

### Agenda

Call to order / Roll call

**Public Comment** 

Action to set the agenda and approve consent items

### 1. Chair Report (Discussion)

2. CEO Report (Discussion)

# We're hiring!

- Community Outreach Manager / Coordinator: closed Nov. 14; 39 applications received
- Customer Care Manager / Director: closing Nov. 28
- Contracts and Compliance Manager: closing Dec 1
- Additional positions will be posted soon:
  - Energy Analyst
  - Regulatory Analyst

## **Meetings with CPUC**

- Executive Director November 16
- Commissioner Michael Florio November 17
- Scott Murtishaw, Energy Advisor to CPUC President Michael Picker – November 17
- Commissioner Liane Randolph November 29
- Commissioner Catherine Sandoval Nov 29
- Commissioner Carla Peterman early 2017

3. Provide an Update on the Citizens Advisory Committee (Discussion)

4. Adopt a Resolution on Formation of a Citizens Committee (Action)

5. Provide an Update on Recent Community Outreach and Marketing Efforts

### Past Presentations (last month)

- City of San Mateo Community Workshop
- Skyline College Sustainability Ambassador Network

### **Upcoming Presentations**

None in the coming month

# Ad Campaign Metrics

Website Visits: July 4 - November 14



# Ad Campaign Metrics

### WEBSITE (Nov 7-14)

- 2,342 views (4,644 views/week last month due to launch)
- 58.6% returning; 41.4% new

#### FACEBOOK CAMPAIGN

- Facebook is top referral source to our website
- We will launch ECO100 Facebook ads this month

# Upcoming Outreach

- Sending final two enrollment notices for Phase 1
  - #4 dropped already
  - #5 going out later this month
  - Using postcard format to reduce costs
- NEM enrollment notices ongoing
- Phase 2 Launch preparation
- Developing business "proposal" and ECO Business Directory
- Developing new swag for business and ECO100





# Opt-Outs

OPT OUT BY CITY/POPULATION										
CITY	Elligible Accts	Phase 1 Accts	July 👱	Aug 🔻	Sept 💌	Oct 💌	Nov	Grand Total	TOTAL OPT OUT %	OPT OUT % OF PHASE 1
PORTOLA VALLEY INC	1,674	70				1	1	2	0.12%	<b>2</b> .86%
SAN BRUNO INC	16,416	3,976	6	24	14	6	1	51	0.31%	1.28%
PACIFICA INC	15,417	3,604	17	15	9	2	1	44	0.29%	1.22%
SO SAN FRANCISCO INC	24,857	7,199	7	43	26	7	2	85	0.34%	1.18%
DALY CITY INC	33,729	7,953	23	34	21	2	2	82	0.24%	1.03%
UNINC SAN MATEO CO	24,362	6,753	11	27	18	13		69	0.28%	1.02%
HALF MOON BAY INC	4,910	1,387	2	4	6	1		13	0.26%	0.94%
BRISBANE INC	2,475	847	1	3	3			7	0.28%	0.83%
BELMONTINC	11,818	2,966	10	4	5	5		24	0.20%	0.81%
SAN MATEO INC	43,457	11,251	6	40	25	14	3	88	0.20%	0.78%
SAN CARLOS INC	14,380	4,480	10	8	7	6	1	32	0.22%	0.71%
WOODSIDE INC	2,282	591	1	2		1		4	0.18%	0.68%
BURLINGAMEINC	15,458	4,496	12	6	7	3	1	<b>2</b> 9	0.19%	0.65%
MENLO PARK INC	14,955	4,089	9	5	8	4		<b>2</b> 6	0.17%	0.64%
ATHERTON INC	2,683	668	3	1				4	0.15%	0.60%
REDWOOD CITY INC	34,377	9,057	12	15	10	6	1	44	0.13%	0.49%
HILLSBOROUGH INC	4,056	914			4			4	0.10%	0.44%
COLMA INC	799	770		1	1			2	0.25%	0.26%
FOSTER CITY INC	14,401	3,355			1	6	1	8	0.06%	0.24%
EAST PALO ALTO INC	7,715	1,787		2	1			3	0.04%	0.17%
MILLBRAEINC	9,377	2,330		1	1	1		3	0.03%	0.13%
Grand Total	299,598	78,543	130	235	167	78	14	624	0.21%	0.79%

# Opt-Ups

PCE Customer Contact Stats	July 2016	Aug 2016	Sep 2016	Oct 2016	Nov 2016		
Description	Platform	7/31/2016	8/29/2016	9/26/2016	10/31/2016	11/7/2016	11/11/2016
Opt Outs	CSR - Phone Calls	25	91	124	154	158	161
Opt Outs	IVR	60	155	220	282	285	285
Opt Outs	Website	45	109	139	171	175	178
Opt Out Total		130	355	483	607	618	624
ECO100 Upgrades	CSR - Phone Calls	7	7	13	26	30	30
ECO100 Upgrades	IVR	0	1	1	1	1	1
ECO100 Upgrades	Website	50	90	118	167	177	180
ECO100 Upgrades	Cities	0	0	566	697	697	696
ECO100 Upgrade Total		57	98	698	891	905	907
Early Adopters - ECOplus	CSR - Phone Calls	3	5	7	14	15	15
Early Adopters - ECOplus	IVR	0	0	0	0	0	0
Early Adopters - ECOplus	Website	83	96	143	306	240	253
Early Adopters - ECOplus Total	86	101	150	320	255	268	
Early Adopters - ECO100	CSR - Phone Calls	8	10	12	24	31	15
Early Adopters - ECO100	IVR	1	1	2	6	4	4
Early Adopters - ECO100	Website	79	131	135	144	223	220
Early Adopters - ECO100 Total		88	142	149	174	258	239

Discussion on Marketing Materials in Different Languages (Discussion)

### **Enrollment Notice Requirements**

- Every customer must receive a notice in writing including the Terms & Conditions:
- (1) at least twice during a 60 day period in advance of the date of Automatic Enrollment; and
- (2) at least twice during a 60 day period following enrollment in a CCA's Service.

### PCE's Enrollment Notice History

### In Phase 1 PCE sent 5 notices to each customer

	Format	Treatment of non-English Languages
Notice 1	Letter	Full translation of Spanish or Chinese sent to select cities
Notice 2	Brochure	Full translation of Spanish or Chinese sent to select cities
Notice 3	Postcard	Partial translation of Spanish and Chinese sent to all
Notice 4 & 5	Postcard	Partial translation of Spanish and Chinese sent to all

City	Speak Spanish at Home	Speak Chinese at Home
Daly City	18.9%	14.2%
San Mateo (city)	21.2%	Less than 10%
Redwood City	33.2%	Less than 10%
South San Francisco	25.6%	Less than 10%
San Bruno	22.0%	Less than 10%

Language Usage by City

Menio Park	14.8%	Less than 10%
Burlingame	10.0%	Less than 10%
Half Moon Bay	27.0%	Less than 10%
Brisbane	13.4%	13.9%
Colma	45.4%	Less than 10%
East Palo Alto	57.7%	Less than 10%
Foster City	Less than 10%	18 2%

East Palo Alto57.7%Less than 10%Foster CityLess than 10%18.2%MillbraeLess than 10%23.3%HillsboroughLess than 10%14.6%

Not known

Not known

Unincorporated Area

## Use of PCE Non-English Assets

### Call center

	October	Year Through October
English	386	1863
Spanish	10	40
Mandarin	1	16

### Website

Website Visits by Language: July 4 – November 14, 2016

Language	# of Sessions
English	32,304
Spanish	5,685
Mandarin	1,040

### Cost

Phase 1 estimated direct cost per piece for printing and mailing (does not including design or staff time):

- Letter: \$0.76
- Folded self-mailer: \$0.88
- Postcards: \$0.53

Our budget target for Phase 2 is \$0.60 including postage

### Considerations

- PCE will send over 1 million notices in 2017
- There are opportunities to reduce cost by changing layout, sending by bulk postage rate, and other tactics
- PCE may have an opportunity to do one notice as a PG&E bill insert in May
  - Low cost
  - Not sufficient real estate for translations
- The Phase 1 approach was successful in keeping opt-out rates low, but was complex and paper-intensive
- Notices are a primary means of customers engaging with our brand
- PCE wants to be respectful of our non-English speaking customers

### Discussion

Should PCE repeat the same notice format and language translation approach utilized in Phase 1 (some receive only English, some receive English and full-translation Spanish, and some receive English and full-translation Mandarin)?

OR

Should PCE send all customers the same mailing piece with only partial translations in Spanish and Mandarin?

# 7. Provide an Update on the Renewable Supply Request for Offers (Discussion)

### PCE's Offer Evaluation Criteria

- Criteria stated in the RFO Instructions:
  - Overall quality of response, including general completeness and conformance with RFO instructions
  - Project location & local benefits (Including local hiring and prevailing wage consideration)
  - Interconnection status, including queue position, full deliverability of RA capacity, and related study completion, if applicable
  - Siting, zoning, permitting status, if applicable
  - Price
  - Qualifications of project team
  - Ownership structure
  - Environmental impacts and related mitigation requirements
  - Financing plan and financial stability of project owner/developer
  - Acceptance of PCE's pro forma contract terms
  - Development milestone schedule, if applicable

### Is the Offer Complete and Conforming?

- The RFO website will not allow submittal of incomplete offers
- PCE is now reviewing offer and project details
- If PCE identifies a mistake or minor issue, we provide an opportunity to cure
- Nonconforming offers are being eliminated from consideration
  - (very few of these)
  - e.g., if the latest interconnection study is not a Phase II study

### **Project Location and Local Benefits**

- PCE collected the following information from bidders, regarding past, current and/or planned efforts by project developers and their contractors to:
  - Employ workers and use businesses from the PCE service territory
  - Employ properly licensed (A, B, C10, C7, C46) contractors and California Certified electricians
  - Utilize multi-trade project labor agreements on the proposed project or any prior project developments
  - Utilize local apprentices, particularly graduates of local pre-apprenticeship programs
  - Pay workers the correct prevailing wage rates for each craft, classification and type of work performed
  - Display a poster at jobsites informing workers of prevailing wage requirements
  - Provide workers compensation coverage to on-site workers
  - Support and use State of California approved apprenticeship programs

### **Interconnection Status**

- Bidders were required to upload the latest completed interconnection study for each project
  - The minimum requirement for eligibility is a Phase II interconnection study
- As such, a project must have firm cost and schedule estimates for new facilities required to allow interconnection and transmission of power to the grid
- To reach this point, developers have to invest significant time and money in the interconnection study process, showing that they have:
  - Site control
  - Engineering design specifications and drawings, etc.
- These are strong indications of a viable project that will be able to reach commercial operation after obtaining a power purchase agreement

### Siting, Zoning, Permitting Status

- Bidders submitted project development milestone schedules indicating actual or planned completion dates for major permits, etc.
- Because the projects are well along in the development process, any key environmental and permitting issues have been identified and resolved

### **Price**

- Bid prices are being normalized to account for different start dates, transmission costs and resource adequacy (RA) benefits
- Other costs, such as congestion issues indicated by negative locational marginal prices at a project's pricing node, are being estimated
- Offers are being ranked in ascending order to further evaluate them against the other criteria discussed here

### Qualifications and Ownership Structure

- A developer's qualifications are primarily a function of operating projects the firm has developed
- Many of the bidders have significant experience and are well known to the PCE team
- Ownership structure and the firm's project financing plan indicate the firm's ability to obtain financing for the project, successfully complete its construction and bring it online

### **Acceptance of PCE's Contract Terms**

- PCE published a pro forma power purchase agreement (PPA) and required bidders to bid to this contract form
- In addition, bidders were required to submit a completed PPA cover sheet and a PPA redline
- PCE's intention is to conduct only the minimum amount of negotiations necessary to conform each PPA to the project characteristics
- Therefore, offers that are accompanied by a heavy amount of redlining will be given less consideration in the selection process
- Issue: PCE's credit

### **Next Steps**

- Meet with an ad hoc committee of Board members tomorrow (November 18) to apply the above evaluation criteria and obtain input on a small number of projects under consideration
- Reach out to bidders of candidate projects to discuss PPA terms and resolve any points requiring negotiation
- Finalize PPAs based on these discussions
- On December 5, notify all bidders as to the status of their offers, and provide signature-ready PPAs to selected bidders (this step and the following ones may slip depending on the revisions to the PPAs)
- On December 12, receive executed signature pages from the selected bidders
- On December 15, brief the Board of Directors on the selected projects and request approval for PCE to execute those contracts
- On December 20, execute PPAs

### 8. Adopt PCEA Mission (Action)

Peninsula Clean Energy is San Mateo County's locally controlled electricity provider. We are reducing greenhouse gas emissions and offering customer choice at competitive rates.

### 9. Adopt PCEA Strategic Goals

- 1. Design a diverse power portfolio that is greenhouse gas free.
  - 100% GHG free by 2021
  - sourced by 100% CA RPS eligible renewable energy by 2022
  - create a minimum of 20 MWs of new local power by 2025
- 2. Continually strive to offer ECOPlus at rates that are at parity or lower than PG&E rates.
- 3. Stimulate development of new renewable energy projects and clean-tech innovation in San Mateo County and California through PCE's procurement activities.

4. Demonstrate quantifiable economic benefits to the County/region and place a priority on local hiring and workforce development practices.

5. Implement programs to further reduce greenhouse gas emissions by investing in local clean power production, energy efficiency, and demand response, and partnering effectively with local business.

# 6. Maximize and maintain customer participation in PCE.

- Provide a superior customer experience
- Develop PCE brand awareness and loyalty throughout the County
- Actively encourage voluntary participation in its ECO100 renewable energy product
- Actively encourage participation in other programs PCE develops
- Achieve recognition from the EPA's Green Power
   Partnership for Green Power
- Communities for all cities with municipal accounts enrolled in ECO100 by 2018

- 7. Build a financially sustainable organization.
  - Build sufficient reserves in a rate stabilization fund
  - Achieve an investment grade credit rating by 2021

8. Foster a work environment that espouses sustainable business practices and cultivates a culture of innovation, diversity, transparency, integrity, and commitment to the organization's mission and the communities it serves.

# 10. Adopt PCEA Policy on Ethical Vendor Standards (Action)

Peninsula Clean Energy (PCE) is committed to the highest standards of responsible behavior and integrity in all of its business relationships.

PCE will consider a company's business practices, environmental track record, and commitment to sustainability in its procurement decisions.

# 11. Review Financial Statements (Discussion)

# 12. Board Members' Reports (Discussion)

### Adjourn