

# Peninsula Clean Energy Board of Directors Meeting

February 23, 2023

# Agenda

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- Call to Order / Roll Call
- Public Comment (for items not on the Agenda)
- Action to set the Agenda and Approve Consent Items 1-4
  - Consent - Public Comment
- Regular Agenda
- Adjournment

# Chair Report (Discussion)

# CEO Report (Discussion)

# Topics to be Covered Tonight

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- Staffing Updates
- 24/7 Media Outreach Results
- PG&E Rate Change on March 1
- Solar + Storage on Public Buildings Update
- Legislative Update
- In-Person Meetings starting in March
- Board Orientation and Mentor Program
- Ad Hoc Subcommittees
- Upcoming Meetings

# Staffing Updates

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Welcome to New Hires:

- Roy Xu, Director of Power Resources, starting March 13



# Staffing Updates: Open Positions

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Currently posted on PCE website:

- Human Resources Manager
- Administrative Assistant
- Director of Marketing and Community Relations
- Power Resources Analyst/Specialist



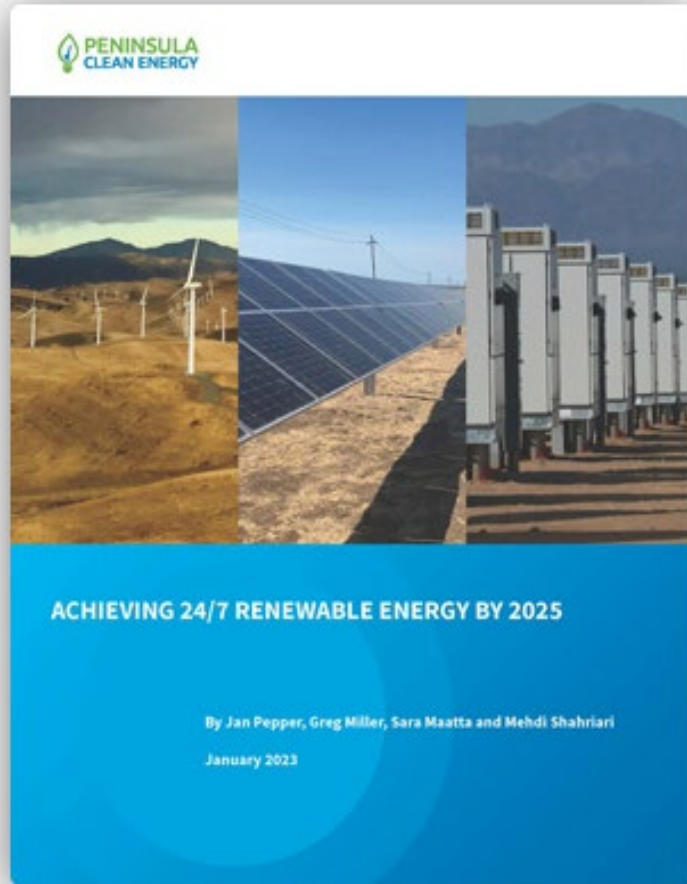
# 24/7 Media Outreach Results

A recap of the results following the publication and promotion of the groundbreaking MATCH modeling and white paper “Achieving 24/7 Renewable Energy by 2025”



# Achieving 24/7 Renewable Energy by 2025

January 2023



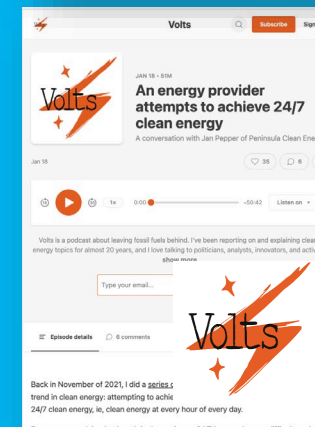
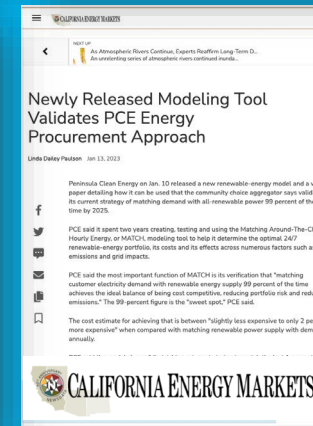
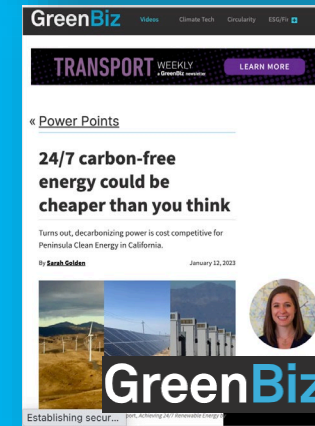
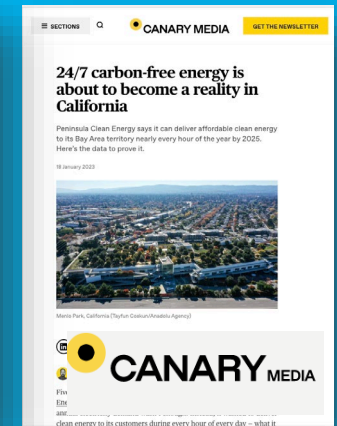
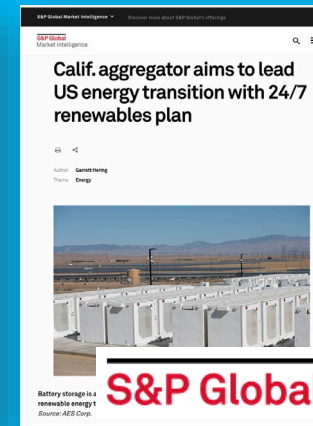
[Download \(pdf\)](#)

Since its publication date of January 10, 2023, the white paper has been viewed on our website more than **700 times**.

We issued our Jan. 10 press release announcing our new MATCH 24/7 renewable model and white paper, including quotes from external advisors Jesse Jenkins of Princeton and Mark Dyson of RMI.



Following an extensive early outreach effort, we received substantial and overwhelmingly positive coverage from influential energy journalists and outlets, including seven articles and two podcast interviews featuring Peninsula Clean Energy CEO Jan Pepper. Jan will be interviewed on UC Berkeley's climate podcast in March 2023 and the agency's effort was also featured in Cleartrace's energy podcast.



## As a direct result of the coverage...

Jan discussed the white paper at the 24/7 Carbon-Free Energy Business Hub hosted by European power sector association Eurelectric.

Requests to discuss the MATCH model from a National Renewable Energy Laboratory official and Eamonn McGuinty, senior policy advisor for Canada's Office of Minister of Environment and Climate Change

Jan spoke about 24/7 renewables at a **California Energy Storage Alliance** webinar and will join white paper co-authors Sara Maata and Mehdi Shahriari at a **CalCCA** webinar.

Jan is also scheduled to speak at the **CivicWell Policymakers Conference** and **California Clean Energy Procurement Summit**

We continue to receive speaking requests

# Social Media

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In the first month since the new white paper’s publication, our social media posts about the white paper have achieved the following results:

	Impressions	Engagements	Clicks
Facebook	233	14	8
LinkedIn	2,009	111	56
Twitter*	28,314	522	66
Total	30,556	647	130

\* A paid boost of \$100 on Twitter accounted for 12% of the Twitter impressions and 38% of the engagements in that channel.

# Other Topics

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- PG&E Rate Change on March 1
  - PCE will not change generation rates
- Solar + Storage on Public Buildings Update
- Legislative Update
- In-Person Meetings for Board Members starting in March
  - Bring your laptop or iPad, OR
  - Let us know if you want hard-copy printouts at the meeting

# Board Orientation – March 2023

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- Designed for new Board members and alternates; all are welcome
- Updated Board training videos will be released in early March
- In-person meeting in mid/late March in PCE's main lobby
- Approx. 3-hour orientation
- Agenda:
  - History and overview of PCE strategic goals and core functions
  - CA energy market training
  - Department Directors' discussion panel and Q&A
  - Board member logistics

# Board Mentor Program

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- Proposal from Vice Chair Colson to partner new Board Members with tenured Board Members during first year of service
- Provide new Board Members with subject matter support and Agency navigation as a supplement to staff engagement
- Participation is voluntary but we are seeking 4-7 seasoned Board members to match with our new members





# PCE Ad Hoc Subcommittees

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- Looking for Board Members and Alternate Board Members to serve on:
  - Ad hoc Marketing Subcommittee
  - Ad hoc Procurement Subcommittee



# Upcoming Meetings

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- Citizens Advisory Committee:
  - March 9 at 6:30 p.m. (In-person and zoom)
- Executive Committee:
  - March 13, at 10:00 a.m. (In-person and zoom)
- Board of Directors:
  - March 23 at 6:30 p.m. (In-person and zoom)
- Audit and Finance Committee:
  - May 8, at 8:30 a.m. (In-person and zoom)



# CAC Report Including Results of 2022 Feedback Survey (Discussion)

# Selection of Board Chair and Vice Chair (Action)

# Update on Hybrid Meetings Beginning in March 2023

# Brown Act + Other Considerations

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- In-person attendance of Board Members beginning March 1, 2023
- Increased participation from public using virtual meeting styles
- Addition of Los Banos community in 2020, hybrid necessity
- 2075 Woodside Road lobby size
- 23-member Board - limited availability in hybrid spaces of this size

# Hybrid Meeting Plan

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- Convene at 2075 Woodside Road
  - Board/CAC split between 3 conference rooms, all open to the public
  - Audit & Finance Committee and Executive Committee meet in main lobby
  - Board Clerk will reach out 2 days before each meeting to confirm attendance of Board Member/Alternate – please communicate if you will be unable to attend
- Owl Meeting Room used to capture 360° view and individual speaker view
- Masks required; air purifiers added to all conference rooms
  - Food and drinks will not be provided at this time
- Public invited in-person or virtually
- Los Banos convenes at Los Banos City Hall, Los Banos community has the option to join in-person or virtually
- Staff can participate in-person or virtually to limit occupancy



# Home Upgrade Program – Contract Amendment with RHA

Board of Directors Meeting  
February 23, 2023





# Agenda

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1. Request and 2035 Decarbonization Plan Context
2. Home Upgrade updates
3. Home Upgrade next steps

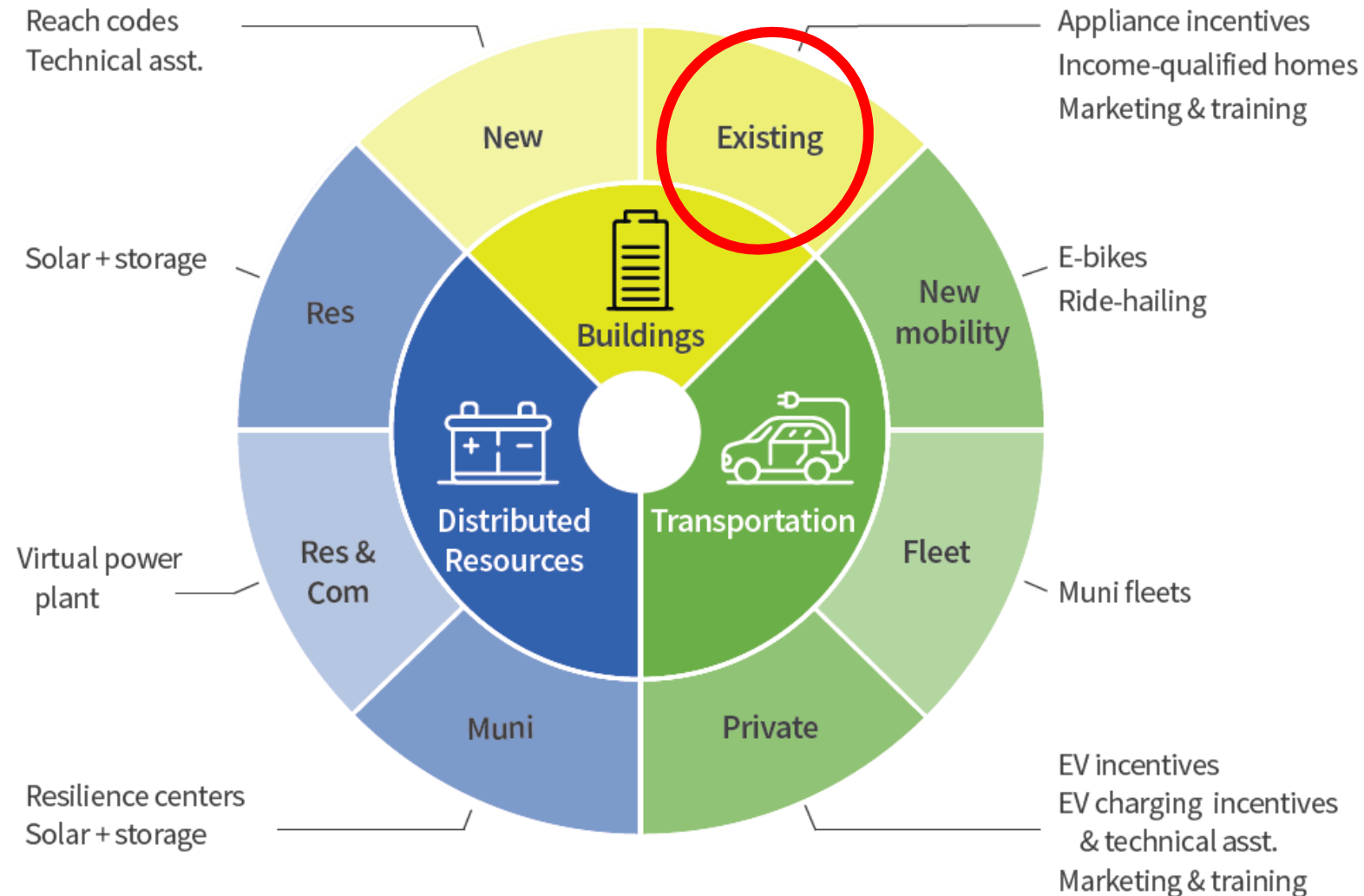
# Request: RHA Contract Amendment

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**Program:** Home Upgrade Program

**Request:** Delegate authority to CEO to execute a contract amendment with Richard Heath and Associates (RHA) to continue implementing the Home Upgrade program for one year as a bridge next phase of building electrification programs.

# Programs Portfolio



# 2035 Plan: Future Buildings Program (“BE v2”)

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## 1. Flexible Incentives

- All measures, incl. prewiring and panels
- Broader building segments
- Integrated load shaping & solar+storage options

## 2. High touch support

- Advanced “right-sizing” design
- One-stop shop, hotline assist, turnkey option
- Procurement aggregation to lower costs
- Greater contractor support

## 3. Links to Finance

- Specific linkages by customer segment

# Home Upgrade Update

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Program Status

# Home Upgrade Overview & Objectives

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## Current Program Overview

- Goal to serve up to 200 homes with home repairs & electrification over 2 years
- \$2M total budget, contract through November 2023
- Plays a large role in DEAI focus, including PCE's goal of 20% program expenditure on low-income communities

## Objectives

- Provide tangible benefits to low-income customers while driving GHG reductions and net energy savings
- Leverage local/state incentives to maximize impact
- Develop guidelines, strategies, and learnings on home electrification

# Results & Metrics

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Metrics	Count
Homes complete	115
Homes in progress (installations underway or soon to be scheduled)	62
We expect to serve 180-190 homes at an average expenditure of \$7,000 per home.	

Electrification Upgrade	Count
Heat pump water heater	43
Electric dryer	27
Induction stove/range	28
Central ducted heat pump	1
Ductless mini split heat pump	2
Window mounted heat pump	11
Portable heat pump	26
Electrical panel upgrade	8
Electrical subpanel	4

# Customer highlight – Menlo Park customer

- 2 bed 1 bath home with parents, young child, and grandparent
- Program provided
  - Heat pump water heater, emergency replacement
  - 3 window mounted heat pumps to provide heating and cooling for the home
  - Other minor upgrades: LED lightbulbs, new faucets, grab bar

*“Regarding the new water heater pump that was installed over the weekend... Thank you so much. It's working great. Everyone ..was very friendly and super-fast...now we are able to have hot water! Thank you so much. ” - Maribel*





# Customer highlight – Los Banos customer

- 3 bed 2 bath home with parents and two school-aged children
- Program provided
  - Heat pump water heater, emergency replacement
  - 3 ceiling fan/light unit to replace faulty ones
  - Other minor upgrades: exterior door lock replacement, smart thermostat

*“This is a phenomenal program. It helped my family at the perfect time. Our water heater broke, and the program stepped in and helped... The program’s crew and workers were professional, friendly, and quick.” – Mrs. Marquez*



# RHA Contract Status

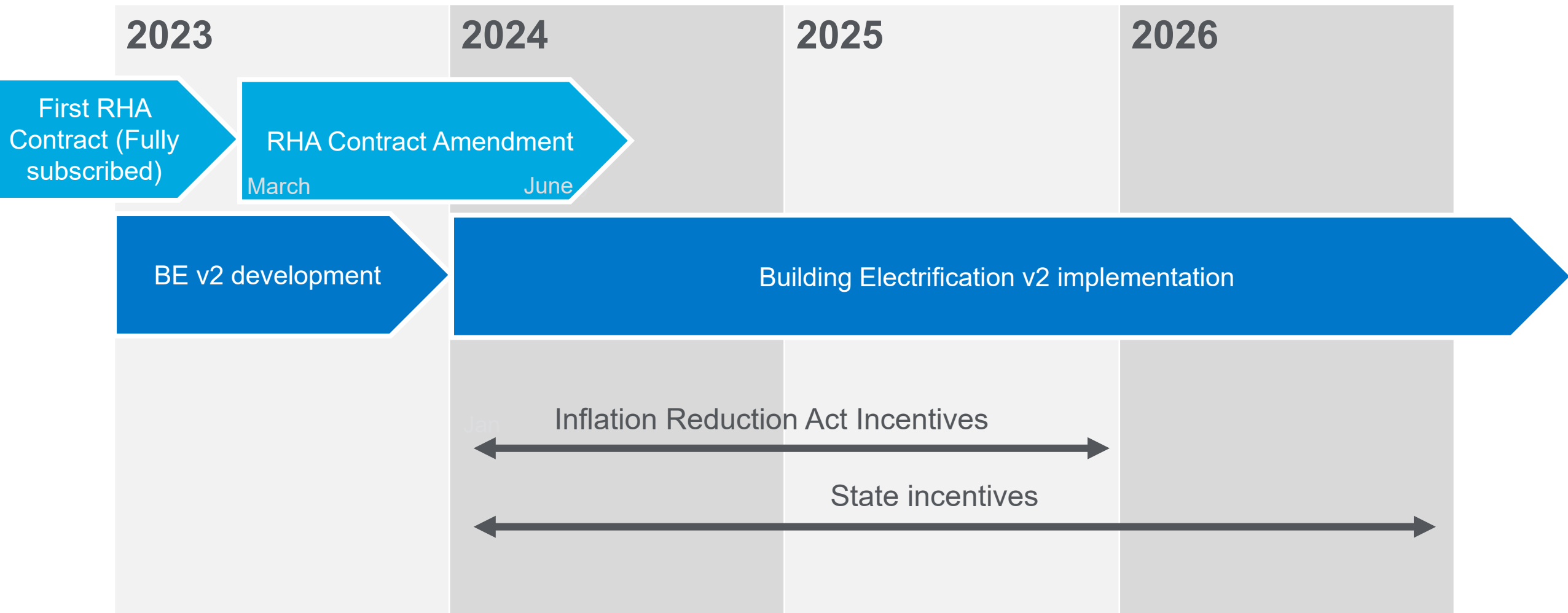
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- Contract to expire November 2023
- All installations expected to be completed by May/June but program is **currently oversubscribed – no more outreach & enrollments**
- RHA performance: good

# Home Upgrade Next Steps

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# Contract Amendment as Bridge to BE v2 Program



# Contract Amendment Overview

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- Extension through June 2024
  - Aim to finalize installations by the end of 2023
  - Program would come under a future unified building electrification program in early 2024
- Serve ~100 homes, including 4-6 homes with full electrification
- New budget of \$1.5M for FY23-24

Budget allocation	Budget (\$)
Direct installation (equipment & labor)	\$810,000
Program implementation & administration (outreach, in-person assessments, technical analysis, customer support, contractor management)	\$390,000
Whole home electrification activities (installation & implementation) & assessment of 120v water heaters	\$300,000
Total	\$1,500,000

# Contract Amendment Detail

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- **Continue program in its current form**
  - a) Continue minor home repair & 1 electrification upgrade per home
  - b) Serve current waitlist first, then continue limited and targeted outreach
- **Incorporate 120v heat pump water heaters**
  - a) Install new "plug and play" equipment in 5-10 homes
  - b) Lower installation costs than traditional 240v HPWH
  - c) Assess performance and customer satisfaction

# Contract Amendment Detail Cont.

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- **Whole home electrification upgrades**

- a) Fully electrify 4-6 homes
- b) Develop and refine design guidelines for whole home electrification
- c) Develop customer collateral
- d) Document processes and experience
- e) Evaluate results including costs, satisfaction, performance, and bill impacts
- f) Assess implications for policy, permitting, etc.

Learn and inform next phase of program

# Request: RHA Contract Amendment

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**Program:** Home Upgrade Program

**Request:** Delegate authority to CEO to execute a contract amendment with Richard Heath and Associates (RHA) to continue implementing the Home Upgrade program for one year as a bridge next phase of building electrification programs.



# 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

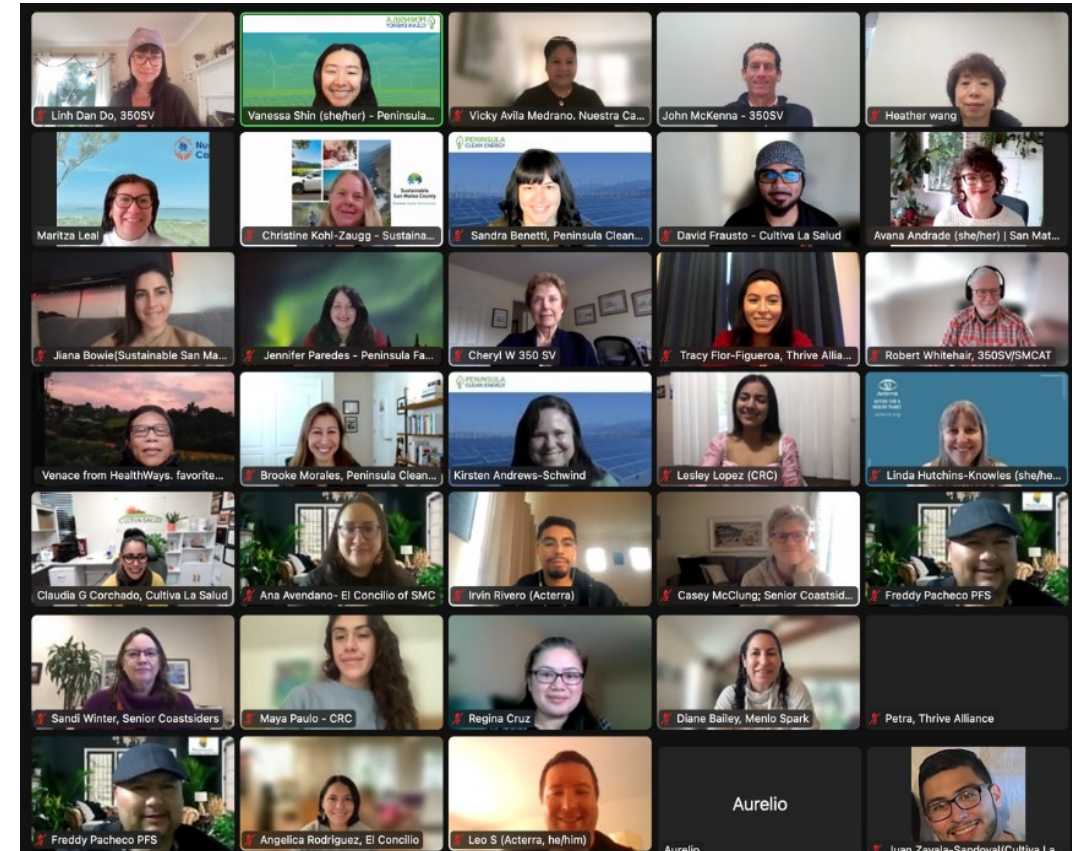


*El Concilio de San Mateo County sharing Peninsula Clean Energy literature at community event in 2018*



# Community Outreach Grants Today

- Transparent RFP process
- Community organizations receive up to \$45K per grant to partner on outreach
- In 2022, outreach partners created an estimated **2M+ interactions** with our content



*Photo from 2023 Outreach Grant Training*

# Outreach Grant Program Goals

- **Increase Awareness:** Communicate Peninsula Clean Energy key messages in multiple languages
- **Help Reduce Energy Costs:** Support enrollment in energy discounts and Peninsula Clean Energy programs
- **Support Decarbonization:** Educate residents about the benefits of building electrification and EVs, and how to switch



# 2022 Outreach Grant Outcomes

Type of Interaction	Examples	Impressions/ Interactions
Printed Information	Number of flyers / mailers distributed	38,000
Direct Interactions	Number of people reached through tabling, food distribution events, workshops, etc.	40,000
Digital Engagement	Estimated number of impressions through social media, online ads, newsletter features, etc.	1,900,000
Radio	Estimated number of radio spots heard	321,000
Total Estimated Impressions and Interactions:		2,299,000

# 2022-23 Outreach Grant Overview

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Year	Number of Grants	Number of Organizations	Total Funding
2022	12	11	\$310K
2023	14	13	\$415K

Organization	2022	2023	North	Mid	South	Coast	Los Banos
350 Silicon Valley	--	\$20K					
Acterra – Building Electrification	\$20K	\$25K					
Acterra – Electric Vehicles	\$30K	\$40K					
Casa Circulo Cultural	\$40K	--					
Climate Resilient Communities	\$20K	\$35K					
Cultiva La Salud	--	\$30K					
El Concilio	\$20K	\$30K					
HealthWays	--	\$30K					
Nuestra Casa	\$20K	\$30K					
Peninsula Family Service	--	\$25K					
Rise South City	\$20K	--					
Senior Coastsiders	\$30K	\$35K					
Sound of Hope	\$40K	\$45K					
Support Life Foundation	\$20K	\$15K					
Sustainable San Mateo County	\$20K	\$30K					
Thrive Alliance	\$30K	\$25K					
TOTAL:	\$310K	\$415K					

# Leveraging Grants to Meet New Commitments

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- Support regional climate action goal-setting with workshops
- Address DEAI goals and commitment to energy equity
  - Expanding reach to new communities (e.g., Los Banos)
  - Partnering on focus groups to understand community needs and inform messaging and program development
  - Increasing enrollment support for energy discounts & programs



# Highlight: Climate Resilient Communities

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- In-person outreach and tabling
- Focus groups and workshops in Spanish and English
- Program enrollment assistance and case management
- Strong reach in East Palo Alto, Belle Haven, and North Fair Oaks

# Highlight: Cultiva La Salud

- Outreach and enrollment assistance for discounts and programs in Spanish
- Tabling at community events
- Coordination of focus group and energy workshops in Spanish
- Strong reach to Spanish speakers in Los Banos



# Highlight: HealthWays

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- In-person program enrollment in north SMC
- Outreach in Daly City, including in Tagalog
- Model of residential outreach through engaging small business owners as champions
- Focus groups and workshops





# Highlight: Acterra - Electric Vehicles

- EV Financial Incentives Clinics with 1:1 consultations
- Expand access to used EVs
- Virtual workshops, including in Spanish and Chinese, offered to residents of SMC and Los Banos
- Collaboration with other grantees to present in person to new audiences



# Highlight: 350 Silicon Valley

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- Public education on building electrification and other climate action
- Workshops and community meetings
- Broad volunteer effort supported by other established organizations (e.g., Menlo Spark, Acterra, Fossil Free Buildings for SV)
- Strong reach to environmental early adopters in San Mateo County

# Thank You!

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We are happy to continue the conversation on how we engage our community partners





# Reference Slides



# Applicant Overview

	Number of Proposals	Number of Organizations	Total Funding
2023 Applications Received	15	13	\$621K
2023 Applications Recommended for Funding	14	13	\$415K
2022 Total Grants	12	11	\$310K



Organization	Other Languages			Reaching Low-Income Residents			Support for Decarb Goals	
	Spanish	Chinese	Other	Outreach	Enrollment	Focus Groups	Early Adopter Outreach	Workshops
350 Silicon Valley								
Acterra – Building Electrification								
Acterra – Electric Vehicles								
Climate Resilient Communities								
Cultiva La Salud								
El Concilio								
HealthWays								
Nuestra Casa								
Peninsula Family Service								
Senior Coastsiders								
Sound of Hope								
Support Life Foundation								
Sustainable San Mateo County								
Thrive Alliance								

# Board Members' Reports (Discussion)

# Adjournment