SVCE 2018 Rates

Don Bray, Manager of Account Services
December 2017 . . .

- CPUC approval of ERRA forecast delayed until Jan 11, 2018
  - Announced Friday, Dec 8
  - ERRA includes rates and PCIA

- PG&E pursuing March 1, 2018 gen rate changes
  - Timing of PCIA change likely March or possibly earlier

- Next steps
  - BOD review of general rate change scenarios and methodology, but delay SVCE rate decisions until Feb or March BOD meeting
Developments to date . . .

- SVCE rates originally set to be effective through 2018 unless exceptional market conditions warrant changes sooner
  - As of August, projected 2018 PG&E gen rates ↓ by 1½%, PCIA ↑ by 16%
    - SVCE 2018 rate reductions of ~6% required to save 1% v/v PG&E
    - $14 million reduction in SVCE operating margin
    - 2018 budget and two-step rate change process approved
  - As of November, projected 2018 PG&E gen rates ↑ by 6%, PCIA ↑ by 14%
    - SVCE 2017 rates would now average ~3% below PG&E in 2018
    - Restores SVCE margin for 2018 to previously-planned levels
    - However, level of savings v/v PG&E varies widely by type of customer
- BOD directed staff to develop multiple rate change scenarios, and plan for single rate change effective February 2018
2018 SVCE Rate Scenario - General Case

- 6% increase in PG&E Gen Rate
- 14% increase in PCIA rate
- No change to SVCE rate required
- Savings v/v PG&E grows to 3%, but SVCE customer costs rise due to PCIA

1% savings v/v PG&E in 2017

3% savings with SVCE v/v PG&E in 2018

Increase cost to SVCE customers due to 2018 PCIA increase

2017 SVCE Gen Rate (Set through Dec 2018)
# Rate Scenarios and Options

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<thead>
<tr>
<th>Rate Setting Scenario</th>
<th>Description</th>
<th>Options</th>
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| 1) Minimum of at least $[x]\%$ savings v/v PG&E in 2018 | Maintain all SVCE generation rates at 2017 levels, except where necessary to maintain a minimum $[x]\%$ lower price differential versus PG&E, inclusive of PCIA | Min 1%  
Min 2%  
Min 3% |
| 2) Absorb increase in PG&E’s PCIA for 2018 | Lower all SVCE generation rates as necessary to absorb increase in PG&E PCIA rates for 2018 – thus keeping SVCE’s 2018 generation rate plus PCIA equivalent to 2017 | Absorb |
| 3) Savings v/v PG&E of exactly $[x]\%$ for all rates in 2018 | ‘Peanut Butter’ approach whereby all 2018 SVCE generation rates inclusive of PCIA are set so that the cost the customer for SVCE service remains $[x]\%$ below PG&E for 2018 for all rate schedules | All 1%  
All 2%  
All 3% |
# Key Rate Schedules

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<tr>
<th>Rate</th>
<th>Description</th>
<th>Accounts</th>
<th>% of Accounts</th>
<th>% SVCE Load</th>
<th>Typical Gen + PCIA Cost/mo (summer)</th>
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<tr>
<td>E1</td>
<td>Residential - Tiered</td>
<td>198,400</td>
<td>81%</td>
<td>33%</td>
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<td>E-TOU</td>
<td>Residential - Time of Use</td>
<td>7,600</td>
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<td>EV-A</td>
<td>Residential EV</td>
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<td>A1</td>
<td>Small Commercial</td>
<td>17,700</td>
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<td>A10</td>
<td>Medium Commercial</td>
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<td>15%</td>
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<td>E19</td>
<td>Large Commercial</td>
<td>1,200</td>
<td>0.5%</td>
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<td>E20</td>
<td>Industrial</td>
<td>30</td>
<td>0.01%</td>
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Source: SVCE 2017 data, all figures rounded/approximated for clarity.
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--- Scenario reviewed at 11/29 BOD meeting ---
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Questions and Next Steps
Bike to the Future: A High School E-Bike Competition
Why e-bikes?

• Unique to other energy-related school competitions
• Encourages the use of alternate transportation
  o Aligns with SVCE’s carbon-free mission
• Balance between design possibilities and challenges to overcome
Meaningful Engagement

Providing SVCE the opportunity to provide:

- Valuable scholarship dollars
- Creative yet challenging STEAM learning experience for students in our service area
- Strategic partnerships with organizations & companies within our area
Criteria for Judging

• Aimed at emphasizing technical design over athleticism
  o Acceleration
  o Obstacle course
  o Range
  o Presentation

• SVCE will provide the necessary materials and safety equipment
Scholarship Award

Awarded on a per team basis in increments for 1\textsuperscript{st}, 2\textsuperscript{nd}, and 3\textsuperscript{rd} place

- 1\textsuperscript{st}: $5,000
- 2\textsuperscript{nd}: $3,500
- 3\textsuperscript{rd}: $2,000
Timeline

- **Dec – Jan**: School outreach and registration
- **Feb – Apr**: Teams build bikes with guidance and check-ins
- **May**: Competition
You’re Invited!

Contact Kelly.Hoogland@svcleanenergy.org

Thank you
Resolution E-4907 & 2018 PG&E ERRA Delays

December 13, 2017

Hilary Staver
Silicon Valley Clean Energy
The W’s in Brief

Who: The CPUC

What: Resolution E-4907, which sets out a more rigid timeline for when new or expanding CCAs must submit their implementation plans and go into service

When: Released 12/8/17, scheduled for a vote at the 1/11/18 Commissioners’ meeting

Why: To sync up CCA launches/expansions with the RA calendar and avoid intra-year stranded costs
Statutory Basis

• D.05-12-041 (2005) is one of the key decisions implementing AB 117

• Ordering Paragraphs 8 and 10 of D.05-12-041 direct the Commission to establish processes and timelines for the certification of new CCAs

• Resolution E-4907 cites the proliferation of new CCAs over the past year as justification for exercising this authority at the present time
Differences from Current Timeline

• New fixed annual deadlines for:
  1. Submission of Implementation Plan
  2. Submission of RA load forecasts in year prior to commencing service
  3. Submission of registration packet
  4. Confirmation of registration

• New “Meet and Confer” process between the CCA and IOU within 90 days of Implementation Plan submission, to “discuss how the CCA will conform its operations to the utility’s tariff requirements.” (pg 9)
Timeline Comparison

Resolution E-4907/SC8

DRAFT

January 11, 2018

Appendix B: Schematic Comparison of Prior and Adopted Timelines for CCA Registration Process

Prior Timeline

- CCA submits Implementation Plan to CPUC
- Day 1
- CPUC notifies the Utility that an implementation plan has been filed.
- Day 10

CCA provides draft customer notice to CPUC Public Advisor. Within 15 days of CCA providing draft notice, public advisor will finalize CCA notice
- Day 60

CPUC certifies it has received the implementation plan and provides CCA with findings regarding cost recovery that must be paid by customers of the CCA in order to prevent cost shifting.
- Day 90

CCA begins serving load

CCA files its annual load forecasts

The following annual RA forecast deadline (April or August)

Sometime after submitting bond, CCA becomes registered, receives registration number

Adopted Timeline

- CCA submits Implementation Plan to CPUC
- Day 1, on or before January 1, Year 1
- CPUC notifies the Utility that an implementation plan has been filed.
- Day 10

CCA provides draft customer notice to CPUC Public Advisor. Within 15 days of CCA providing draft notice, public advisor will finalize CCA notice
- Day 60

CPUC certifies it has received the implementation plan and provides CCA with findings regarding cost recovery that must be paid by customers of the CCA in order to prevent cost shifting.
- Day 90

CCA submits its registration packet (bond and service agreement)

CCA files its annual load forecasts

CCA files its revised annual load forecasts

CCA begins serving load

CCA begins serving load

CPUC confirms registration of a CCA, issues the CCA registration number, and publishes the Implementation Plan and Registration number the CCA page of the website.
Connection to the RA Proceeding

- The Resource Adequacy program requires LSEs to submit load forecasts in April and August, which are used to determine RA obligations for the coming year.
- Historically, CCAs have not submitted their first RA load forecasts until after launching.
- This may result in the incumbent IOU purchasing RA products on behalf of CCA customers in the CCA launch/expansion year.
- The changes to the Implementation Plan timeline are designed to prevent cost shift onto bundled customers associated with intra-year RA purchases on behalf of CCA customers.
Key Compliance Dates

• The new timeline applies to all CCAs that did not submit an implementation plan before 12/8/17 (the day the draft resolution was released)

• CCAs wishing to serve load starting in 2019 must submit implementation plans before 2/1/18

• If approved as written, Resolution E-4907 would delay SVCE service to Milpitas to January 2019

• CCAs that miss the 2/1/18 deadline could not begin service until January 2020
Planned Actions in Response

1. Data requests on stranded costs
2. Written comments (due December 29th)
3. Meetings with Commissioners and CPUC staff
4. Rally at CPUC Commissioners’ meeting on January 11th
5. Other ideas welcome
2017 Community Outreach Recap

SVCE Board of Directors Meeting
December 13, 2017
Events & Presentations
Outreach Presentations

• **86 - Total Events**
• **34** - Member Community Presentations
• **10** - Presentations hosted by Community Organizations
• **16** - Presentations to business or trade groups (chambers, business associations or employers)
• **26** - Farmer’s Markets, Summer Concert series, Movies in the Park, Festivals and Special Events
Community Events

Los Gatos Spring into Green
Community Events

Gilroy Earth Day 5K
Community Events

Los Altos Arts & Wine Festival
Community Events

EV Rally – EV Charger Raffle Winners
Media Reach & Impressions
Earned Media

• **40** Articles (print & online)
• **7** – Broadcast
• **5** - Radio
Earned Media

South Valley residents will soon have option to buy clean energy

All PG&E customers in Gilroy will be automatically enrolled for service.

By Staff Report

“Many people, green energy such as rooftop solar and other alternatives to PG&E seems out of reach,” said Daniel Hennesy, a Gilroy city councilmember who serves on the board of directors for a new nonprofit public agency. “For the first time, residents and businesses in Gilroy will have more than one choice of electricity provider.”

SVCE will begin serving customers in April 2017 with a charter to be a source of renewable and 100 percent carbon-free electricity at competitive prices.

“The environmental and economic benefits are significant, Hennesy said. When fully operational by the end of 2018, SVCE will enable Gilroy residents to make an "immediacy and dramatic" reduction in community-wide carbon emissions, and save money for electricity customers at the same time, he said.

Daniel Hennesy
Gilroy City Councilmember

"For the first time, residents and businesses in Gilroy will have more than one choice of electricity provider."

The Morgan Hill Times

Clean energy program starts in April

SVCE to provide carbon-free electricity to all residential, commercial customers in Morgan Hill, surrounding cities

Details

For more information on SVCE rates, a list of frequently asked questions and other information please visit www.SVCleanEnergy.org or call (844) 474-SVCE.

Electricity at a lower cost. And if you are a customer on a special discounted rate like CARE, F ERA or Medical Baseline, your discount will not change and you don’t have to take any action to maintain your discounted rate.

GreenStart is about one percent less expensive than the comparable PG&E generation cost, he said. Electric power provided through the program is 100 percent carbon-free, sourced from 50 percent renewable sources such as solar and wind. The other 50 percent will come from hydroelectric sources such as reservoir dams.

For a premium of less than $0.01 per kilowatt-hour more than the regular price, customers can upgrade to SVCe’s GreenStart service in which all of the power they buy for their home or business comes from 100 percent renewable sources such as wind and solar.

"Silicon Valley Energy is on track to start providing our 100 percent carbon-free electric generation service to residents and businesses of Morgan Hill, beginning in April," reads an email from SVCe spokesman Pamela Leonard.

Morgan Hill residents and businesses are starting to receive notices in the mail informing them of their coming automatic enrollment in the Silicon Valley Clean Energy Authority, which allows electricity customers to use strictly renewable sources to power their homes and businesses.

Los Altos, Los Altos Hills and Mountain View are set to join nine other communities in Santa Clara County in the switch from PG&E-supplied electricity to a new Community Choice Aggregate in April.

Local homeowners, renters and businesses will receive notices in the mail about the new energy provider – Silicon Valley Clean Energy (SVCE) – in coming months.

Los Altos City Councilwoman Jannie Bruins served a key role in the formation of SVCE last March.

"We recognized that this was the single most effective action we could take to reduce greenhouse gas emissions and make significant progress in meeting our Climate Action Plan goal," she said.

Mountain View Voice

South Bay prepares to start clean-energy alternative

by Mark Noack / Mountain View Voice

South Bay cities in the coming weeks will be flipping the on switch for a new clean-energy alternative that is being presented as a rival to PG&E.
Social Media Engagement

• Facebook
  • Increased followers by 57%
• Twitter
  • Increased followers by 41%
• Instagram
  • New account – 142 followers
Social Media Engagement

Social Reach

Jan 290 45k 1M 17k 90k 34k 330k 55k 170k 35k 1.1k
Dec 1-6 810 250 170 36 8.5k 14k 160k 49k 1.8k 4k 14k

YouTube Twitter Facebook Instagram
Ad Campaign

• **Print** – Community Papers
  - Circulation – 125,924 *(per week)*
    - Campbell Reporter, Cupertino Courier, Los Gatos Weekly, Saratoga News, Sunnyvale Sun
    - Gilroy Dispatch & Gilroy Life
    - Los Altos Town Crier
    - Morgan Hill Times & Morgan Hill Life
    - Mountain View Voice

• **Online** – Google Display Ads & Social Media
  - Impressions – 4,716,899
  - Clicks – 134,213
Ad Campaign

Campaign creative

Welcome to your new community electricity provider—powered by **water**, **wind** and **sun**. 100% carbon free. Prices lower than PG&E.

Serving all residents and businesses in 11 Santa Clara cities and unincorporated County communities.

SVCleanEnergy.org

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**From water to watts.**

Welcome to your new community electricity provider—powered by **water**, **wind** and **sun**. 100% carbon free. Prices lower than PG&E.

Serving all residents and businesses in 11 Santa Clara cities and unincorporated County communities.

SVCleanEnergy.org
Website Traffic

- Sessions: 121,716
- Users: 82,955
- Pageviews: 264,636
- Pages / Session: 2.17
- Avg. Session Duration: 00:02:17
- Bounce Rate: 60.97%
- % New Sessions: 67.88%
Ongoing & New Engagement Activities for 2018
Employee Volunteering

- Peninsula Food Runners
- Future community impact and giving
Cross-CCA Collaboration

• Led new CalCCA website development
• Coordinated messaging and outreach for Bay Area CCAs
Community Events

• Earth Day 2018
• Community Festivals and Events
• Farmer’s Markets, Summer Concert Series
• Milpitas enrollment
• County Energy Upgrade program
• Bike to the Future – high school e-bike competition
Thank you