PCE Program Debrief

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Peninsula Clean Energy: In Review
Past Milestones

December 2014  Initial Exploration

February 2015  All cities + County authorize participation in tech study

May 2015      Formation of Peninsula Clean Energy Advisory Committee

September 2015 Technical feasibility study completed

November 2015 County Board of Supervisors passes CCE ordinance and resolution to form Peninsula Clean Energy Authority

February 2016 All cities join the Peninsula Clean Energy Authority; Final Advisory Committee meeting
PCE In Review: Technical

• Technical Feasibility Study
  – Found that the environmental and economic goals of the program could be met in consideration of current wholesale pricing of energy

• Implementation Plan
  – Draft completed and reviewed by Advisory Committee
  – Requires adoption by JPA Board before submitting to California Public Utilities Commission
PCE In Review: Outreach

- Developed PCE brand, website, and design guidelines
- Trifold pamphlet, feasibility study guide, and general FAQ sheet developed and translated into Spanish, Chinese, and Tagalog
- Currently developing short, educational video
- 232 group members on Facebook
- 405 followers on Twitter
- 650 subscribers on mailing list
PCE In Review: Outreach

✓ 9 PCE Advisory Committee meetings
✓ 10 tabling events
✓ 12 community workshops
✓ 27 city study sessions / informational presentations
✓ 43 presentations to community/environmental/business groups
Current Status: Consultants and RFPs

• Current consultants
  – LEAN Energy US: Program planning and development
  – Pacific Energy Advisors: Technical energy advisors
  – Circlepoint: Marketing, outreach, and communications

• Requests for Proposals
  – Data Management/Call Center Firm (currently under review)
  – Energy Services Provider (soon to be released)
Peninsula Clean Energy will begin serving customers in October 2016.

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<tr>
<th>Phase 1</th>
<th>Phase 2</th>
<th>Phase 3</th>
<th>Phase 4</th>
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<tbody>
<tr>
<td>Pre-Planning &amp; Due Diligence</td>
<td>Community Outreach; Forming JPA; Planning and Development</td>
<td>Preparing for Launch</td>
<td>Serving customers</td>
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<td>• Internal planning team</td>
<td>• Program and JPA design</td>
<td>• First JPA Board meeting</td>
<td>• Phased customer enrollment process</td>
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<td>• Initial outreach to cities and stakeholders</td>
<td>• City outreach/passage of local ordinances</td>
<td>• Submit implementation plan</td>
<td>• Continual customer enrollment notices</td>
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<td>• Workshops and education</td>
<td>• Plan for JPA staffing/working capital</td>
<td>• Energy supply and other service contracts</td>
<td>• Focused business outreach</td>
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<td>• Form Advisory Committee</td>
<td>• Community outreach</td>
<td>• Utility services Agmt.</td>
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<td>• Technical study</td>
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<td>• Initial staffing</td>
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<td>• Regulatory registrations</td>
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<td>• Marketing campaign</td>
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<td>• Call center and customer notifications</td>
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Peninsula Clean Energy: Looking Forward
Looking Forward

MARCH
• First two JPA Board Meetings: March 24 and March 31
• Approve Implementation Plan and submit to CPUC
• Engage with potential banking partners

APRIL
• Ad hoc committee formed for CEO interviews/recommendation
• Data management/call center vendor selected
• Energy Services RFP released
• Approve public marketing and outreach plan
• Review banking options/credit terms
MAY
• Hire CEO
• Energy Service Provider selected
• Bank partner selected; credit terms finalized
• Begin marketing campaign

JUNE
• Set electricity rates
• Call center launched
• Additional staff hires
PCE Implementation Tasks (cont.)

JULY & AUGUST
• First and second customer enrollment notices go out
• Utility services agreement finalized/Bond posted
• Additional staff hires/PCE office established

SEPTEMBER
• General preparation for launch

OCTOBER
• First phase of customers enrolled!
Phased Enrollment Plan

Approx. 257,000 customer accounts will be enrolled in 3 phases*:

- **Phase 1, October 2016:** All small/medium commercial accounts; 20% residential countywide; all municipal (~68,000 customers)

- **Phase 2, April 2016:** All large commercial/industrial; 35% residential countywide (~82,000 customers)

- **Phase 3, October 2017:** Agricultural; street lighting; all remaining residential (~107,000 customers)

- Option for early, voluntary enrollment will be available

*Subject to change
Questions and Discussion