



**REGULAR MEETING of the Board of Directors of the
Peninsula Clean Energy Authority (PCEA)
Thursday, May 26, 2016
MINUTES**

San Mateo County Office of Education, Corte Madera Room
101 Twin Dolphin Drive, Redwood City, CA 94065
6:30pm

CALL TO ORDER

Meeting was called to order at 6:34 pm.

ROLL CALL

Present: Dave Pine, County of San Mateo, *Chair*
Jim Eggemeyer (alternate), County of San Mateo
Rick DeGolia, Town of Atherton
Charles Stone, City of Belmont
Sigalle Michael (alternate), City of Burlingame
Joseph Silva, Town of Colma
Mike Guingona, City of Daly City
Catherine Mahanpour (alternate), City of Foster City
Deborah Penrose, City of Half Moon Bay
Elizabeth Cullinan (alternate), Town of Hillsborough
Catherine Carlton, City of Menlo Park
Wayne Lee, City of Millbrae
John Keener, City of Pacifica
Jeff Aalfs, Town of Portola Valley
Marty Medina, City of San Bruno
Cameron Johnson, City of San Carlos
Rick Bonilla (alternate), City of San Mateo
Pradeep Gupta, City of South San Francisco
Daniel Yost, Town of Woodside

Absent: Lori Liu, City of Brisbane
Larry Moody, City of East Palo Alto
Ian Bain, City of Redwood City

Staff: Jim Eggemeyer, Director, Office of Sustainability
Jan Pepper, Chief Executive Officer
David Silberman, General Counsel
Gordon Tong, Office of Sustainability
Carolyn Raider, Office of Sustainability

A quorum was established.

ADMINISTERING THE OATH OF OFFICE

None.

PUBLIC COMMENT

Ted Howard, resident, San Mateo

ACTION TO SET THE AGENDA AND APPROVE CONSENT AGENDA ITEMS

Motion to approve the consent agenda and set the agenda – Made / Seconded: Bonilla/ Yost

Motion passed 18-0 (Absent: Liu, Moody, Bain; Abstained: Cullinan).

REGULAR AGENDA

1. CHAIR REPORT

Chair Pine asked Jeff Aalfs and Pradeep Gupta to give a brief summary about the LEAN Energy PCIA Strategy Session on 5/23/2016. Jeff Aalfs announced that Portola Valley passed a motion for the town to be enrolled in the 100% renewable energy and 100% carbon-free product.

2. RATE SETTING PROCESS AND OVERVIEW PRESENTATION (DISCUSSION)

John Dalessi from Pacific Energy Advisors gave an overview of the rate setting process. Mr. Dalessi outlined the difference between delivery and generation charges, the importance of having a similar rate structure as PG&E to allow an easy comparison, and the various rate schedules Peninsula Clean Energy may choose to offer.

PUBLIC COMMENT

James Tuleya, resident, Sunnyvale

3. APPROVE THE TARGETED ENERGY CONTENT (RENEWABLE AND GHG FREE) OF THE DEFAULT PRODUCT TO BE OFFERED AT LAUNCH

John Dalessi from Pacific Energy Advisors presented the default option at a 50% renewable energy content at a minimum and 75% GHG-free content at a minimum and the premium product of 100% renewable and 100% GHG-free content. Mr. Dalessi advised that in the future, Peninsula Clean Energy can have a more aggressive default product, but setting the default product at 50% renewable energy would be a compelling product that can be offered at a rate below PG&E. Mr. Dalessi gave an overview of the current market prices for different energy sources and Renewable Portfolio Standard requirements.

The Board discussed the possibility of marketing the 75% GHG-free content as the primary messaging instead of the 50% renewable energy. The Board discussed the pros and cons with a request for Staff to provide more information and insight into the messaging.

PUBLIC COMMENT

Janelle London, resident, Menlo Park

Mark Roest, resident, San Mateo
Diane Bailey, resident, Belmont
Lisa Altieri, resident, Palo Alto
Margaret Li, resident, South San Francisco
Michael Clossen, MenloSpark

Motion to approve the targeted energy content of the default product to be offered at launch to be 50% renewable and 75% greenhouse gas free – Made / Seconded: Gupta / Penrose

Motion passed 19-0 (Absent: Liu, Moody, Bain)

4. MARKETING AND COMMUNICATIONS UPDATE PRESENTATION

Rae Quigley from Circlepoint gave an update on the marketing and communications plan and how the Board’s prior suggestions have been incorporated. Ms. Quigley discussed the results of the focus group study, advertising venues, branding name suggestions, enrollment notices, and website launch details.

Board Members gave direction for an alternate name for the default product other than the suggested ECO50. Board Members gave direction to Staff to keep the name of 100% renewable energy product as ECO100, and to create a new name for the default product that contained the word ECO.

PUBLIC COMMENT

Janet Creech, resident, Millbrae

5. BANKING AND FINANCE PRESENTATION

Michael Bolander, Financial Services Manager for the County’s Office of Sustainability, gave a brief update on the bank negotiations with more information to follow at the next Board meeting.

6. COUNTY STAFF REPORT

Jim Eggemeyer, Director of the County’s Office of Sustainability, announced that the next Citizen’s Advisory Committee will be meeting Thursday, June 2, 2016. Mr. Eggemeyer gave a brief update that the CPUC had five questions about the Implementation Plan and that staff were working to provide answers in the near future.

Kirsten Pringle, Sustainability Fellow for the County’s Office of Sustainability, provided an update on marketing, communications, and outreach.

7. BOARD MEMBERS' REPORTS

Ms. Catherine Carlton reported that Menlo Park is planning to opt-up their municipal accounts to the 100% renewable energy product. Supervisor Pine clarified the estimated premium of the 100% renewable energy product with PG&E's rates.

ADJOURNMENT

Meeting was adjourned at 9:15 pm.

Chair

Attest:

Secretary