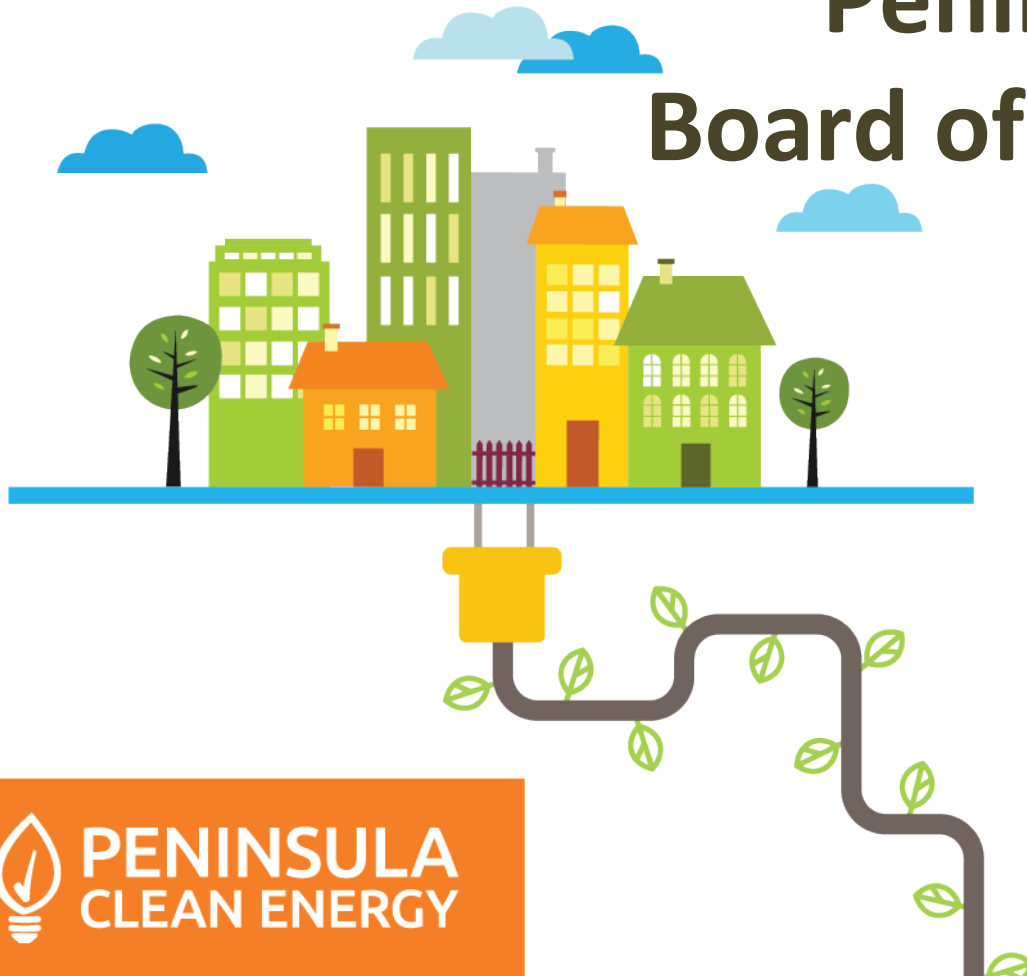


# Peninsula Clean Energy Board of Directors Meeting

December 15, 2016



**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)**

# Staffing Update

- Community Outreach Manager:  
Offer in process
- Customer Care Manager / Director:  
Second round interviews next week
- Contracts and Compliance Manager:  
First round interviews held today
- Next positions to hire:
  - Energy Analyst
  - Regulatory Analyst

# Office Space Update

- 155 Linfield – rate increased due to sale of building
- Considering space in Redwood City
- Temporary office space available at former County Credit Union location

# Reg/Leg Activity

## PCE:

- Met with CPUC Commissioner Liane Randolph and CPUC Commissioner Catherine Sandoval and their energy advisors

## CalCCA:

- Met with Governor's staff regarding key CCA issues
- Setting up meetings with legislators in district offices

# Regular Agenda

## **3. Citizens Advisory Committee Report (Discussion)**



# Regular Agenda

## **4. Marketing and Outreach Report (Discussion)**

# Past Presentations (last month)

- RICAPS webinar
- US EPA Region IX brown bag
- LEAN monthly market call update

# Upcoming Presentations

- Clean Energy Showcase 2017 at Skyline College – January 20
- San Mateo Baywood Annual Meeting – February 12

# Op Ed Update

- Created a matrix of each board member, and the publications in their jurisdiction
- Created a list of possible topics
- If each Board member committed to one per year, that would provide about two per month
- Doodle poll with dates/topics, indication of whether you want “ghost-written” first draft

# EPA Green Power Communities

- Recognition opportunities for cities and businesses
- All 20 communities would qualify – first Green Power county?
- ECO100 participation competition across cities? Prize?



# Customer Notices: Update

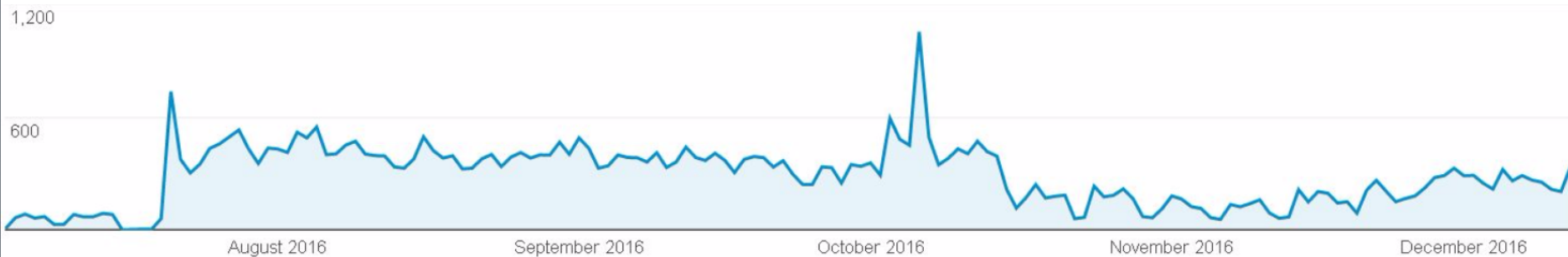
- Phase 1 complete
- NEM – ongoing
- Move-ins – starting this month, about 600/week
- Soliciting bids for Phase 2 printing (1 million pieces)
- PG&E bill insert – not available for May, only for August

# Customer Care Update

- Billing errors by PG&E
  - Systemic error on all Phase 1 Balanced Payment Plan (BPP) Customers
  - Other PG&E billing errors such as late bills
- All billing errors impact opt-outs and reputation, regardless of who is at fault

# Ad Campaign Metrics

## Website Visits: July 4 - December 12



Sessions

46,240



Users

22,784



Pageviews

90,162



Pages / Session

1.95



Avg. Session Duration

00:01:57



Bounce Rate

67.13%

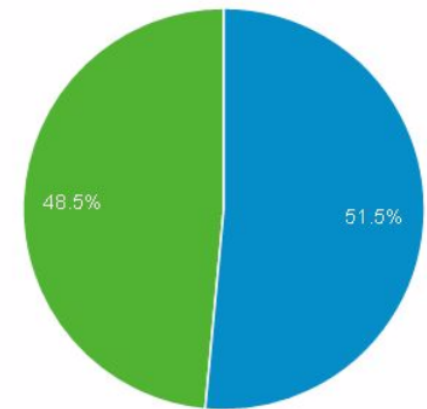


% New Sessions

48.50%



■ Returning Visitor ■ New Visitor





# Ad Campaign Metrics

## **WEBSITE** (Dec 6-12)

- 3,075 views/week (2,342 views/week last month)
- 62% returning; 38% new

## **FACEBOOK CAMPAIGN**

- Facebook is top referral source to our website
- ECO100 Facebook ads running

### **Website Clicks Campaign (December 6 - 12)**

	Impressions	Reach	Website Clicks	Cost Per Click	Result Rate
ECO 100 Ads	46,933	9,890	1,790	\$0.25	3.81%
ECO 100 Weekly Total/Average	46,524	6,480	1,766	\$0.26	3.80%
ECO 100 Total/Average	139,573	19,440	5,300	\$0.27	3.80%
Campaign Total/Average	1,484,788	126,256	41,881	\$0.25	2.82%

# Opt-Outs

OPT OUT BY CITY/POPULATION												
CITY	Eligible Accts	Phase 1 Accts	July	Aug	Sept	Oct	Nov	Dec	Total	TOTAL OPT OUT %	OPT OUT % OF PHASE 1	
PORTOLA VALLEY INC	1,674	70				1	2		3	0.18%	4.29%	
SAN BRUNO INC	16,416	3,976	6	24	14	6	14	9	73	0.44%	1.84%	
SO SAN FRANCISCO INC	24,857	7,199	7	43	26	7	19	7	109	0.44%	1.51%	
PACIFICA INC	15,417	3,604	17	15	9	2	6	5	54	0.35%	1.50%	
DALY CITY INC	33,729	7,953	23	34	21	2	15	22	117	0.35%	1.47%	
HALF MOON BAY INC	4,910	1,387	2	4	6	1	5	1	19	0.39%	1.37%	
WOODSIDE INC	2,282	591	1	2		1	3	1	8	0.35%	1.35%	
UNINC SAN MATEO CO	24,362	6,753	11	27	18	13	13	6	88	0.36%	1.30%	
HILLSBOROUGH INC	4,056	914			4		7		11	0.27%	1.20%	
BRISBANE INC	2,475	847	1	3	3		1	2	10	0.40%	1.18%	
SAN MATEO INC	43,457	11,251	6	40	25	14	18	10	113	0.26%	1.00%	
SAN CARLOS INC	14,380	4,480	10	8	7	6	3	9	43	0.30%	0.96%	
MENLO PARK INC	14,955	4,089	9	5	8	4	6	5	37	0.25%	0.90%	
ATHERTON INC	2,683	668	3	1				2	6	0.22%	0.90%	
BELMONT INC	11,818	2,966	10	4	5	5	1		25	0.21%	0.84%	
BURLINGAME INC	15,458	4,496	12	6	7	3	5	4	37	0.24%	0.82%	
COLMA INC	799	770		1	1		2	2	6	0.75%	0.78%	
REDWOOD CITY INC	34,377	9,057	12	15	10	6	8	8	59	0.17%	0.65%	
FOSTER CITY INC	14,401	3,355			1	6	4	7	18	0.12%	0.54%	
MILLBRAE INC	9,377	2,330		1	1	1	9		12	0.13%	0.52%	
EAST PALO ALTO INC	7,715	1,787		2	1			1	4	0.05%	0.22%	
Grand Total	299,598	78,543	130	235	167	78	141	101	852	0.28%	1.08%	

# Opt-Ups

ACTIVE ACCTS BY CITY	Eligible Accts	Initial List	Nov	Dec			
CITY	Full Territory	Phase 1 Accts	ACTIVE	RES ACT	COM ACT	ACTIVE	ECO100
ATHERTON INC	2,683	668	644	478	168	646	34
BELMONT INC	11,818	2,966	2,989	2,100	853	2,953	21
BRISBANE INC	2,475	847	833	373	457	830	6
BURLINGAME INC	15,458	4,496	4,400	2,637	1,795	4,432	31
COLMA INC	799	770	766	497	262	759	-
DALY CITY INC	33,729	7,953	7,845	6,137	1,673	7,810	10
EAST PALO ALTO INC	7,715	1,787	1,781	1,416	359	1,775	10
FOSTER CITY INC	14,401	3,355	3,358	2,639	715	3,354	65
HALF MOON BAY INC	4,910	1,387	1,355	848	509	1,357	11
HILLSBOROUGH INC	4,056	914	901	790	112	902	5
MENLO PARK INC	14,955	4,089	4,053	2,557	1,461	4,018	134
MILLBRAE INC	9,377	2,330	2,316	1,731	583	2,314	57
PACIFICA INC	15,417	3,604	3,539	2,809	731	3,540	29
PORTOLA VALLEY INC	1,674	70	75	73	4	77	30
REDWOOD CITY INC	34,377	9,057	9,075	5,824	3,053	8,877	381
SAN BRUNO INC	16,416	3,976	3,945	2,951	973	3,924	18
SAN CARLOS INC	14,380	4,480	4,428	2,341	2,067	4,408	111
SAN MATEO INC	43,457	11,251	11,076	7,686	3,415	11,101	87
SO SAN FRANCISCO INC	24,857	7,199	7,103	4,164	2,927	7,091	18
UNINC SAN MATEO CO	24,362	6,753	6,649	4,113	2,486	6,599	82
WOODSIDE INC	2,282	591	579	394	177	571	14
Unallocated			175	15	23	38	2
Unallocated (cust type)			-			680	-
Grand Total	299,598	78,543	77,885	52,573	24,803	78,056	1,156

# Regular Agenda

## **5. Power Purchase Agreements for Renewable Supply Update (Discussion)**

# Schedule for Completion of the RFO

- At the last Board of Directors meeting, an Ad Hoc Committee of the Board was suggested
  - To more thoroughly vet each candidate project
  - And to familiarize Board members with the projects and the development teams
- On December 7<sup>th</sup> and 9<sup>th</sup>, Ad Hoc Committee members met with a number bidders and ultimately decided along with PCE staff on a shortlist of projects
- PCE staff has begun contract negotiations
  - Supported by a County attorney and an outside attorney
- Negotiations are expected to take about a month
  - PCE anticipates bringing completed contracts to the Board of Directors for approval at the January meeting

# Ad Hoc Committee's Evaluation Factors

- Factors considered by the Ad Hoc Committee in evaluating candidate projects included:
  - 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
  - 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

# Load Forecasts and Need

- A key consideration in project selection is the “fit” between the portfolio of projects shortlisted and PCE’s projected need for power
- PCE provided data to the consulting firm PEA, who generated charts that allowed PCE to iterate and decide on the best mix of projects to shortlist
  - A sampling of these charts follows

# Load Forecasts and Need

December 15, 2016





# Regular Agenda

**6. Revise PCE Strategic Goal: 100% CA  
RPS Eligible Renewable Energy by 2025  
(Action)**

# Revise PCE Strategic Goal

Design a diverse power portfolio that is greenhouse gas free.

- 100% GHG free by 2021
- sourced by 100% CA RPS eligible renewable energy by 2025
- create a minimum of 20 MWs of new local power by 2025

# Regular Agenda

## **7. Adopt PCEA Sustainable Workforce Policy (Action)**

# Regular Agenda

## **8. Adopt PCEA Policy to Not Use Any Unbundled RECs (Action)**

# Regular Agenda

## **7. Update on Formation of New Citizens Advisory Committee (Discussion)**

# Regular Agenda

## **10. Financial Report (Discussion)**

# Regular Agenda

## **11. Board Members' Reports (Discussion)**

# Regular Agenda

**Adjourn**