



Staff Report Item 11

TO: East Bay Community Energy Board of Directors
FROM: Nick Chaset, Chief Executive Officer
SUBJECT: CEO Report (Informational Item)
DATE: November 20, 2019

Recommendation

Accept Chief Executive Officer (CEO) report on update items below.

Finance, Administration and Procurement Sub-committee Meeting

The Finance, Administration and Procurement Sub-committee met on 10/11/19 where they received the Audit presentation and had the opportunity to discuss the proposed EBCE Financials reporting schedule. The Committee is currently short one member, Board members interested in joining this sub-committee should email their interest to the Clerk of the Board by 11/29/19.

Executive Committee Meeting

The Executive Committee met on 10/25/19 where they receive a presentation on New Community Inclusion and received updates on Regulatory and Legislative matters, Marketing and Account Services, and Power Procurement.

Marketing Regulatory and Legislative Sub-committee Meeting

The Marketing, Regulatory and Legislative Subcommittee meet on 10/30/19 where they received a presentation and discussed major ongoing Regulatory proceedings regarding PCIA, 2020 ERRR forecast, the Integrated Resources Plan and Resource Adequacy.

New Staff

Molly Gilmore, Legal Analyst

Molly joined EBCE's Public Policy team 10/1/19 as a Legal Analyst. She spent the last year working with EBCE as a Legal Consultant and manages the contracting process for all non-power Agreements, maintains the contracts database, manages the compliance workflow across teams, and works with General Counsel to coordinate legal assistance for staff.

Prior to joining EBCE Molly worked in nonprofits, public Healthcare, hospitality & for large Consulting firms. The majority of her experience relates to contract management and vendor management

Molly is an Alameda County native. She holds a B.A. in Sociology from UC Santa Barbara and a Master's in Public Policy with an emphasis in Public Policy Development from CSU East Bay.

Marie Fontenot, Sr. Director of Power Resources

Marie joined EBCE on 10/31/19 as the Sr. Director of Power Resources on the Power Resources team. Marie sets the procurement strategy for all wholesale power products and leads a team to execute this strategy, ensuring EBCE delivers upon its commitments to the Board of Directors and communities it serves to provide customers with clean, affordable electricity. She also ensures EBCE complies with California's renewable portfolio standard, resource adequacy and electric system reliability requirements.

Prior to joining EBCE, Marie served as Chief of Staff to PG&E's Executive Vice President and General Counsel; she also led PG&E's Competitive Solicitations team, negotiated long-term energy storage and renewable energy contracts, and stood up PG&E's renewable energy credit (REC) trading program. Marie began her career in energy at Xcel Energy as a NERC-certified Power Systems Trader responsible for bidding supply and demand into the MISO and SPP energy markets, performing generation control, dispatch and trading physical electricity.

Marie holds a B.S. in Journalism and MBA from the University of Colorado.

Juan Cortez, Outreach Intern

Juan Cortez joined EBCE on 10/26/19 as an Outreach Intern on the Marketing team. Juan was born and raised in Richmond where he currently resides. He is fluent in both English and Spanish and will be particularly helpful in reaching our Spanish speaking community.

Juan is set to graduate from Sonoma State University with a B.A. in Environmental Studies: City and Regional Planning in the Spring of 2020.

Doug Allen, Modeler- in- Chief

Doug joined EBCE on 11/12/19 as the Modeler-in-Chief on the Technology and Analytics team to develop and maintain EBCE's modeling capabilities to help teams across the organization understand the potential impact of a variety of regulatory, political, and technological changes on EBCE's operations and strategy. In addition, he is responsible for understanding the models and projections produced by other companies, organizations, and governmental agencies throughout California that are used to develop energy policy at the local, regional and statewide levels. Prior to joining EBCE, Doug spent over seven years at Energy and Environmental Economics, Inc. (E3) in San Francisco, providing energy and electricity sector analysis to clients across the public and private sectors.

In addition to his B.A. in Economics and M.S. in Management Science and Engineering from Stanford, where he focused on energy economics, Doug has earned a master's degree in Communication from the University of Pennsylvania, studying political communication and journalism.

Distributed Solar and Storage for Resource Adequacy and Customer Resilience

Receive presentation on recently issued Distributed Solar and Storage for Resource Adequacy and Customer Resilience RFP.

Marketing and Outreach Update

Receive update on Marketing and Outreach activities

Bay Area Distributed Resource Adequacy Capacity RFP



Participating Agencies



EBCE is a CCA that was formed in 2016 and began service in 2018. EBCE serves over 540,000 customer accounts representing a population of over 1.3 million people, 50,000 businesses, and approximately 6,000 gigawatt hours (“GWh”) of annual load.



PCE is a CCA that was formed in 2016 and began service in 2016. PCE serves approximately 300,000 customer accounts representing a population of over 700,000 people with 3,600 GWh of clean electricity annually.



SVCE is a CCA that was formed in 2016 and began service in 2017. SVCE serves approximately 270,000 residential and commercial customer accounts representing over 3,800 GWh of annual load.



SVP is a municipal utility founded in 1896. SVP serves the City of Santa Clara with a service area of approximately 19 square miles.

RFP Purpose: Resource Adequacy & Resilience

EBCE, PCE, SVCE and SVP are seeking proposals for a comprehensive offering to provide Resource Adequacy (RA) capacity and resilience to their residential and commercial customers through the development of customer-sited Distributed Energy Resources (DERs).

*Note: The cities of Alameda, San Jose, Palo Alto, Pleasanton, Newark and Tracy are outside of the service areas of the soliciting agencies.



RFP Purpose & Goals cont.

- The LSEs are seeking to expand the market for distributed RA capacity and accelerate the adoption of DERs in their service territories.
- The LSEs are looking to support the deployment of meaningful resilience projects for their customers to address Public Safety Power Shutoff (PSPS) impacts.
- The LSEs are seeking to procure economically viable and competitive RA capacity.



Mandatory Proposal Parameters

Proposal Parameters	Highlights
1. Proposed Capacity: Amount, Type, RA Mechanism	<ul style="list-style-type: none">• Total capacity, deployment date & contract term (entered in Capacity & Pricing Form).• Specific attributes of any local/flex RA proposed noted in the narrative• Specify RA mechanism. Proxy Demand Response (PDR) expected to be primary RA mechanism, not required
2. Deployment Timeline	<ul style="list-style-type: none">• Deployment aligned with PSPS, IRP & RA filings• Sept. 2020 and June/Sept. 2021• Each LSE has deployment targets (RFP p. 11)
3. Target Site Types & Priority Customer Categories	<ul style="list-style-type: none">• Across entire solicitation, each LSE has minimums for residential capacity, no minimums for commercial (RFP p. 15)• For each proposal, each LSE has requirements for capacity on DAC, low income, medical baseline (RFP p. 15)• RFP specific definitions provided for site types & customer categories

Mandatory Proposal Parameters cont.

Proposal Parameters	Highlights
4. Eligible DER System Types	<ul style="list-style-type: none">• List of eligible DER system types provided including; new and existing BES, PV+BES and BES retrofits• All systems must meet CAISO requirements for given RA mechanism (PDR or other)• PV/BES are expected to make up bulk of capacity but DR & other creative solutions are encouraged
5. Eligible Project Locations	<ul style="list-style-type: none">• Systems serving each LSE should be within communities served by that LSE. (RFP p. 17)• LSEs won't automatically exclude offers of RA from projects outside specified communities, but reserve the right to exclude them as non-conforming
6. Go-to-Market & Customer Engagement Strategy	<ul style="list-style-type: none">• Covered in detail on upcoming slide.• Available Marketing Assets provided by all LSEs included on RFP p. 18

Mandatory Proposal Parameters cont.

Proposal Parameters	Highlights
7. Workforce Development Requirements	<ul style="list-style-type: none">• A workforce plan for project development, construction and maintenance must be included, pursuant to LSE requirements• Workforce requirements by LSE included on RFP p. 19-20.
8. Safety & Fire Protection	<ul style="list-style-type: none">• A description of Proposer's approach to safety and fire prevention for all proposed projects must be included.• Discussion of compliance with NFPA 855 must be included.
9. Certifications & Standards	<ul style="list-style-type: none">• Must confirm that all proposed equipment is compliant with relevant certifications and standards.• Example certifications & standards included on RFP p. 21-22. Proposers should only include certifications & standards relevant to their proposed technology

Go-to-Market & Customer Engagement Strategy

- Strategy for driving deployment of the portfolio of aggregated DER systems
- **Go-to-Market Continuum:** Continue existing marketing activities v.s. create entirely new product offering (and anywhere in between)
- **Customer Engagement Strategy:** How will LSE marketing assets be leveraged to reach customers, particularly priority customers?
- **Line-item explanation:** Interaction between incentives, financing mechanisms, RA payment, and customer value proposition.
 - How will system operations be optimized between customer value streams and RA/wholesale market price exposure?

Overview of Pricing & Capacity Form

- Purpose: To solicit uniform pricing proposals that enable an apples to apples comparison during Proposal Evaluation.
- Any nuance in specific proposals should be captured in the proposal narrative (Mandatory Proposal Parameter 1).
- Proposers should submit a different pricing sheet for each LSE and each sector (Residential or Commercial).
- All numbers used in walkthrough are for illustrative purposes only.
- **Final pricing will be determined during contract negotiations.**



RFP Timeline (subject to revision)

Event	Date
Issuance of RFP	November 5th, 2019
Informational Webinar	November 12th, 2019, 1:30-3:00pm
Representative Data Available	November 15th, 2019
Webinar Addendum Issuance	November 19th, 2019
Deadline for Questions	5pm PST, November 22nd, 2019
Deadline for Data Requests	5pm PST, December 4th, 2019
Addendum Issuance	December 4th, 2019
Final Proposals Due	5pm PST, December 23rd, 2019
Proposal Review	December 23rd, 2019 - January 17th, 2020
Interviews	January 20th-24th, 2020
Selection of Preferred Awardee(s)	February, 2020
Contract Negotiation Period	February, 2020
Notice of Intent to Award	March 2020
Board Meeting for Approval	April 2020

Solicitation Process

- **Data Provision Process:** Interested parties should contact jross@ebce.com by December 4th to receive data sample.
- Proposals are submitted and reviewed by each LSE. *Note: Proposers can submit to any combination of LSEs and for any combination of Site Types (residential, commercial or both)*
- Proposals for each LSE should be submitted by email directly to the Authorized Contact for the relevant LSE.
- Each LSE conducts, interview and contract negotiations individually.



Evaluation of Proposals

- As previously stated, each LSE will review their received proposals individually.
- All LSEs will evaluate residential and commercial proposals separately and compared to equivalent proposals, even if they are submitted by the same Proposer.
- The LSEs reserve the right to discuss proposals internally in order to establish regional best practices.
- LSEs reserve the right to negotiate contracts with one or more Awardees



Evaluation Weighting Criteria

Evaluation Category	EBCE	PCE	SVCE	SVP
Completeness of RFP Response	Pass/Fail			
Capacity Requirements & Deployment Timeline	Pass/Fail			
Technology Safety Certification & Standards	Pass/Fail			
Installed Storage projects have islanding capability and provide backup power	Pass/Fail			
Pricing	40%	40%	Weighting TBD	Considered
Experience Developing Similar Projects & Providing RA Capacity	15%	25%	Weighting TBD	Considered
Experience and Qualifications of Personnel	10%		Weighting TBD	Considered
Quality and Detail of Go-to-Market & Customer Engagement Plan	15%	25%	Weighting TBD	Considered
Proposed Fire Safety Measures	10%	Pass/Fail	Weighting TBD	Considered
Local Hiring/Workforce Development	10%	Pass/Fail	Considered but not mandatory	Considered but not mandatory
Innovation	N/A	10%	Weighting TBD	Considered



Marketing and Account Services Update

PRESENTED BY: ANNIE HENDERSON

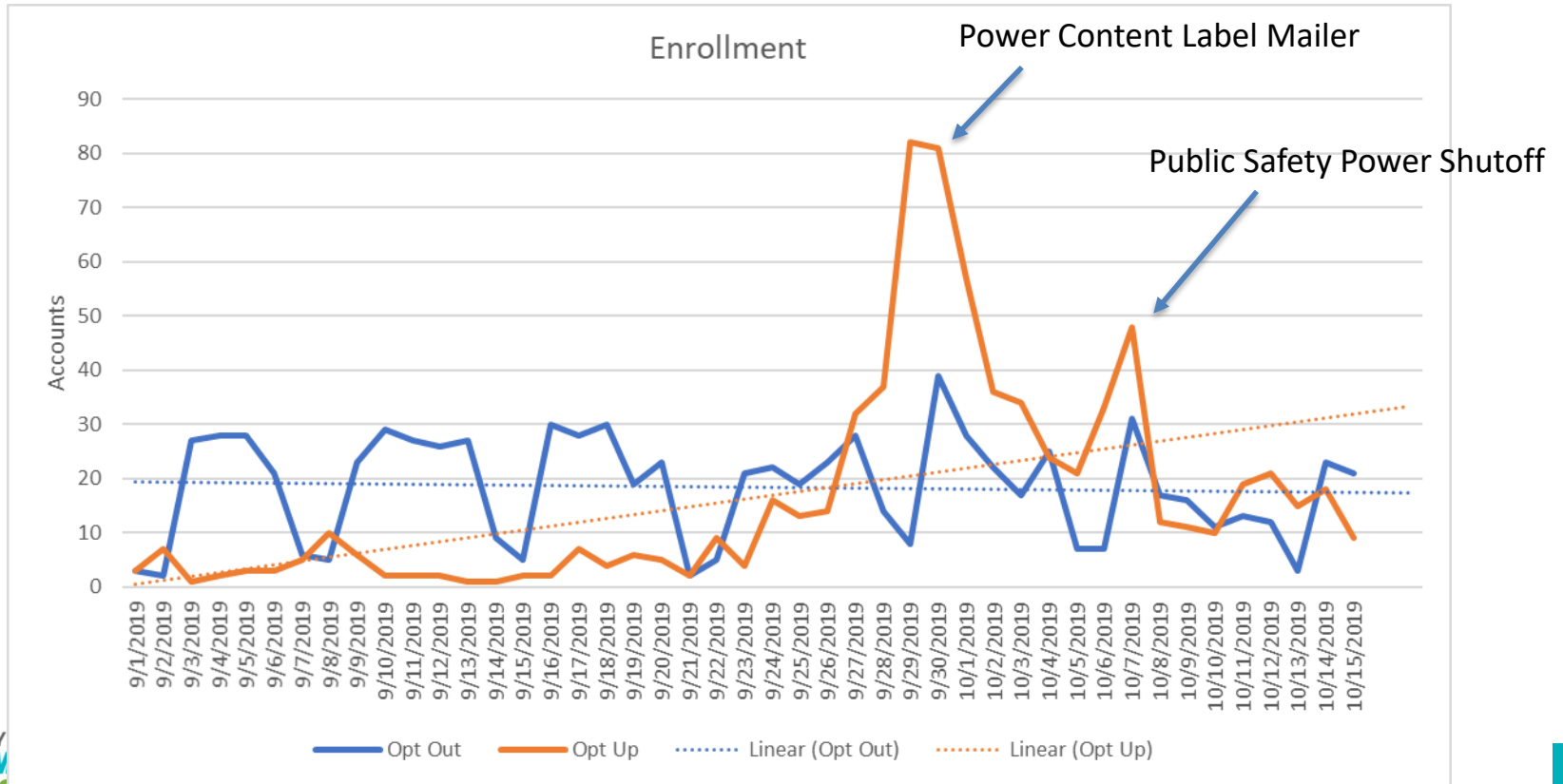
DATE: November 20, 2019



MARKETING UPDATES

- Mailed Power Content Label end of September
- Preparing for Joint Rate Mailer
- Began hosting the Marketing Subcommittee meeting
- Issuing monthly customer newsletters
- Entered contracts for print and digital ads
- Selected awardees for Community Outreach Pilot Program:
 - Interfaith Power and Light & Spectrum Community Services
- Local sponsorships applications open until November 30
- Business Customer Engagement Manager, Dawn Owens – started in early September
- Outreach Intern, Juan Cortez – started in early November

IMPACTS ON ENROLLMENT



JOINT RATE MAILER (PENDING)



East Bay Community Energy
1999 Harrison Street, Suite 800
Oakland, CA 94612

For information, visit: ebce.org
Para detalles de este programa en español, visite: es.ebce.org
參閱本計劃中文版本, 請上網: ch.ebce.org

We support your power to choose

As part of our mutual commitment to support your energy choice, East Bay Community Energy (EBCE) and Pacific Gas and Electric Company (PG&E) have partnered to provide you with a comparison of typical residential electric rates, average monthly charges, and generation portfolio contents.

If this comparison does not address your specific rate, please visit PG&E online at pge.com/cca or call 1-866-743-0335. For more information on EBCE's generation rate, please visit ebce.org/rates or call 1-833-699-EBCE (3223).

Understanding your energy choices

Residential Electric Rate Comparison, E1

	PG&E	PG&E Solar Choice	EBCE Bright Choice	EBCE Brilliant 100	EBCE Renewable 100
Generation Rate (\$/kWh)	\$0.11757	\$0.09436	\$0.08537	\$0.08713	\$0.09713
PG&E Delivery (\$/kWh)	\$0.13094	\$0.13094	\$0.13094	\$0.13094	\$0.13094
PG&E PCIA (\$/kWh)	N/A	\$0.02979	\$0.03044	\$0.03044	\$0.03044
Total Electricity Cost (\$/kWh)	\$0.24851	\$0.25509	\$0.24675	\$0.24851	\$0.25851
Average Monthly Bill (\$)	\$89.21	\$91.58	\$88.58	\$89.21	\$92.80

Current rates as of July 1, 2019

This table compares electricity costs for an average residential customer in the EBCE/PG&E service area with an average monthly usage of 359 kilowatt-hours (kWh). This is based on a representative 12-month billing history for all customers on the E1 rate schedule for PG&E's and EBCE's published rates as of July 1, 2019.

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

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

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

If this comparison does not address your specific rate, please visit PG&E online at pge.com/cca or call 1-866-743-0335. For more information on EBCE's generation rate, please visit ebce.org/rates or call 1-833-699-EBCE (3223).

2018 Electric Power Generation Mix*

Specific Purchases	Percent of Total Retail Sales (kWh)				
	PG&E	PG&E Solar Choice	EBCE Bright Choice	EBCE Brilliant 100	EBCE Renewable 100
Renewable	39%	100%	41%	45%	100%
Biomass & Biowaste	4%	0%	0%	0%	0%
Geothermal	4%	0%	1%	0%	0%
Eligible Hydroelectric	3%	0%	0%	0%	0%
Solar Electric	18%	100%	15%	20%	50%
Wind	10%	0%	25%	25%	50%
Coal	0%	0%	0%	0%	0%
Large Hydroelectric	13%	0%	21%	55%	0%
Natural Gas	15%	0%	0%	0%	0%
Nuclear	34%	0%	0%	0%	0%
Other	0%	0%	0%	0%	0%
Unspecified Sources of Power**	0%	0%	38%	0%	0%
TOTAL	100%	100%	100%	100%	100%

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

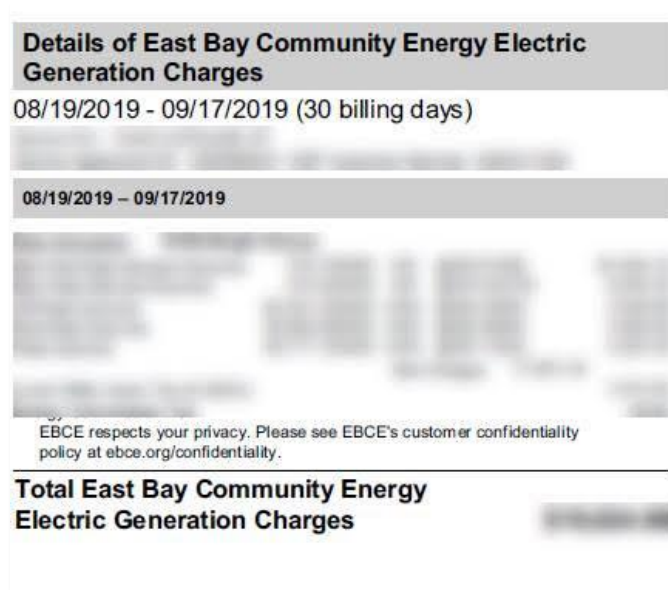
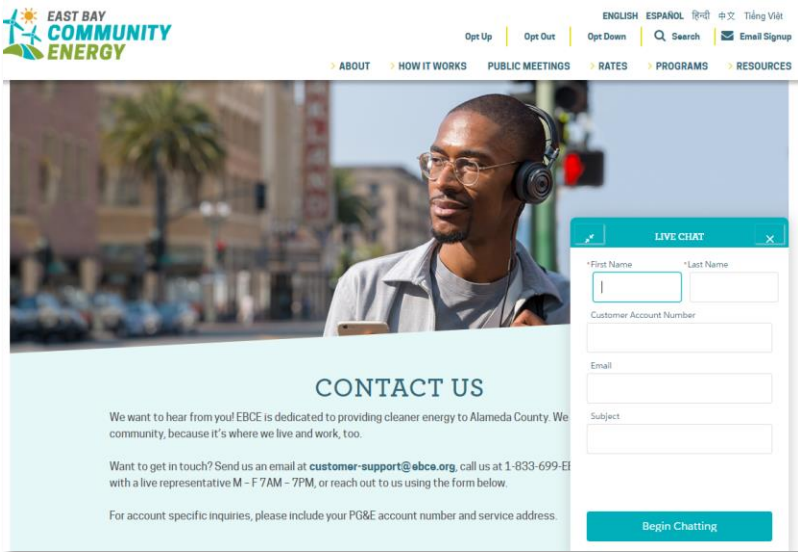
**Unspecified sources of power refers to electricity that is not traceable to a specific generating facility, such as electricity traded through open market transactions. Unspecified sources of power are typically a mix of all resource types, and may include renewables.

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*PG&E refers to Pacific Gas and Electric Company, a subsidiary of PG&E Corporation, 11.18 CCR-0919-1545



ACCOUNT SERVICES

- **Live Chat** – Launched in October on web forms and Contact Us pages
- **Updated Bill Message** – Compliance with requirement of annual customer notification of confidentiality policy



PSPS DEBRIEF

- Participated in 3x daily calls (7:30 AM, 12:30 PM, and 5:30 PM)
- Provided list of impacted customers to call center and data analytics for load forecast reductions
- Daily update of pop-up message on website with latest PG&E press release
- Monitored call volumes and customer inquiries which showed limited impact on EBCE call center; IVR broadcast message
- Piloted weekend call center support: <10 calls
- Joined Alameda County Emergency Managers Association (ALCO EMA) and attended meeting on 11/07
- Tracking usage data and bills for impacted customers to ensure no estimated usage during shutoff was calculated into billing