

Appendix B

Next Steps for Formation of East Bay Community Energy Authority (EBCE)

To seat a JPA Board and to be able to bring that Board substantive CCA matters on which to act as quickly as possible, Alameda County Staff will undertake a number of activities and retain additional consulting expertise in the areas of energy analytics and procurement, marketing, and data management during the latter half of 2016 and beyond. The following information represents a comprehensive but not exhaustive list of activities and consulting services that will need to occur:

Category 1: Technical, Energy Procurement and Data Management Services – These services include but are not limited to:

- 1) Answer energy market and utility-related questions and serve as an expert resource to city staff and elected City officials as they digest the analysis in the Technical Study and contemplate joining the JPA.
- 2) Finalize desired power supply mix and draft RFP for wholesale energy procurement and California Independent System Operators (CAISO) scheduling services
- 3) Recommend customer phasing schedule based on JPA organizational capacity and program economics
- 4) Refine operating budget based on final list of JPA members, number of potential accounts, and load requirements
- 5) Prepare EBCE's Implementation Plan for certification by the CA Public Utilities Commission
- 6) Assist as needed with program financing and size of credit facility based on customer enrollment schedule and projected operating revenues
- 7) Support power supply negotiations and development of power contracts
- 8) Prepare tariff schedule and rate recommendations for two power supply options (e.g. default product at 50% renewable and voluntary product at 100% renewable)
- 9) Design tariffs for ancillary programs such as net energy metering, community solar and/or local feed in tariff
- 10) Address PG&E, CA Public Utility Commission and CA Independent System Operator agreements and registrations including: CAISO paperwork and deposit, PG&E service agreement and security deposit, Bond posting, and required regulatory compliance reporting and customer noticing
- 11) Provide customer data management, billing and customer relationship management services
- 12) Develop and operate customer call center
- 13) Develop integrated resource plan and complete related regulatory reporting

Category 2: Community Outreach, Marketing and Customer Notification: Activities under this contract will include but are not limited to:

- 1) Brand refinements and development of sub-brands and logos for different product offerings
- 2) Develop County-wide, multi-lingual and multi-cultural advertising campaign to raise public awareness of EBCE and its offerings; this will include both paid and earned, print and digital media
- 3) Create multi-functional, multi-lingual website that includes a rate calculator and ability to opt-out of the program
- 4) Develop/update program collateral including FAQs, brochures and presentations
- 5) Develop short informational video for website, social media and use at community meetings
- 6) Handle press outreach - schedule editorial board meetings, draft press releases, op-eds and news articles
- 7) Establish a social media presence on Facebook, Twitter, Next Door, et al
- 8) Conduct stakeholder outreach and participate in community meetings and events
- 9) Work with member cities to support their local outreach efforts including local presentations, newsletter articles, event tabling, etc.
- 10) Meet with key energy/commercial accounts
- 11) Continue regular e-newsletters and info blasts to expanded list-serve
- 12) Participate in call center scripting
- 13) Design content and coordinate mailing of 4 customer enrollment notifications, timed to align with enrollment schedule

In addition to these key functions, County staff will continue to work with its existing consulting team from the Sequoia Foundation in the areas of program design, project management, and JPA formation and financing. Staff will also work with the JPA Board to identify a Chief Executive Officer and appropriate legal support (general counsel, et al) as the Agency moves into formation and initial staffing. It is anticipated that County CDA staff will remain involved through Phases II and III (i.e., through program launch) and, if needed, for a brief transition period until the new Agency is operational and staffed independently. In conjunction with a committee of city attorney representatives, staff and the Office of the County counsel would select an interim JPA legal counsel this fall, who will be available to represent the JPA upon formation.