



# VCEA Community Advisory Committee

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Davis Senior Center

# Overview

- What is UltraGreen?
- Comparison to other products
- Policy issues:
  - Price structure
  - Price
  - Green-e certification
  - PCC categories
- Marketing and additional attributes

# What is UltraGreen?

- A voluntary renewable program, allowing customers to purchase their power from 100% renewable sources for a price premium.
- RECs are procured for 100% of opt-in customer load, and retired on behalf of the customer.

# Comparison to CCAs

Entity	Premium Residential	Premium Commercial	Name	Green-E?	Technology
Marin Clean Energy	\$ 0.010	\$ 0.010	Deep Green	Yes	75% Wind, 25% Solar
Sonoma Clean Power	\$ 0.025	\$ 0.025	EverGreen	No	100% Geothermal
CleanPowerSF	\$ 0.020	\$ 0.014	SuperGreen	Yes	100% Wind
Peninsula Clean Energy	\$ 0.010	\$ 0.010	ECO100	Yes	100% Wind
Silicon Valley Clean Energy	\$ 0.008	\$ 0.008	GreenPrime	Yes	100% Wind
Redwood Coast Energy Authority	\$ 0.010	\$ 0.010	REpower+	No	100% Renewable
City of Lancaster	\$ 10.00/mo	\$ 0.015	SMARTChoice	Yes	100% Wind
Apple Valley Choice Energy	\$ 2.00/mo	\$ 0.002	MoreChoice	No	50% Renewable
Pico Rivera Innovative Municipal Energy	\$ 11.00/mo	\$ 0.010	Prime Future	No	100% Renewable

# Comparison to PG&E Green Tariff

	<b>Rate</b>	<b>Total Premium</b>
Residential	Res	\$ 0.02610
Small Commercial	A1	\$ 0.02391
Medium Commercial	A10	\$ 0.01489
Medium Commercial	E19	\$ 0.01698
Streetlight	LS3	\$ 0.01586
Oil and Gas	E37	\$ 0.03341
Large Transmission	E20T	\$ 0.02915
Large Primary	E20P	\$ 0.02388
Large Secondary	E20S	\$ 0.02132

# Policy Issues

- Price Structure

- Flat monthly fee or volumetric
- Ease of understanding vs. cross-subsidization

- Price

- \$0.015/kWh is a cap before losing customers to PG&E
- \$0.010/kWh is seen as competitive

- Green-E

- Global clean energy certification organization. Requires generation and record-keeping to be certified.

# Policy Issues – PCC

Entity	PCC1	PCC2	PCC3		REC Cost Estimate
CleanPowerSF	100%	0%	0%		
Redwood Coast Energy Authority	100%	0%	0%		
Marin Clean Energy	85%	15%	0%		
Sonoma Clean Power	68%	32%	0%	PCC1	\$ 0.0170/kWh
Silicon Valley Clean Energy	63%	37%	0%	PCC2	\$ 0.0065/kWh
Peninsula Clean Energy	58%	42%	0%	PCC3	\$ 0.0020/kWh
Valley Clean Energy Alliance	52%	48%	0%		
City of Lancaster	77%	15%	8%		
Apple Valley Choice Energy	66%	13%	21%		
Pico Rivera Innovative Municipal Energy	44%	9%	48%		

PCC categories can be procured with the overall renewable portfolio, or separate. As of July 2017, CCAs have widely varying usage of PCC categories forecasted for 2018.

# Options

## Option 1:

- \$0.010 for commercial
- \$10/mo. for residential
- Procure with overall renewable portfolio
- Approximately revenue neutral, before marketing, certification, and administration costs.

## Option 2:

- \$0.015 for commercial
- \$10/mo. for residential
- Procure with overall renewable portfolio
- Approximately \$120k/yr., before marketing, certification, and administration costs. Roll any excess income to renewable resource fund.

## Option 3:

- \$0.015 for commercial
- \$0.015 for residential
- 100% PCC2
- Approximately \$350k/yr., before marketing, certification, and administration costs. Roll any excess income to renewable resource fund.