

Peninsula Clean Energy Board of Directors Meeting

January 27, 2022

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
 - 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
 - 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

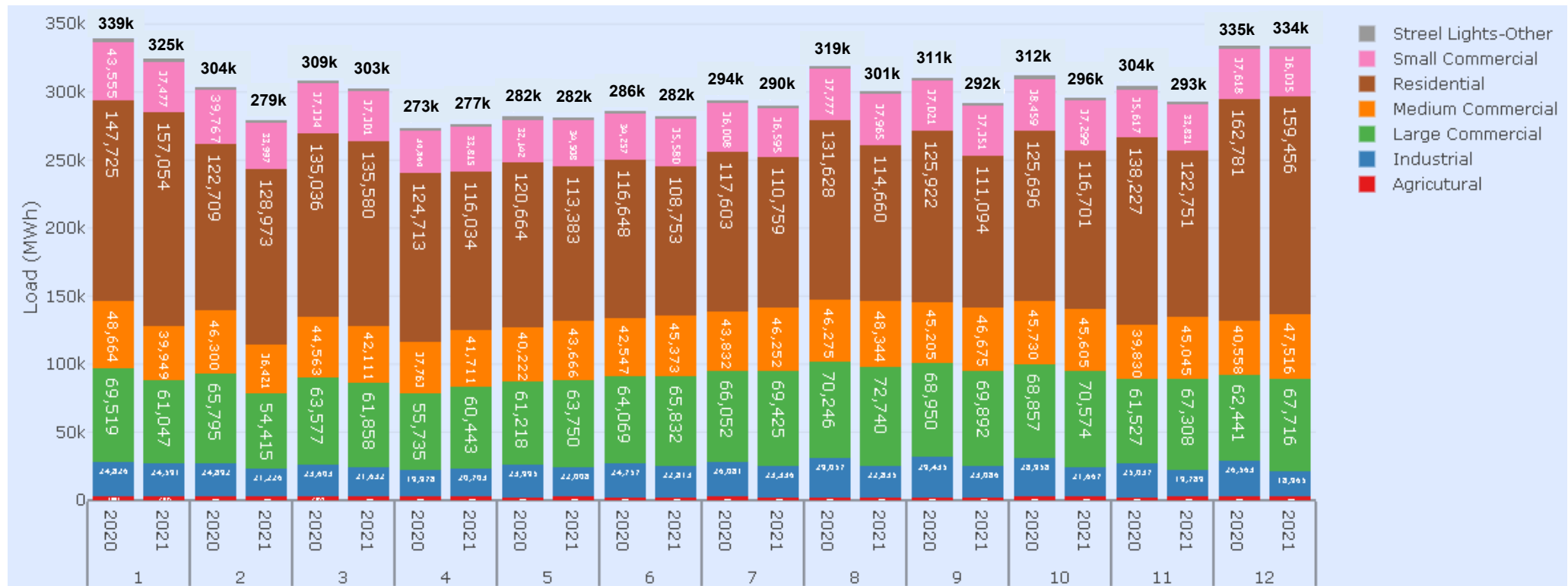


COVID-19 Load Impact Analysis

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

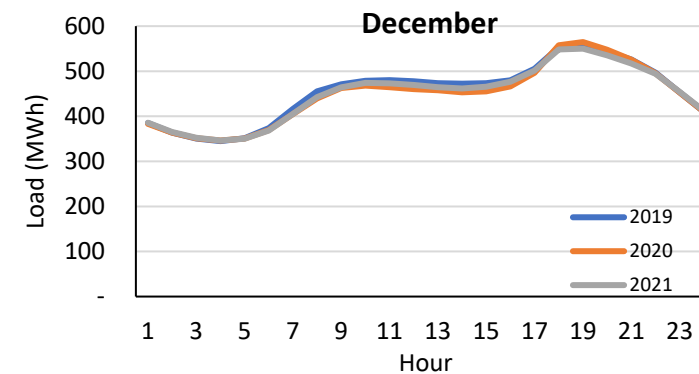
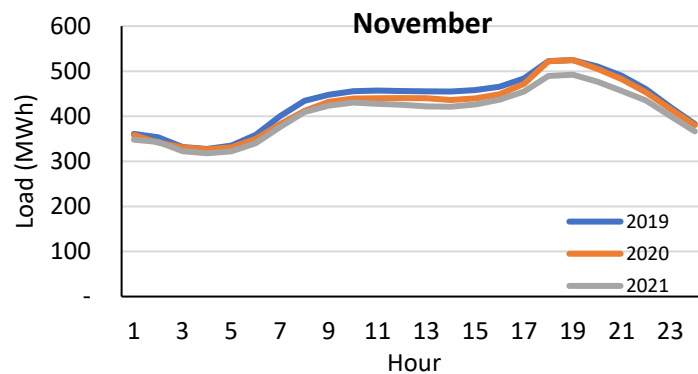
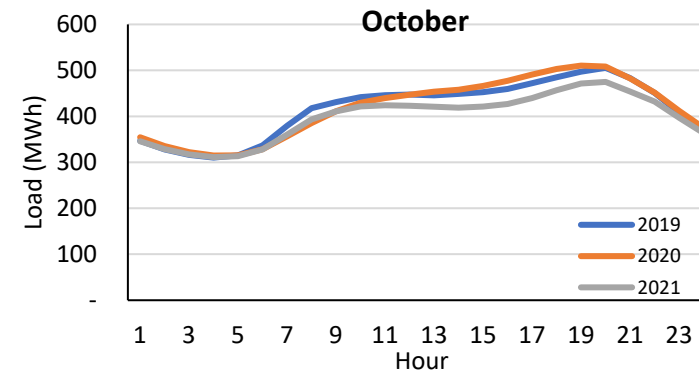
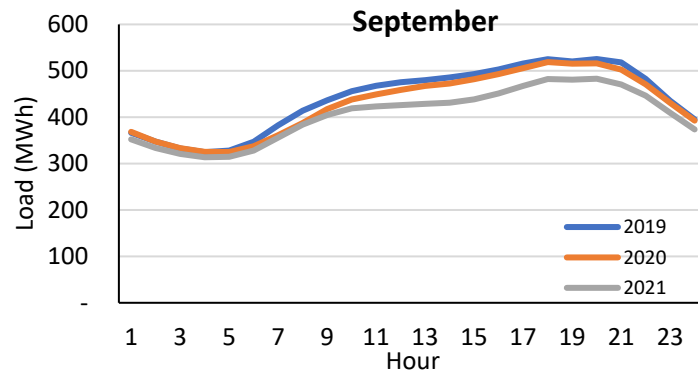
- Decrease in C&I load, increase in residential load in each month compared to same month in the previous year until March 2021.
- For April-July, we noticed an increase in C&I load in 2021 compared to 2020 and a decrease in residential load in 2021 compared to 2020.
- In August-December 2021, Residential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

Agricultural	-8%	-1%	-12%	-7%	26%	3%	-9%	5%	4%	0%	6%	0%
Industrial	-1%	-15%	-8%	4%	-8%	-8%	-11%	-21%	-22%	-25%	-21%	-29%
Small Commercial	-14%	-15%	0%	10%	7%	4%	2%	0%	1%	-3%	-5%	-4%
Medium Commercial	-18%	-21%	-6%	10%	9%	7%	6%	4%	3%	0%	13%	17%
Large Commercial	-12%	-17%	-3%	8%	4%	3%	5%	4%	1%	2%	9%	8%
Residential	6%	5%	0%	-7%	-6%	-7%	-6%	-13%	-12%	-7%	-11%	-2%
Street Lights-Other	0%	-5%	-1%	0%	0%	-2%	-4%	-4%	-3%	-4%	-4%	-5%
PCE	-4%	-8%	-2%	1%	0%	-1%	-1%	-6%	-6%	-5%	-4%	0%
Month	1	2	3	4	5	6	7	8	9	10	11	12

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

Load Shapes (PCE)

- In August-November, 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

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

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
 - \$240K incentives (\$800 rebate, ~300 bikes)
 - \$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 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,



“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.”

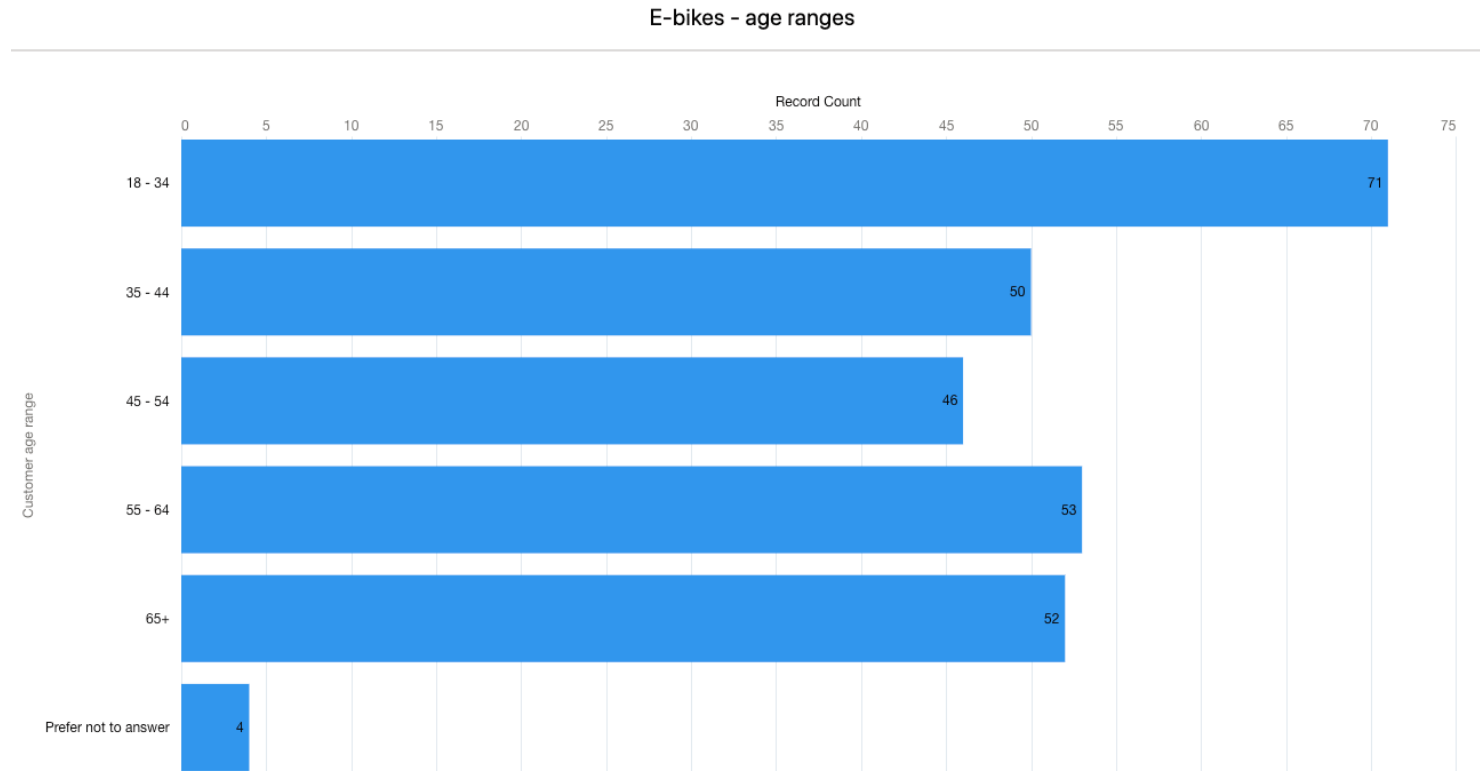
“I’ve wanted to order an ebike for years now... and this put me over the top”

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

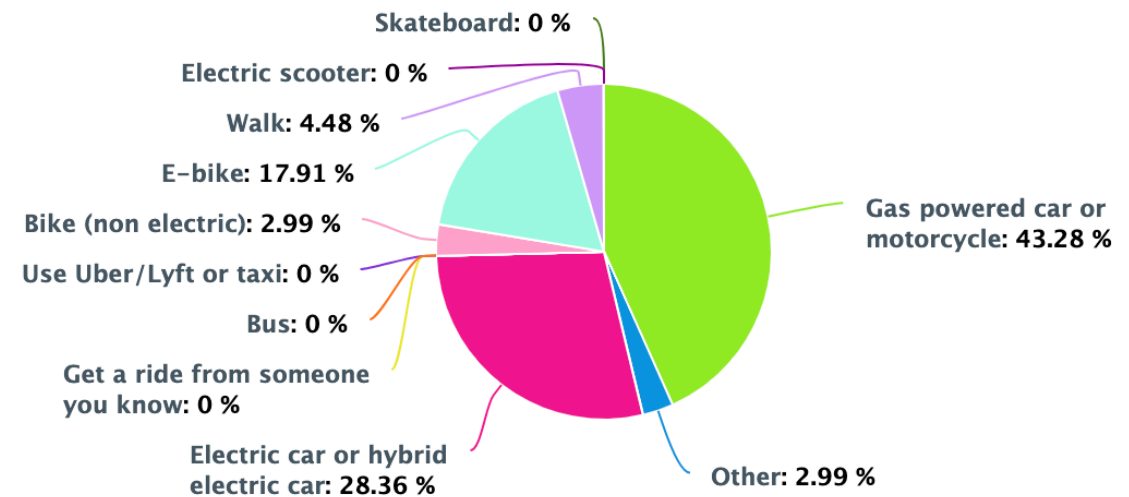
- Avg. HH income: \$39k
- Even across age ranges
- Gender split:
68/30/2 (Male, Female,
Non-Binary)



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

What mode of transport do you use for the majority of your daily trips?



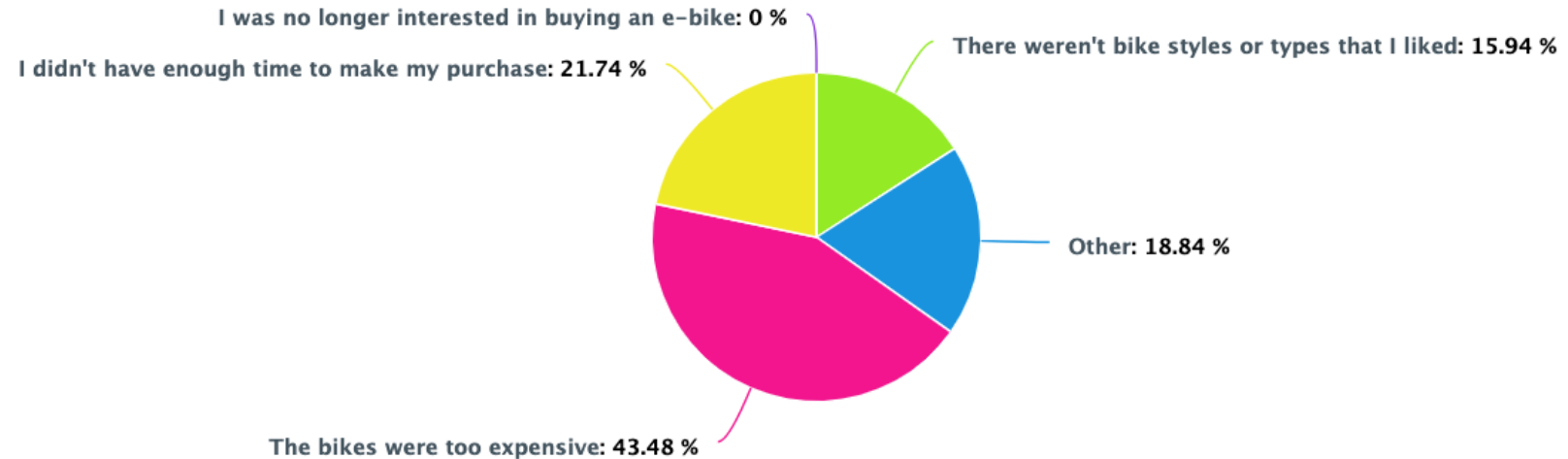
Rebate Distribution by City

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

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?”



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

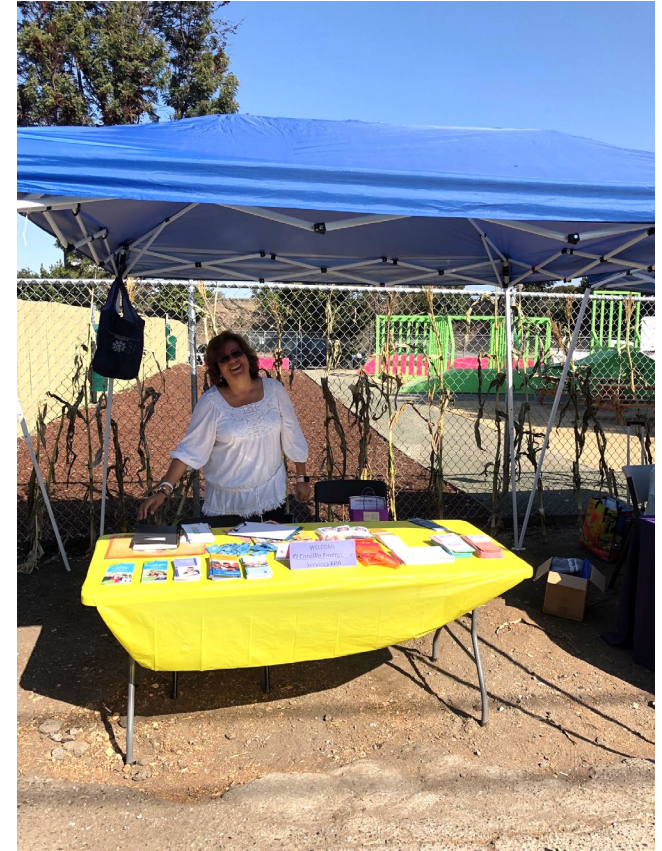


11. Outreach Grant Program Update



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



*El Concilio de San Mateo
County staff with PCE literature
at community event in 2018*

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



Heat Pump Water Heater Video in Spanish by Casa Circulo Cultural



Used EV Program Video in Chinese by Sound of Hope

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

Year	Number of Grants	Number of Organizations	Total Funding
2021	11	10	\$316K
2022	12	11	\$310K

Applicant	2021	2022	Geographic Focus
Acterra – Building Electrification	\$36,730	\$20,000	San Mateo County
Acterra – Electric Vehicles	\$23,000	\$30,000	San Mateo County, special emphasis on DAC areas
Casa Circulo Cultural	\$28,000	\$40,000	North Fair Oaks, Redwood City
City of South San Francisco	\$15,070	-	South San Francisco
Climate Resilient Communities	\$25,000	\$20,000	Belle Haven, East Palo Alto, North Fair Oaks, Redwood City
El Concilio	\$30,000	\$20,000	San Mateo County
Nuestra Casa	\$26,440	\$20,000	Belle Haven, East Palo Alto, North Fair Oaks
Rise South City	-	\$20,000	South San Francisco
Senior Coastsiders	\$30,000	\$30,000	Half Moon Bay and Pacifica
Sound of Hope	\$40,000	\$40,000	San Mateo County
Support Life Foundation	-	\$20,000	North San Mateo County
Sustainable San Mateo County	\$32,200	\$20,000	San Mateo County
Thrive Alliance	\$30,000	\$30,000	San Mateo County
TOTAL:	\$316,440	\$310,000	

2021 Outreach Outcomes

Type of Interaction	Examples	Impressions/ Interactions
Printed Information	Number of flyers / mailers distributed	54,000
Direct Interactions	Number of people reached through tabling, events, etc.	20,000
Digital Engagement	Number of impressions through social media, radio ads, etc.	1,700,000
Total Estimated Impressions and Interactions:		1,774,000

Acterra

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



**ACTION FOR A
HEALTHY PLANET**

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



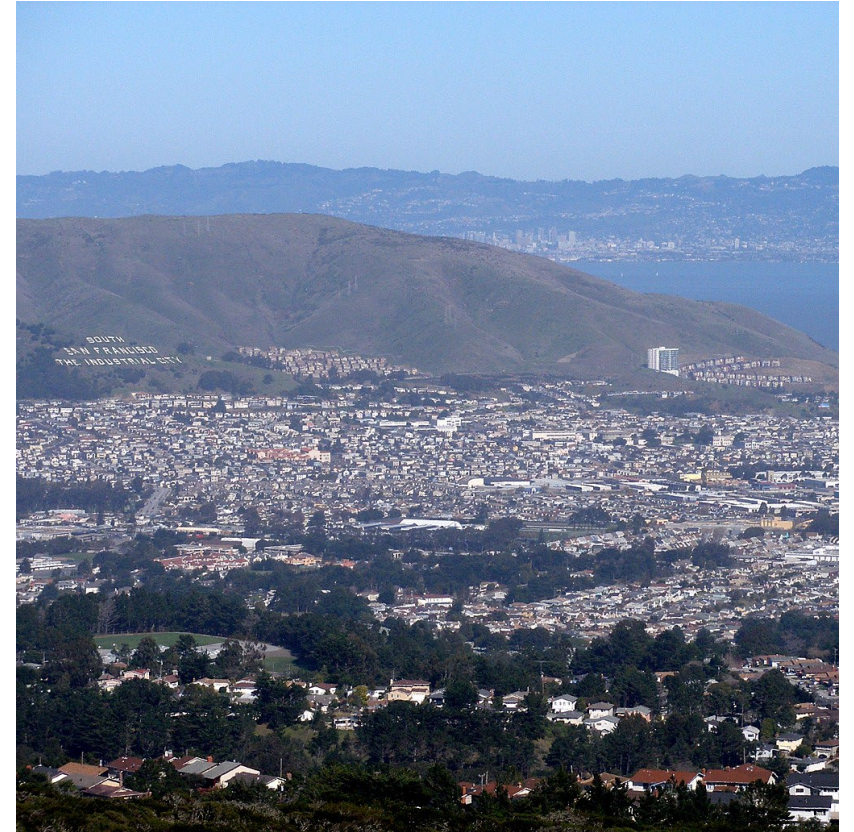
Nuestra Casa

- 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



**Sustainable
San Mateo County**
Economy. Equity. Environment.

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