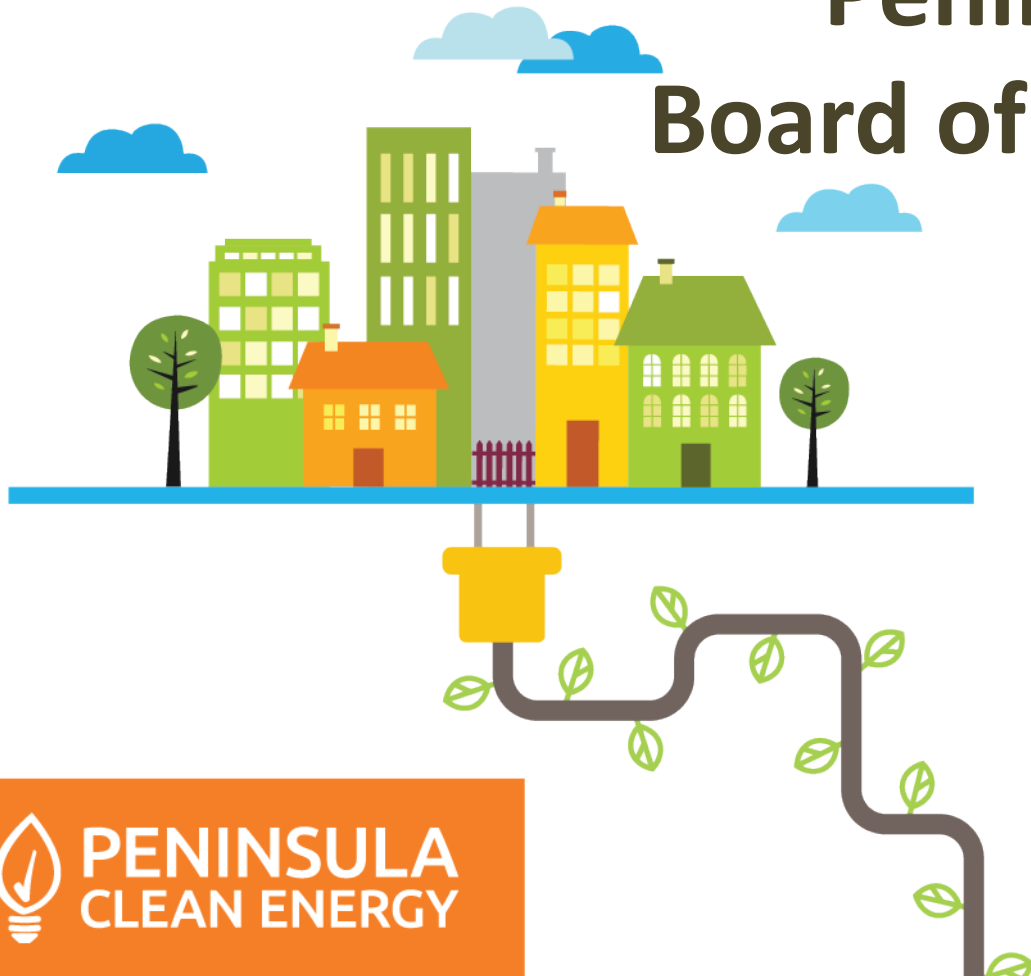


Peninsula Clean Energy Board of Directors Meeting

January 26, 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)

Lease Update

- Temporary space at 555 Marshall, Redwood City
 - \$4.00/square foot
- Permanent space (hooray!!!) at 2055-2075 Woodside Road, Redwood City
 - Approximately 6,000 square feet
 - \$5.00/square foot, full service, with electricity separate
 - Tenant improvements underway
 - Occupancy about May 1
 - Flexible space to allow board, executive committee, and CAC meetings to be held there

Recruiting Update

- Welcome to Kirsten Andrews-Schwind, Communications and Outreach Manager
 - Started on January 3
- Leslie Brown, Customer Care Manager
 - Starting on January 30
- Regulatory/Legislative Analyst
 - Position posting now
- Contracts and Compliance Manager
 - No hiring decision made yet

Regulatory Update

- Two new CPUC Commissioners appointed January 1, 2017:
 - Martha Guzman Aceves and Clifford Rechtschaffen
 - Replaced Michael Florio and Katherine Sandoval
- En Banc Hearing on CCAs – February 1, 2017
 - Encourage attendance by PCE Board members
 - Public comment by electeds
- PCE Meet and Greet with CPUC Commissioner Carla Peterman on February 2, 2017
 - Encourage attendance by PCE Board members
- Diablo Canyon Retirement proceeding
 - PCE part of Joint Parties filing testimony on January 27
 - Jan is witness sponsoring in two sections

Legislative Update

- Meeting with State Senator Jerry Hill on January 6
- Meeting with State Assemblymembers Marc Berman and Kevin Mullen on January 27
- CalCCA meeting with State Senators and legislative staff in Sacramento – January 25 and 26 (David Burruto attended for PCE)

Benefits Update

- Modifying vacation time for new employees to earn and accrue vacation during first year

Regular Agenda

3. Authorize the Chief Executive Officer to execute Power Purchase Agreements and Ancillary documents for Renewable Supply with:

Regular Agenda

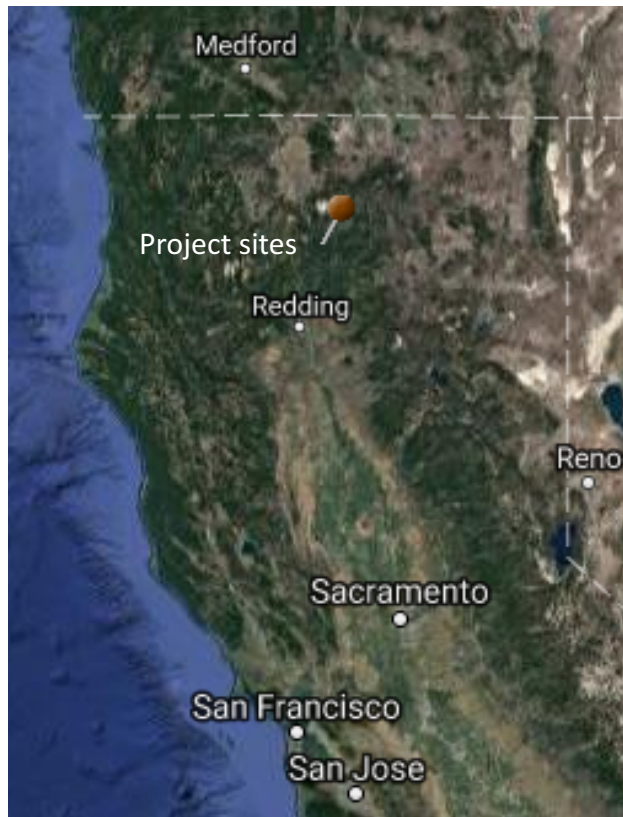
- 3.1 Mega Renewables, a California general partnership (Hatchet) – Hatchet Creek Hydroelectric Project. Term: 5 years. Not to Exceed \$4,130,000. (Action)
- 3.2 Mega Renewables, a California general partnership (Roaring) – Roaring Creek Hydroelectric Project. Term: 2 years. Not to Exceed \$562,000. (Action)
- 3.3 Mega Renewables, a California general partnership (Bidwell) – Bidwell Ditch Hydroelectric Project. Term: 2 years. Not to Exceed \$1,150,000. (Action)
- 3.4 Wright Solar Park, LLC, a Delaware limited liability company – Wright Solar Park. Term: 20 years. Not to Exceed \$550,000,000. (Action)

PPA Approval Request Tonight

- At December 2016 Board of Directors meeting, PCE staff presented summary data, and discussed a projected schedule for PPA completion
- Actively negotiating with a number of project development teams
 - Supported by Nirit Eriksson (PCE Associate General Counsel) and Joe Karp (Winston and Strawn)
- Tonight, PCE staff presents four PPAs for approval
 - Three small hydro projects (existing)
 - One large solar farm (new)
- Comment on NTE amount

Three Small Hydro Projects in Shasta County, California

- All three PPAs are with the same Seller: Mega Renewables, a California general partnership
 - All three PPAs are identical as to terms and conditions; only project-specific details differ
 - The three sites are close together, identified by the push pin on the map



Summary of Hydro Projects

Project	Hatchet	Bidwell	Roaring
Anticipated delivery start date	1/27/2017*	2/22/2017*	1/27/2017*
Delivery term, years	5	2	2
Contract capacity, MW	7.5	2	2

*The PPAs provide the following definition of “Commercial Operation Date”: the date on which (a) Buyer is fully authorized by CAISO to begin Scheduling Energy produced by the Facility as provided for under this Agreement, and (b) the Conditions Precedent set forth in Section 2.2 are satisfied.

200 MW Solar Project in Merced County, California

- The Seller is Wright Solar Park, LLC, a Delaware limited liability company
 - Construction start date: 3/1/2018; commercial operation date: 11/30/2018
 - Delivery term: 20 years; contract capacity: 200 MW



Next Steps

- PCE asked for and received refreshed prices last week
- Additional analysis ongoing to review projects and improved pricing
- Ad hoc committee to be called up again!
- Anticipate additional PPAs to PCE Board for approval in February and March

Regular Agenda

4. Power Supply Plan for Phase 2 Energy (Discussion)

Regular Agenda

- 5. Authorize Purchase of Resource Adequacy from NRG Power Marketing LLC for April 2017, in an amount not to exceed \$275,000.
(Action)**

April 2017 Resource Adequacy

- Asking for April approval only tonight
- Approval for May and June purchases will be sought at future board meeting(s)

Regular Agenda

6. Approve an adjustment in Peninsula Clean Energy's (PCE's) rates, effective March 1, 2017, to maintain a 5% discount in generation charges compared to PG&E. (Action)

PG&E Rate Changes as of 1/1/17

- PG&E raised rates on January 1, 2017 between 1.6% and 3% for different rate categories
- PCIA increased significantly: 26%
 - Residential customer PCIA increased to 2.9 cents/kwh from previous 2.3 cents/kWh

PCE Rate Change

- Recommend maintaining PCE 5% discount to PG&E for generation rate for Phase 2 enrollment, to match offering for Phase 1

PCE Revenue Impact

- Results in decrease to PCE rate, but higher rate and revenues than projected in July 2016 pro forma
- FY17 pro forma impact included in packet
- Example for July 2017 revenue:
 - Original pro forma: \$20,309,028
 - With new rates: \$21,530,577
 - With new rates & 5% opt-out: \$24,063,586

Regular Agenda

7. Financial Report (Discussion)

Regular Agenda

8. Marketing and Outreach Report (Discussion)

Spring 2017 Outreach Goals

- Maintain low opt-out rates
- Raise rate of ECO100 opt-ups
- Establish high level of understanding of PCE for key local communicators who can help get the word out and answer questions from the public
 - Local Press
 - City Councils
 - Key City and County staff
 - PCE volunteers/champions
 - Citizens Advisory Committee

City-Specific Outreach Plans

- Community workshops in each city and in major unincorporated areas to inform the public about PCE
 - Coordinating with city staff through the RICAPs regional climate action program network
- Integrate with local traditional and social media outreach
 - In collaboration with City and County communications staff
- Your input is welcome on your city's plan

City Workshop Status

City	City Staff Contact	Status	Workshop Date
Atherton	Dori Ganetsos	In communication	
Belmont	Carlos de Melo	In communication	
Brisbane	Karen Kinser	In communication	
Burlingame	Sigalle Michael	In communication	
Colma	Kathleen Gallagher and Lori Burns	In communication	
Daly City	Stephen Stolte	Confirmed	15-Mar
East Palo Alto	Michelle Daher	In communication	
Foster City	Vanessa Brannon	In communication	
Half Moon Bay	Jill Ekas and Jennifer Chong	Reached out	
Hillsborough	Elizabeth Cullinan	In communication	
Menlo Park	Clay Curtin	Reached out	
Millbrae	Shelly Reider	Confirmed	1-Mar
Pacifica	Christian Murdock	Reached out	
Portola Valley	Brandi de Garmeaux	In communication	
Redwood City	Vicki Sherman	In communication	
San Bruno	Brian Millar	Reached out	
San Carlos	Elena Olmedo	Confirmed	7-Mar
San Mateo	Christine Ferry	Confirmed	8-Mar
South San Francisco	Adena Friedman	In communication	
Woodside	Sean Mullin	Reached out	

Recent Community Presentations

- LEAN monthly market call update
- Clean Energy Showcase 2017 at Skyline College, January 20
- League of Women Voters public presentation at Redwood City Library, January 24th

Upcoming Presentations

12-Feb	San Mateo Baywood Annual Meeting	San Mateo Main Library
22-Feb	Sustainability Academy Master Resource Conservation Course	Office of Sustainability
1-Mar	City of Millbrae Greywater Workshop	Millbrae Library
7-Mar	City of San Carlos Official PCE Community Workshop	San Carlos Public Library
8-Mar	City of San Mateo Official PCE Community Workshop	San Mateo Main Library
15-Mar	City of Daly City Official PCE Community Workshop	Daly City Hall Council Chambers
23-Mar	North Fair Oaks Council PCE Presentation	Fair Oaks Community Center

Earth Day Event Outreach

- Marine Science Institute Earth Day, Redwood City
- Belmont Earth Day
- Pacifica Earth Day
- San Carlos Earth Day
- Portola Valley/Woodside Earth Day
- Daly City Earth Day
- Oyster Point Earth Day, South San Francisco

ECO100 Visibility

- For Businesses and Organizations
 - Window clings
 - Dedicated page listing logos on our website
- For Residences
 - ECO100 yard signs

Thank you ECO100 Cities!

- Brisbane
- Millbrae
- Portola Valley
- Redwood City
- Woodside
- Menlo Park
- Foster City
- Atherton
- San Carlos



Low-Income and Multi-Lingual Outreach

- Maintain Spanish and Chinese language on PCE website
- Print current PCE residential brochure in Spanish and Chinese
- Purchase advertising on Spanish and Chinese language media
- Collaborate with County social services on getting word out to CARE and medical baseline customers that they continue in discount programs
- Consider purchasing SamTrans bus ads with message that CARE and Medical baseline customers remain automatically enrolled in these programs, to be run in English, Spanish, and Chinese

Low-Income and Multi-Lingual Outreach

- Reach out to following groups to collaborate on communications
 - North Fair Oaks Council (community presentation scheduled for March 23rd).
 - El Concilio of San Mateo County
 - Enlace de la Costa Sur (Pescadero, serves coastal farm workers)
 - City of East Palo Alto

Media and Advertising

- Strategic ad buys in key local media to run from mid-February through May.
- Press advisory and press kit to local press in February to correspond with enrollment notices
- Community newsletters outreach
- Media event for April rollout at a prominent location in the County.

2016 Advertising Summary

Media Type	Channel	Buy	Impressions
Digital/Social	YouTube	~\$17,000	2,074,000
	Facebook/Instagram		
Cable	Cable TV :30 Ads, 6 weeks, 3336 spots	~\$20,000	259,559
Outdoor	SamTrans/Outfront 30 Transit Shelter Ads, 4 weeks	~\$13,000	4,374,000
Print	San Mateo Daily Journal – 1,721,250	~\$40,000	4,630,400
	The Almanac -300,000		
	Half Moon Bay Review - 110,000		
	The Spectrum - 12,500		
	World Journal– 500,000		
	Sing Tao– 650,000		
	Asian Journal - 300,000		
	La Opinion de Bahia		
Online	Univision.com - 500,000	~\$10,000	859,248
	Elmensajero.com – 141,644		
	Laganga Online– 34,286		
	SingTao.com - 183,318		
TOTAL		\$97,739	12,197,207

Op Ed Update

- Survey went out to Board members last week
- Please indicate preferred topics and local outlets
- Dan will create & share the schedule next week
- Will do single-author pieces for local press, and multiple-author pieces for regional press

Customer Notices: Update

- NEM – in Phase 3 of 6
- Move-ins – ongoing, about 600/week
- Printing/mailing contract
- Phase 2 notices arriving at customers in late February and March

Customer Notices: Update

Artwork, Mailing List, Regulatory Required					
Batch	Qty	Postage To Printer	USPS Drop	Delivery	Delivery Window
Letter					
Group 1		7-Feb	17-Feb	February 24-25	Feb 6 - Mar 4
Group 2		17-Feb	27-Feb	March 3-4	Feb 13 - Mar 11
Group 3		24-Feb	6-Mar	March 10-11	Feb 20 - Mar 18
Group 4		3-Mar	13-Mar	March 17-18	Mar 3 - Mar 25
Self-Mailer					
Group 1		11-Mar	21-Mar	March 25-27	Mar 8 - Apr 3
Group 2		17-Mar	28-Mar	April 1- April 3	Mar 15 - Apr 10
Group 3		24-Mar	4-Apr	April 8 - 10	Mar 22 - Apr 17
Group 4		31-Mar	11-Apr	April 15-17	Apr 2 - Apr 24
Postcard 1					
Group 1		10-Apr	20-Apr	April 25-26	Apr 7 - May 3
Group 2		17-Apr	27-Apr	May 2-3	Apr 14 - May 10
Group 3		25-Apr	4-May	May 9-10	Apr 21 - May 17
Group 4		1-May	11-May	May 16-17	May 2 - May 24
Postcard 2					
Group 1		9-May	19-May	May 24-25	May 7 - Jun 2
Group 2		16-May	26-May	June 1-2	May 14 - Jun 9
Group 3		23-May	2-Jun	June 8-9	May 21 - Jun 16
Group 4		30-May	9-Jun	June 15-16	Jun 1 - Jun 23

Ad Campaign & Web Metrics

Website Visits: July 4, 2016 - January 22, 2017



Sessions

52,817



Users

25,361



Pageviews

102,711



■ Returning Visitor ■ New Visitor

Pages / Session

1.94



Avg. Session Duration

00:01:58



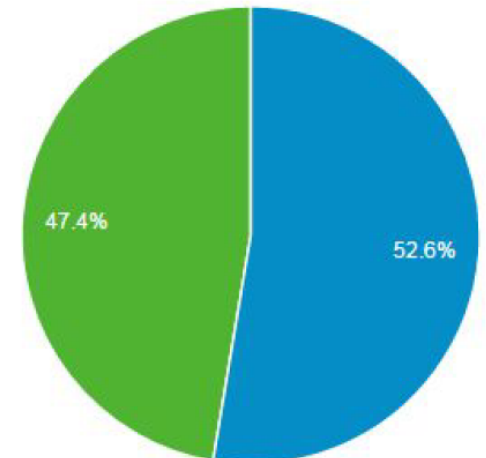
Bounce Rate

66.88%



% New Sessions

47.34%



Opt-Outs

OPT OUT BY CITY/POPULATION														
CITY	Eligible Accts	Phase 1 Accts	July	Aug	Sept	Oct	Nov	Dec	Jan to Date	Total - Last week (1/6)	Total	TOTAL OPT OUT %	OPT OUT % OF PHASE 1	
PORTOLA VALLEY INC	1,674	70				1	2			3	3	0.18%	4.29%	
SAN BRUNO INC	16,416	3,976	6	24	14	6	13	19	6	83	88	0.54%	2.21%	
SO SAN FRANCISCO INC	24,857	7,199	7	43	26	7	19	29	13	137	144	0.58%	2.00%	
DALY CITY INC	33,729	7,953	23	34	21	2	15	38	22	147	155	0.46%	1.95%	
PACIFICA INC	15,417	3,604	17	15	9	2	6	13	8	64	70	0.45%	1.94%	
HILLSBOROUGH INC	4,056	914			4		6	6		16	16	0.39%	1.75%	
HALF MOON BAY INC	4,910	1,387	2	4	6	1	5	3	2	21	23	0.47%	1.66%	
BURLINGAME INC	15,458	4,496	12	6	7	2	5	23	12	63	67	0.43%	1.49%	
UNINC SAN MATEO CO	24,362	6,753	11	27	18	13	13	11	7	96	100	0.41%	1.48%	
BRISBANE INC	2,475	847	1	3	3		1	3	1	12	12	0.48%	1.42%	
SAN MATEO INC	43,457	11,251	6	40	25	14	16	36	20	142	157	0.36%	1.40%	
SAN CARLOS INC	14,380	4,480	10	8	7	6	3	24	3	60	61	0.42%	1.36%	
WOODSIDE INC	2,282	591	1	2		1	3	1		8	8	0.35%	1.35%	
BELMONT INC	11,818	2,966	10	4	5	5	1	11	3	37	39	0.33%	1.31%	
MENLO PARK INC	14,955	4,089	9	5	8	4	6	14	2	48	48	0.32%	1.17%	
COLMA INC	799	770		1	1		2	2	1	7	7	0.88%	0.91%	
ATHERTON INC	2,683	668	3	1				2		6	6	0.22%	0.90%	
REDWOOD CITY INC	34,377	9,057	12	15	10	6	8	16	10	75	77	0.22%	0.85%	
MILLBRAE INC	9,377	2,330		1	1	1	9	6	1	18	19	0.20%	0.82%	
FOSTER CITY INC	14,401	3,355			1	6	4	11	5	25	27	0.19%	0.80%	
EAST PALO ALTO INC	7,715	1,787		2	1			3	2	7	8	0.10%	0.45%	
Grand Total	299,598	78,543	130	235	167	77	137	271	118	1,075	1,135	0.38%	1.45%	

Opt-Ups

ACTIVE ACCTS BY CITY	Eligible Accts	Initial List	Nov	Dec	Jan			
CITY	Full Territory	Phase 1 Accts	ACTIVE	ACTIVE	RES ACT	COM ACT	ACTIVE	ECO100
ATHERTON INC	2,683	668	644	646	510	167	677	30
BELMONT INC	11,818	2,966	2,989	2,953	2,192	853	3,045	21
BRISBANE INC	2,475	847	833	830	391	456	847	7
BURLINGAME INC	15,458	4,496	4,400	4,432	2,708	1,789	4,497	32
COLMA INC	799	770	766	759	495	263	758	1
DALY CITY INC	33,729	7,953	7,845	7,810	6,209	1,675	7,884	10
EAST PALO ALTO INC	7,715	1,787	1,781	1,775	1,452	395	1,847	10
FOSTER CITY INC	14,401	3,355	3,358	3,354	2,705	719	3,424	64
HALF MOON BAY INC	4,910	1,387	1,355	1,357	870	518	1,388	11
HILLSBOROUGH INC	4,056	914	901	902	853	119	972	5
MENLO PARK INC	14,955	4,089	4,053	4,018	2,651	1,466	4,117	136
MILLBRAE INC	9,377	2,330	2,316	2,314	1,750	585	2,335	51
PACIFICA INC	15,417	3,604	3,539	3,540	2,913	726	3,639	32
PORTOLA VALLEY INC	1,674	70	75	77	110	12	122	79
REDWOOD CITY INC	34,377	9,057	9,075	8,877	6,088	3,067	9,155	373
SAN BRUNO INC	16,416	3,976	3,945	3,924	3,021	975	3,996	19
SAN CARLOS INC	14,380	4,480	4,428	4,408	2,488	2,058	4,546	109
SAN MATEO INC	43,457	11,251	11,076	11,101	7,876	3,432	11,308	85
SO SAN FRANCISCO INC	24,857	7,199	7,103	7,091	4,201	2,919	7,120	16
UNINC SAN MATEO CO	24,362	6,753	6,649	6,599	4,326	2,504	6,830	35
WOODSIDE INC	2,282	591	579	571	430	178	608	11
Unallocated			175	38			18	2
Unallocated (cust type)			-	680			350	-
Grand Total	299,598	78,543	77,885	78,056	54,239	24,876	79,483	1,139

Regular Agenda

9. Ad Hoc Committee Report on Formation of Citizens Advisory Committee (Discussion and possible Action)

Regular Agenda

10. Board Members' Reports (Discussion)

Regular Agenda

Adjourn