

**MARIN ENERGY AUTHORITY  
SPECIAL MEETING  
WEDNESDAY, September 25, 2013  
9:30 A.M.  
Marin Arts and Garden Center  
30 Sir Francis Drake Blvd., Ross, CA 94957**



**Roll Call**

**Present:** Damon Connolly, City of San Rafael, Chair  
Kathrin Sears, County of Marin  
Bob McCaskill, City of Belvedere  
Sloan Bailey, Town of Corte Madera  
Larry Bragman, Town of Fairfax Alternate  
Len Rifkind, City of Larkspur  
Denise Athas, City of Novato  
Tom Butt, City of Richmond  
Ford Greene, Town of San Anselmo  
Ray Withy, City of Sausalito  
Emmett O'Donnell, Town of Tiburon

**Absent:** Carla Small, Town of Ross  
Ken Wachtel, City of Mill Valley

**Staff:** Dawn Weisz, Executive Officer  
Elizabeth Kelly, Legal Director  
Greg Brehm, Resource Coordinator  
Rafael Silberblatt, Program Coordinator  
Alex DiGiorgio, Community Affairs Representative  
Justin Kudo, Account Manager II  
Beckie Menten, Energy Efficiency Coordinator  
John Dalessi, Technical Consultant  
Kirby Dusel, Technical Consultant  
Greg Morse, Data Analyst  
Sarah Gardner, Administrative Associate  
Emily Goodwin, Internal Operations Coordinator  
Darlene Jackson, Clerk

**Meeting called to order by Chair, Damon Connolly**

**Public Session: 9:39 AM**

**Agenda Item #1- Board Announcements (Discussion)**

**None**

### **Agenda Item #2 – Public Open Time (Discussion)**

Member of the public, Ed Mainland, expressed his thoughts that MEA's focus should be on local build-out. Chair Connolly advised those issues will be covered in agenda item #6.

### **Agenda Item #3 – Report from Executive Officer (Discussion)**

Executive Officer Dawn Weisz reported on the following:

CAISO Tour – The tour is scheduled for October 10<sup>th</sup> with a departure time of 8:30AM. Carpools are being coordinated so if anyone is interested in attending and carpooling, please let Darlene Jackson know.

### **Agenda Item #4 – Consent Calendar (Discussion/Action)**

Executive Officer, Dawn Weisz provided the MEA Historic Timeline and a video was shown displaying significant, historical moments in MEA's history.

Founding Board members were invited to speak.

- Lew Tremaine – Spoke about risk-taking and offered the following advice: "Do everything you know you can do and don't do anything you believe you cannot do." He emphasized the importance of taking calculated risk to achieve robust goals under what can be at times severe opposition.
- Barbara Thornton – Spoke about the importance of MEA vision, working with a lean staff and operation at its inception and early stages and combating PG&E's fierce tactics to squelch the CCA effort.
- Tom Cromwell – Shared when he first came onboard he had no idea what MEA was or where it was ultimately headed. He continues to stand behind MEA, its vision and goals and is very proud of the immense progress this organization has made and success it continues to cultivate.

Ms. Weisz shared MEA's Mission Statement and the primary functions of the agency. She introduced members of each Team who were present and acknowledged those who were not present:

- Greg Brehm - Resource Procurement
- Beckie Menten - Energy Efficiency
- Elizabeth Kelley, Jeremy Waen and Shalini Swaroop - Legal Team
- Emily Goodwin, Sarah Gardner, Darlene Jackson and Greg Morse - Internal Operations
- Jamie Tuckey, Rafael Silberblatt, Alex DiGiorgio and Ashley Aberi - Public Affairs
- Justin Kudo and Ben Choi - Customer Relations

Ms. Weisz also spoke about the following:

- MEA History
- MCE Accomplishments & Objectives Met
  - ✓ Offering customers a choice between two energy supply options: 50% renewable content and 100% renewable content
  - ✓ Stimulating new renewable energy production
  - ✓ Reducing greenhouse gases emissions of customers in MCE jurisdiction
  - ✓ Launching an Energy Efficiency Program for both customers and non-customers in MCE jurisdiction
- Future –MCE Tasks for the Coming Year
  - ✓ Increase Deep Green enrollment
  - ✓ Reach out to un-enrolled municipal and commercial customers
  - ✓ Further develop energy efficiency activities

- ✓ Respond to communities interested in CCA service with appropriate information
- ✓ Explore use of interval data, battery storage and rate design to spur new efficiencies in energy use
- Measuring Success
- Program Accomplishments
- Energy Efficiency 2015 & Beyond – Beckie Menten, Energy Efficiency Coordinator shared that the Energy Efficiency application process must start relatively soon (early 2014), even before the post evaluation process begins

### **Renewable Energy Procurement**

Greg Brehm, Resource Coordinator discussed 2013 Contract Status and shared the following:

- Complete and currently delivering energy to MCE
  - ✓ San Rafael Airport FIT – COD October 29<sup>th</sup>, 2012
  - ✓ GenPower – energy 2001 – COD February 11<sup>th</sup>, 2013
  - ✓ G2 Energy Hay Road – COD July 2<sup>nd</sup>, 2013
  - ✓ G2 Energy Ostrom Road – Generating, COD TBD

Director Rifkind asked about the efforts in Richmond regarding Renewable Energy procurement. Mr. Brehm detailed that prospective development would involve solar projects.

Director Connolly inquired about the Feed-In Tariff. Per Mr. Brehm, the biggest challenge is permitting. MCE is currently reviewing ways to increase uptake in the FIT program.

Mr. Brehm responded to additional questions from the Board and the public.

### **MCE Public Affairs**

Jamie Tuckey, Communications Director, presented this item.

- Highlights and Accomplishments:
  - ✓ 120+ community meetings since January 2013
  - ✓ 50+ news stories published
  - ✓ Redesigned MCE website & marketing materials
  - ✓ MCE service launched to 35,000 Richmond customers
  - ✓ Accredited by Better Business Bureau
  - ✓ Climate Change business Journal Solar Power Achievement Award
- Past Year: Website Traffic
  - ✓ ~50,000 site visits between 10/2012 and 09/20/13
  - ✓ 43% new visitors
  - ✓ 12% mobile/tablet users
- Year Ahead
  - ✓ Focus Areas
    - Retain Light Green customers
    - Re-enroll Light Green customer opt outs
    - Increase Deep Green customer enrollments
    - Expand Latino outreach
    - Improve PG&E billing & customer service
  - ✓ Planned Activities
    - Create Deep Green business marketing packet
    - Launch Deep Green & energy efficiency advertising campaigns

- Direct outreach to business customers
- Deepen engagement in business communities
- Build & enhance advocacy relationships
- Simplify and build interactive web tools
- Improve Net Energy Metering billing process
- Create and disseminate video ads

Ms. Tuckey and Ms. Weisz responded to questions from the Board and the public.

### **Energy Efficiency Update**

Beckie Menten, Energy Efficiency Coordinator reported on this item.

#### **Overview**

- MEA and Energy Efficiency
  - ✓ Mission Statement
  - ✓ SB 790
  - ✓ Integrated Resources Plan
  - ✓ MEA Energy Efficiency Plan Development
  - ✓ 2012 Program Funding
  - ✓ 2013-2014 Program Funding
- Accomplishments to Date
  - ✓ Ramped up the EE Program
    - E3 Calculators
    - Approved Program Implementation Plan
    - EE Policy Manual
    - Customer Project Review
    - Reporting Requirements
  - ✓ Coordination with Program Partners
  - ✓ Successfully Implemented Program
    - Implementation Phase since early Spring beginning to see results
- Looking Forward
  - ✓ Full On-Bill Repayment Program Ramp Up Q4 2013
    - Single Family Launch October 1
    - Associated Marketing Campaign
  - ✓ Home Utility Reports Mailing October 1
  - ✓ Standard Offer Program Ramp Up
- Measuring Success
  - ✓ Cost Effectiveness
    - Total Resource Cost
  - ✓ Program Administrator Test
  - ✓ Program Performance Metrics
  - ✓ Long-Term Energy Efficiency Strategic Plan
- Program Accomplishments
  - ✓ Initial Program Results
  - ✓ Program Performance Metrics
- Program Timeline
- 2015 and Beyond
  - ✓ Discussion for Application in Progress

- ✓ Potentially Significant Changes to CPUC Portfolio Structure
- ✓ Formal Application Process Likely to Begin Early 2014

Member of the public, Ed Mainland asked about the On-Bill Repayment program and how MCE might capitalize on the financing portion. Ms. Menten advised that MCE was approved and will launch its On-Bill Repayment Program October 1, 2013.

Director Greene asked what type programs are available to businesses to assist with energy saving efforts. Director Sears suggested contacting businesses and larger shopping center property management companies.

Ms. Menten and Ms. Weisz responded to additional questions from the Board and the public.

**Chair Connolly suggested a 10-minute break and resume with Item #5**

**Agenda Item #5 – MCE Jurisdiction and Customer Expansion (Discussion/Action)**

**MCE Expansion and Ratepayer Impacts**

John Dalessi, Technical Consultant, reported on the following:

- Expansion History
- Expansion Experience
- How Can Expansion Benefit MCE Ratepayers?
  - ✓ Greater efficiencies of scale can reduce MCE program costs and help reduce customer rates.
  - ✓ Additional electric purchases can reduce average power supply costs if lower costs power is available in the market.
  - ✓ Growth through expansion offsets customer attrition that might otherwise result in a slow decline.
  - ✓ Expansion can enhance MEA credit standing as continuing customer/member growth signals health and competitive success.
- Estimated MCE Rate Benefits

Ms. Weisz and Mr. Dalessi addressed the following items:

- City of Richmond Impacts on Staff Capacity and Agency Budget FY2012/13
- City of Richmond Impact on Indirect Job Creation and Agency Budget FY2013/14
- Expansion Process for COR
  - ✓ Expansion criteria established
  - ✓ Member application/fee agreement
  - ✓ Applicant analysis
  - ✓ Board approval
  - ✓ Implementation Plan update
  - ✓ Electric procurement
  - ✓ Communication/outreach
  - ✓ Enrollment

Director Butt asked about the number of inquiries MEA has received from other jurisdictions. Ms. Weisz informed the Board that the City of San Pablo and the County of Napa have indicated they are potentially interested in membership.

Ms. Weisz presented the following items:

- Policy 007

- Affiliate Membership Process
- Ordinance for City/Town

Mr. Dalessi and Ms. Weisz responded to questions from the Board and the public.

**M/s Butt/Sears (passed 11-0-0) Approved MCE Jurisdiction and Customer Expansion with Policy No. 007 – New Customer Communities rewording. Directors Small and Wachtel were absent.**

**NOTE: Directors Butt, O'Donnell & Bragman left at the lunch break.**

**Agenda Item #7 – Tesla Presentation moved up on the agenda.**

**Agenda Item #6 MCE Support for Local Renewable Projects (Discussion/Action)**

After lengthy discussion it was determined that this item should be carried over to the October Technical Committee for additional discussion and possibly creation of some supporting documents.

**Agenda Item #7 Presentation from Tesla on Battery Storage and Self Generation Incentive Program (Discussion)**

Arch Padmanaban presented on the following components of Stationary Energy Storage:

- Storage Applications
- Architecture
- Site Analysis Method
- Self-Generation Incentive Program (SGIP) Process
  - ✓ Due Diligence
  - ✓ Incentive Application
  - ✓ Installation
  - ✓ Incentive Claim
  - ✓ Reduce Energy Costs

Mr. Padmanaban responded to questions from the Board and the public.

**Agenda Item #8 – Presentation from SMUD on Peak-time Pricing Pilot (Discussion)**

Nikolas Rechiene, representative from SMUD presented on the Interim Evaluation Result of SMUD's SmartPricing Options (SPO) Pilot.

- Key features of SPO – three pricing plans
- Key features of SPO pilot & enrollment
- SPO design & implementation
- Key findings:
  - ✓ customer acceptance
  - ✓ rates and peak loads
  - ✓ energy savings and IHDs
  - ✓ customer satisfaction
- Experiment measures effect of IHD offer in conjunction with rate offer

Mr. Rechiene responded to questions from the Board and the public.

Agenda Item #9 – Completion of any Unfinished Items

None

Agenda Item #15 – Adjourn

3:34PM

  
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Damon Connolly, Chair

ATTEST:

  
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Dawn Weisz, Executive Officer

