



Executive Committee Meeting

Friday, June 29, 2018

12:30 pm

County Administration Building
1221 Oak Street, 2nd Floor Room 255
Oakland CA 94612

Meetings are accessible to people with disabilities. Individuals who need special assistance or a disability-related modification or accommodation to participate in this meeting, or who have a disability and wish to request an alternative format for the meeting materials, should contact the Clerk of the Board at least 2 working days before the meeting at (510) 736-4981 or Scabrera@ebce.org.

If you have anything that you wish to be distributed to the Committee, please hand it to the clerk who will distribute the information to the Committee members and other staff

1. Welcome & Roll Call

2. Public Comment

This item is reserved for persons wishing to address the Board on any EBCE-related matters that are not otherwise on this meeting agenda. Public comments on matters listed on the agenda shall be heard at the time the matter is called. As with all public comment, members of the public who wish to address the Board are customarily limited to three minutes per speaker.

3. Approval of Minutes:

- April 27, 2018
- May 18, 2018

4. Local Development Business Plan

Receive an update from Local Development Business Plan team on draft LDBP

5. BayREN Letter of Support

Approve EBCE's submission of a letter of support for ClearRESULTS bid into BayREN's Single Family Energy Efficiency RFP

6. Bay Area Air Quality Management District Grant Award

Receive an update from staff on BAAQMD Grant Award for project to examine solar and storage to enhance grid resiliency

7. Marketing and Outreach Update

Receive an in-depth update from staff on major marketing and outreach activities, including market research and customer survey efforts

8. Power Procurement Update

Receive an update from staff on power procurement activities, including status of Oakland Clean Energy Initiative and CA Renewables RFP

9. Regulatory and Legislative Update

Receive an in-depth update from staff on major marketing and outreach activities, including market research and customer survey efforts

10. Committee Member and Staff Announcements

11. Adjournment - to Date: Friday, July 27, 2018

Location: TBD



DRAFT

SUMMARY MINUTES

Executive Committee Meeting

Friday, April 27, 2018

12:30 pm - 2:00 pm

City Center

1111 Broadway, 4th Floor Classroom

Oakland CA 94607

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1. Welcome & Roll Call

Present: Directors: Haggerty, Kalb, Mendall, Vice-Chair Arreguin and Chair Martinez

2. Approve March 30, 2018 Minutes

Director Arreguin motioned to approve the March 30, 2018 minutes. Director Mendall seconded the motion which carried 4/0; Excused Kalb

3. Chair and Vice-Chair Elections

Nominate and elect a committee Chair and Vice-chair.

Director Mendall motioned to nominate Director Martinez as the Chair and Director Arreguin as the vice-chair of the Executive Committee. Director Arreguin seconded the motion.

No further nominations or motions made.

Director Mendall motioned to close the nominations and appoint Director Martinez as Chair and Director Arreguin as Vice-chair of the Executive Committee. Motion passed 4/0 Excused: Director Kalb.

Director Kalb arrived at 12:40 pm

4. Discussion of EBCE Budget for Fiscal Year 2018-2019

Discuss and Provide Feedback to EBCE Staff of proposed Fiscal Year 2018-2019 Budget. Which includes projections for Revenues, Expenses, Financial Reserves, Local Development and use of Surplus for additional rate credits.

The Committee discussed:

Revenues/Expenditures

- Alameda County Repayment amount and schedule
- PG&E rate increase and educating customers of the increase and source.

Personnel

- Marketing staffing for Launch
- Staffing compared to other CCAs
- Consultant contract needs after staffing

Professional services

- Regulatory/Legislative counsel needs
- Energy Procurement - short term counsel contracts.
- Legal Litigation contingency

Credit rating/Surplus

- Seek and reach an AAA credit rating.
- Surplus usage (Will revisit if/when there is a surplus)- Paying down debt, funding local development.

Tom Kelley - Thanked staff for presenting budget. Spoke regarding Product mix and JPA requirements. Does not agree that credit rating should be the agency's focus.

Richard Rollins - Thanked CEO for budget. Would encourage a larger budget for initial marketing and outreach.

Barbara Stebbins - Spoke regarding the use of surplus funds to fund local programs.

Anne Olivia Eldred - Requested additional information on Call Center staffing. Ms. Eldred also spoke regarding surplus dividend use recommendations and requested a discussion regarding a tiered billing structure be discussed.

Cynthia Landry - Spoke regarding product make-up, offering local buildout and 100% Renewable Energy. Ms. Landry also recommended that excess revenues should be used for LDBP.

Director Haggerty motioned to recommend the budget to the full Board. Vice-Chair Arreguin seconded the motion which passed 5/0

- 5. Discussion of Considerations for Defaulting Whole Communities onto 100% Renewable Energy** Discuss potential criteria and risk factors associated with whole community default onto 100% renewable product that has a price premium relative to customers current PG&E rates.

The Committee discussed:

- Default options - opting-up and opting-down options
- Care Customers - consider defaulting to a lower cost option
- JPA member city individual needs and right to select default product
- Supporting Communities in selecting default product that fit their needs
- Default Cities impact on Agency
- Marketing/Outreach to encourage individual opt-up to 100% renewable product

Tom Kelly - Spoke regarding opt-out rates for Portola Valley and recommended that EBCE notify customers of assistance programs.

Beth Weinburn - Thanked CEO for the considerations outlined and against opting customers up due to negative impacts to lower-income families and local development plans.

Barbara Stebbins - Spoke against opting-up customers and recommended allowing residents to voluntarily to opt-up.

Anne Olivia Eldred - Spoke regarding agency reputation risk management and educating the public of current PG&E rates and how they compare to EBCE.

Director Haggerty left at 2:10pm

- 6. Discuss Legislative Positions: Regionalization**

Discuss a proposed Board Resolution supporting regionalization of the transmission system operator as a concept and delegating to EBCE's CEO authority to support specific legislation if key principles are met.

The Committee Discussed

- Need for additional Information- Would like to see more cons to have a balanced discussion.
- EBCE's need to make a positive impact

Richard Rollins -Spoke regarding regionalization and the need to measure cost/benefits being sent outside of the community.

Barbara Stebbins - Spoke regarding California Clean Power Alliance's plan to publish a whitepaper opposing regionalization and spoke regarding concerns with fuel content.

Anne Olivia Eldred - Spoke against regionalization due to potential impacts to the labor and development.

Ernest Pacheco - Spoke regarding the Labor community's opposition to regionalization.

Audrey Ichinose - Spoke against regionalization citing concerns with impacts to the business sector and potential developments. Mendall - good for renewables and bad for local. Difficult to see why EBCE would to support.

7. EBCE Study on Renewables, GHG and Rates

Discuss Study that EBCE Staff has developed in response to JPA Article 7.1.3 - The Right to Withdrawal Prior to Program Launch.

The committee discussed emphasizing GHG Goals and plans to improve over time.

Tom Kelly - Spoke regarding PG&E ghg content filing for 2018, requested that EBCE have more ghg content than PG&E and concerns regarding cities abilities to make long term ghg goals.

Anne Olivia Eldred - Requested that residential rates be discussed with the community prior to Board action.

Barbara Stebbins - Spoke regarding the community having the ability to discuss residential rates.

8. Committee and Staff Announcements

None

9. Adjourned



Draft Summary Minutes
Executive Committee Meeting

Friday, May 18, 2018

12:00 pm

City of Emeryville

Council Chambers

1333 Park Ave,

Emeryville, CA

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1. Welcome & Roll Call

Present: Directors: Mendall, Haggerty and Chair Martinez

Excused: Directors: Kalb and Vice-Chair Arreguin

2. Public Comment

This item is reserved for persons wishing to address the Board on any EBCE-related matters that are not otherwise on this meeting agenda. Public comments on matters listed on the agenda shall be heard at the time the matter is called. As with all public comment, members of the public who wish to address the Board are customarily limited to three minutes per speaker.

3. Approve minutes from April 27, 2018

The Committee recommended the following changes and requested the minutes be brought back for approval:

- Note when committee members arrive late or leave early
- Item 5 - Add comments of support made by Committee in "Committee discussed" section
- Correct missing last name in Item 5

4. East Bay Community Energy Reserve Policy

Discuss a reserve policy for EBCE providing for four separate funds including an Operating/Credit Reserve for the purpose of supporting agency credit, a Rate Stabilization Reserve to help ensure that EBCE can maintain rate parity with PG&E, a Collateral Reserve to allow the posting of collateral for energy and related purchases, and a Local Development Reserve that allows multi-year local program funding commitments.

The Committee discussed

- **Credit rating** - Current CCAs with Credit ratings and Credit goals
- **Target Contributions to funds** - adjusting contributions once targets are met.
- Prioritizing debt repayment
- **Budget mid-year review**
- **Surplus funds** - How will funds be distributed? Will funds be redistributed among the reserve funds? Require a Board action for distribution.
- **Suggested Language Clarification** - Item 3C and 4C add "... unless the fund is at or above the target contributions."

Barbara Stebbins - Requested additional information on the Reserve policy. Specifically, the amounts/targets of each fund and Ms. Stebbins also recommended that the reserve

5. Bay Area Air Quality Management District Grant

EBCE has submitted a joint application for a grant from the Bay Area Air Quality Management District with Peninsula Clean Energy. The grant is focused on studying models to support putting combined solar and battery energy systems onto "critical facilities," which provide emergency services during natural disasters. This "resilient solar"

strategy will provide a cleaner source of backup energy than diesel generators, reduce air pollution through increased clean energy and reduce operating costs for public agencies.

The Committee discussed

- Seeing Board approval for Grant applications and acceptance
- Presenting Grant information and opportunities to full Board
- Developing a policy for Grants

6. Power Procurement Update

Receive an update from staff on current power procurement activities, including

- A. Oakland Clean Energy Initiative; and
- B. 2018 Energy Request for Offers

The committee requested provide overview of project labor agreements and requirements.

7. Marketing and Outreach Update

Receive an in-depth update from staff on major marketing and outreach activities, including review of current customer engagement and marketing materials.

The Committee discussed

- **Launch event is invite only** - Who can invite be shared with? Direction given to share with member City Councils. Event is designed to be a public event, RSVP is required for tour of venue.
- **Marketing Contacts - Admail, Tri-city Voice**
- **Concerns with lack of visibility** - Ramp up for Phase 2. What can be shared with member cities?
- **Op-Ed opportunities in local papers** - Select members known in areas being targeted
- **Use of JPA Member advertising access** - Electronic Bill Boards

8. Regulatory and Legislative Update

Receive an in-depth update from staff on major regulatory and legislative matters facing EBCE, including review of scope of regulatory and legislative engagement, status of the Power Charge Indifference Adjustment (PCIA) proceeding, and review of major legislation

The Committee Discussed

- **Notification process to inform Board**
- **Recommended the CEO include Chairs of the Executive and Advisory Committee before taking action between Board meetings**
- **Support of finding cleaner replacements for Peaker plants**
- **Outlining Legislative priorities to assist staff in taking action**

Barbara Stebbins - East Bay Clean Power Alliance spoke in opposition of AB 813 and, outreach efforts to have CalCCA reverse their position of support and shared additional information regarding the bill.

9. Committee Member and Staff Announcements

Director Mendall complimented staff for the level of professionalism and quality of work presented.

Director Mendall also recommended that cities not part of the JPA be re-visited and brought up to date on EBCE.

Director Haggerty recommended that Newark be contacted prior to launch and shown progress made by EBCE and staff consider other options for Pleasanton.

Director Haggerty recommended establishing a consistent location for executive Committee Meetings.

10. Adjourned



Staff Report Item 4

TO: East Bay Community Energy Executive Committee Members

FROM: Nick Chaset, Chief Executive Officer

SUBJECT: Local Development Business Plan Update

DATE: June 29, 2018

Recommendation

Receive an in-depth update from Chris Sentieri, LDBP project manager, on the draft Local Development Business Plan. Full presentation included as an attachment.

Attachment:

- A. Local Development Business Plan presentation



East Bay Community Energy Local Development Business Plan

LDBP Project Team:

DRAFT LDBP Executive Committee Review and Discussion

ALHIECON

ALH Urban & Regional Economics

June 29th, 2018



Special Advisors:
Betony Jones & Gary Calderon

EBCE LDBP Project Team

ALH Urban & Regional Economics

Prime Contractor & Chief Economist

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Blue Strike Environmental

Project Management & Stakeholder Outreach

Chris Sentieri, Senior Project Manager

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Solar Site Mapping & Tariff Design

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DRAFT



**LOCAL DEVELOPMENT
BUSINESS PLAN**
2018

EAST BAY COMMUNITY ENERGY
CLEANER ELECTRICITY. COMMUNITY BENEFITS.

“As the Community Choice process in Alameda County has evolved over time, many local officials and stakeholders have expressed a desire for EBCE to act upon a strong commitment to the development of local renewable energy resources as the way to achieve a host of program goals related to greenhouse gas reductions, business development, job creation and ratepayer savings and local wealth generation. This kind of development requires a transition over time from simply procuring renewable electricity on the wholesale market to creating an optimized system of local distributed energy resources that play a larger and larger role in addressing the energy needs of our communities. But this transition does not happen by accident; the fundamental challenge is to set out a roadmap for making it happen within an aggressive yet achievable timeframe.” —from the Local Development Business Plan RFP

EBCE Goals and Priorities

- ▶ EBCE's relationship with its customers is the highest priority
- ▶ Maintaining stable and competitive rates is essential
- ▶ Prioritizing the development and utilization of local clean energy resources in ways that maximize local benefits is highly important to the EBCE community
- ▶ Actively supporting the development and maintenance of a highly skilled local workforce is key to EBCE's stability & success
- ▶ The Local Development Business Plan is an important tool that will support EBCE's ongoing efforts to deliver on each of these core goals and priorities

Overarching Principles of the LDBP

- ▶ Develop a high-level roadmap and framework for accelerating local DER deployment and maximizing community benefits
- ▶ Offering innovative program designs can overcome market failures & incentivize meaningful community & **organizational** benefits
- ▶ Development of local, clean, dispatchable, and distributed energy resources supports EBCE's core values and goals
- ▶ EBCE can support a vibrant local economy and workforce, and protect its most vulnerable customers through targeted local energy programming and investments
- ▶ A diversified portfolio of local programs coupled with retail rate savings can deliver greater benefit than rate savings alone

Central LDBP Concepts & Mechanisms

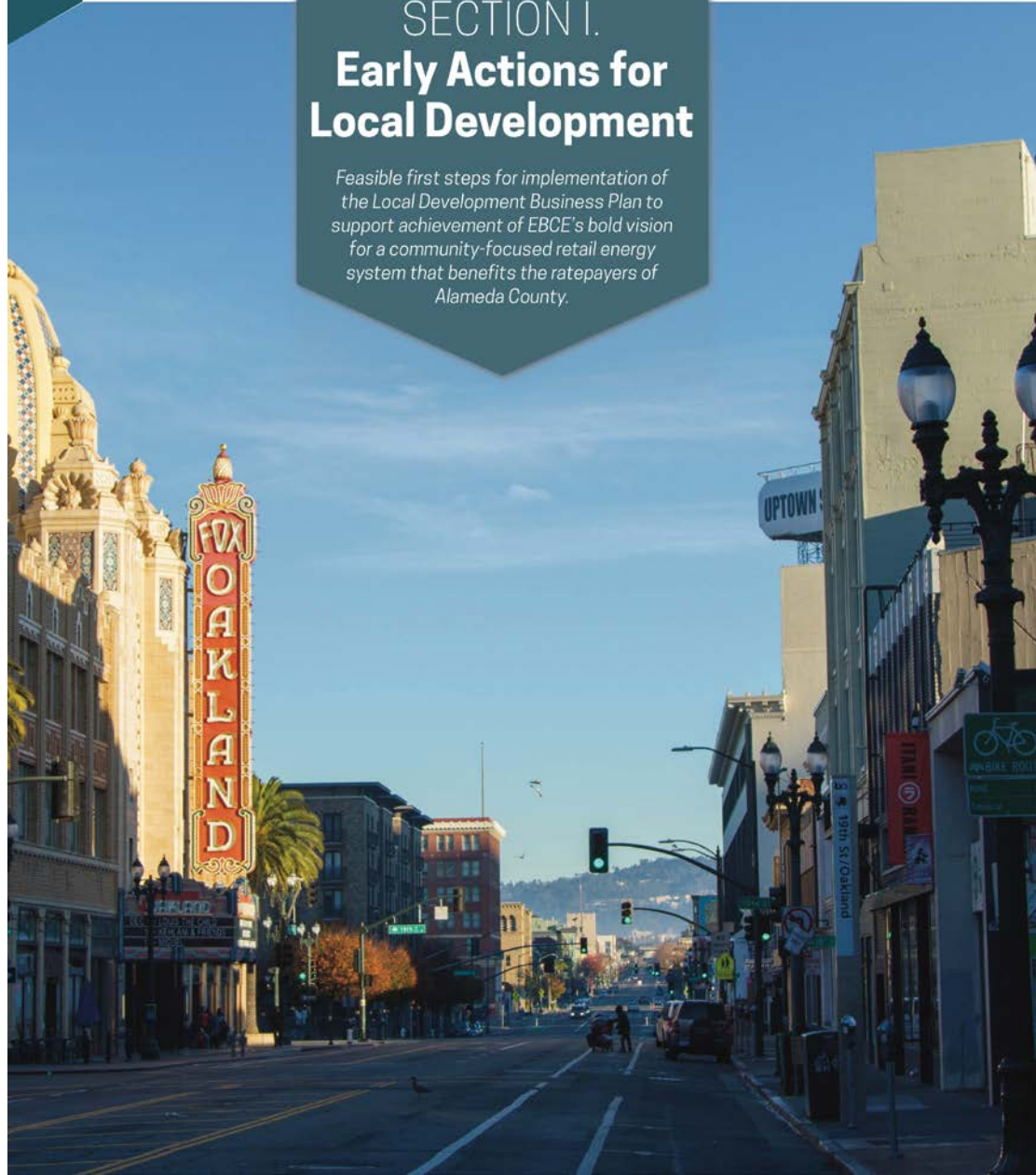
- ▶ Effective delivery of LDBP Programs depends on a robust, integrated data platform & advanced data management
- ▶ A phased-in approach is necessary, & supports successful implementation of the LDBP
- ▶ Community Benefit Adders (CBA's) can be an effective tool to ensure & enhance beneficial local outcomes
- ▶ Market responsive pricing (MRP) can maximize impacts, constrain costs, & minimize risks associated w/LDBP implementation
- ▶ Contractual relationships with EBCE customers & stakeholders can create lasting, mutually beneficial partnerships

Brief Overview of the Plan

- ▶ The LDBP is designed to be both progressive and pragmatic, providing a flexible framework and innovative tools for accelerating beneficial local clean energy development
- ▶ The plan recommends a phased-in approach, in 3 stages spanning the first 5 years of EBCE operations, and is intended to be an iterative and inclusive process that engages the community:
 1. Stage 1 Launch (2018-2020): Implement a broad suite of early actions, designed to jump start local development through a combination of cost-effective programs and innovative pilots
 2. Stage 2 Expansion (2021-2022): Conduct mid-term assessment of outcomes to provide basis for scaling up local programs and determining investment allocations, expand pilots into programs
 3. Stage 3 LDBP Update (2023): Comprehensive assessment and public reporting, and 1st major update to the LDBP to reset for next 5-yr cycle

SECTION I. Early Actions for Local Development

Feasible first steps for implementation of the Local Development Business Plan to support achievement of EBCE's bold vision for a community-focused retail energy system that benefits the ratepayers of Alameda County.




Overview: Stage 1 LDBP Programs & Pilots

Early Actions for Local Development	Stage 1 Target
1. Demand Response	Implement Pilot
2. Energy Efficiency	Build Capacity/Synergy
3. Building Electrification	Implement Pilot
4. Transportation Electrification	Implement Pilot
5. Collaborative Procurement	30-60 MW
<i>Municipal Feed-in Tariff (FIT)</i>	<i>10-15 MW</i>
<i>Community Shared Solar (FIT)</i>	<i>500 kW-4 MW</i>
<i>Community Net Energy Metering</i>	<i>1-5 MW</i>
<i>Direct RE Contracting for Large Customers</i>	<i>Implement Pilot</i>
<i>Utility-scale RE and Storage</i>	<i>20-40 MW</i>
6. Enhanced Net Energy Metering	50-60 MW*
7. Community Innovation Fund	Commence Grant Solicitations

*Note- This is based on recent historical NEM installations in Alameda County, because the impact of the EBCE Enhanced NEM Community Benefit Adders is unknown. The Mid-term LDBP Assessment will provide the data necessary to validate and project the impact of the Enhanced NEM program elements (i.e., Community Benefit Adders)

SECTION II.
**Supporting
Resources,
Policies, &
Strategies**





SECTION III. Ongoing Analysis, Implementation, & Refinement

By focusing on opportunities for local clean energy development, the LDBP can help EBCE maximize beneficial outcomes for the communities of Alameda County.

Stage 1: LDBP Launch

- Organizational Development:
 - *Integrated Data Platform*
 - *Internal Capacity Building*
 - *Develop a High-road Workforce Policy*
- Enhanced Net Energy Metering (NEM)
- Collaborative Procurement Program
 - *Implement Round 1 of "MuniFIT"*
 - *Implement Community Shared Solar Pilot*
 - *Implement Community NEM Pilot*
 - *Direct RE Contracting Pilot (for large accounts)*
 - *Wholesale RPS Procurement Integration*
 - *Oakland Clean Energy Initiative (OCEI)*
- Implement Demand Response Pilot
- Develop Fuel Switching Program
- Implement Transportation Electrification Pilot
- Promote & Enhance Existing Energy Efficiency
- Community Investment Fund
 - *Energy Innovation Grants*
 - *Government Innovation Grants*
 - *Community Innovation Grants*

Stage 2: LDBP Expansion

- Continue Implementation of Stage 1 Programs
 - *Extend Pilots to Full-fledged Programs*
 - *Increase EBCE Investment in LDBP Programs*
 - *Ongoing Capacity Building (staffing, data, etc.)*
- Mid-term Assessment of LDBP Program Performance & Outcomes
 - *Use LDBP Tools/Frameworks (i.e., IMPLAN)*
 - *Clear and Transparent Public Reporting*
- Ongoing Facilitated Stakeholder Engagement
 - *Led by EBCE Staff & CAC Working Group*
 - *EBCE Board/Executive Committee Oversight*
 - *Use LDBP Scenario Analysis Tools*
 - *Inform Stage 2 LDBP Investment Allocations*
- **Evaluate Beneficial Rate Design Options**
- **Develop & Adopt Strategic Plan for EBCE DER Aggregation (VPP) Implementation**

Stage 3: LDBP Update

- Comprehensive Assessment of LDBP Programs & Outcomes:
 - *Ratepayer Impacts*
 - *Cost of Service Impacts*
 - *Jobs & Economic Impacts*
 - *Environmental Impacts*
 - *Transparent Public Reporting*
- Expand & Refine LDBP Metrics
- 1st Major Update to the Local Development Business Plan
 - *Adjust Program Parameters*
 - *Integrate New Program Ideas*
 - *Adopt LDBP Implementation Framework & Timeline*



East Bay Community Energy Local Development Business Plan

Discussion

LDBP Project Team:

DRAFT LDBP Executive Committee Review and Discussion

ALHIECON

ALH Urban & Regional Economics

June 29th, 2018



Special Advisors:
Betony Jones & Gary Calderon

Scenario Analysis Platform



Overview

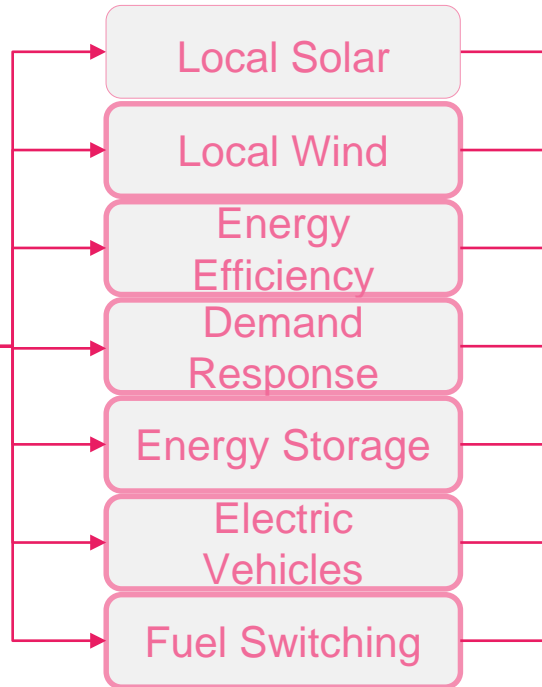
The scenario analysis decision-support platform allows EBCE to compare a variety of economic, financial, and environmental metrics from a variety of program options at the same time.

Tool Architecture

Levers Metrics

- MW solar
- MW wind
- \$ investment

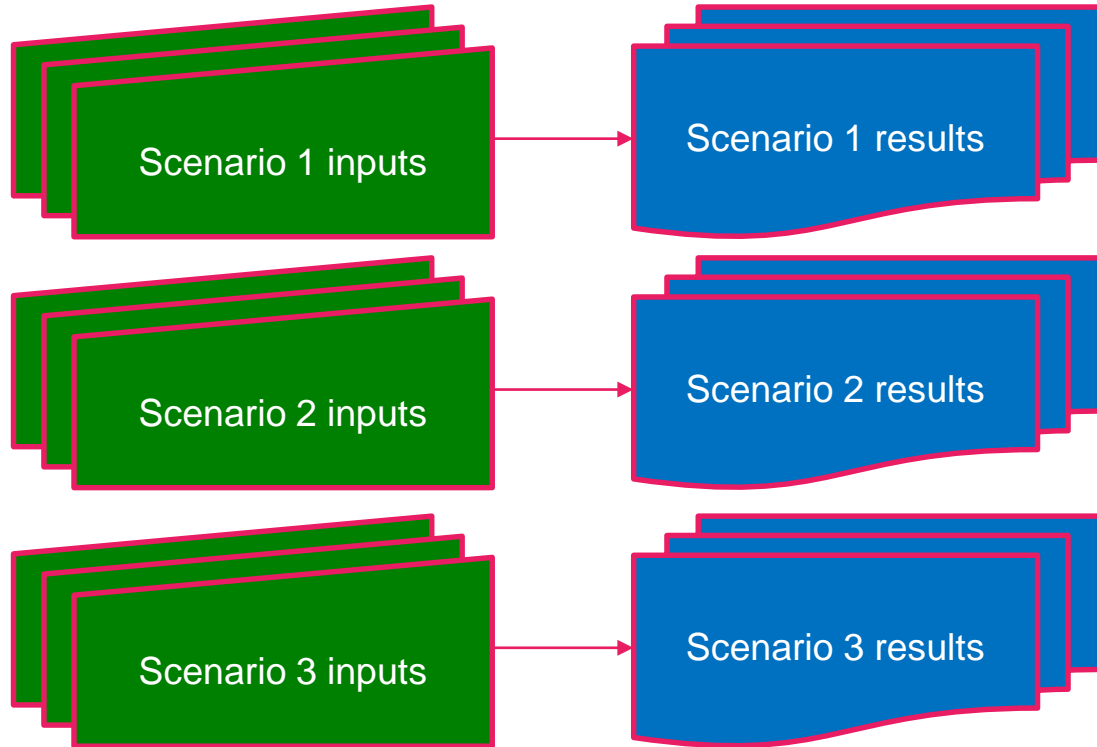
Programs



Impact

- jobs, average wages
- local generation
- surplus revenue
- GHG reductions
- air pollutant reductions

Compare Multiple Scenarios



Impact Metrics:

- Jobs
- Average wages
- Local generation
- Surplus revenue
- GHG reductions
- Air quality impacts

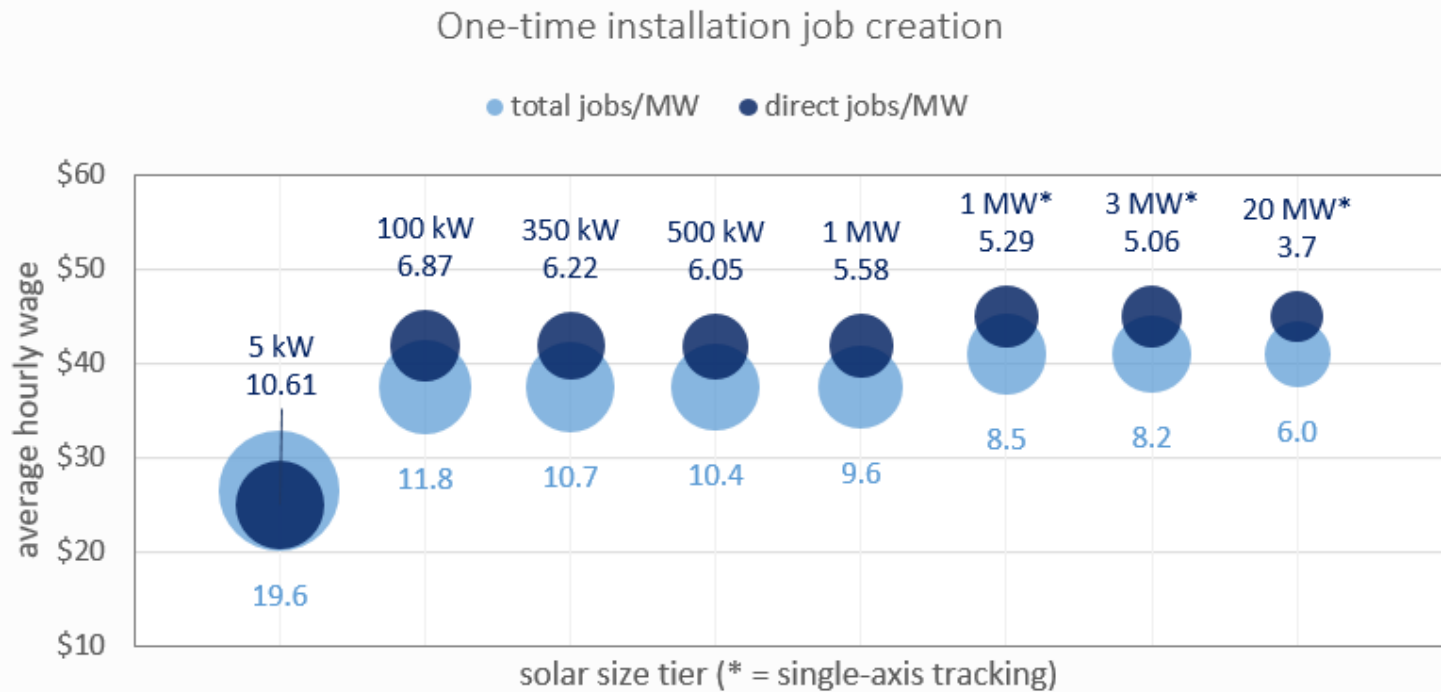
Input Table

Scenario:	Local renewables									
Local Solar										
	Program type	MW	2018	2019	2020	2021	2022	2023	2024	2025
	FIT	50			10	20	20			
	NEM	100	5	15	30	30	20			
	utility	200		50		50		50		50
	<i>Total</i>	350	5	65	40	100	40	50		50
Local Wind										
	Program type	MW	2018	2019	2020	2021	2022	2023	2024	2025
	FIT	5			2	3				
	NEM	6			2	2	2			
	utility	50				50				
	<i>Total</i>	61			4	55	2			
Energy Efficiency										
	<i>Program option: Base (High C&I/MUSH)</i>									
	EE type	year	M\$ inv	k\$CCA inv						
	industrial	2020	0.54	259						
	MUSH	2022	5.29	2,382						
	large commercial	2021	2.16	1,036						
	small/medium commercial	2023	1.96	785						
	residential	2023	2.93	1,844						
	residential (CARE)	2023	4.17	4,173						
	<i>Total</i>		17.05	10,479						
Demand Response										
	DR type	year	M\$ inv	k\$CCA inv						
	direct load control: residential storage	2021	120	6,000						
	direct load control: non-residential storage	2020	200	10,000						
	tariff: base interruptible program	2023	0	0						
	tariff: scheduled load reduction program	2019	400	10,000						
	<i>Total</i>		720	26,000						
Energy Storage										

Metric Comparison Table

scenario:	Moderate	Local renewables	Grid Innovation
Inputs			
FIT program [MW]	30	55	35
Local Solar	25	50	30
Local Wind	5	5	5
NEM program [MW]	106	106	106
Local Solar	100	100	100
Local Wind	6	6	6
utility-scale renewables [MW]	250	250	250
Local Solar	200	200	200
Local Wind	50	50	50
community investment [M\$]	72.44	64.20	107.66
Energy Efficiency	15.72	10.48	19.21
Demand Response	29.00	26.00	38.00
Energy Storage	14.73	14.73	29.45
Electric Vehicles	13.00	13.00	21.00
Outputs			
total net surplus revenue [M\$]	257.30	273.51	234.39
Rate Reduction	(64.00)	(64.00)	(64.00)
revenue change [M\$]	(37.70)	(21.49)	(60.61)
Local Solar	(23.58)	(33.15)	(26.77)
Local Wind	(3.07)	(3.07)	(3.07)
Energy Efficiency	(16.28)	(10.85)	(19.90)
Demand Response	39.52	55.50	48.61
Energy Storage	(13.12)	(13.12)	(26.24)
Electric Vehicles	(12.40)	(12.40)	(20.10)
Fuel Switching	(8.77)	(4.38)	(13.15)
peak local generation [GWh/yr]	714	759	723
Local Solar	604	649	613
Local Wind	110	110	110
GHG reductions [MT CO2e]	393,084	299,295	502,716
Energy Efficiency	259,708	173,138	317,420
Demand Response	78,327	72,697	102,721
Electric Vehicles	51,870	51,870	77,805
Fuel Switching	3,180	1,590	4,770
NOx reductions [kg NOx]	67,348	66,104	101,022
Electric Vehicles	64,860	64,860	97,290
Fuel Switching	2,488	1,244	3,732
jobs [#]	5,494	5,134	6,361
Local Solar	3,223	3,472	3,276
Local Wind	244	244	244
Energy Efficiency	270	180	330
Demand Response	830	602	1,089
Energy Storage	59	59	117
Electric Vehicles	287	287	434

Insights



Conclusions

Data supports and improves decision-making, but in a region as diverse as EBCE's territory there is no one clear cut path. Scenario analysis enables comparison of multiple paths and metrics. EBCE should be commended for its commitment to this transparent and balanced approach.



Staff Report Item 5

TO: East Bay Community Energy Executive Committee Members

FROM: Nick Chaset, Chief Executive Officer

SUBJECT: Letter of Support for ClearRESULT bid into BAYREN Single Family EE RFP

DATE: June 29, 2018

Recommendation

Approve delegation to staff to submit of letter of support for proposal of CLEARResult to provide Single Family Program Design and Implementation services to BayREN's single family energy efficiency program.

Background

BayREN (Bay Regional Energy Network) is an administrator of CPUC energy efficiency funds and has recently issued an RFP for technical and administrative support for the next round of single family energy efficiency programs. CLEARResult is the current implementor of this program and is preparing a bid to BayREN to continue doing this work. CLEARResult has reached out to EBCE to see whether EBCE can support the design and delivery of BayREN's program through data analytics and customer outreach. EBCE staff views the opportunity to provide input into the design of the BayREN single family EE program, and as a potential partner of CLEARResult if they are awarded an implementor contract, as well aligned with the Local Development Business Plan's EE recommendations.

About CLEARResult's proposal to BayREN:

CLEARResult is proposing to design and implement BayREN's new Single Family Residential program. Consistent with BayREN's recently approved Business Plan, this new program will target moderate income households in the nine Bay Area counties. The program will provide residents with incentives or financing for a range of energy efficiency measures, from simple DIY projects to complete home upgrades by qualified contractors. Residents will be supported on their energy efficiency journey by skilled Home Energy Advisors.

About BayREN:

The Bay Area Regional Energy Network (BayREN) is a collaboration of the nine counties that make up the San Francisco Bay Area. Led by the Association of Bay Area Governments (ABAG), BayREN implements effective energy saving programs on a regional level and draws on the expertise, experience, and proven track record of Bay Area local governments to develop and administer successful energy efficiency, climate, resource, and sustainability programs.

BayREN is funded by California utility ratepayers under the auspices of the California Public Utilities Commission (CPUC), as well as through grants and funding from member agencies, other state and federal agencies, and foundations. BayREN fills an important gap in the provision of energy efficiency services, offering a regional solution that better connects to local communities and conditions than is typically possible from a large utility.

About CLEAResult:

CLEAResult has more than 30 years of experience designing, marketing and implementing energy programs for communities, utilities, businesses and residential energy customers to define and achieve energy efficiency goals. With a current portfolio of more than 275 clients and 800 programs, we have helped save more than 4,500 gigawatt hours of energy and more than 54 million therms annually. While our expertise and experience extends across North America, we have deep local roots through our California-based program team and the relationships they have fostered in their communities. With a sole focus on energy efficiency, sustainability and conservation, we use our intimate understanding of our clients' needs and the unique features of their service territories to change the way people use energy.



Staff Report Item 6

TO: East Bay Community Energy Executive Committee Members

FROM: Taj Ait-Laoussine, VP, Technology and Analytics

SUBJECT: Bay Area Air Quality Management District Award

DATE: June 29, 2018

Recommendation

Receive an update from staff on BAAQMD Grant Award for project to examine solar and storage to enhance grid resiliency

Background

The following is a summary of the proposal that was submitted to the BAAQMD:

Goals: Deploying solar and storage on critical facilities can cut GHGs and criteria pollutant emissions from existing buildings diesel backup generators, illustrate the potential and capabilities of clean energy technologies, inspire the private sector to take action, create a model that can be replicated across the United States, and increase disaster preparedness and resiliency in the Bay Area.

Solar power is affordable now and rapidly growing in the Bay Area and across the country. Battery storage is becoming cost competitive, aided by state programs to accelerate deployment and the growth of electric vehicles.

Together, distributed solar and storage create “resilient solar.” When the grid is functioning, resilient solar provides clean energy and energy services that reduce air pollution, lower customer costs, and improve grid reliability. If the grid goes down, it can provide backup energy, which is especially important for the “critical facilities” that provide services during emergencies, such as fire and police stations, call centers, and emergency shelters. Typically,

diesel generators are used for backup power, creating pockets of air pollutants when these units are fired up, both during frequent testing and during a crisis. And unlike other backup energy strategies diesel generators, resilient solar has a financial payback, creating the opportunity of getting “[resilience for free](#),” as one report described it.

To take advantage of the newly economical solar and storage technologies, East Bay Community Energy (EBCE) and Peninsula Clean Energy (PCE) are seeking funding for a joint exercise to collaborate with partners in Alameda and San Mateo counties, research the potential for resilient solar systems on critical facilities, and to develop a financial model that results in affordable and widespread deployment.



Staff Report Item 7

TO: East Bay Community Energy Executive Committee Members

FROM: Annie Henderson, VP, Marketing and Account Services

SUBJECT: Marketing Update

DATE: June 29, 2018

Recommendation

Receive an in-depth update from staff on major marketing and outreach activities, including market research and customer survey efforts

Attachment:

A. Marketing Update



EBCE Residential Marketing and Outreach

PRESENTED BY Annie Henderson

DATE 06/29/18



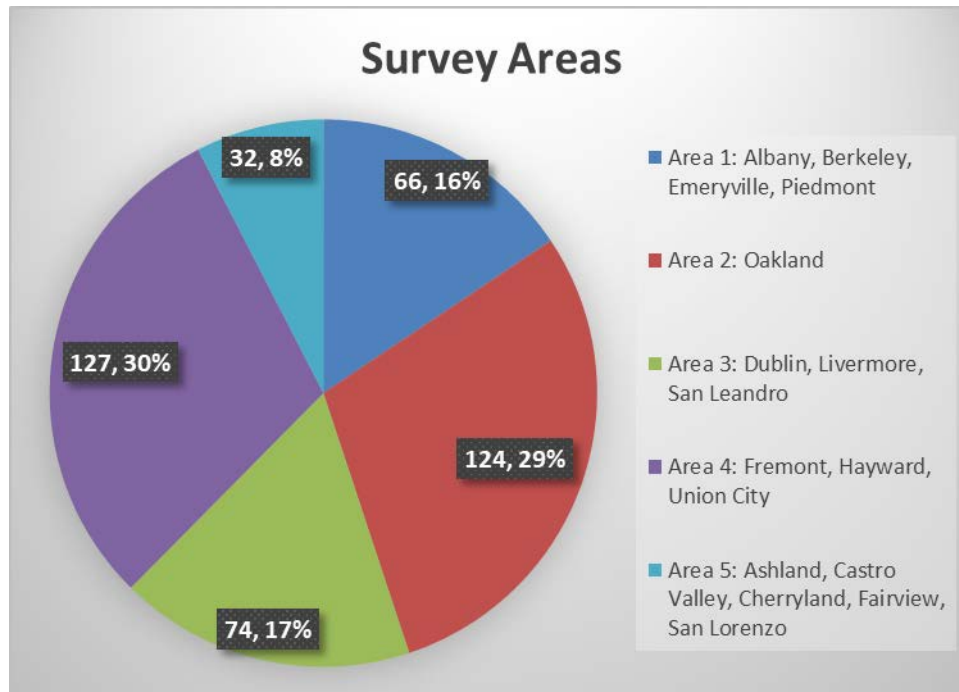
Content Overview

- Market Research
- Strategic Marketing and Communications Plan Overview
- Third Product: 100% Renewable Energy

Alameda County Residential Market Research

Market Research

- Conducted by InterEthnica and InterQ
- 423 Intercept Surveys



GENDER	
Female	62%
Male	38%
AGE	
18-29	25%
30-39	25%
40-49	16%
50-59	16%
60+	19%
HHI	
<\$50K	31%
\$50-100K	30%
\$100-150K	20%
\$150K+	19%

HOMEOWNER	
Rent	58%
Own	42%
ETHNICITY	
White	37%
Hispanic	25%
Black	12%
Chinese	10%
Other	16%
# PPL HH	
1	12%
2	24%
3	19%
4	20%
5+	25%

Customer Segmentation

Define cohorts based on clean energy knowledge, focusing on geography and language for effective marketing and messaging.

Our goal was to look for demographic patterns related to clean energy knowledge in Alameda county, using survey results provided by InterEthnica. We focused on grouping consumers by their level of knowledge in order to inform a messaging approach. Cohort geography and language spoken were also key areas of consideration, as they will significantly impact media targeting.

Q1. How would you define carbon-free energy versus renewable energy?

(A: They come from different sources)

Q2. Which of the following are sources of carbon-free energy?

(A: Solar, Wind, Nuclear, Large and Small Hydropower, Geothermal – 6 of 9 choices)

ENERGY PROS correctly answered Q1 and correctly named 4, 5 or 6 carbon-free energy sources in Q2

IN-THE-KNOW correctly answered Q1 and correctly named 1, 2 or 3 carbon-free energy sources in Q2

UNINFORMED incorrectly answered Q1 and were not asked Q2

Customer Personas



CLEAN ENERGY COHORTS SUMMARY



25%
of total
respondents

MATURE ENERGY PROS

- educated and well-informed
- skews male
- the oldest group
- mostly white
- highest HHI
- the environment is the #1 concern
- most willing to pay more for programs



25%
of total
respondents

YOUNG & IN-THE-KNOW

- moderate energy knowledge
- socially conscious
- skews female
- the youngest group
- ethnically diverse
- middle-income range
- equally value low prices and the environment



50%
of total
respondents

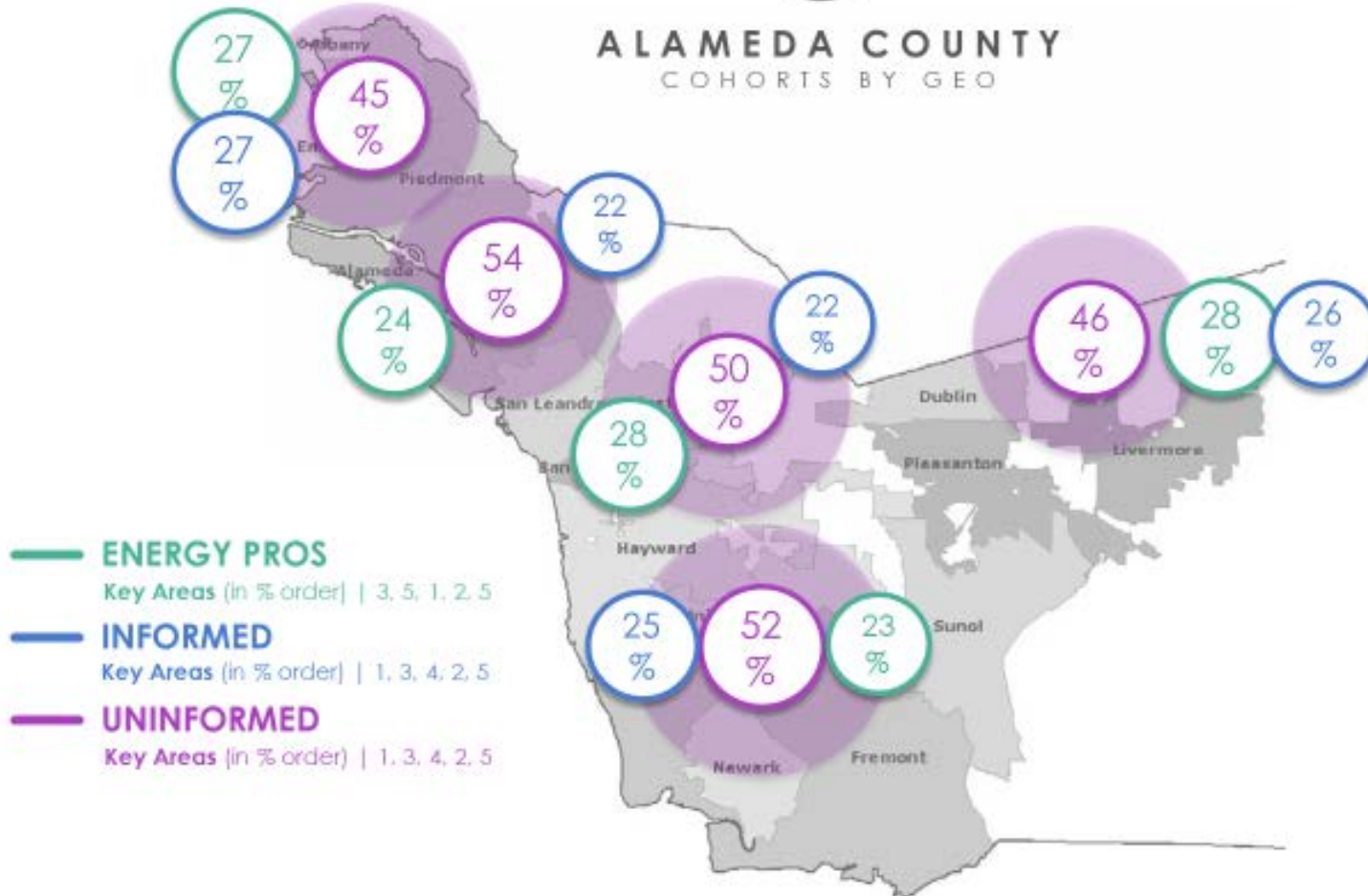
UNINFORMED MULTI-CULTI

- little understanding of clean energy
- even m/f split, across age ranges
- ethnically diverse
- families with 3+ people in HH
- the lowest income group; renters
- value low rates and reliability significantly more than environment
- unwilling to pay more for programs

Distribution of Personas



ALAMEDA COUNTY COHORTS BY GEO



Messaging



MESSAGING COHORT SUMMARY



MATURE ENERGY PROS

Emphasize the environment, not low rates.

English 87% • Spanish 8% • Chinese 5%



YOUNG & IN-THE-KNOW

Focus on BOTH low rates and the environment.

English 75% • Spanish 17% • Chinese 8%



UNINFORMED MULTI-CULTI

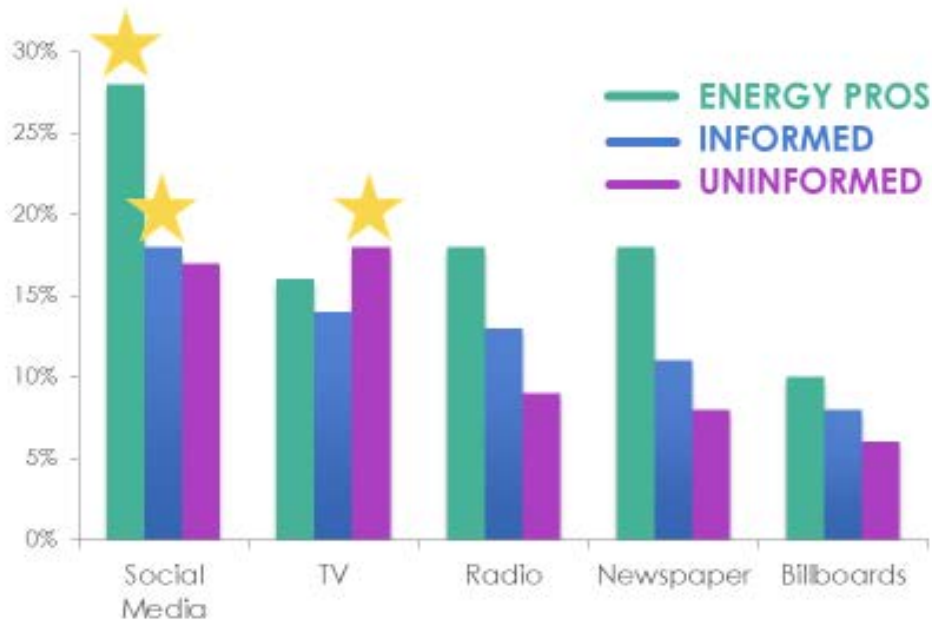
Emphasize low rates and reliability, educate.

English 70% • Spanish 22% • Chinese 8%

Media Preferences



MEDIA COHORT SUMMARY



Note: this chart shows media only, and does not factor in other ways to share energy information (email, electric bills, door-to-door, etc.)

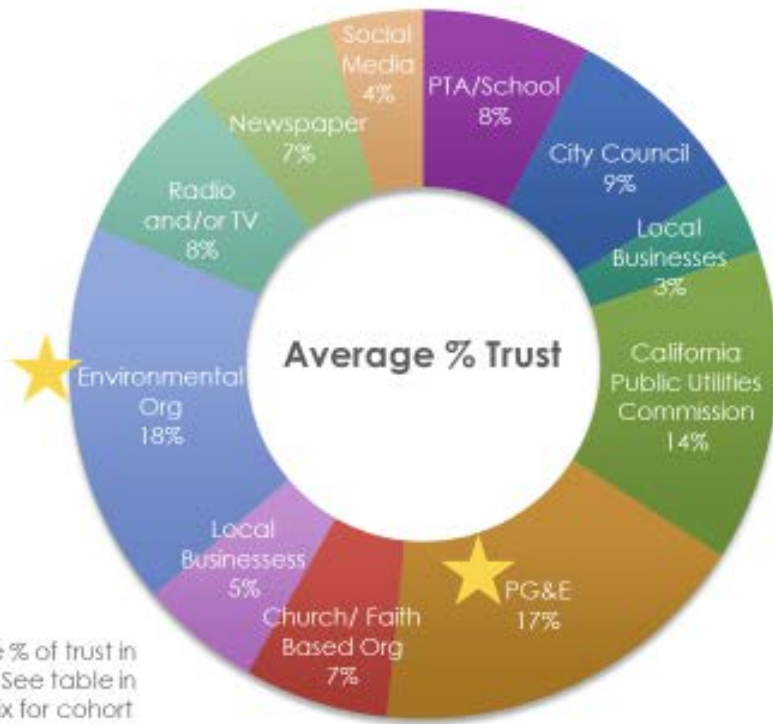
Social media is an ideal medium for targeting audiences with different messages.

Social media, which is preferred by the most informed cohorts, is ideal because it's easy to target specific audiences by demographics or interest. Messages can be customized, making this very cost efficient. TV, radio and outdoor are mass media, best for general messaging.

Trusted Sources



TRUSTED SOURCES ENERGY INFORMATION



Average % of trust in sources. See table in appendix for cohort breakout.

The majority of Alameda county trusts PG&E as a source of info.

Overall, PG&E is a trusted source of energy information. Multi-Culti Families especially place PG&E at #1 (18% say it's an authority). Environmental Organizations like Greenpeace follow at a close second (16%).

In-The-Knows rank those two closely as well, with Environmental Orgs in the top spot at 18% and PG&E at 17%.

However, well informed Energy Pros trust Environmental Orgs and the California Public Utilities Commission first (16% each), followed by Local Government (13%). PG&E is #4 at 12%.

Additional Survey Results

- Most people (>65%) have not heard of Community Choice Energy programs
 - ~28% say it sounds familiar but not sure
- Survey respondents said the following were the most important factors in an electricity provider (in order):
 - Low rates and cost of service (37%)
 - Electricity that is good for the environment (31%)
 - Reliable electricity service (19%)

If you had to sign up right now, how much more would you be willing to pay for renewable energy produced locally in Alameda County?

Answer Choices	Distribution	Respondents
I would not pay more	26.95%	114
\$1-2/month	17.26%	73
\$5-6/month	15.60%	66
\$7-10/month	15.37%	65
\$3-4/month	13.71%	58
\$11-15/month	11.11%	47
TOTAL		423

If the Community Choice Energy Program has ~~left~~ funds, what should they be spent on? Please select only one.

Answer Choices	Distribution	Respondents
Providing lower electricity rates	28.91%	122
Developing local renewable energy projects	24.88%	105
Local programs, such as solar or electric vehicle incentives	22.27%	94
Stabilizing fluctuations in your electricity rate	12.56%	53
Supporting the community in other ways	11.37%	48
TOTAL		422

What types of electricity-related programs would you like offered? (Top Choice)

Answer Choices	Distribution	Respondents
Solar for my home	26.43%	111
Resources on how to make my home more energy efficient	16.43%	69
Alerts that let me know when energy is most expensive so I can reduce my use	14.05%	59
Financing for EE upgrade to my home	10.00%	42
Job Training in the RE industry	8.57%	36
Local RE installation like wind turbines	8.57%	36
Battery storage charged by solar at my home	7.62%	32
EV charging in my community	7.14%	30
Other	1.19%	5
Total		420

Residential Strategic Marketing and Communications Plan

Plan Overview

- Goals
- Target Audiences
- Messaging
- Communication Channels
- Outreach
- General Timeline

Goals

- **Inform Customer Base**
 - Provide clear, accurate, and easily accessible program information
 - Deliver clear and transparent messaging regarding electricity rates
- **Customer Retention**
 - Maintain customer participation rate of at least 95%
- **Brand Recognition**
 - Strengthen brand awareness of the program prior to launch and during enrollment, including its sub-products
 - Establish the brand as a trustworthy source with household recognition within Alameda County

Target Audiences

- General audience
- Community organizations
- Multicultural communities
- Municipal partners
- Seniors
- Low income customers and communities

Communications Channels

Channel	Materials
Print Collateral	Factsheets Brochures Posters Flyers Banners Video Photos Window Cling FAQs Customer Enrollment Notices Senior Guide Yard Signs Packets for Community Orgs
Website	Translations Updated Content
Email Marketing	Email Template Content and Graphics
Paid Advertising*	Print Radio Transit (ex. Buses, BART) Digital Outdoor (ex. Bus Stops) Social Media Broadcast Public access (PSA) Digital billboards

Channel	Materials
Social Media	Content and Graphics
Events*	Launch Event Event participation that spans geography, socioeconomics, cultures, and age groups Pop-up Tent Give-Aways
Earned Media*	Press Kit Press Releases Multicultural Media Op-Eds Ongoing Media Outreach Coordination with Bay Area CCAs
Call Center	Updated Call Center Script Updated Automated Support System

** Detailed plans to be developed as appendices to overall strategic plan*

Outreach

Target Audience	Overview
General Public/ Community Members*	“Business to Customers” Presence at community events Direct interaction with customers/general public
Community Organizations*	“Business to Business” Leverage communication and engagement channels of community and stakeholder groups such as faith-based organizations and environmental organizations
Multicultural Communities*	Materials provided in English, Spanish, Chinese, Hindi, and Vietnamese Presence at cultural events and in-language media
Municipal Partners*	Leverage existing communications and engagement channels through EBCE member cities and county
Senior Citizens*	Develop materials specifically for seniors, engagement within Senior Centers
Low Income Customers and Communities*	Customized materials/messaging Targeted in-person and marketing outreach

** Detailed plans to be developed as appendices to overall strategic plan*

General Timeline

Month	Tasks
May	<ul style="list-style-type: none"> Overall Plan Third Product Branding
June	<ul style="list-style-type: none"> Development of content for collateral and web Advertising campaign plan Community, Multicultural, Municipal, Senior, and Low Income Outreach plans development Event scheduling Draft content and design customer notifications Automated System scripting (IVR)
July	<ul style="list-style-type: none"> Development of content for collateral and web Update animated video Translations Photo/Video shoot Advertising campaign creative development Outreach plans finalized Events scheduling and staffing Revisions to content and design of customer notifications
August	<ul style="list-style-type: none"> Collateral development Public engagement events scheduling and staffing Draft NEM outreach plan Advertising campaign creative development Finalize PSA video Finalize customer notifications Call center scripting

Month	Tasks
September	<ul style="list-style-type: none"> Collateral development Public engagement events scheduling and staffing NEM, Solar Choice, SmartRate, CARE/FERA communications Advertising campaign launch Social media engagement (paid ads) Launch event planning Commercial 100% renewable opt up campaign plan Notification #1 mailed Brilliant 100/Renewable 100 welcome packet development
October	<ul style="list-style-type: none"> Public engagement events scheduling and staffing Advertising campaign Press outreach Social media engagement (paid) Launch event planning Commercial 100% renewable opt up campaign delivery Notification #2 mailed Draft NEM notifications
November	<ul style="list-style-type: none"> Public engagement events scheduling and staffing Advertising campaign Launch event Social media engagement Commercial 100% renewable opt up campaign delivery Notification #3 mailed Finalize NEM notifications for Phase 3 (2019)
December	<ul style="list-style-type: none"> Public engagement events scheduling and staffing Social media engagement Commercial 100% renewable opt up campaign delivery Notification #4 mailed NEM Notification #1



Third Product:
100% Renewable Energy

100% RE Product

- Objectives of sub-brand
 - Consistency with overall brand guidelines
 - Clear, immediate indication of power mix
 - Fits within hierarchy of other products
 - Understanding across languages and cultures

Possible Names

- Based on public comment and existing brand guidelines, created extensive list of possible names.

Leader
Bold Prime
Max
Renew Choice Plus
Brilliant Boost
Renewable
Premium Energy
100+ Local Beyond
Brilliant+
Build **100**
Upgrade

Refining the List

- Reviewed list for cultural and language sensitivity

Feedback from InterEthnica :

- For a Spanish audience
 - Renewable 100 is appropriate
 - Renewable 100 Plus allows the audience to understand that additional costs may be involved and clarifies that the product is one step up from the previous product line “Brilliant 100”.
- For a Chinese audience
 - Renewable 100 works well because it is self-explanatory that the energy is 100% renewable.
 - Renewable 100 Plus also implies that an additional cost will be involved, but this can be a drawback for a Chinese audience and may discourage them from learning more about the product line.
 - Renewable 100 Max may work better for the Chinese audience since “max” suggests that the product line is a step up but has a more positive connotation in Chinese as the best, “maximum” option.

“Renewable 100”

- “Renewable 100” met the objectives of:
 - Consistency with overall brand
 - Immediate indication of content
 - Alignment with other sub-brands
 - Culturally appropriate without adding new phrase
- Logo design objectives:
 - Consistency with overall brand
 - Distinction from current sub-products with hatched ring
 - Attention-grabbing color
 - Simplified, less busy for focused visual impact



Updated SubBrands



Previous Logos

Feedback and Support

- Submit communication channel and event recommendations
 - <https://goo.gl/forms/kzvxXGiY8ZdmwMws2>
- Request EBCE participate at an event through the [Contact Us](#) page
- Like, Follow, Share, and Retweet EBCE
 - Facebook: <https://www.facebook.com/EastBayCommunityEnergy/>
 - Twitter: <https://twitter.com/PoweredbyEBCE>



Staff Report Item 8

TO: East Bay Community Energy Executive Committee Members

FROM: Howard Chang, Chief Operating Officer

SUBJECT: Power Procurement Update

DATE: June 29, 2018

Recommendation

Receive an update from staff on power procurement activities, including status of Oakland Energy Initiative and CA Renewables RFP.

Attachment:

A. Power Procurement Update



Energy Procurement Overview

PRESENTED BY: Nick Chaset
DATE: 3/30/18



Alameda/CA RFP Update

- June 14, EBCE held a bidders conference for interested parties that was attend by over 45 distinct developers
- June 15, 43 developers submitted notices of intent to submit bids over 120 distinct wind, solar and geothermal.
- Final Bids are due of June 29
- Through July and August, EBCE staff will be working with Edison Energy to analyze the bids and develop a short-list of projects to perform a deeper level of quantitative economic analysis, while also assessing other critical factors like workforce impacts and local develop.
- After this second round is complete, EBCE will present findings to an ad-hoc project evaluation committee comprised of members of the Board of Directors, the Community Advisory Committee and the Risk Oversight Committee. Based on feedback from this ad-hoc project evaluation committee, EBCE will bring recommendations to the Board of Directors for projects to execute PPAs with.

2018 Procurement Planning

- **Oakland Clean Energy Initiative:** EBCE and PG&E received bids for OCEI on June 15, 2018. PG&E is completing an initial assessment of all the bids and will be providing EBCE with the detailed results of the OCEI solicitation in mid-July.
- **RA:** EBCE has held three separate RA solicitations and has submitted bids into multiple RFOs for RA. EBCE is currently working to fill the balance of its 2018 obligation, while also starting to procure for 2019 RA needs.
- **CO-2-free:** EBCE is currently negotiating a variety of transactions to provide CO-2 free energy for 2018 and 2019
- **Renewables:** EBCE had a large 2019 renewable transaction with PG&E approved by the CPUC. EBCE is currently working to complete 2018 renewables procurement.



Staff Report Item 9

TO: East Bay Community Energy Executive Committee Members

FROM: Melissa Brandt, Senior Director, Public Affairs

SUBJECT: Regulatory and Legislative Update

DATE: June 29, 2018

Recommendation

Receive an in-depth update from staff on major regulatory and legislative matters facing EBCE, including review of scope of regulatory and legislative engagement, status of the Power Charge Indifference Adjustment proceeding, and review of major legislation

Attachment:

- A. Regulatory and Legislative Update



Regulatory and Legislative Updates

PRESENTED BY Melissa Brandt

DATE 06/29/18



Regulatory Proceedings PCIA

- CCA team continuing to do outreach with Commissioners' offices, Energy Division staff, other external stakeholders
- Proposed Decision expected late July
- Oral Argument - August 2
- Decision could be voted on as early as September

Regulatory Proceedings

Resource Adequacy (RA)

- Track 1 Decision issued last week – confirms that parties must file proposals to include a central buyer and multi-year procurement
- 7/10 – CalCCA to file Track 2 proposal for RA reform beginning 2020
- 8/8 – Responsive testimony due
- Late August – Evidentiary Hearings
- 9/19 – Opening Briefs
- 10/5 – Reply Briefs
- Q4 2018 – Proposed Decision

Legislative Update

- SB 237 (Hertzberg) – Reopening Direct Access – Assembly Utilities & Energy hearing 6/27, Appropriations hearing in August likely
- SB 100 (De León) – Increasing RPS Goals – Assembly Utilities & Energy hearing 7/3
- SB 64 (Wieckowski) – Improving Air Quality for Disadvantaged Communities – EBCE submitted support letter; Assembly Utilities & Energy hearing 6/27, next step is likely Appropriations hearing in August
- AB 813 (Holden) – Regionalization – 6/26 hearing with a lot of concerns, barely got out of committee
- SB 1088 (Dodd) – Wildfire Resiliency – 6/28 Governmental Organizations hearing, Appropriations hearing in August likely. If a deal comes together on wildfires, may or may not end up in this bill.