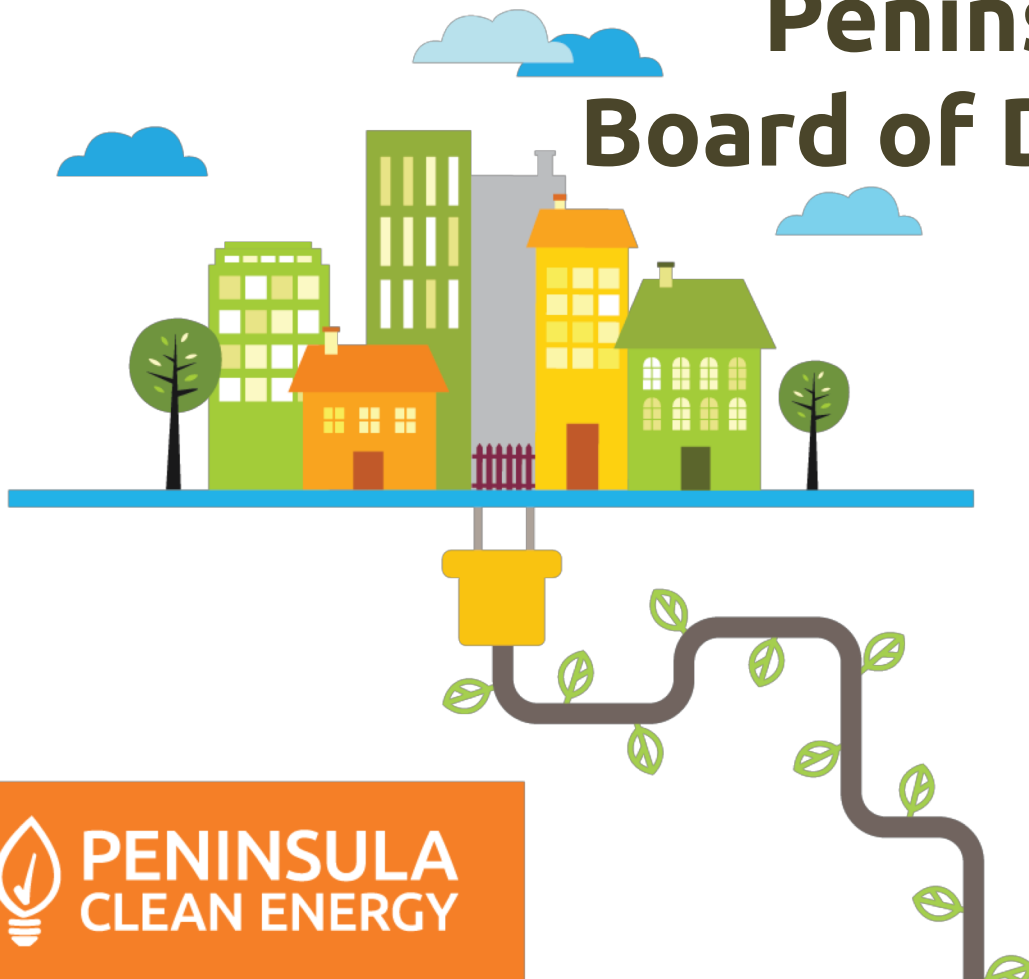


# Peninsula Clean Energy Board of Directors Meeting

February 28, 2019



**PENINSULA  
CLEAN ENERGY**

# **Agenda**

**Call to order / Roll call**

**Public Comment**

**Action to set the agenda and approve  
consent items**

# Regular Agenda

## **1. Chair Report (Discussion)**

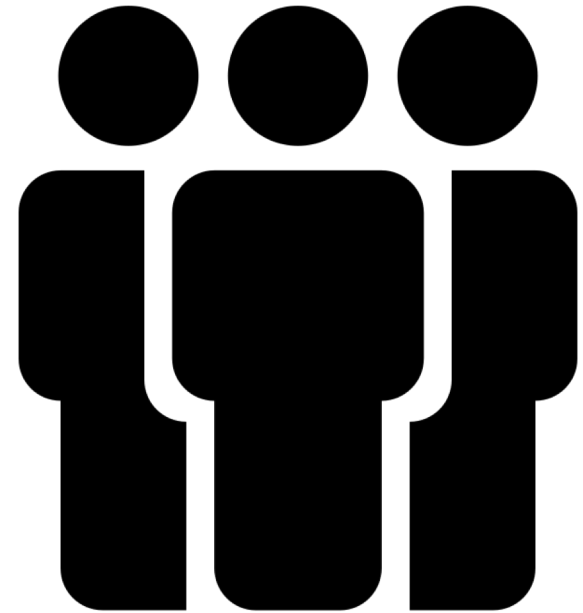
# Regular Agenda

## **2. CEO Report (Discussion)**



# Personnel Update

- Manager of Distributed Energy Resources (DER) Strategy
  - Continuing search
- Regulatory Analyst / Senior Regulatory Analyst
  - Extended offer
- Senior Financial Analyst
  - Initiating search
- EV Program Specialist
  - Initiating search



# PCE Green Power Community/Partnership Update

- All cities and San Mateo County are EPA Green Power Communities, and are now on the EPA website:
  - <https://www.epa.gov/greenpower/green-power-communities>
  - 17 of our communities are in the top 50!
- All ECO100 jurisdictions are also EPA Green Power Partnership cities, and are now on the EPA website:
  - <https://www.epa.gov/greenpower/green-power-partner-list>



# “Meet and greets” at CPUC

- January 30:
  - Met with Commissioner Martha Guzman-Aceves and Commissioner Liane Randolph – thank you to Jeff Aalfs for joining PCE staff
- February 5:
  - Met with Commissioner Cliff Rechtschaffen and Nidi Thakar, Advisor to CPUC President Michael Picker – thank you to Jeff Aalfs, Rick Bonilla, and Rick DeGolia for joining PCE staff

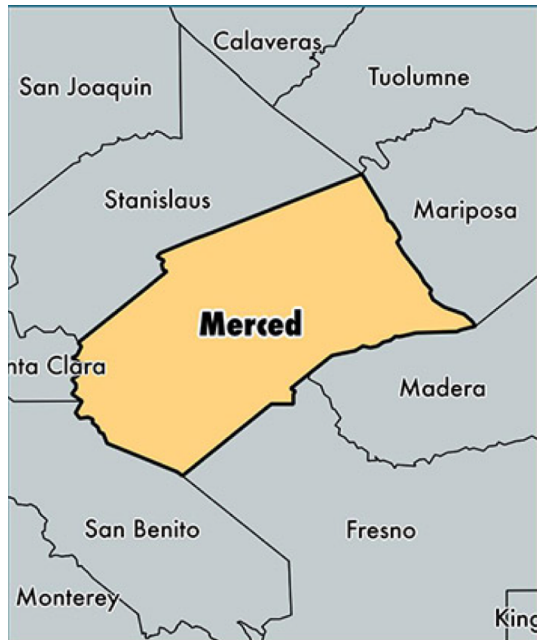


## Other regulatory / legislative updates

- APD on ERRRA decision was approved
  - Allows brown-power true-up for 2019 rates
  - Rate changes expected in May 2019
- RA decision was made
  - Central buyer decision to be made in future; requires multi-year contracting

# PCE Outreach to Merced County

- PCE held meetings in Merced County on February 20. We have a CCA “champion” and will be conducting additional meetings in March.



# Marketing Strategy RFP

- RFP released
- Proposals due March 8
- Board ad-hoc committee will be engaged soon



# Scheduling Lunch / Coffee meetings

- Jan would like to spend time with each city
  - Either in your city or a convenient place for you
- Meet with each city's appointed members to PCE's Board, and their City Manager if possible
- Gain perspective on city needs / priorities
- Share ideas and focus for the future
- Open your calendars and see Anne before you leave tonight. Your availability?
  - March 12, 15, 25, 27, or 29
  - April 1, 3, 4, 8, 9, 10, or 12

# Upcoming Events

- Sustainable San Mateo County, April 4, 5:30 pm, CSM
- Acterra Party for the Planet, April 6, 6 pm, San Mateo County History Museum
- SVLG Energy and Sustainability Summit, June 14, Oracle
- Business of Local Energy Conference, June 20 - 21, Irvine
- Silicon Valley Energy Summit, June 21, Stanford
- CalCCA annual conference, Nov 6-7, Los Angeles



# Regular Agenda

## **3. Citizens Advisory Committee Report (Discussion)**

# Regular Agenda

## **4. Audit and Finance Committee Report (Discussion)**

# Regular Agenda

## **5. Selection of the Chair and Vice Chair (Action)**

# Regular Agenda

**6. Authorize Agreement with Reach Strategies to administer the 2019-2022 Ride & Drive Program for an amount not to exceed \$750,000 over three years  
(Action)**

# Electric Vehicle Ride & Drive Program Renewal

February 28, 2019



**PENINSULA**  
**CLEAN ENERGY**

# Ride & Drive Program: Request

**Request:** Board approval of 2019-2022 EV Ride & Drive contract

**Contractor:** Reach Strategies

**Amount:** Up to \$750,000 (graduated by # of events completed)

**Term:** 3 years

## **Outcomes**

1. Drive EV interest and adoption
2. Scale up 2018 EV Ride & Drive Program
3. Produce between 10-25 events per year
4. Increased community engagement





# 2018 outcomes



Metric	Result
Total EV experiences	1,064
% of participants who had their first EV experience	60%
% participants whose overall opinions of EVs improved after test drive/ride	85%





# Feedback

## **Participant:**

*"It's just awesome to try out EVs. I never had any idea of how it felt to drive something new, new technology, and it's amazing.*

*It's actually better than gasoline-powered cars."*

## **Hosts:**

*"...this was a success. There was a good amount of participation, and the workplace team received some personal thank you's. ...we were pleased with the engagement." – YouTube*

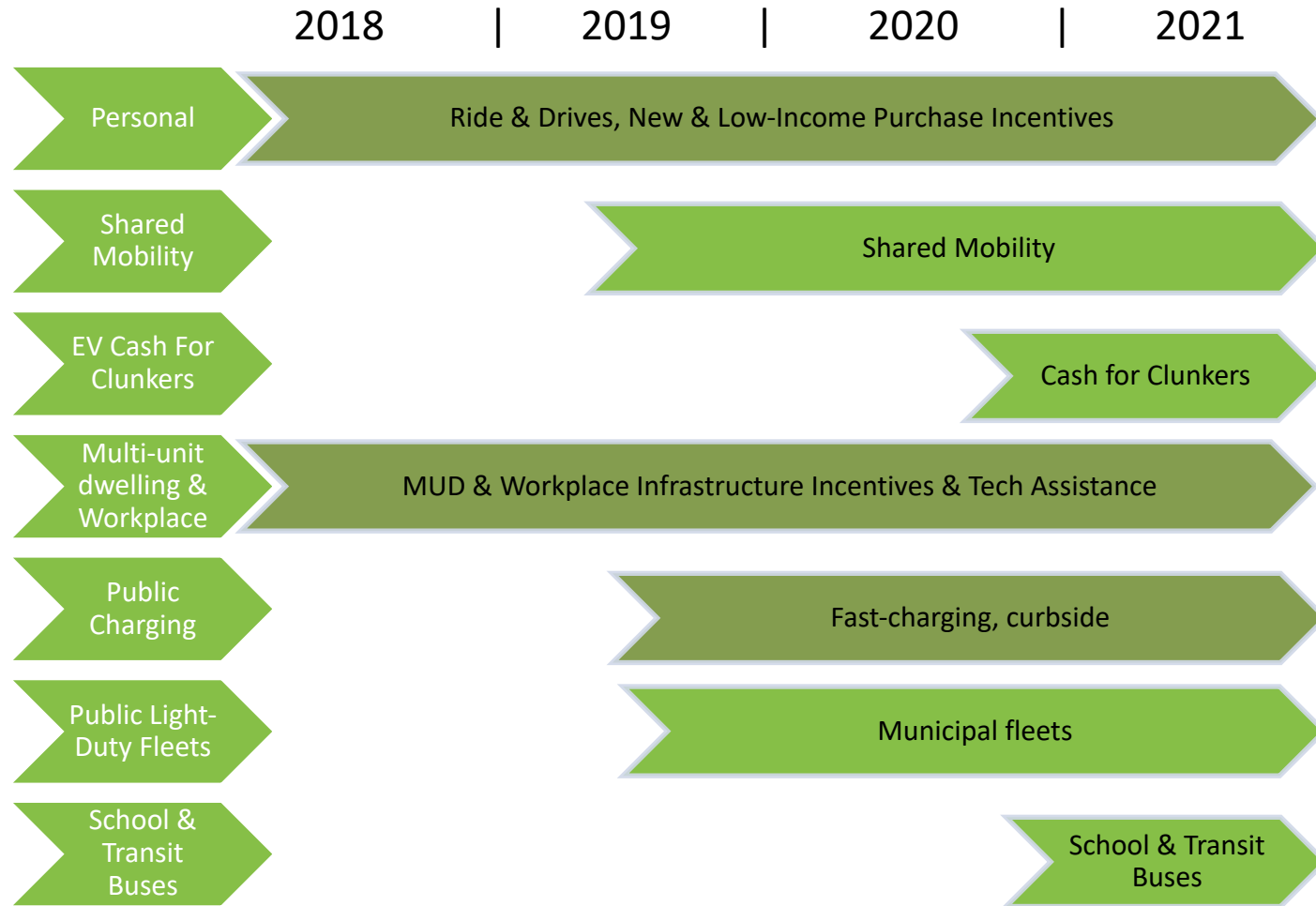
*"We were pleased with the variety of cars that were available for employees to drive. The REACH team had clearly done this before, and helped us to setup in a minimum of space with a maximum impact." - Genentech*

- Vehicle Performance cited as top interest
- Over 50% of those likely to adopt have ridden or driven an EV
- 10-12% adoption rate reported after ride & drive



# Program Roadmap

Transportation



**Electric Vehicles in San Mateo County:** 19,000 as of Jan. 2019 (out of 670,000 overall)

**State Goal by 2025:** 45,544 EVs in San Mateo County

# Budget: Programmed Funds

	Funds in Thousands				
	FY18 Actuals	FY19	FY20	FY21	FY22
<b>Budget</b> (June 2018 forecast)	\$ 4,000	\$ 6,000	\$ 8,000	\$ 10,000	\$ 12,000
<b>Allocated Funds</b> (below)	\$ 37	\$ 1,705	\$ 5,730	\$ 5,530	\$ 5,200
<b>Remaining Balance</b>	\$ 3,963	\$ 4,295	\$ 2,270	\$ 4,470	\$ 6,800
<b>Program</b>					
EV Infrastructure	\$ 15	\$ 95	\$ 4,000	\$ 4,000	\$ 4,000
Curbside/MUD EV Pilots	\$ 7	\$ 330	\$ 330	\$ 330	
New EV Incentives (assumed to repeat)		\$ 165	\$ 250	\$ 250	\$ 250
Ride & Drive EV Marketing	\$ 15	\$ 60	\$ 250	\$ 250	\$ 250
Low-Inc EV Incentive (assumed to repeat)		\$ 200	\$ 200	\$ 200	\$ 200
New Building Reach Codes & Climate Action Plans		\$ 375	\$ 200		
Community Pilots & Other (assumed to repeat)		\$ 480	\$ 500	\$ 500	\$ 500

# 2019-2022 Scale Up

- 10-25 events per year
  - Mix of corporate and open community events
  - 10 likely sites already identified
- Data collection
  - Pre-, post-event plus 6 month trailing survey
- Amplified marketing strategy
  - New element: non-profit donations events
  - Increase the number of participants
  - Engage a broader community
  - Maximize visibility of EVs and adopters

# New Element: non-profit donations

- PCE partners with non-profit(s) to donate funds based on total test drives at an event
- Non-profit(s) co-promote
- 1-3 community events per year
- Possibly \$20k/year (incl. in program budget)
- Benefits
  - Support local nonprofits
  - Increased visibility through earned media
  - Increased # of participants



# Donation Sectors

- Board input requested on initial sectors to consider
- Possible options include:
  - Health
  - Housing
  - Art
  - Safety net
  - Youth
  - Education
  - Economic empowerment



If contract is approved, staff will bring further details on recommended approach, including non-profit selection, at later date.

# Contractor: Reach Strategies

- Competitive process
- 4 proposals received
- Reach Strategies
  - Deeper credentials
    - 10,000+ drives, 150+ events
    - 14 states, 100% safety record
  - Reliable approach
  - Creative concepts
  - More cost effective





# Ride & Drive Program: Request

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## **Outcomes**

1. Drive EV interest and adoption
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# Regular Agenda

**7. Authorize an extension to June 30, 2019 for the adjustment in Peninsula Clean Energy's (PCE's) rates to maintain a 5% discount in generation charges compared to PG&E (Action)**

# PCE 2019 Rate Adjustment

February 28, 2019

Leslie Brown  
Director of Customer Care



# PCE 2019 Rate Adjustment

- PCIA increasing but still in flux
- PG&E Generation rates still in flux between ERRA updates and latest AET
- PCE is committed to maintaining a 5% discount in 2019

# PCE 2019 Rate Adjustment

- How Does PCE Currently Calculate Rates?
  - PG&E Generation Rate x 95%
  - Subtract PCIA
  - Subtract FFS
  - Result = PCE Rate

**PCE Generation Savings = 5%**

# PCE 2019 Rate Adjustment

- Action requested tonight:
  - Authorize an extension to June 30, 2019, for staff to make adjustments in PCE's rates for 2019 to maintain a 5% discount in generation charges compared to PG&E

# Regular Agenda

## **8. Board Members' Reports (Discussion)**

# Regular Agenda

**Adjourn**