

**San Mateo County - Community Choice Aggregation (CCA)
Formation Timeline, Key Tasks, Estimated Budget**

San Mateo CCA Timeline	Est. Budget	Q1 2015	Q2 2015	Q3 2015	Q4 2015	Q1 2016	Q2 2016	Q3 2016	Q4 2016
Phase I/Task 1: Internal Planning & Devt	\$60,000								
Staff & Consultant planning meetings									
Prepare CCA development plan: timeline, workplan, budget									
Staff briefings, reports, BOS presentations as needed									
As appropriate, queue up Phase II action items									
Program management for all tasks									
Phase I/Task 2: External Affairs	\$75,000								
Stakeholder mapping/stakeholder database devt.									
Hold informational workshops & local govt briefings									
Begin key stakeholder meetings (e.g. business and community groups)									
Prepare informational website									
Develop steering committee/begin regular meetings									
Local press meetings									
Consider public poll /survey									
Phase I/Task 3: Technical Support	160,000								
Local government outreach; load data authorization									
Prepare/submit load data request for PG&E									
Prepare and issue Tech Study RFP									
Hire technical consultants									
Conduct study, present to County Board for approval /Go No-Go to Ph II									
Phase I/Task 4: Financing	\$5,000								
Pursue CCA start-up financing if needed									
PHASE I TOTAL:	\$300,000								

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	Est. Budget	Q1 2015	Q2 2015	Q3 2015	Q4 2015	Q1 2016	Q2 2016	Q3 2016	Q4 2016
Phase II/Task 1: Internal Planning & Devt.	\$220,000								
All tasks associated w/ JPA Formation: legal requirements, organizing docs/bylaws, governance issues, budget, staffing plan, etc									
Draft CCA/JPA ordinance; City council follow up									
Phase II/Task 2: External Affairs	\$350,000								
Steering Committee meetings (through formation of JPA)									
Select firm for marketing/communications -- branding, messaging, website build out, social and print media, collateral design, customer enrollment/opt-out notification.									
Continue local govt and community outreach -- workshops, public meetings, local events, etc.									
Work with community advocates-- social media, endorsements, et al									
Media relations -- editorial boards, op-eds, etc.									
Phase II/Task 3: Technical Support	\$220,000								
Determine initial portfolio composition, service area, customer base									
Draft CCA Implementation Plan (90 day CPUC review)									
Identify/select data management services provider and complete related contract negotiations.									
Prepare solicitation document for energy supply and scheduling coordinator services									
Begin work on utility service agreement									
Negotiate terms, indicative pricing, and select energy services provider									
Phase II/Task 4: Financing	\$10,000								

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Begin bank/funder meetings for JPA working capital									
PHASE II TOTAL	\$800,000								
	Est. Budget	Q1 2015	Q2 2015	Q3 2015	Q4 2015	Q1 2016	Q2 2016	Q3 2016	Q4 2016
Phase III/Task 1: Internal Planning & Devt.	\$100,000								
Transition JPA to independent Agency: start Board meetings, hire initial staff, office space, set rates, launch									
Confirm data service/customer management and other JPA vendor contracts									
Post CCA bond; establish reserve accounts									
Gain party status/register at CPUC; legislative participation									
Phase III/Task 2: External Affairs	\$210,000								
Continue marketing, advertising, media and community outreach efforts									
Establish Call Center									
Opt-Out/Customer Enrollment Process									
Phase III/Task 3: Technical Support	\$80,000								
Execute contract(s) with third party energy supplier(s); final pricing									
Pre-start up registrations/reporting (resource adequacy, RPS, WREGIS account setup, CRR holder registration, etc)									
Phase III/Task 4: Financing	\$10,000								
Finalize terms of initial working cap/bridge loan; secure guarantees as needed									
Draw down initial working capital									
Begin County repayments									
PHASE III TOTAL	\$400,000								

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TOTAL ESTIMATED FORMATION COSTS	\$1,500,000								
<i>NOTE: Local project development, integrated resource planning, development of ancillary energy programs, etc. are not included in this timeline or budget</i>									