Agenda

• Call to Order / Roll Call

• Public Comment (for items not on the Agenda)

• Action to set the Agenda and Approve Consent Items 1-2
  o Consent - Public Comment

• Regular Agenda

• Adjournment
3. Chair Report (Discussion)
Ad-hoc Appointments

4. Appointment of Ad-hoc Chair and Vice Chair Nominating Committee

5. Appointment of Ad-hoc Citizens Advisory Committee Nominating Committee
6. CEO Report (Discussion)
Staffing Updates

• Search firm has identified several strong COO candidates

• Search firm retained for CFO search
  o Andy Stern will continue as CFO until this search is completed
Other Updates

- PG&E Generation and PCIA Rate Changes
- Impact of Covid-19 on PCE Load
- Reach Codes
COVID-19 Load Impact Analysis

1/26/2021
Monthly Load

- 3% decrease in PCE’s load in 2021 compared to 2020
  - 5% decrease in PCE’s load in January 2021 - March 2021 (Post-COVID) compared to January 2020 - March 2020 (Pre-COVID)
  - Almost same amount of load in April 2021 – July 2021 compared to April 2020 – July 2020
  - 4% decrease in PCE’s load in August-December 2021 compared to August-December 2020. Load in August-October of 2020 was significantly higher than forecast due to heatwaves, fires, and smokes.
Monthly Load Changes by Customer Class

- Decrease in C&I load, increase in residential load in each month compared to same month in the previous year until March 2021.
- For April-July, we noticed an increase in C&I load in 2021 compared to 2020 and a decrease in residential load in 2021 compared to 2020.
- In August-December 2021, Residential and Industrial load was significantly lower compared to 2020, mainly due to the heatwaves that we experienced in 2020.

* The heatmap shows how much load in 2021 was lower/higher compared to same month in 2020.

<table>
<thead>
<tr>
<th></th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
<th>8</th>
<th>9</th>
<th>10</th>
<th>11</th>
<th>12</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agricultural</td>
<td>-8%</td>
<td>-1%</td>
<td>-12%</td>
<td>-7%</td>
<td>26%</td>
<td>3%</td>
<td>-9%</td>
<td>5%</td>
<td>4%</td>
<td>0%</td>
<td>6%</td>
<td>0%</td>
</tr>
<tr>
<td>Industrial</td>
<td>-1%</td>
<td>-15%</td>
<td>-8%</td>
<td>4%</td>
<td>-8%</td>
<td>-8%</td>
<td>-11%</td>
<td>-21%</td>
<td>-22%</td>
<td>-25%</td>
<td>-21%</td>
<td>-29%</td>
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<tr>
<td>Small Commercial</td>
<td>-14%</td>
<td>-15%</td>
<td>0%</td>
<td>10%</td>
<td>7%</td>
<td>4%</td>
<td>2%</td>
<td>0%</td>
<td>1%</td>
<td>-3%</td>
<td>-5%</td>
<td>-4%</td>
</tr>
<tr>
<td>Medium Commercial</td>
<td>-18%</td>
<td>-21%</td>
<td>-6%</td>
<td>10%</td>
<td>9%</td>
<td>7%</td>
<td>6%</td>
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<td>3%</td>
<td>0%</td>
<td>13%</td>
<td>17%</td>
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<tr>
<td>Large Commercial</td>
<td>-12%</td>
<td>-17%</td>
<td>-3%</td>
<td>8%</td>
<td>4%</td>
<td>3%</td>
<td>5%</td>
<td>4%</td>
<td>1%</td>
<td>2%</td>
<td>9%</td>
<td>8%</td>
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<tr>
<td>Residential</td>
<td>6%</td>
<td>5%</td>
<td>0%</td>
<td>-7%</td>
<td>-6%</td>
<td>-7%</td>
<td>-6%</td>
<td>-13%</td>
<td>-12%</td>
<td>-7%</td>
<td>-11%</td>
<td>-2%</td>
</tr>
<tr>
<td>Street Lights-Other</td>
<td>0%</td>
<td>-5%</td>
<td>-1%</td>
<td>0%</td>
<td>0%</td>
<td>-2%</td>
<td>-4%</td>
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<td>-3%</td>
<td>-4%</td>
<td>-4%</td>
<td>-5%</td>
</tr>
<tr>
<td>PCE</td>
<td>-4%</td>
<td>-8%</td>
<td>-2%</td>
<td>1%</td>
<td>0%</td>
<td>-1%</td>
<td>-1%</td>
<td>-6%</td>
<td>-6%</td>
<td>-5%</td>
<td>-4%</td>
<td>0%</td>
</tr>
</tbody>
</table>

Peninsula Clean Energy
Load Shapes (PCE)

- In August-October, 2021 load was lower compared to 2019-2020 load in afternoon and late evening hours.
- In December, 2021 load was very similar to 2019-2020 load.
## San Mateo County Status – Reach Codes

<table>
<thead>
<tr>
<th>Member Agency</th>
<th>Reach Code Status</th>
<th>Building (proposed)</th>
<th>EV</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brisbane</td>
<td>Adopted</td>
<td>All-electric w/ exceptions</td>
<td>PCE model code (variant)</td>
</tr>
<tr>
<td>Burlingame</td>
<td>Adopted</td>
<td>All-electric w/ exceptions</td>
<td>PCE model code (variant)</td>
</tr>
<tr>
<td>Daly City</td>
<td>Adopted</td>
<td>All-electric w/ exceptions</td>
<td>PCE model code</td>
</tr>
<tr>
<td>East Palo Alto</td>
<td>Adopted</td>
<td>All-electric w/ exceptions</td>
<td>PCE model code (variant)</td>
</tr>
<tr>
<td>Millbrae</td>
<td>Adopted</td>
<td>All-electric w/ exceptions</td>
<td>PCE model code (variant)</td>
</tr>
<tr>
<td>Menlo Park</td>
<td>Adopted</td>
<td>All-electric w/ exceptions</td>
<td>(existing EV code)</td>
</tr>
<tr>
<td>Pacifica</td>
<td>Adopted</td>
<td>All-electric w/ exceptions</td>
<td>(existing EV code)</td>
</tr>
<tr>
<td>County of San Mateo</td>
<td>Adopted</td>
<td>All-electric w/ exceptions</td>
<td>PCE model code</td>
</tr>
<tr>
<td>Redwood City</td>
<td>Adopted</td>
<td>All-electric w/ exceptions</td>
<td>PCE model code</td>
</tr>
<tr>
<td>San Mateo</td>
<td>Adopted</td>
<td>All-electric w/ exceptions (updated)</td>
<td>Increase EV capable</td>
</tr>
<tr>
<td>San Carlos</td>
<td>Adopted</td>
<td>All-electric w/ exceptions (updated)</td>
<td>PCE model code</td>
</tr>
<tr>
<td>South San Francisco</td>
<td>Adopted</td>
<td>All-electric w/ exceptions (residential)</td>
<td>PCE model code</td>
</tr>
<tr>
<td>Colma</td>
<td>Adopted</td>
<td>Prewiring required</td>
<td>Increase EV capable</td>
</tr>
<tr>
<td>Portola Valley</td>
<td>1st reading TBD</td>
<td>(All-electric w/ exceptions)</td>
<td>(existing EV code)</td>
</tr>
<tr>
<td>Half Moon Bay</td>
<td>1st reading 11/16</td>
<td>All-electric new construction + existing construction</td>
<td>PCE model code</td>
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<tr>
<td>Atherton, Belmont</td>
<td>Under development</td>
<td></td>
<td></td>
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<tr>
<td>Foster City, Hillsborough, San Bruno</td>
<td>Staff discussions or Council briefing done</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Woodside</td>
<td>Declined</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Santa Clara County**
- Adopted: 13
- In-Progress: 1
Upcoming Meetings

- Citizens Advisory Committee:
  - February 10 at 6:30 p.m. (Zoom)

- Audit and Finance Committee:
  - February 14 at 8:30 a.m. (Zoom)

- Executive Committee:
  - February 14 at 10:00 a.m. (Zoom)

- Board of Directors:
  - February 24 at 6:30 p.m. (Zoom)
7. CAC Report (Discussion)
8. 2022 Policy Platform
2022 Policy Platform

1. Governance and Authority
2. Decarbonization
3. IOU Charges and Exit Fees (PCIA)
4. Power Procurement & Grid Reliability
5. Environmental Justice and Affordability
6. Community Relations
7. Local Economic Development
8. California Energy Market Structure
9. Update on the California Community Power (CC Power) Long Duration Storage Project Vote on January 19, 2022 (Discussion)
10. E-Bikes Update & Additional Budget Approval (Action)

Board of Directors
January 27, 2022
E-Bikes Program: Request

**Program**: E-Bikes for Everyone

**Requests**
Approval of budget increase to e-bikes program and associated amendment to RidePanda contract

**Amount**
$300,000 for additional incentives
E-Bikes for Everyone Overview

• Approved July 2020

• Original budget: $300,000
  o $240K incentives ($800 rebate, ~300 bikes)
  o $60K bike safety workshops and outreach with Silicon Valley Bicycle Coalition

• Only low to moderate income customers eligible

• Bike shop partnerships
E-Bike Growth

• 2x more e-bikes purchased in 2020 than EVs (est. 500k e-bike sales) in US
• 240% increase in e-bike sales in 2021
• 15% Americans plan to bike more, 40% if former bikers
• CA e-bike rebate, end of 2022
Customer Satisfaction & Impact

“I want to thank Peninsula Clean Energy so much for making it possible to get this e-bike. I will be thinking of how grateful I am as I go about my daily chores and activities on my new Clean Energy transportation.”

“I’ve wanted to order an e-bike for years now… and this put me over the top”

I love it!!! Hardly use my car anymore. So grateful for this program. The whole family uses this bike.

Sent from my iPhone

On Aug 12,
E-Bikes Key Metrics

- 276 e-bike sold
- Customer satisfaction: 93%
- Sales through participating bike shops: 85%
- Usage: ~55% utility
- Avg. pre-rebate bike price: $1,283
- Avg. post-rebate bike price: $487
E-Bikes Recipient Key Metrics

- Avg. HH income: $39k
- Even across age ranges
- Gender split: 68/30/2 (Male, Female, Non-Binary)
PCE E-bike Users Est. GHG Impact

- **Car trips reduced by 38%**
- E-bike now primary mode of travel for 1 in 6
- Avg trip when replacing car: 11 mi.
- Replaces car trip: ~3x/week
- Each e-bike displaces: 83 gallons of gas, .74 MT GHG per year
## Rebate Distribution by City

<table>
<thead>
<tr>
<th>City</th>
<th>Total Rebates (% of Total Rebates)</th>
<th>City Population, as % of County Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Daly City</td>
<td>43 (16%)</td>
<td>14%</td>
</tr>
<tr>
<td>Redwood City</td>
<td>39 (14%)</td>
<td>11%</td>
</tr>
<tr>
<td>San Mateo</td>
<td>32 (12%)</td>
<td>14%</td>
</tr>
<tr>
<td>South SF</td>
<td>29 (11%)</td>
<td>9%</td>
</tr>
<tr>
<td>Menlo Park</td>
<td>21 (8%)</td>
<td>4%</td>
</tr>
<tr>
<td>Millbrae</td>
<td>15 (5%)</td>
<td>3%</td>
</tr>
<tr>
<td>Pacifica</td>
<td>15 (5%)</td>
<td>5%</td>
</tr>
<tr>
<td>San Bruno</td>
<td>14 (5%)</td>
<td>6%</td>
</tr>
<tr>
<td>Burlingame</td>
<td>11 (4%)</td>
<td>4%</td>
</tr>
<tr>
<td>San Carlos</td>
<td>10 (4%)</td>
<td>4%</td>
</tr>
<tr>
<td>Foster City</td>
<td>9 (3%)</td>
<td>4%</td>
</tr>
<tr>
<td>East Palo Alto</td>
<td>8 (3%)</td>
<td>4%</td>
</tr>
<tr>
<td>Belmont</td>
<td>7 (3%)</td>
<td>4%</td>
</tr>
<tr>
<td>Half Moon Bay</td>
<td>5 (2%)</td>
<td>2%</td>
</tr>
<tr>
<td>All Others</td>
<td>18 (7%)</td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>276</strong></td>
<td></td>
</tr>
</tbody>
</table>
Non-Used Rebates

- 24% drop off rate from approved rebates
- Cost primary concern
- Very limited bike shop supply at $1,800 price

“What prevented you from buying an e-bike?”

- The bikes were too expensive: 43.48%
- I didn't have enough time to make my purchase: 21.74%
- There weren't bike styles or types that I liked: 15.94%
- Other: 18.84%
- I was no longer interested in buying an e-bike: 0%
Current E-Bike Price Challenges

• Increased sales prices, 10-20% at one retailer
• More limited availability under $1,800 (and 0 cargo bikes)
• Supply constraints are primary factor
Proposed Program Changes

**Rebates & Eligibility**
1. Increase rebate maximum amount to $1,000, from $800, 80% cap remains
2. Increase bike price cap to $3,000
   - Necessary for in-person bike sales
   - Encourages cargo bikes, wider use cases
3. Remove Unemployment Insurance from eligibility

**Purchasing**
1. Purchases only at participating bike shops
2. Add new bike shops
3. Support offline applications (El Concilio drop-in ctr, Affordable Housing partnerships)
4. Promote financing more
Funding & Timing

**Budget:** $300,000 in additional incentives budget + $20K in already approved funds
- Appx. 320 e-bikes

**Timing:** “Soft Launch” with controlled marketing/rollout, starting in March
1. Affordable Housing
2. Los Banos
3. General program promotion (May, Bike Month)

Note: No Los Banos set aside, but included as of April 1
Associated Contract

Increase RidePanda contract maximum by $225,000

- RidePanda was a key participating bike shop, specializing in more affordable e-bikes
- Appx. 80% of sales in previous round were with RidePanda (218 bike sales)
- Contract currently has appx. $51,000 remaining. With $225,000 increase, total contract increased up to $276,000 (up to 276 e-bikes)
E-Bikes Program: Request

Program: E-Bikes for Everyone

Requests
Approval of budget increase to e-bikes program and associated amendment to RidePanda contract

Amount
$300,000 overall program budget increase
Discussion
11. Outreach Grant Program Update
Background

• In 2018 Peninsula Clean Energy identified a trend of Latino customers disproportionately opting out

• RFP process resulted in grants to five community organizations to reach customers in multiple languages

• Opt-out rates stabilized and have remained relatively low since
Community Outreach Grants Today

- Transparent RFP process
- Community organizations receive up to $40K per grant to partner on outreach
- In 2021, outreach partners created an estimated 1.77M impressions or interactions with our content

Photo from 2021 Outreach Grant Training
Desired Outcomes

• Expand outreach to low-income and underserved communities

• Increase community trust in Peninsula Clean Energy

• Increase awareness of Peninsula Clean Energy, our programs, and bill discounts

• Provide education to customers on clean energy and electrification
# 2021-22 Outreach Grant Overview

- All grants serve residents in San Mateo County
- No grant applications received for Los Banos for 2022
  - Instead, we are funding additional community sponsorships

<table>
<thead>
<tr>
<th>Year</th>
<th>Number of Grants</th>
<th>Number of Organizations</th>
<th>Total Funding</th>
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<tbody>
<tr>
<td>2021</td>
<td>11</td>
<td>10</td>
<td>$316K</td>
</tr>
<tr>
<td>2022</td>
<td>12</td>
<td>11</td>
<td>$310K</td>
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<tr>
<td>Applicant</td>
<td>2021</td>
<td>2022</td>
<td>Geographic Focus</td>
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<tr>
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<td>--------</td>
<td>-------------------------------------------------------</td>
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<tr>
<td>Acterra – Building Electrification</td>
<td>$36,730</td>
<td>$20,000</td>
<td>San Mateo County</td>
</tr>
<tr>
<td>Acterra – Electric Vehicles</td>
<td>$23,000</td>
<td>$30,000</td>
<td>San Mateo County, special emphasis on DAC areas</td>
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<tr>
<td>Casa Circulo Cultural</td>
<td>$28,000</td>
<td>$40,000</td>
<td>North Fair Oaks, Redwood City</td>
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<tr>
<td>City of South San Francisco</td>
<td>$15,070</td>
<td>-</td>
<td>South San Francisco</td>
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<tr>
<td>Climate Resilient Communities</td>
<td>$25,000</td>
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<td>Belle Haven, East Palo Alto, North Fair Oaks, Redwood City</td>
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<tr>
<td>El Concilio</td>
<td>$30,000</td>
<td>$20,000</td>
<td>San Mateo County</td>
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<tr>
<td>Nuestra Casa</td>
<td>$26,440</td>
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<td>Belle Haven, East Palo Alto, North Fair Oaks</td>
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<tr>
<td>Rise South City</td>
<td>-</td>
<td>$20,000</td>
<td>South San Francisco</td>
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<tr>
<td>Senior Coastsiders</td>
<td>$30,000</td>
<td>$30,000</td>
<td>Half Moon Bay and Pacifica</td>
</tr>
<tr>
<td>Sound of Hope</td>
<td>$40,000</td>
<td>$40,000</td>
<td>San Mateo County</td>
</tr>
<tr>
<td>Support Life Foundation</td>
<td>-</td>
<td>$20,000</td>
<td>North San Mateo County</td>
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<tr>
<td>Sustainable San Mateo County</td>
<td>$32,200</td>
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<td>San Mateo County</td>
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<tr>
<td>Thrive Alliance</td>
<td>$30,000</td>
<td>$30,000</td>
<td>San Mateo County</td>
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<tr>
<td><strong>TOTAL:</strong></td>
<td>$316,440</td>
<td>$310,000</td>
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## 2021 Outreach Outcomes

<table>
<thead>
<tr>
<th>Type of Interaction</th>
<th>Examples</th>
<th>Impressions/Interactions</th>
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<tbody>
<tr>
<td>Printed Information</td>
<td>Number of flyers / mailers distributed</td>
<td>54,000</td>
</tr>
<tr>
<td>Direct Interactions</td>
<td>Number of people reached through tabling, events, etc.</td>
<td>20,000</td>
</tr>
<tr>
<td>Digital Engagement</td>
<td>Number of impressions through social media, radio ads, etc.</td>
<td>1,700,000</td>
</tr>
<tr>
<td><strong>Total Estimated Impressions and Interactions:</strong></td>
<td></td>
<td><strong>1,774,000</strong></td>
</tr>
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</table>
Building Electrification:
• Workshops on Rooftop Solar, EV Charging, Heat Pump Water Heater, and Induction Cooking

Electric Vehicles:
• Workshops focusing on financial benefits of EVs and available rebates
• No-cost individual EV consultations
Casa Circulo Cultural

• Distribute information through newsletter, radio, social media campaigns, webinars, and classes

• Create videos about Peninsula Clean Energy programs in Spanish through the Youth Media Project

• Focus on Redwood City & North Fair Oaks
City of South San Francisco (2021)

• Distribute direct mailers, flyers, emails to residents and businesses in South San Francisco

• Grant received for 2021 only, as cities were not eligible for 2022 funds
Climate Resilient Communities

- Conduct outreach through distributing flyers, tabling at community events, and hosting workshops
- Translate outreach materials and workshops in Tagalog, Tongan, and Samoan
- Focus on East Palo Alto
El Concilio of San Mateo County

• Educate customers about Peninsula Clean Energy on energy bills

• Assist customers in enrolling in Peninsula Clean Energy programs

• Communicate Peninsula Clean Energy messages on major Spanish radio stations
Nuestra Casa

• Conduct outreach via promotoras network through tabling, food distribution events, and canvassing

• Integrate information about Peninsula Clean Energy in Environmental Justice Parent Academy

• East Palo Alto
Rise South City (2022)

- Conduct outreach through tabling and canvassing, including supporting enrollment in energy programs
- Partner with community organizations to host presentations about Peninsula Clean Energy
- South San Francisco
Senior Coastsiders

• Distribute information through newsletter, social media, ads in local publications and radio, and sustainability meetings

• Circulate notices and mailers targeting older adults

• Focus on the Coastside
Sound of Hope

• Promote Peninsula Clean Energy through web advertising, radio shows, and social media campaigns in Chinese

• Develop videos and workshops featuring Peninsula Clean Energy programs and messages in Chinese
Support Life Foundation (2022)

- Conduct outreach through social media campaigns, food distribution events, and tabling
- Engage extensive volunteer network
- Focus on Northern County
Sustainable San Mateo County

• Promote Peninsula Clean Energy programs through newsletter, social media campaigns, and Happy Hour events

• Host photo contest on green infrastructure and building electrification
Thrive Alliance

• Distribute information through monthly newsletter feature, social media, and website

• Support monthly convenings of environmental nonprofit leaders and community stakeholders

• Support of major Environmental Justice Summit in 2022
Thank You!

We look forward to continuing to engage with our outreach grant partners
12. Board Members’ Reports (Discussion)
Adjournment