



**REGULAR MEETING of the Citizens Advisory Committee of the  
Peninsula Clean Energy Authority (PCEA)**  
**Thursday, August 4 2016**

400 Harbor Blvd.  
Building B, Belize Room  
Belmont, CA 94002  
7:00 p.m.

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*If you wish to speak to the Committee, please fill out a speaker's slip located on the tables as you enter the Board meeting room. If you have anything that you wish to be distributed to the Committee and included in the official record, please hand it to a member of PCEA staff who will distribute the information to the Committee members and other staff.*

**WELCOME**

**ROLL CALL**

**PUBLIC COMMENT**

This item is reserved for persons wishing to address the Committee on any PCEA-related matters that are as follows: 1) Not otherwise on this meeting agenda; 2) Chief Executive Officer's or Staff Report on the Regular Agenda; or 3) Committee Members' Reports on the Regular Agenda. Public comments on matters not listed above shall be heard at the time the matter is called.

As with all public comment, members of the public who wish to address the Committee are requested to complete a speaker's slip and provide it to PCEA staff. Speakers are customarily limited to two minutes, but an extension can be provided to you at the discretion of the Committee Chair.

**ACTION TO SET AGENDA AND APPROVE THE CONSENT AGENDA**

This item is to set the final regular agenda and approve the consent agenda.

**REGULAR AGENDA**

1. Updates from County Staff (Discussion)
2. Marketing and Outreach (Discussion)
3. Net Energy Metering Rate and Phase-In Schedule (Discussion)

Public records that relate to any item on the open session agenda for a regular Committee meeting are available for public inspection. Those records that are distributed less than 72 hours prior to the meeting are available for public inspection at the same time they are distributed to all members, or a majority of the members of the Committee. The Office of Sustainability, located at 455 County Center, 4th Floor, Redwood City, CA 94063, has been designated for the purpose of making those public records available for inspection. The documents are also available on the PCEA's Internet Web site. The website is located at: <http://www.peninsulacleanenergy.com>.

#### **CONSENT AGENDA**

4. Approve the minutes for the July 7, 2016 meeting (Action)



## PENINSULA CLEAN ENERGY

### JPA Board Correspondence

**DATE:** August 2, 2016  
**BOARD MEETING DATE:** August 4, 2016  
**SPECIAL NOTICE/HEARING:** None  
**VOTE REQUIRED:** Majority Present

**TO:** Peninsula Clean Energy Citizens Advisory Committee

**FROM:** Jan Pepper, Chief Executive Officer

**SUBJECT:** Discussion on commercial outreach strategies and partnerships for marketing

**RECOMMENDATION:**

Receive information and provide direction to staff regarding commercial outreach strategies and partnership for marketing.

Discuss opportunities for Board members to participate in PCE outreach activities.

**BACKGROUND:**

PCE will launch with a sub-set of its customers in October 2016. Phase 1 of customer enrollment will include all municipal accounts, all small and medium commercial accounts, and 20% of residential accounts. A key element to Peninsula Clean Energy's (PCE's) success is ensuring that residents, businesses, elected officials and stakeholders in San Mateo County are well informed about the program and their electricity options.

Concurrent with its outreach to residential customers, Office of Sustainability (OOS) and PCE staff have created a marketing plan targeted at PCE's small and medium commercial accounts. This includes 'traditional' businesses, such as restaurants, retail stores, office spaces, etc. In addition, it includes commercial accounts not typically classified as 'businesses,' including, but not limited to: schools, special districts, wastewater districts and water agencies. An effective marketing and outreach campaign can build brand recognition, increase positive customer sentiment towards PCE and ultimately retain customers in the program (decrease PCE's "opt-out" rate).

## **DISCUSSION:**

Commercial and industrial customers consume the majority of electricity in San Mateo County. Consequently they have the opportunity to reduce the largest portions of energy-related greenhouse gas emissions.

PCE's commercial marketing strategies are currently focused on small and medium customer accounts who will be automatically enrolled this October. PCE plans to form and leverage existing partnerships with local organizations to execute these strategies in the most effective and efficient manner possible. The marketing strategies are as described:

**Collateral:** PCE and Circlepoint—PCE's marketing consultant—will provide informational collateral specific for commercial customers, including a pamphlet and FAQ sheet. PCE will also provide a 'toolkit' to commercial customers and business organizations who wish to help promote PCE. This may include: an informational postcard for customers, poster, window cling and web button.

**Informational workshops:** PCE will partner with local Chambers of Commerce and other business organizations to hold four in-person, informational workshops on PCE for local business owners. PCE will hold additional webinars, for those unavailable to attend the workshop.

**Merchant walks:** PCE staff and trained volunteers will walk key business corridors throughout the County to talk to business owners and provide information on PCE. PCE and OOS staff will host multiple interactive workshops to train volunteers on how to do merchant walks.

**Website:** PCE will have a dedicated section on the website for commercial customers. Commercial customers who opt-up to 100% renewable energy will be included in PCE's virtual "ECO Business Directory" and provided with additional collateral.

**Presentations/tabling:** PCE staff and trained volunteers will continue to table at key community events. In addition, PCE staff will continue to present to commercial and community organizations. During Phase 2 of enrollment, PCE staff will focus on 1:1 meetings and presentations with its largest commercial customers.

**Partnerships:** PCE will partner with commercial and community organizations to inform their audiences about PCE's coming service. PCE will provide partners with campaign collateral, draft newsletter blasts and other materials to assist to program outreach.

PCE staff has identified schools as a commercial customer type that requires specialized outreach strategies. This is based on data from other Community Choice Energy programs as well as unique circumstances that schools face, such as limited budgets and special rate classifications. School accounts include public and private institutions as

well as K-12 schools, community colleges and universities. PCE staff plan on engaging local educational organizations/associations as well as meeting individually with school superintendents, chancellors and chief business officers.

In addition, PCE staff plan to work with members of your Board, the PCE Citizens Advisory Committee and other local PCE champions to reach all types of commercial customers in San Mateo County.

**FISCAL IMPACT:**

There is no fiscal impact associated with receiving this presentation.



**PENINSULA CLEAN ENERGY**  
**JPA Board Correspondence**

**DATE:** August 2, 2016

**BOARD MEETING DATE:** August 4, 2016

**SPECIAL NOTICE/HEARING:** None

**VOTE REQUIRED:** None

**TO:** Peninsula Clean Energy Citizens Advisory Committee  
**FROM:** Jan Pepper, Chief Executive Officer, Peninsula Clean Energy  
**SUBJECT:** Net Energy Metering Rate Schedule

**RECOMMENDATION:**

Receive information about the Net Energy Metering Rate Schedule as presented by staff.

**BACKGROUND**

Net Energy Metering (“NEM”) is a service option administered by electric utilities, including Peninsula Clean Energy (PCE), to address energy produced by customer-sited, small-scale renewable generating projects that have been designed with the primary purpose of offsetting the customer-generator’s typical energy use.

Primarily, NEM addresses the scenario that exists when customer-sited renewable generators produce more energy than they use, “spinning the meter backwards.” In such instances, the utility must determine the manner in which the customer-generator will be credited for the power that it supplies back to the “grid” (which marginally reduces energy quantities that must be purchased by PCE from other sources). When PCE NEM customers produce more energy than they use, PCE will provide bill credits for any excess electric generation while PG&E will provide applicable credits for any distribution charges that may be “reversed”. The credit amounts and settlement

processes that apply in such instances are independently determined by the two organizations.

On July 28, 2016, the Board of Directors adopted the proposed NEM tariff or PCE customers with one amendment:

- 1) During the April billing cycle of each year, all current PCE NEM customers with a credit balance of more than \$100 will receive a check from PCE as compensation for the accrued credit balance; this credit balance will be determined as of the customer's March billing cycle. Customers will have an equivalent credit removed from their NEM account balance at the time of check issuance. Customers who have a credit balance of less than \$100 will have their credits carried over as a bill credit for use in subsequent billing period(s).

## **DISCUSSION**

PCE's NEM tariff is exclusively focused on the administration of charges and credits that may apply to the generation (or electric commodity) portion of the customer's bill. To the extent that NEM incentives are increased through rate design, a portion of related costs will be imposed on other (non-NEM) customers. To establish a program that will offer fair and reasonable incentives to NEM customers, PCE has created a NEM program based on NEM tariffs from Sonoma Clean Power and Marin Clean Energy.

The PCE NEM rate schedule can be summarized into the following:

- 1. Rates:**
  - a. *Non-Time of Use (TOU)*: For customers that are producing more electricity than they are consuming (a "net generator"), the net energy production shall be valued at the otherwise-applicable PCE rate schedule (OAS) plus a NEM production premium of \$0.01/kWh.
  - b. *Time of Use (TOU)*: If the eligible customer-generator is a Net Generator (as defined above) during any discrete TOU period, net energy production during each TOU period shall be valued in consideration of the eligible customer-generator's OAS plus a NEM production premium of \$0.01/kWh, applying OAS rates to the quantity of energy produced within each TOU period
- 2. Monthly Settlement of PCE Charges/Credits:** NEM customers will receive a statement in their monthly PG&E bills indicating any accrued charges for their usage during the billing cycle. Customers who have accrued credits during previous billing cycles will see these credits applied against current charges.

When a customer's net energy production results in a net bill credit during any billing cycle, the value of any net energy production during the billing cycle shall

be noted on the customer's bill and carried over as a bill credit for use in subsequent billing period(s).

3. **PCE Annual Cash-Out:** During the April billing cycle of each year, all current PCE NEM customers with a credit balance of more than \$100 will be offered a direct payment option as compensation for the accrued credit balance – this payment will be made by check issued from PCE to the customer; any credit balance will be determined as of the customer's March billing cycle. Customers who participate in the PCE Cash-Out process will have an equivalent credit removed from their NEM account balance at the time of check issuance. In the event that customers do not elect to receive a check for accrued NEM credits, such credits will continue to be tracked by PCE and will remain on the customer's account for future use (i.e., reduction of future PCE charges).

### **FISCAL IMPACT**

There is no fiscal impact currently associated with this report.

### **ATTACHMENTS**

NEM Tariff



## PENINSULA CLEAN ENERGY

### JPA Board Correspondence

**DATE:** August 2, 2016

**BOARD MEETING DATE:** August 4, 2016

**SPECIAL NOTICE/HEARING:** None

**VOTE REQUIRED:** None

**TO:** Peninsula Clean Energy Citizens Advisory Committee

**FROM:** Jan Pepper, Chief Executive Officer, Peninsula Clean Energy

**SUBJECT:** Adopt a Net Energy Metering Phase-in Schedule for Customers

#### **RECOMMENDATION:**

Receive information about net energy metering phase-in schedule for customers as follows: a bi-monthly enrollment schedule whereby net metering customers are enrolled based on their annual true-up date, which will be either the same month or the month immediately after their annual true-up date.

#### **BACKGROUND:**

Net Energy Metering customers are those Peninsula Clean Energy (PCE) customers that have a small solar or wind energy system on their home or business that primarily serves their electricity load. There are approximately 8000 net energy metering (NEM) customers in the PCE footprint. These systems are called “behind the meter” systems, because the electric meter reads only their “net” electricity usage. Using a residential solar system as an example, if the solar system produces more power during a billing month than the residents used, then they are “net generators” that month. Conversely, if the residential solar system produces less power during a billing month than the residents used, then they are “net consumers” for that month.

Under PG&E’s current tariff, NEM customers are “trued-up” annually, meaning that the net generation is credited to the customer, or net consumption is charged to the customer, once a year. A NEM customer will typically be a net generator during the summer months and a net consumer during the winter months. Thus over the course of the year, the net

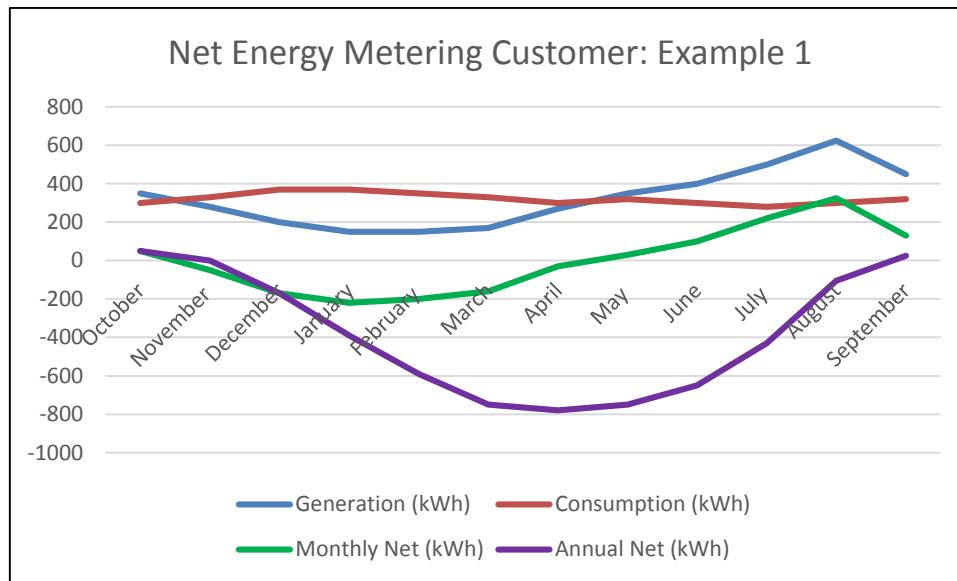
generation and the net consumption should net out close to zero, if the solar system is properly sized.

Example 1 shows a hypothetical example for a customer that has an annual true-up in September. During the winter months, the system generates less than the customer consumes, but in the summer months, the system generates more than the customer consumes. In this example case, over the course of the year, the system generates slightly more than the customer consumes. During the annual true-up, the customer would be credited with the value of the additional 25 kWh that were produced during the year.

**Example 1:**

**Customer with Annual True-up in September**

	<b>Oct</b>	<b>Nov</b>	<b>Dec</b>	<b>Jan</b>	<b>Feb</b>	<b>Mar</b>	<b>Apr</b>	<b>May</b>	<b>Jun</b>	<b>Jul</b>	<b>Aug</b>	<b>Sep</b>
Generation (kWh)	350	280	200	150	150	170	270	350	400	500	625	450
Consumption (kWh)	300	330	370	370	350	330	300	320	300	280	300	320
Monthly Net (kWh)	50	-50	-170	-220	-200	-160	-30	30	100	220	325	130
Cumulative Annual Net (kWh)	50	0	-170	-390	-590	-750	-780	-750	-650	-430	-105	25

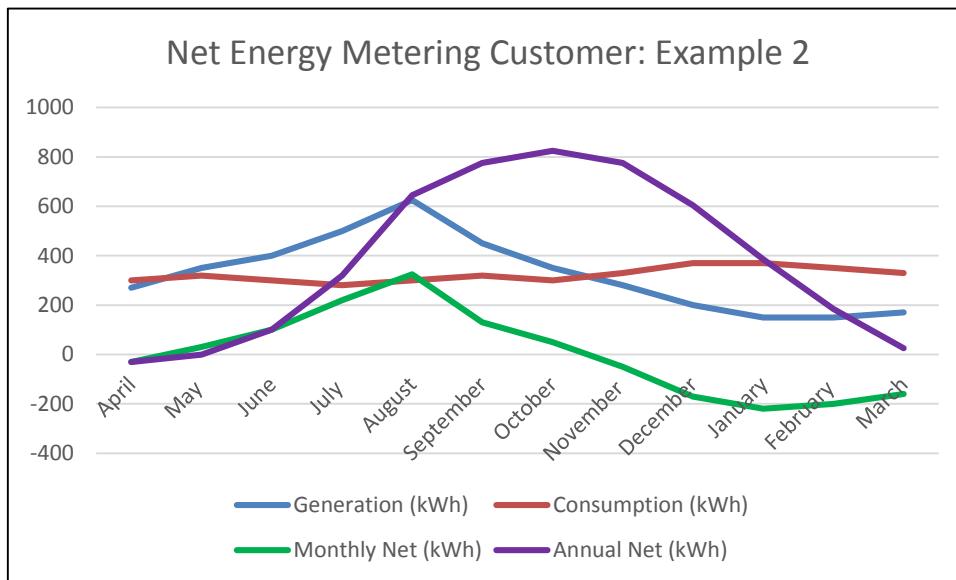


Example 2 shows a customer that has an annual true-up in March. By October, the customer has generated a large credit on their account, but by March, this credit has been used up so that they true-up with a credit of 25 kWh by their annual true-up date.

Example 2:

Customer with Annual True-up in March

	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
Generation (kWh)	270	350	400	500	625	450	350	280	200	150	150	170
Consumption (kWh)	300	320	300	280	300	320	300	330	370	370	350	330
Monthly Net (kWh)	-30	30	100	220	325	130	50	-50	-170	-220	-200	-160
Cumulative Annual Net (kWh)	-30	0	100	320	645	775	825	775	605	385	185	25



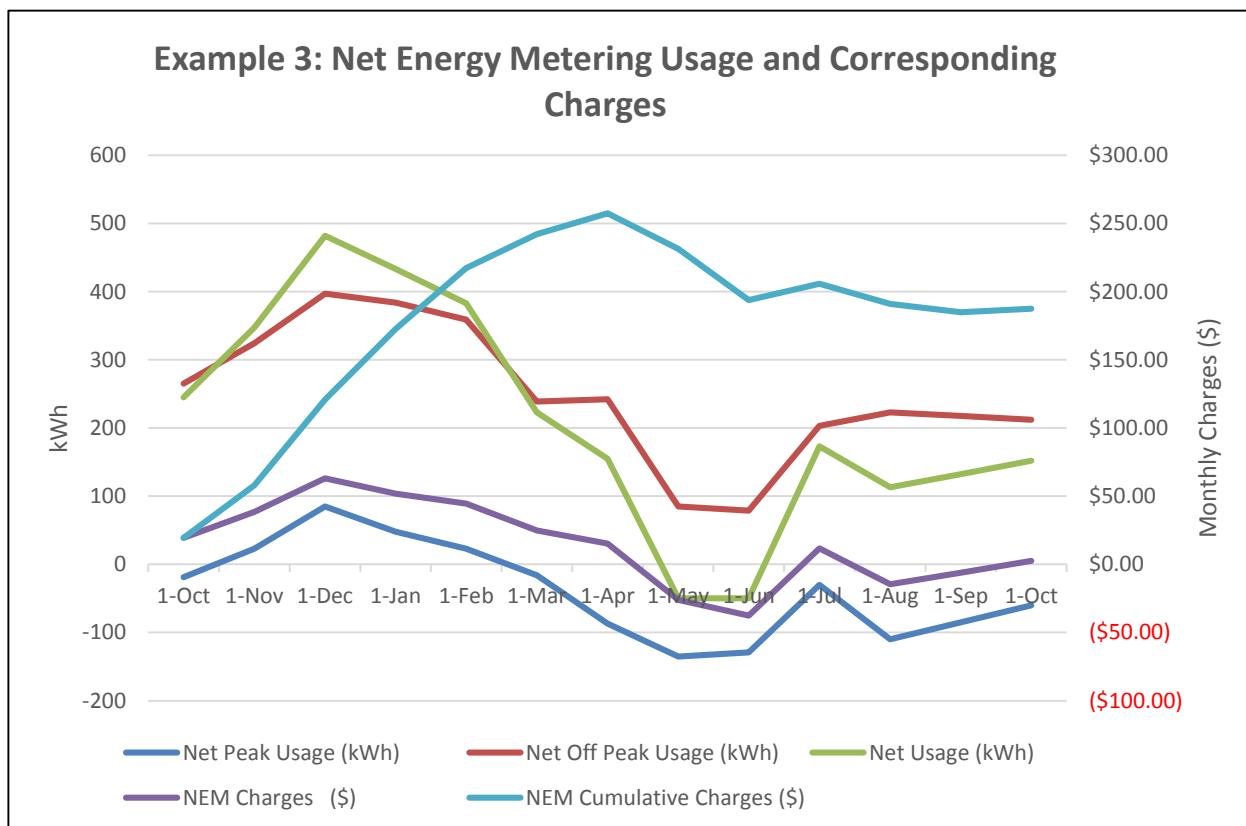
When NEM customers are enrolled with PCE, PG&E will true-up the NEM customer's account in the month of enrollment with PCE. If the customer is a net consumer at the true-up date, they will be charged whatever the true-up amount shows. If the customer is a net generator at the true-up date, they will lose the credits they have accrued up to that point.

If the Example 1 NEM customer is enrolled with PCE in September which is their annual true-up month, they will receive the value of the credit associated with 25 kWh. However if they are enrolled with PCE in April, they will be charged the amount associated with 780 kWh of consumption.

If the Example 2 NEM customer is enrolled with PCE in March which is their annual true-up month, they will receive the value of the credit associated with 25 kWh. However, if they

are enrolled with PCE in October, they will lose the 825 kWh of credit they have earned with their NEM system.

Example 3 is an example for an actual net metering customer on a time-of-use (TOU) rate schedule. The kWh are shown on the left axis and monthly charges on the right axis. The graph shows the net peak and off peak usage during each month, as well as the overall net kWh usage in the month. The monthly charges follow the same pattern as the monthly net usage. Of note in this example is that in May and June, the resident is a net generator and the NEM charges are also negative. However, in August and September, the customer is a net consumer of kWh, but the NEM charges are negative due to the TOU rates. For this customer, they will owe about \$190 at annual their true-up in October because they were a net consumer for the year. This is the time we recommend they be enrolled with PCE, or one month after their annual true-up (in November) when their true-up charges are still relatively low. If they were enrolled in April, they would owe the maximum amount to PG&E, which would not be to their benefit



On July 28, 2016, the Board of Directors adopted the proposed NEM phase-in schedule for PCE customers.

## **DISCUSSION:**

Discussions with other operating CCAs indicated that NEM customers were among the highest opt-out customers because of the issues illustrated above. They have recommended to PCE that we try to align NEM customer enrollment closer to the time of a customer's annual true-up month.

In order to maximize the value that NEM customers have earned with their systems, PCE staff proposes enrolling NEM customers on a bi-monthly basis over the next twelve months, corresponding to their annual true-up month or the month right after their annual true-up as detailed here:

<b>NEM Customer Annual True-up Month</b>	<b>PCE Enrollment Month</b>
September 2016	October 2016
October 2016	October 2016
November 2016	December 2016
December 2016	December 2016
January 2017	February 2017
February 2017	February 2017
March 2017	April 2017
April 2017	April 2017
May 2017	June 2017
June 2017	June 2017
July 2017	August 2017
August 2017	August 2017

The advantage of following this schedule is that in most cases, this should maximize the value a PCE NEM customer earns before they are enrolled with PCE and minimize the amount of carryover a NEM customer loses or is charged by PG&E. The impact on PCE is that this will increase the number of enrollment periods that we need to manage by four, namely adding an enrollment period in December 2016, February 2017, June 2017, and August 2017 for the NEM customers.

## **FISCAL IMPACT:**

PG&E has informed us that they will charge us the full enrollment charge of \$4000 per enrollment, which will cost an additional \$16,000 for the additional four enrollment periods for the NEM customers. There will also be some additional costs including additional staff time to manage the enrollments, including possible additional costs with the mailing vendor, and the marketing consultant.



## ELECTRIC SCHEDULE NEM - NET ENERGY METERING SERVICE

**APPLICABILITY:** This net energy metering (NEM) schedule is applicable to a customer who uses an eligible Renewable Electrical Generation Facility, as defined in PG&E's Electric Schedule NEM (<http://www.pge.com/tariffs/ERS.SHTML#ERS>), within the capacity limits described in PG&E's Electric Schedule NEM that is located on the customer's owned, leased, or rented premises, is interconnected and operates in parallel with PG&E's transmission and distribution systems, and is intended primarily to offset part or all of the customer's own electrical requirements (hereinafter "eligible customer-generator" or "customer").

This rate schedule is available on a first-come, first-served basis, subject to the participatory limit(s) established in PG&E Electric Schedule NEM (the "participatory limit"), to customers that satisfy all necessary application, interconnection and inspection requirements (as described in PG&E Electric Schedule NEM). This NEM schedule also applies to customers served under NEMV (Virtual Net Energy Metering), NEMVMASH (Virtual Net Energy Metering for Multifamily Affordable Housing), NEMA (NEM Aggregation) and Multiple Tariff facilities as described by PG&E Electric Schedule NEM. Once the participatory limit has been reached, this NEM schedule will be closed to new customers.

**TERRITORY:** The entire Peninsula Clean Energy (PCE) service area.

**RATES:** All rates charged under this NEM schedule will be in accordance with the eligible customer-generator's otherwise-applicable PCE rate schedule (OAS). An eligible customer-generator served under this schedule is responsible for all charges from its OAS including monthly minimum charges, customer charges, meter charges, facilities charges, demand charges and surcharges, and all other charges owed to PCE or PG&E – any applicable PG&E charges will be addressed in a corresponding tariff (<http://www.pge.com/tariffs/ERS.SHTML#ERS>). Charges for energy (kWh) supplied by PCE, will be based on the net metered usage in accordance with this NEM schedule.

**BILLING:** Customers with NEM service will be billed by PCE as follows:

a) For a customer with Non-Time of Use (TOU) Rates:

The cost/(credit) associated with any net usage/(production) during the customer's normal billing cycle shall be determined as follows:

If the eligible customer-generator is a "Net Consumer," as determined by usage exceeding production during a discrete billing cycle, the eligible customer-generator will be billed in accordance with the eligible customer-generator's OAS.

If the eligible customer-generator is a "Net Generator," as determined by production exceeding usage during a discrete billing cycle, the net energy production shall be valued at the OAS plus a

NEM production premium of \$0.01/kWh. The value of all net energy production during the billing cycle shall be credited to PCE customers as described in Section (c).

b) For a customer with TOU Rates:

If the eligible customer-generator is a Net Consumer (as defined above) during any discrete TOU period, the net kWh consumed during such period shall be billed in accordance with the eligible customer-generator's OAS.

If the eligible customer-generator is a Net Generator (as defined above) during any discrete TOU period, net energy production during each TOU period shall be valued in consideration of the eligible customer-generator's OAS plus a NEM production premium of \$0.01/kWh, applying OAS rates to the quantity of energy produced within each TOU period. The value of all net energy production during the billing cycle shall be credited to PCE customers as described in Section (c).

c) Monthly Settlement of PCE Charges/Credits:

NEM customers will receive a statement in their monthly PG&E bills indicating any accrued charges for their usage during the billing cycle. Customers who have accrued credits during previous billing cycles will see these credits applied against current charges. Any remaining balance will be due and must be paid in consideration of the due date and remittance advice reflected on each PG&E bill.

When a customer's net energy production results in a net bill credit during any billing cycle, the value of any net energy production during the billing cycle shall be noted on the customer's bill and carried over as a bill credit for use in subsequent billing period(s).

d) PCE Annual Cash-Out:

During the April billing cycle of each year, all current PCE NEM customers with a credit balance of more than \$100 will receive a check from PCE as compensation for the accrued credit balance; this credit balance will be determined as of the customer's March billing cycle. Customers will have an equivalent credit removed from their NEM account balance at the time of check issuance. Customers who have a credit balance of less than \$100 will have their credits carried over as a bill credit for use in subsequent billing period(s).

Customers who close their electric account through PG&E or move outside of the PCE service area prior to the April billing cycle of each year are also eligible for the annual PCE Cash-Out process.

e) Return to PG&E Bundled Service:

PCE customers with NEM service may opt out and return to PG&E bundled service at any time. Customers should be advised that PG&E will perform a true-up of their account at the time such customers return to PG&E bundled service. As described in PG&E Electric Rule 23 (<http://www.pge.com/tariffs/ER.SHTML#ER>), certain PCE customers returning to PG&E service may receive Transitional Bundled Service (TBS) for a limited period of time; TBS will expose such customers to various market price risks – please review PG&E's applicable electric rules and tariffs for additional information.

If a PCE NEM customer opts-out of the PCE program and returns to bundled service, that customer may request a cash-out payment, described above in Section (d), for any generation credits that remain on the account, provided that such request is received by PCE within 90 calendar days of the customer's return to PG&E service.

f) PG&E NEM Services:

PCE NEM customers are subject to PG&E's terms, conditions and billing procedures for any non-generation services, as described in PG&E's Electric Schedule NEM and related PG&E tariff options addressing NEM service. Customers should be advised that while PCE reconciles payment/credit balances for generation on a monthly basis, PG&E will continue to assess charges for delivery, transmission and other services. Most NEM customers will receive an annual true-up from PG&E for these non-generation services.

Customers are encouraged to review PG&E's most up-to-date NEM tariffs, which are available on PG&E's website:

<http://www.pge.com/tariffs/ERS.SHTML#ERS>.

Adopted July 28, 2016



# PENINSULA CLEAN ENERGY

## REGULAR MEETING of the Citizens Advisory Committee of the Peninsula Clean Energy Authority (PCEA) Thursday, July 7, 2016 MINUTES

400 Harbor Blvd, Belize Room, Belmont CA 94002  
7:00pm

### CALL TO ORDER

Meeting was called to order at 7:05 pm.

### ROLL CALL

**Present:** Mike McCord, Burlingame Citizens Environmental Council  
Landis Martilla, IBEW Local 1245  
Michael Closson, MenloSpark  
Janet Creech, San Mateo Community Choice  
Ricardo Somoza, San Mateo County Association of Realtors  
Susie Raye, San Mateo County League of Women Voters  
Harvey Rarback, San Mateo County Special Districts Association  
Michelle Senatore, San Mateo County Transit District  
Gladwyn D'Souza, Sierra Club Loma Prieta Chapter

**Absent:** Kirsten Schwind, Pacifica Climate Committee  
Mark Leach, San Mateo County Central Labor Council  
Amanda Borsum, San Mateo County Economic Development Association  
Hector Camacho, San Mateo County School Boards Association

**Staff:** Jan Pepper, Chief Executive Officer, Peninsula Clean Energy  
David Silberman, General Counsel, Peninsula Clean Energy  
Gordon Tong, Office of Sustainability  
Dave Jaeckel, Office of Sustainability  
Avana Andrade, Office of Sustainability

**A quorum was established.**

### PUBLIC COMMENT

There was no public comment.

### ACTION TO SET THE AGENDA

Mr. Closson expressed interest in having more input on the agenda for the meeting. Ms. Pepper suggested that a standing agenda item be added to each meeting to discuss future agenda topics. Mr. Closson requested that residential outreach strategies be discussed at the next meeting.

Motion to set the regular agenda – Made / Seconded: Rarback / Martilla

**Motion passed 9-0 (Absent: Schwind, Leach, Borsum, Camacho).**

## **REGULAR AGENDA**

### **1. UPDATES FROM COUNTY STAFF**

Ms. Pepper gave a brief update on recent developments with the Peninsula Clean Energy program.

### **2. PRESENTATION ON RENEWABLE ENERGY VS GREENHOUSE GAS FREE ENERGY WHITE PAPER**

Mr. Jaeckel and Ms. Andrade gave a presentation on the differences between renewable energy and greenhouse gas free energy, as well as the benefits of emphasizing one over another in marketing materials.

There were comments from the Committee that it is important to emphasize renewable, but the amount of greenhouse gas free content should be mentioned in some way; however, it was also noted that the concept of carbon neutrality is becoming increasingly important.

There was discussion among Committee members about renewable energy certificates.

There was discussion concerning the closure of the Diablo Canyon Nuclear Plant and how it may affect availability of greenhouse gas free energy. There were also comments about how PCE's energy services providers can provide nuclear free energy in system power.

Public comment: James Tuleya, Adam Stern

### **3. DISCUSSION ON COMMERCIAL OUTREACH STRATEGIES AND PARTNERSHIPS FOR MARKETING**

Ms. Pepper gave a brief overview of PCE's commercial outreach strategy. There were positive comments from the Committee regarding the collateral and merchant walk concept. Committee members also provided PCE staff with information regarding various outlets to promote PCE including newsletters and newspapers. Some Committee members volunteered to help with tabling and outreach.

Public comment: Adam Stern

## **ADJOURNMENT**

Meeting was adjourned at 8:50 pm.