



Staff Report Item 11

TO: East Bay Community Energy Board of Directors

FROM: Annie Henderson, Vice President of Marketing and Account Services

SUBJECT: Phase 1 Customer Notifications (Informational Item)

DATE: February 21, 2018

Recommendation

Presentation of Phase 1 commercial, industrial, and municipal Customer Notifications.

Background

The California Public Utilities Code requires that customers receive a total of four notices during enrollment with a Community Choice Energy program: two notices before enrollment (or start of service) and two notices after enrollment. For the EBCE Phase 1 enrollment of commercial, industrial, and municipal customers, notifications will be in the form of an enveloped letter for the first notice and an oversized postcard for the second, third and fourth notices. The language of the post-enrollment notices will vary slightly to reflect that the customer is already receiving service.

The notifications for Phase 2 residential customers have not yet been designed. EBCE staff will present the residential notices to the board closer to Phase 2 launch.

Attachment

- A. Notification No. 1 – Letter and Envelope
- B. Notification Nos. 2, 3 and 4 - Postcard



INTRODUCING
 EAST BAY COMMUNITY ENERGY—
 YOUR AFFORDABLE,
 GREENER, LOCAL
 ELECTRICITY PROVIDER.



Dear Alameda County Business,

Alameda County businesses and residents will soon have a new, greener choice in electricity providers. East Bay Community Energy (EBCE) is a local power supply program that will work in partnership with PG&E to bring you electricity from renewable sources at affordable prices.

The County and 11 of its cities have voted to form East Bay Community Energy—a not-for-profit agency—to manage the program. Net revenues will stay in our communities, providing benefits that include:

- More renewable energy at competitive rates
- Lower greenhouse gas emissions
- Innovative services
- Community involvement
- Local projects, jobs, and economic benefits

How it Works

EBCE will purchase electricity on your behalf, including more renewable power than PG&E currently provides. PG&E will act in partnership with us to deliver, maintain, and service your electricity as it always has—so there’s no risk to you. **You’ll be enrolled automatically**, so you don’t need to do a thing. And billing will be simple—you’ll still get a single monthly bill that includes EBCE’s charge for electricity generation, and PG&E’s charges for their other services.

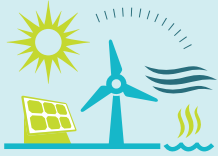


As a customer in Alameda County, you will be automatically transitioned to EBCE service starting in June. The transition will be completely seamless to you, and your service will continue uninterrupted. We will provide **more renewable energy at lower rates** compared to PG&E. EBCE service can help fuel your bottom line, while retaining local involvement in energy choices, creating jobs, and providing economic benefits to our communities.



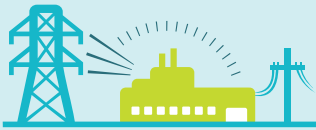
You don’t need to do a thing to take advantage of our standard service, **Bright Choice**, which is 85% carbon-free at a 1.5% discount to your PG&E rate. But you can always opt up from Bright Choice to **Brilliant 100** (our 100% carbon-free service) for the same cost as your current PG&E rate—or opt out if you choose. Call to notify us at 1-833-699-EBCE (3223) or visit ebce.org.

HOW WE’LL DO IT



SOURCE
EBCE

buys and builds
 cleaner energy



DELIVERY
PG&E

delivers energy, repairs
 lines, serves customers



CUSTOMER
YOU

benefit from cleaner
 energy, local control



A Proven Model

Programs similar to ours have been working throughout the state and the Bay Area for years. In fact, Marin, Napa, Sonoma, Contra Costa, Santa Clara, San Mateo, and San Francisco Counties already have active Community Choice Energy programs, like EBCE. Dozens of other California counties and cities are considering or starting their own.



You'll be First in Line

EBCE will begin providing electricity to commercial and municipal customers like you in June 2018. Our energy service will offer a choice to benefit your bottom line, and you'll be contributing to a greener community.

Service for residential customers will begin in the fall, though residents will have the option to enroll as early adopters starting in June.



Some Background

- In accordance with California State law, EBCE is designed as an opt-out program. That means EBCE will be the County's official electricity provider when it launches in June and local residents will be automatically enrolled for service. You can opt out at any time.
- The program is governed by a Board of Directors composed of elected officials from the County and its 11 participating cities, including Albany, Berkeley, Dublin, Emeryville, Fremont, Hayward, Livermore, Oakland, Piedmont, San Leandro and Union City.
- EBCE isn't replacing PG&E—we're working in partnership with them.
- You'll always have a choice to remain with PG&E's current bundled service, and can let us know your preference to do so—or to opt up to Brilliant 100—with a single click at ebce.org, or call at 1-833-699-EBCE (3223).

Nick Chaset, CEO

East Bay Community Energy

Nick Chaset

FIND YOUR LANGUAGE ONLINE

es.ebce.org	vn.ebce.org
ch.ebce.org	hn.ebce.org

East Bay Community Energy Abbreviated Terms and Conditions of Service

ENROLLMENT AND SERVICE OPTIONS

As of June 2018, EBCE will be the default electric provider serving Alameda County, except the cities of Alameda, Pleasanton, and Newark. Accounts within EBCE's coverage area will be automatically enrolled in EBCE's *Bright Choice* service (85% carbon-free). Customers may also request to "opt up" to the *Brilliant 100* service (100% carbon-free), or opt out and stay with PG&E bundled service at any time subject to the opt-out guidelines.

RATES AND FEES

EBCE's electric generation rates are managed to provide cleaner, greener electricity to our community at competitive rates. Any future rate changes will be adopted at duly noticed public meetings of the EBCE Board. As an EBCE customer, PG&E charges you a monthly Power Charge Indifference Adjustment (PCIA) and Franchise Fee Surcharge. Please contact PG&E for more information about these charges.

BILLING

As an EBCE customer, you will continue to receive a single monthly bill from PG&E that includes all electricity-related charges, including EBCE's electric generation charges. PG&E will continue to charge for gas services, transmission, distribution, public goods programs and other non-generation charges at the same rates it charges customers who do not receive EBCE service.

OPT OUT

You may opt out of EBCE electric generation service at any time by calling 1-833-699-EBCE (1-833-699-3223) or by completing the opt out form at ebce.org. There is no fee to opt out before enrollment or in the first 60 days of receiving EBCE service.

CUSTOMER CONFIDENTIALITY

EBCE is committed to protecting customer privacy. EBCE's customer confidentiality policy can be found at www.ebce.org/confidentiality.

Full details of the EBCE Terms and Conditions can be found at www.ebce.org/terms.

Check us out at ebce.org



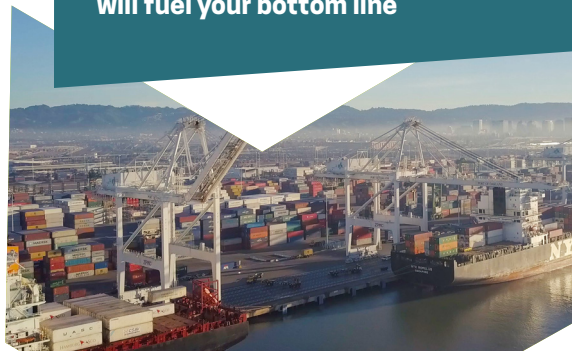


1111 Broadway 3rd Floor
Oakland, Ca 94607



**YOUR ELECTRICITY SERVICE
IS ABOUT TO GET GREENER**

**EBCE's lower rates and cleaner energy
will fuel your bottom line**



East Bay Community Energy
will soon be providing

**AFFORDABLE,
GREENER, LOCAL
ELECTRICITY.**



As a commercial or municipal electricity customer in Alameda County, you will be automatically transitioned to EBCE starting in June. We're partnering with PG&E to provide more renewable energy at competitive rates to fuel your bottom line, while retaining local involvement, creating jobs, and providing economic benefits to our communities.



You don't need to do a thing to take advantage of our greener service and great rates. You will receive **Bright Choice** service (with 5% more renewable energy than PG&E) at a **1.5% discount** to your current PG&E rate. You can choose to opt up to **Brilliant 100** (our 100% carbon-free service) or opt out to stay with PG&E. Call to notify us at 1-833-699-EBCE (3223) or visit ebce.org.

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