



## Staff Report Item 17

**TO:** East Bay Community Energy Board of Directors

**FROM:** Annie Henderson, Vice President of Marketing and Account Services  
Supria Ranade, Director of Power Resources

**SUBJECT:** Discussion of *Brilliant 100* and Offering a Third Energy Product

**DATE:** January 17, 2018

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### **Recommendation**

Receive update and provide feedback on *Brilliant 100* and potential third energy product.

### **Background and Discussion**

The customer product options of *Bright Choice* and *Brilliant 100* were reviewed by a small focus group in October 2017 and then presented to the board on December 6, 2017 as part of a communications and marketing update. The power mix of *Brilliant 100* was not presented at that time, though there was noted interest in a third product.

### **Brilliant 100**

There are currently two options for the *Brilliant 100* product, both consisting of 100% renewable energy. Both options would source renewable energy from Portfolio Content Category 1 (PCC1), also referred to as a bundled renewable energy product.

The California PUC defines PCC1 as the following:

*Definition of Portfolio Content Category 1 (PCC 1) - Facilities with First Point of Interconnection within a California Balancing Authority (CBA) or with Generation Scheduled into a CBA:*

- *First point of interconnection to the Western Electricity Coordinating Council (WECC) transmission grid within the metered boundaries of a California balancing authority area.*
- *First point of interconnection with the electricity distribution system used to serve end users within the metered boundaries of a California balancing authority area.*
- *Generation from a facility that is scheduled into a California balancing authority without substituting electricity from any other source. If another source provides real-time ancillary services required to maintain an hourly or sub-hourly import*

*schedule into the California balancing authority only the fraction of the schedule actually generated by the generation facility from which the electricity is procured may count toward this portfolio content category.*

- *Generation from a facility that is scheduled into a California balancing authority pursuant to a dynamic transfer agreement between the balancing authority where the generation facility is located and the California balancing authority into which the generation is scheduled.*

The first option would procure PCC1 renewable energy from throughout the Western Electricity Coordinating Council (WECC) region. The second option would procure PCC1 renewable energy from California only. This CA option is approximately 10-15% higher in costs compared to an all WECC option.

**Other CCAs 100% Products**

Most CCAs in the state have a premium product that is 100% renewable energy. Below is a comparison of the power mix, premium, and kWh cost for the E1 rate schedule for five active CCAs around the Bay Area.

CCA	MCE Clean Energy	Sonoma Clean Power	CleanPowerSF	Peninsula Clean Energy	Silicon Valley Clean Energy
Power Mix	25% Biomass 25% PV 50% Wind	100% Geothermal	100% Wind	100% Wind	80% Hydro 20% PV
Premium/kWh	0.010	0.025	0.014	0.010	0.008
\$/kWh (with PCIA)	0.10123	0.12067	0.11813	0.10346	0.10540

**Third Product Options**

EBCE has several options for a potential third product, as outlined in the attached slides. After further discussion with the Board and key stakeholders, EBCE staff will present a single recommendation for Board approval, if a third product is deemed feasible.

**Other CCAs Third Products**

Only a couple CCAs currently have a third product option. The attached slides highlight the MCE Clean Energy *LocalSol* product, which has a distinct power mix from its other products, and the Monterey Bay Community Power *MBshare* product, which has the same power mix as its other products but assigns a customer’s annual rebate to a local environmental organization.

**Attachment:**

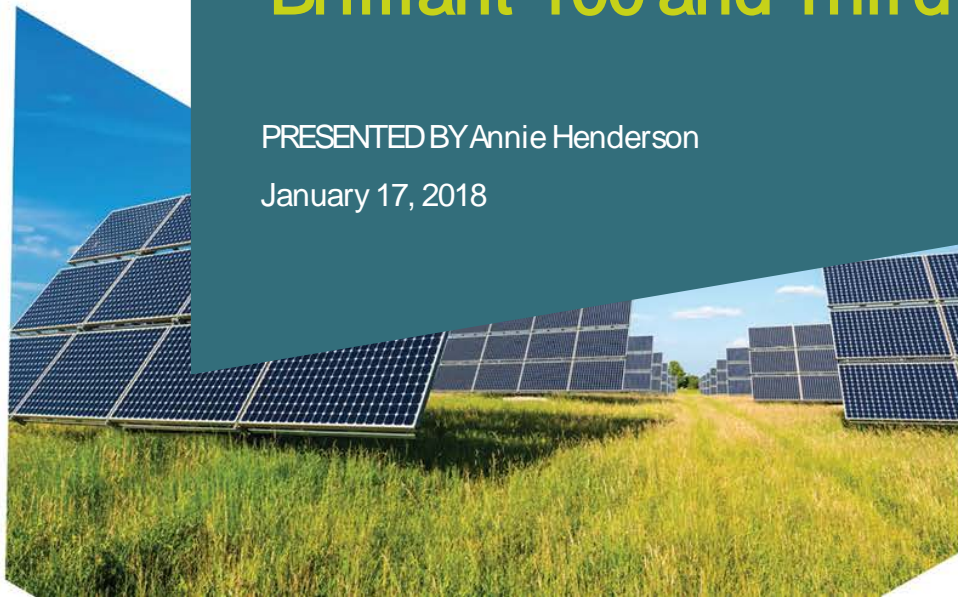
- A. Presentation on *Brilliant 100* and Third Product Options



# Product Options: Brilliant 100 and Third Product

PRESENTED BY Annie Henderson

January 17, 2018



# Brilliant 100 Product Options

	Brilliant 100 Options		Other CCA 100% RE Options		
	100% Renewable (WECC)	100% Renewable (CA)	MCE Deep Green	SCP Evergreen	PG&E
Power Mix	All PCC1 <u>All WECC</u>	All PCC1 <u>CA Only</u>	25% Biomass 25% PV 50% Wind	100% Geothermal	33% Renewable 60% Carbon-Free
% over PG&E	10-15% <i>(estimate only)</i>	20-25% <i>(estimate only)</i>	~10%	~23%	---

# Brilliant 100 Pricing Options

## Bright Choice Discount

Brilliant 100  
Premium  
(\$/kWh)

	5%	4%	3%	2%	1%	0%	
0.010	5.16%	6.16%	7.16%	8.16%	9.16%	10.16%	
0.015	10.25%	11.25%	12.25%	13.25%	14.25%	15.25%	100% WECC
0.020	15.33%	16.33%	17.33%	18.33%	19.33%	20.33%	
0.025	20.41%	21.41%	22.41%	23.41%	24.41%	25.41%	100% CA

## CCA Comparison

	Estimated Default Product Discount	Premium (\$/kWh)	Premium %
Sonoma Clean Power	2.75%	0.025	23.25%
CleanPowerSF	0.25%	0.014	20.08%
MCE	1.00%	0.010	9.54%
Silicon Valley Clean Energy	1.00%	0.008	7.14%
Peninsula Clean Energy	5.00%	0.010	5.16%

# EBCCE Third Product

- EBCCE Potential Options

- Continue focus on execution of *Bright Choice* and marketing *Brilliant 100*
- Develop customized solutions that facilitate large commercial customer needs
- Add a *Build Local* product
  - Same power mix as *Bright Choice*, cost equivalent to *Brilliant 100*
  - Price premium deposited into a Local Development Fund on annual basis
- Develop a Community/Shared Solar program no sooner than late 2018

- Examples of other CCA 3rd products

	LocalSol from MCE Clean Energy	MBshare from Monterey Bay Community Power
<b>Logistics</b>	Limited to 300 customers	<ul style="list-style-type: none"> <li>• First CCA to have a third product offering at launch</li> <li>• Donates 3% rate discount rebate to local org</li> </ul>
<b>Power</b>	100% solar power produced by 1MW project in Novato (commissioned in 2017)	Same power mix as other 2 products <ul style="list-style-type: none"> <li>• 30% Renewable</li> <li>• 100% Carbon-Free</li> </ul>
<b>Rate</b>	<ul style="list-style-type: none"> <li>• Deep Green + 30%</li> <li>• Approximately 33%-40% more than PG&amp;E depending on rate schedule and time of year</li> </ul>	<ul style="list-style-type: none"> <li>• Match PG&amp;E rate inclusive of PCIA and Franchise Fee</li> <li>• No discount or premium to PG&amp;E rates</li> </ul>