Peninsula Clean Energy
Board of Directors Meeting

August 22, 2019
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)
Staffing Update

Welcome to Hailey Wu!
- Senior Financial Analyst

Other open positions:
- Strategic Accounts Manager
- Renewable Energy and Compliance Analyst
- Senior Renewable Energy Analyst
New Hires Joining Soon

• Karen “KJ” Janowski
  Director of Marketing and Community Affairs
  Starting August 26

• Shayna Barnes
  Administrative Assistant
  Starting September 3

• Shraddha Mutyal
  Building Electrification Programs Manager
  Starting October 7
Staffing Changes

Best of luck and “Go Cardinal” to:

- Eric Weiner, Senior Renewable Energy Analyst
- Matt Sanders, County Counsel’s office
Other updates

- Offsite PCE team-building event on August 6
Reach Codes Update

San Mateo is the first city to adopt their reach codes – this week!

- 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 regionally

- Encourage your city to sign the LOI for $10,000 funding plus additional assistance to support your consideration of the codes
# Reach Codes Status Update

<table>
<thead>
<tr>
<th>PCE Member Agency</th>
<th>Status</th>
<th>Council Mtgs - Upcoming (Past)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Atherton</td>
<td>Expressed Interest</td>
<td></td>
</tr>
<tr>
<td>Belmont</td>
<td>Actively Engaged</td>
<td>9/24</td>
</tr>
<tr>
<td>Brisbane</td>
<td>LOI Received</td>
<td>10/3</td>
</tr>
<tr>
<td>Burlingame</td>
<td>LOI Received</td>
<td>9/3</td>
</tr>
<tr>
<td>Colma</td>
<td>Actively Engaged</td>
<td>(7/10)</td>
</tr>
<tr>
<td>Daly City</td>
<td></td>
<td></td>
</tr>
<tr>
<td>East Palo Alto</td>
<td>Actively Engaged</td>
<td>9/3</td>
</tr>
<tr>
<td>Foster City</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Half Moon Bay</td>
<td>Actively Engaged</td>
<td>(8/12)</td>
</tr>
<tr>
<td>Hillsborough</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Menlo Park</td>
<td>LOI Received</td>
<td>8/27 (7/16)</td>
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<tr>
<td>Millbrae</td>
<td>LOI Received</td>
<td></td>
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<tr>
<td>Pacifica</td>
<td>LOI Received</td>
<td>(7/8)</td>
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<tr>
<td>Portola Valley</td>
<td>LOI Received</td>
<td>9/11</td>
</tr>
<tr>
<td>Redwood City</td>
<td>LOI Received</td>
<td></td>
</tr>
<tr>
<td>San Bruno</td>
<td></td>
<td></td>
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<tr>
<td>San Carlos</td>
<td></td>
<td></td>
</tr>
<tr>
<td>San Mateo (City)</td>
<td>LOI Received</td>
<td>9/3 (8/19)</td>
</tr>
<tr>
<td>South San Francisco</td>
<td>Expressed Interest</td>
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<tr>
<td>Woodside</td>
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<td></td>
</tr>
<tr>
<td>Unincorporated San Mateo County</td>
<td>LOI Received</td>
<td></td>
</tr>
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</table>

<table>
<thead>
<tr>
<th>SVCE Member Agency</th>
<th>Status</th>
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</thead>
<tbody>
<tr>
<td>Campbell</td>
<td>LOI Received</td>
</tr>
<tr>
<td>Cupertino</td>
<td>LOI Received</td>
</tr>
<tr>
<td>Gilroy</td>
<td>LOI Received</td>
</tr>
<tr>
<td>Los Altos</td>
<td>LOI Received</td>
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<tr>
<td>Los Altos Hills</td>
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<tr>
<td>Los Gatos</td>
<td></td>
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<tr>
<td>Milpitas</td>
<td>LOI Received</td>
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<tr>
<td>Monte Sereno</td>
<td>(expressed interest)</td>
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<tr>
<td>Morgan Hill</td>
<td>LOI Received</td>
</tr>
<tr>
<td>Mountain View</td>
<td>LOI Received</td>
</tr>
<tr>
<td>Saratoga</td>
<td></td>
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<tr>
<td>Sunnyvale</td>
<td>LOI Received</td>
</tr>
<tr>
<td>Uninc. Santa Clara County</td>
<td>(expressed interest)</td>
</tr>
</tbody>
</table>
Objectives: Develop 5-year strategic plan to:

- Refresh PCE’s mission and vision statements
- Translate the Board’s mission and vision into a set of goals
- Develop specific strategies to achieve each goal
- Provide clear expectations to increase PCE staff’s understanding of each person’s role in achieving the organization’s goals and implement its strategies
- Provide an overview of PCE’s strategy for regulatory, legislative, and other external and internal stakeholders
Strategic Planning (2)

Issued RFP on July 29, 2019

Received 7 proposals yesterday

Interviews of top proposers next week

Week of Sept 3 – notify awardee

Week of Sept 10 – project start
Legislative/Regulatory Update

Legislative:
Legislators returned from summer recess
• Bills to watch:
  • AB 235 – State to issue $20B of tax exempt bonds to be repaid by future PG&E earnings (CalCCA and PCE still studying)
  • SB 520 – establishes IOU as POLR (Oppose unless amended)

Regulatory:
• Resource Adequacy:
  • CalCCA and 7 other parties (Calpine, IEP, MRP, SDG&E, SENA, Sunrun and WPTF) issued Notice of Settlement on Central Buyer issues to the CPUC and others. Jeremy Waen actively led this effort on behalf of CalCCA.
3-year Marketing Plan

• Thank you to the Board Marketing Committee for meeting with PCE staff and Cyclops (Marketing Consultant) on August 1
  - Wayne Lee
  - Ian Bain
  - Laura Parmer-Lohan

• Full report due to PCE staff on September 2
• Report out to PCE board at PCE Retreat on September 28
Upcoming city specific meetings

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

- Meet with each city’s appointed member(s) to PCE’s Board, and their City Manager if possible
- Gain perspective on city needs / priorities
- Share ideas and focus for the future

Redwood City – August 23
Millbrae – August 26
Burlingame – August 29
Half Moon Bay – August 30
San Mateo – September 13
Upcoming Meetings

Reminders:

- September Executive Committee meeting moved to **Tuesday, September 10 at 8:00 a.m.**

- September Audit and Finance Committee meeting cancelled

- 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

Board Retreat Agenda:

- PCE Strategic Plan Process Update
- PCE Goals – Status Update
- Risk Analysis:
  - Regulatory / Legislative
  - Procurement
  - Financial
- Marketing Plan Update
- Organization Update
Regular Agenda

3. Citizens Advisory Committee Report (Discussion)
Regular Agenda

4. Authorize the CEO to execute amendment(s) to the agreement(s) with Woodside Road Holdings, LLC, in a form approved by Counsel, to add office space in the 2055 Woodside Road building to PCE’s lease, extend the current lease at the 2075 Woodside Road location by two years through September 30, 2026, add EV charging stations, and purchase furniture and office supplies in an amount not to exceed $1,800,000 (Action)
Current Office Lease – Existing Space

• Size
  ➢ 5,968 square feet
  ➢ Current configuration – Will allow for 27 employees

• Agreement timeline
  ➢ Signed – January 31, 2017
  ➢ Occupancy/Lease Commencement – August 1, 2017

• Price/Term
  ➢ Started at $5.00 per square foot = $29,840/month
  ➢ 3% annual increases
  ➢ Current rent is $31,657.26/month
  ➢ Ends September 30, 2024
Current Office Lease – Existing Space

• Current Occupancy/Growth
  ➢ Space limited to 27 employees
  ➢ 20 of the 27 spots are occupied
  ➢ +3 accepted offers to start soon
  ➢ 3 open positions
  ➢ In next 12-18 months, we expect to reach 32-34 employees (depending on outsourcing decisions)
Proposed Extension/Expansion

• Proposed New Space
  ➢ 1,692 square feet
  ➢ Located in building next door (2055 Woodside Road)
  ➢ Would allow occupancy for up to 8 additional employees (total of 35) plus an additional conference room

• Draft Agreement Structure
  ➢ Extend lease for Existing Space for 2 additional years ending September 30, 2026 (approx. cost of $575,000)
  ➢ Add lease for New Space to be co-terminus with revised lease above (approx. cost of $1,153,000)
  ➢ Extension and Expansion would start approximately December 1, 2019
Proposed Extension/Expansion

• **Price/Term**
  - Similar overall terms
  - Current rent is $31,657/month – would increase to $41,581/month with expansion
  - Both would end September 30, 2026

• **Other Terms**
  - Adding 4 additional EV charging stations dedicated to PCE
  - Rates and Use to be controlled by PCE

• **Total expenses – NTE $1,800,000 over 7 years**
  - Additional Lease expense over next 7 years - $1,728,000
  - EV charging stations—estimated cost of $30,000
  - Furniture and Office Equipment – estimated NTE $30,000
## Financial Impact – NTE $1,800,000 over next 7 years

<table>
<thead>
<tr>
<th>Lease Dates</th>
<th>Number of Months</th>
<th>Monthly Amount</th>
<th>Annual Amount</th>
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<tr>
<td></td>
<td></td>
<td>Original Lease</td>
<td>Proposed Revised Lease</td>
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<tr>
<td><strong>Original Lease</strong></td>
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<tr>
<td>10/1/17 - 7/31/18</td>
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<td>8/1/18 - 7/31/19</td>
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<td>$30,735</td>
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<td>8/1/19 - 9/30/19</td>
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<td>8/1/20 - 7/31/21</td>
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<td>$32,606</td>
<td>$41,850</td>
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<td>8/1/21 - 7/31/22</td>
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<td>$33,585</td>
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<td>8/1/22 - 7/31/23</td>
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<td>$34,593</td>
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<td>8/1/23 - 7/31/24</td>
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<td>$35,631</td>
<td>$45,732</td>
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<td>8/1/24 - 9/30/24</td>
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<td>$36,699</td>
<td>$47,104</td>
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<td><strong>Total</strong></td>
<td><strong>84</strong></td>
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<td><strong>Amendment</strong></td>
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<td>10/1/2024 - 7/31/25</td>
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<td>8/1/25 - 7/31/26</td>
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<td>8/1/26 - 9/30/26</td>
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<td><strong>Total</strong></td>
<td><strong>24</strong></td>
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<td><strong>Combined</strong></td>
<td><strong>108</strong></td>
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</table>
Regular Agenda

5. Authorize the Chief Executive Officer to execute agreement(s) with Consultants for the EV Charging Technical Assistance Program (Action)
Energy Programs Update

Electric Vehicle Charging Infrastructure Incentive Program

Technical Assistance Consultant Contract Approval Request
Win: State To Allocate $12M to San Mateo County

- PCE led effort to draw California Energy Commission funds to San Mateo and Santa Clara Counties
- $12M for San Mateo County
- $21M for Santa Clara County
- Via California Electric Vehicle Incentive Program
- Available mid-2020
- Amounts and requirements are proposed and to be finalized Q4
Technical Assistance Consultant: Request

**Program**: Electric Vehicle Infrastructure Program approved by the Board in December 2018

**Request**: Delegate authority to CEO to execute contract with selected Technical Assistance Consultant

**Amount**: Up to $2 million
Transportation Detail

<table>
<thead>
<tr>
<th>2018</th>
<th>2019</th>
<th>2020</th>
<th>2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>Personal</td>
<td>Ride &amp; Drives, New &amp; Low-Income Purchase Incentives</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Multi-unit dwelling &amp; Workplace</td>
<td>MUD &amp; Workplace Infrastructure Incentives &amp; Tech Assistance</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Public Charging</td>
<td>Fast-charging, curbside</td>
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<tr>
<td>Shared Mobility</td>
<td>Shared Mobility</td>
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<tr>
<td>Public Light-Duty Fleets</td>
<td>Municipal fleets</td>
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<td></td>
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<tr>
<td>School &amp; Transit Buses</td>
<td>School &amp; Transit Buses</td>
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<tr>
<td>EV Cash For Clunkers</td>
<td>Cash for Clunkers</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

Can charge
Can afford

Cannot charge
Can afford

Can charge
Cannot afford

Cannot charge
Cannot afford

Ride & Drives
New EV Incentives

Low Income
Used EV Incentives

EV Infrastructure Incentives

Reach Codes
EV Charging Infrastructure Program

**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 Consultant, $2M
3. Workforce Development, $1M
4. Program Administrative Needs, $1M
Program Structure

Unaware

Aware

 Interested

Act

Reach

Facilitate

Outreach & Tech Asst

Contractors

Rebates

Workforce Development

Systems

Unaware

Act

Reach

Facilitate
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
• Educating site owners about EV charging benefits and strategies
• Providing expertise regarding best charging type (L1, L2, etc.) for the property
• Delivering an actionable project plan to the site owner and facilitate execution
Modifications to Scope of Work

Identified areas to enhance program success:

- Contractor Management Process
  - Assure better site applicant experience
  - Oversee project costs to inform program design
  - Achieve infrastructure deployment goal

- Reducing project costs to maximize incentive benefits
  - Bulk buy charging station hardware
  - Standardize project costs (where possible)

*PCE is engaging with recommended awardee to design a contractor management process within contract budget*
Recommended Awardee: CLEAResult

**CLEAResult®**

- 800+ active programs
- 2,500+ current employees
- 30,000+ contractor partners
- $681M saved by customers annually
- $38M saved by LMI customers annually
- 5,200+ GWh saved annually
- 68M+ Therms saved annually

**CALIFORNIA FOCUS**

- Four offices
- 80+ local staff
- 20+ programs

**Sample Programs:**
- PG&E EVCN (subcontractor)
- CPAU Home Efficiency Genie & Multifamily EVSE
- PG&E EnergySmart Grocer
- BayREN Home+
Partner: ARUP

ABOUT ARUP

Innovative  
+  
Practical  
+  
Independent

GLOBAL REACH

15,000+ employee owners
89 offices

TECHNICAL EXPERTISE

90+ disciplines
16 EE s in San Francisco

EV EXPERIENCE

150+ Active EV and mobility projects

INNOVATION

$50M+ research annually
60 EV-related initiatives

CALIFORNIA ROOTS

Three offices
550 staff
est. 1986

Sample Projects:

• Confidential Campus – up to 1,000 chargers
• Cruise Automation – 15 L2 & 8 DC
• Kaiser Dublin – up to 31 L2 chargers
CLEAResult Proposal

**Evaluation Criteria**
- Administrative & Budget Efficiency
- Credentials, Capacity to Execute and Past Experience
- Demonstrated Ability to Address Market Segment Challenges
- Marketing & Outreach Strategy (ability to reach target markets)
- Other Factors

**Proposal Strengths**

1. Experience implementing local EV charging infrastructure programs
   - PG&E Electric Vehicle Charge Network
   - City of Palo Alto Utilities’ Multifamily EVSE program
   - PG&E EnergySmart Grocer
   - Bay Area Regional Energy Network’s (BayREN) Home+

2. Clear and holistic technical assistance and site applicant support process

3. Organized and structured implementation team

4. Proposed budget
   - ‘cost per site assessment’ reflects streamlined approach technical assistance support
CLEAResult Proposed Budget

Program Pipeline

<table>
<thead>
<tr>
<th>Program</th>
<th>Quantity</th>
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<tbody>
<tr>
<td>Outreach Site Leads</td>
<td>3,200</td>
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<tr>
<td>Site Assistance</td>
<td>362</td>
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<tr>
<td>Install Sites</td>
<td>473</td>
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</tbody>
</table>

Total: $1.95M

- Administration & Software Licenses, $360,174
- Marketing & Outreach, $467,958
- Power Parking Assessments & Technical Assistance, $1,000,664
- Data Integration & Other, $120,220
Technical Assistance Consultant: Request

**Program**: Electric Vehicle Infrastructure Program approved by the Board in December 2018

**Request**: Delegate authority to CEO to execute contract with selected Technical Assistance Consultant

**Amount**: Up to $2 million
Backup Slides
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

Non-destination

Frequent Destinations

Short walk overnight
Residential Serving

Home Best

Schools, Libraries & Worship
Curbside

Grocery FC 100kW
Workplace

Ultra-Fast “gas station”
Infrastructure Challenges

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

Fast Charge: $50,000 - $80,000 per port
L2 Installation Cost Analysis

Avg Cost per L2 Charging Port

Cost per Charging Port

# Charging Ports / Project

Palo Alto MUDs (18 ports) $13,000.00
BAAQMD - Various (78 ports) $11,190.21
BAAQMD - Public (398 ports) $8,531.30
BAAQMD - MUD (57 ports) $6,038.54
BayCAP - Public (78 ports) $3,120.08
PCE MUDs 2018 (49 ports) $7,595.88
PG&E (7,500 ports) $13,500.00

Large Scale Installations

PCE Est. Cost Analysis

<table>
<thead>
<tr>
<th>Project Type</th>
<th>Ports per Project</th>
<th>Cost per Port</th>
</tr>
</thead>
<tbody>
<tr>
<td>MUD New Build</td>
<td>60</td>
<td>$830</td>
</tr>
<tr>
<td>MUD Retrofit</td>
<td>60</td>
<td>$2,250</td>
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BAAQMD includes network costs
6. Authorize the Chief Executive Officer to execute agreement(s) for IRP (Integrated Resource Plan) Joint Consulting (Action)
Regular Agenda

7. Approve Resolution delegating authority to the Chief Executive Officer to Attest to the Accuracy of the Information Provided in PCE’s 2018 Power Content Label (Action)
2018 POWER CONTENT LABEL

August 22, 2019
• Recommendation:
  o Approve Resolution delegating authority to the Chief Executive Officer to Attest to the Accuracy of the Information Provided in PCE’s 2018 Power Content Label. (Action)

• California Public Utilities Code requires all retail sellers of electric energy, including Peninsula Clean Energy, to disclose “accurate, reliable, and simple-to-understand information on the sources of energy” that are delivered to their respective customers.
• The format for the required communications is highly prescriptive, offering little flexibility to retail sellers when presenting such information to customers.
• The PCL will be presented to all customers currently enrolled and enrolled with PCE as of December 31, 2018.
## 2018 POWER CONTENT LABEL

<table>
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<th>ENERGY RESOURCES</th>
<th>ECOplus</th>
<th>ECO100</th>
<th>2018 CA Power Mix*</th>
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<td>Eligible Renewable</td>
<td>51%</td>
<td>100%</td>
<td>31%</td>
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<tr>
<td>Biomass &amp; Biowaste</td>
<td>5%</td>
<td>0%</td>
<td>2%</td>
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<tr>
<td>Geothermal</td>
<td>2%</td>
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<tr>
<td>Eligible Hydroelectric</td>
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<td>0%</td>
<td>2%</td>
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<tr>
<td>Solar</td>
<td>7%</td>
<td>50%</td>
<td>11%</td>
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<tr>
<td>Wind</td>
<td>33%</td>
<td>50%</td>
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<tr>
<td>Nuclear</td>
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<td>9%</td>
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<tr>
<td>Other</td>
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<td>0%</td>
<td>&lt;1%</td>
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<tr>
<td>Unspecified sources of power*</td>
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<td>11%</td>
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<tr>
<td><strong>TOTAL</strong></td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
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* "Unspecified sources of power" means electricity from transactions that are not traceable to specific generation sources.

** Percentages are estimated annually by the California Energy Commission based on the electricity generated in California and net imports as reported to the Quarterly Fuel and Energy Report database and the Power Source Disclosure program.

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For specific information about this electricity product, contact: Peninsula Clean Energy Authority 1-866-966-0110

For general information about the Power Content Label, please visit: http://www.energy.ca.gov/pc/

For additional questions, please contact the California Energy Commission at: Toll-free in California: 844-454-2906  Outside California: 916-653-0237
ECOPLUS GOAL V ACTUAL

In 2018, PCE exceeded its goals to be 50% renewable and 85% GHG-Free

2018 Power Content Goals

Renewable Energy
- Goal: 50%
- Actual: 51%

GHG Free Energy
- Goal: 35%
- Actual: 35%

Non-GHG-Free
- Goal: 50%
- Actual: 14%
ECOPLUS RESOURCE MIX

2017 ECOplus Power Mix

- Large Hydro: 33%
- Wind: 24%
- Solar: 7%
- Eligible hydro: 9%
- Geothermal: 6%
- Biomass: 7%
- Unspecified: 14%

2018 ECOplus Power Mix

- Large Hydro: 35%
- Wind: 33%
- Solar: 7%
- Eligible hydro: 5%
- Geothermal: 2%
- Biomass: 5%
- Unspecified: 14%
Regular Agenda

8. Approve Participation in TOU (Time of Use) Rates Transition and use of Bill Protection (Action)
TOU Rate Transition
Residential TOU Rate Transition Origination

• Why TOU Transition?
  • In an effort to make rates more understandable to customers, more cost-based and to encourage customers to shift usage to times of day that support a cleaner more reliable grid, the CPUC directed Pacific Gas & Electric Company, Southern California Edison & San Diego Gas & Electric to begin Residential Rate Reform.

• Simplifying the rate structure
• Utilization of energy efficiency technologies & promoting conservation
• More Accurate Cost Allocation
Residential TOU Rate Transition Overview

- Beginning in **October 2020**, PG&E will begin transitioning all eligible E1 Tiered rate plan customers to “*Time-of-Use Peak Pricing 4pm-9pm Every Day*” (ETOU-C) rate plan.

- ETOU-C rate plan will become the **default rate plan** in October 2020.

- Customers will have the **ability to elect** to remain on their current rate plan or choose another rate plan.

- Up to **12 months of bill protection** will be provided to all PG&E charges for transitioned customer.

- Customers will be provided with a **minimum of 2 notifications prior to the transition** including: information on the New Time-of-Use rate plan, how to remain on their current rate and bill protection.
Current E1 Rate Structure

- ~261,000 PCE residential customers are on the tiered E-1 rate schedule
- Pricing based on volume
  - Baseline allotment by climate zone = Tier 1
  - Usage over baseline increases rate to Tier 2 and above
- Pricing signals intended to encourage overall usage reduction
- Ineffective in mitigating steep ramping demand between 4 p.m – 9 p.m

Note: PG&E Bundled Rates shown
New TOU-C Rate Schedule

- When you use electricity is as important as how much you use
  - Volumetric tiers eliminated
  - Electricity rates will be lowest 19 hours a day
  - Customers benefit from lower pricing when they shift non-essential usage to off-peak times
Implementation Timeline (13 waves)

<table>
<thead>
<tr>
<th>Counties</th>
<th>Service Provider Territory</th>
<th>Totals</th>
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</thead>
<tbody>
<tr>
<td>Oct 2020 (Wave 1)</td>
<td></td>
<td>360,000</td>
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<tr>
<td>Santa Clara</td>
<td>San Jose Clean Energy (SCE)</td>
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<td>Silicon Valley Clean Energy (SVCE)</td>
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<td>Nov 2020 (Wave 2)</td>
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<td>Fresno, Kern, Tuolumne, Shasta,</td>
<td>PG&amp;E Bundled</td>
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<td>Madera, Tehama, Plumas, Stanislaus,</td>
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<tr>
<td>Kings, Tulare, Lassen</td>
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<tr>
<td>Dec 2020 (Wave 3)</td>
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<tr>
<td>NEM Only</td>
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<td>Feb 2021 (Wave 4)</td>
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<td>Pioneer Community Energy</td>
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<td>Sacramento, Sierra, Alpine</td>
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<td>Contra Costa, Solano, Marin, Napa</td>
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<td>(EBCE)</td>
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<td>PG&amp;E Bundled</td>
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<td>Jun 2021 (Wave 8)</td>
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<td>Humboldt, Trinity, Siskiyou</td>
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<td>Authority (RCEA)</td>
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<tr>
<td>San Francisco</td>
<td>CleanPowerSF (CPSI)</td>
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<td>Aug 2021 (Wave 10)</td>
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<td>Sep 2021 (Wave 11)</td>
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<td>San Mateo</td>
<td>Peninsula Clean Energy (PCE)</td>
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<td>Oct 2021 (Wave 12)</td>
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<td>Monterey, Santa Cruz, San Luis</td>
<td>Monterey Bay Community</td>
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<td>Obispo, Santa Barbara, San</td>
<td>Power (MBCP)</td>
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<tr>
<td>Benito</td>
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<tr>
<td></td>
<td>King City Community Power</td>
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Marketing Education & Outreach (ME&O)

Customer Notifications

Main components:
- 90 Day Rate Comparison DM letter
- 30 Day DM letter and EM for all valid email customers

Approach provides between 2 – 3 touches
- Supported by awareness from test tracks overall
  - track “G” for paper-billed
  - tracks “H + I” for paperless billed

Additional outbound call for CARE/FERA customers (3rd or 4th touch for these customers)
Notifications Roadmap
Dear [First Name] [Last Name],

Someday, many of California’s energy customers will be moving to a Time-of-Use rate plan, that supports the state’s ongoing commitment to clean energy. We want to let you know about this change and your options.

Try it for one year!

You can try the Time-of-Use (Peak Pricing 4-9 p.m. Every Day) rate plan for the first 12 months with automatic Bill Protection. If you’re not happy during your first year on the Time-of-Use (Peak Pricing 4-9 p.m. Every Day) rate plan then you have the option to switch to another rate plan at any time. Some customers may not be eligible for Bill Protection. Learn more at pge.com/Time-of-Use-Energy.

Or, you can choose another rate plan.

Every household is unique—and so is the way you use energy. That’s why we have new rate plan options for you to choose from. You have the option to:

1. Do nothing and automatically transition to the Time-of-Use (Peak Pricing 4-9 p.m. Every Day) rate plan.
2. Take action to stay in your current rate plan or choose a different rate plan. In approximately one month, we will send you a personalized rate recommendation that shows you your rate plan options. You can also view this information now by visiting pge.com/TUCchoice.

Visit pge.com/TUCchoice or call 1-866-743-7946 by March 1, 2018 to make your choice. Thank you for being a valued customer.

The Pacific Gas and Electric Company and MCE Clean Energy Customer Care Teams

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Your electric service will move to a Time-of-Use rate plan in March 2018. Learn about your options. Visit pge.com/TUCchoice Call: 1-866-743-7945

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California’s electric customers will begin moving to a Time-of-Use rate plan to support our ongoing commitment to clean energy.

In April 2018, your account is scheduled to transition from your current rate plan to the Time-of-Use (Peak Pricing 4-9 p.m. Every Day) rate plan as part of a California statewide initiative to ensure greater grid reliability and a better energy future.

- Receive lower electricity pricing during most of the day.
- Electricity prices will be higher for five hours in the late afternoon and early evening (4-9 p.m.), when demand for electricity is generally higher and the cost is greater, called peak times. Small shifts in energy usage can help you save. Try the peak price for 12 months and you can also stay on your current rate plan or choose another rate plan.

Your Personalized Electric Rate Plan Comparison

This report is based on your last 12 months of electricity usage and assumes no change to how you use energy. Estimates do not include gas.

- Make your rate plan choice by April 1, 2018.
TOU Bill Protection

CPUC requires IOUs offer bill protection for the first 12 months to allow customers to try new TOU rate risk-free

- If customers pay more than they would have on their former rate plan, PG&E will credit them the difference
- CCAs offered bill protection for TOU pilots
- PG&E Analysis shows that most PCE customers will be natural benefitees with TOU-C
- PCE Staff is recommending that we also offer Bill protection for a seamless and equitable transition process
PCE Bill Protection Analysis

Graph showing the PCE Total Count of Bill Protection and Savings. The x-axis represents the bill protection and savings range in dollars, and the y-axis represents the customer count. The graph includes two categories: Non-Care and Non-Fera Total Counts and Care and Fera Total Counts.
## PCE Bill Protection Analysis

<table>
<thead>
<tr>
<th></th>
<th>TOU MORE expensive than Tiered Rate</th>
<th>TOU LESS expensive than Tiered Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Estimated Annual Generation Bill Difference ($)</td>
<td>$65,581</td>
<td>$3,557,749</td>
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<tr>
<td>Number of Customers Impacted</td>
<td>8,202</td>
<td>185,346</td>
</tr>
<tr>
<td>Annual Bill Impact/Customer</td>
<td>$8.00</td>
<td>$19.20</td>
</tr>
</tbody>
</table>

*Estimates are calculated with PG&E generation pricing*
PCE Staff Recommends Full TOU Transition Participation

- PCE Staff Recommends approving a resolution to participate in the TOU Transition including providing Bill Protection
- Support Statewide policy
  - Align on policies for a cleaner, more reliable energy grid
  - Contribute to greenhouse gas reductions
- Enhance Customer Experience
  - Streamlined and consistent experience for Peninsula Clean Energy’s and PG&E’s mutual customers
  - Reduced customer confusion
    - CPUC decision instructs PG&E to transition tiered customers to the ETOU-C rate plan with a peak distribution component regardless of CCA participation
Regular Agenda

9. Approve Amended Contract of PCE Chief Executive Officer (Action)
Regular Agenda

10. Board Members’ Reports (Discussion)
Regular Agenda

Adjourn