



Peninsula Clean Energy Board of Directors Meeting

July 23, 2020

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)

Today's Updates

- Staffing Update
- COVID-19 Update
 - Load Impact Analysis
- Merced County Update
- RFO's Issued
- Update on Power On Peninsula
- Reach Codes
- Joint Rate Mailer
- EV Ready Launch
- CalCCA Updates
- Regulatory Update
- Legislative Update
- Upcoming PCE Meetings

Staffing Updates

- We currently have one open position for a Data Manager.
- With continued uncertainty and changing conditions with COVID, PCE staff will continue to work-from-home through end of 2020
 - Providing up to \$500 per staff member for additional equipment needs at home
 - Providing \$50/month stipend to all staff to upgrade their internet connections

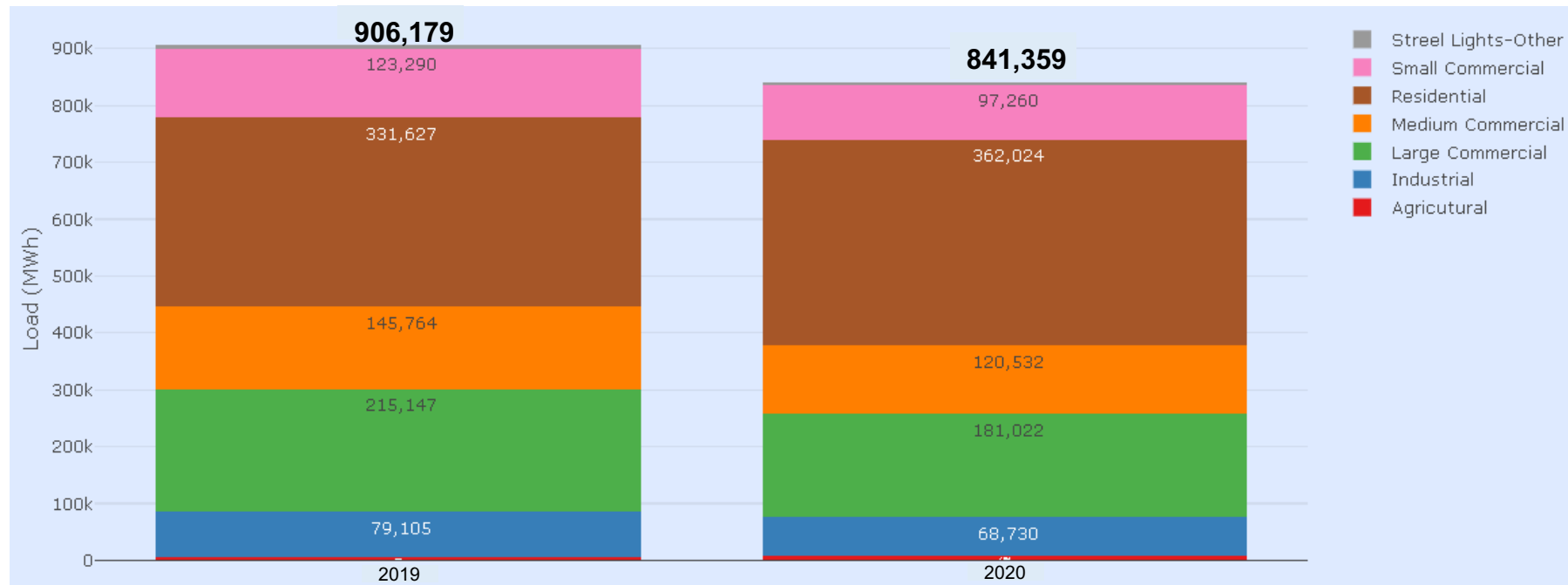
COVID-19 Load Impact Analysis

- Overall PCE load
- Monthly Load Changes
- Load Shapes by Customer Type

Thank you to the power resources team for this analysis!

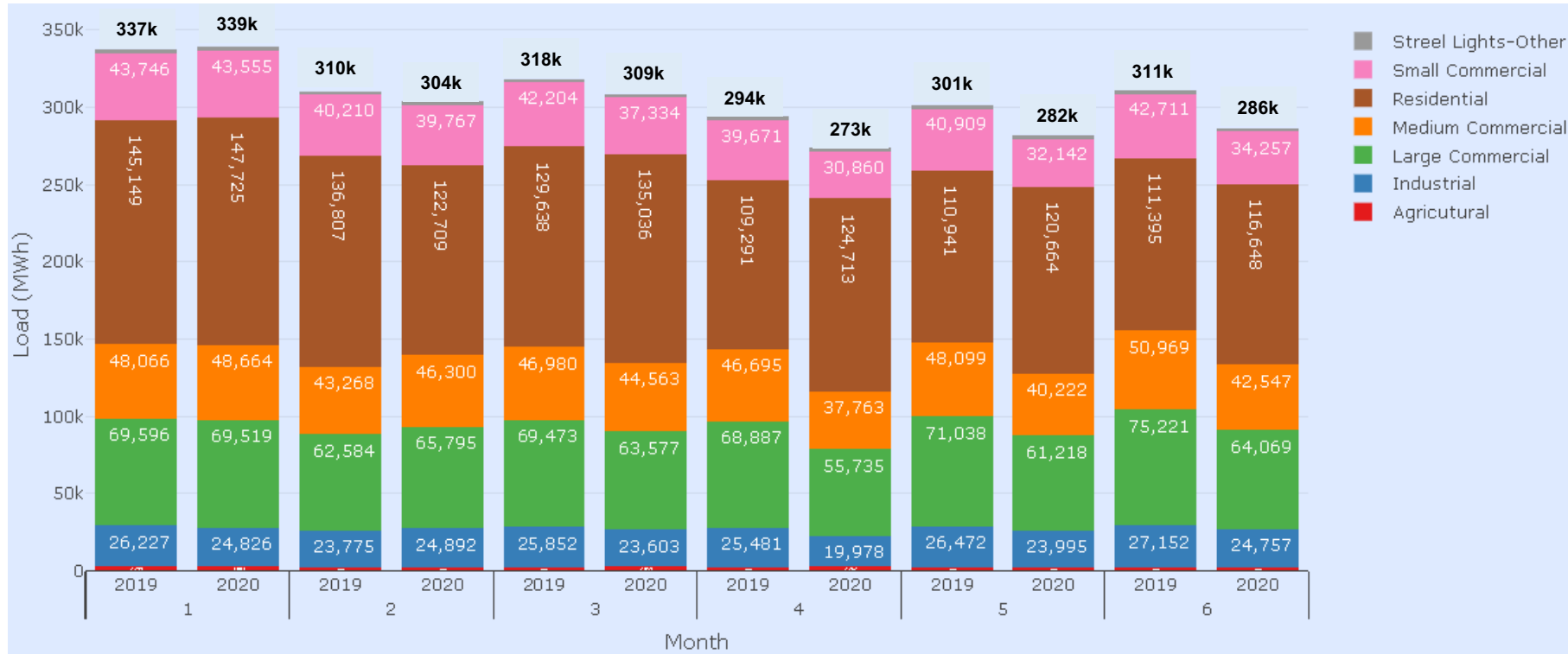
PCE Load after Shelter-in-place order

- April-June 2020 compared to April-June 2019:
 - 7% decrease in Total PCE load compared to same period in 2019.
 - Around 17% decrease in medium/large commercial load, and 21% decrease in small commercial load
 - Around 9% increase in residential load



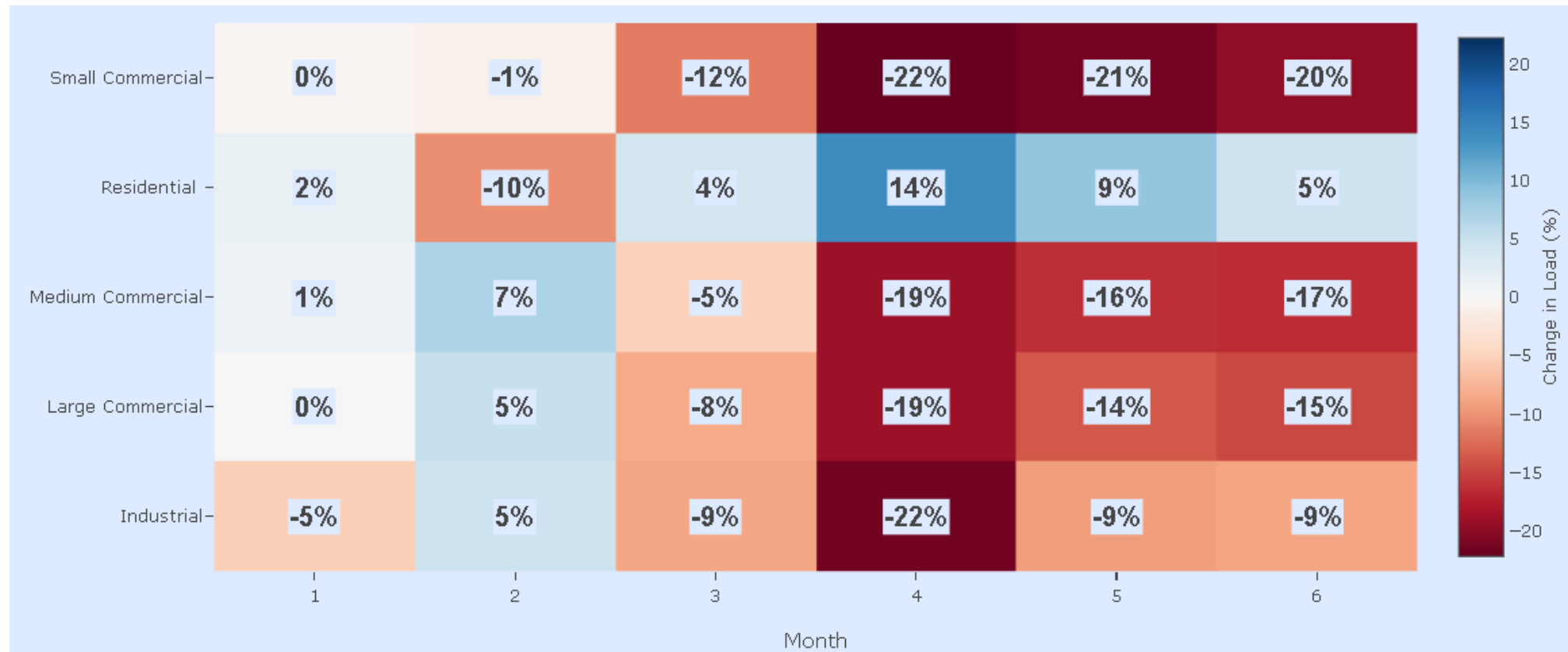
Monthly Load

- Significant decrease in PCE's monthly load starting March 2020:
 - 4% decrease in March 2020 compared to March 2019
 - 7%, 6%, and 8% decrease in April, May, and June of 2020 compared to same months in 2019



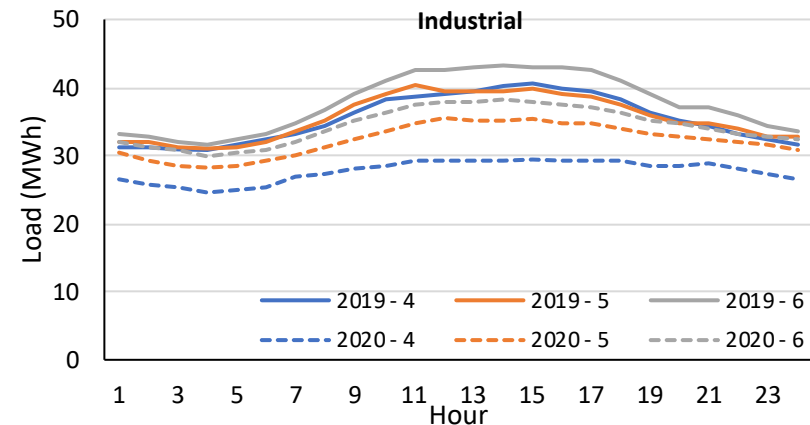
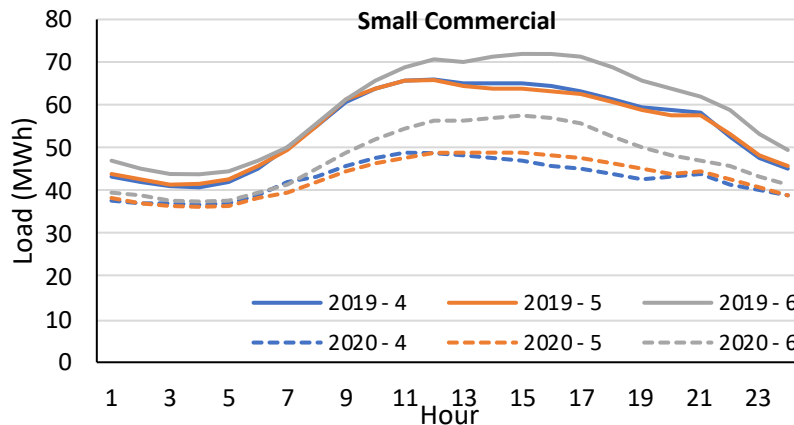
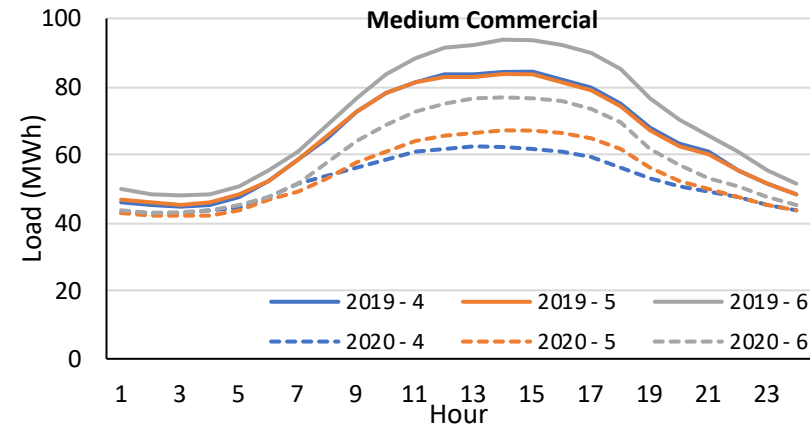
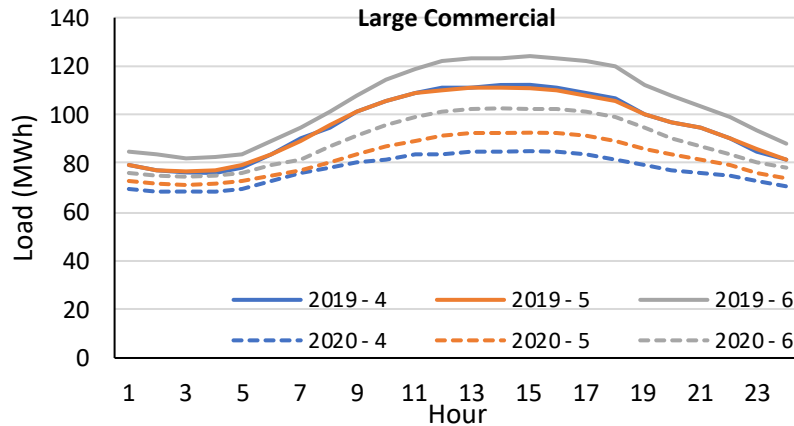
Monthly Load Changes by Customer Class

- Significant decrease in C&I load, increases in residential load in each month compared to same month in 2019.



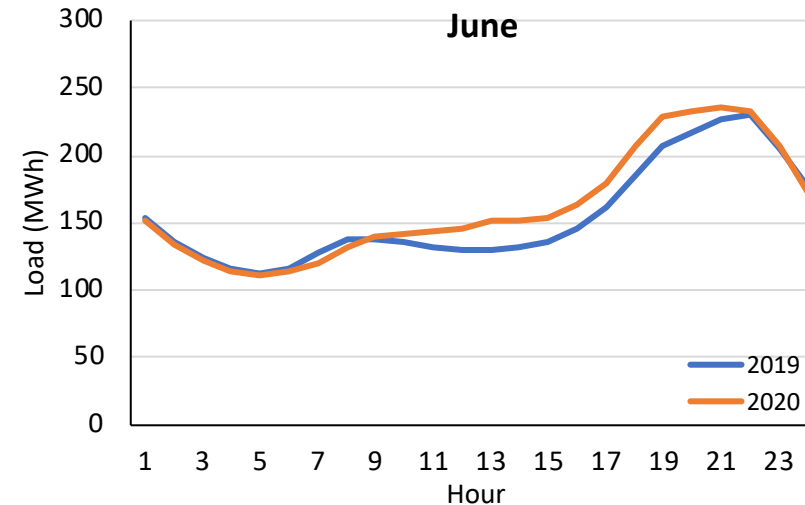
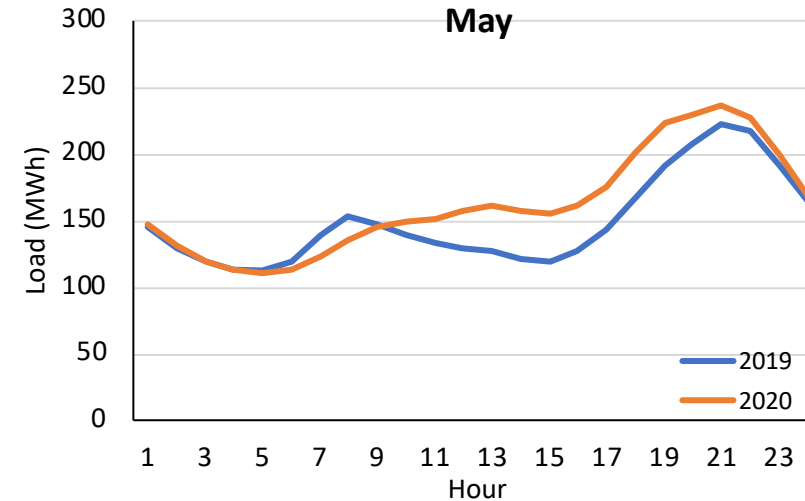
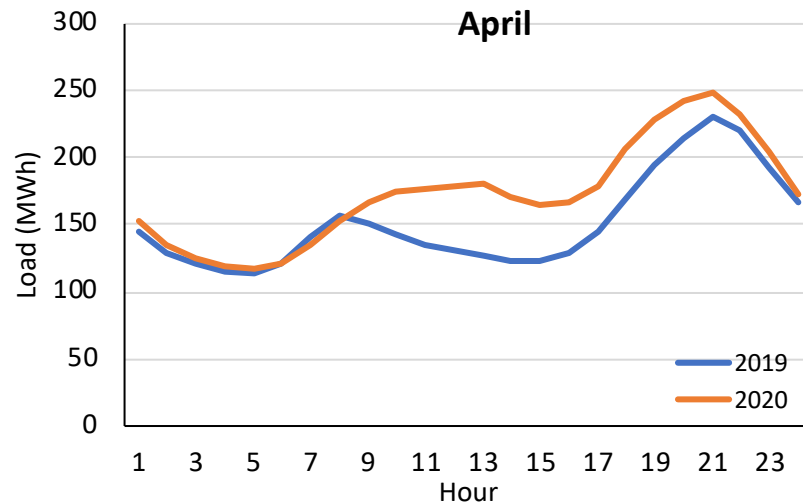
Load Shapes (C&I)

- 2020 shapes (dashed lines) are scaled down compared to 2019.



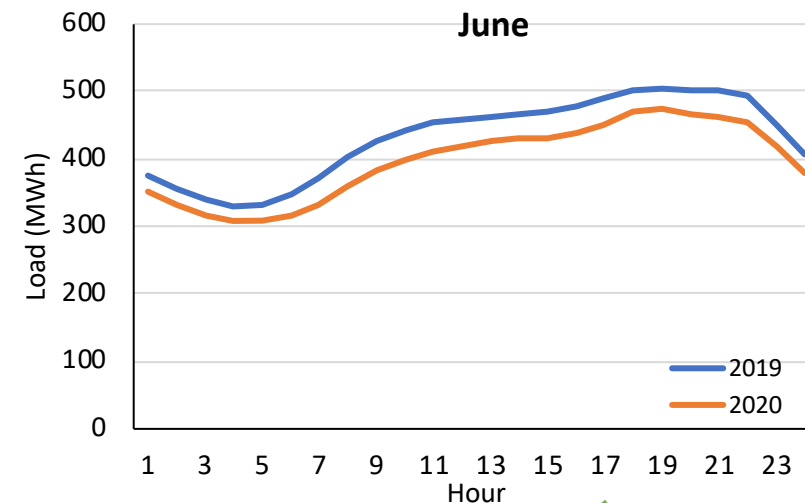
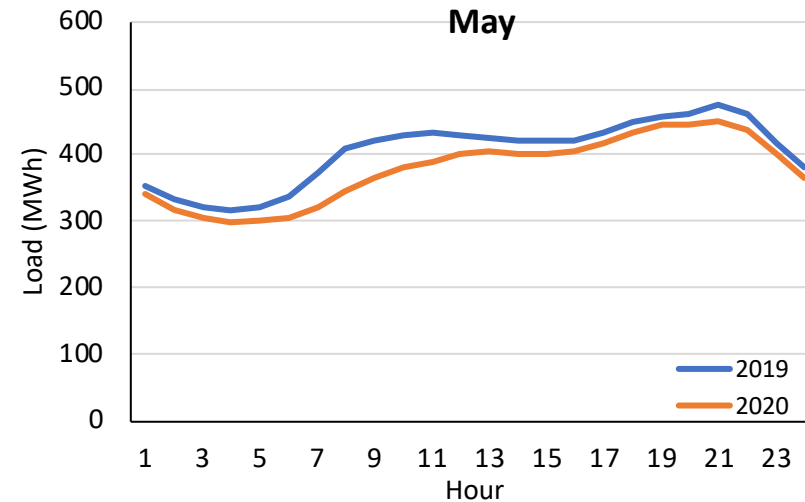
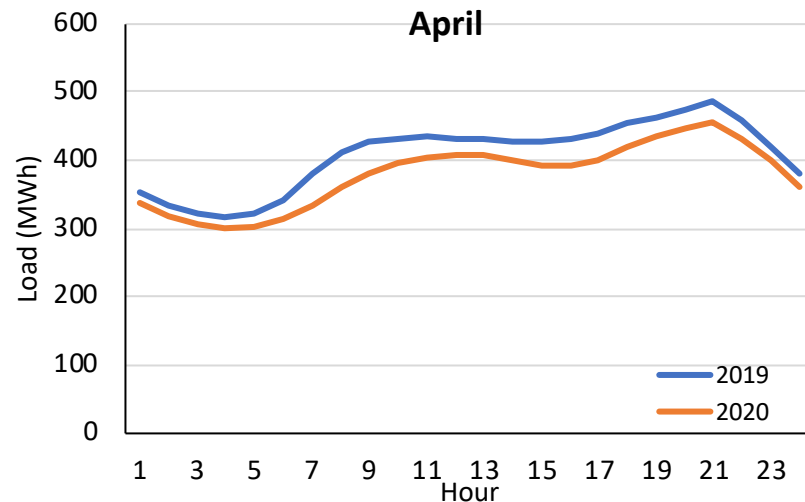
Load Shapes (Residential)

- 2020 residential load shapes (orange lines) have changed compared to 2019 shapes (blue lines):
 - Smaller morning peak
 - No drop-off during mid-day



PCE Load Shapes

- 2020 PCE load shapes (orange lines) have scaled down compared to 2019 shapes (blue lines)



Merced County Update

- Los Banos made request on June 11 to PG&E for load data
- Load data delivered by PG&E yesterday
- MRW under contract to perform technical study:
 - Costs and benefits to Los Banos on becoming a CCA
 - Costs and benefits to PCE of Los Banos joining PCE

RFOs Issued and on PCE website:

- Long-term renewables and storage RFO with SJCE – issued July 15
 - Offers due September 4
- DER Site Evaluation and Engineering Services RFP – issued July 16
 - Evaluation of SMC solar+storage opportunities
 - Initial screening August 5
 - Qualifying respondents invited to Step 2
 - Deadline for responses August 28



Launch of Power On Peninsula

More details to be discussed during Agenda Item 5

Power On Peninsula: Backup Power for San Mateo County

- Offering **clean** backup power primarily through **solar+battery** or **battery storage only** at **low or no cost**
- Programs address renters and homeowners
- **Priority customers:** High Fire Threat Districts, affected by previous PSPS events, low income/disadvantaged communities, CARE/FERA, Medical Baseline
- Programs are **live**. Click [here](#) for our web page for Power On Peninsula – Medical. We will have a separate web page for our standard Power On Peninsula program in early August.

Power on Peninsula - Program Details

	Power On Peninsula	Power On Peninsula – Medical
Customer Segment	Single-family homeowners and multi-family homes	Renters and apartment dwellers
Technology Solution	Sunrun BrightBox: Solar + battery storage installation	Goal Zero Yeti 3000x battery + Boulder 200 Briefcase solar panel
Cost to Customer	Most customers will have no out-of-pocket cost; equipment costs are financed through a PPA	Zero
Incentives to Participate	\$1,000 upfront incentive, electricity bill savings	Free, clean backup power
Number of Customers Served	400 – 4,000	150

Power on Peninsula - Timeline

June 26:
Signed
Sunrun
contract

July 21:
Signed
Hassett
Hardware
contract

August 10:
Portable
batteries
arrive for
PCE
customers

October 9:
Anniversary
of first
PSPS
event

July 15:
[Website](#) for
portable
batteries is
live

August 5:
Website for
permanent
installations
will go live

September 5:
Second wave
of portable
batteries for
PCE
customers

Reach Codes




- Holding meetings with cities to assist in moving forward on reach codes:
 - June 11 – Belmont
 - June 17 – Daly City
 - June 19 – Foster City
 - June 24 – Hillsborough
 - June 26 – San Bruno
 - July 17 – Redwood City
- Menlo Park Goal
 - Committing to becoming zero carbon by 2030 – first city in US
 - Moving forward on “burnout ordinance” in Climate Action Plan

Joint Rate Mailer

- Informational memo in board packet (Item 18)
- AB1110 implementation has changed how GHG-free resources from “ACS” suppliers is now reported differently:
 - Purchases of GHG-free energy (large hydroelectric) on 2019 Joint Rate Mailer and Product Content Label will show some nuclear content (0.8%) from suppliers in the Pacific Northwest: Powerex, Bonneville Power Administration, and Tacoma Power

Understanding your energy choice

2020 Residential Rate Comparison, E-1*

				
			ECOplus	ECO100
Generation Rate (\$/kWh)	\$0.11752	\$0.07312	\$0.07781	\$0.08781
PG&E Delivery Rate (\$/kWh)	\$0.16165	\$0.16165	\$0.16165	\$0.16165
PG&E PCIA/FF (\$/kWh)	N/A	\$0.04243	\$0.03403	\$0.03403
Total Electricity Cost (\$/kWh)	\$0.27917	\$0.27720	\$0.27329	\$0.28329
Average Monthly Bill (\$)	\$115.74	\$114.92	\$113.30	\$117.45

*This compares electricity costs for an average residential customer in the Peninsula Clean Energy/PG&E service area (San Mateo County) with an average monthly usage of 415 kilowatt-hours (kWh). This is based on a representative 12-month billing history for all customers on E-1 rate schedules for PG&E and PCE's published rates as of May, 2020.

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Generation Rate is the cost of creating electricity to power your business. The generation rate varies based on your energy provider and the resources included in your energy provider's generation supply.

PG&E Delivery Rate is a charge assessed by PG&E to deliver electricity to your business. The PG&E delivery rate depends on your electricity usage, but is charged equally to both Peninsula Clean Energy and PG&E customers.

PG&E PCIA/FF represents the Power Charge Indifference Adjustment (PCIA) and the Franchise Fee surcharge (FF). The PCIA is a charge to recover PG&E's above-market costs for generation resources acquired prior to a customer's switch to a third-party electric generation provider such as Peninsula Clean Energy. The PCIA also applies to PG&E customers that elect to take service under PG&E's optional Solar Choice program. PG&E acts as a collection agent for the Franchise Fee surcharge, which is levied by the California Public Utilities Commission on behalf of cities and counties in PG&E's service territory for all customers. The costs for resources included in the PCIA and FF surcharges are included in the generation rates for PG&E bundled service customers.

DRAFT

Electric Power Generation Mix*

				
			ECOplus	ECO100
Specific Purchases	Percent of Total Retail Sales (kWh)			
Renewable	29%	100%	52%	100%
• Biomass & Biowaste	3%	0%	8%	0%
• Geothermal	2%	0%	9%	0%
• Eligible Hydroelectric	2%	0%	5%	0%
• Solar	12%	100%	12%	50%
• Wind	9%	0%	18%	50%
Coal	0%	0%	0%	0%
Large Hydroelectric	27%	0%	37%	0%
Natural Gas	0%	0%	0%	0%
Nuclear	44%	0%	1%	0%
Other	0%	0%	0%	0%
Unspecified Sources of Power**	0%	0%	10%	0%
TOTAL	100%	100%	100%	100%

*As reported to the California Energy Commission's Power Source Disclosure Program excluding voluntary unbundled renewable energy credits. The figures above may not sum up to 100 percent due to rounding.

**Unspecified sources of power refers to electricity that is not traceable to a specific generating facility, such as electricity traded through open market transactions. Unspecified sources of power are typically a mix of all resource types, and may include renewables.

If this comparison does not address your specific rate, please visit PG&E online at pge.com/cca or call 866-743-0335. For information on Peninsula Clean Energy's generation rates, please visit PeninsulaCleanEnergy.com or call 866-966-0110.

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*PG&E refers to Pacific Gas and Electric Company, a subsidiary of PG&E Corporation.

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** Footnote to be added re PG&E Solar Choice

EV Ready Launch

- \$28 million total program
 - \$20 million CALeVIP program – DCFC and Level 2 chargers
 - \$8 million PCE funds over 4 years + \$12 million California Energy Commission
 - \$4 million – PCE specific-funds for Level 1 and 2, MUD-focus
 - \$2 million – Outreach, education, technical assistance
 - \$1 million – Workforce development
 - \$1 million – Administration
- PCE-specific launch planned on August 4 – now delayed
 - \$4 million for Level 1 and 2 with MUD focus
 - Delayed due to delay in CALeVIP launch from October to December 2020

CalCCA Updates

Local Elected Officials Subcommittee

Meeting planned for August 14, 11:00 am

- Legislative update
- PCIA trigger update
- Next steps / call to action

Regulatory Update

Setting up “meet and greets” with CPUC commissioners

- Commissioner Genevieve Shiroma, August 28, 9:00 am
- Commissioner Martha Guzman-Aceves, Sept 3, 1:00 pm
- Please let Shayna know if you want to attend
- More to come . . .

Legislative Update

Legislature back in session on July 27

- PCE is submitting letters of support for:

Measure / Author	Summary	Status
AB 1001 / Ting	Requires CEC to administer loan program for schools for school resiliency projects including solar+storage.	Senate Education Hearing likely July 27
AB 3256 / Garcia	\$6.98B natural resources bond proposal for Nov 2020 ballot. Includes \$500M for resiliency projects	Assembly Rules Effectively Dead
SB 1117 / Monning	Eliminates statutory conflict resulting in mobile home park residents being charged the IOU rate rather than the CCA rate	Assembly Energy Hearing on July 29
SB 1215 / Stern	IOU/local govt/CCA collaboration to identify critical circuits and develop microgrids	Assembly Energy
SB 1312 / McGuire	Directs CPUC to establish protocols for an IOU to trigger a PSPS event	Assembly Energy
SB 1403 / Hueso	Amends definition of “low-income customers” to account for cost-of-living differences by region	Assembly Energy

Upcoming Meetings

These meetings will continue to be held by video/teleconference

- Executive Committee:
 - August 10 at 8:00 a.m.
- Audit & Finance Committee:
 - August 10 at 10 a.m.
- Citizens Advisory Committee:
 - August 13 at 6:30 p.m.
- Board of Directors:
 - August 27 at 6:30 p.m.



Regular Agenda

3. Citizens Advisory Committee Report (Discussion)

Regular Agenda

4. Approve Integrated Resource Plan (IRP) for Submission to California Public Utilities Commission (CPUC) (Action)



Integrated Resource Plan

Siobhan Doherty, Director of Power Resources
July 23, 2020

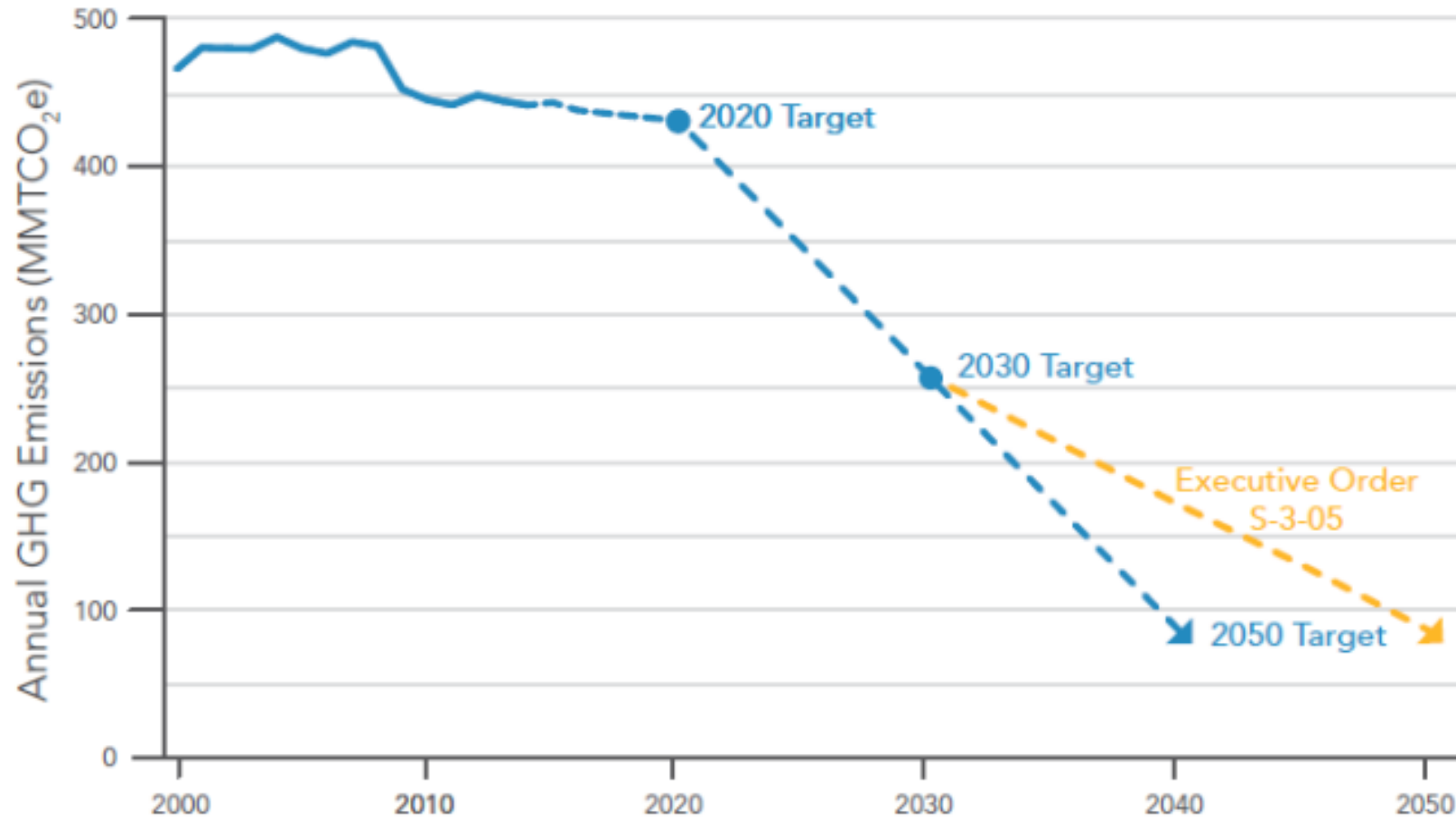
RECOMMENDATION

- Approve results of IRP analysis as presented by staff or in a form substantially similar to that presented by staff for the two required submissions – (1) 46 MMT Conforming Portfolio and (2) 38 MMT Conforming Portfolio.
- Authorize the CEO to determine whether to submit any alternative portfolios.
- Authorize staff to use the results of the IRP analysis to populate the CPUC-required document templates and delegate authority to the CEO to approve the final IRP report on behalf of the Board for submittal to the CPUC by September 1, 2020.

BACKGROUND

- The CPUC IRP was mandated by SB350, (de León, Chapter 547, 2015)
- Initial reporting year was 2018; report every other year
- 2020 IRP is due **September 1, 2020**
- Primary purpose:
 - To provide CPUC staff with the inputs from each LSE to forecast industry-wide procurement and
 - Determine whether load serving entities (LSEs) in CA are meeting GHG and reliability needs for 2030.

ELECTRICITY'S ROLE



2030: 40% Below 1990 Levels

2030 Statewide Goal: 260 million metric tons (MMT) of CO₂ equivalent

2030 Electricity Sector Portion: 46 MMT, 18% of allowable emissions

To meet SB100, electricity sector to target 38 MMT in 2030, 15% of allowable emissions

IRP: HOW WE GET THERE

- Integrated Resource Planning (IRP): Ensure electricity sector is on track to meet its portion of California's 2030 GHG targets
- Under two scenarios:
 - Target 46 MMT GHG Emissions in 2030 to meet 40% reduction from 1990 GHG levels
 - Target 38 MMT GHG Emissions in 2030 to meet SB100 targets

BIANNUAL PROCESS

- Odd-numbered years – CPUC conducts modeling to:
 - Recommend a GHG target for the electricity sector; and
 - Identify optimal portfolio – “Reference System Portfolio (RSP)”
- Even-numbered years – LSEs submit IRPs to the CPUC
- CPUC aggregates individual IRPs and conducts production cost modeling and a reliability assessment

REFERENCE SYSTEM PORTFOLIO (RSP)

- Identifies the portfolio of resources required for all CPUC-regulated LSEs across CA to
 - meet GHG reduction goals
 - at least cost
 - while ensuring electric service reliability.

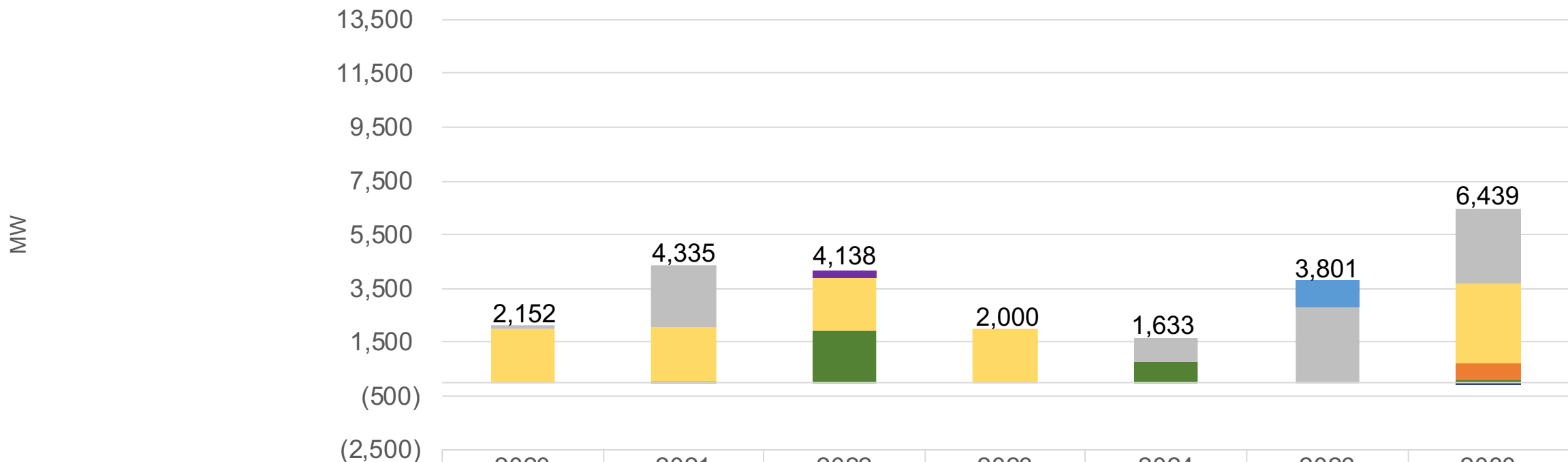
CANDIDATE RESOURCES

- Resources available to be chosen by the model to meet GHG targets at least cost

Resource Type	First Available Year
Solar PV	2020
Wind (CA onshore)	2022-2023
Wind (OOS onshore)	2026
Wind (offshore)	2030
Geothermal	2024-2026
Biomass	2020
Pumped Storage	2026
Battery Storage	2020

RSP for All CA – 46 MMT

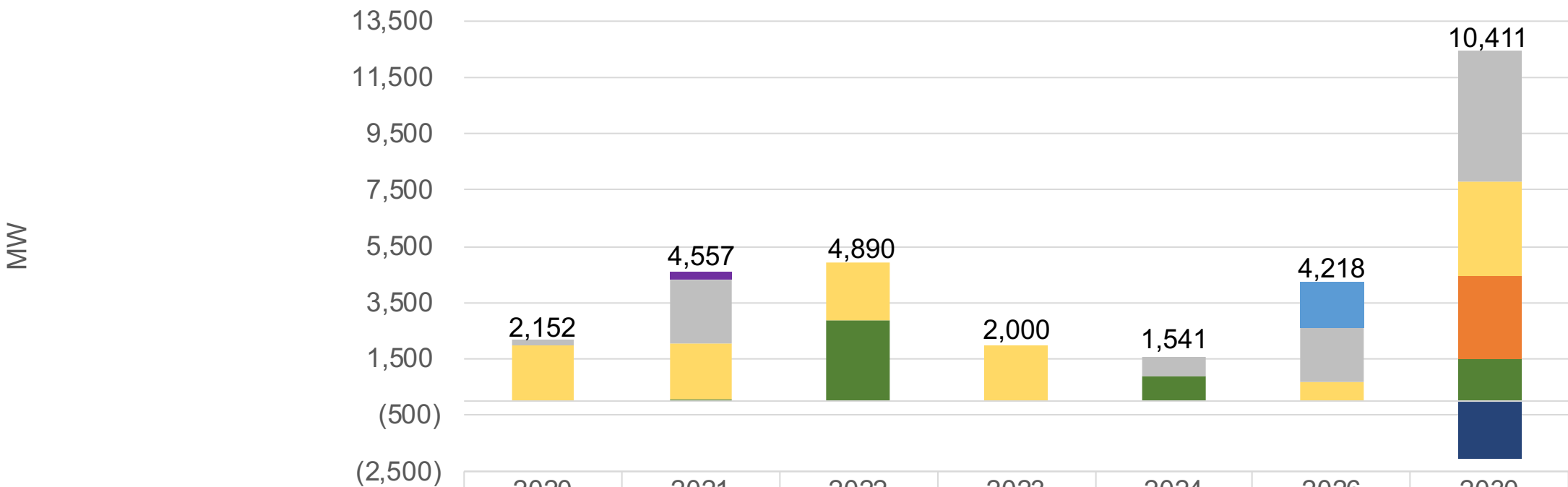
46 MMT RSP New Resource Buildout (Incremental MW)



	2020	2021	2022	2023	2024	2026	2030
■ Natural Gas Capacity Not Retained							(30)
■ Shed Demand Response			222	-	-	-	-
■ Pumped Storage						973	-
■ Battery Storage	152	2,301	-	-	846	2,828	2,746
■ Utility-Scale Solar	2,000	2,000	2,000	2,000	-	-	3,017
■ Out of State Wind							606
■ Wind		34	1,916	-	787	-	100

RSP for All CA – 38 MMT

38 MMT RSP New Resource Buildout (Incremental MW)



	2020	2021	2022	2023	2024	2026	2030
■ Natural Gas Capacity Not Retained	-	-	-	-	-	-	(2,046)
■ Shed Demand Response	-	222	-	-	-	-	-
■ Pumped Storage	-	-	-	-	-	1,605	-
■ Battery Storage	152	2,301	-	-	654	1,929	4,678
■ Utility-Scale Solar	2,000	2,000	2,000	2,000	-	684	3,311
■ Out of State Wind	-	-	-	-	-	-	3,000
■ Wind	-	34	2,890	-	887	-	1,468

CCA COORDINATION

- Coordinating with 3 CCAs on modeling for IRP
 - - East Bay Community Energy
 - Clean Power Alliance
 - San Jose Community Energy
- Siemens is providing modeling services to PCE and other 3 CCAs



MODELING REQUIREMENTS

- Two portfolios are required:
 - Target 46 MMT GHG Emissions in 2030 to meet 40% reduction from 1990 GHG levels
 - Target 38 MMT GHG Emissions in 2030 to meet SB100 targets
- Use the assigned load forecast¹ from the CEC's 2019 Integrated Energy Policy Report (IEPR)
- Use inputs and assumptions matching those used by CPUC staff to develop the Reference System Portfolio
- GHG emissions from portfolios must be within 1% of assigned target (Conforming Portfolio)
 - May also submit a portfolio with emissions that are below the GHG target for the 38 MMT scenario only (Preferred Portfolio)

1. The mid-AAEE version of Form 1.1c of the 2017 IEPR Mid-demand case

MODELING APPROACH

- Modeled portfolios to meet 100% renewable target on an annual basis for 46 MMT and 38 MMT scenarios by 2025
- Adjusted resulting portfolios by removing resources to increase GHG emissions to within 1% of target assigned by CPUC
- Siemens is currently working on a 100% renewable time coincident portfolio

PORTFOLIO'S MODELLED BY SIEMENS

	46 MMT Preferred Portfolio	46 MMT Conforming Portfolio	38 MMT Preferred Portfolio	38 MMT Conforming Portfolio	38 MMT Hourly
	Net open position is filled with contracts to meet 100% renewable on annual accounting	46 MMT Preferred Portfolio adjusted to meet 46 MMT GHG benchmark	Net open position is filled with contracts to meet 100% renewable on annual accounting	38 MMT Preferred Portfolio adjusted to meet 38 MMT GHG benchmark	Net open position is filled with contracts to meet 100% renewable on 24/7 accounting
File with CPUC?	No	Yes	TBD	Yes	TBD
CPUC GHG Benchmark?	✗	✓	✗	✓	✗
100% RE Goal?	✓	✗	✓	✗	✓
100% RE Time Coincident?	✗	✗	✗	✗	✓

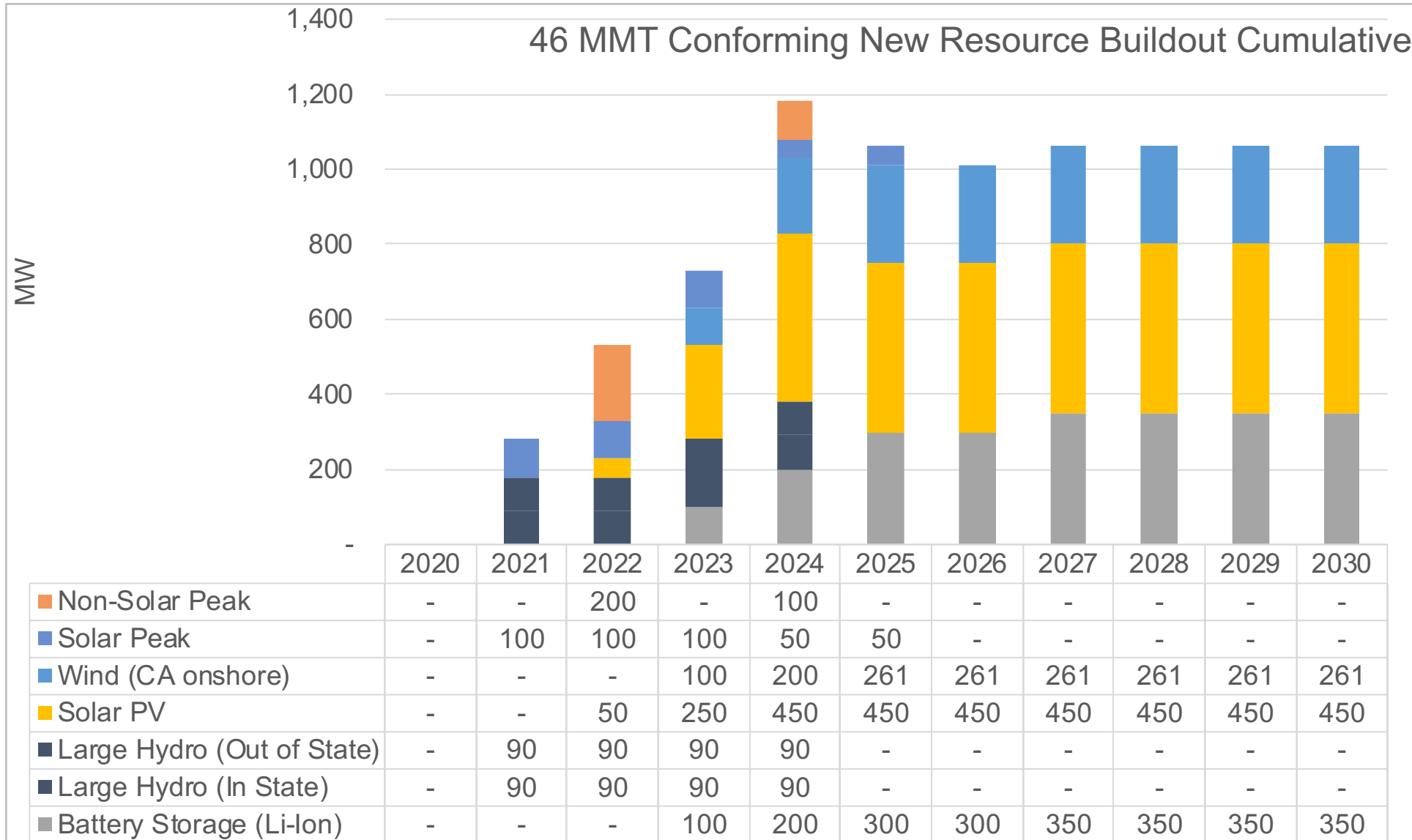
MODELING REQUIREMENTS

LSE	2030 Load (GWh)	Share of Load in IOU Territory	2030 Emissions Benchmark – 46 MMT	2030 Emissions Benchmark – 38 MMT	
<i>PCE</i>	3,560	4.68%	0.630	0.503	
EBCE	6,910	9.08%	1.222	0.977	Other CCAs
SJCE	4,449	5.85%	0.787	0.629	
CPA	11,867	13.85%	1.785	1.417	
PG&E	26,777	35.2%	4.737	3.784	IOUs
SCE	54,393	63.5%	8.180	6.496	
SDG&E	5,366	29.5%	1.093	0.876	

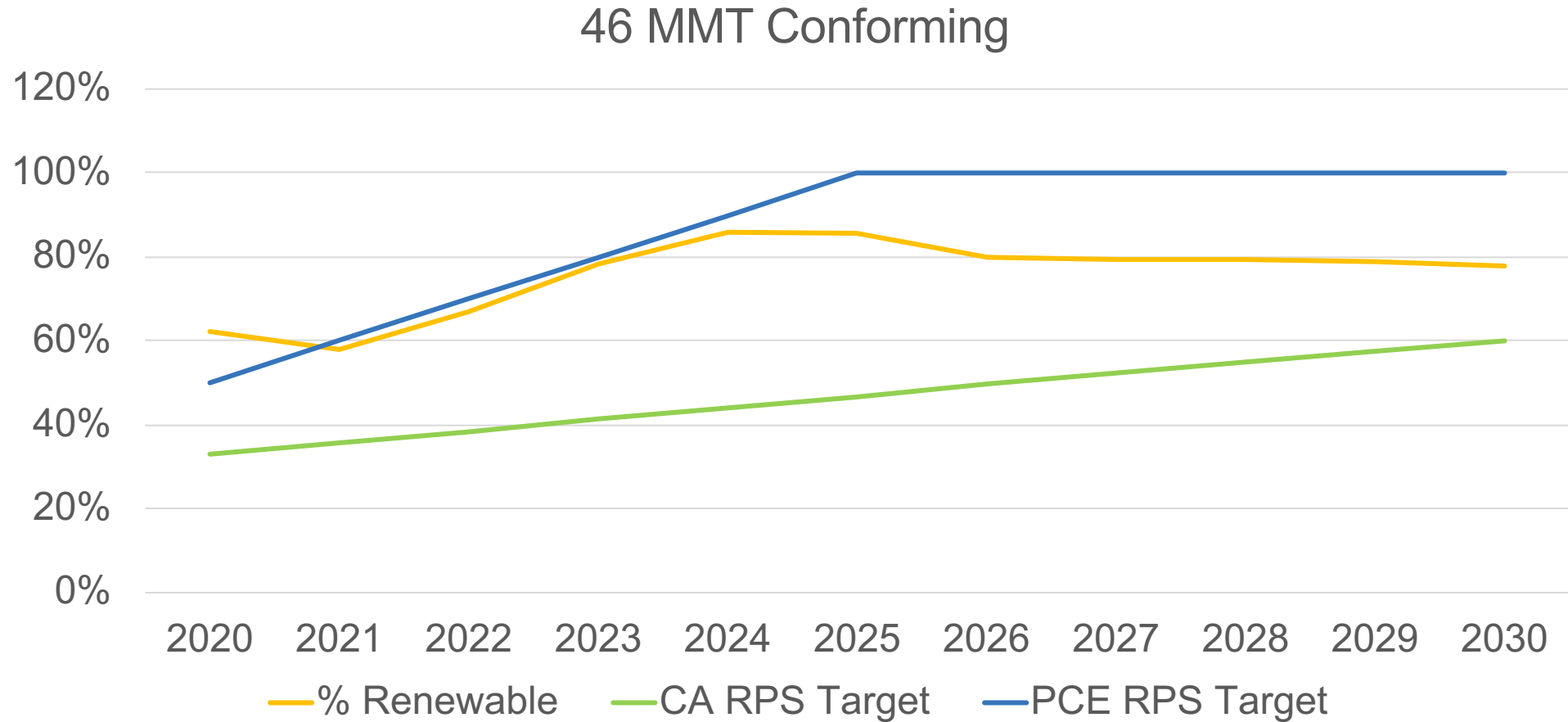
PORTFOLIOS MODELLED BY SIEMENS (2030)

		46 MMT Preferred Portfolio	46 MMT Conformin g Portfolio	38 MMT Preferred Portfolio	38 MMT Conformin g Portfolio
Existing	Li-Ion	147	147	147	147
	Solar	400	400	400	400
	Wind	0	0	0	0
	Small Hydro	12.5	12.5	12.5	12.5
New	Li-Ion	350	350	350	350
	Solar	750	450	650	650
	Wind	300	261	300	285
GHG	Target MMT	0.630	0.630	0.503	0.503
	Modeled MMT	0.410	0.629	0.484	0.499

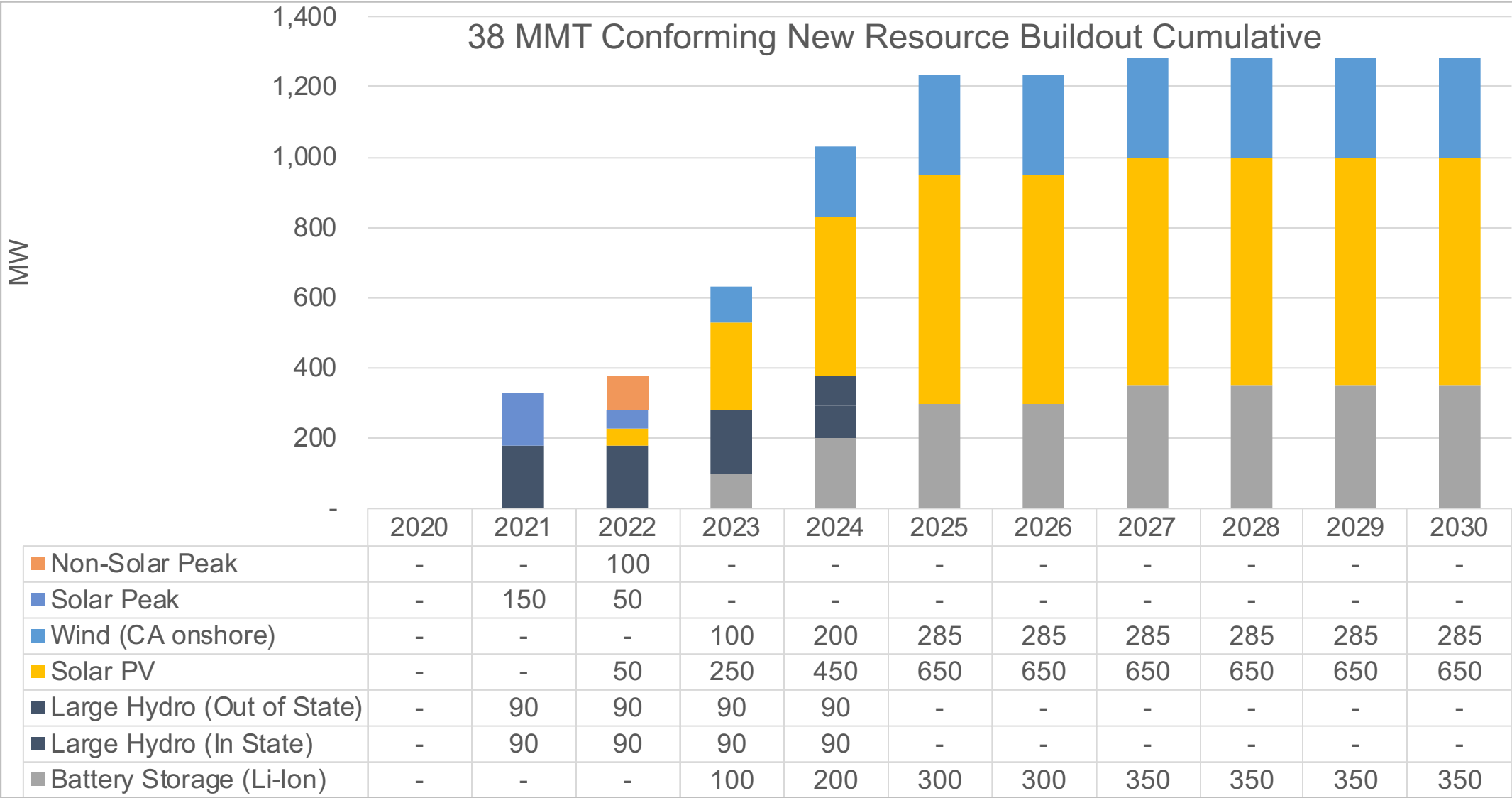
46 MMT CONFORMING DRAFT – TO BE FILED



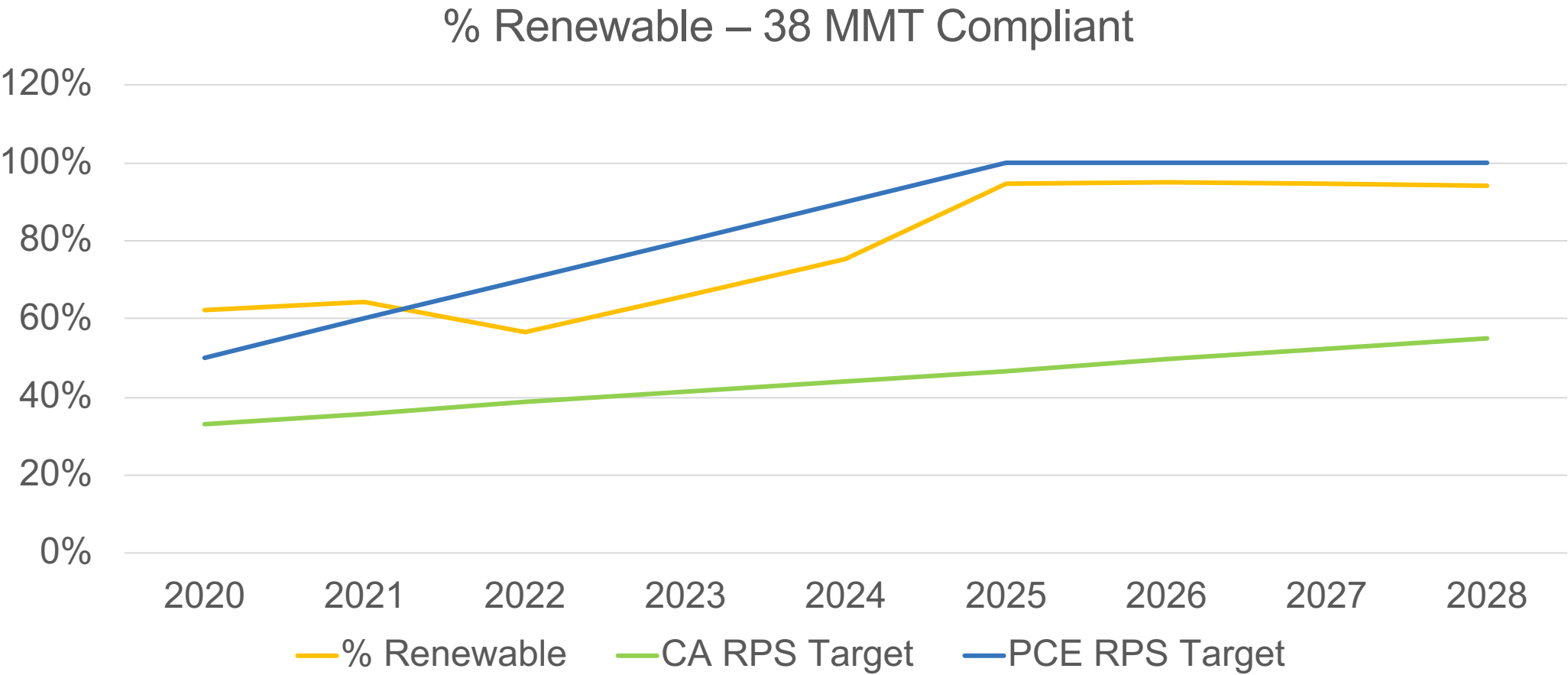
46 MMT CONFORMING DRAFT – TO BE FILED



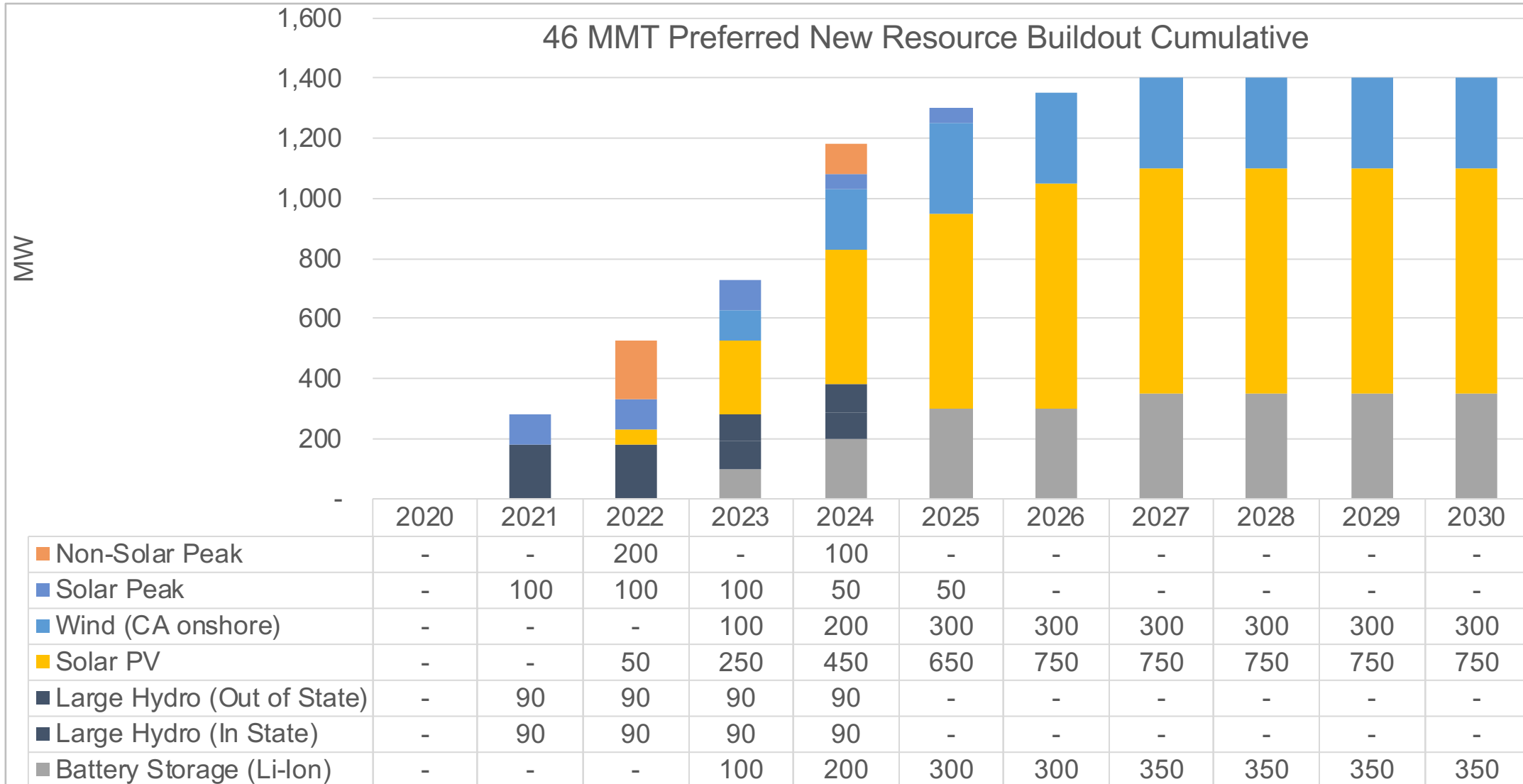
38 MMT CONFORMING – DRAFT – TO BE FILED



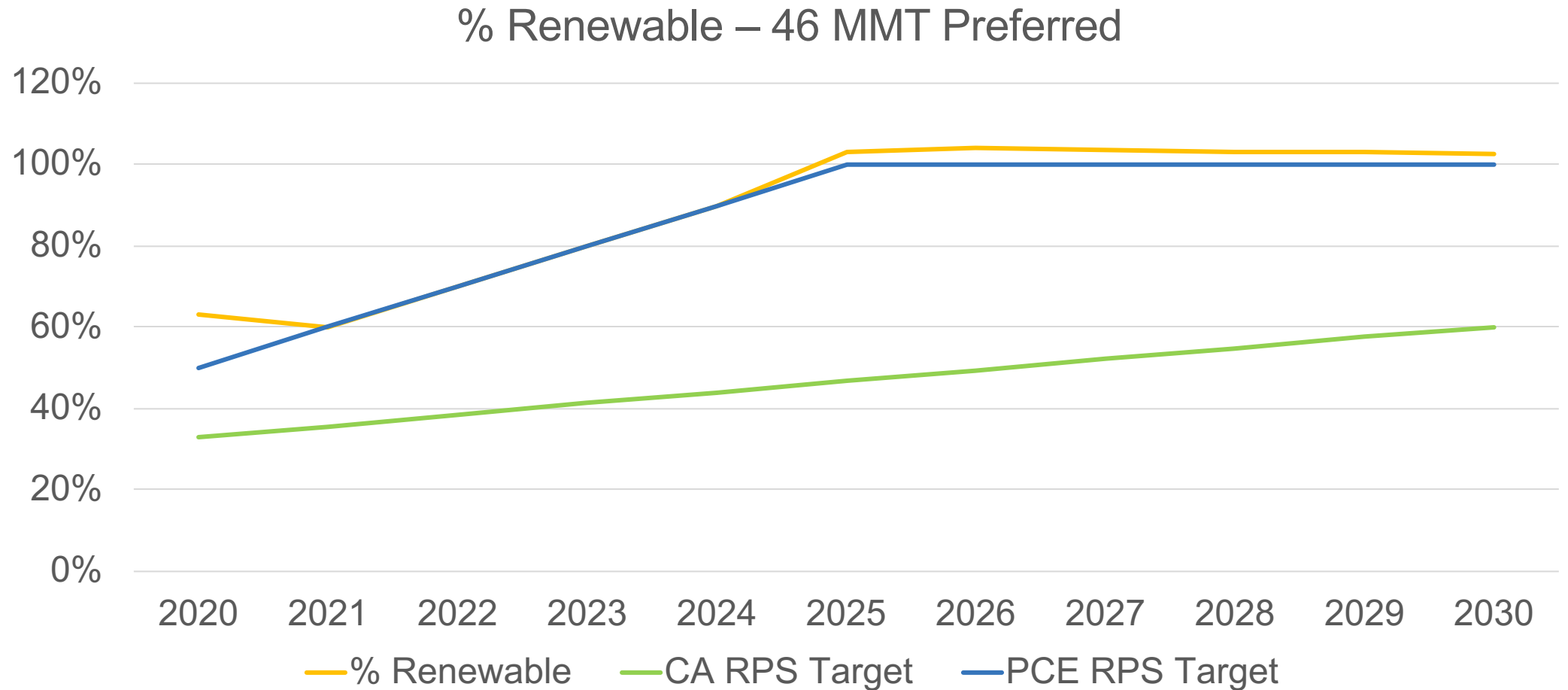
38 MMT CONFORMING – DRAFT – TO BE FILED



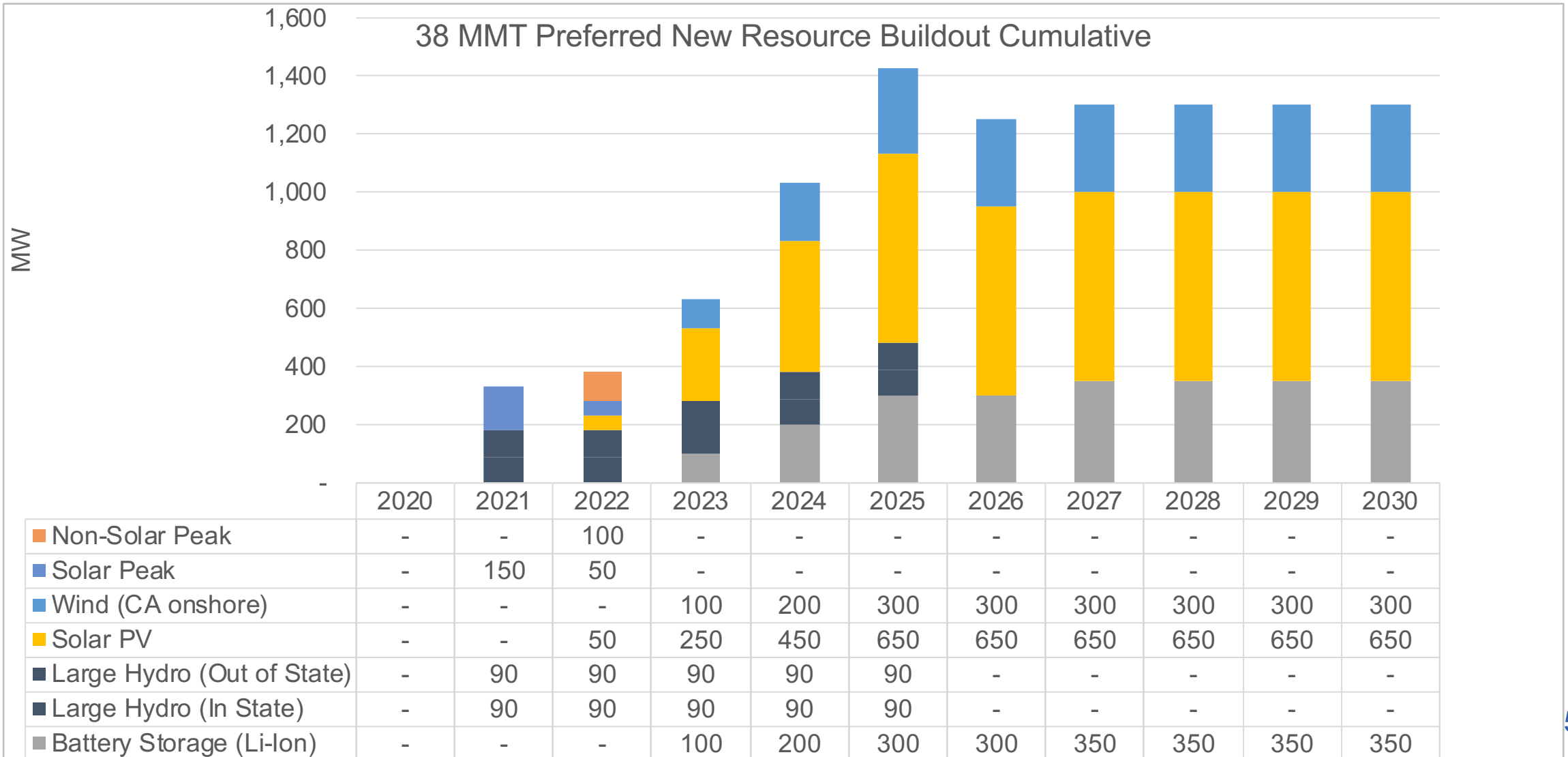
46 MMT PREFERRED - DRAFT



46 MMT PREFERRED - DRAFT



38 MMT PREFERRED - DRAFT



SUBMISSION REQUIREMENTS

1. Standard LSE Plan – written description of IRP, including:
 - Description of modeling process and assumptions
2. CPUC Provided Clean System Power Calculator
 - Calculates LSE's Portfolio's expected GHG Emissions
3. Resource Data Template
 - Details on current and planned resources to meet LSE's targets

NEXT STEPS

- Receive results from Siemens on time-coincident analysis
- Receive sensitivity analysis results from Siemens
- Determine whether to submit 100% renewable portfolio
- Complete narrative and templates
- IRP Submission due 9/1/2020

RECOMMENDATION

- Approve results of IRP analysis as presented by staff or in a form substantially similar to that presented by staff for the two required submissions – (1) 46 MMT Conforming Portfolio and (2) 38 MMT Conforming Portfolio.
- Authorize the CEO to determine whether to submit any alternative portfolios.
- Authorize staff to use the results of the IRP analysis to populate the CPUC-required document templates and delegate authority to the CEO to approve the final IRP report on behalf of the Board for submittal to the CPUC by September 1, 2020.

Regular Agenda

5. Approve Additional Expenditure of up to \$250,000 for Portable Battery Program for Medically Vulnerable Customers (Action)



Power On Peninsula Portable Battery Program for Medically Vulnerable

July 23, 2020

Recommendation

Approve an Additional Expenditure of up to \$250,000 for the Portable Battery Program for Medically Vulnerable Customers

Budget

Item	Previous Budget	Current Budget
Hassett Hardware Contract	\$500,000	\$605,000
150 Yeti 3000x Portable Power Station Portable Batteries	\$500,000	\$500,000
100 Boulder 200 Briefcase Solar Panel	\$0	\$50,000
Storage, Delivery, Training of Yeti 3000x and Boulder 200 Briefcases	\$0	\$55,000
Non-Profit Outreach and Enrollment Support Contract	\$0	\$65,000
Other Marketing and Outreach	\$0	\$80,000
Total Budget	\$500,000	\$750,000

Agenda

1. Program Background
2. Vendor & Product Selection
3. Program Structure
4. Hassett Hardware Partnership
5. Non-Profit Outreach Partners

Program Background

- Staff published a three-year, \$10M Energy Resilience Strategy in January 2020.
- Board approved \$500k towards the purchase of portable batteries in May 2020.
- Qualifying customers include those that are **medically vulnerable** and most-likely to experience a PSPS event.
- Peninsula Clean Energy will donate a **portable battery** to up to 150 qualifying customers, prioritized by medical and financial need
- Each customer will receive one to two batteries to **help get through power outages**.

Program Priorities

- Target customers who are most vulnerable to the intersection of PSPS and COVID-19. **Keep costs low** for our customers to increase access.
- **Prioritize clean power solutions** over traditional diesel-fueled generators.
- Ensure that the **batteries are used safely** throughout distribution, storage, and operation.

Vendor & Product Selection

- **Vendor Selection:** Sent RFI to 8 potential Vendors with five responses.
Final selection: Goal Zero
- **Yeti 3000x** battery:
 - 3 kWh capacity
 - Zero on-site emissions
 - Easy to operate
 - No cost to customer
- **Boulder 200 Briefcase** solar panel
 - 200W capacity
 - Zero on-site emissions
 - Folds up for easy storage
 - Plugs directly into Yeti 3000x
 - Slowly recharges the battery
 - No cost to customer



Program Structure

- **Company Background:**
 - Local hardware store with 4 out of 5 stores in San Mateo County
 - Third-generation family-owned
 - Member of Ace cooperative (not a franchise)
- **Partnership Structure**

Four tasks bundled under one contract:

 1. Product Procurement
 2. Storage
 3. Delivery
 4. Customer Training
- **Customer targets:** Limit participation to medically vulnerable customers who are most likely to experience PSPS

FAMILY OWNED SINCE 1957!



Hassett Hardware Partnership Details

Product Procurement

- Staggered procurement:
75 batteries + 50 solar panels delivered mid-August;
75 more batteries+50 solar panels delivered early September
- Batteries cost \$2849.99 + tax

Solar panels cost \$479.99 + tax

Product Storage

- Storing batteries and solar panels inside Hassett Hardware's stores
- Low-cost (free if <30 days)

Product Delivery

- Option to pickup in-store or have products delivered to the customer's home
- Customers must sign a waiver to receive products
- \$99-\$199/unit delivery cost, depending on where the customer lives

Customer Training

- In-depth training on how to use product
- Training at-store or in-home
- Spanish training offered
- \$99/hr training cost, capped at 1.5 hours

Non-Profit Partner Details

Senior Coastsiders

- Non-profit located in Half Moon Bay
- Provides services for older adults and adults with disabilities
- More than two-thirds of our target audience is located in its service area along the coast from Montara to Pescadero

Puente de la Costa Sur

- Nonprofit core social service agency with offices in Pescadero & La Honda
- Focuses on bilingual outreach and services, including to farmworkers

Outreach and Enrollment Services

Outreach for both of PCE's Power On Peninsula resilience programs:

- Portable backup battery donations for renters
- Installation of solar and backup batteries for homeowners

Enrollment support to help eligible residents from all parts of San Mateo County navigate eligibility and enrollment for several programs:

- Peninsula Clean Energy resilience programs
- Medical Baseline utility discounts
- Emergency resources from Center for Independence for Individuals with Disabilities

In addition, Senior Coastsiders will provide support for residents from all parts of San Mateo County who need help navigating Sunrun's solar and battery storage installation process, for example those with cognitive disabilities or early stage dementia

Recommendation

Approve an Additional Expenditure of up to \$250,000 for the Portable Battery Program for Medically Vulnerable Customers

Regular Agenda

6. Approve Building Electrification Awareness Program (Action)



Building Electrification Awareness Program

July 23, 2020

Purpose

Obtain approval for CEO to enter into 3-year agreement, not to exceed \$300,000 with Gelfand Partners Architects for purpose of implementing a Building Electrification Awareness Program

Background

- Program was approved by the Board on January 23, 2020 in conjunction with the Reach Code Assistance and Technical Training program
- Addresses two key issues that arose out of the Reach Code program:
 - Need for developer and contractor education and training
 - Consumers' preference for gas stoves and lack of awareness of modern electrical alternatives

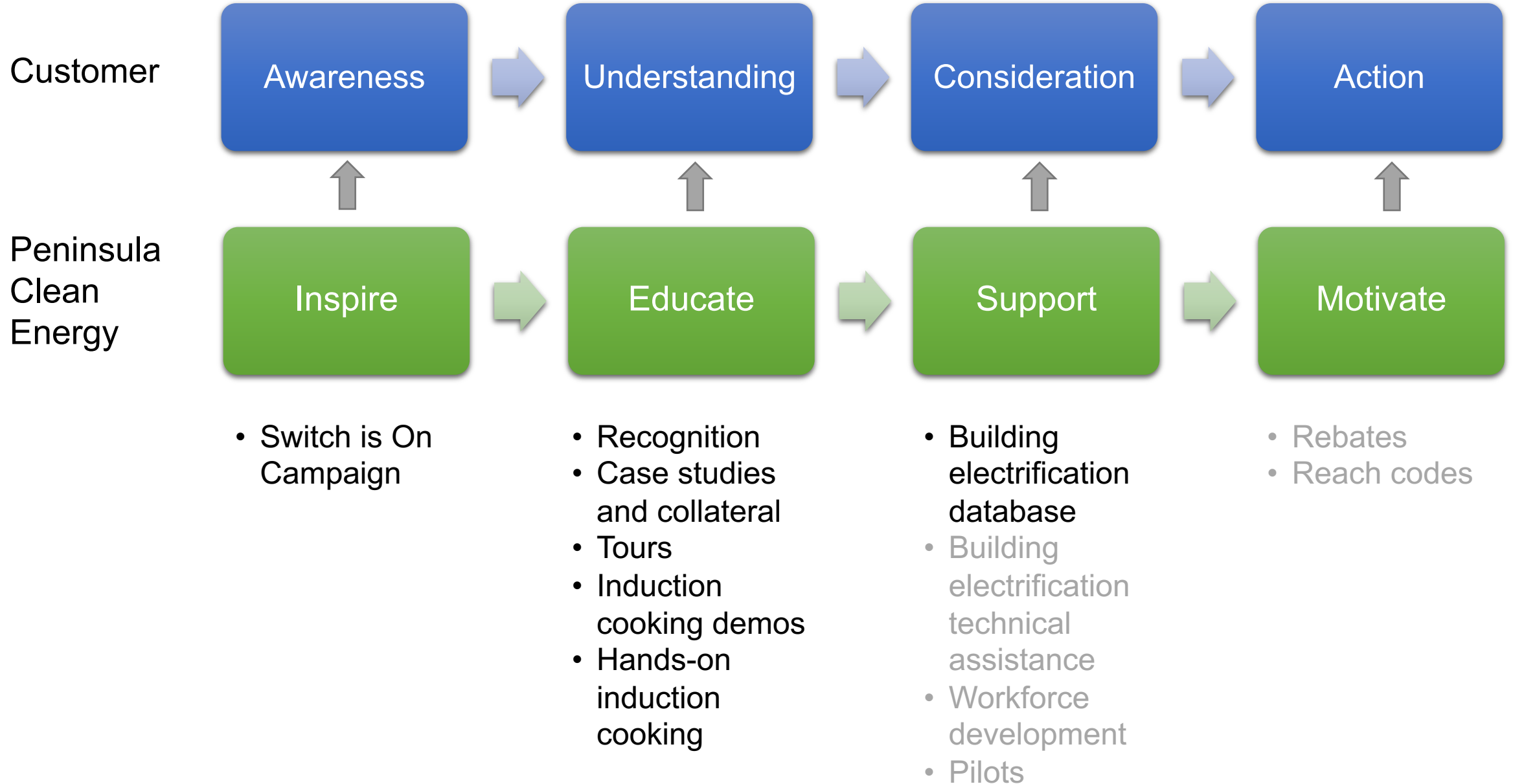
Building Electrification Awareness and Education

1. Showcase all-electric buildings and technologies
2. Recognize designers and builders
3. Engage consumers on induction cooking
4. Marketing campaign & action

RFP issued: 3/20
Responses: 5/8
Award decision: 5/29



Customer Journey



“Switch is On” Campaign

- Goal is to raise awareness of electrification
 - Address perceptions and misconceptions about electric home
 - Involve, empower and educate homeowners and key influencers (contractors, installers)
- First year target audience
 - Energy engaged homeowners
 - New construction homeowners
 - Industry influencers
- Campaign timeline:
 - Starting in fall 2020 in Bay Area and LA
 - Running through 2024
- Funding:
 - Coalition members
 - Possibly TECH funds in future





“Switch is On” Campaign – Funders*

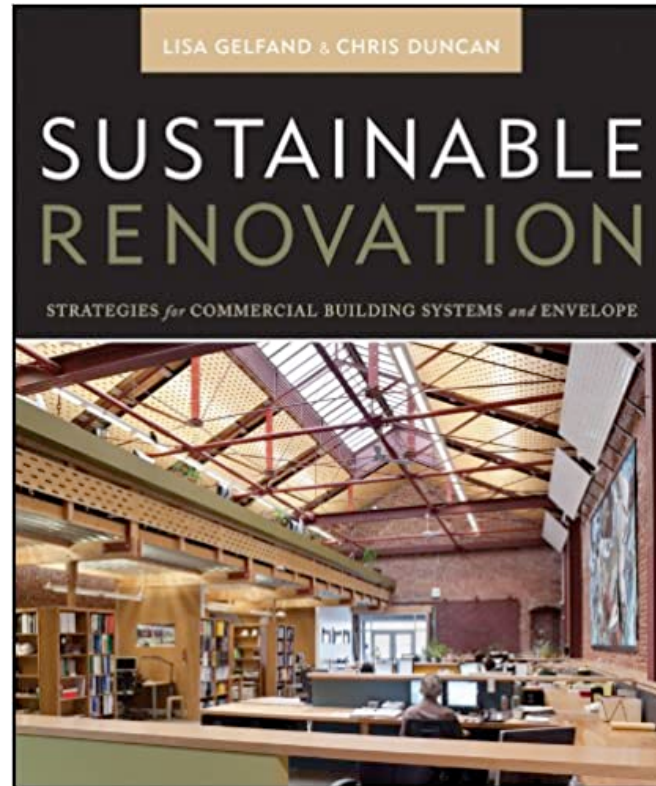


* As of 6/3/20



Building Electrification Awareness

RFP Awardee: Gelfand Partners Team



- Award-winning green architecture firm; LEED and Zero Net Energy expertise
- Residential energy, sustainable design, and green building certification

Gelfand & Team



Nonprofit focused on ZNE recognition; manages the Getting to Zero database of buildings



Operates the Food Service Technology Center (FSTC) with 30+ years experience



Media partner



Deliverables

- Collateral materials and case studies on building electrification and induction cooking
- Call for Entries to Peninsula Clean Energy database of electrified buildings
- Tours:
 - 3 new virtual tours
 - 1-2 onsite tours per year, once allowed
- Awards 2021, 2022, 2023 (juried and aligned with existing events)
- Induction Cooking Demonstrations
 - Virtual demonstrations and video
 - In-person demonstrations and hands-on training (about 11/year, once allowed)
 - Induction cooktop loaner program
- Promotion and awareness via owned and earned media

Budget

- Up to \$400K over 3 years authorized by the Board
- ~\$100K allocated to first year of BDC “Switch is On” campaign
- Remaining \$300K for the Building Electrification Awareness program over 3 years
 - Actual spend will be based on deliverables

Regular Agenda

7. Approve E-Bike Program (Action)



E-Bikes Programs Proposal

July 23, 2020

E-Bikes Rebate Program: Request

Program: Rebate program for 300 electric bikes for low-income residents over 3 years

Request: Recommend approval to the Board of the proposed E-Bikes Rebate Program

Amount & Term: Up to \$300,000 over 3 years

E-Bike Background

- Electric pedal assist, aids:
 - Parents with kids
 - Seniors
 - Commuters
 - Hills/cargo
- Very low cost, flexible mobility
- 33% - 50% of e-bike trips replaced a car trip
- Some incentives available in other US regions (\$200-500)



Program Components

1. Focus on lower-income communities (max 400% above poverty line)
2. Rebate of up to 80% purchase price (\$800 cap)
3. Bike vendor enrollment
4. Commute.org performance-based incentive
5. Partnership with Silicon Valley Bicycle Coalition (safety classes and other promotion), community partners
6. Performance measurement

Program launch aim for fall

Eligibility

Customers:

1. 400% Federal Poverty Limit or participation in CARE/FARA, CalFresh, Affordable Housing, etc.
2. 1 rebate per residential address

Bicycles:

1. Must be new
2. MSRP < \$1,800

Number of People*	Maximum Gross Annual Income**
1	\$51,040
2	\$68,960
3	\$86,880
4	\$104,800
5	\$122,720
6	\$140,640
7	\$158,560
8	\$176,480

Budget

	FY 2021	FY 2022	FY 2023	3 yr Total	% of Total budget
Incentives	\$ 80,000	\$ 80,000	\$ 80,000	\$ 240,000 (300 bikes)	80%
Outreach Partnership with SVBC	\$ 20,000	\$ 20,000	\$ 20,000	\$ 60,000	20%
Total Budget	\$ 100,000	\$ 100,000	\$ 100,000	\$ 300,000	100%

E-Bikes Rebate Program: Request

Program: Rebate program for 300 electric bikes for low-income residents

Request: Recommend approval to the Board of the proposed E-Bikes Rebate Program

Amount & Term: Up to \$300,000 over 3 years

Background Slides

Existing E-Bike Incentive Programs

1. Clean Cars for All (Bay Area)
 - E-bikes recently qualified (SB 400)
 - BAAQMD developing incentive now (scrap and replace alternative to cars)
2. Redwood Coast Energy Authority
 - Announced Earth Day, April 22
 - \$500 rebate, first come first served, capped at \$41,500 (83 rebates)
3. Burlington, VT
 - \$200 point of sale rebate, through local bike shops
 - Requires proof of residency
4. Austin Energy
 - Up to \$300
 - Also includes scooters, mopeds, etc.

Note: CalBike currently lobbying to get E-bikes included in CVRP

Regular Agenda

8. Create a Board Procedure for Appointing a Citizens Advisory Committee (CAC) Liaison and Alternate, followed by Appointment of new CAC Liaisons (Action)

Regular Agenda

9. Review Peninsula Clean Energy Citizen Advisory Committee Work Plan (Discussion)

Regular Agenda

9. Review Peninsula Clean Energy Citizens Advisory Committee Work Plan (Discussion)

Structure

- PCE Staff were surveyed in April 2020 for project ideas to collaborate on with the CAC
- The CAC grouped these project ideas into 9 different focus areas and formed a working group for each
- Each working group has:
 - One CAC member lead who is responsible for scheduling and coordination
 - One or more staff liaisons for each project
- Working group tasks and membership may change as PCE priorities and CAC membership change

Transportation Working Group

- Help promote EV engagement strategies by leveraging networks and relationships with community groups
- Help generate ideas for promoting participation in e-bike programs

CAC Lead: Janelle London

CAC Members: Tim Bussiek, Ray Larios

Building Electrification Working Group

- Reach code advocacy
- Heat pump water heater and electrification outreach to local environmental groups
- Support development of programs for low-income residents
- Participate in tech pilot "assessment team"

CAC Lead: Diane Bailey

CAC Members: Steven Booker, Jason Mendelson, Ray Larios, Janet Creech

Education Working Group

- Continue & build upon existing education programs such as science fair awards, internship programs, dashboards, and curricula development

CAC Lead: Janet Creech

CAC Members: Katie Green, Joe Fullerton, Steven Booker, Allen Brown, Desiree Thayer

Work Force Working Group

- Assist with programs for work force development in electrification
- Advise on workforce grant programs

CAC Lead: Joe Fullerton

CAC Members: Diane Bailey, Steven Booker, Ray Larios

Resiliency and DER Working Group

- Promote participation in resilience programs
- Research life cycle of existing renewable technologies including solar, wind, and lithium-based energy storage
- Explore trends in long-duration batteries and alternative forms of energy storage
- Support local sourcing of generation and distributed energy resources

CAC Lead: Michael Closson

CAC Members: Allen Brown, Joe Fullerton, Jason Mendelson

Legislative and Regulatory Working Group

- Assist in timely advocacy in promoting policies to support CCAs
- Support reach code advocacy as needed (*supporting Building Electrification working group*)

CAC Lead: Desiree Thayer

CAC Members: Steven Booker, Jason Mendelson, Katie Green, Ray Larios

PCE Strategic Priorities Working Group

- Continue to respond to key issues raised by the organization, for example: nuclear allocations, expansion in Central Valley, Resiliency, Storage
- Explore options for future of ECOplus and ECO100

CAC Lead: Tim Bussiek

CAC Members: Michael Closson, Janet Creech, Desiree Thayer

General Marketing/Outreach Working Group

- Explore potential op-ed pieces to support building electrification and other programs
- Promote PCE messages e.g. via social media
- Write blog posts on specific topics to support engagement in programs and initiatives

CAC Lead: Desiree Thayer

CAC Members: Tim Bussiek

Equity Working Group

- Ensure equity is a priority across all working groups and built into PCE strategic priorities

CAC Lead: Ray Larios

CAC Members: Diane Bailey, Jason Mendelson, Katie Green

Regular Agenda

10. Board Members' Reports (Discussion)

Regular Agenda

Adjourn