



Peninsula Clean Energy Executive Committee Meeting

January 13, 2020

Regular Agenda


1. Chair Report (Discussion)

Regular Agenda

2. CEO Report (Discussion)

Regular Agenda

3. Review Amendment to Energy Supply Procurement Authority Policy 15 (Discussion)



Energy Supply Procurement Authority Amendment

Executive Committee January 13, 2020

Background

- The Board adopted the current Energy Supply Procurement Authority in Dec. 2017
- Applies to all contracts for energy-related products - energy, capacity, energy efficiency, distributed energy resources, demand response, and storage
- Procurement Authority

Agreements < 1 year	Agreements 1 – 5 years	Agreements > 5 years
CEO has authority to execute	CEO seeks consultation from Board Chair and General Counsel prior to executing	Requires Board approval

Market Changes to Resource Adequacy

Product	System RA	Local RA
	<i>No change</i>	<i>New in 2019</i>
Demonstration Requirement (Oct. 31)	1-year forward	3-year forward
Obligation	Demonstrate capacity to meet 90% of Total RA req. (May – Sept)	Demonstrate 100% in years 1 -2, 50% in year 3 for seven (7) local areas

- Currently, PCE staff must seek prior approval from General Counsel and Board Chair prior to executing any RA contract > 12 months, regardless of contract size

Experiences in 2019

- **Competitive Market:** Load Serving Entities in PG&E territory have an obligation to purchase RA in 7 Local Reliability Areas
- **Limited Supply:** few suppliers in certain local areas
- **# of Contracts:**
 - 2018 – executed 39 contracts
 - 2019 – executed 91 contracts
 - Contracts executed for small volumes
Ex: 0.39 MW, w/ term > 12 months, contract value \$36,000
- **Term of Contracts:** A number of these contracts were > 1 year requiring staff to seek further approvals
 - Must react quickly to secure contracts for local RA



Staff Recommendation

Revise Procurement Authority for Short-term transactions

- 1) For Local RA Only - Request to modify the CEO's authority to execute contracts up to 3-years in term length to remain consistent with the current RA rules
 - a. System RA contracts > 1 year would still require General Counsel and Board Chair approval
- 2) For RA Only - In the event the CEO is unavailable to sign an RA contract, and with prior (written) approval from the CEO, allow CFO to sign RA contracts < 1 year

Clarify Procurement Authority for Amendments

- 3) Amendments to Agreements: CEO, in consultation with General Counsel, the Board Chair, and other members of Board as CEO deems necessary, has authority to execute amendments to energy procurement contracts that were previously approved by the Board.

Amendments

Examples of amendments that PCE has experienced -

- Financing consents and estoppels
- Approving guarantors and signing guaranty
- Changing deadlines for Guaranteed Construction Start or Guaranteed Commercial Operation date.
- Revise timing for MW allocations

Comparison of Procurement Authority

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 	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 	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. 	None
Sonoma Clean Power	Board Chair and Vice Chair approval required for contracts over 10 years	<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

Regular Agenda

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))



PG&E Allocation of GHG Free

Executive Committee

January 13, 2020

Agenda

- Background
- PG&E Allocation
- Goals and Status
- Cost Impact

Background

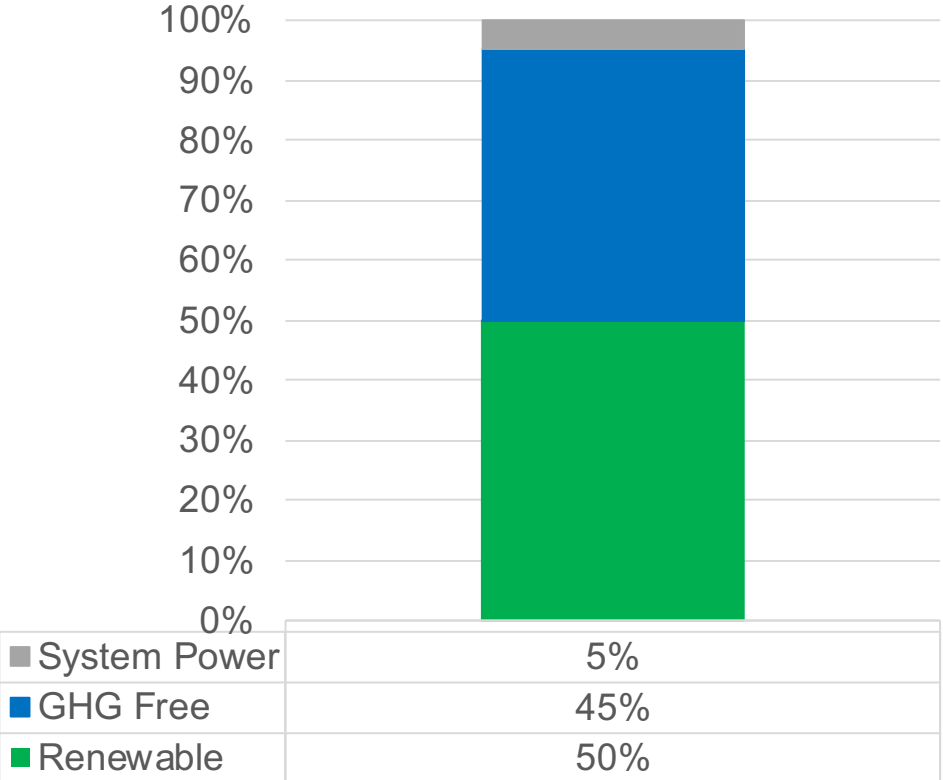
- PG&E owns or contracts for GHG free energy including large hydro and nuclear resources
- In 2018, 13% of PG&E's supply was from large hydro and 34% from nuclear
- PG&E is counting these resources to meet or exceed their IRP GHG-free targets
- CCA customers pay for these resources through the PCIA
- CCAs are not currently able to claim and count the benefit of these resources for their customers on Power Content Labels or in connection with other GHG reporting
- Over the longer term, this will be addressed through the PCIA proceeding – expected in 2021

Interim Approach

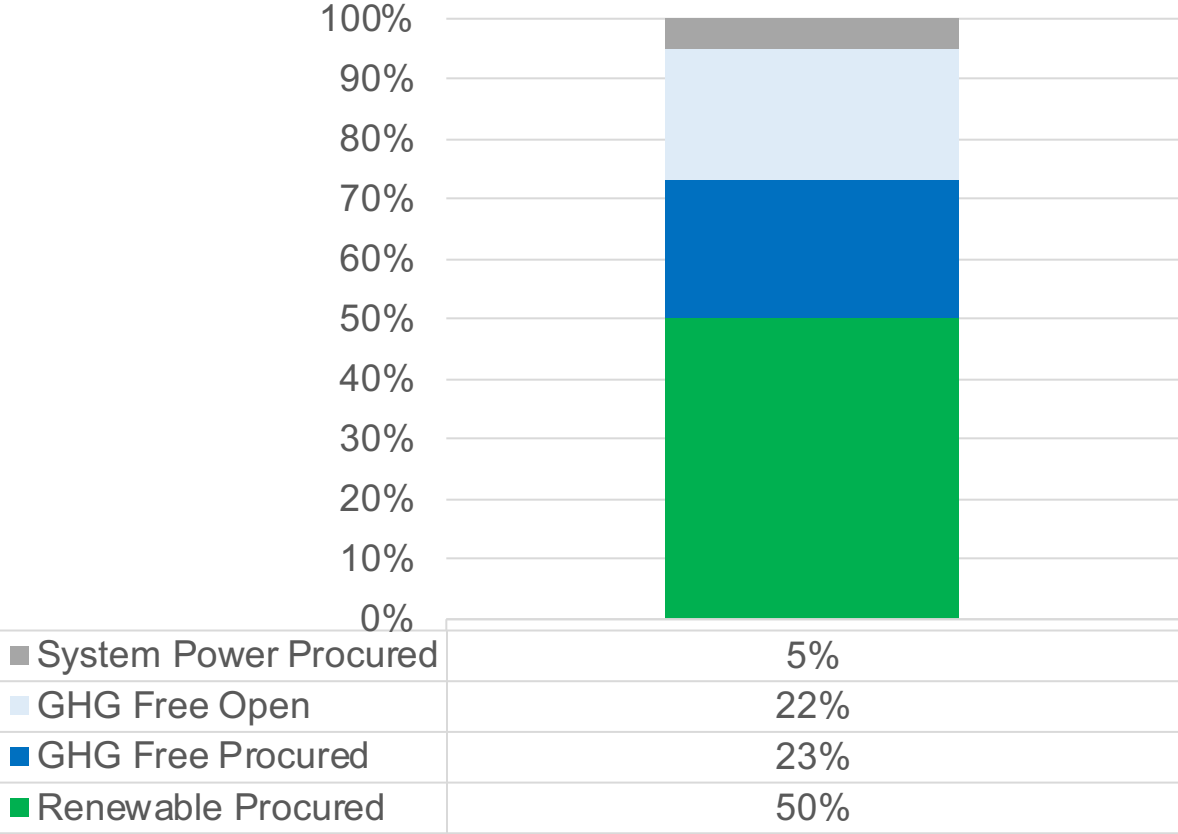
- CCAs have worked an interim approach with PG&E
- PG&E will allocate large hydro and nuclear to all load serving entities (LSEs) in PG&E's territory based on a load ratio share
- Each LSE has the option to accept each resource allocation separately
 - i.e. can accept allocation of large hydro but not nuclear, or can accept nuclear but not large hydro, or can accept both
- Volume of resource allocation is established based on actual generation
 - Rejecting a resource allocation does not impact the volumes you receive for the resource you accept
- CCA has 30 days to accept allocation

Goals and Status

2020 Resource Mix Target



Current Procurement Status



Cost Impact

	With Nuclear	Without Nuclear
Current Open Position	22%	22%
Exp. PG&E Hydro Allocation	9%	9%
Exp. PG&E Nuclear Allocation	21%	0%
<i>New Open Position</i>	-8%	13%
Exp. Cost	\$0	~\$3.5 MM

Regular Agenda

5. Review Resiliency Strategy (Discussion)



ENERGY RESILIENCY STRATEGY

Executive Committee

January 13, 2020

Agenda

- Background
- Resiliency Issues
- Priorities
- Solutions

Background

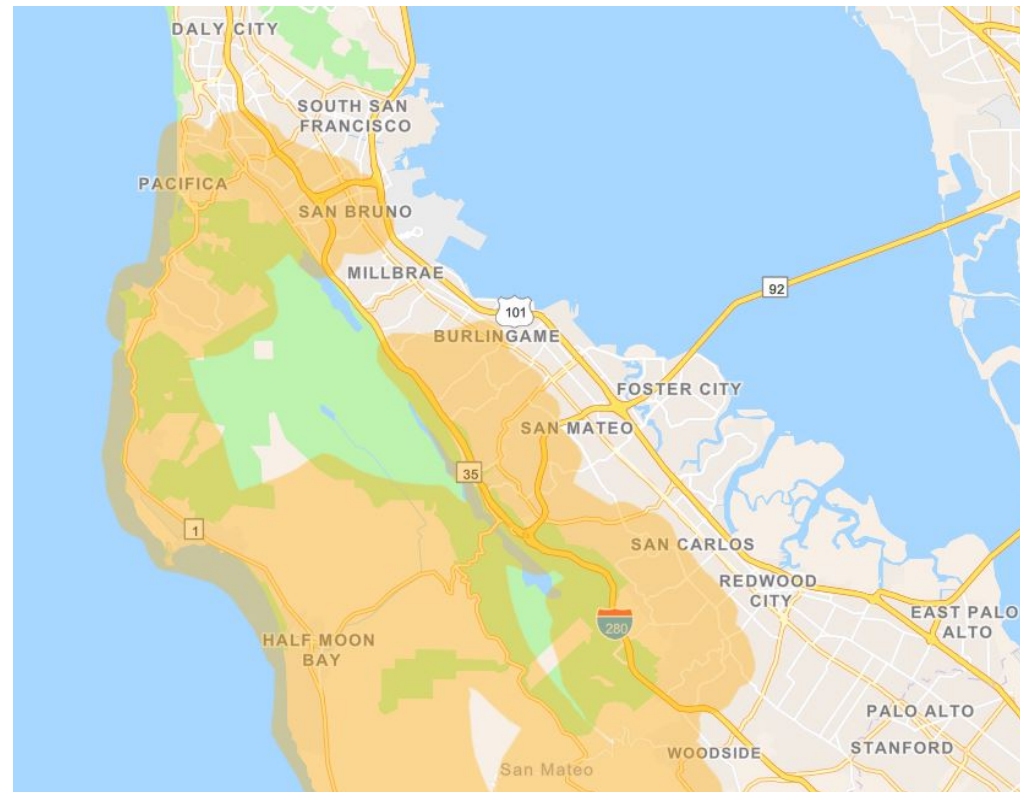
- Spring 2019: PG&E announced that it would expand its Public Safety Power Shutoff (PSPS) program to prevent wildfires
- San Mateo County experienced its first PSPS event 10/9-10/12
- At the October 2019 Board meeting, staff recommended committing up to \$10 MM over 3 years to develop programs to address the problems created by PSPS and other resiliency events
- Board requested detail on programs, budget and strategy to meet resiliency needs
- Plan to present this detailed strategy to full Board in January

San Mateo County Resiliency Issues

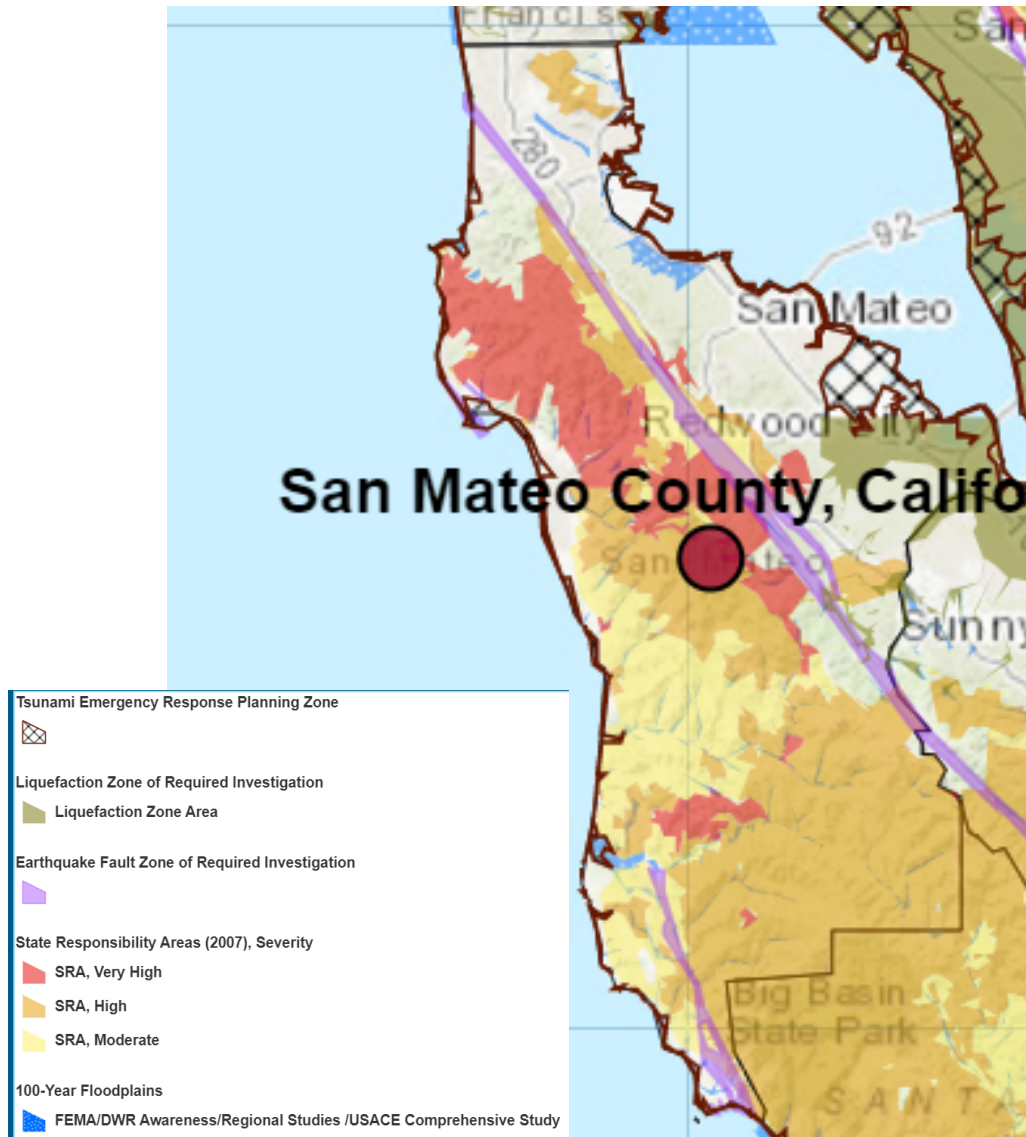
San Mateo County PSPS Impact

- Occurs when PG&E decides it is necessary to turn off power because dry and windy conditions create a fire risk
- The largest PSPS event affecting Peninsula Clean Energy's customers occurred on 10/26 – 10/28
- This map shows the areas in San Mateo County that were affected by this event
- 57,000 Peninsula Clean Energy customers were impacted

October 26th PSPS Event



Resiliency Threats



- PSPS Events
- Tsunami
- Flooding and Storms
- Wildfire
- Earthquakes
- Liquefaction
- Earthquake-Induced Landslides
- Sea Level Rise

Clean Backup Power Challenges

- The most common electricity backup is a diesel generator. However, these generators pose several problems.
- The alternative clean solution is solar + storage. However, deploying these technologies for backup power and resiliency is still new and can require up-front capital.
- We can deploy programs to overcome the hurdles to broader deployment of clean technology for resiliency.

Diesel Generators

- Greenhouse-gas emissions including CO2 and NOX
- Particulate matter emissions locally which can lead to asthma
- Nitrogen oxide which can form ozone
- Requires refueling if power outage duration is long
- Fire Risk

Clean Energy Hurdles

- High upfront cost
- Financing mechanisms require strong credit score
- Access to clean energy systems is significantly reduced if you do not own your property

Priorities

Strategic Objectives

1

Address the needs of our most medically threatened customers before next fire season

2

Leverage resiliency programs towards Peninsula Clean Energy's goal to source 100% renewable energy on a time-coincident basis

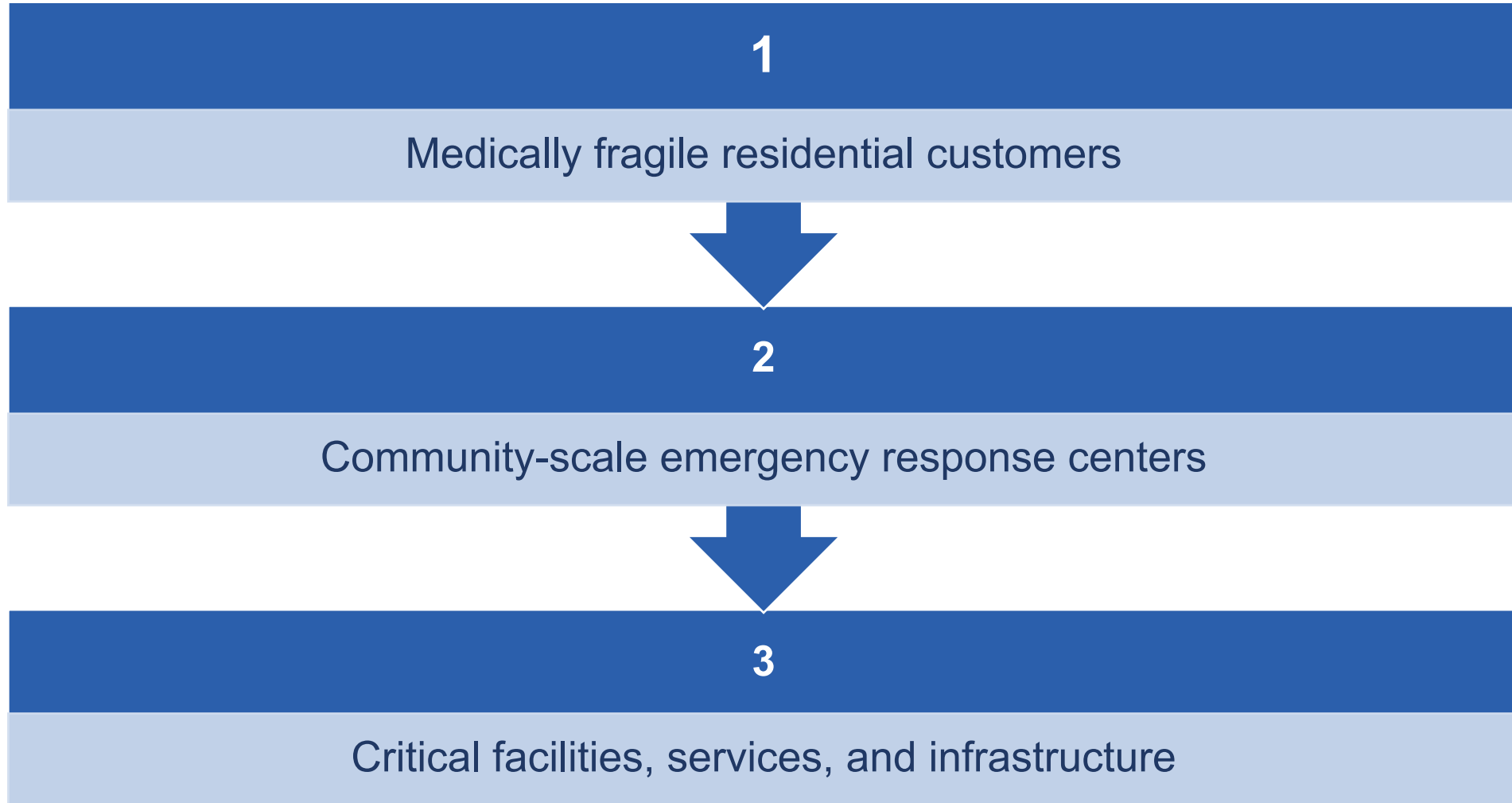
3

Establish a platform for long-term energy resiliency business models

4

Identify opportunities to create a paradigm shift towards pervasive resiliency built into complementary efforts

Priority Program Areas

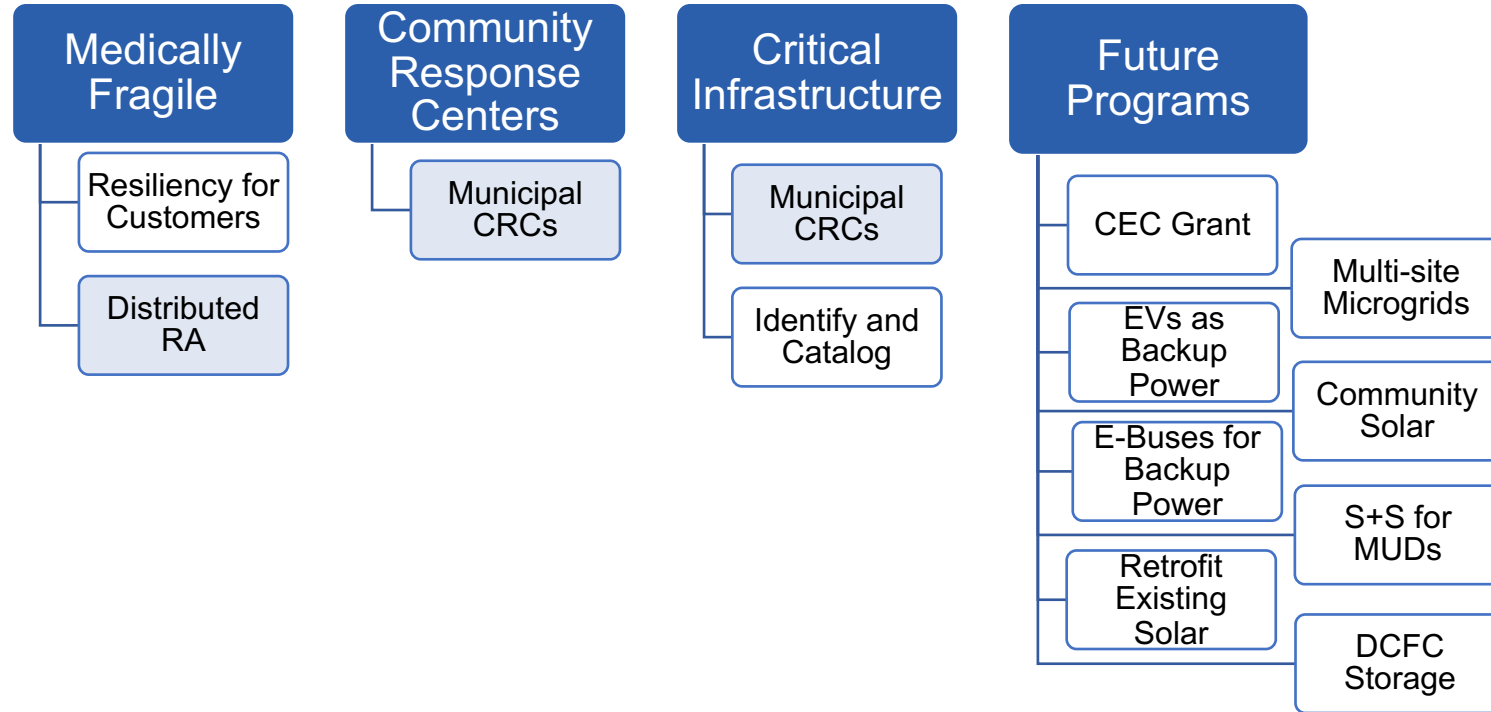


Metrics of Success

Metric	Description
New energy deployments	#MW deployed (will primarily be in solar and storage)
Number of customers impacted	Impact can be direct, such as new energy on one's home, or indirect, such as powering a fire department that serves a broad community
Program target volume	Number of customer accounts targeted through a specific program
Program participation volume	Number of customer accounts participating in Peninsula Clean Energy's programs
Quality of Outreach	Survey results indicating quality level from our outreach partners

Overview of Solutions

Program Summary



Shading indicates a program already in progress

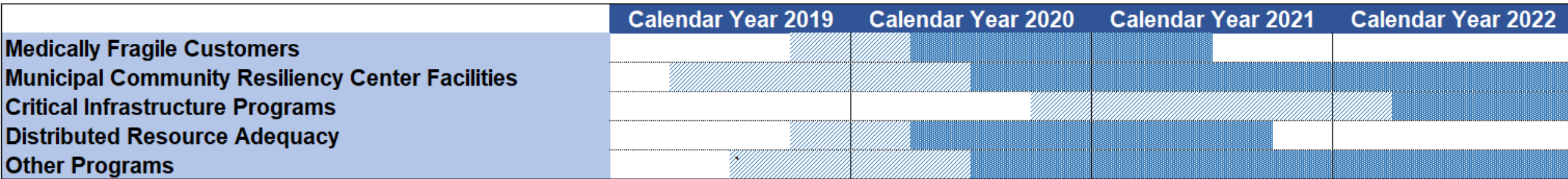
Program Descriptions



Program	Summary
Medically Fragile Customers	Microgrids for customers who are medically threatened and live in high fire threat districts; Hospital partnerships to identify customers with medical needs (coordinate with EBCE)
Municipal CRCs	Scope and deploy clean backup power for community resiliency centers (CRCs) (Resilient Facilities program with EBCE)
Critical Infrastructure	Identify and catalog the existing critical facilities in our service territory to inform future resiliency programs
Distributed RA	Microgrids for residential and commercial customers; RA procurement for Peninsula Clean Energy

Program Overview

Program	MW	Customers	Tools	Partners
Medically Fragile Customers	4 MW Solar / 16 MWh Storage	675	RA, Outreach Grants, Incentives, Cost of Acquisition	CCAs, Hospitals, Public Heath Agencies, Non- Profits
Municipal CRCs	5.8 MW Solar / 23 MWh Storage	9,000 – 18,000	Education, RA, Cost of Acquisition, PPA	EBCE, BAAQMD, Arup, Cities, County
Critical Infrastructure	TBD	TBD	Education, Research	Cities, County
Distributed RA	40 MWh Storage	900	RA, Cost of Acquisition	EBCE, SVCE, SVP, Optony

Program Timeline



Program planning phase: 
 Program execution phase: 

Budget by Program

- These are high level budget expectations by program area
- Actual expenditures would need to be approved by the Board in accordance with our policies
- Actual budget numbers may shift as we move into program planning phases
- We will leverage third party funding sources to further the impact of the programs

	FY-2020	FY-2021	FY-2022	Totals
Medically Fragile Customers	\$ 500,000	\$ 1,010,000	\$ 1,040,000	\$ 2,550,000
Municipal CRCs	\$ 150,000	\$ 1,150,000	\$ 1,240,000	\$ 2,540,000
Distributed Resource Adequacy	\$ 120,000	\$ 900,000	\$ 800,000	\$ 1,820,000
Critical Infrastructure Programs		\$ 200,000	\$ 300,000	\$ 500,000
Customer Education	\$ 30,000	\$ 50,000	\$ 30,000	\$ 110,000
Future Programs		\$ 860,000	\$ 1,880,000	\$ 2,740,000
FY Totals	\$ 800,000	\$ 4,170,000	\$ 5,290,000	\$ 10,260,000

Budget Allocation

- For FY 2020, the budget will be allocated from unused portions of the Programs budget
- In future fiscal years, the budget will come from various areas including marketing and outreach and power procurement
- For procurement, this would partially offset the need to purchase energy from other sources

	FY-2020	FY-2021	FY-2022	Totals
Marketing and Outreach	\$ 380,000	\$ 400,000	\$ 330,000	\$ 1,110,000
Program Administration	\$ 420,000	\$ 750,000	\$ 700,000	\$ 1,870,000
Power Procurement	\$ -	\$ 2,160,000	\$ 2,380,000	\$ 4,540,000
Other	\$ -	\$ 860,000	\$ 1,880,000	\$ 2,740,000
FY Totals	\$ 800,000	\$ 4,170,000	\$ 5,290,000	\$ 10,260,000

Appendix

Action by Other CCAs

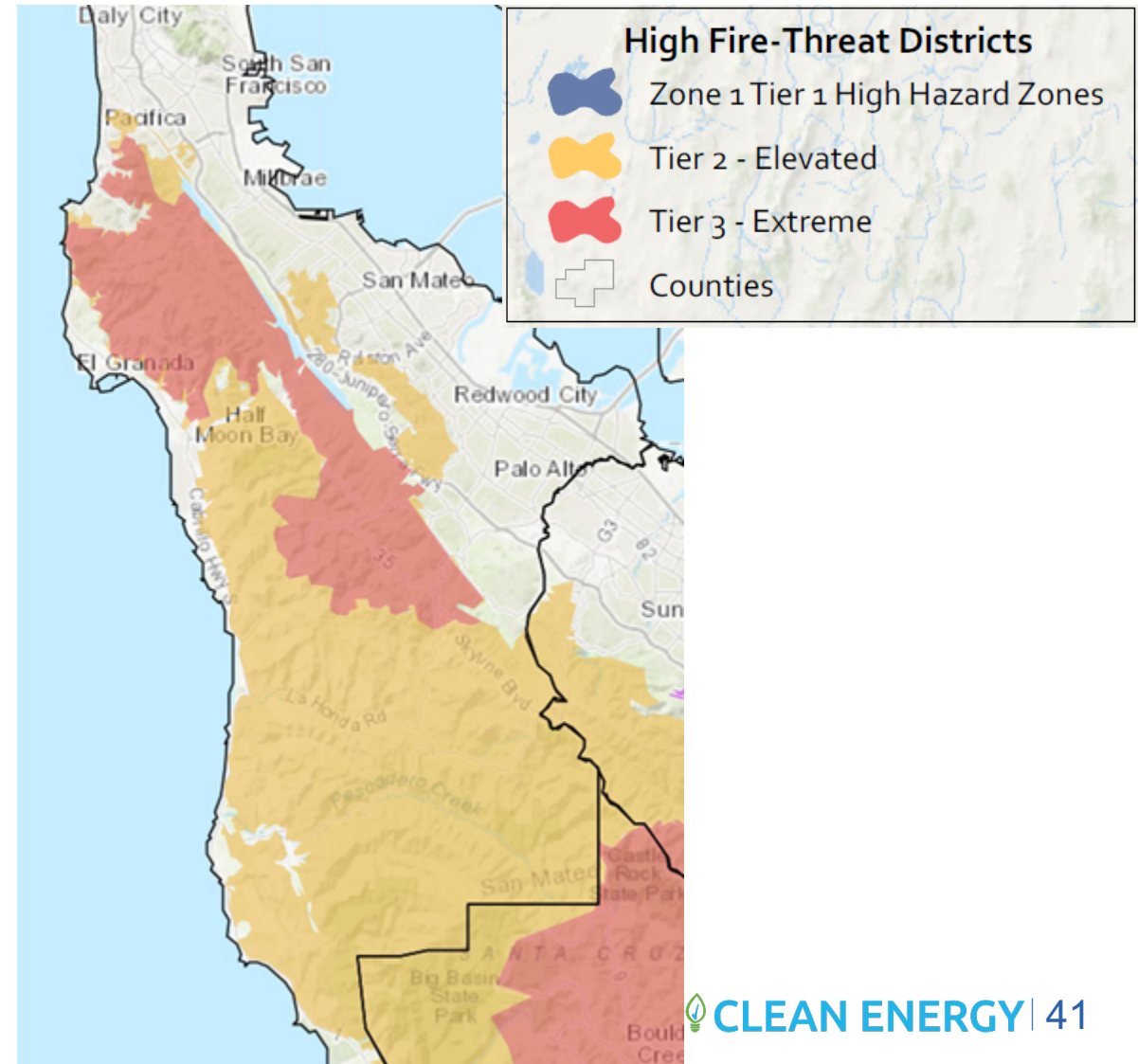
CCA	Commitment Description	Budget
CPA	Solar marketplace to connect customers to solar installers Backup power for critical facilities	TBD
EBCE	Better understand Medical Baseline / electricity dependent customers, assess customers needs and develop solutions to mitigate critical impacts	\$500,000
Lancaster Choice	ZNE Microgrid Communities: CEC EPIC grant with ZNE Alliance – 2 residential developments deployed as microgrid communities	N/A
MBCP	Backup power for critical facilities; Backup power for residential energy resiliency (CARE/FERA, Medical Baseline) in High Threat Fire Districts	\$25,000,00; \$1,000,000
MCE	Support development of clean energy resiliency projects at strategic customer sites (low-income, DAC, medically vulnerable, emergency shelters)	\$3,000,000
RCEA	Airport microgrid project – the first multi-customer, front of the meter microgrid in PG&E territory	\$6,000,000
SCP	Advanced Energy Rebuild: Rebuilding Homes destroyed in wildfires with high energy efficiency, make net zero more easily achievable	\$6,000,000

San Mateo County 2019 PSPS Events

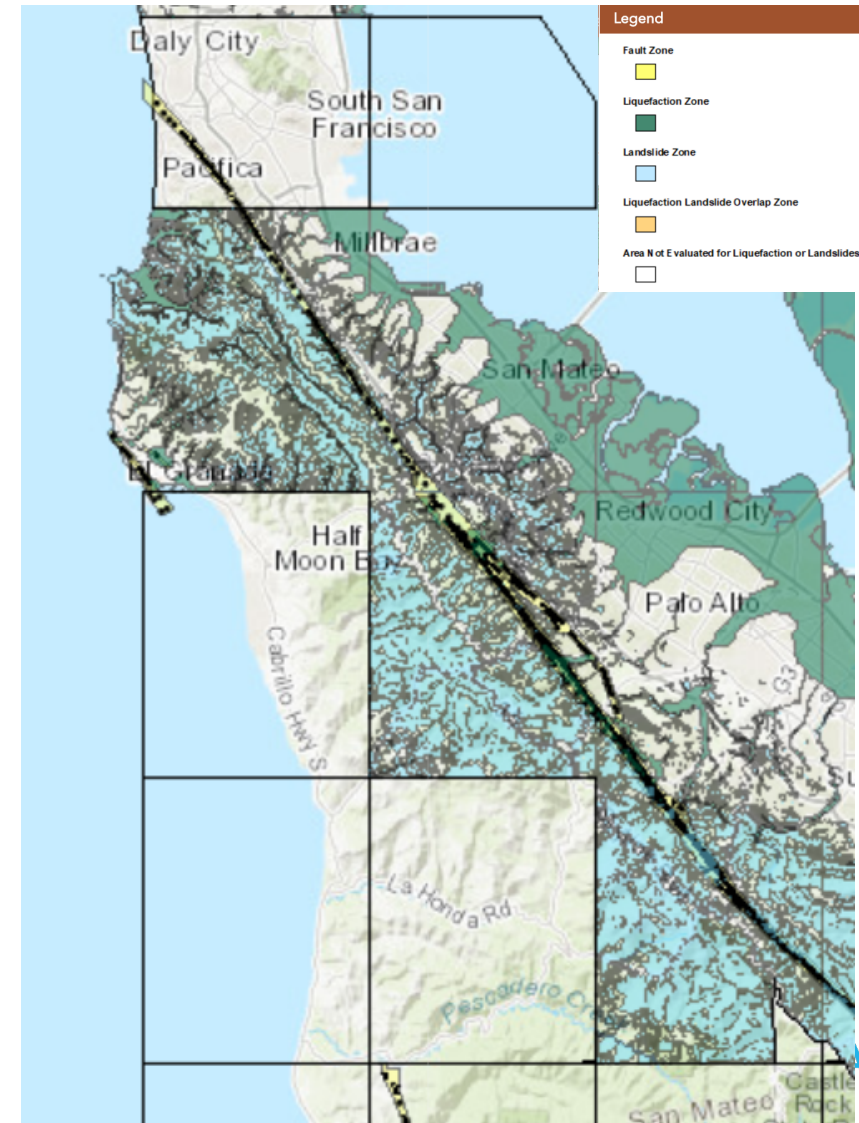
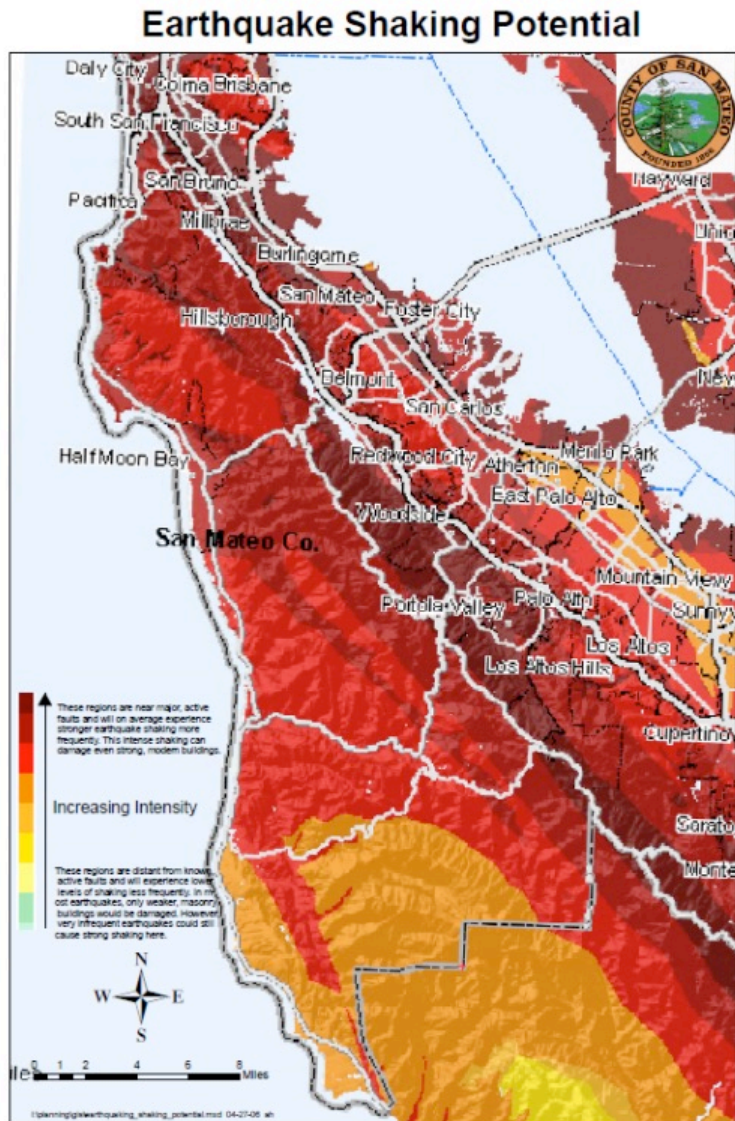
Event Dates	Peninsula Clean Energy Customers Impacted	Peninsula Clean Energy Medical Baseline Customers Affected	Total Californians Affected	SMC Communities Affected	Outage Times
10/9 – 10/12	15,000 (5% of customer base)	270	730,000	<ul style="list-style-type: none"> • Half Moon Bay • Menlo Park • Pacifica • Portola Valley • Redwood City • San Mateo • Unincorporated areas 	17 – 38 hours
10/23 – 10/25	1,100 (0.3% of customer base)	23	177,000	<ul style="list-style-type: none"> • Half Moon Bay • Woodside • Unincorporated areas 	13 - 14 hours
10/26 – 10/28	57,000 (20% of customer base)	1,000	941,000	<ul style="list-style-type: none"> • Half Moon Bay • Pacifica • Portola Valley • Redwood City • San Carlos • San Mateo • Woodside • Unincorporated areas 	44 – 92 hours

High Fire Threat Districts

- Developed by CPUC to identify areas where:
 - (1) there is an elevated risk for destructive power line fires, and
 - (2) where stricter fire-safety regulations should apply

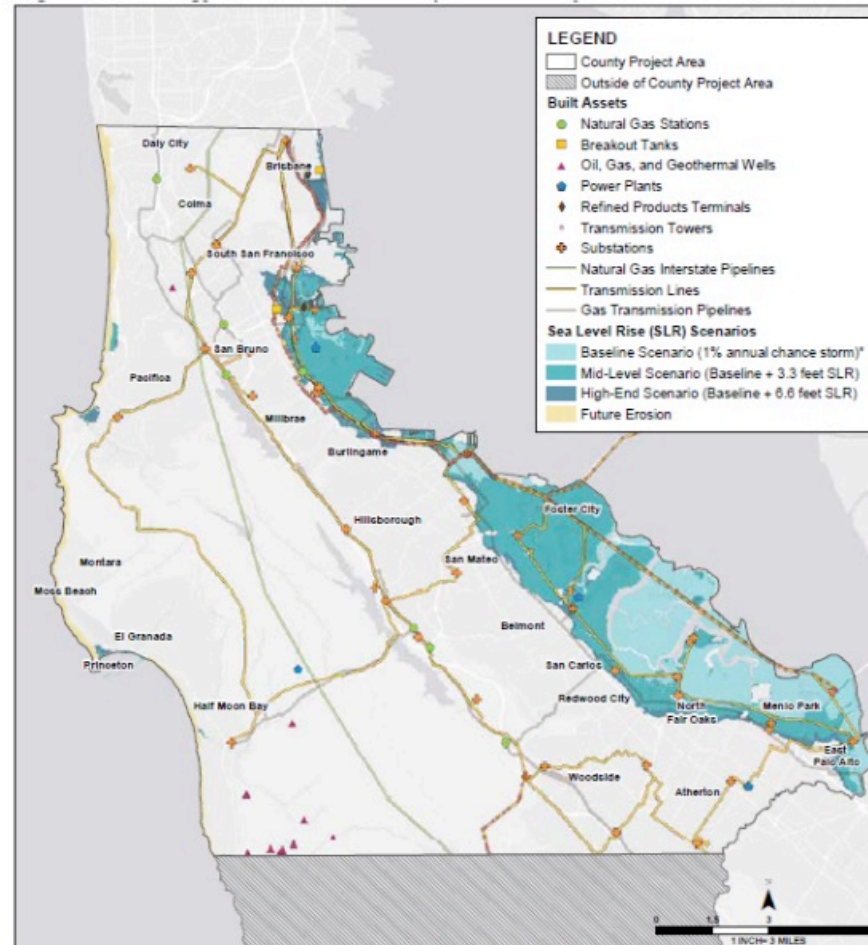


Earthquake Risks



Sea Level Rise Risks

Figure 3B.9 Energy Infrastructure and Pipelines in Project Area



Data source: National Pipeline Mapping System 2015; California Energy Commission 2015; California Energy Commission 2014; County of San Mateo 2015; Federal Communications Commission 2010; Wireless Telecommunications Bureau 2010

This map is intended to improve sea level rise awareness and preparedness by providing a regional-scale illustration of inundation and coastal flooding due to specific sea level rise and storm surge scenarios. This map is not detailed to the parcel-scale and should not be used for navigation, permitting, regulatory, or other legal uses.

*1% annual chance storm is a storm that has a 1 in 100 chance of occurring in any given year, and on the Bay side generally results in about a 42 inch increase of total water levels. On the Coastside, the water level increase could be greater due to wave action.

Note on erosion modeling: Erosion modeling used in this study does not consider shoreline armoring due to a lack of information on the condition and life expectancy of existing structures. The 2009 Philip Williams and Associates study recognizes that future shoreline protection is likely in general but could not predict where and how these would appear. In this case, developing predictive erosional models is impractical and exceedingly difficult.

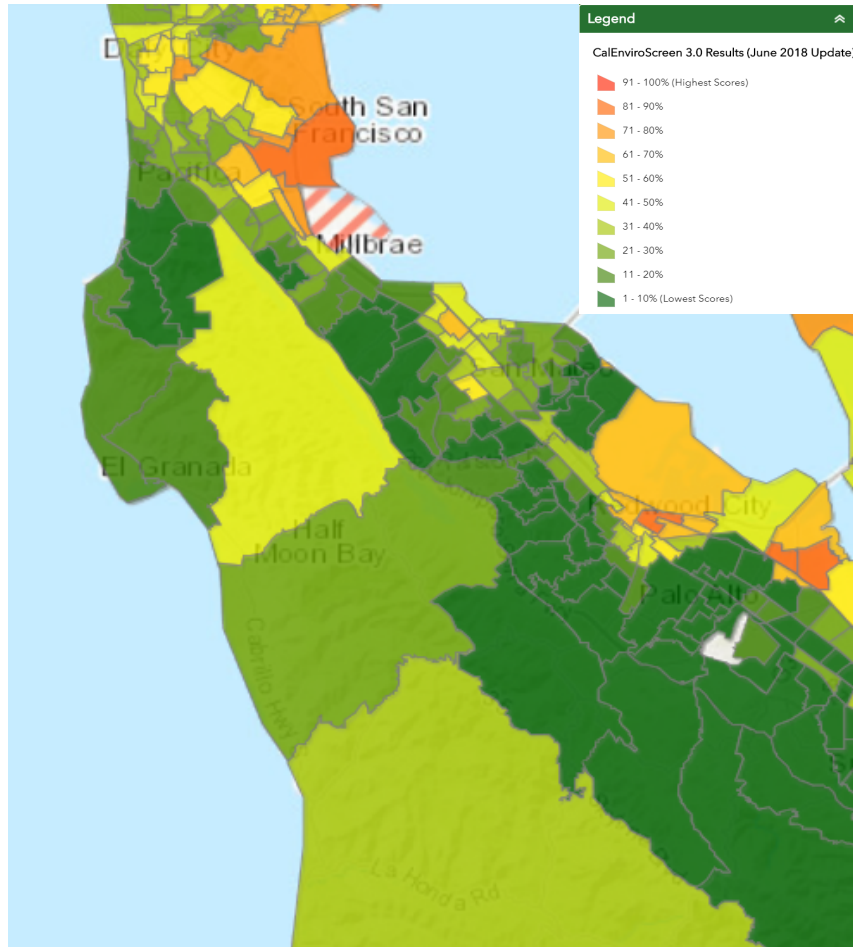
Sensitive Communities

- Certain vulnerable communities may be more severely impacted by power outages
- Goal to design programs to prioritize these communities
- Various ways to identify communities
- As part of the Resiliency Strategy, we will coalesce around a definition for sensitive communities

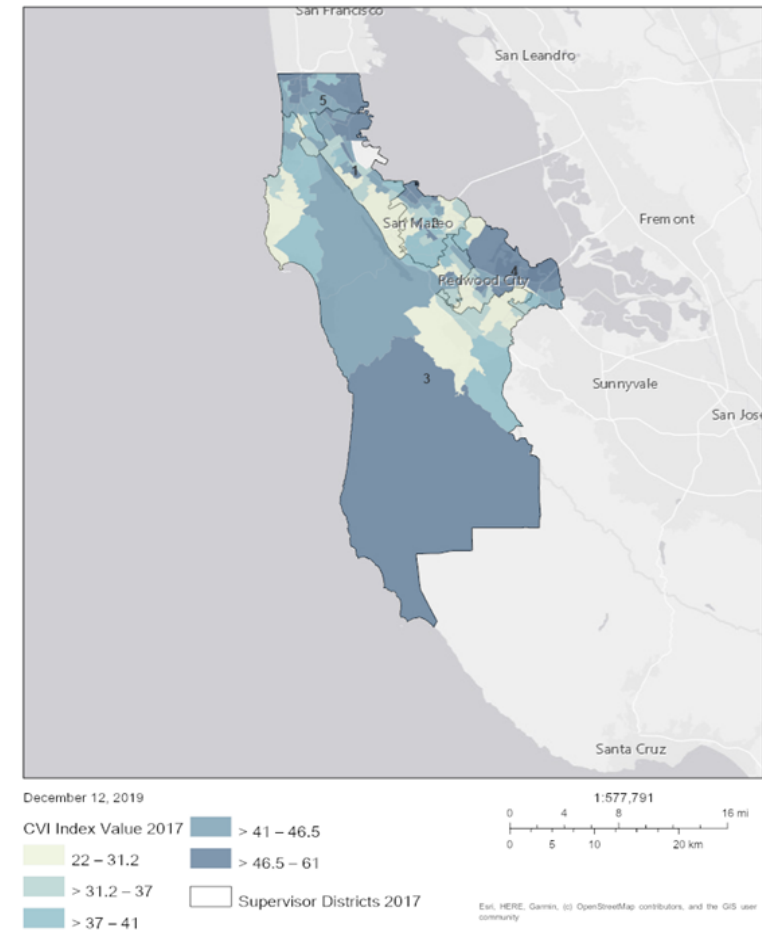
Measure for Sensitive Communities	Description	Factors
CalEnviroScreen 3.0	Identifies California communities by census tract that are disproportionately burdened by, and vulnerable to, multiple sources of pollution	<ul style="list-style-type: none">• Socioeconomic factors• Contact with pollution• Adverse environmental conditions• Sensitive populations
Community Vulnerability Index	Initiative of the SM County Manager's Office; aims to demonstrate the geographical distribution of the overall vulnerability of the residents of the county. Indicators have been standardized and combined to create dimension scores, on a scale from zero to 100 highest score representing most vulnerable	<ul style="list-style-type: none">• Health Insurance Coverage• Educational attainment• Supplemental security income• Gross rent as % of income• Poverty• Unemployment• Disability status
Income level	Income level at or below 80% of County median	<ul style="list-style-type: none">• Income level
Medically threatened	Customers that rely on electricity due to health	<ul style="list-style-type: none">• Reliance on electricity for medical need

Sensitive Communities Mapped

CalEnviroScreen 3.0



Community Vulnerability Index
Vulnerable = Darkest blue



Third Party Funding Sources

Governing Body	Source	Funding Amount	Purpose
CPUC	SGIP Equity Budget	\$400M	Economic and workforce development to DACs, gas generation reduction in DACs, energy storage for LMI customers, non-profits, and the public sector
CPUC	SGIP Critical Resiliency Needs Budget	\$100M (25% carve-out of Equity Budget)	Energy storage for residential customers in T2 or T3 HFTDs who are also eligible for the equity budget, medical baseline, or have a life-threatening condition if electricity is disconnected.
State of California	CA General Fund appropriation	\$75M	Securing equipment, fuel storage, backup energy for critical facilities, communications equipment, developing and conducting plans for PSPS preparation, risk assessment, public access resource centers.
CEC	Energy Storage Demonstration Grant	\$20M	Demonstrate long-duration (10h+) storage for critical operations, community facilities, and other relevant services in DAC/LMI communities
CPUC	Heat Pump Water Heaters	\$4M	HPWHs for residences (few additional details at this time)
BAAQMD	Climate Tech Finance Budget	TBD	Climate Tech Finance has expressed interest in funding resiliency solutions
PG&E	TBD	TBD	Governor Newsom has called for PG&E to compensate communities affected by PSPS events. Cities are currently undergoing the cost accounting.
California Alternative Energy and Advances Transportation Financing Authority (CAEATFA)	Small Business Financing Program (SBF)	\$10,000 - \$5M per project	Helps small businesses access more attractive financing terms for energy efficiency retrofits by extending a credit enhancement to finance companies, which helps them mitigate risk.

Tools for Facilitating Resiliency (1 of 2)

Mechanism	Description
Direct Purchase / Up-front Incentive	Purchase or buy-down cost of new systems
Power Purchase Agreement	Procure financed, distributed energy
Resource Adequacy Procurement	Purchase RA from new energy systems
Wholesale Market Participation	Facilitate microgrids' participation in the wholesale energy market
Peak Load Reduction	Reduce Peninsula Clean Energy's on-peak procurement obligation
On-bill Financing	Provide loans and allow customers to pay off their new microgrids by adding a line-item to their bill
Credit Support	Provide a credit backstop
Volumetric Incentives	Incentive paid per kWh generated either to customers or vendors
Energy rates	Beneficial rate tariffs to incentivize participation in energy resiliency programs

Tools for Facilitating Resiliency (2 of 2)

Mechanism	Description
Net Energy Metering	Billing arrangement that allows customers to get full retail value of the electricity their system generates
Cost of acquisition	Connect vendors to our customers to reduce customer acquisition costs
Customer aggregation	Mobilize customers towards a specific program or effort resulting in economies of scale and larger deployments of clean resources
Outreach grants	Cover part of the cost for outreach to sensitive and difficult to reach communities and inform them of their options for energy resiliency
Research funding	Research areas that help develop energy resiliency solutions long-term, such as long-duration storage, lithium-ion safety measures, and economic impact from PSPS
Educational materials	Educate customers on their options for backup power

Community Outreach – Public Agencies

Outreach Partner	Communities Served
SMC Health	Aging and Adult Services, California Children's Services, mental health and substance abuse communities, and emergency medical services
SMC and City Fire Chiefs	Fire stations, firefighters, medically fragile customers
SMC and City Police Chiefs	Police officers
SMC Sheriff	Law enforcement stakeholders, Latino community through CARON program
Medical Health Operation Area Coordinator (MHOAC)	24/7 point of contact for 17 different foundations; representatives from 13 health divisions and the healthcare coalition (comprised of 60+ healthcare facilities)
Emergency Managers Association (EMA)	City emergency managers, Red Cross
SMC Office of Emergency Services	Managers of critical infrastructure
Community Emergency Managers Association (CERT)	Community volunteers, first responders

Community Outreach – Non-Profits / Other

Outreach Partner	Communities Served
Medical Equipment Providers	Healthcare providers, hospitals, patients with medical appliances
Red Cross	Donors, volunteers, at-risk communities, communities in a disaster, military
Faith Institutions	Faith communities, homeless
SMC Healthcare Coalition	Various external partners: hospitals, skilled nursing facilities, home health, hospices, dialysis centers, Red Cross, ombudsman
Private Healthcare Providers	Patients, Medical professionals, insurance providers
California Foundation for Independent Living Centers	Residents with disabilities
Center for Accessible Technologies	Residents with disabilities, seniors
Center for Independence of Individuals with Disabilities	Residents with disabilities

Policy Considerations

- Identify regulatory or legislative barriers to deploying DERs for energy resiliency
- Educate policymakers
- Engage in policy processes
- Currently involved in two processes that will have a direct impact on this strategy

Microgrids

- Interconnection and technical standards
- Microgrids as a business model
- Microgrids docket

Resource Adequacy

- RA from hybrid and BTM resources
- RA in the wholesale market

Regular Agenda

6. Recommend Approval of Reach Code Assistance Extension and Consumer Building Electrification Awareness Program (Action)



Reach Code Assistance Extension and Consumer Awareness Program

Executive Committee January 13, 2020

Reach Codes & Electrification: Request

Program: Reach Code Assistance Extension and Consumer Awareness Program

Request: Approve proposed program to extend current reach code assistance program offerings until 2021 and launch a 3-year customer awareness program.

Amount: Up to \$650,000

Summary of Reach Code Effort

- **Partners**
 - Silicon Valley Clean Energy, TRC Engineers, County Office of Sustainability
- **Support delivered**
 - Developed Building and EV model reach codes
 - Technical assistance to municipal staff and developers
 - Presentations, facilitation 8+ dedicated workshops
 - \$10k grants (14 municipalities participated)
 - Numerous round-tables, study sessions, 1-1 meetings and calls
- **Timeline**
 - Original contract with TRC Engineers from Jan 2019 – Jun 2020 (Total \$300k)
 - Current funds expected to be utilized by end of Feb 2020

City Status

Member Agency	Reach Code Status	Building (proposed)	EV
Brisbane	Adopted	Electric w/ exceptions	MUD 1xL2/ unit
Menlo Park	Adopted	Electric w/ exceptions	(existing EV code)
Pacifica	Adopted	Electric w/ exceptions	(existing EV code)
San Mateo	Adopted	Electric preferred	Increase EV capable
San Carlos	Adopted	Pre-wiring on single-family homes	
County of San Mateo	1 st reading Jan 28	(Electric w/ exceptions + possible ban)	PCE model code
Portola Valley	1 st reading Jan 22	(Electric preferred)	(existing EV code)
Redwood City	Study Session Jan 13	(Electric w/ exceptions)	PCE model code
East Palo Alto	Study Session TBD	(Electric w/ exceptions)	PCE model code
Belmont	Council Briefing		
Burlingame	Ltr of Intent, Council Briefing		
Colma	Ltr of Intent, Council Briefing		
Daly City	Ltr of Intent, Council Briefing		
Hillsborough	Ltr of Intent, Council Briefing		
Millbrae	Letter of Intent		
San Bruno	Letter of Intent		
Foster City, Half Moon Bay	Council Briefing		
South SF	No Action		
Atherton, Woodside	Declined		

Key Learnings

1. Deeper and broader stakeholder engagement needed – longer timeline in some jurisdictions
2. Developers' concerns are highly technical and specific
3. Some issues require developer and contractor education and training
4. Desire for gas stoves reflect consumers preference and lack of awareness

The two proposed programs are meant to address these issues.

I. Extended Reach Code Assistance & Technical Training

1. Municipal Code Assistance

- Support trailing cities
- Increase uniformity of code adoption in region

2. Develop Financial and Technical Materials

- Develop technical guides to build all-electric
- Include case studies along with first and lifetime costs

3. Designer and Builder Guidance

- “Hotline” call and email center to address project specific queries
- Flexible support such as design strategies, equipment information, specs
- Deeper assistance for affordable housing developers

4. Contractor Trainings

- Technical trainings on all-electric installation and maintenance

II. Building Electrification Awareness and Education

1. **Showcase all-electric buildings and technologies**

- Provide visibility to quality electric buildings and techniques

2. **Recognize designers and builders**

- Awards for designer and builder leadership

3. **Engage consumers on induction cooking**

- Test kitchen events for customers to try induction cooktops
- Induction cooktops to check-out and try at home

4. **Marketing campaign & action**

- PCE specific event promotions
- Connecting customers to available resources

Budget

Program	Total Budget	Term & Results
Reach Code Assistance & Technical Training*	\$ 250,000	2 Years. Up to 7 addl. cities & trained designers, contractors
Customer Awareness	\$ 400,000	3 Years. 30-40 events.
Total 3 YR	\$ 650,000	Net cost to PCE

* Reach Code Assistance & Technical Training is proposed as a contract extension with TRC Engineers and in partnership with Silicon Valley Clean Energy which is anticipated to cover up to an additional \$200,000 in services.

Regular Agenda

7. Committee Members' Reports (Discussion)

Regular Agenda

Adjourn