



**REGULAR MEETING of the Executive Committee of the
Peninsula Clean Energy Authority (PCEA)
Monday, January 13, 2020
8:00 a.m.**

Peninsula Clean Energy, 2075 Woodside Road,
Redwood City, CA 94061

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, Agenda Administrator, at least 12 hours before the meeting at (650) 260-0111 and/or 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.

CALL TO ORDER / 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) Listed on the Consent Agenda; 3) Chief Executive Officer's or Staff Report on the Regular Agenda; or 4) 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 TO APPROVE CONSENT AGENDA ITEMS

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

REGULAR AGENDA

1. Chair Report (Discussion)
2. CEO Report (Discussion)
3. Recommend Approval of Amendment to Energy Supply Procurement Authority Policy 15 (Action)
4. Discuss Peninsula Clean Energy Policy regarding potential PG&E allocation of GHG-free (Large Hydro and Nuclear) resources to CCAs (Community Choice Aggregator) (Discussion)
5. Review Resiliency Strategy (Discussion)
6. Recommend Approval of Reach Code Assistance Extension and Consumer Building Electrification Awareness Program (Action)
7. Committee Members' Reports (Discussion)

CONSENT AGENDA

8. Approval of the Minutes for the December 9, 2019 Meeting (Action)

Public records that relate to any item on the open session agenda for a regular board meeting are available for public inspection. Those records that are distributed less than 72 hours prior to the meeting are available for public inspection at the same time they are distributed to all members, or a majority of the members of the Board. The Board has designated the Peninsula Clean Energy office, located at 2075 Woodside Road, Redwood City, CA 94061, for the purpose of making those public records available for inspection. The documents are also available on the PCEA's Internet Web site. The website is located at: <http://www.peninsulacleanenergy.com>.



**PENINSULA CLEAN ENERGY
Board Correspondence**

DATE: January 8, 2020
EXECUTIVE COMMITTEE MEETING DATE: January 13, 2020
SPECIAL NOTICE/HEARING: None
VOTE REQUIRED: Majority Present

TO: Honorable Peninsula Clean Energy Authority Board of Directors
FROM: Jan Pepper, Chief Executive Officer, Peninsula Clean Energy
SUBJECT: Amendment to Policy on Energy Supply Procurement Authority

RECOMMENDATION:

Executive Committee recommends that the Board approve an amendment to Policy on Energy Supply Procurement Authority to a) extend CEO's authority to approve energy procurement contracts specific to local resource adequacy with terms up to thirty-six (36) months; b) allow CFO authority to approve energy procurement contracts up to twelve (12) months, when CEO is unavailable and with prior verbal approval from CEO; and c) allow CEO authority, in consultation with the General Counsel, the Board Chair, and other members of the Board as CEO deems necessary, to execute amendments to Energy Procurement contracts that had previously been approved by the Board.

BACKGROUND:

Energy procurement, conducted by PCE staff and CEO under the guidance of the Board of Directors, includes analyzing resource needs to meet PCE goals and procuring various energy products at various term lengths. PCE procures the following energy products:

- Resource Adequacy;
- System Energy;
- GHG-Free Energy;
- PCC 1 Eligible Renewable Energy; and
- PCC 2 Eligible Renewable Energy.

In December 2017, the Board passed Policy Number 15 related to Energy Supply Procurement Authority. This policy authorized the Chief Executive Officer to approve agreements with terms of twelve months or less. The CEO can approve agreements up to five years in consultation with the General Counsel and Board Chair.

Peninsula Clean Energy has certain obligations to procure Resource Adequacy each year. These obligations are set by the California Public Utilities Commission (CPUC) and we are required to demonstrate compliance with these obligations by October 31 each year. In 2019, the CPUC adopted a decision to modify compliance obligations for local resource adequacy from a one-year forward demonstration to a three-year forward demonstration, and the demonstration requirements must be shown in seven (7) local areas as compared to two (2) local areas in prior years. This has resulted in increased competition in the market, longer contract terms and a higher number of contracts, sometimes for very small volumes.

The market for local resource adequacy is highly competitive and there is a limited supply of resources within each local area. PCE more than doubled its volume of contracts for resource adequacy from 39 contracts executed in 2018 to 91 contracts executed in 2019. Due to the competitive nature of this product, Staff often needs to react quickly to execute contracts for local resource adequacy to ensure PCE does not lose out on an opportunity to further meet its resource adequacy obligations.

DISCUSSION:

The market for local resource adequacy is highly competitive due to the limited supply of resources to procure from in each local area. PCE more than doubled its volume of contracts for resource adequacy from 39 contracts executed in 2018 to 91 contracts executed in 2019. The increase is attributed to the number of contracts for small volumes of local resource adequacy, which were necessary to execute in order to meet PCE's compliance obligations across a larger number of local areas.

Due to the competitive nature of this product, Staff often needs to react quickly to execute contracts for local resource adequacy to ensure PCE does not lose out on an opportunity to further meet its resource adequacy obligations. The current delegation of authority policy limits the ability of PCE to act quickly to take advantage of local resource adequacy energy procurement opportunities that may arise. Staff recommends modifying PCE's current energy supply procurement authority policy related to local resource adequacy to allow PCE to be nimble in energy procurement opportunities for local resource adequacy.

Operating CCA's have a variety of Energy Procurement Authority policies. The following table summarizes the details of their policies. Some CCA's updated their policies in 2019 due to the changes in regulation for local resource adequacy.

CCA	Length Authority Restrictions	Amount Authority Restrictions
Peninsula Clean Energy	<ul style="list-style-type: none"> CEO can procure up to one (1) year or under five (5) years with Board Chair & General Counsel consultation 	<ul style="list-style-type: none"> None
Monterey Bay Community Power	<ul style="list-style-type: none"> CEO authority up to three (3) years Director of Power Resources up to two (2) years 	<ul style="list-style-type: none"> CEO - \$40MM Director of Power Resources – \$30MM
Silicon Valley Clean Energy	<ul style="list-style-type: none"> CEO can procure up to one (1) year and up to five (5) years for Board-approved Master Agreements CEO can procure RA contracts up to five (5) years 	<ul style="list-style-type: none"> None
East Bay Community Energy	<p>In accordance with Risk Mgmt Policy</p> <ul style="list-style-type: none"> CEO no restriction COO up to two (2) years Director of Power Resources up to one (1) year 	<p>In accordance with Risk Mgmt Policy</p> <ul style="list-style-type: none"> CEO - none COO - \$10MM Director of Power Resources - \$2MM With dual signatures, COO, Director of Power Resources have equivalent authority to CEO
MCE Clean Energy	<ul style="list-style-type: none"> CEO can procure up to one (1) year Discussion with Technical Committee or Ad Hoc Committee for contracts up to five (5) years Technical Committee or Board approval required for contracts over five (5) years. 	<ul style="list-style-type: none"> None
Sonoma Clean Power	<p>Board Chair and Vice Chair approval required for contracts over 10 years</p>	<p>No Board approval needed if:</p> <ul style="list-style-type: none"> The contract cost is less than \$5MM with term less than (3) years; or The contract cost is less than \$250MM with term less than ten (10) years

PCE recommends changing the current Energy Supply Procurement Authority to include specific length-based policies for local resource adequacy and delegating certain authority to the CFO to approve resource adequacy contracts. PCE also recommends delegating authority to the CEO to approve amendments to contracts that were previously approved by the Board, as this is not specified in the current policy. These recommendations better align with the policies other CCAs have adopted. It will also allow PCE the mobility to enter into opportune energy contracts, while preserving the Board’s oversight authority.

1) Short-Term Agreements:

- a. Chief Executive Officer has authority to approve Energy Procurement contracts with terms of twelve (12) months or less, in addition to contracts for Resource Adequacy that meet the specifications in section (b) and in Table 1 below.
- b. Chief Executive Officer has authority to approve Energy Procurement contracts for Resource Adequacy that meet PCE’s three (3) year forward capacity obligations measured in MW, which are set annually by the California Public Utilities Commission and the California Independent System Operator for compliance requirements.

Table 1:

Product	Year-Ahead Compliance Obligation	Term Limit
Local Resource Adequacy	In years 1 & 2, must demonstrate capacity to meet 100% of monthly local obligation for years 1 and 2 and 50% of monthly local obligation for year 3 by October 31 st of the prior year	Up to 36 months
System Resource Adequacy	In year 1, must demonstrate capacity to meet 90% of system obligation for summer months (May – September) by October 31 st of the prior year	Up to 12 months
Flexible Resource Adequacy	In year 1, must demonstrate capacity to meet 90% of monthly flexible obligation by October 31 st of the prior year	Up to 12 months

- c. Chief Financial Officer has authority to approve contracts for Resource Adequacy with terms of twelve (12) months or less if the CEO is unavailable and with prior verbal approval from the CEO.
- d. The CEO shall report all such agreements to the PCE board monthly.

2) Medium-Term Agreements: Chief Executive Officer, in consultation with the General Counsel, the Board Chair, and other members of the Board as CEO deems necessary, has the authority to approve Energy Procurement contracts with terms greater than twelve (12) months but not more than five (5) years, in addition to Resource Adequacy contracts as specified in Table

1 above . The CEO shall report all such agreements to the PCE board monthly.

- 3) **Intermediate and Long-Term Agreements:** Approval by the PCE Board is required before the CEO enters into Energy Procurement contracts with terms greater than five (5) years.
- 4) **Amendments to Agreements:** Chief Executive Officer, in consultation with the General Counsel, the Board Chair, and other members of the Board as CEO deems necessary, has authority to execute amendments to Energy Procurement contracts that were previously approved by the Board.

FISCAL IMPACT:

No fiscal impact

ATTACHMENTS

- A. Redline to Energy Supply Procurement Authority Policy
- B. Revised Energy Supply Procurement Authority Policy



Policy Number: 15
Original Adoption Date:
December 14, 2017
Revised: January [], 2020

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Subject: Energy Supply Procurement Authority

Policy: "Energy Procurement" shall mean all contracting for energy and energy-related products for PCE, including but not limited to products related to electricity, capacity, energy efficiency, distributed energy resources, demand response, and storage. In Energy Procurement, Peninsula Clean Energy Authority will procure according to the following guidelines:

1) Short-Term Agreements:

- a. Chief Executive Officer has authority to approve Energy Procurement contracts with terms of twelve (12) months or less, in addition to contracts for Resource Adequacy that meet the specifications in section (b) and in Table 1 below.
- b. Chief Executive Officer has authority to approve Energy Procurement contracts for Resource Adequacy that meet PCE's three (3) year forward capacity obligations measured in MW, which are set annually by the California Public Utilities Commission and the California Independent System Operator for compliance requirements.

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Commented [JSK1]: "With exception to" does not make sense – do we mean "except for"?

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Table 1:

Product	Year-Ahead Compliance Obligation	Term Limit
Local Resource Adequacy	In years 1 & 2, must demonstrate capacity to meet 100% of monthly local obligation for years 1 and 2 and 50% of monthly local obligation for year 3 by October 31 st of the prior year	Up to 36 months
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- c. Chief Financial Officer has authority to approve contracts for Resource Adequacy with terms of twelve (12) months or less if the CEO is unavailable and with prior verbal approval from the CEO.
- d. The CEO shall report all such agreements to the PCE board monthly.

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2) **Medium-Term Agreements:** Chief Executive Officer, in consultation with the General Counsel, the Board Chair, and other members of the Board as CEO deems necessary, has the authority to approve Energy Procurement contracts with terms greater than twelve (12) months but not more than five (5) years. in addition to Resource Adequacy contracts as specified in Table 1 above. The CEO shall report all such agreements to the PCE board monthly.

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Commented [JSK2]: Again this wording is unclear to me.

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3) **Intermediate and Long-Term Agreements:** Approval by the PCE Board is required before the CEO enters into Energy Procurement contracts with terms greater than five (5) years.

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4) **Amendments to Agreements:** Chief Executive Officer, in consultation with the General Counsel, the Board Chair, and other members of the Board as CEO deems necessary, has authority to execute amendments to Energy Procurement contracts that were previously approved by the Board.

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Commented [JSK3]: What are the parameters of this authority? Limits re: \$ amount under CEO's amendment authority? As currently worded this seems to include any and all amendments.



Policy Number: 15
 Original Adoption Date:
 December 14, 2017
 Revised: January [], 2020

Subject: Energy Supply Procurement Authority

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PENINSULA CLEAN ENERGY AUTHORITY

Board Correspondence

DATE: January 09, 2020
EXECUTIVE COMMITTEE MEETING DATE: January 13, 2020
SPECIAL NOTICE/HEARING: None
VOTE REQUIRED: Majority Present

TO: Honorable Peninsula Clean Energy Authority Executive Committee
FROM: Rafael Reyes, Director of Programs, Peninsula Clean Energy Authority
SUBJECT: Reach Code Assistance Extension and Consumer Awareness Program

RECOMMENDATION:

Executive Committee recommend that the Board approve the proposed three-year program for up to \$650,000 to include a) New Building Electrification Awareness and Education and b) Extended Reach Code Assistance and Technical Training.

BACKGROUND:

In September 2018, the Board approved the PCE Program Roadmap, which identifies programs for 2019 and beyond to include transportation measures on EV Infrastructure as well as Building Electrification New Construction. Building codes for new buildings and major modifications are the most cost-effective points at which to install Electric Vehicle Charging Infrastructure (EVCI) and electric appliances (such as heat pump water heaters) compared to retrofitting existing parking lots and buildings.

In January 2019 the Board approved a contract with TRC Engineers to provide technical assistance to local governments for the development of enhancements to local building codes, known as "reach codes", to deliver increased EV readiness and all-electric buildings. This program is in partnership with Silicon Valley Clean Energy (SVCE) and the San Mateo County Office of Sustainability. SVCE is sharing the costs. The TRC contract covered the period January 25, 2019 to June 30, 2020 and was for a total of \$300,000, of which approximately half has been allocated for work in PCE and SVCE territories respectively.

This ongoing program has delivered:

- a) a public process for development of model reach codes,
- b) model codes for municipalities to consider refining and adopting,
- c) technical assistance for adoption and implementation,

- d) tools and resources for adoption and implementation, and
- e) grants of \$10,000 for municipalities considering reach codes.

When the program was initially designed in late 2018 it was structured so that all cities could participate if desired though it was uncertain what the level of interest would be. Conservative internal estimates were that 6 to 7 municipalities in the County would engage and follow through by the end of 2019. Instead, more than half the municipalities in San Mateo County have engaged seriously (14 with letters of intent) but the process has taken longer than anticipated in most cases. This was in-part a result of one municipality (Menlo Park) taking initiative to develop its own approach which, due to a number of benefits (greater efficacy and simplicity) became a new model that other agencies opted to emulate in the latter part of 2019. This shift required unanticipated additional research, dialogue with state agencies, adjustment to materials and additional stakeholder education by the project team (PCE, SVCE and consultants). By the end of 2019, four jurisdictions in the San Mateo County adopted reach codes that promote all-electric buildings and/or EV infrastructure (Brisbane, Menlo Park, Pacifica, and San Mateo). Numerous cities in our territory are still exploring reach codes with plans to adopt in 2020.

Throughout this process, Peninsula Clean Energy and our consultants have been heavily engaged with city council members, local government staff and building sector stakeholders, including market rate and affordable housing developers, responding to numerous concerns and providing technical assistance. The technical assistance has covered a range of topics including the specifics of the prospective building codes, options for the codes, technical challenges, options for builders, cost considerations and related factors. These discussions have included dialogue at council meetings, stakeholder roundtables, one-on-one meetings, and interactions through emails and phone calls. With several developers this has included reviewing specific building designs and providing recommendations on all-electric approaches. In most cases, concerns from developers are yielding greater time to refine codes and slower uptake of reach codes than anticipated.

Specific lessons learned from the process include:

1. **Deeper stakeholder engagement:** Approaches by municipalities have varied with some agencies are opting for more extensive stakeholder dialogues to iterate on the codes to create greater alignment among stakeholders. This additional dialogue has proven highly beneficial in surfacing specific needs and refinements.
2. **Developers' technical concerns are highly specific:** The concerns, such as issues with multi-family heat pump water heating and EV charging options, required significant technical analysis of specific situations including equipment sizing, space requirements, electrical loads, transformer requirements and related issues. This has resulted in reorienting some technical assistance anticipated to be solely for municipal staff to providing technical analysis for specific projects directly to developers providing design options or validating concerns.
3. **Some issues require developer and contractor education and training:** Many concerns stem from unfamiliarity with the all-electric equipment availability and cost, design options, installation approach, operation and maintenance. Lack of familiarity among designers and contractors especially factors heavily in cost concerns raised especially by affordable housing providers reflecting the need for education and training of these stakeholders.

4. **Desire for gas stoves reflect consumers preference and lack of awareness:** Most builders also stressed that stove choices are driven by market demand. There is a need for consumer education on electrification benefits generally and induction stoves specifically.

Overall, this process has been more intensive than originally anticipated and a number of municipalities have pushed back adoption of reach codes into 2020 to allow additional dialogue with stakeholders and refinement of prospective codes. We anticipate a number of cities to request additional technical assistance for adoption and implementation in 2020 possibly through June. However, our current technical assistance is expected to exhaust its budget by the end of February 2020.

We are not alone. In addition, the technical assistance requests from affordable and market rate developers are leading some agencies such as East Bay Community Energy, Silicon Valley Clean Energy and San Jose Clean Energy to explore additional forms of education and technical assistance to support the implementation of adopted reach codes or support additional adoption. Silicon Valley Clean Energy also has an existing public education effort that it plans to further develop in 2020.

DISCUSSION:

The program outlined here is intended to address the following needs arising from the 2019 reach code effort:

- a) Support cities still intending to adopt reach codes in 2020 and facilitate harmonization of the adopted codes where feasible
- b) Address technical information needs among designers and builders, especially for affordable housing, to both support all-electric design in all jurisdictions and reduce perceived challenges leading to opposition to reach codes
- c) Provide technical training to contractors to reduce costs
- d) Provide more extensive information on the up-front and ongoing costs and benefits of building electrification compared to natural gas for consumers and other decision-makers.

PCE staff is proposing to offer support that will target key building sector stakeholders including residents, builders, designers and contractors. The efforts will be two-fold as described below:

1. **Extended Reach Code Assistance and Technical Training:** As noted above, numerous cities and building stakeholders need additional technical support to implement all-electric policies and construction beyond the current available technical assistance contract. To address that gap the proposed Reach Code Assistance and Technical Training program includes the following goals:
 - a) Support municipalities seeking to adopt, implement or harmonize reach codes,
 - b) Ensure contractors, designers and builders, especially for affordable housing, have foundational training to ensure all-electric and EV ready buildings are built throughout the region (whether a reach code is in place).

Staff anticipates at least 7 additional agencies adopting reach codes in 2020 with this support and more importantly, ensuring that designers, builders and contractors – especially affordable housing – are able to meet the new requirements.

The program will include the following elements:

- a) **Municipal Code Assistance:** This element will provide support for cities still aiming to adopt reach codes in 2020. There may also be an opportunity to increase uniformity throughout the region. The consultant team will work with the multiple jurisdictions and offer support to advance uniformity, adoption, and implementation.
- b) **Develop Financial and Technical Materials:** The team will develop materials on the various approaches for new all-electric buildings and major remodels. Case studies by building type with details on the design strategies and technologies used, along with more details on the first and lifetime costs will be provided. This material will be available as a resource to all stakeholders to make an informed decision to build all-electric. The technical content will also support the marketing program discussed below.
- c) **Designer and Builder Guidance:** The consultant team will also offer professional advice and recommend strategies to build all-electric to designers and developers working within the county. The services offered could include a “hotline” phone number or email that developers can use to send in their questions pertaining to the project and the consultant will follow up with specific recommendations and if needed also review construction documents and equipment bids. Developers will be offered a specified number of hours of technical assistance to draw on flexibly. Special emphasis will be given to affordable housing developers in the area by providing them more time and in-depth assistance. Possible areas of assistance would include organizing design charrettes, assisting affordable housing developers with RFPs and RFQs to use so that they can identify project consultants, equipment option analysis for space and water heating and cooling, and developing a start-up, commissioning and M&V scope for the developer to implement during operation. The team will partner with municipalities and developer associations to organize developer round tables and trainings to effectively reach a larger audience.
- d) **Contractor Training:** A parallel effort to offering technical assistance to developers and designers would include offering technical training to contractors on specific all-electric technology installation, operation and maintenance. This effort will help develop a steady pipeline of trained workforce that will be able to install these technologies in buildings (both new and existing). Topics would include technologies like heat pump water heaters, heat pump space heating and cooling, and panel upgrades. These trainings will be marketed to design consultants and specific trade contractors by partnering with trade organizations like IBEW and Building Industry Association (BIA) Bay Area.

Approach: Peninsula Clean Energy proposes to extend the current reach code assistance contract with TRC Engineers until the end December 2021 and to offer support to municipalities, developers, designers and contractors. The training and technical assistance will be available for all building types, but we expect the majority of the participants to be affordable and market rate housing developers in the area. Currently 16 affordable housing developers work in our territory and through this effort we aim to be able to support at least 75% of these developers. We also expect to serve at least 16 market rate developers and an additional 10 commercial projects. SVCE has expressed interest in having the TRC contract extended for these services in their territory and, pending board approval anticipated in February, will share the costs on the contract extension.

- 2. Building Electrification Awareness and Education:** The reach code initiative also surfaced that consumer education is a major need. The benefits of all-electric buildings and examples of such buildings are not well-known in the community. To address that gap the proposed Building Electrification Awareness and Education program includes the following goals:
- a) Provide building sector stakeholders (developers, contractors, designers and residents) education on the methods and associated costs and benefits of all-electric homes and appliances.
 - b) Connect consumers with programs and resources to upgrade to all-electric appliances
 - c) Identify partners to advance building electrification within the county

The program will include the following elements:

- a) **Showcasing all-electric buildings and technologies:** To create the awareness that all-electric buildings are “normal”, PCE will showcase all-electric homes and buildings by making them highly visible in the community. Designers and residents will be invited to submit projects in our territory that are either all-electric or have specific technologies like electric heating (space and water) or electric commercial cooking, along with information on its end-use type (single family, multi-family affordable or market rate, commercial kitchen, office, etc.), project size, year of construction, construction and operating costs, and design considerations and strategies. These buildings will be catalogued for reference in an online database. In addition, well designed projects will be selected to showcase electrification benefits through events and PCE’s website to developers, designers and residents and inspire them to build all-electric buildings. On-site walking tours along with virtual tours will also be offered to stakeholders to learn more about the specific strategies and technologies used on-site and provide a real-time experience of the space. These tours will be led by a “building electrification expert” who will be able to promptly address customers’ queries. The tours will be promoted to the general public through green groups, municipal partners and trade associations like the American Institute of Architects (AIA) San Mateo chapter.
- b) **Recognizing designers and builders:** It is important to recognize the leadership of the builders, residents and design teams that chose to build all-electric and minimize their carbon footprint. Selected projects that exhibit outstanding characteristics will be recognized through an annual award ceremony and through online communications. Efforts will be made to partner with existing established award programs like the Sustainable San Mateo County’s Green Building Award to enable us to reach larger audiences.
- c) **Engaging consumers on induction cooking:** Among the main pushbacks for complete building electrification have been from homeowners, renters, and local chefs who prefer gas cooktops and perceive them to be a superior cooking technology that allows better heat control. Builders perceive this as required due to consumer demand. Most people equate electric cooktops to the electric resistance coiled cooktops, and not induction cooktops which are highly efficient, fast, safe, easy to clean and provide much precise heat control. Induction cooking technology is fairly new on the American market and most customers have never used an induction cooktop. Approaches may include showcasing restaurants with induction stoves, temporary test kitchens, and induction cooktop check-

outs for customers to cook on induction cooktops and experience its benefits first-hand. We will explore partnerships with manufacturers and suppliers for the events and local Energy Watch programs. Because cooking techniques vary by different cuisines, efforts will be made to organize these test kitchens at specific events that target different cuisines. Some possible events where these test kitchens could be set up include local farmers' markets and local ethnic foods supermarkets and festivals throughout the County.

- d) **Marketing campaign:** PCE's marketing efforts will focus on promoting PCE's electrification awareness events like the all-electric showcase projects and induction cooking events. This may include online ads, social media and collateral for PCE events and engagement of PCE community outreach partners. The campaign will complement other marketing efforts from the Bay Regional Energy Networks (BayREN), San Mateo County's Energy Watch program and the Building Decarbonization Coalition. It will connect interested residents to available resources to support the installation of residential electric appliances including trained contractors, forthcoming incentive programs from BayREN, and other programs as may be appropriate.

Approach: Peninsula Clean Energy's marketing department is proposed to lead this effort starting in FY 2020 for a 3-yr program budget of \$400,000. It is anticipated that approximately half the funds will support the events. These would include up to 6 all-electric building tours (on-site and virtual) and 6 test kitchens per year and an annual award ceremony for a total of 30 to 40 total events over the program period with the associated prizes, equipment, collateral and external consulting assistance. External consultants including partnerships with local celebrity chefs may be engaged for support on content development and event support. Finally, an estimated half the budget will be for promotion to our customers through various channels including social media ads, online ads, postcards and other print media. All materials need to be newly created and will require frequent updates based on data we gather through our activities. Consumer surveys will be required and associated data management will also be part of this portion of the budget.

FISCAL IMPACT:

The Extended Reach Code Assistance and Technical Training would be extended until the end of 2021 for a total shared budget of \$450,000 with SVCE. SVCE is estimated to cover approximately \$200,000 with PCE covering approximately \$250,000. The original budget for TRC Engineers was \$300,000, which was approximately evenly divided between PCE and SVCE.

The Building Electrification Awareness and Education campaign would be carried out for three consecutive years starting in FY 2020 for a 3-yr program budget of \$400,000.

The total fiscal impact for Peninsula Clean Energy for the three years is estimated to be \$650,000 for both the Building Electrification Awareness and Education, and Extended Reach Code Assistance and Technical Training efforts.



**REGULAR MEETING of the Executive Committee of the
Peninsula Clean Energy Authority (PCEA)
Monday, December 9, 2019
MINUTES**

8:00 a.m.

Peninsula Clean Energy
2075 Woodside Road, Redwood City, CA 94061

CALL TO ORDER

Meeting was called to order at 8:09 a.m.

ROLL CALL

Present: Carole Groom, County of San Mateo
Dave Pine, County of San Mateo
Jeff Aalfs, Town of Portola Valley, *Chair*
Rick DeGolia, Town of Atherton, *Vice Chair*
Donna Colson, City of Burlingame
Catherine Mahanpour, City of Foster City
Catherine Carlton, City of Menlo Park
Rick Bonilla, City of San Mateo
Pradeep Gupta, Director Emeritus
John Keener, Director Emeritus

Absent: Wayne Lee, City of Millbrae

Staff: Jan Pepper, CEO
Andy Stern, CFO
Leslie Brown, Director of Customer Care
Sapna Dixit, Strategic Accounts Manager
Jennifer Stalzer Kraske, Deputy County Counsel
Anne Bartoletti, Board Clerk/Executive Assistant to the CEO

A quorum was established.

PUBLIC COMMENT

No public comment.

ACTION TO SET AGENDA AND TO APPROVE CONSENT AGENDA ITEMS

Motion Made / Seconded: Bonilla / DeGolia

Motion passed unanimously 7-0 (Absent: Carlton, Lee)

REGULAR AGENDA

1. CHAIR REPORT

No report.

2. CEO REPORT

Chief Executive Officer Jan Pepper introduced Sapna Dixit, PCE's new Strategic Accounts Manager. Jan provided an update on staffing, reach codes, community programs, and preparations on developing a strategic plan.

3. APPROVE 2020 EXECUTIVE COMMITTEE MEETING SCHEDULE

Motion Made / Seconded: Pine / Bonilla

Motion passed unanimously 7-0 (Absent: Carlton, Lee)

4. REVIEW AMENDMENT TO EXTEND CALPINE AGREEMENT

Leslie Brown—Director of Customer Care—reviewed highlights of the current agreement with Calpine and the draft amendment, and she reported that PCE and SVCE (Silicon Valley Clean Energy) are in joint negotiations for a five-year extension to the Calpine agreement beginning January 1, 2020.

5. REVIEW PROPOSED POLICY PRINCIPLES FOR PG&E REORGANIZATION

Jan Pepper reported that, at the November 21, 2019 Board of Directors meeting, the Board discussed policy principles relating to a possible PG&E reorganization into a customer-owned utility (COU). Jan reviewed the Supplemental Agenda Packet, which included proposed COU Operating Principles from San Jose Mayor Sam Liccardo, MCE (Marin Clean Energy), SCP (Sonoma Clean Power), and PCE staff. Committee members reviewed the proposed policy principles and provided feedback to staff.

6. COMMITTEE MEMBERS' REPORTS

Rick DeGolia recommended that everyone read the Vox.com article "[California solves batteries' embarrassing climate problem](#)".

Carole Groom announced that registration has opened for the [Redwood City – San Mateo County Chamber of Commerce annual Progress Seminar](#) taking place April 24-26, 2020, at the Hyatt Regency Sonoma Wine Country.

ADJOURNMENT

Meeting was adjourned at 10:11 a.m.