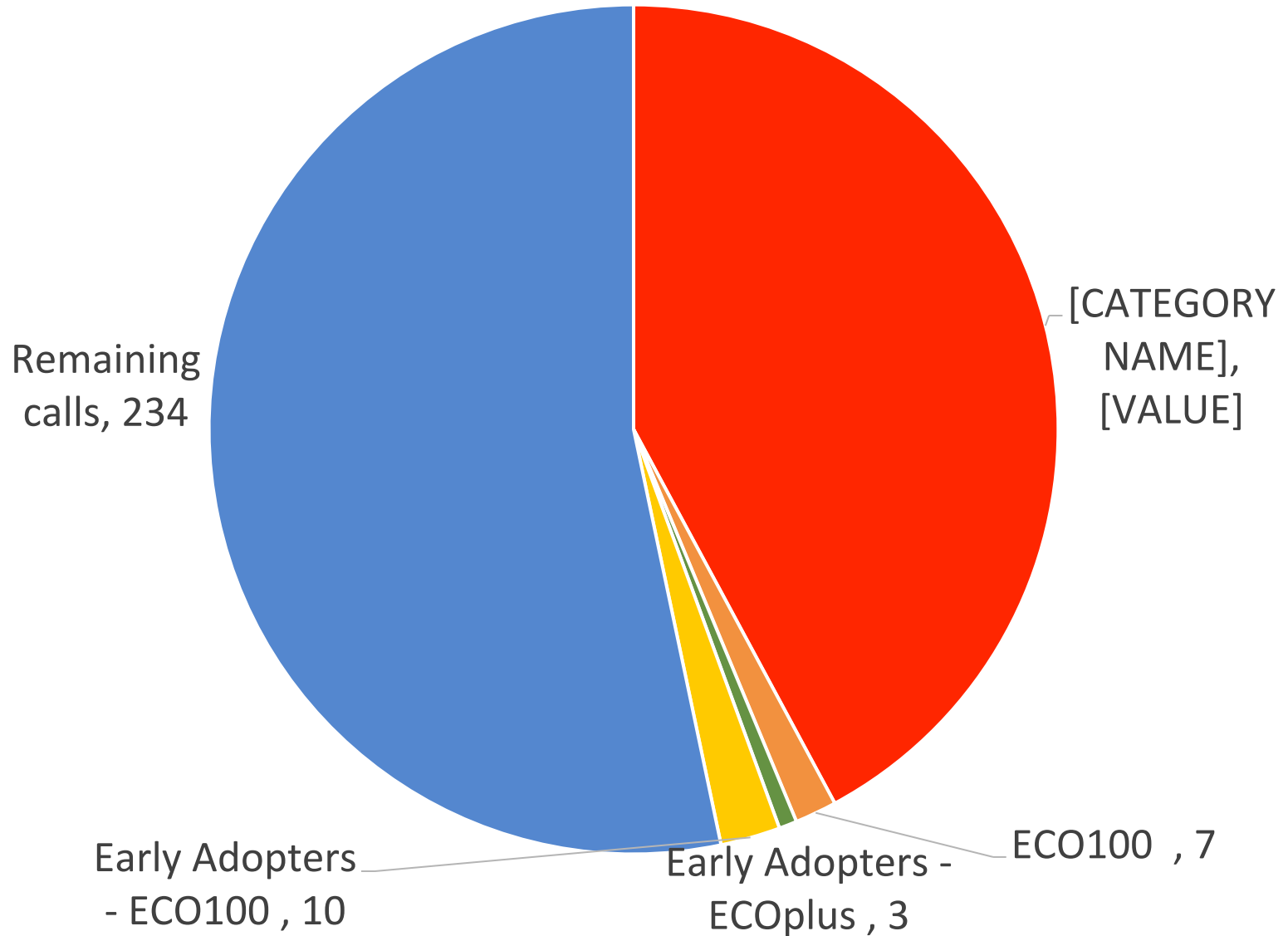
Atherton



Total Opt-out, Opt-up, and Early Adopters



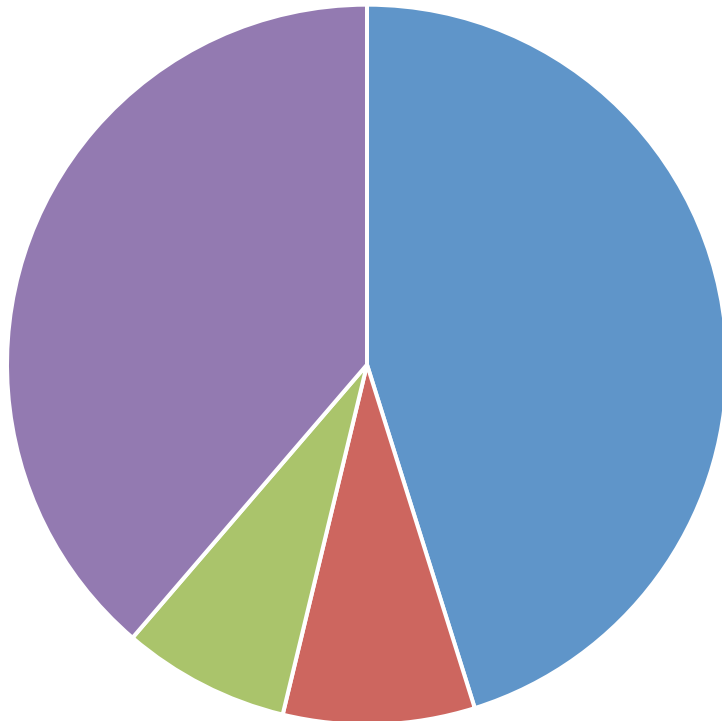
Calls to Date



Call Statistics

Calls to IVR	278
Calls to agents	161
Average time to answer (seconds)	0:00:31
Call percentage answered within 20 seconds	80.95%

Opt-out Reasons



- Dislike auto-enroll
- Rate concerns
- Service or billing concerns
- Dislike government-run

Other reasons

- Dislike change
- Favorable perception of PG&E (or PG&E employee)
- NEM/ solar concerns

Regular Agenda

3. Marketing and Outreach (Discussion)

Advocates Training Workshops

WORKSHOP #1:

- Saturday, August 13th
- 10 AM – 12:30 PM
- City of San Mateo Main Library, Oak Room

WORKSHOP #2:

- Tuesday, August 23rd
- 5:30-8:00 PM
- City of Burlingame Library, Lane Community Room

Volunteers can sign-up for workshop online or by emailing Kirsten at Kpringle@smcgov.org



UPCOMING VOLUNTEER WORKSHOP

Please join us on **Saturday, August 13th at 10 am** for a volunteer training workshop for Peninsula Clean Energy.

Workshop Location:

City of San Mateo Main Library,
Oak Room
55 W 3rd Ave, San Mateo, CA
94402

Workshop Date:

Saturday, August 13
10:00 am - 12:30 pm

Interested in volunteering in your community? Are you passionate about making San Mateo County a more sustainable place to live and work?

Peninsula Clean Energy is looking for local advocates to help spread the word about our launch this October.

Peninsula Clean Energy, or PCE, is San Mateo County's official electricity provider. Peninsula Clean Energy offers lower rates and the added benefit of two electricity options, each with a different percentage of sustainable energy.

At this interactive workshop, you will learn about Peninsula Clean Energy, receive training on community engagement and discover opportunities on how to support PCE in your community. No prior knowledge of energy is required, all are welcome!

Light refreshments and lunch will be served. We look forward to seeing you there!

To sign up for this workshop,
visit PeninsulaCleanEnergy.com
or email Kirsten Pringle
at KPringle@smcgov.org



Presentations

Past Two Weeks:

- North Fair Oaks Community Council
- Pacifica Community Workshop
- Town of Hillsborough Council
- Redwood Shores Community Association

Upcoming:

- August 30th: Daly City Community Workshop
- September 12: San Mateo Community Workshop
- September 21: Daly City Retired Employees Association

Enrollment Notice #2



Peninsula Clean Energy (PCE) will soon be San Mateo County's official electricity provider, offering cleaner electricity at lower rates.

With Peninsula Clean Energy, at least 50% of your electricity comes from renewable sources, like solar and wind energy. This is in comparison to PG&E, which provides less than one third from renewable sources. PG&E's friendly workers will continue to maintain the lines and respond to outages, as they always have. It's a great combination of the same reliability we're used to, but with more renewable power at lower rates.



COUNTY OF SAN MATEO
OFFICE OF SUSTAINABILITY
455 COUNTY CTR FL4
REDWOOD CITY, CA 94063-1663

**Cleaner electricity,
lower prices, and the same
reliable service**



**Now we have a choice for
cleaner energy.**



**Your electricity service
is changing soon.
Find out how.**



Enrollment Notice #2

HOW IT WORKS



Just one bill: You will get just one combined bill every month from PG&E. No duplicate fees.

Lower Rates: Our rates for ECOplus will be less than PG&E's rates—for electricity that's greener and cleaner.

If you're enrolled in any of PG&E's discount programs, you will continue to get your discounts with Peninsula Clean Energy—there's no need to reapply.

If you are a Net Energy Metering customer, with a solar or wind system on your premises, we recommend enrolling at the time of your annual true-up.

You don't need to do a thing to choose cleaner energy.



In October 2016 you will be automatically enrolled in our ECOplus product, our default electric service, on your regular billing date. **ECOplus is at least 50% renewable and costs less than what you pay for PG&E.** It's better for your wallet, the planet and your community.



If you want to do more for the environment and you can afford to pay a little extra, sign up for ECO100. **With ECO100, 100% of your electricity comes from renewable sources and is 100% carbon free.**

You may opt out of Peninsula Clean Energy and continue to purchase PG&E's standard service. Just call toll free (866) 966-0110 or visit PeninsulaCleanEnergy.com. Be sure you have your PG&E bill on hand—we'll need your account information to help you.

Get connected

f [Facebook.com/PenCleanEnergy](https://www.facebook.com/PenCleanEnergy)

t [Twitter @PenCleanEnergy](https://twitter.com/PenCleanEnergy)

in [LinkedIn.com/company/PenCleanEnergy](https://www.linkedin.com/company/PenCleanEnergy)

www.PeninsulaCleanEnergy.com | 1 (866) 966-0110

Terms & Conditions of Service

POLICY: From time to time, Peninsula Clean Energy must provide Terms and Conditions of service to customers and potential customers. When necessary or appropriate, it is the policy of Peninsula Clean Energy to update the following terms and conditions language for that purpose.

RATES: Peninsula Clean Energy (PCE) electric generation rates are managed with the intention of providing cleaner electricity at competitive rates. Any changes to rates will be adopted at duly noticed public meetings of the Peninsula Clean Energy Board. Changes to PG&E or PCE rates will impact cost comparisons between PCE and PG&E. PCE charges PCE customers a monthly Power Charge Indifference Adjustment (PCIA) and "Peninsula Pen Surcharge." PCE has already accounted for these additional charges in calculating rates. View PCE rates and PG&E cost comparisons online or call (866) 966-0110 for more information. These rates and cost comparisons may change over time. Peninsula assistance programs (NetG&E, California Alternative Rates for Energy (CARE), Federal Electric Rate Assistance) and Medical Baseline Allowance remain the same as PCE. If you are enrolled in any of these programs with PG&E, these programs will continue to apply to you as a PCE customer.

BILLING: You will receive a single monthly bill from PG&E that includes PCE's electric generation charges. PCE's electric generation charge reduces PG&E's electric generation charge. PCE's charge is not a duplicate charge or extra fee. PG&E will continue to charge you for electric delivery services. If you opt out of PCE, PG&E will resume charging you for electric generation.

ENROLLMENT: Peninsula Clean Energy is the default electricity provider in the County of San Mateo. Accounts within PCE's service area, with the exception of accounts within the Town of Portola Valley, are automatically enrolled with PCE's ECOplus renewable energy service unless the account holder chooses to opt out or chooses to sign up for ECO100 100% renewable energy. Accounts within the Town of Portola Valley are automatically enrolled with PCE's ECO100 unless the

account holder chooses to opt out or sign up for ECOplus. Account holders may request to opt out at any time. Portola Valley accounts who wish to sign up for ECOplus and all other accounts who wish to sign up for ECO100 can call (866) 966-0110 or visit PeninsulaCleanEnergy.com. Please have your PG&E account information on hand to process your request.

OPT OUT: You may request to opt out of PCE at any time by calling (866) 966-0110. Please have your PCE account information on hand to process your request. There is no fee to opt out. Before your PCE service starts or within 60 days after your PCE service starts. After that time, there is a one-time administrative fee (\$5 residential and \$25 commercial). However, PCE is waiving this fee for the first year of a customer's enrollment with PCE. Please be advised that if you do opt out and return to PG&E, you will not have the option to return to PCE for a full year and will be subject to PG&E's terms and conditions of service. For information on PG&E's terms and conditions visit pgae.com/terms. Accounts will be transferred on the day the electric meter is read and cannot be transferred during the middle of a billing cycle. Opt out requests received at least 5 days prior to a customer's meter read date will be processed for that meter read date. All other opt out requests will be processed at the subsequent meter read date. Customers who opt out or otherwise stop receiving service from PCE will be charged for all PCE electricity used before ending PCE electric service. To opt out, please call PCE or visit PeninsulaCleanEnergy.com. Have your electric bill handy so that we can help you.

FAILURE TO PAY: Peninsula Clean Energy may transfer your account to PG&E upon 10 calendar days written notice if you fail to pay your bill. If your service is transferred, you will be required to pay the termination fee described above.

CUSTOMER PRIVACY POLICY: Peninsula Clean Energy's policy on Customer Confidentiality can be found at: www.PeninsulaCleanEnergy.com/customer-confidentiality or by calling (866) 966-0110.

Read our Terms and Conditions online at: PeninsulaCleanEnergy.com/terms

Ad Campaign Metrics

WEBSITE (July 19-28)

- 3,522 views
- 89% English; 10% Spanish; >1% Chinese
- Visits by source:
 - 41.1% Direct
 - 30.1% Social Media Ads
 - 19.8% Organic Search
 - 9% Referral
- Top 3 pages: Home, Residential Rates, Early Adopter

Ad Campaign Metrics

FACEBOOK CAMPAIGN

- Geo-targeted ads for Phase 1 enrollment group
- English ads: General, Senior and Business
- Chinese + Spanish
- Top performing ads displayed photos of real people, rather than graphics
- Boosting posts



4. Citizen's Advisory Committee (Discussion)

Regular Agenda

5. Regulatory Update (Discussion)

Regular Agenda

6. Board Members' Reports (Discussion)

Regular Agenda

Adjourn