5) Operations & Program Development

I. Program Plan Overview

II. BOD Work Plan

III. Communications Plan

IV. Staffing & Resource Plan
Program Planning
### SVCE Work Plan & Milestones

<table>
<thead>
<tr>
<th>Initial Study</th>
<th>Technical Feasibility</th>
<th>CCE Program Development</th>
<th>CCE Launch</th>
</tr>
</thead>
<tbody>
<tr>
<td>ID potential agency partners</td>
<td>ID partners &amp; funding Technical Study: load and rate analysis, economics, supply options, environmental outcomes Community outreach &amp; input</td>
<td>JPA Formation Enabling Ordinance Implementation Plan to CPUC Energy Svcs Pricing and Procurement Expand Outreach Agmt with PG&amp;E Bridge financing to revenue</td>
<td>Staffing and Org setup Energy and other Service Contracts Rate Setting Customer notifications Conservation &amp; Renewables programming</td>
</tr>
</tbody>
</table>

- **Completed July 2015**
- **Completed March 2016**
- **We are Here**
- **Launch Begins Winter 2017**
Path Ahead - Timeline

April 2016
Launch JPA

July 2016
Implementation Plan to CPUC

October 2016
Finalize Energy Services Contracts
Ramp up Operations

January 2017
Set Rates Notices Begin

April 2017
Launch!! Service Begins
# Board of Directors Work Plan

<table>
<thead>
<tr>
<th>DATE</th>
<th>APR 2016</th>
<th>MAY</th>
<th>JUN</th>
<th>JUL</th>
<th>AUG</th>
<th>SEP</th>
<th>OCT</th>
<th>NOV</th>
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</thead>
<tbody>
<tr>
<td>Milestones</td>
<td>BOD Kickoff</td>
<td>Implementation Plan to CPUC</td>
<td>Finalize Energy Services Contract(s)</td>
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<tbody>
<tr>
<td>Swearing-in</td>
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<tr>
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<td>Approve General Services Agmt</td>
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<td>Program, Strategic Direction</td>
<td>Presentation on Work Plan</td>
<td>Presentation on Power Supply, Phasing Plan, and RFP</td>
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**ADMINISTRATION, POLICIES**
- Swearing-in
- Introduce Election of Officers, Elect Treasurer
- Approve Conflict of Interest Code
- Approve Initial Budget
- Approve AdHoc Comm to interview ICEO Candidates
- Approve ICEO Contract
- Approve Staffing Plan
- Approve AdHoc Comm Re Permanent CEO
- Staff Appointments

**CONTRACTS**
- Approve Legal Services Agmt
- Approve Energy Legal Services Agmt
- Approve Energy Services RFP
- Authority to Execute Svcs Agmt w/PG&E
- Approve Admin Services Agmt(s)
- Approve Program Support Agmt
- Approve Community Engagement Services Agmts
- Approve General Services Agmt

**PROGRAM, STRATEGIC DIRECTION**
- Presentation on Work Plan
- Presentation on Power Supply, Phasing Plan, and RFP
- Presentation on Implementation Plan
- Approve Initial Power Supply Goals
- Approve Customer Phasing Plan
- Approve Implementation Plan
- Consideration of Committees
CCA Implementation Plan: Overview

The Implementation Plan (or “iPlan”) is:

• A statutory requirement: Public Utilities Code (Code), Section 366.2.(c)(3)
• Provides detail regarding process and consequences of aggregation
• A document that must be considered and adopted at a public hearing
• A document that must be submitted to (and certified by) the CPUC

The iPlan is not:

• A detailed business plan for all intended SVCE programs
• A detailed inventory of SVCE’s intended tariff options
• A description of future projects that may be developed/financed by SVCE
Implementation Plan Requirements

To meet pertinent requirements of the Code, the iPlan must address the following elements:

- An organizational structure of the program, its operations, and its funding
- A financing plan
- Rate setting and other costs to participants
- Provisions for disclosure and due process in setting rates and allocating costs
- Methods for entering into and terminating agreements with other entities
- Description of third parties supplying energy products and related services
Key Elements of an iPlan

SVCE Retail Service Options:

- Default service offering with minimum XX % renewable energy content and YY % GHG-free content
- Voluntary service offering with 100% renewable energy content

Identification of Customer Programs – Examples:
(details to be developed prior to SVCE launch or during early-stage operation)

- Net energy metering (pre-launch)
- Energy efficiency (early-stage)
- Demand response (early-stage)
- Other distributed generation programs (example: Feed-In Tariff)
Key Elements of an iPlan (continued)

Program Phase-In:

- SVCEA to determine the customer accounts (and associated electric loads) to be enrolled in each phase
- First SVCE enrollment phase is planned to commence in April 2017
- Technical Study assumed three-phase SVCE implementation:
  - Enrollments to occur over 25-month period
  - 1/3 of customer accounts (and associated electric loads) to be included in each SVCE phase
Implementation Plan – Next Steps

June 2016

- Presentation on Implementation Plan
- Approve Initial Power Supply Goals
- Approve Customer Phasing Plan

July 2016

- Approve Staffing Plan
- Approve Implementation Plan

October 2016

- Implementation Plan Certification (CPUC has 90 days to review and certify from date of submittal)
Energy Services Contracting

Power Supply Agreement(s) must be in place to support SVCE service to participating customers

Energy Portfolio:

• Includes renewable, other GHG-free, and conventional power sources
• Quantities and timing guided by customer phasing and retail service parameters
• Must address “resource adequacy” and other regulatory requirements

Procurement:

• Identify qualified providers
• May result in multiple contracts
• Is not intended to design/support complementary energy programs like energy efficiency, demand response and/or solar rebates
• Additional solicitations required to support future customer phases
Energy Services – Next Steps

May 2016
• Presentation on Power Supply, Customer Phasing Plan, and Energy Services RFP

June 2016
• Approve Initial Power Supply Goals
• Approve Customer Phasing Plan
• Approve Energy Services RFP

July 2016
• Approve Board Ad Hoc for Energy Services Contracting

November 2016
• Authorize Energy Services Contract Approval
Path Ahead - Timeline

- **April 2016**
  - Launch JPA
- **July 2016**
  - Implementation Plan to CPUC
- **November 2016**
  - Finalize Energy Services Contracts
  - Ramp up Operations
- **January 2017**
  - Set Rates Notices Begin
- **April 2017**
  - Launch!! Service Begins
Communications Plan:
Phase 1 Approach & Summary

• Community Outreach (Outbound)
  - Brand & Identity
  - Collateral → Website
    - Fact Sheet, FAQ
    - Video
    - Reports & Guide
    - Meeting Materials
    - Community Leaders Toolkit
    - E-blasts & Social Media

• Community Input & Data (Inbound)
  - 15 Community Meetings + Requests
  - Business Forum, Webinars + Requests

RESULTS:
~750 Attendees
~50 Engaged Businesses
~500 Web Partners
Phase 2 Approach & Scope

• Drivers & Informants:
  - Requirements: 4 customer notices
  - Board decision-making
  - Lessons Learned – Marin & Sonoma

• Residential & Business Approaches:
  - Community Outreach (Outbound)
    - Phase 1 Tools + New Brand
  - Community Input & Data (Inbound)
    - Community Leaders for Community Choice
    - Surveys (Online, In-Person, Focus Groups)
    - Community Outreach Advisory Team
Community Engagement Team

Cupertino:
Program Management & Local Implementation

MIG, Inc

Residential Outreach

Design & Branding

Surveying & Analytics

Joint Venture Silicon Valley

Commercial Outreach

Customized Engagements

Community Leaders and Network Engagement
Resources and Staffing
SVCEA Resources & Staffing

- Member agency staffing and consultants provide transitional support for the business of SVCEA
- SVCEA builds operational capacity
  - August – September: Build Personnel Tools
  - November – January: Hire first staff
# SVCEA Launch - Roles

<table>
<thead>
<tr>
<th>Category</th>
<th>Roles</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Leadership</strong></td>
<td>• Interim CEO  (Item 10)</td>
</tr>
<tr>
<td><strong>Operations &amp; Planning</strong></td>
<td>• Sunnyvale  (Item 7)</td>
</tr>
<tr>
<td></td>
<td>• LEAN Energy US</td>
</tr>
<tr>
<td><strong>Community Engagement</strong></td>
<td>• Cupertino  (Item 9)</td>
</tr>
<tr>
<td></td>
<td>• MIG, JVSV  (Items 13 &amp; 14)</td>
</tr>
<tr>
<td><strong>Legal Services</strong></td>
<td>• Greg Stepanicich, RWG  (Item 11)</td>
</tr>
<tr>
<td></td>
<td>• Energy Contracting Legal Services</td>
</tr>
<tr>
<td><strong>Technical Services</strong></td>
<td>• Pacific Energy Advisors (PEA)  (Item 12)</td>
</tr>
<tr>
<td><strong>Finance &amp; Accounting</strong></td>
<td>• Sunnyvale (Fiscal Svcs, Treasurer)  (Items 7 &amp; 8)</td>
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<tr>
<td></td>
<td>• Mountain View (Financing Planning)</td>
</tr>
<tr>
<td><strong>Human Resources</strong></td>
<td>• Cupertino  (Item 9)</td>
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<tr>
<td><strong>BOD Meeting Host</strong></td>
<td>• Santa Clara County</td>
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<td></td>
<td>• Clerk (Part-time contracted or Sunnyvale)  (Item 7)</td>
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<tr>
<td><strong>Regulatory Advocacy</strong></td>
<td>• LEAN Energy US, Coalition/Network</td>
</tr>
</tbody>
</table>
6) SVCEA Initial Budget

Recommendation:
Approve Initial Budget for the Authority.

SVCEA Initial Budget

<table>
<thead>
<tr>
<th>Revenues and Other Sources</th>
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<tbody>
<tr>
<td>Initial Cost Contributions</td>
<td>$2,050,000</td>
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<tr>
<td>Total Revenues</td>
<td>$2,050,000</td>
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</table>

<table>
<thead>
<tr>
<th>Expenditures and Other Uses</th>
<th></th>
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</thead>
<tbody>
<tr>
<td>Staffing (Contract &amp; Internal)</td>
<td>$990,000</td>
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<tr>
<td>Technical &amp; Legal Services</td>
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<td>Other Consultant Services</td>
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<tr>
<td>Misc Administrative and General</td>
<td>$185,000</td>
</tr>
<tr>
<td>Total Expenditures</td>
<td>$2,050,000</td>
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| Balance                                                      | $-     |
Thank you
# SVCEA Board of Directors Work Plan

Revised: 4/13/16

<table>
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<tr>
<th>APR 2016</th>
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### Milestones

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<td>Approval of Mtg Date/Time</td>
<td>Approve Initial Budget</td>
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### Administration, Policies

- Approve AdHoc Comm to interview ICEO Candidates
- Approve ICEO Contract
- Approve Staffing Plan
- Approve AdHoc Comm Re Permanent CEO

### Staffing

- Approve Legal Services Agmt
- Approve Tech Services Agmt
- Approve Community Engagement Services Agmts
- Approve Admin Services Agmt
- Approve Admin Services Agmt

### Contracts

- Authorize Energy Legal Services Agmt
- Approve Admin Services Agmt(s)
- Approve Program Support Agmt
- Authority to Execute Svcs Agmt w/PG&E
- Authorize CEO to Negotiate Agmts w/Benefits Providers
- Approve Agreements with Lending/Banking Partners

### Program, Strategic Direction

- Presentation on Work Plan
- Presentation on Staff/Resource Plan
- Presentation on Communications
- Presentation Power Supply, Phasing Plan, and RFP
- Consideration of Committees
- Presentation on Financing; Approve RFP
- Approve Initial Power Supply Goals
- Approve Customer Phasing Plan
- Presentation on Implementation Plan
- Consideration of Committees
- Approve Implementation Plan
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## Milestones

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<th>NOV</th>
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<th>MAR</th>
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<tbody>
<tr>
<td>Finalize Energy Services Contract(s)</td>
<td>Set Rates Ph 1 Notices</td>
<td>Ph 1 Notices</td>
<td>Commence Service, Ph 1</td>
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</tbody>
</table>

### Administration, Policies

**November 9, 2016**
- Presentation on Rate Setting
- Provide feedback on Noticing

**December 14, 2016**
- Approve Rates

**January 11, 2017**
- Operational Launch Overview

**February 8, 2017**

**March 8, 2017**

**April 12, 2017**

### Staffing

- Staff Appointments
- Staff Appointments
- Staff Appointments

### Contracts

-Authorize Energy Services Contract Approval
-Approve Data Mgmt Svcs Agmt

### Program Strategic Direction

<table>
<thead>
<tr>
<th>NOV</th>
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<tr>
<td>2nd Meeting may be needed</td>
<td>November 9, 2016</td>
<td>December 14, 2016</td>
<td>January 11, 2017</td>
<td>February 8, 2017</td>
<td>March 8, 2017</td>
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