



CPUC Public Agenda 3333

Thursday, March 27, 2014, 9:30 a.m.

San Francisco, CA



Commissioners:
Michael R. Peevey
Michel Peter Florio
Catherine J.K. Sandoval
Carla J. Peterman
Michael Picker

www.cpuc.ca.gov





Safety and Emergency Information

- The restrooms are located at the far end of the lobby outside of the security screening area.
- In the event of an emergency, please calmly proceed out of the exits. There are four exits total. Two exits are in the rear and two exits are on either side of the public speakers area.
- In the event of an emergency and the building needs to be evacuated, if you use the back exit, please head out through the courtyard and down the front stairs across McAllister.
- If you use the side exits you will end up on Golden Gate Ave. Please proceed around the front of the building to Van Ness Ave and continue on down to the assembly point.
- Our assembly point is between the War Memorial Building and the Opera Building (House) which is on Van Ness Ave, located between McAllister and Grove.





Public Comment

- Per Resolution ALJ-252, any member of the public who wishes to address the CPUC about matters before the Commission must sign up with the Public Advisor's Office table before the meeting begins. If an individual has signed up using the electronic system on the Commission's website, they must check in with the Public Advisor's Office on the day of the meeting, by the sign-up deadline.
- Once called, each speaker has up to 3 minutes at the discretion of the Commission President, depending on the number of speakers the time limit may be reduced to 1 minute.
- A sign will be posted when 1 minute remains.
- A bell will ring when time has expired.
- At the end of the Public Comment Section, the Commission President will ask if there are any additional individuals who wish to speak. Individuals who wish to speak but did not sign up by the deadline, will be granted a maximum of one minute to make their comments.

The following items are NOT subject to Public Comment:

- Items: 10, 11, 15, 16, and 21
- All items on the Closed Session Agenda





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- Once called, each speaker has up to 2 minutes to address the Commission.
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Agenda Changes

- Items shown on the Consent Agenda will be taken up and voted on as a group in one of the first items of business of each CPUC meeting.
- Items on Today's Consent Agenda are: 1, 6, 8, 10, 11, 12, 13, 14, 15, 16, 18, 19, 20, 21, 22, 24, and 25.
- Any Commissioner, with consent of the other Commissioners, may request an item from the Regular Agenda be moved to the Consent Agenda prior to the meeting.
- Items 29 and 30 from the Regular Agenda has been added to the Consent Agenda.
- Any Commissioner may request an item be removed from the Consent Agenda for discussion on the Regular Agenda prior to the meeting.
None have been moved to the Regular Agenda.
- None have been withdrawn.
- The following items have been held to future Commission Meetings:
Held to 4/10/14: 2, 3, 4, 5, 7, 9, 17, 23, 26, 28, and 28a.





Regular Agenda

- Each item on the Regular Agenda (and its alternate if any) will be introduced by the assigned Commissioner or CPUC staff and discussed before it is moved for a vote.
- For each agenda item, a summary of the proposed action is included on the agenda; the CPUC's decision may, however, differ from that proposed.
- The complete text of every Proposed Decision or Draft Resolution is available for download on the CPUC's website: www.cpuc.ca.gov.
- Late changes to agenda items are available on the Escutia Table.





Regular Agenda – Energy Orders

Item #27 [12795] - Net Energy Metering Tariffs Transition Period

R12-11-005 – Order Instituting Rulemaking Regarding Policies, Procedures and Rules for the California Solar Initiative, the Self-Generation Incentive Program and Other Distributed Generation Issues.

Quasi-Legislative

Comr. Peevey/ Judge Hecht

PROPOSED OUTCOME:

- Establishes a transition period of 20 years for renewable generation systems taking service under a Net Energy Metering (NEM) tariff or contract prior to July 1, 2017, or the date on which a utility reaches its NEM transition trigger level, whichever comes first.
- Adopts additional implementation rules related to the transition period.
- Adopts reporting requirements.

SAFETY CONSIDERATIONS:

- None, because the transition applies to customers that have already installed renewable generation facilities.

ESTIMATED COST:

- Unknown.





Regular Agenda – Communication Orders

Item #28 [12749] - Funding for Sunesys, LLC's Connected Central Coast Unserved and Underserved Broadband Project

Res T-17429

PROPOSED OUTCOME:

- Approves funding in the amount of \$7,352,164 from the California Advanced Services Fund for the grant application of Sunesys, LLC for its Connected Central Coast Unserved and Underserved Broadband Project.
- The Project will build a 91.19 middle-mile backbone network from Santa Cruz to Soledad, potentially providing high speed internet service to 430 square miles in the Central Coast area.

SAFETY CONSIDERATIONS:

- This project will provide robust middle-mile network to local internet service providers, which will in turn enable them to offer affordable and reliable services to anchor institutions, emergency first responders, and other public agencies.

ESTIMATED COST:

- \$7,352,164.





Regular Agenda – Communication Orders

Item #28a [12810] - ALTERNATE TO ITEM 12749

Res T-17429

PROPOSED OUTCOME:

- Approves funding in the amount of \$11,028,245 from the California Advanced Services Fund for the grant application of Sunesys, LLC, for its Connected Central Coast Unserved and Underserved Broadband Project.
- The project will build a 91.18 mile middle-mile backbone network from Santa Cruz to Soledad, potentially providing high speed internet service to 430 square miles in the Central Coast area.

SAFETY CONSIDERATIONS:

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ESTIMATED COST:

- \$11,028,245.





SUNESYS

THE CONNECTED CENTRAL COAST CASF PROJECT



Robert Wullenjohn
Communications Division

California Public Utilities Commission

March 27, 2014





CASF General Overview

- The Commission authorized the California Advanced Services Fund (CASF) in December 2007 to encourage deployment of high-quality advanced communications services to all Californians that will promote economic growth, job creation, and the substantial social benefits of advanced information and communications technologies
- The CASF is composed of four accounts:
 1. Broadband Infrastructure Grant Account
 2. The Rural and Urban Regional Broadband Consortia Grant Account
 3. The Broadband Infrastructure Revolving Loan Account
 4. Broadband Public Housing Account
- The Broadband Infrastructure Grant Account provides funding for the capital costs of broadband infrastructure projects in unserved and underserved areas of the state
 - 70% for “Unserved”; an area that is not served by any form of broadband
 - 60% for “Underserved”; an area where broadband is available, but offered speeds are less than 6 mbps download and/or 1.5 mbps upload





CASF Evaluation Criteria per D.12-02-105

- Completed application includes project summary, description, budget, deployment schedule, proposed pricing, financials
- Proposals posted for public challenge
- Challenges received and assessed
 - Staff considers speed test challenge data, direct additional speed tests and may reassign census blocks based on test results
- Staff determinations regarding project eligibility
 - Letter to applicant explaining what remains eligible; what areas may be pro-rated (discounting project costs eligible for funding)
- Projects rated/ranked based on criteria:
 - Subsidy per potential customer, Broadband speed, Financial viability, Pricing, Number of households, Time of project completion, Guaranteed pricing period, Low-income population, Local government and community endorsements

ATTACHMENT B

CASF APPLICATION CHECKLIST (Required for EACH proposed project)

To assist the Commission in verifying the completeness of your proposal, mark the box to the left of each item submitted.

<input type="checkbox"/>	1. Project Summary
<input type="checkbox"/>	2. Type of Funds Requested (Check one only):
<input type="checkbox"/>	Grant
<input type="checkbox"/>	Grant Amount: _____
<input type="checkbox"/>	Grant/Loan Combination
<input type="checkbox"/>	Grant Amount: _____
<input type="checkbox"/>	Loan Amount: _____
<input type="checkbox"/>	3. Area Applied for
<input type="checkbox"/>	Unserved
<input type="checkbox"/>	Underserved, with existing broadband service below advertised speed of 6 mbps download and 1.5 mbps upload, Broadband infrastructure whether existing or ongoing construction not CASF funded
<input type="checkbox"/>	Underserved, with existing broadband service below advertised speed of 6 mbps download and 1.5 mbps upload, Broadband infrastructure whether existing or ongoing construction CASF funded
<input type="checkbox"/>	4. CPCN / U-Number / CPUC Registration Proof (As a single document)
<input type="checkbox"/>	Applicant's U-Number and/or Proof of applicant's Certificate of Public Convenience and Necessity (CPCN)
<input type="checkbox"/>	Proof of CPCN application pending approval, or CPCN Application Number (in the absence of a CPCN)
<input type="checkbox"/>	CPUC registration Number (wireless carriers)
<input type="checkbox"/>	5. Information Sheet with a Certificate of Good Standing issued by the CA Secretary of State attached
<input type="checkbox"/>	6. Organizational Chart, Company History and Readiness to Build, Manage and Operate Broadband
<input type="checkbox"/>	Organizational Chart
<input type="checkbox"/>	Company History





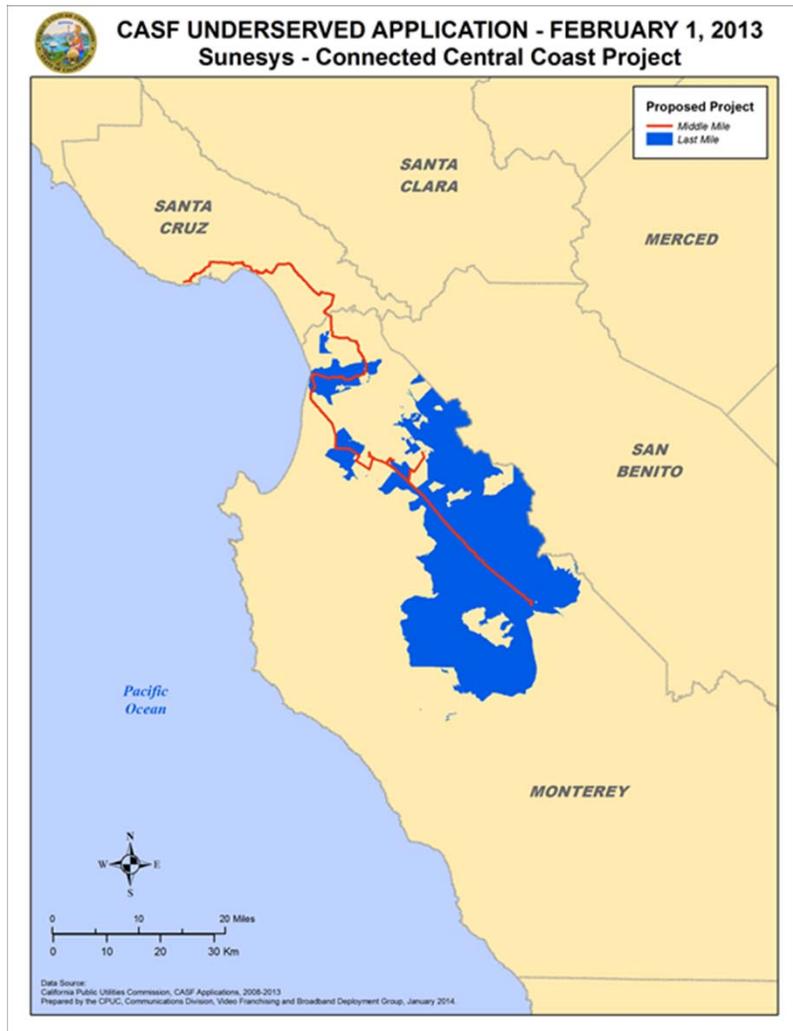
Sunesys Project Summary

- Project originally sought \$11,970,000 in CASF funds (90% of \$13.3 million). After project review and assessment (i.e. pro-rate of served areas), Sunesys seeks 83% of \$13.3 million or 90% of CASF Pro-rated eligible amount of \$12.3 million for a 91.18 mile middle-mile backhaul network from Santa Cruz to Soledad covering 430 square miles
- This Middle-Mile network will enable last-mile providers to serve up to 11,124 households in the Central Coast. An example of such are the Surfnet project proposals currently being considered for funding (T-17430 & T-17431)
- Average households median income \$63,784
- Speeds of 100+ Gbps
- Five years price commitment
 - Pricing commitment continues for the duration of the contract, if contract is signed during the initial five years
- Project ranked well, about 7th out of 22 eligible project proposals





Sunesys Project Area



- Connecting backhaul services from Santa Cruz County to unserved and underserved cities and surroundings in Monterey County, including Soledad, Castroville, Prunedale, Chualar, and Gonzalez
- 91.18 mile network passes through 1,232 unserved and 445 underserved census blocks, potentially benefiting about 430 square miles





Pricing

Dark Fiber Lease Price

- \$8.50 per fiber mile per month
 - Derived as 10% of their average rate of \$50 per fiber mile (\$5.00) plus \$3.50 for operations and maintenance
 - \$500 minimum for two strands of dark fiber

Data Transport Price

- 1 Gbps – 4 Gbps \$700/ month first gig; \$400/month for additional gig
- 5 Gbps – 9 Gbps \$2,000/ month five gigs; \$300/month for additional gig
- 10 Gbps + \$3,000/ month ten gigs; \$2,000/month for each additional 10 gigs

Charges for Lateral Connections to the Project

- Negotiated with the customers; e.g., individual case basis expenses for infrastructure, splicing, termination, or equipment required for the lateral connection





Benefits of the Project

- This new backbone network will provide to local ISPs middle mile access at discounted prices, which will enable them to offer affordable services to anchor institutions, emergency first responders, public agencies, businesses and residential households
- Improved available bandwidth services to Anchor Institutions
 - 400 other anchor institutions, including health facilities, K-12 schools, colleges and universities, government offices, community based organizations
- Public Safety
 - More than 150 emergency first responders
 - 8 Public Safety 9-1-1 Answering Points
 - According to Sunesys, this middle-mile project is important to the migration to Next Generation (NG) 9-1-1 as well as the functioning of the emergency first responders





Comparison of the Original and the Alternate Resolution

	CD Staff Original Resolution	Alternate Resolution
Total Project Costs	\$13,300,000	\$13,300,000
CASF Award Amount	\$7,352,164	\$11,028,245
CASF Award Percentage	55% of \$13,300,000 million or 60% of CASF Pro-rated amount of \$12,253,606 million	83% of \$13,300,000 million or 90% of CASF Pro-rated amount of \$12,253,606 million
Sunesys Matching Funds	\$5,947,836	\$2,271,755
Estimated payback period on Sunesys capital investment	21 years	8 years
<p>* These numbers assume that 15 providers will sign up for service at \$8.50 per fiber mile for 91.18 miles from the start of service.</p>		





Community Support for Alternate

- **Strong support from local service providers, institutions, and government and community agencies**
 - California State Assembly – Districts 29 and 30
 - Central Coast Broadband Consortium
 - The Corporation for Education Network Initiatives in California (CENIC)
 - City of Santa Cruz
 - City of Watsonville
 - County of Santa Cruz
 - Cruzio
 - California State University – Monterey Bay
 - Wireless Education & Technology, CSU Monterey Bay
 - California Telehealth Network
 - Hartnell College
 - Monterey County
 - RedShift Internet Services
 - Steinbeck Innovation Foundation
 - Surfnet Communications





Regular Agenda – Communication Orders

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SAFETY CONSIDERATIONS:

- This project will provide robust middle-mile network to local internet service providers, which will in turn enable them to offer affordable and reliable services to anchor institutions, emergency first responders, and other public agencies.

ESTIMATED COST:

- \$7,352,164.





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ESTIMATED COST:

- \$11,028,245.





Regular Agenda – Energy Orders

Item #7 [12798] – Addressing Foundational Issue of the Bifurcation of Demand Response Programs

R13-09-011 – Order Instituting Rulemaking to Enhance the Role of Demand Response in Meeting the State's Resource Planning Needs and Operational Requirements.

Ratesetting

Comr. Peevey/ Judge Hymes

PROPOSED OUTCOME:

- Current demand response programs are bifurcated into the categories of load modifiers and supply resources.
- Load Modifiers are defined as resources that reshape or reduce the net load curve.
- Supply resources are defined as resources that can be scheduled and dispatched into the California Independent System Operator's energy market when and where needed.
- Current demand response programs are bifurcated as such: Load Modifiers – CPP, PLS, TOU, and Supply resources – AMP programs, DBP, CBP, AC and BIP.

SAFETY CONSIDERATIONS:

- Allows the Commission to continue to fulfill its duties under Pub. Util. Code § 451, including totake all actions necessary to promote the safety, health, comfort, and convenience of utility, patrons, employees, and the public.

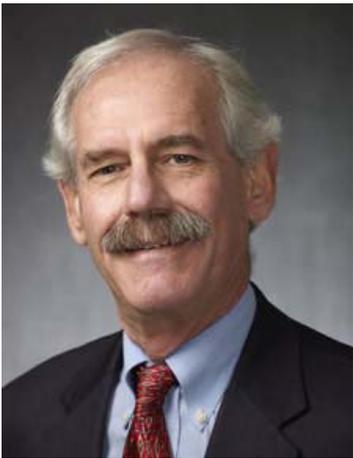
ESTIMATED COST:

- No known costs to bifurcation.





Commissioners' Reports





Management Reports





Regular Agenda – Management Reports and Resolutions

Item #31 [12848]

Management Report on Administrative Activities





Zero-Based Budgeting Update



Michelle Cooke
Deputy Executive Director

California Public Utilities Commission

March 27, 2014





Zero-Based Budget Update COMPLETED ACTIVITIES

- Established internal ZBB team with representatives from each division
 - HUGE KUDOS TO THE TEAM FOR WORK SO FAR!
- Work plan shared with Department of Finance in February 2014
- All day briefing for DOF staff on CPUC regulatory responsibilities in February 2014





Zero-Based Budget Update COMPLETED ACTIVITIES

- Inventory of Current Regulatory and Executive Work and Resources- complete except for fine tuning
- Comprehensive list of the mandates that drive our work from the industry divisions





Zero-Based Budget Update COMPLETED ACTIVITIES (cont)

- Framework for At-A-Glance Summaries for each functional area developed- covers authorized positions, current resources assigned grouped both by classification and responsibility, and statutory mandates
- Working Paper drafted: “A Brief History of the California Public Utilities Commission: Examining the Past to Help Shape the Future”
 - KUDOS TO NICK ZANJANI





Zero-Based Budget Update ACTIVITIES UNDERWAY

- Inventory of Current Administrative Work and Resources
- Cross-checking and validating that no mandates are missing from comprehensive list
- Analysis of each functional area describing what they do and how it meets the mandates- to position us to have a conversation about the continued relevance of the mandates and work- the analysis will also look at opportunities to streamline and improve functions now
- Standing weekly meeting with DOF established beginning in April





Zero-Based Budget Update

ACTIVITIES DOWN THE ROAD

- Discussions and evaluation internally and with DOF of Mandates, Resources, and Strategic Goals
 - Tie top-level strategic goals to budgeting by tying them to specific functional areas of the organization
 - Evaluate redirecting existing resources to activities that better support mandates/strategic goals
 - Consider proposing elimination of mandates that do not accomplish strategic goals
 - Evaluate effectiveness of work in accomplishing mandates/strategic goals





Zero-Based Budget Update

ACTIVITIES DOWN THE ROAD (cont)

- Identify resources necessary to accomplish continuing or new mandates/ strategic goals consistent with Pub. Util. Code § 401
 - The resources should allow the CPUC to “thoroughly examine the issues before it, ... take timely and well-considered action on matters before it”
- Prepare Budget Change Proposals to implement resource requirements for FY 15-16 budget cycle





Regular Agenda – Management Reports and Resolutions

Item #31 [12848]

Management Report on Administrative Activities





Management Reports





Regular Agenda – Management Reports and Resolutions

Item #32 [12854]

Report and Discussion by Safety and Enforcement Division on Recent Safety Program Activities





Changes in State Safety Oversight of Rail Transit and other Fixed-Guideway Systems

New Federal Law:

Moving Ahead for Progress in the 21st Century, "MAP-21"



Stephen Artus, Program and Project Supervisor
Rail Transit Safety Section
Rail Transit and Crossings Branch
Office of Rail Safety
Safety and Enforcement Division
March 27, 2014





Presentation Overview

- CPUC rail transit safety program – review
- Current Federal Transit Administration (FTA) and CPUC safety roles.
- *Moving Ahead for Progress in the 21st Century, “MAP-21.”*
- State Safety Oversight Agency (SSO) Certification Requirements.
- Next steps.
- Transit Rail Advisory Committee for Safety (TRACS).
- Impacts to CPUC’s Rail Transit Safety oversight program.





CPUC Rail Transit Safety Program

CPUC regulates the safety of 15 active “fixed guideway” transit systems.

- Seven larger systems:
 - Systems receive funds from the Federal Transit Administration (FTA).
 - Governed by CPUC regulations.
 - Governed by FTA State Safety Oversight (SSO) regulations.
 - no direct safety regulations.
- Seven smaller systems:
 - Do not receive FTA funding.
 - Governed only by CPUC regulations.





CPUC Rail Transit Safety Program (cont.)

- Larger systems:



Bay Area Rapid Transit District
“BART”



Sacramento Regional Transit District



San Francisco “Muni”



Santa Clara Valley
Transportation Authority





CPUC Rail Transit Safety Program (cont.)



Los Angeles “Metro”



North County Transit District
“Sprinter”



San Diego Trolley





CPUC Rail Transit Safety Program (cont.)

- Smaller systems:

- SFO's "Airtrain,"



- Port of Los Angeles Red Car Line,



- Angel's Flight



- Caruso's Grove Trolley



- Americana at Brand Trolley



- Sacramento Airport "People Mover."



- Getty Museum "People Mover."



- 12 more systems in various phases of design, development, and construction.





Current FTA and CPUC State Safety Oversight of Rail Transit / Fixed Guideway Systems (Pending MAP-21 implementation)

- Limited federal safety regulations.
- Limited FTA involvement in safety oversight.
- No FTA inspection staff.
- FTA SSO program has few specific requirements.
- FTA audits of SSO programs every three years to requirements of 49 CFR Part 659.
- No funding to support SSO development or activities.
- Limited SSO staff training.





Moving Ahead for Progress in the 21st Century (MAP-21)

- Congressional Authority to Continue or Commence Federal Transit Administration (FTA) programs for the next few years.
- Signed into law by President Obama on July 6, 2012, effective October 1, 2012.
- Revises the current Rail Transit and Fixed Guideway State Safety Oversight (SSO) Program.
- Provides up to 80% of the funding for a State's SSO Program.





SSO Agency Certification Requirements

- Assumes SSO responsibilities for rail transit / fixed guideway systems from start of engineering.
- Financially and legally independent from regulated transportation agencies.
- Does not provide any rail transportation services subject to SSO oversight.
- Does not employ any person working for an SSO-regulated fixed guideway system.
- Authority to review, approve, oversee and enforce implementation of rail transit / fixed guideway agency system safety plans .





SSO Agency Certification Requirements (cont.)

- Has investigative and enforcement authority over rail fixed guideway systems.
- Conducts triennial audits of the rail fixed guideway system implementation of agency safety plan.
- Ensures adequately qualified and trained/certified employees to staff the SSO program.
- Provides an annual report on fixed guideway safety to the Governor, FTA and jurisdictional fixed guideway systems.





FTA SSO Agency Certification

- FTA developed specific certification submittal requirements.
- States required to submit certification application documents by September 6, 2013.
- 28 states submitted certification applications.
- Only California and Massachusetts qualified for initial FTA certification under MAP-21 criteria:
 - Resources.
 - Staff qualifications.
 - Enforcement and investigative authority.
 - Requisite financial and legal independence.





FTA SSO Agency Certification

- Immediate Next Steps;
 - Submit or develop necessary submittals for the FTA Grant Program
 - FTA Acceptance for CPUC to be a Grantee.
 - Set up fiscal processes.
 - Receive funds.





FTA's Transit Rail Safety Advisory Committee "TRACS"

- Consists of rail transit agency, state representatives, academics.
- Provides advisory reports to the FTA.
 - Program recommendations.
 - Regulation recommendations.
 - MAP-21 implementation recommendations.
- Consensus-based.
- Meetings only in Washington, D.C., at participants' expense.
 - Some lodging funding for full members.
 - No funding for working group members.





TRACS (cont.)

- Working groups, reports:
 - Safety planning model, safety management system (SMS) principles.
 - Best state oversight (SSO) model.
 - Close Call Non-Punitive Reporting System.
 - Prescription/Over-the-Counter Medication Testing, Notification Procedures.
 - National Public Transportation Safety Plan (NPTSP).
 - Public Transportation Agency Safety Plan (PTASP).





Impacts to CPUC's Rail Transit Safety Oversight Program

- Funding relief to Public Transportation Account.
- Some revisions to CPUC transit oversight Program Standard (procedures).
- Development of an annual report structure and format.
- Expanded opportunities for specific training on transit equipment, operations, and oversight/enforcement.
- Participation in emerging SSO Program Managers organization:
 - Collaboratively work with other state personnel.
 - Represent overall state interests to FTA.
- Time and expense commitment to TRACS involvement.





Regular Agenda – Management Reports and Resolutions

Item #32 [12854]

Report and Discussion by Safety and Enforcement Division on Recent Safety Program Activities





Management Reports





California Solar Initiative Audit



Sara Kamins
Supervisor, Energy Division Customer Gen Programs

California Public Utilities Commission

March 27, 2014





California Solar Initiative Audit

- Energy Division managed an inspection of performance-based incentives (PBI)
 - CSI systems over 30 kW are paid for performance on a per-kWh basis
 - Actual payment is based on metered production, not on amount reserved through CSI application
- Objectives
 - Preserve CSI funds for other efficiently-producing projects
 - Discourage program “gaming”, e.g. unauthorized solar panel additions, improper metering, incorrectly recorded system characteristics on CSI application





Inspection Results

- Production data analyzed from 1,476 projects (335 MW) over four years, 2008-2012
- CPUC ordered 36 inspections for projects “significantly overproducing” statewide
 - Generating 15% or more kWh than expected
 - Resulting in \$100,000+ more than reserved
- Innocuous explanations for 29 of 36 projects
 - Interesting Finding: Carports and cool roofs = more efficient!
- Corrective action for 7 projects
 - Due to unauthorized PV panels, improper metering
 - Will preserve \$1,180,000 in CSI incentive funds





Management Reports





California Climate Credit April Launch and Outreach and Education



**California Public Utilities Commission
Energy Division**

March 27, 2014



Household Credit

April and October Electricity Bills

Electric Bill Provider	Credit Applied to Bill in 2014
PG&E	\$29.81
SCE	\$40.00
SDG&E	\$36.24
Pacific Power	\$194.37
Liberty Utilities	\$41.60

Small Business Credit

Monthly Electricity Bills

Small businesses will receive a Climate Credit each month. Amounts vary by energy use.

*Credits include amortized 2013 revenue, thus are 50% larger in 2014 than a typical year

Timing

- **Residential Climate Credits:** each April and October, beginning April 1, 2014
- **Small Business Climate Credit:** monthly as a line-item credit on bills, beginning April 1, 2014
- **Industrial Assistance:** annually. Final details pending in proceeding R.11-03-012.





Aggregate Uses of Revenue

Allowance Revenues vs IOU Carbon Costs in 2014

- \$1.2 billion in allowance revenue returned to customers; \$840 million in carbon pollution costs incurred by IOUs
- Difference is due to changes in IOU portfolios (coal divestments) since 2008 forecasts, the basis for ARB's allocations, plus ARB's consideration of early action energy efficiency and RPS investments when granting allowances.

Uses by Customer Class in 2014

Class	Aggregate Revenue	% of Total
Industrial Assistance (EITEs)	\$52 M	4.3%
Small Business Climate Credit	\$64 M	5.3%
Residential Rate Offset	\$346 M	28.5%
Residential Climate Credit	\$756 M	62.2%





Goals

- **Awareness:** Customers know they are receiving a Climate Credit
- **Understanding:** The Climate Credit comes from state efforts to fight climate change.
- **Motivation:** Customers want to take action to save energy and play a part in efforts to fight climate change.
- **Action:** Customers interact with Energy Upgrade California and take actions to reduce energy use.

Creative Concept

- **Stay Golden:** A statement of purpose – ties into state pride and encourages Californians to join in and do their part.
- **CA Bear and Flag:** Ties the Credit to CA; uses the Bear as a mascot and leader.





Climate Credit is first campaign of rebranded Energy Upgrade California



THE CALIFORNIA CLIMATE CREDIT LOWERED MY BILL AND PUT MONEY IN MY POCKET TO STAY GOLDEN.

- BEAR

Look closely at your energy bill this April. Chances are, most residents and small businesses received the California Climate Credit. It's a savings reward straight from The Golden State of California – generated in an effort to fight climate change. What it means is extra money in your pocket that you can put towards anything, from a smart energy strip to a more efficient appliance. To learn more about all that – and lots of other ways to make our state a better place – join in. It's people like you that helps California Stay Golden.

Learn more about the California Climate Credit at EnergyUpgradeCA.org/ClimateCredit

Energy Upgrade California™ is a state initiative to educate residents and small business consumers about energy management. The initiative helps Californians take action to save energy and conserve natural resources, reduce demand on the electricity grid, and make informed energy management choices at home and at work. It is supported by an alliance of the California Public Utilities Commission, the California Energy Commission, utilities, regional energy networks, local governments, businesses, and nonprofits to help communities meet state and local energy and climate action goals. Funding comes from investor-owned utility customers under the auspices of the California Public Utilities Commission. ©2014 Energy Upgrade California. Trademarks are property of their respective owners. All rights reserved.





Radio Advertisement & Special Media Targets

Sample Radio Ad



Special Media Targets

- Language support in print or radio outreach for Spanish, Chinese, Vietnamese, Tagalog, Laotian and Hmong speakers
- Outreach to 2,000+ community benefit organizations
- Leveraged local government participation with existing EE outreach
- Traditional media strategies include paid radio, digital (web) and print advertising between March 21 and April 13.





Management Reports





The CPUC Thanks You For Attending Today's Meeting

The Public Meeting is adjourned.

The next Public Meeting will be:

**April 10, 2014, at 9:30 a.m.
in San Francisco, CA**

