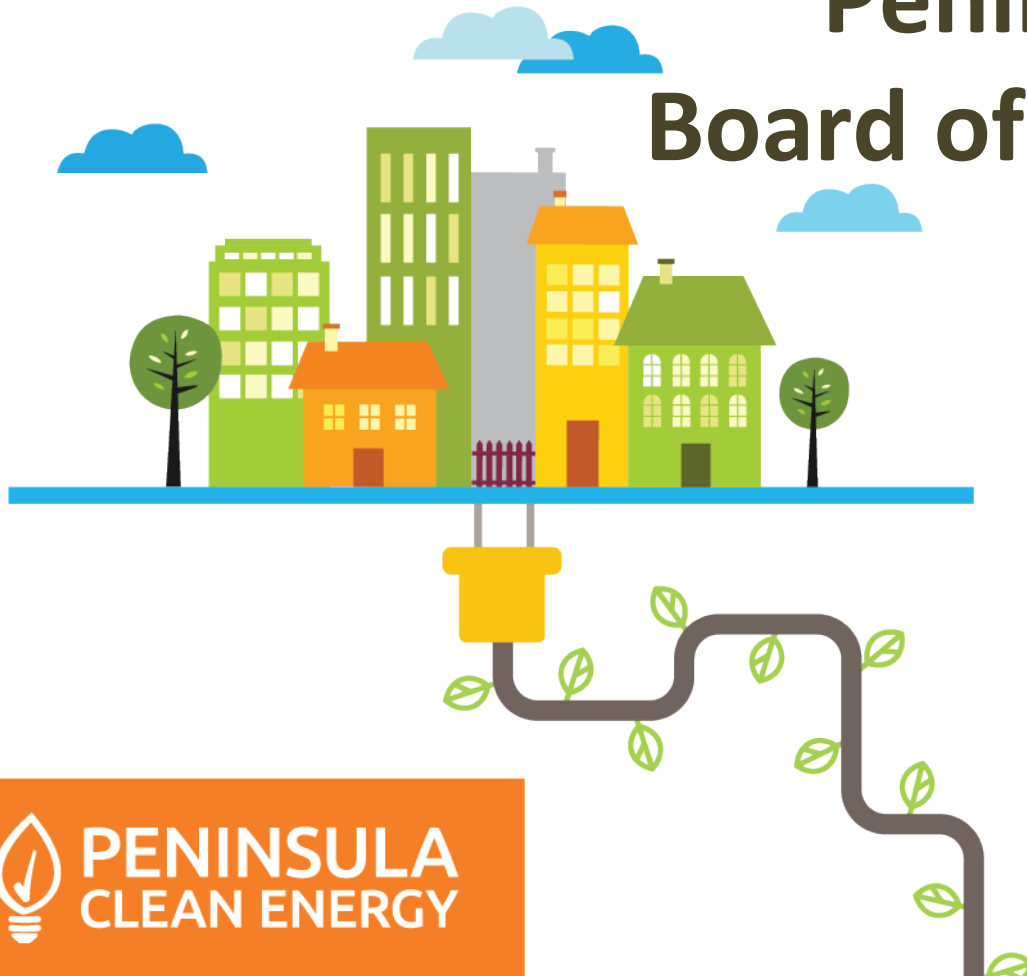


# Peninsula Clean Energy Board of Directors Meeting

September 22, 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)**

# Municipal Accounts and ECO100

## Confirmed to Opt-Up

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

## Expressed Interest

- Half Moon Bay
- Hillsborough
- San Mateo
- San Mateo County



# Regular Agenda

## **2. CEO Report (Discussion)**

# Welcome to our new hires!

- Anne Bartoletti, Board Clerk/Executive Assistant to CEO
- Dan Lieberman, Director of Marketing and Public Affairs
- George Wiltsee, Director of Power Resources and Energy Program

Plus from the County Counsel's office . . .

- Nirit Eriksson, Deputy County Counsel

# Thank you to the OOS team!

- Jim Eggemeyer, Director of OOS
- Kirsten Pringle, leaving OOS and joining MWH Global Inc. in Sacramento
- Carolyn Raider, moving into the Climate Adaptation group in OOS
- Gordon Tong, promoted to Manager of the Waste Reduction Group in OOS



# PCE Launch

- WE LAUNCH ON OCTOBER 3!!!
- Press conference at County Center
- October 5, 11:00 am



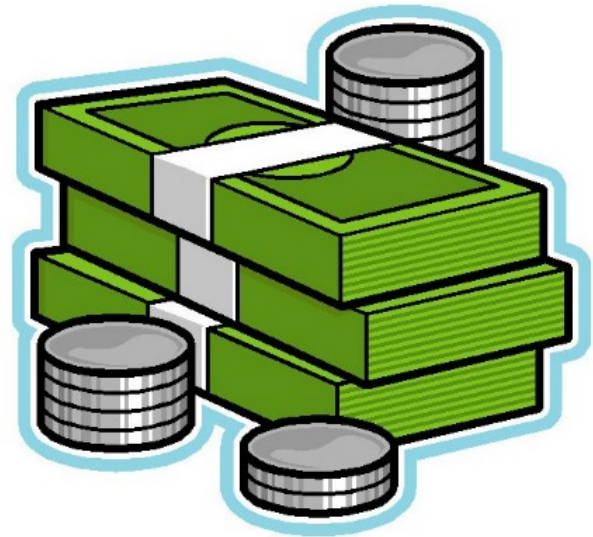


# Resource Procurement

- Issuing RFP for long-term renewable resources
  - RFP issued: week of October 3
  - Offers submitted to PCE: end of October
  - Update to PCE board on progress of RFO: November 17 board meeting
  - Initial selection of suppliers: late November
  - Board approval of selected suppliers: December 15 board meeting
  - Execute PPAs: end of December

# Finance and Banking

- Banking
  - Setting up separate account for PCE
- Finance and Accounting
  - Contracting with Maher Accountancy for finance support
    - Clients include MCE and SCP



# Expenditures

- Computers for new employees
- Secure Box account for PCE electronic files
- IT consultant to set up IT in new space
- Interest payments to Barclay's
- Printing and postage for enrollment notices
- Resource Adequacy



# CalCCA

- CalCCA is the new 501(c)(6) organization representing the CCA community
- Website: [cal-cca.org](http://cal-cca.org)
- Key objectives:
  1. Advocate for legislative and regulatory policies that support core values and interests of CCAs
  2. Provide information on California CCAs
- PCE is one of the founding members and on the board of CalCCA, along with MCE, SCP, LCE, and CPSF
- Membership this year for PCE is \$15,000
- CalCCA Policy Summit on October 20 in SF



# Board Meeting Schedule

- Going forward . . .
  - Transition to one meeting per month, on the fourth Thursday of the month

# Board Retreat

- Board Retreat on November 12 or 19
  - Mission Statement
  - Discussion about long-term strategies



# Regular Agenda

## **3. Resource Adequacy (Action)**

# Overview of Resource Adequacy

- Overview of Resource Adequacy by Direct Energy
- Discussion and Action on purchase of additional Resource Adequacy from two more suppliers



# Resource Adequacy (RA)

RA is needed to:

- Ensure enough generation capacity exists and is under contract so that CAISO can meet its operational needs and maintain grid reliability
- Provide a generation 'reserve' so that electricity is available during times of extreme demand
- Incentivize the construction of new generation in areas that are constrained (local RA)
- Ensure that there is enough flexible 'fast response' generation to support grid reliability with the build out of renewables to 50% by 2030

# Resource Adequacy (RA)

- Consists of three requirements:
  - System RA (effective June 1, 2006)
    - Sourced from within the CAISO balancing area
    - Monthly requirement based on each Load Serving Entity's (LSE's) CEC adjusted monthly forecast plus 15% reserve margin
  - Local RA (effective Jan 1, 2007)
    - Sourced within a Local Capacity Area
    - Annual requirement based on an annual CAISO study
    - July – Dec true-up based on load migration
  - Flexible RA (effective Jan 1, 2015)
    - Resource is able to respond to dispatch instructions and manage variations in load and variable energy resources output
    - Monthly requirement based on annual CAISO study that looks at largest three-hour ramp needed
    - No locational requirements, flexible RA can be System or Local RA.

# Resource Adequacy (RA)

## Resource Adequacy (RA):

- Customers in PG&E's territory have system, flexible and local RA compliance obligations
  - North System
  - Greater Bay Area
  - PG&E Other
- Obligations based on 115% of peak monthly demand with non-coincident peak adjustment
- Bilaterally traded with very limited price transparency
- (Potential) regulatory developments: multi-year requirement and a centralized market



# Resource Adequacy (RA)

- Requires LSE's to submit year-ahead and month-ahead compliance filings to demonstrate sufficient capacity has been procured to meet its share of the peak load plus the reserve margin
- Year-ahead filing deadline is last business day of October
  - i.e. Oct 31, 2016 for 2017 compliance year
- Month-ahead filing deadline is 45 calendar days before the compliance month
  - i.e. Nov 17, 2016 for January 2017 compliance
- Year-ahead showings must demonstrate:
  - 100% Local RA procurement for all months
  - 90% Flexible RA procurement for all months
  - 90% System RA procurement for May – September
- Month-ahead showings must demonstrate 100% compliance for system, local and flexible RA requirements.

# Regular Agenda

3. a. Adopt a Resolution delegating authority to the Chief Executive Officer to execute a Confirmation Agreement with Shell Energy North America for Resource Adequacy with terms consistent with those presented, in a form approved by the General Counsel and for a term ending December 31, 2017 (Action)

# Regular Agenda

3. b. Adopt a Resolution delegating authority to the Chief Executive Officer to execute a Confirmation Agreement and a Master Agreement with Silicon Valley Power for Resource Adequacy with terms consistent with those presented, in a form approved by the General Counsel and for a term ending December 31, 2017 (Action)

# Regular Agenda

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

# Past Presentations (last month)

Belmont—Harbor Industrial Association

Brisbane – Community Workshop

Burlingame—Community Workshop

Daly City – Community Workshop

Daly City—Daly City Retired Employees Association

East Palo Alto—City Council Update

East Palo Alto—Rotary Club

Foster City – Admiralty HOA

Pacifica—Pacifica Articulation Committee

Redwood City – Redwood Shores Community Association

Redwood City—Community Workshop

San Carlos – Community Workshop

San Mateo – Community Workshop

Unincorporated – Pescadero Municipal Advisory Council

Other: Business Seminar for South County Businesses



# Upcoming Presentations

## **South San Francisco Community Workshop**

September 26<sup>th</sup> , 6:30 pm @ 33 Arroyo Drive

## **Menlo Park Community Workshop**

October 1<sup>st</sup>, 10 am @ 700 Alma St

## **Foster City Community Workshop**

October 13<sup>th</sup>, 6:30 pm @ 650 Shell Blvd

## **Special Districts Association Quarterly Meeting**

October 25th 7 pm @ 525 Veterans Blvd, Redwood City

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

November 1st, 7 pm @ 55 West 3rd Avenue

# Recap

- 68 presentations conducted thus far in 2016
  - 27 to City Councils or Local Government Groups
  - 23 to Community Groups
  - 4 to Business Groups or Organizations
  - 14 PCE Community Workshops held
- Tabled at 6 community events

# Advocates Training Workshops

- 2 workshops
- Trained 30+ volunteers
- Featured local business owners



# Merchant Walks

- Volunteers signed up to walk in 15 cities (some with multiple locations)
- 7 merchant walks completed thus far:
  - Belmont, El Camino
  - Belmont, Ralston
  - Burlingame, Broadway
  - Burlingame, Burlingame Ave
  - Menlo Park, Downtown
  - Menlo Park, Alameda de las Pulgas
  - Millbrae, Downtown
  - Redwood City, Downtown
  - San Carlos, Laurel St.
  - San Mateo, 3<sup>rd</sup> 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 - September 15



Sessions

23,961

Users

12,047

Pageviews

46,019

Pages / Session

1.92

Avg. Session Duration

00:01:49

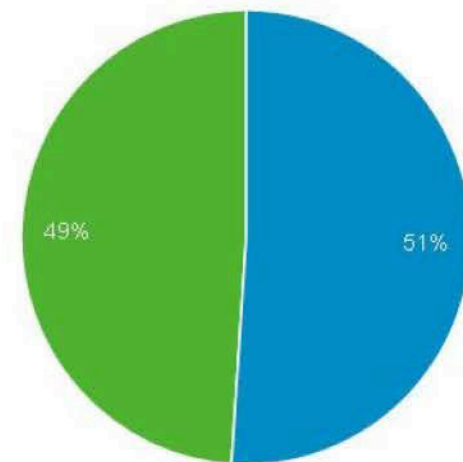
Bounce Rate

69.09%

% New Sessions

48.94%

■ Returning Visitor ■ New Visitor



# Ad Campaign Metrics

## **WEBSITE (SEPT 9-15)**

- 2,538 views
- 44.1% returning; 55.9% new
- Increase in “direct” traffic from print, TV and transit shelter ads

## **FACEBOOK CAMPAIGN**

- Spanish and General Audience Ads performing the best
- Both “regular” and video ads

## **OTHER**

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

# Upcoming Outreach

- 3 more enrollment notices for Phase 1
  - #3 will go out starting Friday
  - #4 & #5 will be “welcome” notices
  - Using postcard format to reduce costs
- October Launch
  - Enhanced online/social media presence
  - Press + media outreach: Media kit, press releases, press conference
  - Update messaging on website
- ECO Business Directory
- Planning for Phase 2 launch

# Social Media

## Facebook Website Clicks Campaign

### Website Clicks Campaign (September 9 - 15)

	Impressions	Reach	Website Clicks	Cost Per Click	Result Rate
General Audience	25,596	8,439	959	\$0.14	3.75%
Seniors	17,970	3,918	744	\$0.18	4.14%
Businesses	24,349	6,428	142	\$0.66	0.58%
Spanish	21,020	5,119	939	\$0.14	4.47%
Chinese	29,654	5,476	328	\$0.43	1.11%
Weekly Total/Average	118,589	29,380	3,112	\$0.31	2.81%
Campaign Total/Average	841,344	88,238	26,619	\$0.21	3.16%



# Opt-Outs

OPT OUT BY CITY/POPULATION							
CITY	Eligible Accts	July	Aug	Sept	This Week	Grand Total	OPT OUT %
SO SAN FRANCISCO INC	24,857	7	44	11	7	69	0.28%
DALY CITY INC	33,729	23	34	3	7	67	0.20%
SAN MATEO INC	43,457	6	41	6	5	58	0.13%
UNINC SAN MATEO CO	24,362	11	28	4	2	45	0.18%
SAN BRUNO INC	16,416	6	24	5	4	39	0.24%
PACIFICA INC	15,417	17	15	5	1	38	0.25%
REDWOOD CITY INC	34,377	12	15	2		29	0.08%
BURLINGAME INC	15,458	12	6	3	3	24	0.16%
SAN CARLOS INC	14,380	10	8	3		21	0.15%
MENLO PARK INC	14,955	9	5	2	3	19	0.13%
BELMONT INC	11,818	10	4		2	16	0.14%
HALF MOON BAY INC	4,910	2	4	1	2	9	0.18%
BRISBANE INC	2,475	1	3	1	1	6	0.24%
ATHERTON INC	2,683	3	1			4	0.15%
EAST PALO ALTO INC	7,715		2		1	3	0.04%
HILLSBOROUGH INC	4,056			1	2	3	0.07%
WOODSIDE INC	2,282	1	2			3	0.13%
COLMA INC	799		1	1		2	0.25%
MILLBRAE INC	9,377		1			1	0.01%
FOSTER CITY INC	14,401					0	0.00%
PORTOLA VALLEY INC	1,674					0	0.00%
Grand Total	299,598	130	238	48	40	456	0.15%

# Opt-Ups

PCE Customer Contact Stats		July 2016	Aug 2016	Sep 2016			
Description	Platform	7/31/2016	8/29/2016	9/6/2016	9/12/2016	9/19/2016	Notes
Opt Outs	CSR - Phone Calls	25	91	99	105	118	
Opt Outs	IVR	60	155	174	192	205	
Opt Outs	Website	45	109	118	122	133	
Opt Out Total		130	355	391	419	456	
ECO100 Upgrades	CSR - Phone Calls	7	7	7	8	10	
ECO100 Upgrades	IVR	0	1	1	1	1	
ECO100 Upgrades	Iframe	50	90	92	98	114	
ECO100 Upgrades	Cities	0	0	0	0	566	Added Portola, Woodside, etc
ECO100 Upgrade Total		57	98	100	107	691	
Early Adopters - ECOplus	CSR - Phone Calls	3	5	7	7	7	
Early Adopters - ECOplus	IVR	0	0	0	0	0	
Early Adopters - ECOplus	Iframe	83	96	117	127	140	
Early Adopters - ECOplus Total		86	101	124	134	147	
Early Adopters - ECO100	CSR - Phone Calls	8	10	12	13	11	
Early Adopters - ECO100	IVR	1	1	2	2	3	
Early Adopters - ECO100	Iframe	79	131	137	149	135	
Early Adopters - ECO100 Total		88	142	151	164	149	

# Regular Agenda

5. a. Request approval of Citizens Advisory Committee (CAC) Extension and Meeting Schedule for 2016 (Action)

# Citizens Advisory Committee

- Extend through calendar year 2016
- Change meeting time to Thursday before board meeting starting October 2016



# Regular Agenda

5. b. Provide Direction on Future Role and Membership of CAC (Action)

# Citizens Advisory Committee

- Discuss future role:
  - When and where CAC meets
  - Topics for discussion
  - Selection, number, and composition of members

# Regular Agenda

## **6. Regulatory Update (Discussion)**

# Key Regulatory Case Developments



## **PG&E's Diablo Canyon Power Plant Closure (A. 16-08-006)**

- Application filed August 11
- Proposes new, significant non-bypassable charges
- Protests filed September 15

## **PG&E's 2015 ERRA Forecast Application (A.14-05-024)**

- Addresses the method for calculating customer vintaging for purposes of applying the PCIA.
- Expected to be voted out September 29

## **Integrated Resource Planning (IRP) R.16-02-007)**

- Process kicking off
- Staff workshop on September 26

## **SD&E request to establish a Marketing Affiliate**



# Regular Agenda

## **7. Corrected Rates (Discussion)**

## BACKGROUND:

On June 23, 2016, the PCE Board of Directors adopted the retail rates for PCE customers that will be charged at inception of service to customers. A presentation was made by PCE's consultants Pacific Energy Advisors to the board explaining the rates for the ECOplus and ECO100 products.



## RECOMMENDATION:

PCE staff seek the Board's approval of two Corrected Rate Calculations and the Rate Schedule updated to reflect those corrections

# Regular Agenda

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

# Regular Agenda

## Closed Session

### 9. CONFERENCE WITH REAL PROPERTY NEGOTIATORS

Property: 800 El Camino Real, Menlo Park

Agency Negotiators: Jan Pepper, David Silberman

Negotiating Party: Longitude Capital

Under Negotiation: Price/terms of lease

# Regular Agenda

**Adjourn**