



Kirsten Pringle
County of San Mateo
Office of Sustainability



PENINSULA
CLEAN ENERGY



Your New Official Electricity Provider of San Mateo County

What is Peninsula Clean Energy?



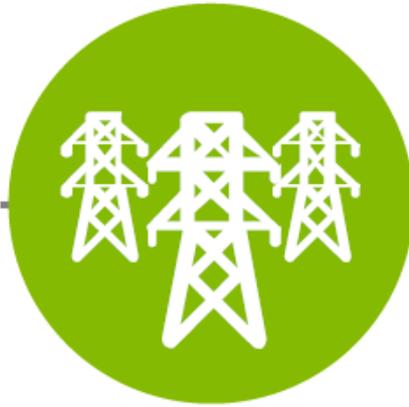
Peninsula Clean Energy, also known as PCE, is the official electricity provider for San Mateo County with cleaner and greener power at lower rates.

How Community Choice Works



PENINSULA CLEAN ENERGY

Electric Generation
Cleaner Energy at Cheaper Rates



PG&E

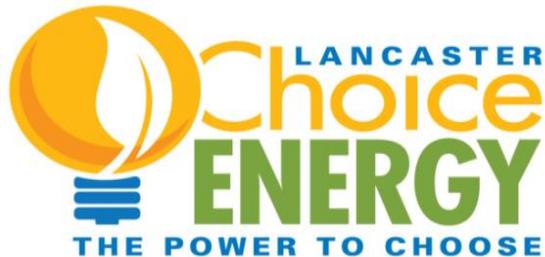
Electric Delivery
Same Reliable Service



PG&E

Meters & Sends Bill
You still get one bill

Successful Programs Already at Work



It's a Partnership

PG&E Service	Peninsula Clean Energy Service
PG&E Purchases Power	PCE Purchases Power
PG&E Maintains Transmission Lines	PG&E Maintains Transmission Lines
PG&E Provides Customer Service	PG&E Provides Customer Service

Important to Note:

- If your power goes out, you still call PG&E because you still pay them for that service!
- PCE only impacts the electric generation portion of your bill

Local Governance

Public meetings are all posted on our website www.peninsulacleanenergy.com

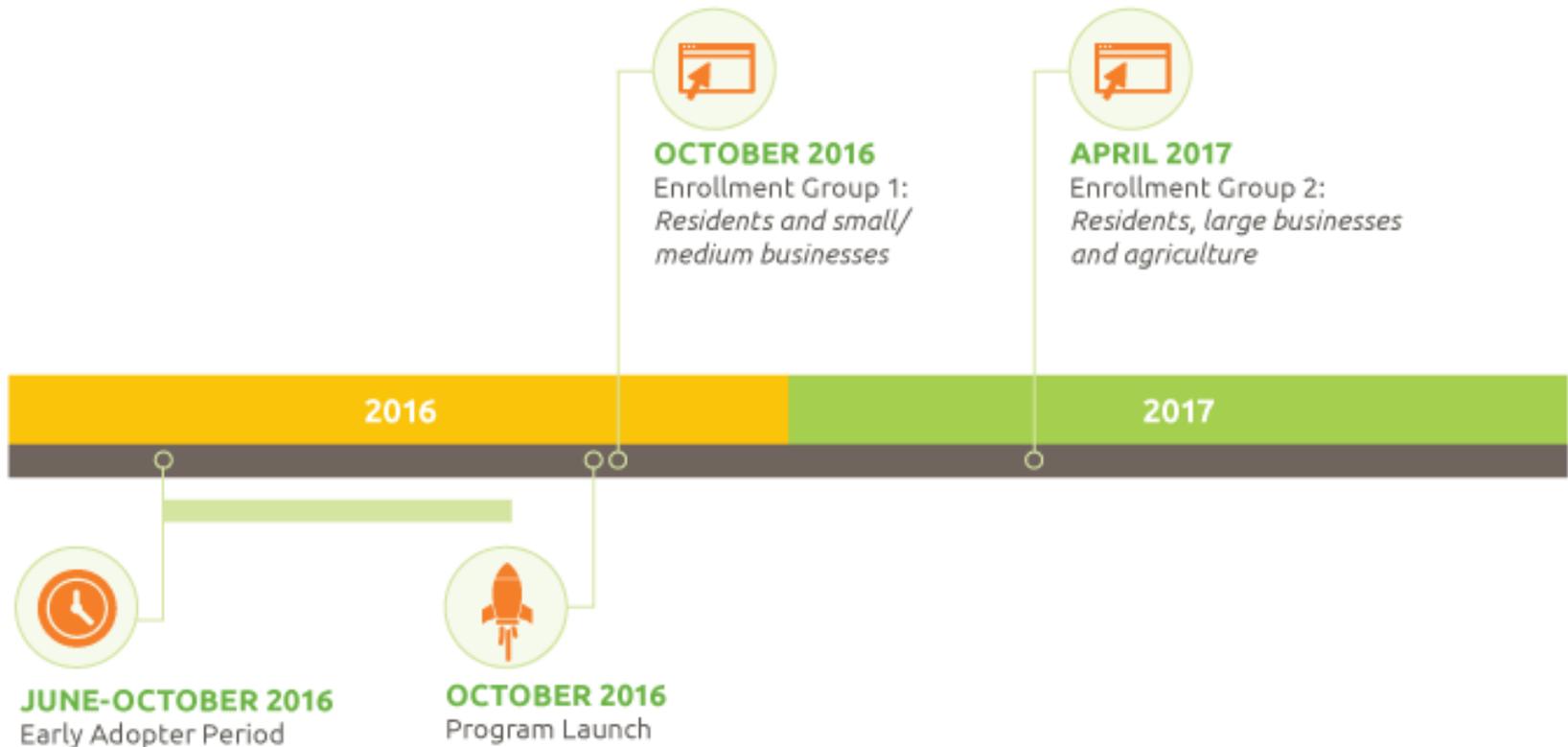
Board of Directors*

- **San Mateo County**, Dave Pine
- **San Mateo County**, Carole Groom
- **Atherton**, Rick DeGolia
- **Belmont**, Charles Stone
- **Brisbane**, Lori Liu
- **Burlingame**, Donna Colson
- **Colma**, Joseph Silva
- **Daly City**, Michael Guingona
- **East Palo Alto**, Larry Moody
- **Foster City**, **Gary Pollard**
- **Half Moon Bay**, Deborah Penrose
- **Hillsborough**, Laurence May
- **Menlo Park**, Catherine Carlton
- **Millbrae**, **Wayne Lee**
- **Pacifica**, John Keener
- **Portola Valley**, **Jeff Aalfs**
- **Redwood City**, Ian Bain
- **San Bruno**, Marty Medina
- **San Carlos**, **Cameron Johnson**
- **San Mateo**, Joe Goethals
- **South San Francisco**, **Pradeep Gupta**
- **Woodside**, Daniel Yost

* bold indicates Executive Committee member



Implementation Timeline



You can also enroll now as an early adopter from our website www.peninsulacleanenergy.com

Your Energy Choices



	PCE ECOplus	PCE ECO100	PG&E (opt out)
Renewable Energy	50%	100%	30%
Greenhouse Gas Free Content	75%	100%	60%
Electric Generation	\$30.33 (PCE)	\$34.78 (PCE)	\$43.09 (PG&E)
PG&E Electric Delivery	\$44.97	\$44.97	\$44.97
Additional PG&E Fees	\$10.61	\$10.61	-----
Average Total Monthly Cost	\$85.91 avg. total cost	\$90.36 avg. total cost	\$88.07 avg. total cost

Based on a typical usage of 445 kWh at current PG&E rates and PCE rates effective as of June 23 2016 under the Res-1/E-1 rate schedule. Actual differences may vary depending on usage, rate schedule, and other factors. Estimate provided is an average of seasonal rates.

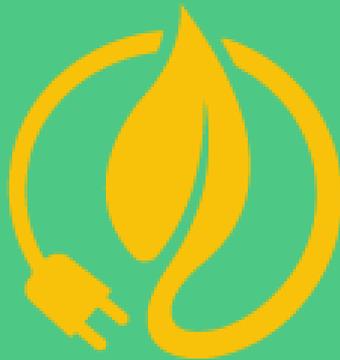
Low Risk

- You can opt out at any time
- Paid for by revenues, not taxes
- The debts and liabilities of PCE do not extend to the member cities and county
- Renewable energy sources are price-stable over the long-term

What are the Benefits?



Reduction in
greenhouse gas
emissions



Greener choices at
cheaper rates



Investing in our
community



Local control,
reliable service

Sample Energy Bill—Marin Clean Energy



ENERGY STATEMENT

www.pge.com/MyEnergy

Account No: 1234567890-1

Statement Date: 10/01/2013

Due Date: 10/22/2013

Service For:

MARY SMITH
1234 STREET AVENUE
SAN RAFAEL, CA
94804

Your Account Summary

Amount Due on Previous Statement	82.85
Payments Received Since Last Statement	82.85
Previous Unpaid Balance	\$0.00
Current PG&E Electric Delivery Charges	\$39.32
MCE Electric Generation Charges	\$42.81
Current Gas Charges	\$27.20
Total Amount Due	\$109.33
Total Amount Due	\$109.33

Questions about your bill?

24 hours per day, 7 days per week
Phone: 1-866-743-0335
www.pge.com/MyEnergy

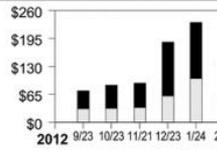
Local Office Address

750 LINDARO STREET, STE 160
SAN RAFAEL, CA 94901



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Monthly Billing History



Visit www.pge.com/MyE

Important Messages

Your charges on this page are separated into delivery charges from PG&E and generation other than PG&E. These two charges are for different services and are not duplicate charges.

Electric power line safety PG&E cares about your safety. Be aware of your surroundings and antennas at least 10 feet away from overhead power lines. If you see an electric power line, call 9-1-1 and then PG&E at 1-800-743-5000.



ENERGY STATEMENT

www.pge.com/MyEnergy

Account No: 1234567890-1

Statement Date: 10/01/2013

Due Date: 10/22/2013

Details of MCE Electric Generation Charges

10/01/2013 – 11/01/2013 (31 billing days)

SERVICE FOR: 1234 STREET AVENUE

Service Agreement ID: 0123456789 ESP Customer Number: 0123456789

10/01/2013 – 11/01/2013

Rate Schedule:

RES-1

DEEP GREEN - TOTAL	508.000000 kWh @ \$0.0100	\$5.08
GENERATION - TOTAL	508.000000 kWh @ \$0.07400	\$37.59
		Net charges \$42.67

Service Information

Total Usage 508.000000 kWh

For questions regarding charges on this page, please contact:

MCE
781 LINCOLN AVE STE 320
SAN RAFAEL CA 94901
1-888-632-3674
www.mceCleanEnergy.com

Additional Messages

For questions regarding your charges on this page, please contact your Third Party Energy Service Provider.

Energy Surcharge \$0.14

Total MCE Electric Generation Charges \$42.81

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Automatic Enrollment

In accordance with CA legislation, PCE will be an “opt-out” program.

- All local customers are automatically enrolled.
- In addition to a robust marketing campaign, you’ll receive at least 4 notices to let you know when it happens.
- You can easily return to PG&E’s bundled electric service at anytime—***with a quick phone call or a click.***



Many Things Stay the Same

- CARE, Medical Baseline, and other low-income programs continue
- Taxes will NOT increase

However...

- Earnings (revenues that exceed our costs) will be reinvested into the community to build clean power systems and create jobs.





COUNTY OF SAN MATEO
OFFICE OF SUSTAINABILITY
455 COUNTY CTR FL 4
REDWOOD CITY, CA 94063-1663

Cleaner energy, local control
PeninsulaCleanEnergy.com



Dear Customer,

Peninsula Clean Energy (PCE) will soon be offering electricity from cleaner sources like wind, solar, geothermal and hydropower, while partnering with PG&E to continue delivering power. It's a great combination with the same reliability we're used to, but with more renewable power at competitive prices.

Who we are

Peninsula Clean Energy is a public agency based in San Mateo County, **which was formed by the public to provide greener electricity and invest in our local economy.** We're governed by a Board of Directors comprised of elected representatives from the County and each of its 20 participating cities and towns. Our goal is to create a more competitive electricity market, investing our earnings into lowering costs while supporting cleaner power and our local economy.

The way it works is that service will **automatically start in October 2016** with our basic ECOplus product, unless you pick another option. Because of the quantity of customers involved, all residential and commercial ratepayers will be enrolled through a 3-phase process over a period of 12 months.



Your account is one of the first 70,000 now eligible to participate.

In October 2016 you'll be automatically enrolled in our ECOplus program, unless you choose another option.

You don't need to do a thing to choose cleaner energy.

Recap

- ✓ Cleaner energy for cheaper rates (5% savings on generation portion of your electric bill for ECOplus)
- ✓ 2 products: ECOplus (50% renewable) and ECO100 (100% renewable)
- ✓ Peninsula Clean Energy buys electricity; you will still get a PG&E bill
- ✓ All electricity customers will be enrolled over a course of 2 phase
- ✓ If you take no action, you will be enrolled in ECOplus



For More Information

Visit us:

- www.PeninsulaCleanEnergy.com

Contact us:

- info@peninsulacleanenergy.com
- (866) 966-0110

Contact Dan Lieberman, Director of Marketing and Public Affairs

- dlieberman@peninsulacleanenergy.org
- (650) 395-9190

