CleanPowerSF Program

• San Francisco’s Community Choice Aggregation (CCA) program adopted by the Board of Supervisors

• CCA programs authorized by CA Assembly Bill 117 (2002)
  • Allows a city or county to become the default electric supplier in its jurisdiction

• By statute, CCA is an opt-out program
  • CCA customers pay PG&E a fee to cover “stranded” costs – the PCIA
By the Numbers

Serving about 86,000 customers/ 65 MW

96.8% customer retention rate

3.2% opt out rate (among the lowest!)

3.9% opt up rate to 100% renewable SuperGreen

Full enrollment: 360,000 accounts and 420 MW on average
CleanPowerSF Goals and Objectives

Lead with **Affordable** and Reliable Service

Provide **Cleaner** Electricity Alternatives

Invest in **Local Renewable Projects** and **Local Jobs**

**Balanced Program Design**
- Allows Delivery Across Competing Objectives While Providing Financial Stability

**While Providing for Long-Term Rate and Financial Stability**
Offering Two Energy Options

**Green 40% Renewable**
Fewer GHGs than PG&E at competitive rates

**SuperGreen 100% Renewable**
Optional upgrade, zero GHGs, slight rate premium
Relative Scale of CleanPowerSF Revenues

- **Water** FY1314: 170,000 accounts, $380M
- **WasteWater** FY1314: 160,000 accounts, $260M
- **Power +** (POU): 2,300-5,200 accounts, $99 to $240M

**CleanPowerSF** 2017:
- 80,000 accounts, $38 M
- 360,000 accounts, ≈$250 M

Timing based on track record and market conditions.

Potential CleanPowerSF Customer Base:
- Roll out to all SF
- ≈ 420 MW
- Full Service Goal
CCAs are forming in over 80 jurisdictions across California. This map highlights the service areas of fully operational CCAs as well as jurisdictions considering joining a CCA or creating their own.

**LEGEND**
- MCE in part of the Co.
- Considering CCA
The SFPUC adopted R.17-0102, which:

RESOLVED, That the Commission hereby modifies the San Francisco Public Utilities Commission's CleanPowerSF Program to increase the target renewable energy content of the Green (default) product from 35% to 50% by the end of 2020, or sooner if possible, and enroll 100% of eligible San Francisco customers by July 2019, or sooner if possible.
Completing Citywide Enrollment

Purchase energy supply to serve customers

- Issued Renewable Energy Request for Offers (RFO) on June 22nd
- Issued Shaped Energy RFO on September 12th
Renewable RFO Response

• 32 companies offering energy from >70 projects
• >300 unique bids
• 100% of offers for “Bundled” RPS products (“PCC 1”)
• >90% of bids are for energy from new renewable resources (i.e., to-be constructed)
• >90% of bids require long-term contracts of 10 years or more in duration
• 83% of the projects are located in California
• 9% of the projects located in Bay Area
• About half of projects bid proposed Community Benefits
Community Benefits

CleanPowerSF @CleanPowerSF · Oct 31
In Sept, we partnered w/ @climatecampaign, @calpine, & @HPFamily_ to provide climate literacy training to 15 girls: bit.ly/2lzAiqc
Potential Job Creation

*Based on analysis of a sample set of selected shortlisted projects

<table>
<thead>
<tr>
<th>JOBS (job-years)</th>
<th>New Projects</th>
<th>Existing Projects</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>During Construction</td>
<td>3,180</td>
<td>0</td>
<td>3,180</td>
</tr>
<tr>
<td>During Operation</td>
<td>136</td>
<td>120</td>
<td>256</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>3,316</strong></td>
<td><strong>120</strong></td>
<td><strong>3,436</strong></td>
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</tbody>
</table>
# Proposed Schedule

<table>
<thead>
<tr>
<th>Key Action Items</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Power Supply RFPs and Bank Credit RFP Issued</td>
<td>June – September 2017</td>
</tr>
<tr>
<td>Commission and Board Approvals</td>
<td>November 2017 – January 2018</td>
</tr>
<tr>
<td>Execute Power Contracts</td>
<td>January- February 2018</td>
</tr>
<tr>
<td>Send Pre-Enrollment Notices Required by Statute to Customers</td>
<td>May – June 2018</td>
</tr>
<tr>
<td>Next Major Enrollment Phase Commences</td>
<td>July 2018</td>
</tr>
</tbody>
</table>
Public Outreach/Communications

marketing, education, mailers, presentations, social, advocates, newsletters, multi-lingual partnerships, outreach, website, events, media.
SuperGreen Commercial Customers

LinkedIn
Salesforce
THE NEW ELECTRIC WHEEL
EARL’S ORGANIC PRODUCE
Incredible Adventures
SuperGreen Co-Marketing

Meet Our SuperGreen Heroes

CleanPowerSF SuperGreen Heroes Spotlight: Incredible Adventures

Incredible Adventures, one of the greenest tour companies in San Francisco, has gone SuperGreen with CleanPowerSF’s 100% renewable energy! We share a common goal: building sustainability and innovation into all aspects of our operations.

We are proud to partner with Incredible Adventures. If you book an immersive adventure with them, get a 10% discount by using the code: SUPERGREEN10.

- Exclusive Benefits
- Complimentary
- SuperGreen logos
- Social media posts
- E-newsletters
- SFPUC Currents
- Special Promotions
- Events
- Point of Purchase
- Brand promotion
- B2B
- and more!
Commercial Co-Marketing

You Retweeted

MCE Clean Energy @MCECleanEnergy · Sep 7
Renowned ebike provider @newwheel doubles down on climateaction w/@MCECleanEnergy & @CleanPowerSF! Larkspur/SF locations go 100% renewable

[Image of three people and a store front]
Partnerships with other CCAs

Caltrain @Caltrain · Apr 21
This EarthDay we're a proud partner with @PenCleanEnergy, @CleanPowerSF & @SVCleanEnergy giving us 65% Renewable Energy at all facilities.
Coming Soon: New Commercial Marketing Materials

Powerful Reasons to Choose CleanPowerSF

Community Choice

Energy for San Francisco
CleanPowerSF is the San Francisco Public Utilities Commission’s not-for-profit Community Choice Energy program bringing cleaner energy, low competitive rates and choice to San Francisco.

Cleaner Energy at Low, Stable Rates
CleanPowerSF offers cleaner electricity, generally at a lower rate than PG&E. Compare CleanPowerSF rates with PG&E’s rates at cleanpowersf.org/rates. While PG&E may seek rate adjustments at any time, CleanPowerSF’s rates are set just once a year, providing predictability in pricing. This can help you budget for energy costs.

Power Your Business with Local, Equitable, Environmentally-Friendly Energy
- Simple, easy online enrollment that takes minutes to complete. No contract.
- Same monthly bill from PG&E. CleanPowerSF replaces PG&E’s generation costs.
- Your choice will help localize our energy supply, create jobs and stabilize energy prices.
- Ratepayer funds will be reinvested locally in energy efficiency programs and new renewable energy facilities.
- Recognized by California Green Business Program and SF Green Business Program.
- Green-e Energy certified by the nonprofit Center for Resource Solutions.

Enjoy Exclusives Benefits and Recognition for your Commitment to Renewable Energy
Complimentary SuperGreen co-marketing program spreads the word about your commitment to sustainability. Through the SuperGreen SuperBusiness program, you will:
- Reach thousands of potential customers who support clean energy through social media, targeted email, newsletters, web, special promotions and more.
- Receive CleanPowerSF 100% renewable SuperGreen branded logos for your website, marketing materials, social media and point of purchase locations.
- Partner with our marketing specialists to develop innovative programming and materials that showcase your commitment to supporting and using 100% renewable energy.

Sustainability is a key part of our mission at The New Wheel. Our electric bikes only use a small amount of energy but what is important is the source of that energy. CleanPowerSF 100% renewable SuperGreen service aligns with our goals. It doesn’t cost much more and it’s easy to sign up. Electric bikes and clean energy are good for us, good for our city, and good for our planet.

Reach Your Corporate Sustainability Goals
100% Renewable SuperGreen service:
- Exceeds California Renewable Portfolio Standards (RPS).
- LEED eligibility points.
- Green-e Energy certified by the nonprofit Center for Resource Solutions.
- Category 1, bundled RECs are retired on behalf of CleanPowerSF customers by WREGIS.
- Recognized by California Green Business Program and SF Green Business Program.
- Annual reporting on emissions factors, community benefits, and other key sustainability metrics that can be customized to meet the needs of your stakeholders.

Power Your Business with Local, Equitable, Environmentally-Friendly Energy
- Simple, easy online enrollment that takes minutes to complete. No contract.
- Your choice will help localize our energy supply, create jobs and stabilize energy prices.
- Ratepayer funds will be reinvested locally in energy efficiency programs and new renewable energy facilities.
- Choice of 40% renewable Green service or 100% renewable SuperGreen service. SuperGreen has a 1.4 cent per kilowatt hour.

Enjoy Exclusives Benefits and Recognition for your Commitment to Renewable Energy
Complimentary SuperGreen co-marketing program spreads the word about your commitment to sustainability. Through the SuperGreen SuperBusiness program, you will:
- Reach thousands of potential customers who support clean energy through social media, targeted email, newsletters, web, special promotions and more.
- Receive CleanPowerSF 100% renewable SuperGreen branded logos for your website, marketing materials, social media and point of purchase locations.
- Partner with our marketing specialists to develop innovative programming and materials that showcase your commitment to supporting and using 100% renewable energy.

*Linkedin is absolutely committed to operating sustainably and with net zero emissions. We would encourage any business operating in San Francisco to seriously consider CleanPowerSF. It has huge benefits for our company, the environment and the community.*

Peggy Brammijan
Global Program Manager
Environmental Sustainability at
Linkedin
CAC – Join us and Take Action!

• Enroll in 100% renewable SuperGreen service
• Business leads and contacts are welcome!
• Watch for our upcoming e-newsletter
• Can we present to your community or business?
• Watch for SFGovTV feature “What’s Up SF?”
• Follow and share on social media
• Enrolling in CleanPowerSF is the number one action San Franciscans can take to help the City achieve its climate action goals.
Engage with CleanPowerSF

@cleanpowersf
sfwater
#cleanpowersf
cleanpowersf.org
cleanpowersf@sfwater.org
Customer Service (415) 554-0773
Amy Sinclair, Communications (415) 551-4659