Peninsula Clean Energy
Board of Directors Meeting
August 11, 2016
Call to order / Roll call

Public Comment

Action to set the agenda and approve consent items
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)
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

- Opt Out
- ECO100 Upgrade
- Early Adopters - ECOplus Total
Calls to Date

Remaining calls, 234

Early Adopters - ECO100, 10
Early Adopters - ECOplus, 3
ECO100, 7
<table>
<thead>
<tr>
<th>Call Statistics</th>
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<tbody>
<tr>
<td>Calls to IVR</td>
<td>278</td>
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<tr>
<td>Calls to agents</td>
<td>161</td>
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<tr>
<td>Average time to answer (seconds)</td>
<td>0:00:31</td>
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<td>Call percentage answered within 20 seconds</td>
<td>80.95%</td>
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Opt-out Reasons

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

- Dislike auto-enroll
- Rate concerns
- Service or billing concerns
- Dislike government-run
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
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
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 of their electricity from renewable sources. PCE’s energy resilience will help maintain the grid 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.
Enrollment Notice #2
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
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)
5. Regulatory Update (Discussion)
6. Board Members’ Reports (Discussion)
Adjourn