Exhibit to Agenda Item #1

Authorize the Chief Executive Officer and General Manager to:

- a. Enter into (1) a contract with Marin Clean Energy (MCE) to provide Community Choice Aggregation (CCA) data management and related services, and (2) vendor contracts to facilitate the ongoing operations of MCE provided that no individual contract shall exceed \$1 million; and
- b. Enter into contracts for technology platform subscription services that support all CCAs, the fees of which are to be approved by the Board as part of the annual budget.

Board Energy Resources & Customer Services Committee and Special SMUD Board of Directors Meeting

Wednesday, September 14, 2022, scheduled to begin at 5:30 p.m.

Virtual Meeting Online



Community Choice Aggregation

California Assembly Bill 117 (2002) created Community Choice Aggregation

Local governments authorized to aggregate customer electric load and become the default provider

May form only in investor-owned utility territory

Valley Clean Energy



Currently contracted with

East Bay Community Energy



Silicon Valley Clean Energy





Community Energy Services

Contact Center Billing and Data Management Program
Design
and Admin

Marketing and Market Research

Analytics



Customer service representatives, call routing, interactive voice response



Billing and exception management, usage and customer data, reporting



Business case development, design, development, operations



Collateral, digital marketing, mass media marketing, web design, usability testing, surveying



Customer insights, customer segmentation, rates modeling, financial modeling



Marin Clean Energy (MCE)



- 37 member communities (cities and counties)
- 588,000 customers
- Founded in 2010 (oldest CCA)
- Mission: confront climate change crisis

- SMUD will provide Billing, Data Management and Analytics Services
- Option to provide additional services
- Term will be five years: 2023 through 2027 with ability to renew for additional years
- MCE will be our second biggest client



Project Timeline

Q3 2022

- Respond to RFP
- Receive notification of award
- Negotiate contract terms
- Sign contract
- Initiate transition project

Q4 2022

 Continue transition project

Q1 2023

- Complete transition project
- Launch billing and data management services
- Launch analytics services

Q2 2023

 Provide operational support



Requested Action

Authorize the Chief Executive Officer and General Manager to:

- a. Enter info (1) a contract with Marin Clean Energy (MCE) to provide Community Choice Aggregation (CCA) data management and related services, and (2) vendor contracts to facilitate the ongoing operations of MCE provided that no individual contract shall exceed \$1 million; and
- b. Enter into contracts for technology platform subscription services that support all **CCAs**, the fees of which are to be approved by the Board as part of the annual budget.

