



San Francisco
**Water
Power
Sewer**

CleanPowerSF Update

Citizens Advisory Committee - Power

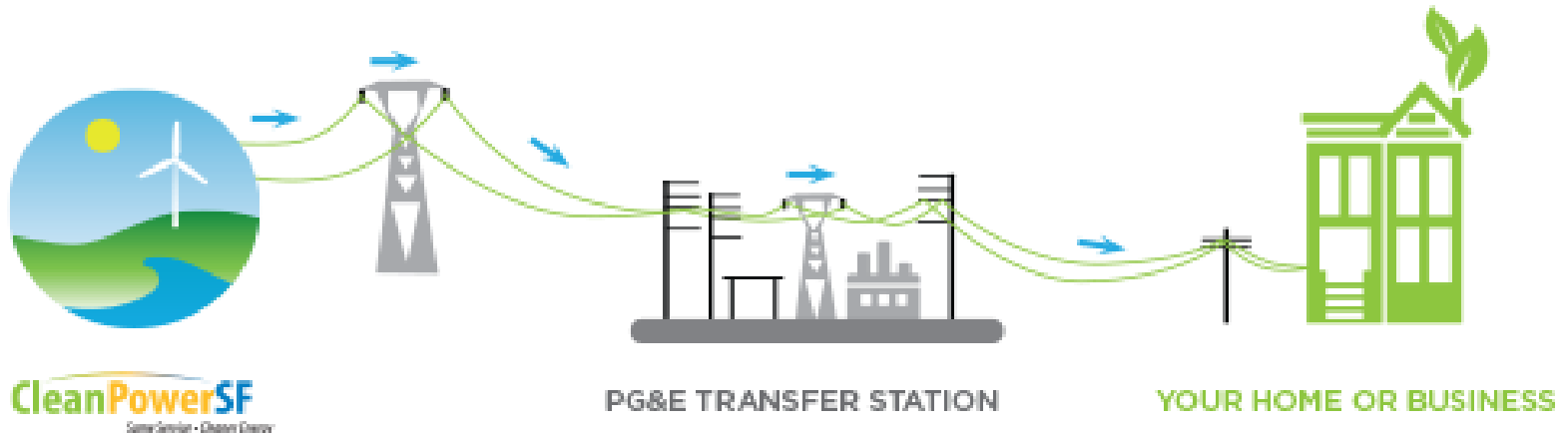
Amy Sinclair
CleanPowerSF Communications

November 14, 2017

CleanPowerSF
Same Service • Cleaner Energy

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

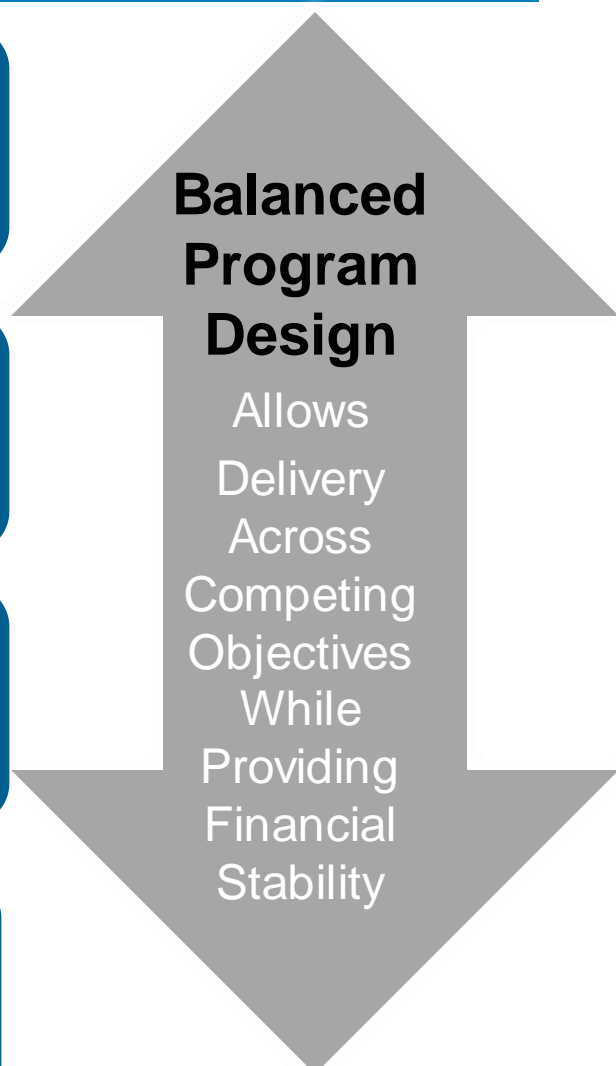


Provide **Cleaner** Electricity
Alternatives



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

*While Providing for Long-Term Rate
and Financial Stability*



**Balanced
Program
Design**

Allows
Delivery
Across
Competing
Objectives
While
Providing
Financial
Stability

Offering Two Energy Options

Green 40% Renewable

Fewer GHGs than PG&E at competitive rates



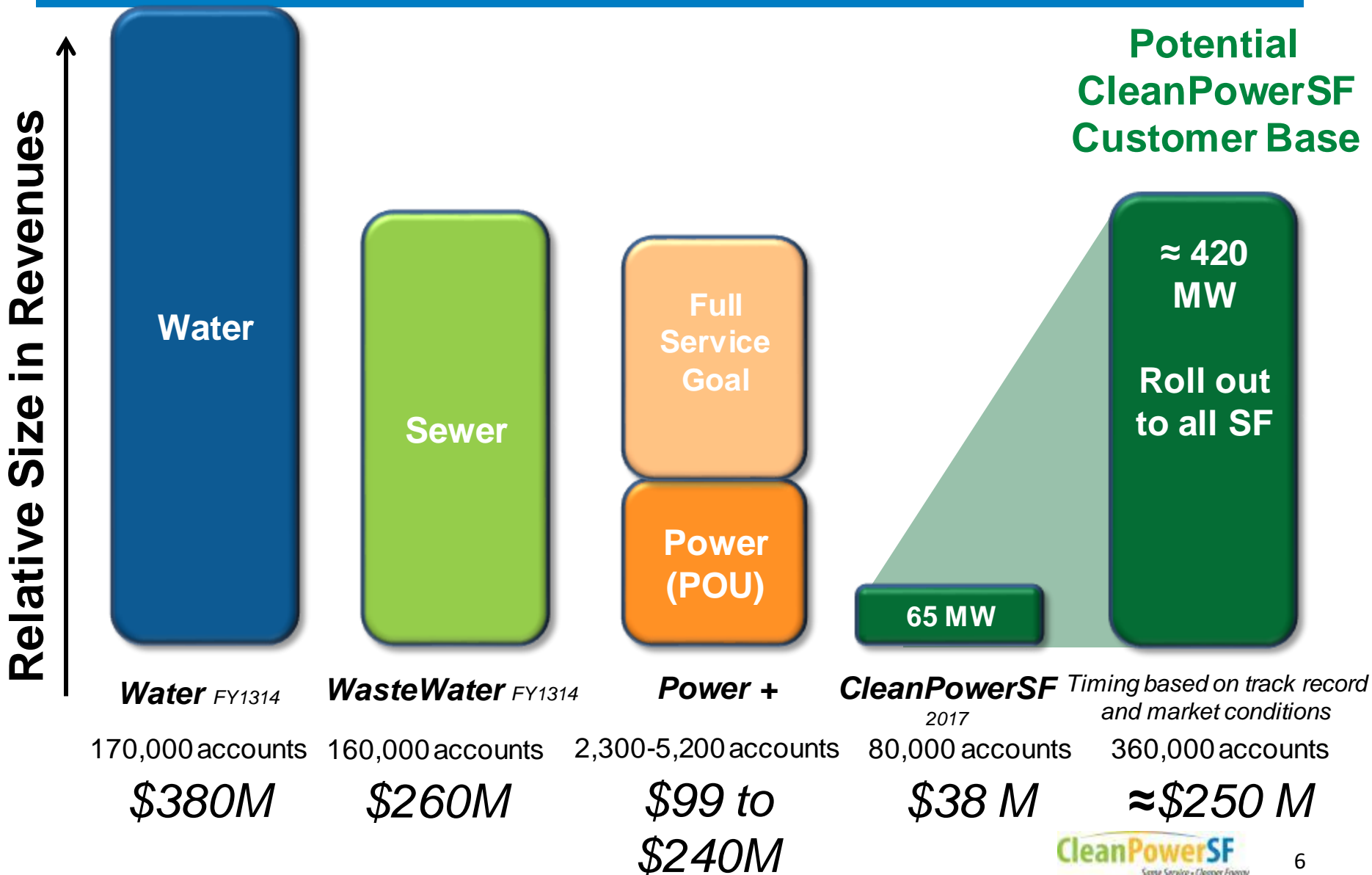
SuperGreen 100% Renewable

Optional upgrade, zero GHGs, slight rate premium





Relative Scale of CleanPowerSF Revenues



Cal CCA and CCA Growth Statewide

CCA STATEWIDE

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.





SFPUC CleanPowerSF Growth Plan

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/2IzAiqc



Potential Job Creation

JOB (job-years)	New Projects	Existing Projects	TOTAL
During Construction	3,180	0	3,180
During Operation	136	120	256
TOTAL	3,316	120	3,436

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



Proposed Schedule

Key Action Items	Date
Power Supply RFPs and Bank Credit RFP Issued	June – September 2017
Commission and Board Approvals	November 2017 – January 2018
Execute Power Contracts	January- February 2018
Send Pre-Enrollment Notices Required by Statute to Customers	May – June 2018
Next Major Enrollment Phase Commences	July 2018

Public Outreach/Communications

marketing
education
mailers
presentations social advocates
newsletters
multi-lingual partnerships
website events outreach
media

SuperGreen Commercial Customers



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



Partnerships with other CCAs

↳ PeninsulaCleanEnergy and 1 other Retweeted



Caltrain @Caltrain · Apr 21

This #EarthDay we're a proud partner with @PenCleanEnergy, @CleanPowerSF & @SVCleanEnergy giving us 65% Renewable Energy at all facilities.



2 4 13



Coming Soon: New Commercial Marketing Materials

Powerful Reasons to Choose CleanPowerSF



CleanPowerSF
Same Service • Cleaner Energy



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 your business 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 Exclusive 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 emails, 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, doesn't cost much more and it's easy to sign up. Electric bikes and cleaner energy are good for us, good for our city, and good for our planet.



Powerful Reasons to Choose CleanPowerSF



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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 Exclusive 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:

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"LinkedIn is absolutely committed to operating sustainably and with net zero emissions. I 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 Brannigan
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



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