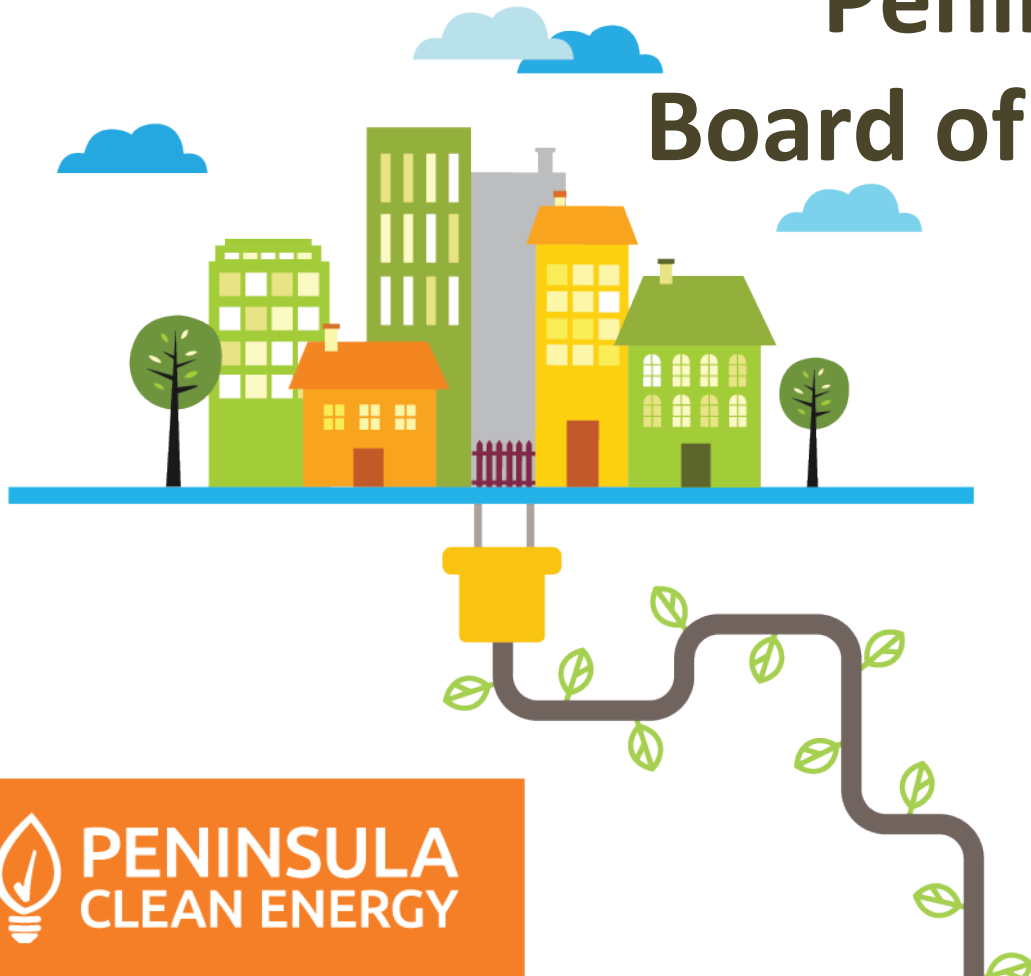


# Peninsula Clean Energy Board of Directors Meeting

October 27, 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)**

# We have launched!

- Cleaner and greener electricity is being delivered to our first phase of customers!
- We flipped the switch at the press event on October 6



# We're hiring!

- Community Outreach Manager / Coordinator posted on Oct. 20; closing Nov. 14
- Additional positions will be posted within the next two weeks:
  - Energy Analyst
  - Compliance Manager
  - Customer Care Manager or Director
  - Regulatory Analyst

# CalCCA Policy Summit

- Held on October 20 2016 in San Francisco
- PCE had the best representation of all CCAs!
- Thank you to Board members who attended:  
Jeff Aalfs, Rick DeGolia, Pradeep Gupta, John Keener,  
Wayne Lee, Lori Liu
- PCE has joined CalCCA and paid first year dues of \$15,000

# Contracts over last month:

- Accion Group
- All Covered
- CirclePoint
- LEAN Energy US
- Maher Accountancy
- PEA



# Contracts over last month:

- Accion Group (RFO support)
  - RFO Website: \$22,300
  - Proposal Evaluation Assistance: \$17,200
  - Term: October 2016 to January 19, 2017

# Contracts over last month:

- All Covered (IT Support)
  - Hardware Setup and File Migration: \$ 4,495
  - IT Support Transition: \$ 950
  - Monthly IT Support (first 4 staff): \$ 950/month
    - Each additional staff: \$ 71/month
  - Plus Hardware and Encryption: approx.\$ 2,000/person
    - Laptops, monitors, cabling, MS Office and other software
  - Term: October 27, 2016 to October 26, 2017

# Contracts over last month:

- Circlepoint
  - Marketing and Outreach Support: \$94,359
  - Term: August 24, 2016 to December 31, 2016

# Contracts over last month:

- LEAN Energy
  - Legislative and Regulatory Support: \$ 4,000/month  
(approximately)
  - Term: November 1, 2016 to October 31, 2017

# Contracts over last month:

- Maher Accountancy
  - Finance and Accounting Support: NTE \$93,000
  - Term: October 1, 2016 to June 30, 2017

# Contracts over last month:

- Pacific Energy Advisors (PEA)
  - Technical Support: NTE \$95,000
  - Term: October 26, 2016 to April 30, 2017

# Board Retreat

- Purpose:
  - To discuss PCE's mission, strategic goals, and policy for PCE suppliers
- Date:
  - Saturday, November 12<sup>th</sup>, 9:00 am to 3:00 pm
- Location:
  - Portola Valley Community Hall  
765 Portola Rd, Portola Valley, CA 94028

# Regular Agenda

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



# Regular Agenda

**4. Provide an Update on Recent  
Community Outreach and  
Marketing Efforts (Discussion)**

# Past Presentations (last month)

Foster City - Community Workshop  
Menlo Park - Community Workshop  
Redwood City - Press Conference  
Redwood City - Special Districts Association  
San Mateo County Realtors Association  
South San Francisco - Community Workshop  
South San Francisco - School District  
Woodside - School District

Other presentations:  
Renewable Energy Markets Conference in SF  
CalCCA Policy Summit in SF  
Genentech Lunch-and-Learn

# Upcoming Presentations

## **City of San Mateo Community Workshop**

November 1st, 6:30 pm @ 55 West 3rd Avenue

# Recap

- Enrollment notice #3 was mailed at the end of September
- 79 presentations conducted thus far in 2016
  - 27 to City Councils or Local Government Groups
  - 23 to Community Groups
  - 4 to Business Groups or Organizations
  - 17 PCE Community Workshops held
- Tabled at 6 community events

# Launch Event

- Speakers:
  - Supervisor Pine
  - Supervisor Groom
  - Jan Pepper
  - Janet Creech
  - Terry Lyngso
  - Gladwyn D'Souza
- Media Coverage (see next pages)
- Live Facebook stream
- Enhanced online/social media presence
- Press + media outreach: Media kit, press releases, press conference
- Update messaging on website
- Uptick in ECO100 enrollments!



# Press Coverage

## THE DAILY JOURNAL The Peninsula's homepage

### County flips the switch on clean energy: Peninsula Clean Energy launches

October 07, 2016, 05:00 AM By [Bill Silverfarb](#) Daily Journal

Like 82

San Mateo County flipped the switch Thursday away from Pacific Gas and Electric toward greener options provided by Peninsula Clean Energy.

"This is a historic day," Supervisor Dave Pine said. "PCE will provide substantially cleaner energy at lower and competitive prices."

The county and all 20 cities formed the joint powers agency to buy cleaner energy in bulk from providers other than PG&E.

Pine's office led the move toward community choice aggregation nearly two years ago. PCE will reduce the county's carbon emissions, Pine said.

So far, about 78,000 customers have been enrolled in the first phase of the rollout.

The remainder, including larger commercial and agriculture customers, will be enrolled in phase two starting in April.

The agency is currently contracting with Direct Energy as its supplier for procurement. Eventually, PCE hopes to generate its own power, said Chief Executive Officer Jan Pepper.

"This is my dream job to join a startup public agency to provide clean and green energy," Pepper said at a press conference held at the County Center in downtown Redwood City.

Customers are automatically enrolled for a 50 percent renewable option and may go up to a 100 percent option, which will be delivered by PG&E on its transmission lines. They also have the option to opt out and return to PG&E. The bills will still come from PG&E and will remain the same with the exception of one line that shows the source of generation, which will be PCE, Pepper said.

Pine is the chair for the joint powers agency and elected officials from each city will hold a seat on the board.

Early adopter Janet Creech said the move will keep profits out of the pockets of PG&E shareholders and lead to local job creation.

The Sierra Club's Gladwyn D'Souza said the switch will help save the environment and move away from "dangerous fuels."

"This is our ticket to decarbonizing our local grid," D'Souza said.

The service officially launched Monday.

Customers are automatically enrolled in the ECOplus option which provides 50 percent renewable at a cost just lower than PG&E. The ECO100 option provides 100 percent renewable energy at a slight premium.

The agency provides local control in the county's effort to combat climate change, said Supervisor Carole Groom, who worked with Pine to form the agency.

PCE is modeled after community choice aggregation, CCA, programs in Marin and Sonoma counties.



**Bill Silverfarb/Daily Journal**

*Peninsula Clean Energy Chief Executive Officer Jan Pepper flipped the switch to officially launch the agency, which provides clean energy at competitive rates.*

# Press Coverage

News

## San Mateo County ditches PG&E, starts buying cheaper, greener energy



Peninsula Clean Energy began service Saturday to 70,000 customers, becoming the fifth program in California to take advantage of a 2002 state law that allows local governments to take over the process of buying power, with the goal of boosting green energy consumption and lowering rates for consumers. Many others are following suit, including San Jose and Santa Clara County.

By **AARON KINNEY** | [akinney@bayareanewsgroup.com](mailto:akinney@bayareanewsgroup.com)

PUBLISHED: October 2, 2016 at 4:44 pm | UPDATED: October 3, 2016 at 4:14 am

REDWOOD CITY — San Mateo County this month launched an initiative to provide electricity to consumers, in lieu of PG&E, joining a statewide movement toward community-choice energy programs that supporters tout as the most effective way for Californians to lower their greenhouse gas emissions.



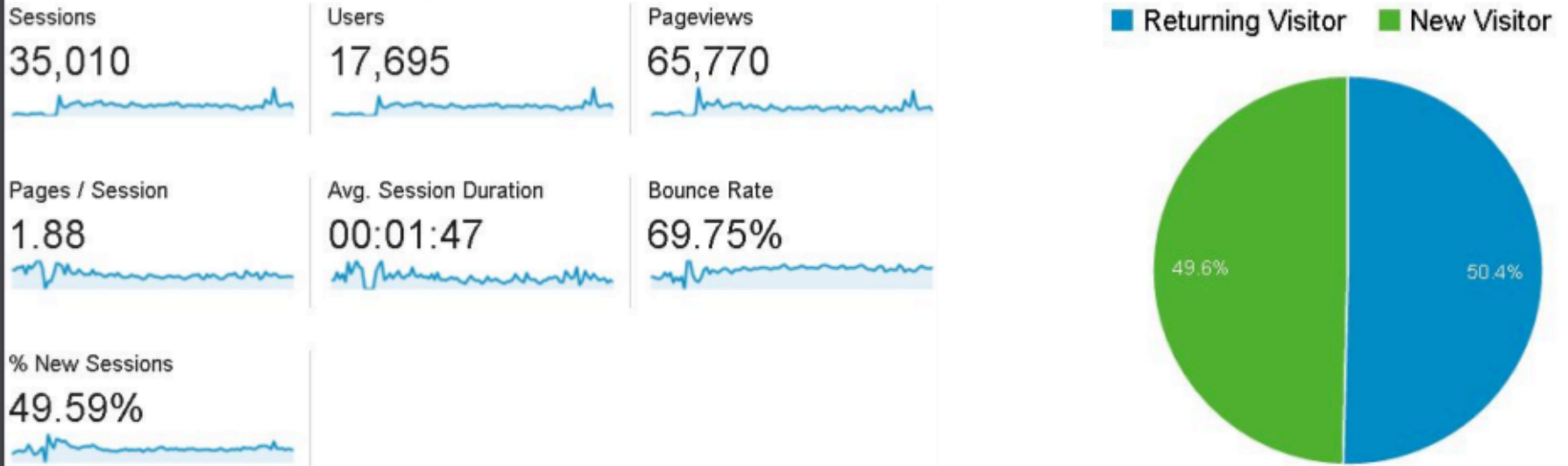
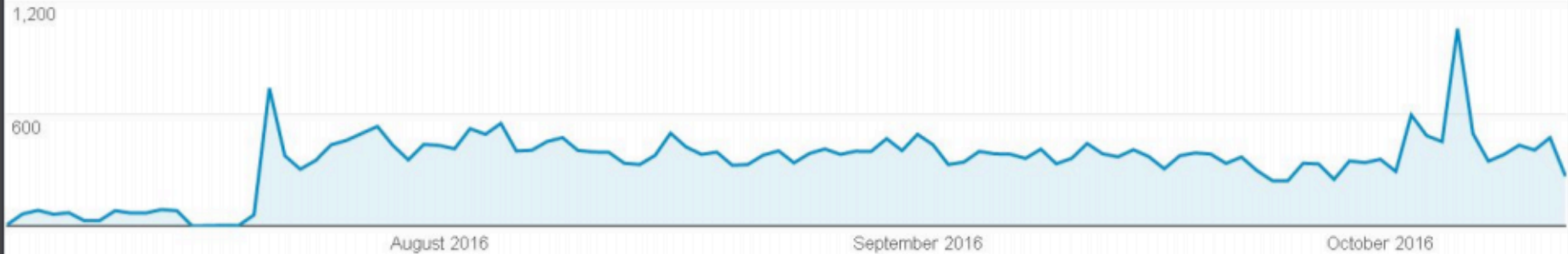
# Merchant Walks

- Volunteers signed up to walk in 15 cities (some with multiple locations)
- 9 merchant walks completed thus far:
  - Belmont, El Camino
  - Burlingame, Broadway
  - East Palo Alto, Ravenswood
  - Menlo Park, Downtown
  - Menlo Park, Alameda de las Pulgas
  - Millbrae
  - Redwood City, Downtown
  - San Carlos, Laurel Ave
  - San Mateo, 25th Avenue
- Need volunteers for:
  - Daly City, Mission Streets
  - Half Moon Bay, Main Street
  - Redwood City, Woodside Rd.
  - San Bruno, Tanforan Mall + Bayhill Shopping Center



# Ad Campaign Metrics

## Website Visits: July 4 - October 13



# Ad Campaign Metrics

## **WEBSITE (Oct 7-13)**

- 4,644 views
- 52.8% returning; 47.2% new
- Increase in “direct” traffic from media event and mailings

## **FACEBOOK CAMPAIGN**

- Facebook is top referral source to our website
- Ads still performing well, though cost-per-click increasing

## **OTHER**

- Online ads: Ran from August 15<sup>th</sup> – October 3rd
- TV: Ran from mid-September to early October
- Print : Ran from Sept 15- October 3rd
- Transit Shelter Ads: Ran from Sept 15-October 3rd

# Upcoming Outreach

- 2 more enrollment notices for Phase 1
  - #4 & #5 will be “welcome” notices
  - Using postcard format to reduce costs
- NEM enrollment notices
- Phase 2 Launch preparation
- ECO Business Directory
- Press releases for RFO

# Social Media

## Facebook Website Clicks Campaign

### Website Clicks Campaign (October 7 - 13)

	Impressions	Reach	Website Clicks	Cost Per Click	Result Rate
General Audience #3	23,164	8,490	363	\$0.35	1.57%
Seniors #3	22,881	5,931	315	\$0.41	1.38%
Businesses #3	23,439	5,706	284	\$0.48	1.21%
Eco100	15,673	4,944	344	\$0.37	2.19%
Early Adopters	18,003	6,456	521	\$0.26	2.89%
Spanish	16,745	4,719	491	\$0.27	2.93%
Chinese	20,309	4,502	184	\$0.73	0.91%
Weekly Total/Average	140,214	40,748	2502	\$0.41	1.87%
Campaign Total/Average	1,319,400	118,727	35,806	\$0.24	2.71%

# Opt-Outs

## OPT OUT BY CITY/POPULATION

CITY	Eligible Accts	Phase 1 Accts	July	Aug	Sept	Oct	Grand Total	TOTAL OPT OUT %	OPT OUT % OF PHASE 1
PORTOLA VALLEY INC	1,674	70				1	1	0.06%	1.43%
SAN BRUNO INC	16,416	3,976	6	24	14	5	49	0.30%	1.23%
PACIFICA INC	15,417	3,604	17	15	9	2	43	0.28%	1.19%
SO SAN FRANCISCO INC	24,857	7,199	7	43	26	4	80	0.32%	1.11%
UNINC SAN MATEO CO	24,362	6,753	11	27	18	13	69	0.28%	1.02%
DALY CITY INC	33,729	7,953	23	34	21	1	79	0.23%	0.99%
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%
BELMONT INC	11,818	2,966	10	4	5	5	24	0.20%	0.81%
SAN MATEO INC	43,457	11,251	6	40	25	10	81	0.19%	0.72%
SAN CARLOS INC	14,380	4,480	10	8	7	6	31	0.22%	0.69%
BURLINGAME INC	15,458	4,496	12	6	7	2	27	0.17%	0.60%
ATHERTON INC	2,683	668	3	1			4	0.15%	0.60%
MENLO PARK INC	14,955	4,089	9	5	8	2	24	0.16%	0.59%
WOODSIDE INC	2,282	591	1	2			3	0.13%	0.51%
REDWOOD CITY INC	34,377	9,057	12	15	10	5	42	0.12%	0.46%
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	5	6	0.04%	0.18%
EAST PALO ALTO INC	7,715	1,787		2	1		3	0.04%	0.17%
MILLBRAE INC	9,377	2,330		1	1	1	3	0.03%	0.13%
Grand Total	299,598	78,543	130	235	167	63	595	0.20%	0.76%

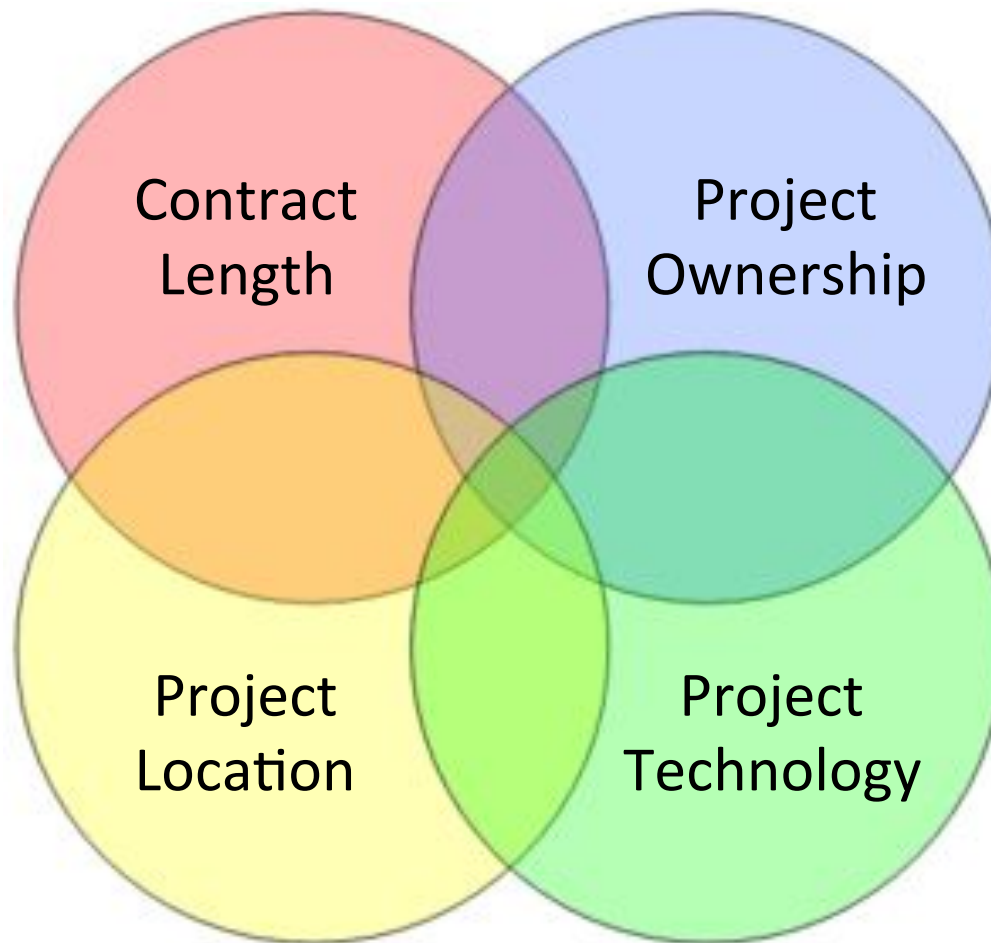
# Opt-Ups

PCE Customer Contact Stats		July 2016	Aug 2016	Sep 2016	Oct 2016			
Description	Platform	7/31/2016	8/29/2016	9/26/2016	10/3/2016	10/11/2016	10/17/2016	10/23/2016
Opt Outs	CSR - Phone Calls	25	91	124	136	144	145	153
Opt Outs	IVR	60	155	220	248	261	266	274
Opt Outs	Website	45	109	139	153	164	165	168
<b>Opt Out Total</b>		<b>130</b>	<b>355</b>	<b>483</b>	<b>537</b>	<b>569</b>	<b>576</b>	<b>595</b>
ECO100 Upgrades	CSR - Phone Calls	7	7	13	13	18	17	24
ECO100 Upgrades	IVR	0	1	1	0	0	0	1
ECO100 Upgrades	Website	50	90	118	103	200	206	157
ECO100 Upgrades	Cities	0	0	566	638	637	638	638
<b>ECO100 Upgrade Total</b>		<b>57</b>	<b>98</b>	<b>698</b>	<b>754</b>	<b>855</b>	<b>861</b>	<b>820</b>
Early Adopters - ECOplus	CSR - Phone Calls	3	5	7	10	13	14	14
Early Adopters - ECOplus	IVR	0	0	0	0	0	0	0
Early Adopters - ECOplus	Website	83	96	143	162	291	303	306
<b>Early Adopters - ECOplus Total</b>		<b>86</b>	<b>101</b>	<b>150</b>	<b>172</b>	<b>304</b>	<b>317</b>	<b>320</b>
Early Adopters - ECO100	CSR - Phone Calls	8	10	12	14	24	25	24
Early Adopters - ECO100	IVR	1	1	2	4	6	6	6
Early Adopters - ECO100	Website	79	131	135	136	147	144	144
<b>Early Adopters - ECO100 Total</b>		<b>88</b>	<b>142</b>	<b>149</b>	<b>154</b>	<b>177</b>	<b>175</b>	<b>174</b>

# Regular Agenda

**5. Provide an Overview and  
Update of the Renewable Supply  
Request for Offers (Discussion)**

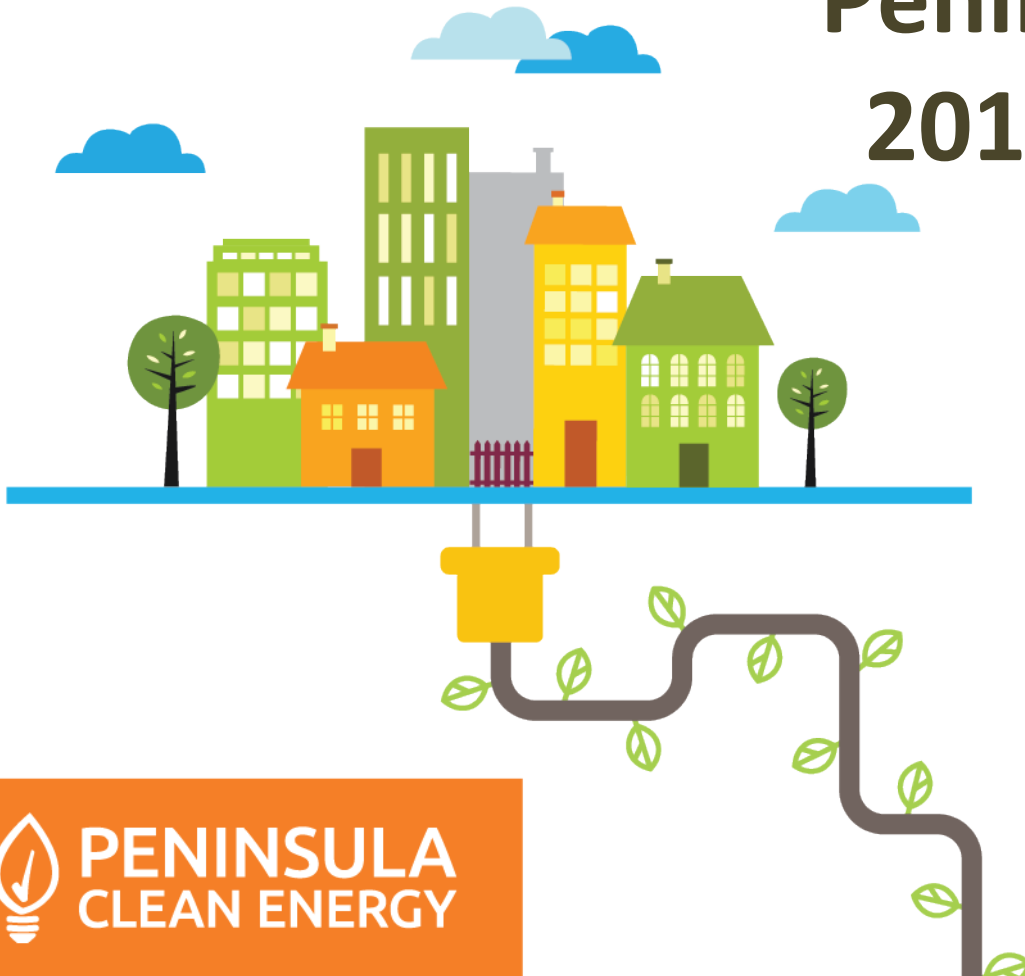
# Diversity of Supply





# Peninsula Clean Energy 2016 Renewables RFO

October 21, 2016



# Agenda

**Introduction**

**10:00 am**

**RFO Instructions and Q&A**

**Pro Forma PPA and Q&A**

**Closing Q&A**

**Adjourn**

**(not later than) 11:30 am**

# About Q&A

- The moderator will place participants on mute except during “open mike” Q&A periods at the end of each presentation section, as well as during the closing Q&A
- At the beginning of each Q&A segment, the moderator will unmute all participants
- Please keep your device on mute unless asking a question
  - (No road noise, children or dogs, please)
- You also have the option to text written questions to the moderator on the GoToMeeting sidebar; he will read the question for you
- Following the webinar, PCE will review the webinar recording and provide a written summary of Q&A
- The written responses will take precedence over responses given during the webinar

# Introduction

- **PCE mission – to provide residents and businesses in San Mateo County with high percentages of renewable and carbon-free energy at competitive prices**
- **This RFO seeks offers for generating resources certified by the California Energy Commission as Eligible Renewable Resources**
- **This is a 100% electronic RFO; all offer materials and communications except PPA negotiations will occur on the RFO website**

## **PCE Resource Balance – RPS Open Positions\***

	2017	2018	2019	2020	2021	2022	2023	2024	2025
PCC1	616	920	977	1,033	1,459	1,533	1,609	1,685	1,761
PCC2	205	307	326	344	486	511	536	562	587
PCC3	-	-	-	-	-	-	-	-	-
Total	821	1,227	1,303	1,377	1,945	2,045	2,145	2,246	2,348

\*All volumes presented as gigawatt-hours/year. RPS open positions are based on PCE's internal renewable procurement targets, which exceed state-wide mandates.

# RFO Instructions



**PENINSULA  
CLEAN ENERGY**

# RFO Schedule

Date	Event
Monday, October 17, 2016	PCE launches RFO; posts RFO Instructions, pro forma PPA and other RFO documents on the RFO website
Friday, October 21, 2016, 10:00 am Pacific Prevailing Time (PPT)	PCE hosts RFO webinar
Monday, November 7, 2016, 12:00 pm PPT	Deadline for offerors to submit offers and required documentation on the RFO website
Monday, December 5, 2016	Anticipated date PCE will notify each offeror regarding selection status of individual offers and provide executable PPAs to selected offerors
Monday, December 12, 2016	Anticipated deadline for selected offerors to execute PPAs
Tuesday, December 20, 2016	Anticipated date PCE will execute PPAs
Thursday, January 19, 2017	Anticipated date Sellers will post Development Security

# Disclaimers

- **By participating in PCE's RFO process, a respondent acknowledges that it has read, understands, and agrees to the terms and conditions set forth in the Procedural Overview & Instructions ("RFO Instructions")**
- **PCE reserves the right to reject any offer that does not comply with the requirements identified therein**
- **PCE may, in its sole discretion and without notice, modify, suspend, or terminate the RFO without liability to any organization or individual**
- **The RFO does not constitute an offer to buy or create an obligation for PCE to enter into an agreement with any party, and PCE shall not be bound by the terms of any offer until PCE has entered into a fully executed agreement**
- **In the event of any difference between this presentation and the RFO Instructions or pro forma PPA, the following order of precedence shall apply:**
  - **Pro forma PPA**
  - **RFO Instructions**
  - **This presentation**

# Delivery Point

- **The Delivery Point for in-state projects interconnected to the California Independent System Operator (“CAISO”) must be the point where the project connects to the CAISO Controlled Grid**
- **The Delivery Point for in-state projects interconnected to a California Balancing Authority (“CBA”) other than the CAISO must be the CAISO intertie**
- **Offers for out-of-state projects that qualify as Category 1 renewables must demonstrate that the output can be scheduled on an hourly or sub-hourly basis into a CBA or dynamically transferred into a CBA**
- **Seller will be required to have firm transmission rights to the Delivery Point within the CAISO or to the respective CAISO Intertie**
- **Category 2 Offers must include firming and shaping service to a CAISO interface point**
  - **Offers to deliver at the Project’s busbar will not be accepted**
  - **Participants offering a Category 2 Product should provide the delivery profile of the firmed and shaped product in their offer and specify the CAISO delivery point**



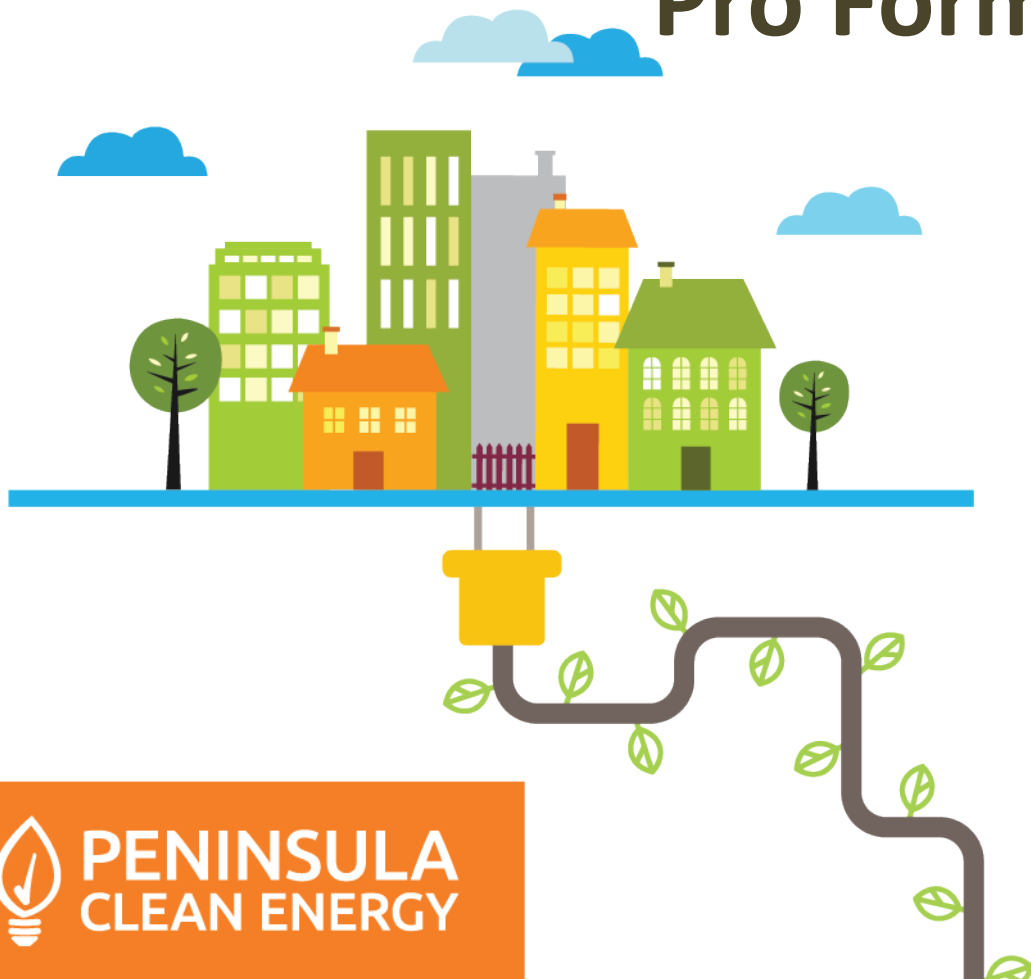
# Offer Submission

- All proposed generating resources must be certified by the California Energy Commission (“CEC”) as Eligible Renewable Energy Resources (“ERR”) prior to the commercial operation date (“COD”)
- Preference will be given to resources located closer to PCE’s service area, but eligible resources located within the Western Electricity Coordinating Council (“WECC”) will be considered
- Minimum project capacity is 1 megawatt (MW), AC
- Preference will be given to resources that deliver earlier, but all eligible offers will be considered
- Each submitted project must include at least one offer with a single, flat price for each MWh of electric energy delivered from the proposed resource
- All respondents must complete and submit a Project Form and Offer Form for each offer submitted on the RFO website, <https://pcerfo.accionpower.com>
- **At this point Accion will show a brief website demo – “video tutorial”**

# **Q&A on RFO Instructions**

- **The moderator will unmute all participants**
- **Please keep your device on mute unless asking a question**
- **The moderator will also read questions from the text bar**

# Pro Forma Power Purchase Agreement (PPA)



# Pro Forma PPA – Cover Sheet

- **Seller name, entity type**
- **Facility description**
- **Guaranteed Commercial Operation Date**
- **Milestones**
- **Delivery Term**
- **Delivery Term Expected Energy**
- **Contract Year 1 Expected Energy**
- **Contract Price**
- **Product – energy, green attributes (PPC1 or PCC2), capacity attributes**
- **Deliverability**
- **Scheduling Coordinator\***
- **Development Security (\$60/kW for as-available; \$90/kW for dispatchable)**
- **Performance Security (5% of the total term project revenues)**
- **Damage Payment**
- **Notice Addresses**

\*In the pro forma PPA, the Scheduling Coordinator is to be Buyer or Buyer's agent. The offer form allows the opportunity for 44 offerors to provide pricing under which Seller would provide Scheduling Coordinator services.

# Pro Forma PPA – Conditions Precedent

- **Delivery Term shall not commence until PCE receives from Seller:**
  - **Commercial Operation Date Certificate and Installed Capacity Certificate**
  - **CAISO Participating Generator Agreement and Meter Service Agreement**
  - **Interconnection Agreement between Seller and the PTO**
  - **Environmental impact reports, conditional use permit and a certificate of compliance with the conditional use permit**
  - **CEC precertification**
  - **All applicable WREGIS registration requirements**
  - **Performance Security**
  - **Daily Delay Damages and Commercial Operation Delay Damages, if applicable**

# Pro Forma PPA – Miscellaneous

- **Compliance Expenditure Cap**
  - Seller's maximum obligation is \$20,000 per MW of Guaranteed Capacity
- **Curtailement Cap**
  - Seller's maximum obligation is equal to [Guaranteed Capacity times 50 hours] MWh per Contract Year
- **Guaranteed Energy Production**
  - 160% of the average Expected Energy for the previous 2 Contract Years

# Pro Forma PPA – Events of Default

- **Both parties:**
  - Failure to make payment when due
  - False or misleading rep or warranty
  - Failure to perform any material covenant or obligation
  - Bankruptcy
  - Assignment of PPA other than in compliance with 14.2 or 14.3
  - Consolidation, amalgamation, merger or transfer of assets in which the resulting, surviving or transferee entity fails to assume all PPA obligations
- **Seller:**
  - Delivery of Product not generated by the Facility
  - Failure to achieve commercial operation within 60 days after the Guaranteed COD
  - Failure to timely obtain CEC Certification and Verification
  - In any 6 month period, Adjusted Energy Production is not at least 10% of Expected Energy
  - Failure to satisfy the collateral requirements
  - Failure to replace Guaranty or Letter of Credit when necessary under defined circumstances

# **Q&A on Pro Forma PPA**

- **The moderator will unmute all participants**
- **Please keep your device on mute unless asking a question**
- **The moderator will also read questions from the text bar**



# Closing Q&A

- **The moderator will unmute all participants**
- **Please keep your device on mute unless asking a question**
- **The moderator will also read questions from the text bar**

**Adjourn – Thank You!**

# Regular Agenda

## **6. Review Draft Agenda for November 12<sup>th</sup> Board Retreat (Discussion)**

# Board Retreat - Background

- Establish a mission statement and strategic goals
- Discuss policies on possible qualitative evaluation criteria for PCE suppliers
- Overview of PCE's future procurement activities
- Update on PCIA
- Discuss future of the Citizens Advisory Committee

# Draft Board Retreat Agenda

- 8:30 – 9:00 Refreshments
- 9:00 – 9:05 Introduce schedule for the day
- 9:05 – 9:15 Public Comment
- 9:15 – 9:30 Board of Directors Business
- 9:30 – 11:30 Adopt PCEA Mission Statement and Long-term Strategic Goals (Action)
- 11:30 – 12:00 Discuss and possibly adopt policies on qualitative evaluation criteria for PCE suppliers (Action)

# Draft Board Retreat Agenda

- 12:00 – 12:30 Lunch Break
- 12:30 – 1:30 Overview of PCE's Procurement Requirements (Discussion)
- 1:30 – 2:00 Update on PCIA Activities (Discussion)
- 2:00 – 2:45 Adopt Resolution regarding Citizen Committee (Action)
- 2:45 – 3:00 Wrap-Up



# Regular Agenda

## **7. Request Approval to Give Broader Authority to the CEO to Negotiate a Lease (Action)**

# Background

- PCE has been seeking an office space since May
- Two potential spaces fell through
- A facility in Menlo Park meets PCE's needs, offers a competitive rate, is under negotiation
- PCE is growing, about to hire additional staff
- Request approval giving broader authority to CEO to negotiate a lease for a different property if negotiations for the current site fall through



# Regular Agenda

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

# Regular Agenda

## Closed Session

### **9. CONFERENCE WITH REAL PROPERTY NEGOTIATORS**

Property: 155 Linfield, Menlo Park

Agency Negotiators: Jan Pepper, David Silberman, Nirit Eriksson

Negotiating Party: Barclays

Under Negotiation: Price and terms

# Regular Agenda

**Adjourn**