



# Peninsula Clean Energy Board of Directors Meeting

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July 25, 2019

# Agenda

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- Call to order / Roll call
- Public Comment
- Action to set the agenda and approve consent items

# Closed Session

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## 1. PUBLIC EMPLOYEE PERFORMANCE EVALUATION

Title: Chief Executive Officer

# Closed Session

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## 2. CONFERENCE WITH LABOR NEGOTIATORS

# Closed Session

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3. RECONVENE OPEN SESSION AND REPORT ANY ACTION(S) TAKEN DURING CLOSED SESSION

# Regular Agenda

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## 1. Chair Report (Discussion)

# Regular Agenda

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## 2. CEO Report (Discussion)

# Staffing Update

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Welcome to Phillip Kobernick!

➤ Programs Manager

Positions filled:

➤ Senior Financial Analyst: Hailey Wu – start date of August 1

Other open positions :

- Administrative Assistant
- Building Electrification Programs Manager
- Business Relationship Manager
- Director of Marketing



# Key Meetings

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- Attended meeting with Bill Johnson, PG&E CEO on Monday July 22, with 8 CCA CEO's. Regular meetings with him and senior PG&E management will be held in the future.
- Presented at EPRI Electrification Symposium, with CPUC Commissioner Genevieve Shiroma and CEC Commissioner Patricia Monahan

# Reach Codes Update

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- All cities will be adopting new building codes this year
- Opportunity to adopt stronger codes for new building electrification and EV infrastructure through REACH CODES
- PCE working with SVCE and SJCE to promote this throughout the region

Encourage your city to sign the LOI for \$10,000 funding to support your consideration of the Reach codes

# Reach Codes Update

PCE Member Agency	Status
Atherton	Expressed Interest
Belmont	Actively Engaged
Brisbane	LOI Received
Burlingame	LOI Received
Colma	Actively Engaged
Daly City	
East Palo Alto	
Foster City	
Half Moon Bay	
Hillsborough	Actively Engaged
Menlo Park	LOI Received
Millbrae	LOI Received
Pacifica	LOI Received
Portola Valley	LOI Received
Redwood City	LOI Received
San Bruno	
San Carlos	
San Mateo (City)	LOI Received
South San Francisco	Expressed Interest
Woodside	Actively Engaged
Unincorporated San Mateo County	LOI Received

SVCE Member Agency	Status
Campbell	LOI Received
Cupertino	LOI Received
Gilroy	LOI Received
Los Altos	LOI Received
Los Altos Hills	LOI Received
Los Gatos	
Milpitas	LOI Received
Monte Sereno	(expressed interest)
Morgan Hill	LOI Received
Mountain View	LOI Received
Saratoga	
Sunnyvale	LOI Received
Uninc. Santa Clara County	(expressed interest)

# PCE Strategic Planning Process

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- Met with Board Committee to review RFP on July 19
  - Thank you to Donna Colson, Rick DeGolia, Giselle Hale, Laura Parmer-Lohan, and Daniel Yost!
- Schedule:
  - Monday, July 29 – Issue RFP
  - Tuesday, August 20 – Proposals Due
  - Week of August 26 – Interview Top Candidates
  - Tuesday, September 3 – Notify Awardee
  - Monday, September 9 – Contract Start

# Legislative/Regulatory Update

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- PCE's Legislative Committee met this afternoon
  - Thank you to Rick Bonilla, Rick DeGolia, Pradeep Gupta, and Daniel Yost
- Key items discussed:
  - SB 520
  - AB 1054/AB111 – wildfire package
- Thank you for your calls to help defeat AB 56
- PG&E Bankruptcy update

# Other Updates

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- Procurement Committee met with PCE staff on July 11
  - Thank you to Jeff Aalfs, Donna Colson, Pradeep Gupta, John Keener, and Carlos Romero
- PCE staff will be bringing 2 to 3 long-term PPAs to the board for approval in next 2 – 3 months
- Marketing Committee will meet with PCE staff and Marketing Consultant on August 1

# City specific meetings

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Check-in's – at least annually, with each city/town/county to:

- 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

We've sent emails today to those cities where it's coming up on a year since we've done this check-in.

# Upcoming Meetings

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## Reminders:

- Executive Committee Meeting **cancelled** for August 12
- September Board meeting will take place on **Saturday, September 28**  
NOTE: This is the annual Board Retreat, from 8:00 a.m. to 1:00 p.m.
- CalCCA Annual Summit: November 6-7, Redondo Beach



# PCE Board Retreat – Sept 28, 8 am to 1 pm

## Possible Agenda Topics:

- PCE Strategic Plan Update
- PCE Goals – review and revise
- Risk Analysis:
  - Financial
  - Procurement
  - Regulatory / Legislative
- Resilience Planning
- Marketing Plan Update
- Organizational Update

Possible special meeting of the Executive Committee on August 8 or 9  
to review the board retreat agenda

# Regular Agenda

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## 3. Citizens Advisory Committee Report (Discussion)

# Regular Agenda

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## 4. Appointment to the Citizens Advisory Committee (CAC) (Action)

# Regular Agenda

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5. Energy Use in LEED Platinum Building Designs:  
Case Study of Veterans Memorial Building /  
Senior Center-YMCA Project in Redwood City  
(Discussion)

# Regular Agenda

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6. Authorize the Chief Executive Officer to execute agreement(s) with auto dealers whose proposals have been selected to participate in PCE's 2019 EV Dealer Program (Action)



# New EV Dealer Incentive Program

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July 25, 2019

# **New EV Dealer Incentive Program: Request**

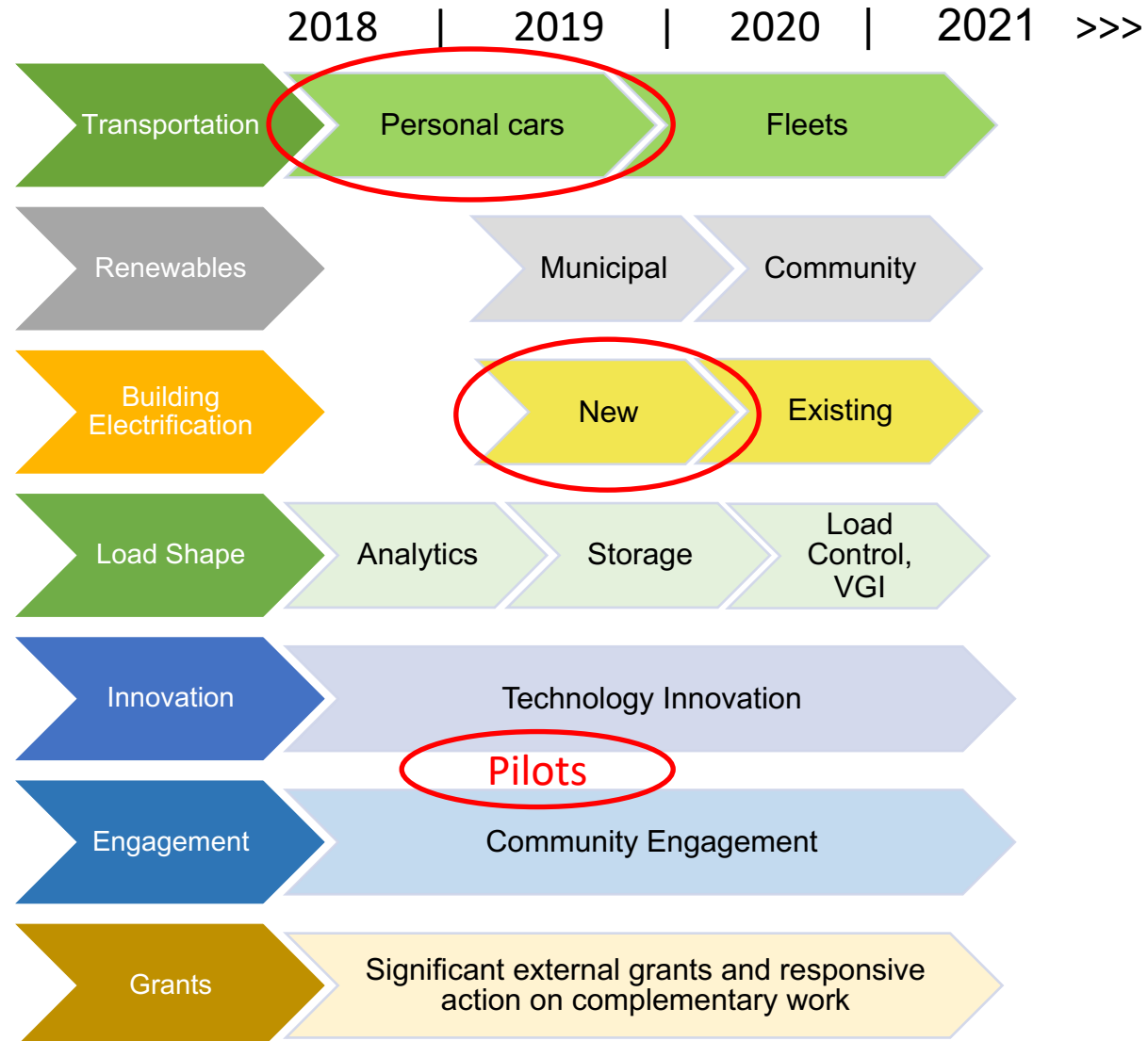
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**Program:** New EV Dealer Incentive program approved by the Board approved April 2019 (\$1.6M over 3 years)

**Request:** Delegate authority to CEO to execute agreements with selected local dealerships (one per manufacturer brand)

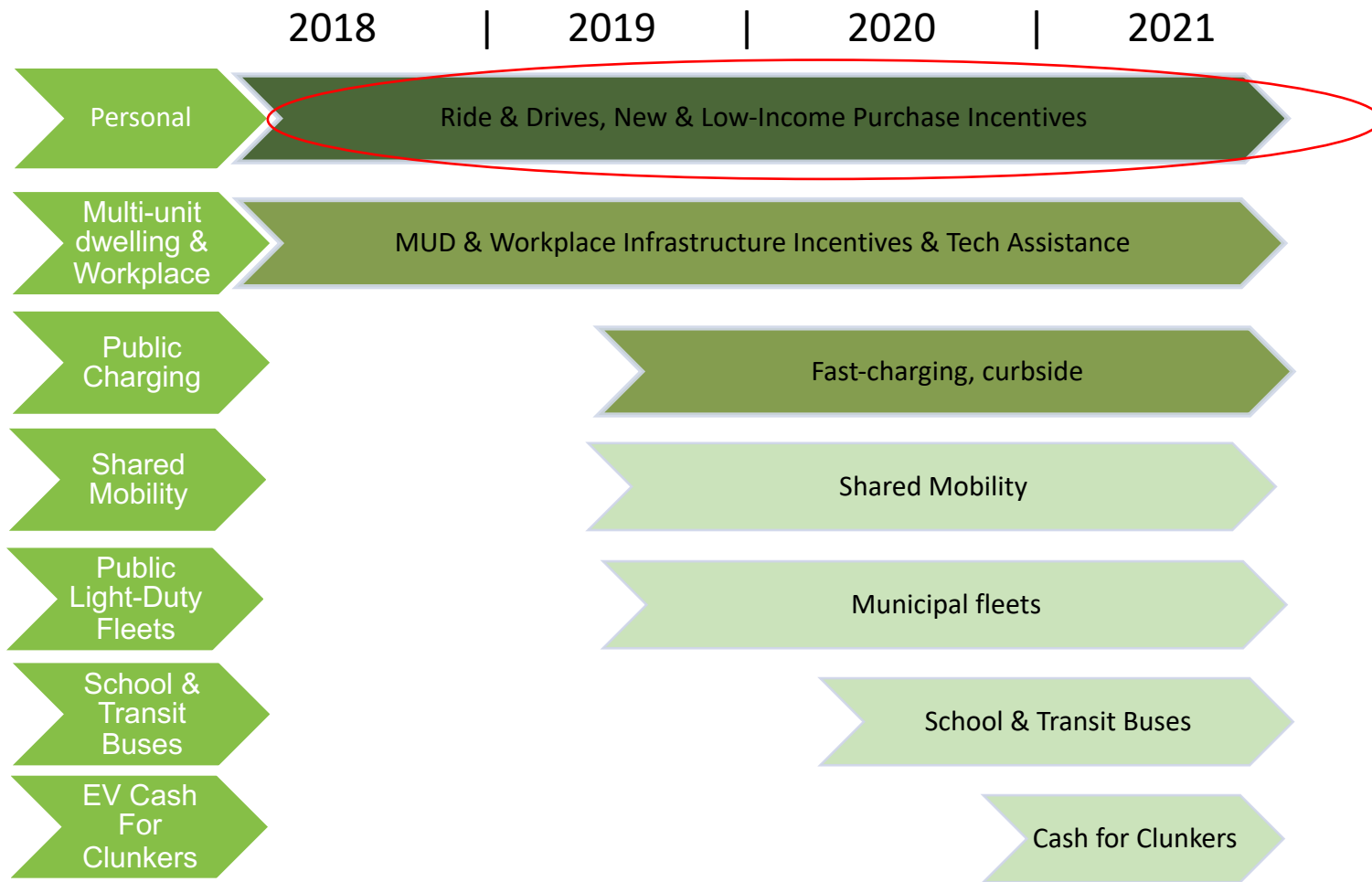
**Amount:** Up to \$250,000 per agreement

# High-Level Roadmap





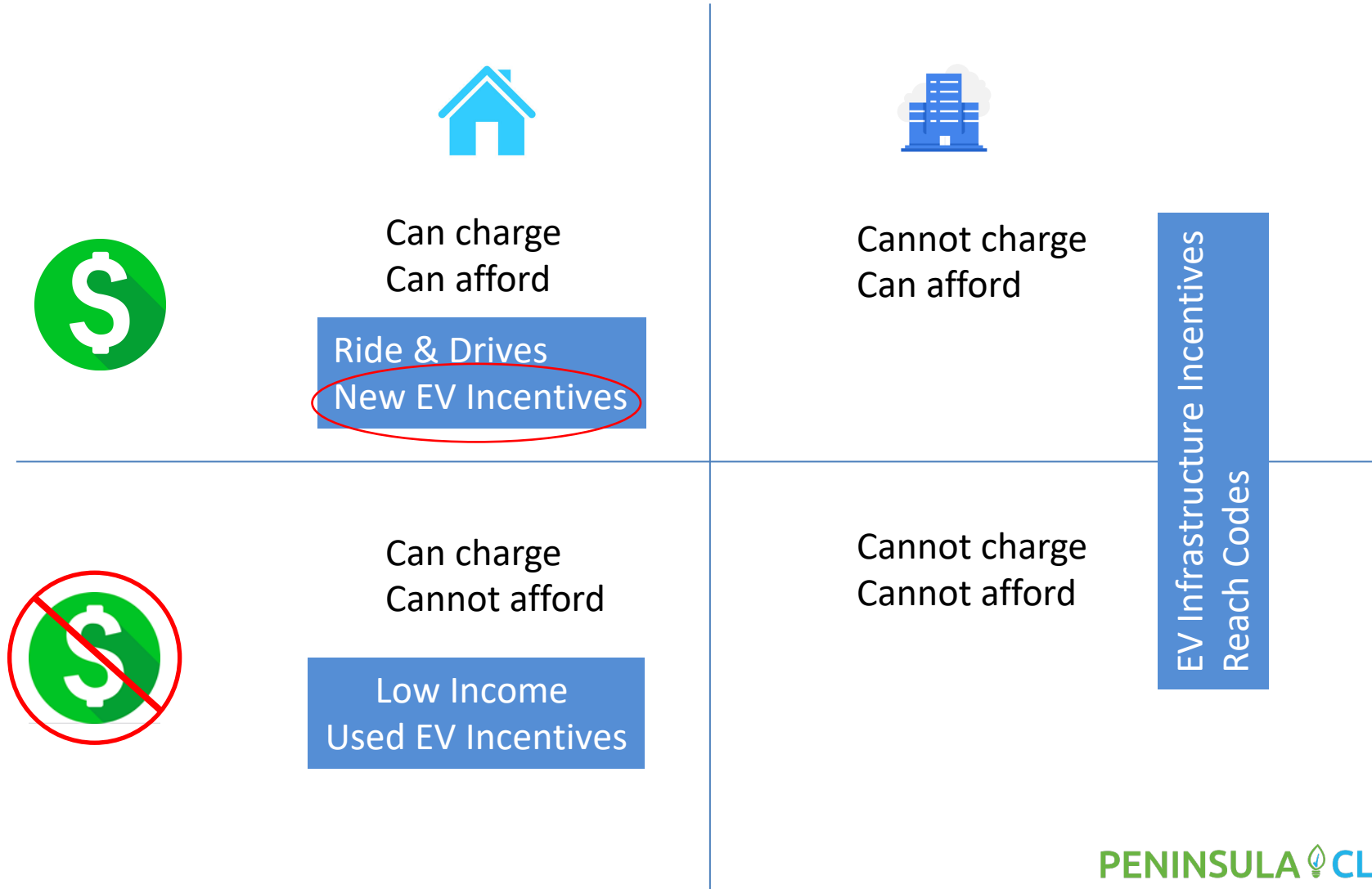
# Transportation Detail



**Electric Vehicles in San Mateo County:** 19,000 (out of 670,000)

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

# Private EV Segments & Approach



# Program Background

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**Objective:** Lower cost of new EVs to increase EV adoption above business as usual in end-year cycle

**Timeframe:** 2018 program, approved for 3-year (2019-21) continuation in April 2019 Board meeting

- Promotion during Q4 each year

**Budget (allocation over 3 years):** \$1,600,000

- \$1,250,000 incentives (customer and dealer)
- \$100,000 program administration (training, rebate mgmt., etc.)
- \$250,000 marketing (marketing budget)

# 2018 Program Summary

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- Three partner dealers
  - Nissan of Burlingame
  - Stewart Chevrolet
  - Peter Pan BMW
- Significant dealer discounts
  - Purchase: \$1,750 - \$6,000
  - Lease \$5,550 - \$14,000
- PCE incentive: \$1,000
- Marketing to 290,000 customers
  - >1M impressions (mail, email, print/online ads)
- License plate frame added to all vehicles



# 2018 Program Results

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- 120 vehicles sold/leased (40% leased)
- Stimulated economic activity in County
  - Over \$4 million in sales
  - Over \$400,000 in taxes and fees
- Avoided 4,100 tons of CO2 emissions over 10 years
- Positive feedback



*"The rebate was a very big incentive for me to come up here and buy the car."  
– Robert S.*



*"Everyone coming in knew about the program. We definitely want to do it again next year." - Dealer*

# 2019 Program Details

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## **Program details:\***

- Discounts from partner dealer(s), one dealer per manufacturer
- Customer incentives: \$1,000 for full battery EV, \$700 for plug-in hybrid EV
- Dealer incentive: \$250 per vehicle

## **Qualifications:\***

- Dealer: PCE customer
- Customer: San Mateo County resident
- Vehicle: 25 miles for plug-in hybrid EV and all ranges for full battery EV

## **Expectations:**

- Dealer participation: 4-6 dealers
- Expected uptake: 150-300 vehicles

*\*Qualifications and incentive levels may adjust year to year*

# 2019 Program Timeline

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- July 11: RFP released
- August 1: Deadline to submit proposals
- August 7: Select & notify dealers
- August 30: Finalize and execute agreements
- Sept: Dealer training & marketing prep
- Oct- Dec: Program running
- Q1 following year: report results

# **New EV Dealer Incentive Program: Request**

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**Program:** New EV Dealer Incentive program approved by the Board approved April 2019 (\$1.6M over 3 years)

**Request:** Delegate authority to CEO to execute agreements with selected local dealerships (one per manufacturer brand)

**Amount:** Up to \$250,000 per agreement



# Regular Agenda

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## 7. EV Technical Assistance Program Update (Discussion)



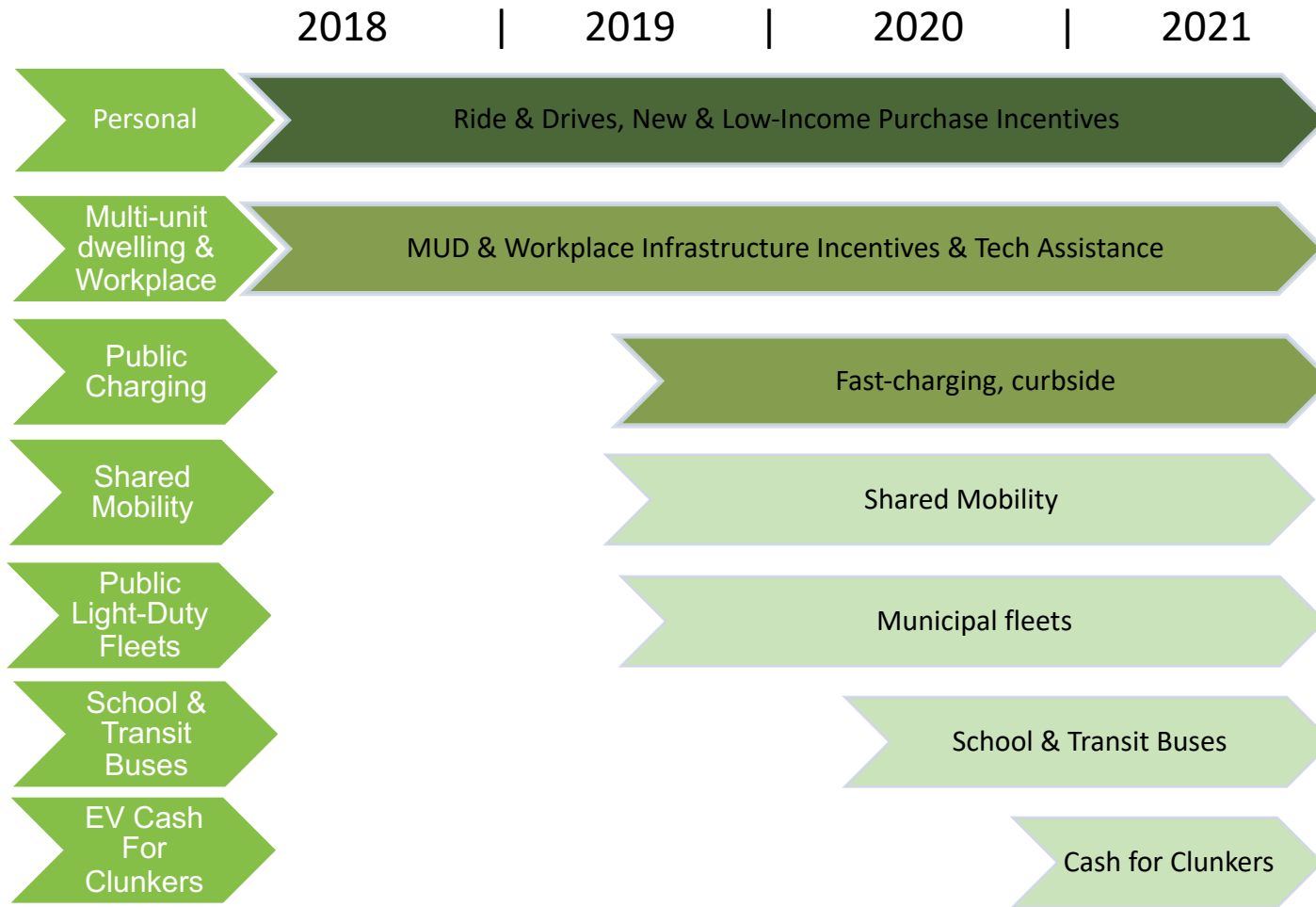
# Energy Programs Update

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Electric Vehicle Charging Infrastructure Incentive Program  
*Technical Assistance RFP Update*

## PROGRAMS CONTEXT

# Transportation Detail

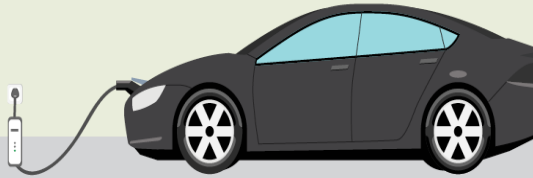


**Electric Vehicles in San Mateo County:** 19,000 (out of 670,000)

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

# EV Infrastructure Primer: 3 Charging Types

## AC Level One



### VOLTAGE

120v 1-Phase AC

### AMPS

12–16 Amps

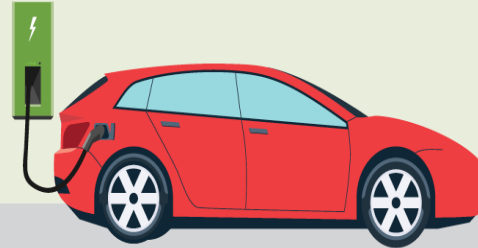
### CHARGING LOADS

1.4 to 1.9 kW

### CHARGE TIME FOR VEHICLE

3–5 Miles of Range Per Hour

## AC Level Two



### VOLTAGE

208V or 240V 1-Phase AC

### AMPS

12–80 Amps (Typ. 32 Amps)

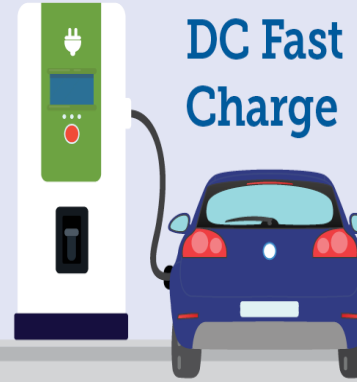
### CHARGING LOADS

2.5 to 19.2 kW (Typ. 7 kW)

### CHARGE TIME FOR VEHICLE

10–20 Miles of Range Per Hour

## DC Fast Charge



### VOLTAGE

208V or 480V 3-Phase AC

### AMPS

<125 Amps (Typ. 60 Amps)

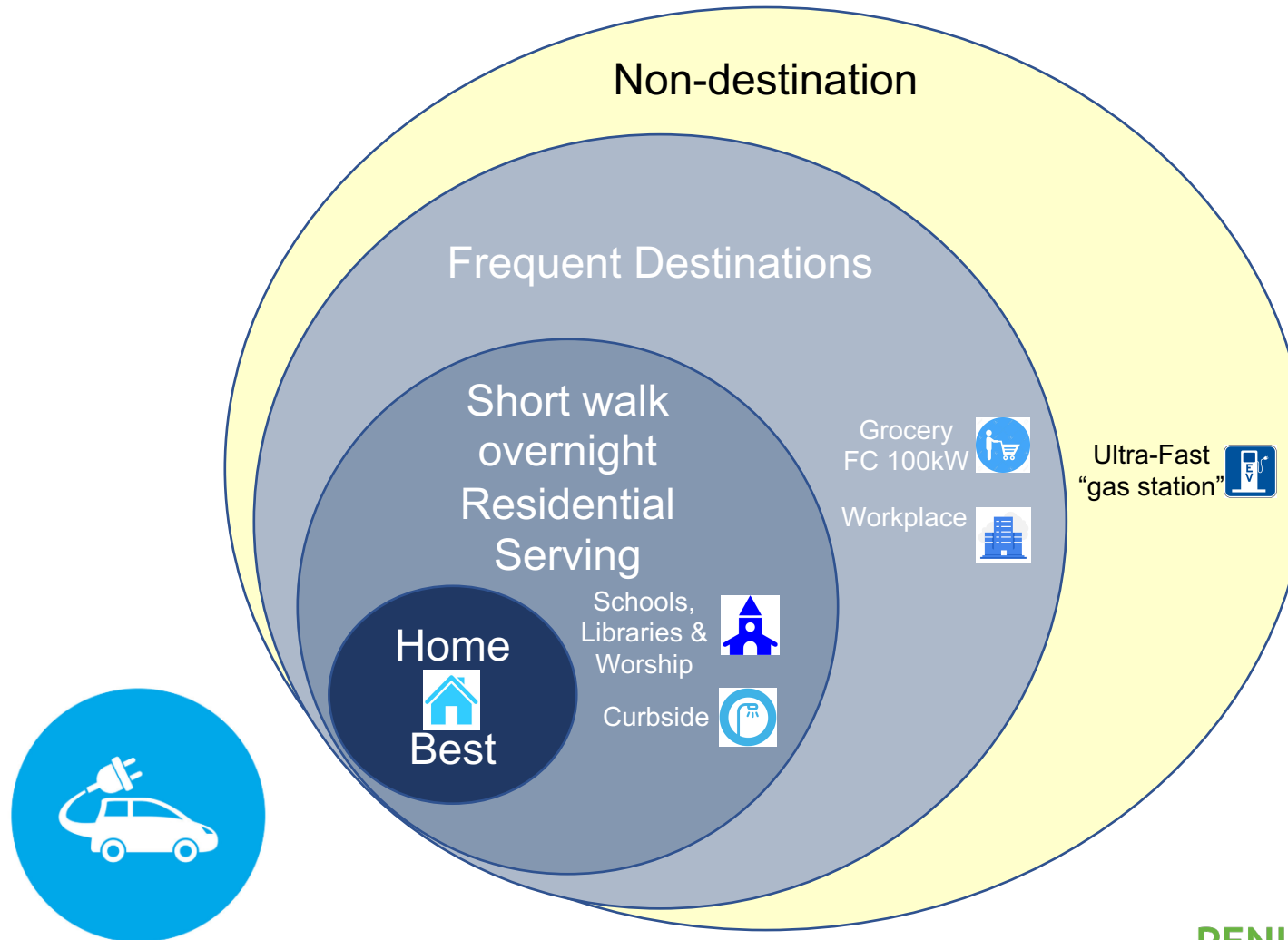
### CHARGING LOADS

<90 kW (Typ. 50 kW)

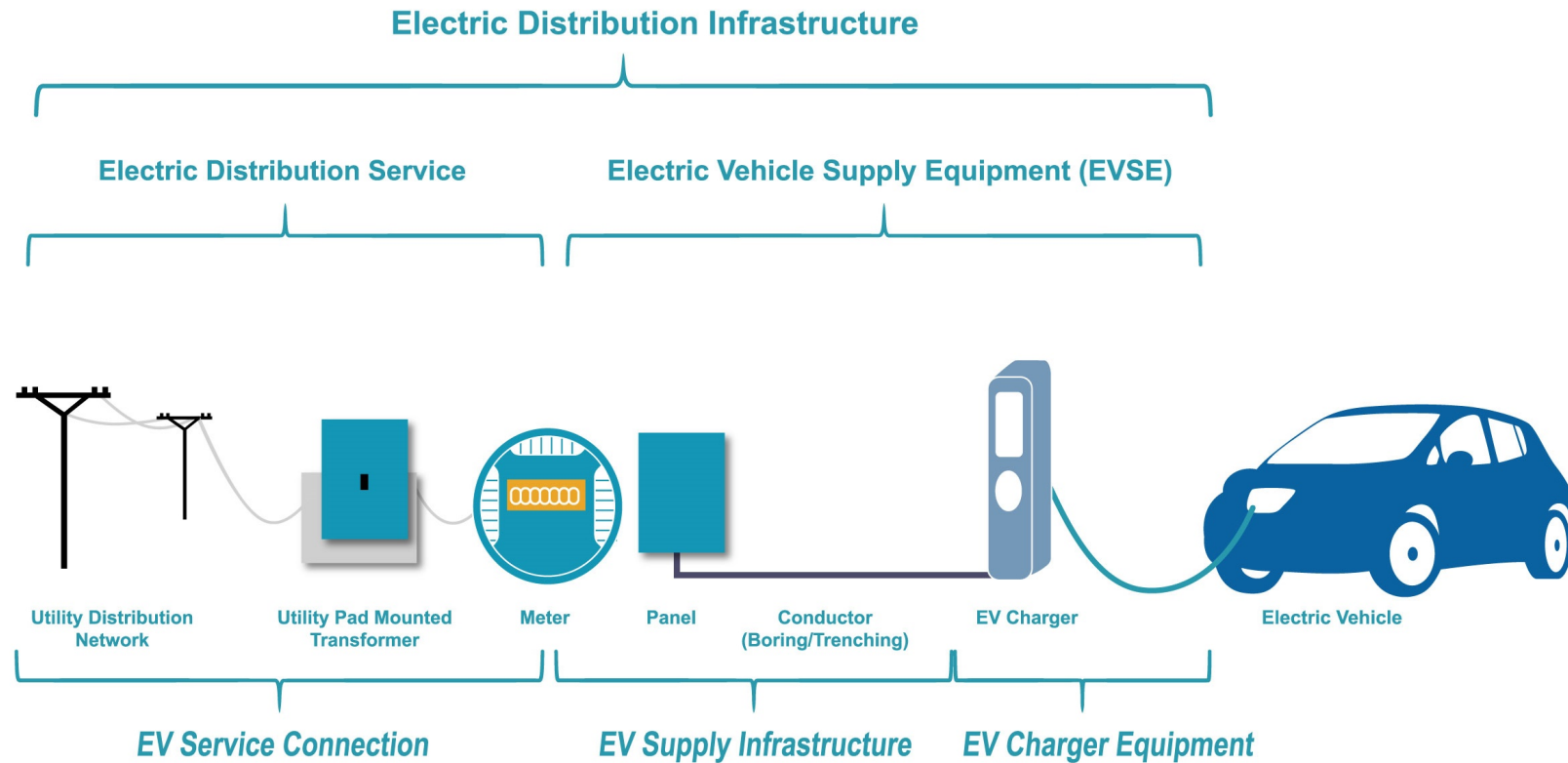
### CHARGE TIME FOR VEHICLE

80% Charge in 20–30 Minutes

# Proximity = Convenience



# Infrastructure Challenges



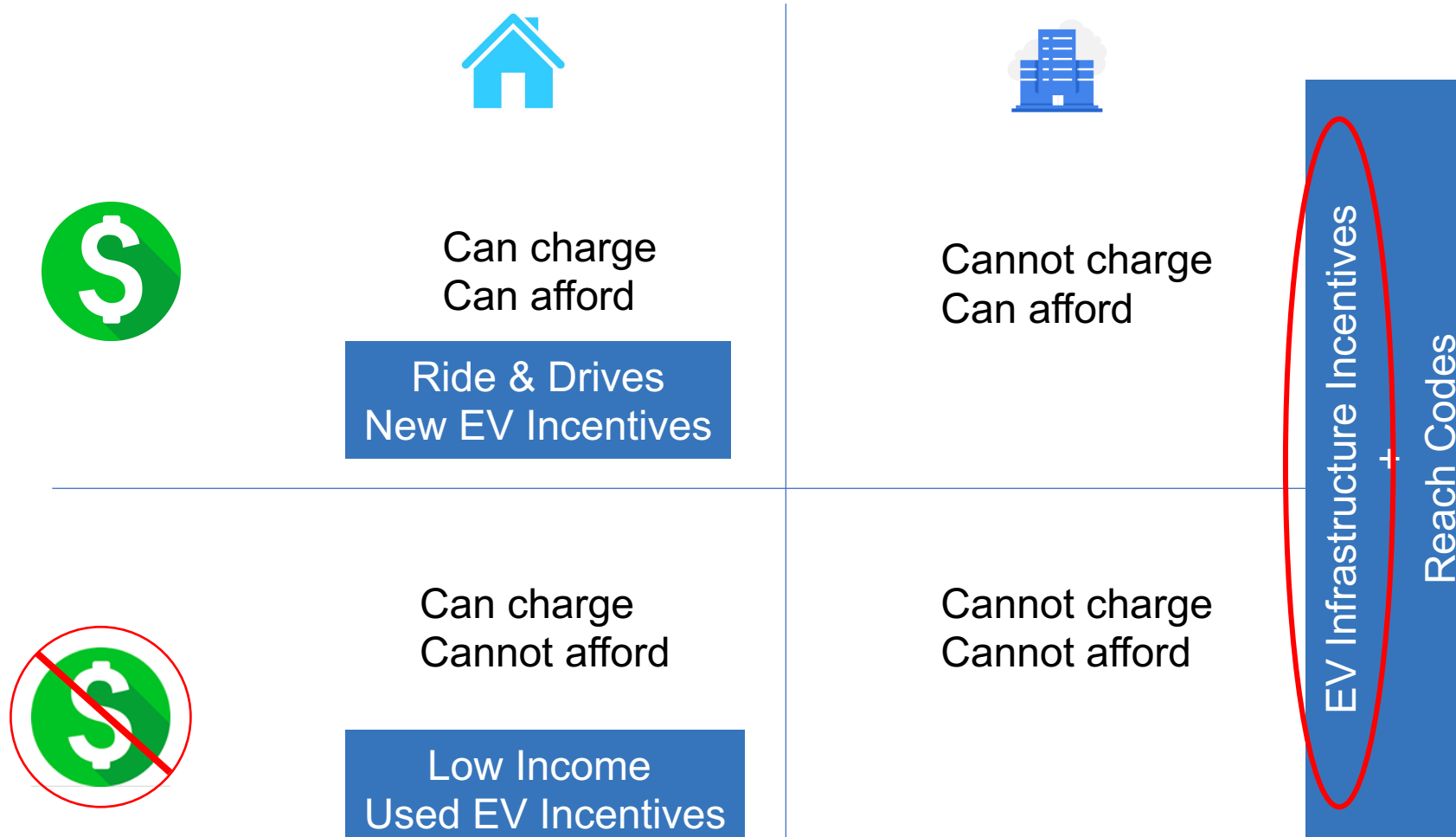
**Level 1 or 2 Costs:** \$6,000 - \$20,000 per port

**Fast Charge:** \$50,000 - \$80,000 per port

# **ELECTRIC VEHICLE CHARGING INFRASTRUCTURE INCENTIVE PROGRAM**



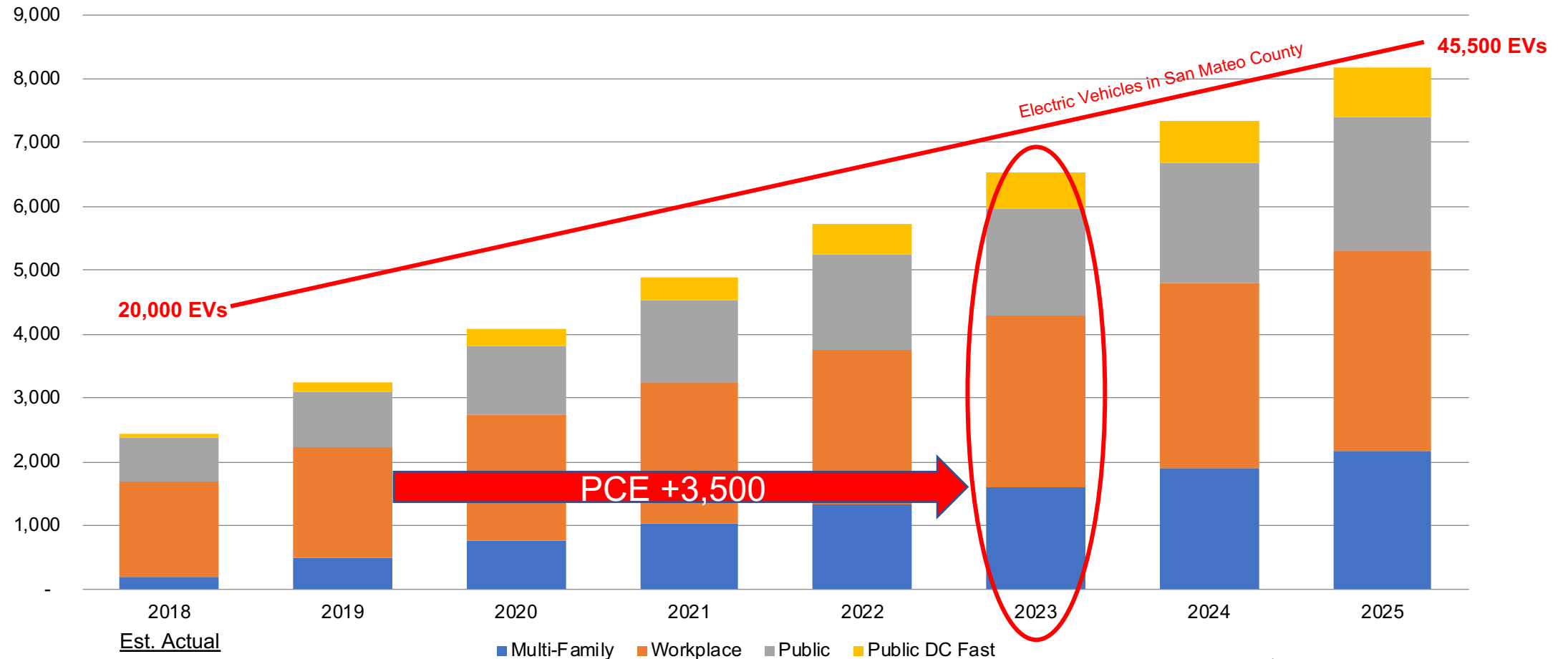
# Private EV Segments Approach



# Infrastructure Targets

**San Mateo County Average Estimated EV Charging Need**  
Modeling by the California Energy Commission

Charge Ports



# EV Charging Infrastructure Program

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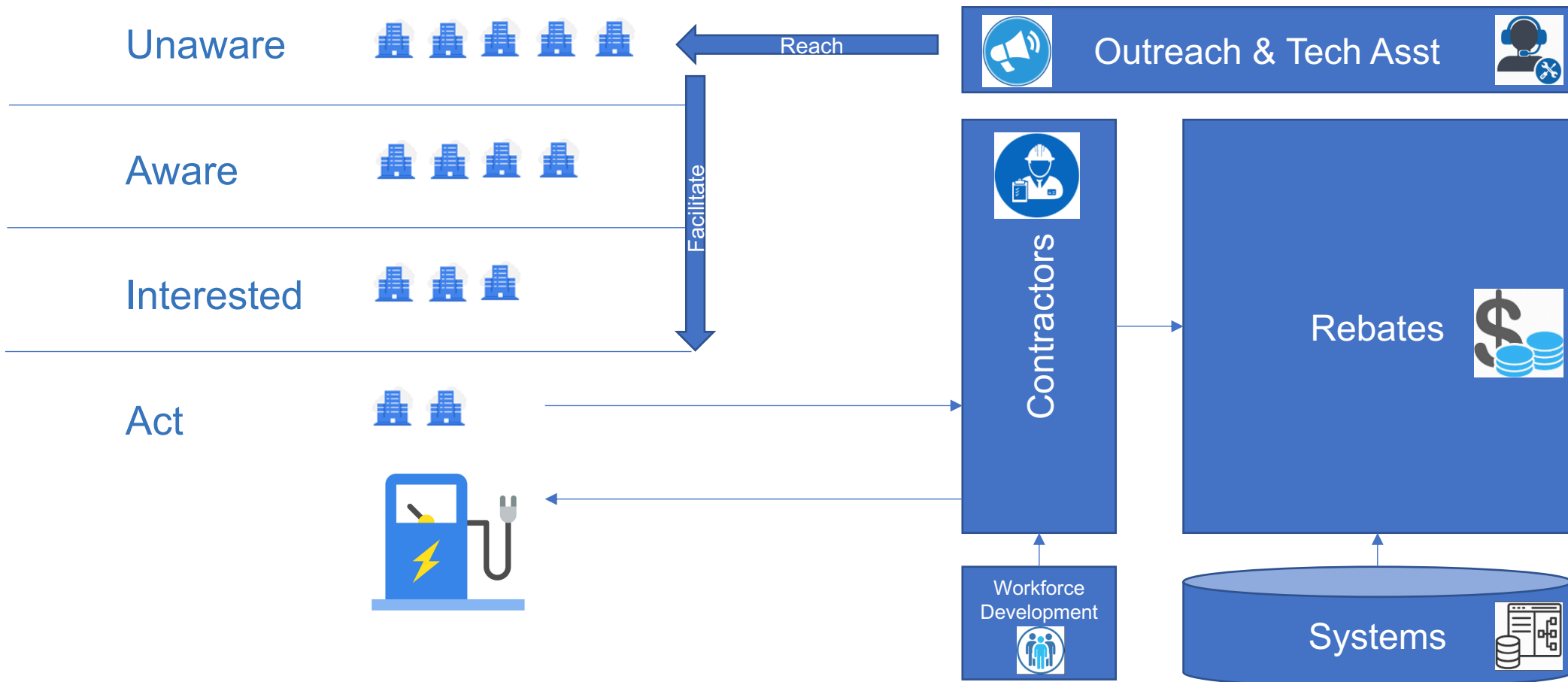
**Overview:** Infrastructure incentive program to address needs of residents without access to charging by supporting chargers at workplaces, apartments, condominiums and public fast charging.

**Target:** 3,500 ports over 4 years

## Program Budget:

1. Infrastructure Incentives, \$12M
2. Technical Assistance (TA) Consultant, \$2M
3. Workforce Development, \$1M
4. Program Administrative Needs, \$1M

# Program Structure



# Technical Assistance Overview

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**Objective:** Support EV Charging Incentive Program by providing outreach and up-front technical assistance to facilitate project initiation

## Primary Deliverables

- Marketing program to key market segments (e.g., multi-unit dwellings)
- Educating site owners about EV charging to minimize misinformation and confusion
- Providing expertise regarding best charging type (L1, L2, etc.) for the property
- Delivering an actionable project plan to the site owner

# Technical Assistance RFP Update

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## RFP Timeline Overview

- **April 30<sup>th</sup>**: RRP Released
- **June 5<sup>th</sup>**: Proposals Received
  - 9 proposals received & initial review filtered proposals to 5
- **June 11 – 26<sup>th</sup>**: PCE Staff Selection Committee Proposal Review
  - Joe Fullerton, CAC was included in review
- **July 23 – 25<sup>th</sup>**: Finalist Interviews
- **July 26<sup>th</sup>**: Bid Winner Selected & Contacted
- **August 22<sup>th</sup>**: Recommendations sent to PCE BOD
- Contracting to follow

# Technical Assistance RFP Update

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## RFP Finalists Interview Committee

- Jan Pepper, CEO
- Andy Stern, CFO
- Rafael Reyes, Director of Energy Programs
- Philip Kobernick, Clean Energy Program Manager
- Kirsten Andrews-Schwind, Senior Mgr Communications & Outreach
- Peter Ambiel, Programs Specialist
- Alejandra Posada, Energy Programs Associate

## Additional non-PCE Personnel

- Justin Zagunis (SVCE), Decarbonization & Grid Innovation Analyst
- Joe Fullerton, CAC

# Regular Agenda

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## 8. Board Members' Reports (Discussion)



# Regular Agenda

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Adjourn