



# Community Choice Energy in Silicon Valley

City & County Managers' Forum

July 29, 2015 | 3:00 pm

Cupertino City Hall



**SILICON VALLEY**  
CCE PARTNERSHIP



CUPERTINO



CITY OF MOUNTAIN VIEW



# Today's Agenda

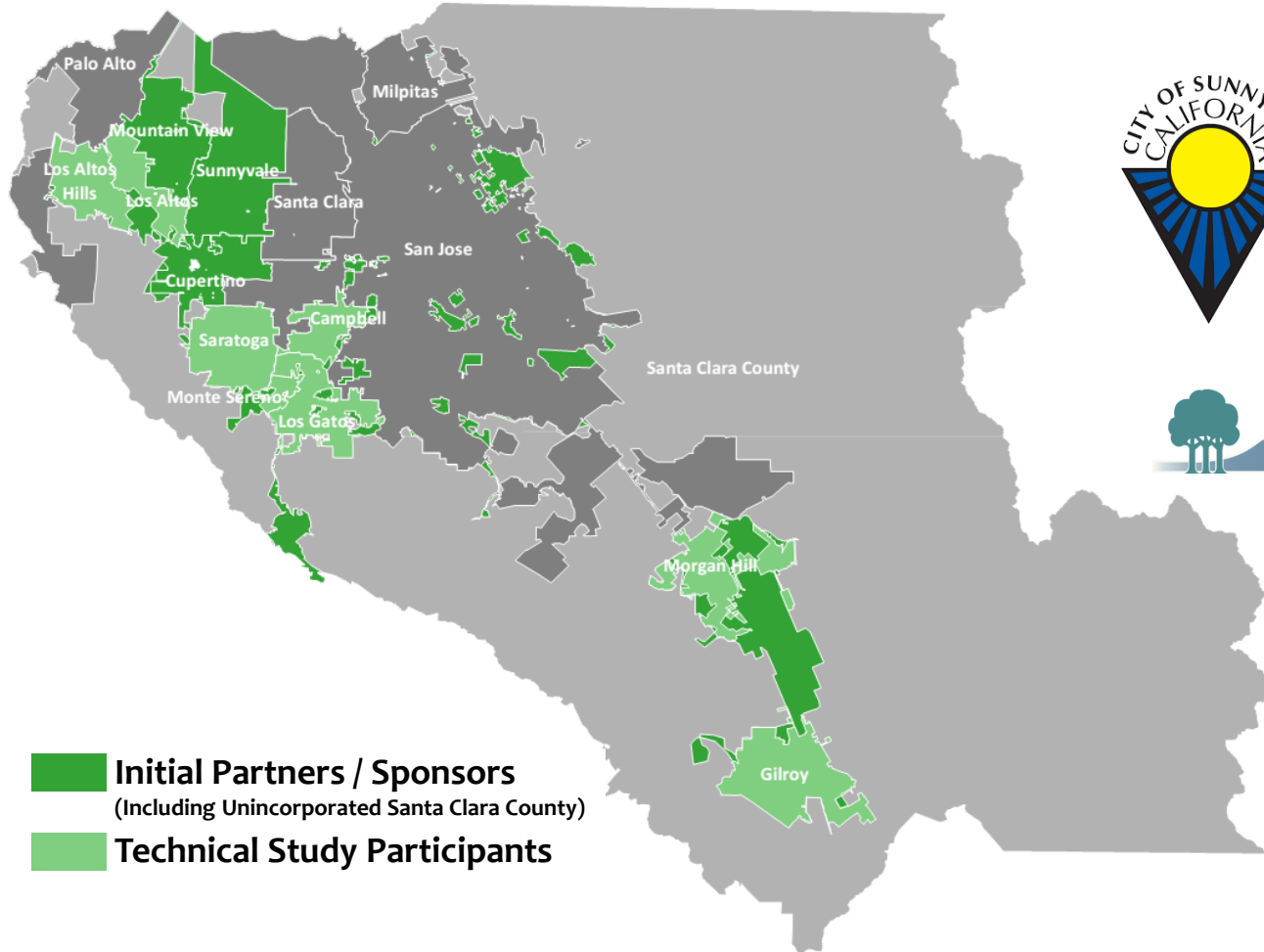


- I. Welcome & Introductions
- II. SVCCEP Project Overview and Timeline
- III. Stakeholder Engagement Plan
- IV. Roadmap for JPA Development
- V. Existing CCE JPAs
- VI. Next Steps



# SILICON VALLEY CCE PARTNERSHIP

## Partnerships



**Initial Partners / Sponsors**  
(Including Unincorporated Santa Clara County)

**Technical Study Participants**





- **Consultant team in place**



**PACIFIC  
ENERGY  
ADVISORS**



**Program Development**

**Technical Services**

**Community Engagement**

- **Initial study completed**
- **Website launched – [www.SVCleanEnergy.org](http://www.SVCleanEnergy.org)**
- **Electricity data requested from PG&E**
  - Additional data request participants: *Los Altos, Los Altos Hills, Campbell, Los Gatos, Saratoga, Monte Sereno, Morgan Hill, Gilroy*

# Key Report Findings



- Good Potential to Meet CAP Goals
- Anticipated Rate Savings in the Near Term
- Existing CCE Programs are Performing Well
- Timing is good - Current energy market is strong
- Risks Exist But Can Be Mitigated





# Moving Forward

## Complete

### Phase 1a: Initial Study

- ID potential agency partners
- ID opportunities, costs, and risks
- Investigate other CCEs
- Inform community and gather feedback
- Framework for next steps

**\$ 80 K**

## We are Here

### Phase 1b: Technical Feasibility Study

- ID partners & funding
- Technical Study: load and rate analysis, economics, supply options, environmental outcomes
- Community outreach & input

**\$ 450 K**

### Phase 2: CCE Program Dev't

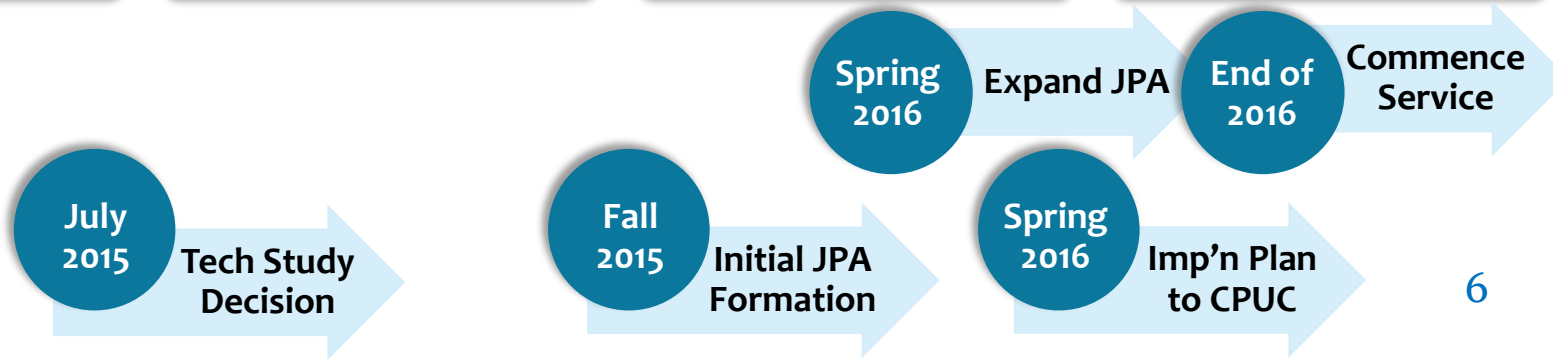
- JPA Formation
- Expand Outreach
- Energy Svcs Pricing and Procurement
- Enabling Ordinance
- Implementation Plan to PUC
- Agmt with PG&E
- Bridge financing to revenue

**\$ 750 K**

### Phase 3: CCE Launch

- Staffing and Org setup
- Energy and other Service Contracts
- Customer notifications and service
- Conservation & Renewables programming

**\$ 400 K + Bridge \$**







# Community Engagement

## Phase 1b



- Key Messages:
  - Intro to CCE
  - Initial Study Results
  - Potential Benefits and Goals
- Website
- Newsletter Content
- Some Media Engagement





# Community Engagement

## Phase 1b



### ■ Forums for Targeted Engagement:

Group	Goal	Key Targets	Quantity	Additional Info
Expanded Partner Engagement	Further engage SCC communities	Electeds, Executives, Staff	2-3 total (pre/post tech study)	Hosted by City Managers Group or Mayor's Task Force
Stakeholder Input Meetings	(1) Provide CCE overview, findings from initial study, and (2) Present findings from tech study	Sunnyvale (2) Mountain View (2) Cupertino (2) SC County (2) At large (4)	12 total (2/partner agency) Additional 1-2 South County + 1-2 West County	Open to the public; advertised on web calendar & via social media
Business Forum & Group Meetings	Outreach to C&I Customers and biz-orgs	Chambers, BOMA, PGE, Labor Groups (IBEW, South Bay Labor Council)	2-3 workshops 5-10 biz meetings 3-5 org meetings	In partnership with JVS
Targeted Stakeholder Meetings	Meetings with key stakeholders	Environmental groups (Cool Cities, CFMV) + TBD	TBD	

- Note Phase 2 (future phase) includes more robust broad based advertising, including print, web, media, and speakers' bureau strategies.





# JPA Roadmap

Timeline	Participants	Objective(s)
July 29 Mtg  August (Mid) Mtg	Executives from all Tech Study Participants  Elected Officials and Executives from all Tech Study Participants	1) Common Understanding: a. What do existing JPAs for this kind of program look like? [Present side-by-side comparison] b. What decisions are made by the JPA Boards? c. What do JPA operations look like?
August (Late) Mtg	Executives from all Tech Study Participants	2) Discussion of & Input to Key Agreement Terms – SVCCEP Attorney to provide Discussion Memorandum as guide – Agencies can also raise Terms of interest
September (Early) Mtg	Executives from Sponsoring Agencies	3) Agreement on Key Terms
September (Mid/Late) Mtg	Elected Officials and Executives from Sponsoring Agencies	4) Discussion of Agreement on Key Terms
October (Email, No Mtg)	All Tech Study Participant representatives	5) Distribution and Review of Initial Draft
November	Executives, Electeds, and County/City Attorneys for All Tech Study Participants	6) Feedback on Initial Draft Accompanied by explanatory memo to recap discussion of terms
November/December	Executives from Sponsoring Agencies	7) Decision on How to Proceed: Move forward with consensus group?



## Existing CCE JPAs



- JPA Parties, Initial
- Addition of Parties
- Board Composition
- Voting
- Board Powers
- Administration
- Implementation Plan
- Finance
- Withdrawal
- Removal of Party
- Amendment of Agreement



# Growing Partnership

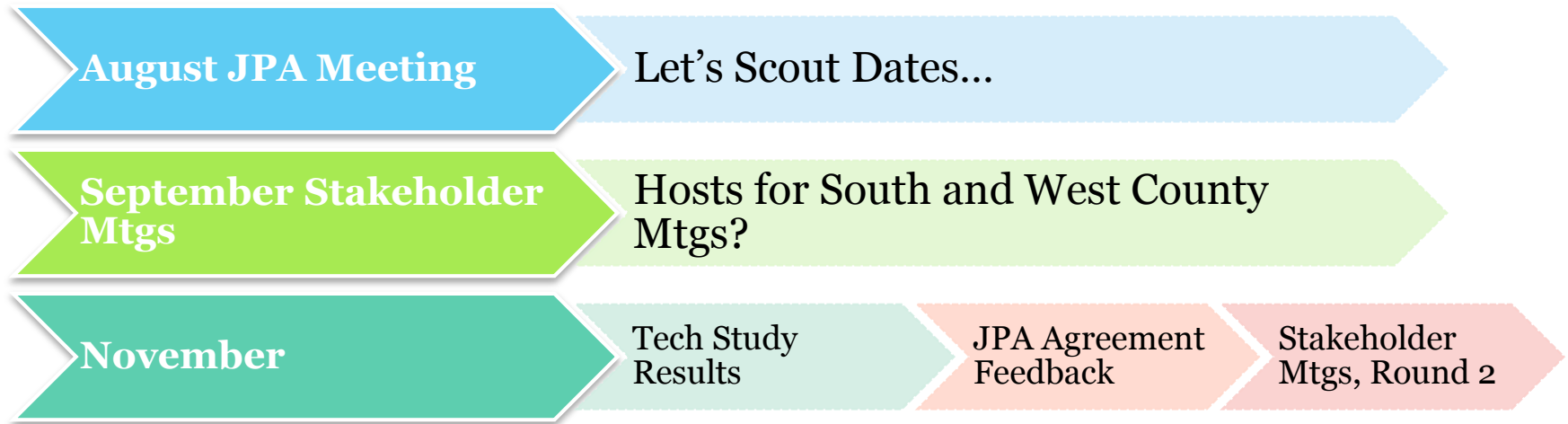


- Participation in Tech Study Phase – funded by Initial Partners.
- Outreach meetings to be held in South and West SCC
- Governance and Program discussion meetings open to Potential Partners.
- Next Phase will address “buy in” for new partners.





# Next Steps





# Thank you!

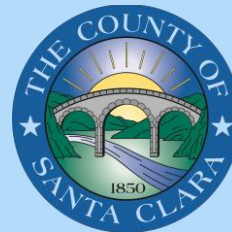
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