



**REGULAR MEETING of the Citizens Advisory Committee of the
Peninsula Clean Energy Authority (PCEA)
Thursday, November 10, 2016**

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

Meetings are accessible to people with disabilities. Individuals who need special assistance or a disability-related modification or accommodation (including auxiliary aids or services) to participate in this meeting, or who have a disability and wish to request an alternative format for the agenda, meeting notice, agenda packet or other writings that may be distributed at the meeting, should contact Anne Bartoletti, Board Clerk, at least 2 working days before the meeting at abartoletti@peninsulacleanenergy.com. Notification in advance of the meeting will enable the PCEA to make reasonable arrangements to ensure accessibility to this meeting and the materials related to it. Attendees to this meeting are reminded that other attendees may be sensitive to various chemical based products.

If you wish to speak to the Committee, please fill out a speaker's slip located on the tables as you enter the 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 of Staff Report on the Regular Agenda; 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 items listed on the consent agenda. All items on the consent agenda are approved by one action.

REGULAR AGENDA

1. Updates from PCEA Staff (Discussion)
2. Identify Committee Member(s) to Report to the Board (Action)
3. Provide Input on the Future Role and Membership of Citizens Advisory Committee (Discussion)
4. Provide Input on the Board Retreat Agenda Items (Discussion)

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CONSENT AGENDA

5. Approve the minutes for the August 4th, 2016 meeting (Action)



PENINSULA CLEAN ENERGY
JPA Citizens Advisory Committee Correspondence

DATE: November 9, 2016
BOARD MEETING DATE: November 10, 2016
SPECIAL NOTICE/HEARING: None
VOTE REQUIRED: Majority Present

TO: Honorable Peninsula Clean Energy Authority Citizens Advisory Committee
FROM: Jan Pepper, Chief Executive Officer, Peninsula Clean Energy
SUBJECT: Identify Committee Member(s) to Report to the Board (Action)

RECOMMENDATION:

Identify one or two members of the Citizens Advisory Committee (CAC) to report Committee activities and provide feedback to the Board of Directors at the Board meeting that follows the CAC meeting.

BACKGROUND:

The Board of Directors voted to extend the CAC meetings through the end of 2016, moving the meeting date to the Thursday before the Board meeting so the CAC can provide input on the Board agenda. The Board of Directors has added a standing agenda item for a CAC member to report to the Board starting at the October 27 Board of Directors meeting. The future, purpose, and direction of the CAC beyond 2016 is yet to be determined.

DISCUSSION:

Having the CAC report to the Board should improve communication between the CAC and the Board, and will create a formal opportunity for the CAC to provide feedback to the Board.

FISCAL IMPACT:

There is no fiscal impact.

DRAFT
**Peninsula Clean Energy
 Citizens Advisory Commission Proposal**

Cameron Johnson & Dave Pine
 November 8, 2016

The purpose of this memo is to propose a structure and set of objectives for the Peninsula Clean Energy (PCE) Citizens' Advisory Committee. This proposal will be discussed at the November 12th PCE board retreat.

Background & Context

History of the CAC

The San Mateo County Community Choice Energy (CCE) Advisory Committee held its first meeting on May 28, 2015. The Advisory Committee was comprised of elected officials from all 20 cities in the County and the County itself, as well as representatives from several labor, environmental and other community organizations.

On March 24, 2016, PCE's Board of Directors, comprised only of elected officials, met for the first time and an Ad-Hoc Citizens Advisory Committee was formed of the non-elected CCE Advisory Committee members, with the intent of having this committee serve until PCE was launched in October. On September 22, 2016, the PCE board voted to extend the Ad-Hoc CAC until the end of the year.

The current members of the Ad-Hoc CAC are shown below:

Representative	Organization
Mike McCord	Burlingame Citizen Environmental Council
Landis Martilla	IBEW Local 1245
Michael Closson	MenloSpark
Kirsten Schwind	Pacifica Climate Committee
Janet Creech	San Mateo Community Choice
Judy Taylor	San Mateo County Association of Realtors
Sue Chow	Sierra Club Loma Prieta Chapter
Harvey Rarback	San Mateo County Special Districts Association
Susie Raye	San Mateo County League of Women Voters
TBD	San Mateo County School Boards Association
Amanda Borsum	San Mateo County Economic Development Association (SAMCEDA)
James Ruigomez	San Mateo County Central Labor Council
Michelle Senatore	San Mateo County Transit District

Composition and Goals of Other CACs

In considering how to structure the PCE CAC, it is worth looking at the CACs for SamTrans and for the San Mateo County Transportation Authority (TA).

The SamTrans CAC is made up of 15 members, divided between the following three constituencies:

Bus Riders – Representing the diverse population of both San Mateo County and SamTrans fixed-route ridership, e.g.; Hispanic riders, Asian riders, Caucasian riders, African American riders, Disabled riders, Senior riders, Student riders, Transit Dependent riders.

Multi-modal Riders – Representing the riders who use SamTrans fixed-route service to connect to another one of the available transit modes, e.g.; bus-to-Caltrain riders, bus-to-BART riders, bus-to-bus riders.

Community – Representing community interests which also interact with SamTrans fixed-route service, e.g.; Schools, Labor, Business and Industry, Environmental interests.

The goals of the SamTrans CAC are described as follows:

The goal of [SamTrans CAC] is to help the San Mateo County Transit District (SamTrans) plan a transportation system that is safe, efficient, cost-effective, energy-efficient, environmentally responsible, and responsive to the needs of the broadest range of citizens and transit users in the San Mateo County. SamTrans firmly believes that the people who use a transportation system, or are affected by it, should have a voice in deciding the “where,” the “what,” and the “when” of the operations of SamTrans.

In recognition of the importance of SamTrans fixed-route bus service in our multimodal system, the focus of the SamTrans Citizens Advisory Committee (CAC) is on issues of direct concern to users of fixed-route bus service. Members of the CAC may concurrently represent the concerns of other constituent groups as they relate to fixed-route bus service.....

The TA CAC is likewise composed of 15 members, drawn from the community.

The goals of the TA CAC are described as follows:

As the title implies, the duties of the committee are strictly advisory. The membership is to provide input and information to the Authority, and present formal recommendations.

Committee members will provide, upon request, sound and current information and recommendations that will broaden the scope of input and understanding for the Authority.

Provide the Authority with a broader base of experience and expertise than the Authority might otherwise have.

Act as liaison with good, timely communication capabilities between the public and the Authority.

In both cases, the CACs act as liaisons between the community and the organizations, and provides input on actions to be taken by the board.

Proposed Goals of for the CAC

The goal of PCE is to reduce greenhouse gas emissions by providing cleaner power to County residents and businesses at competitive rates. PCE will also develop new renewable energy sources, including within San Mateo County, and implement programs to further reduce greenhouse gas emissions. Key actions of the organization include:

- Purchasing electricity
- Determining the renewable and GHG-free share of the default electricity product
- Setting rates
- Determining which renewable projects to fund
- Implementing programs to further reduce greenhouse gas emissions such as energy efficiency, energy storage and EV charging stations.
- Encouraging customers to opt up to the 100% GHG-free ECO100 plan and take other actions to reduce carbon emissions.

To further PCE's mission, the CAC would:

- Act as a liaison to the community.
- Provide input on both specific PCE board agenda items as well as on PCE's general policy and operational objectives.
- Engage in outreach to the community, including encouraging ratepayers to opt-up to ECO100 and implement other carbon reducing practices.
- Assist with legislative advocacy.
- Provide a forum for community discussions on a wide variety of strategies to reduce carbon emissions.

Proposed Composition and Structure of the CAC

We propose that the CAC be comprised of 15 members drawn from the community and appointed by the PCE board. Members might be affiliated with a community group, but would not formally represent that group on the CAC. Members would be selected by the board after an application process where candidates would first be vetted by an ad hoc committee of the board.

We encourage selecting applicants who are:

- From geographically diverse areas of the County
- Have relevant backgrounds or expertise related to the electricity field and/or community outreach and engagement.
- Have the capability to build connections to local communities to encourage adoption of ECO100 and other carbon reducing practices.

The CAC would be chaired by a member of the CAC selected by the CAC membership. The CAC Chair, or the Chair's designee, would provide a report to the PCE board at each PCE board meeting.

Dave Pine
Supervisor, San Mateo County
Board Co-Chair, Peninsula Clean Energy

Cameron Johnson
Mayor, City of San Carlos
Board Member, Peninsula Clean Energy

November 7, 2016

Dear Supervisor Pine and Mayor Johnson,

I am currently a member of the PCE Citizens' Advisory Committee representing San Mateo Community Choice,

At the SMCC meeting on November 1, 2016 our group agreed upon the following points that we feel are important to incorporate into the restructured Citizens' Advisory Committee. I am passing our suggestions on to you for consideration at the Board Retreat on November 12, 2016.

Our vision is that the Citizens' Advisory Committee shall:

- Be composed of 11-15 members serving staggered, set term lengths (i.e. 2-3 years) with term limits (i.e. 2-3 terms).
- Fill Positions on the Citizens' Advisory Committee through an application process¹ and include representatives from a mix of community, labor, and environmental groups as well as unaffiliated individuals.
- Allow groups to specify alternate representatives and remove members/groups who do not attend a minimum number of meetings.
- Be co-chaired by a PCE Board member and a CAC committee member with agenda items generated by both.
- Be able to make recommendations to the Board of Directors on matters that include: vision, ethics, transparency, outreach, power mix, rate setting, priority setting, community programs, local renewable projects, demand reduction, electrification of transportation, water and space heating, etc.
- Be able to conduct independent community outreach and receive community input.
- Be the voice of the community and citizen ownership of PCE.

We thank you for considering these suggestions and we look forward to both a rich dialogue and the creation of an inclusive, productive, indispensable Citizens' Advisory Committee at the PCE Board Retreat on November 12th.

Sincerely,

Janet Creech
Operations Director
San Mateo Community Choice
Member, PCE Citizen's Advisory Committee
sanmateocommunitychoice.wordpress.com

¹ The application process can be used to determine if participating groups or individuals are seriously committed to an ongoing involvement with PCE.



**SPECIAL MEETING of the Board of Directors of the
Peninsula Clean Energy Authority (PCEA)
Saturday, November 12, 2016**

Portola Valley Community Hall
765 Portola Rd, Portola Valley, CA 94028
9:00 a.m.

Meetings are accessible to people with disabilities. Individuals who need special assistance or a disability-related modification or accommodation (including auxiliary aids or services) to participate in this meeting, or who have a disability and wish to request an alternative format for the agenda, meeting notice, agenda packet or other writings that may be distributed at the meeting, should contact Anne Bartoletti, Board Clerk, at least 2 working days before the meeting at abartoletti@peninsulacleanenergy.com. Notification in advance of the meeting will enable the PCEA to make reasonable arrangements to ensure accessibility to this meeting and the materials related to it. Attendees to this meeting are reminded that other attendees may be sensitive to various chemical based products.

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CALL TO ORDER / ROLL CALL

PUBLIC COMMENT

This item is reserved for persons wishing to address the Board on any PCEA-related matters that are as follows: 1) Not otherwise on this meeting agenda; 2) Listed on the Consent Agenda and/or Closed Session Agenda; 3) Chief Executive Officer's or Staff Report on the Regular Agenda; or 4) Board 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 Board 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 Board Chair.

ACTION TO SET AGENDA and TO APPROVE CONSENT AGENDA ITEMS

This item is to set the final consent and regular agenda, and for the approval of the items listed on the consent agenda. All items on the consent agenda are approved by one action.

SPECIAL AGENDA

- | | |
|---------------|---|
| 8:30 – 9:00 | Refreshments |
| 9:00 – 9:05 | Introduce schedule for the day |
| 9:05 – 9:15 | Public Comment |
| 9:15 – 11:15 | Adopt PCEA Mission Statement and Long-term Strategic Goals (Action) |
| 11:15 – 12:45 | Discuss and possibly adopt policies on qualitative evaluation criteria for PCE suppliers (Action) |
| 11:45 – 12:15 | Lunch Break |
| 12:15 – 1:30 | Overview of PCE's Procurement Requirements (Discussion) |
| 1:30 – 2:00 | PCIA – its History and Current Regulatory Issues (Discussion) |
| 2:00 – 2:45 | Provide Input on Future of Citizens Advisory Committee (Discussion) |
| 2:45 – 3:00 | Wrap-Up |

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Mission Statement

Definition: A mission statement is a short (1-2 sentence) statement that reflects who or what you are and expresses your organization's reason for being. It should be memorable, clear and concise. It is *not* a statement of what you will do in the future or how you will get there. It should avoid being the "kitchen sink" of everything your organization does or aspires to do.

Examples from other CCAs:

Marin Clean Energy's mission is to address climate change by reducing energy related greenhouse gas emissions through renewable energy supply and energy efficiency at stable and competitive rates for customers while providing local economic and workforce benefits.

Sonoma Clean Power addresses climate change by reducing energy related greenhouse gas emissions and securing energy supply, price stability, energy efficiencies and local economic and workforce benefits.

Valley Clean Energy Alliance, a locally controlled energy provider. VCEA's mission is to deliver cost-competitive clean electricity, product choice, price stability, energy efficiency and greenhouse gas emission reductions.

Lancaster Choice Energy puts the YOU back in utility by offering cleaner power, affordable rates and local control.

Some Options for PCE's Consideration...

- A) Peninsula Clean Energy is a locally controlled, not-for-profit electricity provider serving San Mateo County. Our mission is to reduce energy-related greenhouse gas emissions while providing customer choice at competitive rates.
- B) Peninsula Clean Energy is San Mateo County's local electricity provider. Our mission is to reduce climate emissions, offer customer choice, and provide stable and affordable rates.
- C) Peninsula Clean Energy is San Mateo County's local electricity provider. We're leaving the world a better place by reducing climate emissions and offering our customers energy choice at competitive rates.

PCE Strategic Goal Setting:

Strategic goals support an organization's mission by articulating aspirational, yet realistic and measurable, targets or statements of intent. Strategic goals generally cover a period of ~5 years and are supported by strategies and tactics (the how) which are updated more often. Suggest developing no fewer than 5 and no more than 10 strategic goals.

Common Themes from Other CCE programs:

- Reduce greenhouse gas emissions
- Increase use and production of renewable energy
- Stimulate local power production
- Offer competitive or lower customer rates
- Expand customer choices
- Contribute to local community and local economy
- Reduce energy use, encourage energy conservation
- Support energy resilience and innovation
- Provide great customer experience
- Ensure organizational success and vitality

For PCE's Consideration...

Over the next 5+ years, PCE will:

1. Be the leading Community Choice Energy provider in California
2. Design a diverse power portfolio that is 100% greenhouse gas free by 2021, sourced by 100% CA RPS eligible renewable energy by 2025, and create a minimum of 20 MWs of new local power by 2027.
3. Continually strive to offer ECOPlus at rates that are at parity or lower than PG&E rates
4. Actively encourage voluntary participation in its ECO100 renewable energy product, with a goal of at least 5% of its total accounts participating and/or be ranked in the NREL Top 10 utility green power programs list for participation rate by 2020.
5. Achieve recognition from the EPA's Green Power Partnership for Green Power Community for all cities with municipal accounts enrolled in ECO100 by 2018.
6. Stimulate development of new renewable energy projects in California through PCE's procurement activities.

7. Demonstrate quantifiable economic benefits to the County/region by investing in local clean power production, promoting local clean tech innovation, partnering effectively with local business, and placing a priority on local hiring and workforce development practices.
8. Provide a superior customer experience and develop PCE brand awareness and loyalty throughout the County.
9. Build a financially sustainable organization including sufficient reserves in a rate stabilization fund and achieve an investment grade credit rating by 2021.
10. Foster a work environment that espouses sustainable business practices and cultivates a culture of innovation, integrity, and commitment to the organization's mission and the communities it serves.

DRAFT

Statement on Ethical Vendor Standards

Peninsula Clean Energy (PCE) is committed to the highest standards of responsible behavior and integrity in all of its business relationships. In keeping with its mission to reduce climate emissions, PCE will consider a company's environmental track record and commitment to sustainable business practices in its procurement decisions.

DRAFT



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

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

CALL TO ORDER

Meeting was called to order at 7:08 pm.

WELCOME

ROLL CALL

Present: Landis Marttila, IBEW Local 1245
Michael Closson, MenloSpark
Janet Creech, San Mateo Community Choice
Amanda Borsum, San Mateo County Economic Development Association
Susie Raye, San Mateo County League of Women Voters
Harvey Rarback, San Mateo County Special Districts Association
Michelle Senatore, San Mateo County Transit District
Sue Chow, Sierra Club Loma Prieta Chapter

Absent: Mike McCord, Burlingame Citizens Environmental Council
Kirsten Schwind, Pacifica Climate Committee
Judy Taylor, San Mateo County Association of Realtors
James Ruigomez, San Mateo County Central Labor Council
Hector Camacho, San Mateo County School Boards Association

Staff: Jan Pepper, Chief Executive Officer
David Silberman, General Counsel
Kirsten Pringle, Office of Sustainability

A quorum was established.

PUBLIC COMMENT

There was no public comment on items not on the regular agenda.

REGULAR AGENDA

1. ACTION TO ADOPT REGULAR MEETING SCHEDULE AND APPROVE CONSENT AGENDA OF THE CITIZEN’S ADVISORY COMMITTEE

Motion to set the agenda and approve the consent agenda – Made / Seconded: Rarback/Raye

Motion passed 8-0. (Absent: McCord, Schwind, Taylor, Ruigomez, Camacho).

2. UPDATES FROM COUNTY STAFF

Jan Pepper—Chief Executive Officer of Peninsula Clean Energy— gave the Citizens Advisory Committee (CAC) an update on the status of PCE’s implementation and actions taken by the Board of Directors (Board). Ms. Pepper informed the CAC about the number of cities who have opted up their municipal accounts to ECO100; status of the enrollment notices and website and call center. Ms. Pepper also announced that Peninsula Clean Energy is hiring.

There was a question from the public regarding how municipal accounts fit into the load for the first phase of enrollment.

3. MARKETING AND OUTREACH

Kirsten Pringle—Office of Sustainability—gave an update on marketing and outreach for Peninsula Clean Energy. Ms. Pringle provided an overview of the residential and commercial outreach plans and reported metrics from the advertising campaign and website.

There were questions regarding the customer notification letter, status of the call center and number of opt-outs.

4. NET ENERGY METERING RATE AND PHASE-IN SCHEDULE

Ms. Pepper gave an overview of the net energy metering rate and phase-in schedule approved by the Peninsula Clean Energy Board of Directors. Ms. Pepper provided an overview of net energy metering; compared net energy metering to feed-in tariff programs; outlined the key features of Peninsula Clean Energy’s net energy program and explained the adopted phase-in schedule.

There were questions regarding a potential local solar program; feed-in tariff programs; how Peninsula Clean Energy’s net-energy metering program compares to other net energy programs; rate schedules; a potential cap on annual pay-outs for net energy metering customers; marketing for the net energy metering program and PG&E’s SmartDays program.

There were public comments regarding the features of Peninsula Clean Energy’s net energy metering program and a California Public Utilities Commission decision regarding customers with solar panels.

ADJOURNMENT

The CAC members suggested future agenda topics.

There was a public comment regarding the Power Charge Indifference Adjustment.

Meeting was adjourned.