Call to order / Roll call

Public Comment

Action to set the agenda and approve consent items
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
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
• 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
• 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
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
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
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):

- 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.
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)
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)
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 26th, 6:30 pm @ 33 Arroyo Drive

Menlo Park Community Workshop
  October 1st, 10 am @ 700 Alma St

Foster City Community Workshop
  October 13th, 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, 3rd Avenue
- Need volunteers for:
  - Daly City, Mission Streets
  - Half Moon Bay, Main Street
  - Redwood City, Woodside Rd.
  - San Bruno, Tanforan Mall + Bayhill Shopping Center
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%
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 15th – 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)

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

### OPT OUT BY CITY/POPULATION

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

<table>
<thead>
<tr>
<th>PCE Customer Contact Stats</th>
<th>July 2016</th>
<th>Aug 2016</th>
<th>Sep 2016</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Opt Outs</td>
<td>CSR - Phone Calls</td>
<td>25</td>
<td>91</td>
<td>99</td>
</tr>
<tr>
<td>Opt Outs</td>
<td>IVR</td>
<td>60</td>
<td>155</td>
<td>174</td>
</tr>
<tr>
<td>Opt Outs</td>
<td>Website</td>
<td>45</td>
<td>109</td>
<td>118</td>
</tr>
<tr>
<td><strong>Opt Out Total</strong></td>
<td></td>
<td>130</td>
<td>355</td>
<td>391</td>
</tr>
<tr>
<td>Eco100 Upgrades</td>
<td>CSR - Phone Calls</td>
<td>7</td>
<td>7</td>
<td>7</td>
</tr>
<tr>
<td>Eco100 Upgrades</td>
<td>IVR</td>
<td>0</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Eco100 Upgrades</td>
<td>Iframe</td>
<td>50</td>
<td>90</td>
<td>92</td>
</tr>
<tr>
<td>Eco100 Upgrades</td>
<td>Cities</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td><strong>Eco100 Upgrade Total</strong></td>
<td></td>
<td>57</td>
<td>98</td>
<td>100</td>
</tr>
<tr>
<td>Early Adopters - EcoPlus</td>
<td>CSR - Phone Calls</td>
<td>3</td>
<td>5</td>
<td>7</td>
</tr>
<tr>
<td>Early Adopters - EcoPlus</td>
<td>IVR</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Early Adopters - EcoPlus</td>
<td>Iframe</td>
<td>83</td>
<td>96</td>
<td>117</td>
</tr>
<tr>
<td><strong>Early Adopters - EcoPlus Total</strong></td>
<td></td>
<td>86</td>
<td>101</td>
<td>124</td>
</tr>
<tr>
<td>Early Adopters - ECO100</td>
<td>CSR - Phone Calls</td>
<td>8</td>
<td>10</td>
<td>12</td>
</tr>
<tr>
<td>Early Adopters - ECO100</td>
<td>IVR</td>
<td>1</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Early Adopters - ECO100</td>
<td>Iframe</td>
<td>79</td>
<td>131</td>
<td>137</td>
</tr>
<tr>
<td><strong>Early Adopters - ECO100 Total</strong></td>
<td></td>
<td>88</td>
<td>142</td>
<td>151</td>
</tr>
</tbody>
</table>
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
5. b. Provide Direction on Future Role and Membership of CAC (Action)
• Discuss future role:
  – When and where CAC meets
  – Topics for discussion
  – Selection, number, and composition of members
6. Regulatory Update (Discussion)
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
8. Board Members’ Reports (Discussion)
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
Adjourn