

PCE Program Debrief

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Peninsula Clean Energy: In Review

Past Milestones

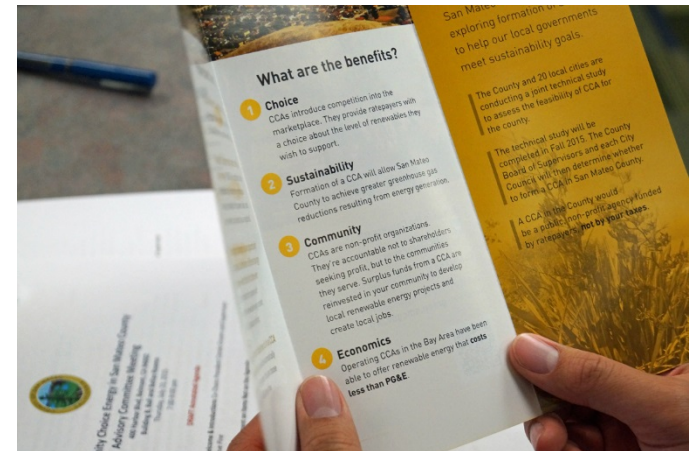
December 2014	Initial Exploration
February 2015	All cities + County authorize participation in tech study
May 2015	Formation of Peninsula Clean Energy Advisory Committee
September 2015	Technical feasibility study completed
November 2015	County Board of Supervisors passes CCE ordinance and resolution 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

Community Workshop - SSF



Business Forum

Advisory Committee



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)

Timeline

Peninsula Clean Energy will begin serving customers in October 2016.

Phase 1

Phase 2

Phase 3

Phase 4

Jan – Sept 2015	Oct 2015—Feb 2016	March-Oct 2016	Oct 2016 - Ongoing
Pre-Planning & Due Diligence	Community Outreach; Forming JPA; Planning and Development	Preparing for Launch	Serving customers
<ul style="list-style-type: none"> • Internal planning team • Initial outreach to cities and stakeholders • Workshops and education • Form Advisory Committee • Technical study 	<ul style="list-style-type: none"> • Program and JPA design • City outreach/passage of local ordinances • Plan for JPA staffing/working capital • Community outreach 	<ul style="list-style-type: none"> • First JPA Board meeting • Submit implementation plan • Energy supply and other service contracts • Utility services Agmt. • Initial staffing • Regulatory registrations • Marketing campaign • Call center and customer notifications 	<ul style="list-style-type: none"> • Phased customer enrollment process • Continual customer enrollment notices • Focused business outreach



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



PCE Implementation Tasks (cont.)

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

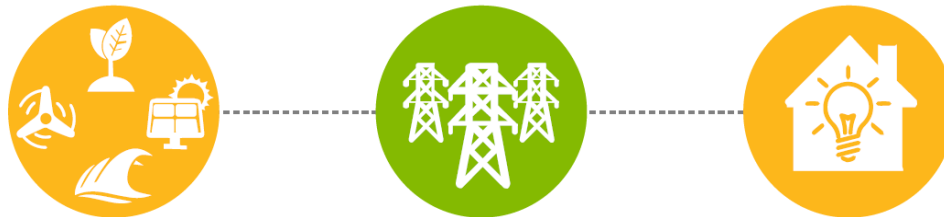
- **First phase of customers enrolled!**



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

