Call to order / Roll call

Public Comment

Action to set the agenda and approve consent items
1. Chair Report (Discussion)
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 ERRA 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
3. Citizens Advisory Committee Report (Discussion)
4. Audit and Finance Committee Report (Discussion)
5. Selection of the Chair and Vice Chair (Action)
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
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

<table>
<thead>
<tr>
<th>Metric</th>
<th>Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total EV experiences</td>
<td>1,064</td>
</tr>
<tr>
<td>% of participants who had their first EV experience</td>
<td>60%</td>
</tr>
<tr>
<td>% participants whose overall opinions of EVs improved after test drive/ride</td>
<td>85%</td>
</tr>
</tbody>
</table>
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
### Electric Vehicles in San Mateo County

- **2018**: 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

<table>
<thead>
<tr>
<th>Program</th>
<th>FY18 Actuals</th>
<th>FY19</th>
<th>FY20</th>
<th>FY21</th>
<th>FY22</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Budget</strong> (June 2018 forecast)</td>
<td>$ 4,000</td>
<td>$ 6,000</td>
<td>$ 8,000</td>
<td>$ 10,000</td>
<td>$ 12,000</td>
</tr>
<tr>
<td><strong>Allocated Funds</strong> (below)</td>
<td>$ 37</td>
<td>$ 1,705</td>
<td>$ 5,730</td>
<td>$ 5,530</td>
<td>$ 5,200</td>
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<tr>
<td><strong>Remaining Balance</strong></td>
<td>$ 3,963</td>
<td>$ 4,295</td>
<td>$ 2,270</td>
<td>$ 4,470</td>
<td>$ 6,800</td>
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</tbody>
</table>

### Program

<table>
<thead>
<tr>
<th>Program</th>
<th>FY18 Actuals</th>
<th>FY19</th>
<th>FY20</th>
<th>FY21</th>
<th>FY22</th>
</tr>
</thead>
<tbody>
<tr>
<td>EV Infrastructure</td>
<td>$ 15</td>
<td>$ 95</td>
<td>$ 4,000</td>
<td>$ 4,000</td>
<td>$ 4,000</td>
</tr>
<tr>
<td>Curbside/MUD EV Pilots</td>
<td>$ 7</td>
<td>$ 330</td>
<td>$ 330</td>
<td>$ 330</td>
<td>$ 330</td>
</tr>
<tr>
<td>New EV Incentives (assumed to repeat)</td>
<td>$ 165</td>
<td>$ 250</td>
<td>$ 250</td>
<td>$ 250</td>
<td>$ 250</td>
</tr>
<tr>
<td>Ride &amp; Drive EV Marketing</td>
<td>$ 15</td>
<td>$ 60</td>
<td>$ 250</td>
<td>$ 250</td>
<td>$ 250</td>
</tr>
<tr>
<td>Low-Inc EV Incentive (assumed to repeat)</td>
<td>$ 200</td>
<td>$ 200</td>
<td>$ 200</td>
<td>$ 200</td>
<td>$ 200</td>
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<tr>
<td>New Building Reach Codes &amp; Climate Action Plans</td>
<td>$ 375</td>
<td>$ 200</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Community Pilots &amp; Other (assumed to repeat)</td>
<td>$ 480</td>
<td>$ 500</td>
<td>$ 500</td>
<td>$ 500</td>
<td>$ 500</td>
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</table>
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

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

**Contractor**: Reach Strategies

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**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
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
• 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
8. Board Members’ Reports (Discussion)
Adjourn