



Community Choice Energy (CCE) in the East Bay

2016/2017 Timeline & Major Milestones

Alameda County CCE Steering Committee
January 6, 2016



The 2016 Planning Context



Goal is to begin serving customers in early Spring 2017, which means customer notification begins in early February 2017. All major elements must be in place by January 2017.

We've seen a number of delays since original timeline, including the tech study, which will take longer than originally anticipated (complete in mid-May 2016)

To stay on track and meet the proposed launch date, we need to start working on parallel paths

These paths include:

1. JPA formation and administration
2. Community outreach/marketing
3. CCE program design, financing, power supply, et al

JPA Formation Sooner than Later



1. County will begin JPA formation in Q1 and Q2 2016 with the idea of forming the JPA as a legal entity in late spring/early summer and seating the full Board in Fall of 2016.
2. Earlier formation of a JPA will position the CCE to take advantage of currently favorable energy pricing and potential renewable energy opportunities, such as Altamont wind and upcoming solar projects.
3. If the tech study results look good, the JPA infrastructure will be ready and the Agency can progress faster. If the results are unfavorable, the JPA will not likely move forward.

January – June 2016



| Quarter | Major Milestones |
|-------------------------------------|--|
| Q1 January - March | <ul style="list-style-type: none">• Tech study underway• County to draft JPA agreement and CCE ordinance• City and County briefings to solicit feedback on JPA agreement, CCE ordinance and overall project plan through launch• Prepare and release public communications/marketing RFP |
| Q2 April - June | <ul style="list-style-type: none">• Tech study results released and finalized• Continue City briefings to solicit feedback on JPA agreement and CCE ordinance• Hire marketing firm; begin public education/marketing• Develop short list of potential banking partners; begin bank outreach meetings• June BOS Meeting(s): Final Study results presented with implementation timeline, JPA agreement, CCE ordinance, request for Phase II funding, and any consulting contracts needed to continue work |

July – December 2016



| Quarter | Major Milestones |
|--|--|
| Q3 July – Sept. | <ul style="list-style-type: none">• Set deadline of September 1 for cities to join JPA• Schedule study sessions and distribute key documents to support decision-making• Ramp up marketing/public education campaign• Draft implementation plan and RFP for energy services and other major vendors• Continue bank/credit discussions• Prepare staffing plan and begin search for Agency CEO |
| Q4 October - December | <ul style="list-style-type: none">• October: First JPA Board Meeting (approve Imp Plan, Energy RFP)• Late October: Submit Implementation Plan to CPUC (90 days to certify)• Finalize credit needs; select banking partner• Negotiate energy supply and other major vendor contracts; select energy supplier and data manager by end of 2016• Hire Agency CEO and key staff; establish office and other admin.• Continue public education campaign; launch customer call center• Utility service agreement, post bond, regulatory registrations |

January – June 2017



| Quarter | Major Milestones |
|--------------------------------|---|
| Q1 Jan-March | <ul style="list-style-type: none">• January: JPA Board finalizes rates• February: first customer enrollment notices sent• Confirm remaining service vendors; continue with office and staffing• Public outreach and marketing continues |
| Q2 April-June | <ul style="list-style-type: none">• Continue enrollment/opt-out notices (March/April)• Continue with any remaining utility or regulatory requirements• Program Launch -- Initial customer enrollment: April, 2017!• Continue post launch opt-out notifications (May/June)• Begin design and implementation of ancillary programs, continue to next enrollment phases |