Peninsula Clean Energy
Board of Directors Meeting
January 25, 2018
Call to order / Roll call

Public Comment

Action to set the agenda and approve consent items
1. PUBLIC EMPLOYEE PERFORMANCE REVIEW

Title: Chief Executive Officer
2. RECONVENE OPEN SESSION AND REPORT OUT OF CLOSED SESSION
3. Chair Report (Discussion)
4. CEO Report (Discussion)
Personnel Update

• Two New Employees:
  – Jeremy Waen – Sr. Regulatory Analyst started 1/16/18
  – Michael Totah – Key Accounts Executive started 1/22/18

• In process of reviewing resumes and setting up initial interviews for:
  – Power Resources Manager
  – Legislative Analyst
  – Energy Programs Manager/Director
Regulatory Highlights

- PCIA Workshop on January 16 and 17
- CPUC Resolution 4907 – delays starts of new CCAs – CalCCA filed comments/protest
- Rally at CPUC at 8:30 am on Thursday, Feb 8 before CPUC voting meeting
  - Dave Pine to speak at rally
  - Board members encouraged to attend and speak at commission voting meeting
- More details to be provided in the Leg/Reg report
Meeting Updates

Regulatory:
• Met with CPUC Commissioner Rechtschaffen on January 16, 2018
• Met with CPUC Commissioner Peterman on January 24, 2018

Legislative:
• Met with Assemblymembers Mullin and Ting, and Senator Wiener in December
• Joe Wiedman representing PCE at CalCCA meetings in Sacramento Jan 24 and 25
Rate Issues

• PCIA rates to be published in mid-Feb (as part of ERRA proceeding)
• PG&E generation rate changes on March 1
• PG&E’s TOU-C rollout
  – No one in San Mateo County, whether they are a PCE customer or not, is supposed to be in this
  – We are continuing to confirm this with PG&E
# PCE's 2018 Renewables and Storage RFO - Schedule

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>Friday, January 12, 2018</td>
<td>PCE launches RFO; publishes RFO instructions, pro form PPA and other RFO documents</td>
</tr>
<tr>
<td>Friday, January 19, 2018</td>
<td>Deadline for Webinar question submittal</td>
</tr>
<tr>
<td>Wednesday, January 24, 2018, 10:00 am PPT</td>
<td>PCE hosts RFO webinar</td>
</tr>
<tr>
<td>Friday, February 2, 2018</td>
<td>Deadline for pre-registration and additional question submittal</td>
</tr>
<tr>
<td>Wednesday, February 7, 2018</td>
<td>PCE posts responses to questions</td>
</tr>
<tr>
<td>Friday, February 9, 2018, 12:00 pm PPT</td>
<td>Deadline for offer submittal</td>
</tr>
<tr>
<td>Friday, March 9, 2018</td>
<td>Anticipated date PCE will notify each participant regarding short-list status</td>
</tr>
<tr>
<td>Friday, March 23, 2018</td>
<td>Anticipated deadline for short-listed participants to submit deposits, PPA redlines and additional documents</td>
</tr>
</tbody>
</table>
PCE’s 2018 Renewables and Storage RFO

- PCE is particularly interested in products that help meet the following open positions:
  - PCC 1: 1-2 year contracts covering 2018-2019;
  - PCC 2: 1-2 year contracts covering 2019-2020;
  - Fixed price contracts to fill in the open hours identified in the following slides:
    - Medium (5-10 years) and long-term (10+ years) contracts; and
    - Renewables with or without storage;

- PCE is interested in the following types of projects
  - In-state and out-of-state wind projects; and
  - New or existing projects.
## PCE’s 2018 Renewables and Storage RFO – Evaluation Criteria

<table>
<thead>
<tr>
<th>Quantitative</th>
<th>Qualitative</th>
</tr>
</thead>
<tbody>
<tr>
<td>Market forward prices</td>
<td>Project viability including status of interconnection, site control, and permits</td>
</tr>
<tr>
<td>Value of capacity</td>
<td>Technology viability</td>
</tr>
<tr>
<td>Value of energy storage</td>
<td>Location</td>
</tr>
<tr>
<td>Proposed contract price</td>
<td>Project team experience</td>
</tr>
<tr>
<td></td>
<td>Financing plan and financial stability of owner/developer</td>
</tr>
<tr>
<td></td>
<td>Consistency with PCE’s mission statement and Integrated Resource Plan</td>
</tr>
<tr>
<td></td>
<td>Consistency with PCE’s Workforce Policy</td>
</tr>
<tr>
<td></td>
<td>Consistency with PCE’s Sustainable Vendor Policy</td>
</tr>
<tr>
<td></td>
<td>Environmental impacts and related mitigation requirements</td>
</tr>
</tbody>
</table>
PCE's 2018 Renewables and Storage RFO - Evaluation Process

1. PRE-REGISTRATION
   RFO Participant Pre-Registers and Receives a Secure, Unique Box Folder Email Address and Developer Code for naming documents.

   Participant MUST Pre-Register before February 2nd to participate and submit RFO Proposals.

   February 2nd is also the deadline to submit additional questions.

2. OFFERS DUE
   Participant Completes All Necessary RFO Documents. Submits Offer Form through Google Forms and uploads all other documents via email to Unique Box Email Address.

   Participant is allowed to submit multiple offers. Please refer to the RFO instructions on the naming convention for multiple proposals.

   Participants' Offers must be submitted by Friday, February 9, 2018 at 12:00 pm PPT.

3. PCE EVALUATES OFFERS
   PCE Procurement Team downloads and evaluates proposals. PCE evaluates each offer according to the Eligibility Criteria outlined in the RFO instructions.

4. SHORT-LIST CANDIDATES NOTIFIED
   PCE notifies short-listed candidates by Friday March 9th, 2018.

   Short-Listed applicants interested in moving forward must provide additional documentation and bid security within 2 weeks of short list notification.

5. NEGOTIATIONS AND EXECUTION
   PCE will negotiate with short-listed candidates with intent of PPA execution but may execute none at all, if PCE chooses.

   Selected projects will go to PCE's Board for approval.
- Thank you to Pradeep for his “Deeper Dive” on technical issues of 100% renewable resources on the grid, on January 12, 2018
- FRB bank account moved to Silicon Valley offices
- PCE finally has a corporate credit card!
5. Citizens Advisory Committee Report (Discussion)
6. Audit and Finance Committee Report (Discussion)
7. Marketing and Outreach Report (Discussion)
<table>
<thead>
<tr>
<th>Strategy</th>
<th>Impact</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Direct Mail</strong></td>
<td>5 - 6 mailers sent to all 300,000 accounts</td>
</tr>
<tr>
<td><strong>Advertising</strong></td>
<td>11 million impressions in fall ad campaign alone, major spring campaign was completed as well</td>
</tr>
<tr>
<td><strong>Outreach</strong></td>
<td>Worked 118 events, spoke with 5,000 people</td>
</tr>
<tr>
<td><strong>Media</strong></td>
<td>7 press releases, mentioned in at least 37 articles and op-eds, local coverage in English, Chinese, and Tagalog</td>
</tr>
<tr>
<td><strong>Social Media</strong></td>
<td>3 million Facebook, 150K Twitter impressions</td>
</tr>
<tr>
<td><strong>City/County Communications</strong></td>
<td>Disseminated 4 city outreach kits, official communications sent in all 20 cities and in County</td>
</tr>
</tbody>
</table>
Selected 2017 Press Coverage

- "How we’re saving $17 million and avoiding 680 million pounds of carbon emissions", The Almanac, November 8, 2017
- "City of BurlingameOpts for 100% Renewable Electricity", July 5, 2017
- "The San Mateo County Harbor District is Going Green!", July 5, 2017
- "How clean energy helps Pacifica", Pacifica Tribune, April 2017
- "Providing cleaner, greener, and cheaper energy in San Mateo County", Balitang America, April 2017
- "OP-ED: Peninsula Clean Energy now serving entire county", Daily Journal, April 2017
- "KHMB Featured Story of the Week", KHMB, April 2017
- "We can help combat climate change with new energy program", The Almanac March 2017
- "SamTrans, Caltrain to Use 100 Percent Renewable Electricity From Community Choice Energy Programs", Mass Transit Magazine, March 2017

View or listen to all articles on the PCE website, https://www.peninsulacleanenergy.com/resources/news-media/
Fall 2017 Ad Campaign Overview

• Goal: increase awareness of brand, benefits, and automatic enrollment

• Main messages:
  o You have PCE, and it’s great
  o Cleaner energy at lower rates

• Theme: You Have Great Energy

• Special emphasis: cities with higher opt-outs, Spanish and Chinese speakers

Sample PCE fall Facebook ad
Fall 2017 Ad Campaign Results

- Number of website sessions nearly doubled compared to the six weeks prior to the campaign start date
- 66% of website sessions were from new visitors

<table>
<thead>
<tr>
<th>Advertising Platform</th>
<th>Impressions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Print &amp; Digital</td>
<td>763,500</td>
</tr>
<tr>
<td>Outdoor</td>
<td>7,161,192</td>
</tr>
<tr>
<td>Community</td>
<td>16,000</td>
</tr>
<tr>
<td>Radio</td>
<td>889,663</td>
</tr>
<tr>
<td>Mobile</td>
<td>1,643,671</td>
</tr>
<tr>
<td>Facebook</td>
<td>570,756</td>
</tr>
<tr>
<td><strong>Total Overall Impressions</strong></td>
<td><strong>11,044,782</strong></td>
</tr>
<tr>
<td>Media Channel</td>
<td>Circulation</td>
</tr>
<tr>
<td>-------------------------------------</td>
<td>------------------------------------</td>
</tr>
<tr>
<td>Half Moon Bay Review</td>
<td>7,500</td>
</tr>
<tr>
<td>Pacifica Magazine</td>
<td>5,000</td>
</tr>
<tr>
<td>Half Moon Bay Magazine</td>
<td>5,000</td>
</tr>
<tr>
<td>San Mateo Daily Journal</td>
<td>33,200, 220,000 Web visitors/month</td>
</tr>
<tr>
<td>EPA Today</td>
<td></td>
</tr>
<tr>
<td>Philippines Today</td>
<td>30,000</td>
</tr>
<tr>
<td>The Spectrum Magazine</td>
<td>12,500</td>
</tr>
<tr>
<td>News for Chinese</td>
<td>30,000</td>
</tr>
<tr>
<td>El Tecolote (Spanish)</td>
<td>30,000</td>
</tr>
<tr>
<td>The Pilot</td>
<td>5,800</td>
</tr>
<tr>
<td>The Almanac</td>
<td>15,000</td>
</tr>
<tr>
<td>The Asian Journal</td>
<td>32,000</td>
</tr>
<tr>
<td>Foster City Islander</td>
<td>40,000</td>
</tr>
<tr>
<td>Pacifica Tribune</td>
<td>3,500</td>
</tr>
<tr>
<td>ImpreMedia</td>
<td>294,000</td>
</tr>
</tbody>
</table>
Sample Fall 2017 Print Ads

Examples from The Pilot, La Opinion, and News for Chinese
<table>
<thead>
<tr>
<th>Media Channel</th>
<th>Target Location</th>
<th>Impressions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lucky Grocery Store</td>
<td>San Bruno</td>
<td>100,000</td>
</tr>
<tr>
<td>99 Ranch Market</td>
<td>Daly City (Chinese audience)</td>
<td>100,000</td>
</tr>
<tr>
<td>SamTrans Onboard Buses</td>
<td>Countywide (Spanish, English, Chinese)</td>
<td>1,930,000</td>
</tr>
<tr>
<td>SamTrans Bus Shelters</td>
<td>Countywide (Spanish, English, Chinese)</td>
<td>3,507,192</td>
</tr>
<tr>
<td>BART Stations</td>
<td>San Bruno, South San Francisco, Daly City</td>
<td>1,524,000</td>
</tr>
<tr>
<td>Classic Bowling Center</td>
<td>Daly City</td>
<td>16,000</td>
</tr>
<tr>
<td>San Mateo on Ice</td>
<td>San Mateo</td>
<td></td>
</tr>
</tbody>
</table>
Sample Fall 2017 Outdoor Ads

Examples from SamTrans shelters, BART stations, and San Mateo ice rink
# Radio: Audio and Digital Ads

<table>
<thead>
<tr>
<th>Media Channel</th>
<th>Target Location</th>
<th>Digital Ads</th>
<th>Impressions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Half Moon Bay Radio</td>
<td>Countywide</td>
<td>(8) spots/day</td>
<td>30,000 area population</td>
</tr>
<tr>
<td>FilAm Radio</td>
<td>Countywide (Filipino Audience)</td>
<td>(12) spots/day on Facebook Live Broadcast</td>
<td>6,200 Followers</td>
</tr>
<tr>
<td>Sound of Hope Radio*</td>
<td>Countywide (Chinese Audience)</td>
<td>(36) spots, Web Banner, Google Ads</td>
<td>200,000</td>
</tr>
<tr>
<td>Pandora</td>
<td>Countywide (English and Spanish Audience)</td>
<td>Banner Ad</td>
<td>English – 459,838; Spanish – 193,625</td>
</tr>
</tbody>
</table>
## Mobile and Social Media Ads

<table>
<thead>
<tr>
<th>Media Channel</th>
<th>Target Location</th>
<th>Impressions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reach Local</td>
<td>Countywide (English, Spanish, Chinese)</td>
<td>943,993 (English), 232,631 (Spanish),</td>
</tr>
<tr>
<td></td>
<td></td>
<td>267,375 Chinese Total: 1,443,999</td>
</tr>
<tr>
<td>Bay Area News Group</td>
<td>Countywide</td>
<td>199,672</td>
</tr>
<tr>
<td>Facebook</td>
<td></td>
<td>570,756</td>
</tr>
</tbody>
</table>
2018 Communications Strategy

• Proactively reach customers at risk of opting out with message of lower rates, cleaner energy

• Prioritize customers who:
  – Receive paper bills: more likely to see PCE
  – Are price sensitive
  – Are sensitive to change (seniors)
  – May be more interested in rates than clean energy
  – May be concerned about losing discounts
How Cities Can Help

1. Place PCE ads in Spring Parks and Rec mailers
2. Connect us with senior centers for outreach
3. PCE updates in city newsletters, website
4. Invite PCE to update your Council

Thank You!
8. Market Research Results (Discussion)
Market Research Survey Results

January 25, 2018
The research study was conducted to inform PCE’s marketing strategy with insight into customer and opt-out awareness and understanding of Peninsula Clean Energy.
Background and Objectives

• Objectives included:
  – Assess the unaided and aided awareness as well as favorability of opinion for the Peninsula Clean Energy Brand
  – Measure what customers think of and know about Peninsula Clean Energy
  – Understand reasons for opting out
  – Identify preferred and used sources for information
  – Identify any differences by demographics including geographic location
Methodology

A survey of approximately 8 minutes duration was conducted among PCE customers and Opt-outs

• Via telephone
• Conducted in English as well as 4 in Spanish
• From a detailed database of customers and opt-outs provided by PCE
• During the period of November 28\textsuperscript{th} through December 13, 2017
Methodology

The questionnaire was developed by Nichols Research in collaboration with the PCE staff, interviews were completed as follows:

– Customers of PCEN=600
– Opt-outs from PCE N= 50

Data was tabulated across various demographic and behavioral variables
As a new entity, PCE lags behind PG&E in customer “top of mind” (unaided) awareness

- Customers who self-identify as white are more likely to name PCE than are other ethnicities.
- Customers who are Seniors (65+) are more likely to say “don’t know” than are most other age groups.

Unaided Awareness of Electricity Companies

<table>
<thead>
<tr>
<th>Company</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Peninsula Clean Energy</td>
<td>3%</td>
</tr>
<tr>
<td>PG&amp;E</td>
<td>98%</td>
</tr>
<tr>
<td>Don't Know</td>
<td>2%</td>
</tr>
</tbody>
</table>

N = 600
95% of current customers believe that they are purchasing electricity from PG&E; only 3% know they purchase from PCE

N = 600
4 in 10 customers had heard of Peninsula Clean Energy before it was mentioned in the survey (“aided awareness”)

Those customers who had heard of PCE prior to this survey tended to be:

- Significantly older with 51% age 65 or more;
- Significantly more likely to identify as White or Asian-American
- With no significant differences by region or city or by income

N=600
As would be expected for a new entity, Total Awareness of PCE is low (44%) among existing customers.

- Cumulating “top of mind” (unaided) awareness together with aided awareness yields “total awareness” of 43% among customers.
- Less than half of customers are aware.
- Aware customers are more likely to:
  - Be over age 40 and significantly more likely to be age 65 or more.
  - Identify as White or Asian-American.
  - With little difference by income; but significantly more likely to be from the Coast/Unincorporated region than from the North region.
Q5. How familiar are you with Peninsula Clean Energy?

Only about 8% of customers are Very Familiar with PCE; most (70%) are somewhat or not too familiar.

No significant differences in familiarity by demographic characteristics.

(N = 235 those who had heard of PCE)
Q6. For each of the following statements tell me if it best describes PG&E or Peninsula Clean Energy?

True of PG&E vs PCE? High % of customers don’t know; Opt-outs more likely to think PG&E has lower rates, is transparent, and offers clean energy

Customers

<table>
<thead>
<tr>
<th>Statement</th>
<th>PG&amp;E</th>
<th>PCE</th>
<th>Don't Know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clean Electricity</td>
<td>16%</td>
<td>38%</td>
<td>46%</td>
</tr>
<tr>
<td>50% Renewable/80% Carbonless Sources</td>
<td>12%</td>
<td>35%</td>
<td>53%</td>
</tr>
<tr>
<td>Lower Rate</td>
<td>19%</td>
<td>20%</td>
<td>61%</td>
</tr>
<tr>
<td>Open &amp; Transparent</td>
<td>15%</td>
<td>16%</td>
<td>69%</td>
</tr>
</tbody>
</table>

Opt-outs

<table>
<thead>
<tr>
<th>Statement</th>
<th>PG&amp;E</th>
<th>PCE</th>
<th>Don't Know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clean Electricity</td>
<td>30%</td>
<td>26%</td>
<td>44%</td>
</tr>
<tr>
<td>50% Renewable/80% Carbonless Sources</td>
<td>18%</td>
<td>24%</td>
<td>58%</td>
</tr>
<tr>
<td>Lower Rate</td>
<td>46%</td>
<td>18%</td>
<td>36%</td>
</tr>
<tr>
<td>Open &amp; Transparent</td>
<td>32%</td>
<td>16%</td>
<td>52%</td>
</tr>
</tbody>
</table>

N = 600

N = 50
Q7. Do you have a very favorable, somewhat favorable, somewhat unfavorable or very unfavorable opinion of Peninsula Clean Energy?

Good news! Almost 3 in 10 customers already have favorable view of Peninsula Clean Energy

- Customers with a favorable opinion of PCE are more likely to be seniors (age 65+) than other age groups
- They are more likely to self-identify as white than other ethnicities

(N= 600)
More than 1 in 10 customers have a very favorable view of PCE prior to being provided a description of Peninsula Clean Energy.

- Seniors (age 65+) are significantly more likely to say “very favorable” than are those ages 40 to 64.
- Those living coast/unincorporated or in Redwood City are more likely to say “somewhat favorable” than those living in other regions or cities.
- There are no significant demographic differences among those saying “very” or “somewhat unfavorable” toward PCE.

**Customer Favorability toward PCE (Pre-Description)**

- Very Favorable: 11%
- Somewhat Favorable: 17%
- Somewhat Unfavorable: 3%
- Very Unfavorable: 2%
- Don't Know: 67%

N = 600
Favorability increases among customers once description of PCE is provided

Description provided:
Peninsula Clean Energy is a public agency. Peninsula Clean Energy was launched jointly by the County of San Mateo and all twenty of its cities to take action on climate change and help the environment.

- Post description, customers ages 40 through 64 are more likely to have a favorable opinion than those age 65+
- Customers age 65+ more likely to say “don’t know” regarding favorability than are other age groups
- There appears to be a small pocket of “somewhat unfavorables” in San Bruno unlike other cities

Favorability of Customers toward PCE Pre and Post Description

<table>
<thead>
<tr>
<th>Category</th>
<th>Pre Description</th>
<th>Post Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very Favorable</td>
<td>11%</td>
<td>36%</td>
</tr>
<tr>
<td>Somewhat Favorable</td>
<td>17%</td>
<td>45%</td>
</tr>
<tr>
<td>Somewhat Unfavorable</td>
<td>3%</td>
<td>4%</td>
</tr>
<tr>
<td>Very Unfavorable</td>
<td>2%</td>
<td>1%</td>
</tr>
<tr>
<td>Don't Know</td>
<td>15%</td>
<td>67%</td>
</tr>
</tbody>
</table>

N = 600
Q8. Do you have a very favorable, somewhat favorable, somewhat unfavorable or very unfavorable opinion of Peninsula Clean Energy?

Providing basic information about PCE moves more than half of customers to be more favorable

Impact of Description on Customers (Difference Between Pre and Post Description)

- Very Favorable: 25%
- Somewhat Favorable: 28%
- Somewhat Unfavorable: 0%
- Very Unfavorable: -1%
- Don’t Know: -48%

N = 600
Q9. As you may know, you have been automatically enrolled to receive clean power at lower rates through Peninsula Clean Energy. This is because your local city council voted to join the program......

Customers are less likely to be aware of automatic enrollment than are opt-outs; opt-outs are more likely not to like it

**Customers**

- Not Aware: 56%
- Aware and like it: 25%
- Aware and don't like it: 11%
- DK/Not sure: 8%

N = 600

**Opt-outs***

- Not Aware: 28%
- Aware and like it: 10%
- Aware and don't like it: 54%
- DK/Not sure: 8%

*Caution small base size*
Customers cite “benefits to the environment” and “lower rates” as most important advantages of PCE.

Q. 13 Peninsula Clean Energy offers several advantages. Which of the following is most important to you? Second most important? Third most important?

<table>
<thead>
<tr>
<th>Advantages</th>
<th>Most Important</th>
<th>2nd Most Important</th>
<th>3rd Most Important</th>
</tr>
</thead>
<tbody>
<tr>
<td>Benefits environment</td>
<td>33%</td>
<td>24%</td>
<td>21%</td>
</tr>
<tr>
<td>Lower electric rates</td>
<td>34%</td>
<td>21%</td>
<td>20%</td>
</tr>
<tr>
<td>Higher renewable</td>
<td>14%</td>
<td>20%</td>
<td>47%</td>
</tr>
<tr>
<td>Jobs / economic</td>
<td>18%</td>
<td>11%</td>
<td>5%</td>
</tr>
<tr>
<td>Customers have choice</td>
<td>9%</td>
<td>5%</td>
<td>34%</td>
</tr>
<tr>
<td>No advantages</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>Not sure /DK</td>
<td>2%</td>
<td>7%</td>
<td>1%</td>
</tr>
</tbody>
</table>

N = 600
Q.15 Do you have any concerns about Peninsula Clean Energy and being their customer?

Only 22% of customers voiced concerns about Peninsula Clean Energy or about being a PCE customer.

Concerns about being PCE customer

- Rates will rise more: 7%
- Don’t understand/trust it: 4%
- Bill now too confusing: 1%
- I like PG&E: 1%
- Lose PG&E discount: 1%
- Lose PG&E rate plan: 1%
- PCE not as reliable: 1%
- Other: 9%

Customers with concerns are significantly more likely to be:

- Age 40+(primarily ages 40-49) than to be younger than age 40
- Whose major concern is that rates will rise more than if not a PCE customer
- More likely to refuse to disclose their income

N=132 (those with concern)
Q. 17 What is your most preferred source of information regarding issues in your community?

Local TV News, City Website or City/County Newsletters are top sources of information regarding issues in the community.

- Customers over age 50 are more likely to prefer newsletters or newspapers (especially the San Fran Chronicle), while younger customers tend to prefer online sources.
- Seniors and those with low income are more likely to prefer word of mouth from friends/family as sources of information about the community.

![Preferred Sources of Community Information Chart]

- **Local TV News**: 19%
- **City Website** and **City/County…**: 8%
- **Word of Mouth**: 6%
- **City/County email**: 6%
- **Nextdoor**: 6%
- **Local Radio**: 6%
- **Facebook**: 6%
- **San Fran Chronicle**: 5%
- **County website**: 5%
- **San Mateo Daily Jnl**: 4%
- **Mercury News**: 2%
- **Local/Cty Blogs**: 2%
- **Twitter**: 2%
- **Local Blogs**: 1%
- **Other**: 14%
- **Not sure /DK**: 4%

*Base = 600*
Occasional mail, monthly email or company website are cited as good ways to obtain information from electric power company.
Key Takeaways

• General Brand Awareness is low (as to be expected)
• ‘Environmental Benefits’ and ‘Lower Rates’ are most important PCE Benefits
• Customers who have an opinion of PCE generally view us favorably
• PCE still needs to continue to tell its story. There is a lot of opportunity to continue to move customers from ‘un-aware’ to becoming PCE champions
• Local News, City Newsletters and Websites, and trusted Friends and Neighbors are key communication outlets
9. Regulatory and Legislative Report (Discussion)
• Filings
  – PCE filed **Opening and Reply Comments** requesting changes to the proposed decision in the CPUC’s Integrated Resource Planning docket on January 17th and 22nd. PCE also supported CalCCA’s comments in the docket. (R.16-02-007).
  – PCE and SCP filed **Opening and Reply Comments** on the CPUC’s proposed decision largely adopting PG&E’s 2018 ERRA (A.17-06-005).
  – PCE, as part of CalCCA, filed **Comments** on the CPUC’s Resolution E-4909 on December 29th.
  – PCE, as part of CalCCA, filed **Opening and Reply Comments** on the CPUC’s Resolution E-4907
January Regulatory Meetings/Workshops

• On January 16th, Jan Pepper, Joe Wiedman, Jeremy Waen, Jeff Aalfs, Carole Groom, John Keener, and Daniel Yost met with CPUC Commissioner Cliff Rechtschaffen for a “meet-and-greet” and provide an overview of PCE.

• On January 24th, Jan Pepper, Jeremy Waen, and Michael Brownrigg met with CPUC Commissioner Carla Peterman regarding PCE’s Integrated Resource Plan and the PCE’s comments on the CPUC’s IRP proposed decision.

• CPUC held two days of workshops regarding alternatives to the PCIA on January 16th and 17th. Both were attended by Joe Wiedman and Jeremy Waen.
December/January Legislative Activities

• On December 12th, Jan Pepper, Joe Wiedman, Rick DeGolia, Wayne Lee, and Pradeep Gupta met with **Assemblymember Kevin Mullin**, District 22, to provide the Assemblymember with an update on PCE’s progress and to discuss the upcoming legislative session.

• On December 14th, Jan Pepper, Joe Wiedman, John Keener, Jeff Aalfs, and Wayne Lee met with **Assemblymember Phil Ting**, District 19, to provide the Assemblymember with an update on PCE’s progress and to discuss the upcoming legislative session.

• On December 14th, Jan Pepper, Joe Wiedman, John Keener, Jeff Aalfs, Wayne Lee, and Pradeep Gupta, met with **Senator Scott Wiener**, District 11, to provide the Senator with an update on PCE’s progress and to discuss the upcoming legislative session.

• On January 23 and 24, Joe Wiedman attended a number of legislative meetings in Sacramento along with other members of CalCCA.
10. Receive Mid-Year Budget Update (Discussion)
11. AUTHORIZE THE CHIEF EXECUTIVE OFFICER TO EXECUTE AMENDMENT 1 TO POWER PURCHASE AGREEMENTS WITH:

11.1 MEGA RENEWABLES, A CALIFORNIA GENERAL PARTNERSHIP (HATCHET) – HATCHET CREEK HYDROELECTRIC PROJECT. CONTRACT TERM: 20 YEARS. NOT TO EXCEED $17,000,000 (ACTION)

11.2 MEGA RENEWABLES, A CALIFORNIA GENERAL PARTNERSHIP (ROARING) – ROARING CREEK HYDROELECTRIC PROJECT. CONTRACT TERM: 17 YEARS. NOT TO EXCEED $5,000,000. (ACTION)

11.3 MEGA RENEWABLES, A CALIFORNIA GENERAL PARTNERSHIP (BIDWELL) – BIDWELL DITCH HYDROELECTRIC PROJECT. CONTRACT TERM: 17 YEARS. NOT TO EXCEED $10,000,000. (ACTION)
Item 11

11. Authorize the Chief Executive Officer to execute Amendment 1 to Power Purchase Agreement, and any necessary ancillary documents, with:

- 11.1 Mega Renewables, a California general partnership (Hatchet) – Hatchet Creek Hydroelectric Project. Contract Term: 20 years. Not to Exceed $17,000,000. (Action)

- 11.2 Mega Renewables, a California general partnership (Roaring) – Roaring Creek Hydroelectric Project. Contract Term: 17 years. Not to Exceed $5,000,000. (Action)

- 11.3 Mega Renewables, a California general partnership (Bidwell) – Bidwell Ditch Hydroelectric Project. Contract Term: 17 years. Not to Exceed $10,000,000. (Action)
Summary of Hydro Projects

- PPAs initially signed in January 2017
- Owner approached PCE with option to extend PPAs in October 2017
- PCE negotiated amendments to PPAs throughout December and January
- Recommend authorizing CEO to execute amendments:
  - Helps PCE to meet renewable energy goals
  - Provides stability on pricing to help PCE manage energy costs and budget accurately
  - Provides diversity to PCE portfolio
## Summary of Hydro Projects

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<tr>
<th>Project</th>
<th>Hatchet</th>
<th>Bidwell</th>
<th>Roaring</th>
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<tbody>
<tr>
<td>Contract Capacity</td>
<td>7.5</td>
<td>2</td>
<td>2</td>
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<td>(MWac)</td>
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<tr>
<td>Original Delivery</td>
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<tr>
<td>Term (Years)</td>
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<tr>
<td>Amended Delivery Term</td>
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<tr>
<td>(Years)</td>
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Three Small Hydro Projects in Shasta County

• All three PPAs are with the same Seller: Mega Renewables, a California general partnership
  – All three PPAs are identical as to terms and conditions; only project-specific details differ
  – The three sites are close together, identified by the push pin on the map
12. AUTHORIZE THE CHIEF EXECUTIVE OFFICER TO EXECUTE A POWER PURCHASE AGREEMENT AND ANCILLARY DOCUMENTS FOR RENEWABLE SUPPLY WITH HYDRO PARTNERS, A CALIFORNIA GENERAL PARTNERSHIP (CLOVER) – CLOVER CREEK HYDROELECTRIC PROJECT. CONTRACT TERM: 15 YEARS. NOT TO EXCEED: $3,000,000. (ACTION)
Item 12

12. Authorize the Chief Executive Officer to execute a Power Purchase Agreement and ancillary documents for renewable supply with Hydro Partners, a California general partnership (Clover) – Clover Creek Hydroelectric project. Contract term: 15 years. Not to exceed: $3,000,000. (Action)
Summary of Hydro Project

• Existing hydro project
• Owned by same owner as 3 currently under contract
• Located in similar location as existing projects
• Recommend authorizing CEO to execute PPA:
  – Helps PCE to meet renewable energy goals
  – Provides stability on pricing to help PCE manage energy costs and budget accurately
  – Provides diversity to PCE portfolio

<table>
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<tr>
<td>Delivery Term (Years)</td>
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13. ADOPT POLICY ON THE SELECTION OF THE CHAIR AND VICE CHAIR AND APPOINTMENT TO THE EXECUTIVE COMMITTEE AND OTHER STANDING BOARD COMMITTEES (ACTION)
14. Board Members’ Reports (Discussion)
Adjourn