

## VALLEY CLEAN ENERGY ALLIANCE

### Staff Report - Item 12

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**TO:** VCE Board of Directors

**FROM:** Mitch Sears, Interim General Manager  
Jim Parks, Director of Customer Care and Marketing

**SUBJECT:** Peak Day Pricing Update

**DATE:** March 14, 2019

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#### RECOMMENDATION

Approve continuation of the Peak Day Pricing pilot, Match Plus.

#### BACKGROUND

At the May 10, 2018 VCE board meeting, the board approved the staff recommendation to adopt a resolution establishing a Peak Day Pricing Pilot Program that provides alternatives for VCE commercial, industrial and agricultural customers participating in PG&E's Peak Day Pricing (PDP) program. The VCE pilot program focuses on medium and large non-residential customers that participated in PG&E's PDP program.

PDP is a demand response program that provides participating customers with a discount on their energy rates from May 1 through October 31 (summer tariff season) in exchange for a significantly higher rate between 2 PM and 6 PM for up to 15 Peak Day Events per year. Most customers were automatically enrolled in PG&E's PDP program. (See attached staff report from May 2018.)

#### UPDATE

VCE contacted all E-19, E-20 and all key account PDP customers and informed them that as a VCE customer, they would no longer be eligible for PG&E's PDP program. The new VCE pilot, Match Plus, was offered as an alternative. Match Plus was designed to offset any discount lost by customers moving from PG&E to VCE service.

Only one customer expressed interest in continuing with the program and was signed up for Match Plus. After the summer season, Match Plus benefits were calculated and the customer received a credit of \$2,240.

Staff promised to review the program early in 2019 and recommend changes if needed. Based on the results of the 2018 pilot, staff recommends continuing the pilot. This will allow the existing customer to stay on the program and will leave the program open to other participants if requested.