

Sonoma Clean Power or PacificGas & Electric Co.?

# CHOOSING YOUR ELECTRICITY SUPPLIER

Tuesday • March 4, 2014 • 7:00–9:00 pm  
Congregation Shomrei Torah • 2600 Bennett Valley Road • Santa Rosa, CA

## FEATURED SPEAKERS



**Geof Syphers**  
Chief Executive Officer  
Sonoma Clean Power

**Tom Bottorff**  
PG&E Senior Vice President  
for Regulatory Affairs  
and a Petaluma resident



*Moderated By*

**Joe Como**  
Acting Director, Office of Ratepayer Advocates  
California Public Utilities Commission

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# SUMMARY OF KEY ISSUES

## Background

Community Choice Aggregation (CCA) is a system adopted in California (and in other states) allowing cities and counties to aggregate (or consolidate) the buying power of individual customers within a defined jurisdiction. This is done in order to secure alternative energy supply contracts on a community-wide basis, while allowing customers wishing not to participate to “opt-out.” The locally managed CCA determines whether its goals will be to pursue cleaner power, less expensive power or other aims.

CCAs can procure electricity on the open market, and even generate their own power. They do not, however, duplicate the Investor Owned Utilities (IOUs) functions of electricity transmission, distribution, system maintenance and billing.

## When do customers need to decide?

Sonoma Clean Power (SCP), our local CCA, has notified 20,000 PG&E customers that it will become their electricity supplier beginning in May 2014. These customers will receive multiple notifications prior to being automatically enrolled in SCP. Customers wishing to remain with Pacific Gas & Electric (PG&E) can opt-out of SCP with no charge during the two months before and 60 days after their enrollment. After the notification period, customers can still opt-out at any time for a fee. Opting-out can be done by calling SCP or by clicking on “Opt-Out” at [www.sonomacleanpower.org](http://www.sonomacleanpower.org)

Remaining customers will be enrolled in 2015 and 2016, at which point SCP will become the default electricity provider in their service area which includes unincorporated Sonoma County, plus the cities of Cotati, Santa Rosa, Sebastopol, Sonoma and Windsor.

## Who are the providers?

### What will each of them offer?

Investor-owned utility PG&E provides power to customers throughout most of northern California

and will continue to offer all services currently provided to its continuing customer base. It will distribute SCP's electricity over PG&E's power lines, providing metering, billing, maintenance and outage services, and all of the same programs currently available. All customers will continue to receive a PG&E bill, with the only difference being that SCP customers will see their energy charges listed as a separate line item.

SCP is a not-for-profit public agency established by the Sonoma County Board of Supervisors to purchase electricity on behalf of its customers in the county. The rate categories offered by SCP mirror those offered by PG&E. The basic SCP service is slated to be lower in price than the equivalent PG&E basic service, and SCP offers a 100% local renewable product at a slightly higher price. SCP will also support a separate call center for customer inquiries.

## How are rates decided?

Electricity rates for IOUs are set by the California Public Utilities Commission (CPUC). In making its determination, the CPUC considers costs to provide electricity generation, transmission, distribution, and a fair rate of return to the investor owned utilities.

For Sonoma Clean Power, electrical generation rate-setting is determined by its board of directors, made up of elected representatives of member cities and the county, who set the rates in a public process.

## What are the key factors involved in deciding between providers?

**Consumer cost.** Will the electricity provider offer service at an attractive rate?

**Environmental values.** Will the provider offer clean renewable power with a low carbon footprint?

**Local economic values.** Will the provider use locally produced energy whenever possible? Will the provider add jobs and economic value locally? What will the impact be on current jobs at PG&E?

# GLOSSARY OF TERMS AND ACRONYMS

**CCA.** Community Choice Aggregation, a local government program that buys electrical power for residents and business. CCAs also offer the possibility of generating power.

**Direct Access.** Direct Access Service (DA) is a service option that allows customers to purchase electric supplies and additional energy services from a competitive Energy Service Provider (ESP), rather than PG&E.

**ESP.** An Electric Service Provider (ESP) is a non-utility entity that offers Direct Access electric service to customers located within the service territory of an investor-owned utility.

**Feed-in Tariff.** A policy mechanism whereby an energy utility is required to purchase energy supplies, normally from renewable sources, at a pre-established price or schedule of prices.

**Geothermal Energy.** Thermal energy generated and stored in the Earth that can be used to generate electricity (e.g., the Geysers geothermal power plants).

**GHG.** Greenhouse gas, the by-product of burning carbon-based fuels.

**IOU.** Investor Owned Utility, a regulated business providing a product or service regarded as a utility.

**Kilowatt-hour (kWh).** A unit of energy equivalent to 1,000 watts of power expended for one hour.

**Load.** Amount of electrical power demanded or consumed by an electricity user.

**Localization.** The transformation of the system of decision-making about energy from a remotely based approach to one with the local community in control and where power generation is increasingly local.

**Marin Energy Authority.** Developed the first community choice aggregation program in California, Marin Clean Energy (MCE).

**Net Energy Metering (NEM).** Electric rate structure that allows a customer who generates electricity to receive a financial credit for power generated at their site and fed back to the utility. The credit is used to offset a portion, if not all, of their electricity bill.

**Opt-Up.** Refers to the option available to a customer in a CCA program to voluntarily pay a premium in order to receive a “greener” energy product.

**Renewable Energy Certificate or Credit (REC).** A certification of eligible renewable energy produced in a defined region and time frame. The tradable value of RECs can provide an incentive for the installation and operation of renewable energy systems such as solar or wind power.

**Solar Investment Tax Credit.** A tax credit for solar systems on residential and commercial properties.

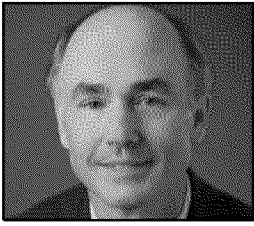
**True Up Bill.** The balancing of the energy charges or credits for a Net Energy Metering customer on either a monthly or annual basis.

**Time-of-Use.** Time-of-Use (TOU) rates base the price of the energy on the time of day it is used.

## Opt-Out Timeline for the First 20,000 Sonoma Clean Power Customers...

Pre-Enrollment Opt-Out		Post-Enrollment Opt-Out				
February	March	April	May	June	July	August
60 Day Notice	30 Day Notice		<i>Transition Period</i>	30 Day Notice	60 Day Notice	

## MEET THE PANELISTS



**Tom Botorff**

Tom joined PG&E in 1982 and has served in a number of regulatory, rates and customer service areas prior to his current assignment. Before joining the utility, he was a power supply analyst for the Nuclear Regulatory Commission in Washington, D.C.

Tom received a Bachelor of Science degree in electrical engineering from UC Berkeley, and a Master of Science degree in engineering economic systems from Stanford University. He holds both general building and engineering contractor licenses in the state of California.

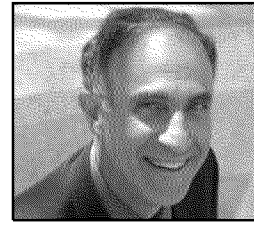


**Goef Syphers**

Goef has been an energy consultant to utilities, public agencies and private companies for nearly two decades.

Formerly Chief Sustainability Officer for Coddling Enterprises, Goef developed and delivered Alameda County's commercial green building program.

Goef has a BS in applied physics from SSU, and a MS in energy engineering from the University of Massachusetts. A licensed mechanical engineer, he has consulted on over \$1 billion in completed California developments.



**Joe Como**

Joe joined the Office of Ratepayer Advocates, (ORA) in December 2008 as Chief Counsel. ORA is an independent office of the California Public Utilities Commission that advocates for consumers. Joe was recently appointed Acting Director.

Joe holds a Law Degree from Golden Gate University with an emphasis in environmental law, a Masters degree in Civil and Environmental Engineering from Stanford University, and a Bachelors degree in Natural Resources Planning from Cornell University.

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**T**he mission of **Congregation Shomrei Torah's Environmental Action Committee** is to encourage environmental stewardship and to promote awareness and sound ecological practices within the synagogue, our congregation and the wider community. In order to respond to the global challenges that we all face, the Committee focuses on four areas:

- **Green Shomrei Torah:** Develop policies and encourage practices that diminish the synagogue's environmental footprint.
- **Education and Awareness:** Educate members of the congregation about sound environmental practices.
- **Community Involvement:** Work with other organizations in Sonoma County to advance the protection and sustainability of our resources and environment.
- **Advocacy:** Advocate for governmental policies that improve environmental practices in the county and the state.