

OCTOBER 8, 2021

# Marketing & Account Service Update

Marketing, Regulatory, & Legislative  
Subcommittee Meeting



# AGENDA

## Highlights of recent activities

- Joint Rate Mailer
- Power Content Label Mailer
- Roots Title Game
- SHWEC Ribbon-Cutting Event

## Marketing, Education, and Outreach Plans for Cities Transitioning to Renewable 100 in January 2022

- Current Brilliant 100 default, transition to Renewable 100 (*Albany, Hayward, Pleasanton*)
- Current Bright Choice default, transition to Renewable 100 (*Dublin*)
- Voluntary Brilliant 100, transition to Bright Choice (*All, except Dublin residential*)

## CCDMS Selection Update

# Joint Rate Mailer (JRM)



East Bay Community Energy  
1999 Harrison Street, Suite 800  
Oakland, CA 94612



For information, visit: [ebce.org](http://ebce.org)  
Para detalles de este programa en español, visite: [ebce.org/es](http://ebce.org/es)  
參閱本計劃中文版本, 請上閱: [ebce.org/cn](http://ebce.org/cn)

## We support your power to choose

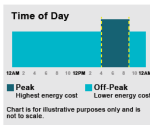
As part of our mutual commitment to support your energy choice, East Bay Community Energy (EBCE) and Pacific Gas and Electric Company (PG&E) have partnered to provide you with a comparison of typical residential electric rates, average monthly charges, and generation portfolio contents.

If this comparison does not address your specific rate, please visit PG&E online at [pge.com/ccca](http://pge.com/ccca) or call 1-866-743-0335. For more information on EBCE's generation rate, please visit [ebce.org/rates](http://ebce.org/rates) or call 1-833-699-EBCE (3223).

## Understanding your energy choices

### Residential Electric Rate Comparison E-TOU-C Time-of-Use (Peak Pricing 4-9PM Everyday)

	PG&E	EBCE Bright Choice	EBCE Brilliant 100	EBCE Renewable 100
Generation Rate (\$/kWh)	\$0.1095	\$0.0609	\$0.0620	\$0.0720
PG&E Delivery (\$/kWh)	\$0.1859	\$0.1859	\$0.1859	\$0.1859
PG&E PCIA/FF (\$/kWh)	N/A	\$0.0475	\$0.0475	\$0.0475
Total Electricity Cost (\$/kWh)	\$0.2954	\$0.2943	\$0.2954	\$0.3054
Average Monthly Bill (\$) (12 months)	\$173.33	\$172.69	\$173.33	\$179.20



#### Current rates as of March 2021

This table compares electricity costs for an average residential customer in the EBCE/PG&E service area with an average monthly usage of 587 kilowatt-hours (kWh). This is based on a representative 12-month billing history for all customers on the E-TOU-C rate schedule for PG&E's and EBCE's published rates as of March 2021.

**Generation Rate** is the cost of creating electricity to power your home. The generation rate varies based on your energy provider and the resources included in your energy provider's generation supply.

**PG&E Delivery Rate** is a charge assessed by PG&E to deliver electricity to your home. The PG&E delivery rate depends on your electricity usage but is charged equally to both EBCE and PG&E customers.

**PG&E PCIA/FF** represents the Power Charge Incentive Adjustment (PCIA) and the Franchise Fee surcharge (FF). The PCIA is a charge to ensure that both PG&E customers and those who have left PG&E service to purchase electricity from other providers pay the above market costs for generation resources that were procured by PG&E on their behalf. "Above market" refers to expenditures for electric generation resources that cannot be fully recovered through sales of these resources at current market prices. PG&E acts as a collection agent for the FF surcharge, which is levied by the California Public Utilities Commission on behalf of cities and counties in PG&E's service territory for all customers. The costs for resources included in the PCIA and FF surcharges are included in the generation rate for PG&E bundled service customers.

If this comparison does not address your specific rate, please visit PG&E online at [pge.com/ccca](http://pge.com/ccca) or call 1-866-743-0335. For more information on EBCE's generation rates, please visit [ebce.org/rates](http://ebce.org/rates) or call 1-833-699-EBCE (3223).

### 2020 Electric Power Generation Mix\*

Specific Purchases	Percent of Total Retail Sales (kWh)			
	PG&E	EBCE Brilliant Choice	EBCE Brilliant 100	EBCE Renewable 100
Renewable Biomass & Biowaste	30.6%	39.6%	33.0%	100.0%
Geothermal	2.6%	1.9%	0.0%	0.0%
Eligible Hydroelectric	2.6%	3.0%	0.0%	0.0%
Solar Electric	1.2%	1.6%	0.0%	0.0%
Wind	15.9%	14.1%	16.5%	50.0%
	6.3%	19.0%	16.5%	50.0%
Coal	0.0%	0.0%	0.0%	0.0%
Large Hydroelectric	10.1%	14.5%	67.0%	0.0%
Natural Gas	16.4%	0.1%	0.0%	0.0%
Nuclear	42.8%	0.5%	0.0%	0.0%
Other	0.0%	0.2%	0.0%	0.0%
Unspecified Sources of Power**	0.0%	44.7%	0.0%	0.0%
TOTAL	100%	100%	100%	100%

\*As reported to the California Energy Commission's Power Source Disclosure Program. EBCE and PG&E data is subject to an independent audit and verification that will not be completed until later in 2021. The figures above may not sum up to 100 percent due to rounding.

\*\*Unspecified sources of power refers to electricity that is not traceable to a specific generating facility, such as electricity traded through open market transactions. Unspecified sources of power are typically a mix of all resource types, and may include renewables.

©2021 EBCE All rights reserved.  
©2021 Pacific Gas and Electric Company. All rights reserved.  
PG&E refers to Pacific Gas and Electric Company, a subsidiary of PG&E Corporation.  
8.21 CCC-1221-3753

Sent in late August, early September based on CPUC-approved extension to avoid conflict with TOU transition

	Email w/ failed emails removed	Failed Emails	Postcard (with failed emails)*
Residential	434,790	18,169	136,245
B1	23,006	1,186	9,888
B10	3,175	187	918
B19S	2,004	116	623
<b>Total</b>	<b>462,975</b>	<b>19,658</b>	<b>147,674</b>



# Power Content Label (PCL)



**47,000**  
HOMES PER YEAR

can be powered by East Bay Community Energy's new wind farm in Livermore.

Scott Haggerty Wind Energy Center  
Livermore, CA

## MAKING A DIFFERENCE, TOGETHER!

**180MW**  
OF BATTERY STORAGE

**100%**  
CLEAN ENERGY BY 2030

ALAMEDA COUNTY • ALBANY  
BERKELEY • DUBLIN • EMERYVILLE  
FREMONT • HAYWARD  
LIVERMORE • NEWARK • OAKLAND  
PIEDMONT • PLEASANTON  
SAN LEANDRO • TRACY • UNION CITY

contracted by EBCE to ensure that the East Bay power grid is stable. That's more than the total amount of utility-scale, battery-energy storage installed in the entire United States 10 years ago.

for all EBCE customers—the goal adopted by EBCE, 15 years ahead of California's target date. As of 2020, EBCE's power mix included 54% clean energy—primarily solar, wind, and hydroelectric.



### YOUR CHOICE

Choose from our new options or return to PG&E. Visit [ebce.org/compare-our-choices](http://ebce.org/compare-our-choices) to learn more.

- Bright Choice is a small discount to PG&E rates
- Bright 100 is a carbon-free energy plan
- Renewable 100 is 100% CA solar and wind energy

2020 Power Content Label - East Bay Community Energy - [ebce.org/documents-and-resources](http://ebce.org/documents-and-resources)

1999 Harrison Street  
Suite 800  
Oakland, CA 94612

One month One Month rate history by (Use CO <sub>2</sub> eMWh)	Energy Resource	Bright Choice	Bright 100	Renewable 100	2020 CA Grid Average	2020 CA Power Mix
Bright Choice: 596.6	Bright Choice	39.4%	33.0%	100.0%	33.1%	
Bright 100: 0	Onshore All Renewables	1.9%	0.0%	0.0%	2.6%	
Renewable 100: 0	Geothermal	3.0%	0.0%	0.0%	4.9%	
2020 CA Grid Average: 456	Bright Hydroelectric	1.6%	0.0%	0.0%	1.4%	
	Solar	34.1%	16.6%	60.0%	18.2%	
	Wind	19.0%	16.6%	60.0%	11.1%	
	Coal	0.0%	0.0%	0.0%	2.9%	
	Large Hydroelectric	14.8%	49.0%	0.0%	12.2%	
	Natural Gas	0.1%	0.0%	0.0%	37.1%	
	Nuclear	0.9%	0.0%	0.0%	9.3%	
	Other	0.2%	0.0%	0.0%	0.2%	
	Unspecified sources of power*	44.7%	0.0%	0.0%	5.4%	
	TOTAL	100%	100%	100%	100%	
	Percentage of the total One Month Cover with Renewable RECs†	0.0%	0.0%	0.0%		



Resident Name  
123 Address St.  
Berkeley, CA 94702

## GREEN POWER

**169MW**  
FROM SOLAR & WIND

providing clean energy for East Bay residents and businesses from EBCE's first two renewable-energy projects in California that came online in 2021: the Scott Haggerty Wind Energy Center in Livermore and the Rosamond Central solar farm in Kern County.

Rosamond Central solar farm  
Kern County, CA

Learn more about  
**GREEN POWER**

[ebce.org/power-projects](http://ebce.org/power-projects)

## LOW RATES

**\$9.7M**  
SAVED

by East Bay customers on their 2020 energy bills. EBCE was created to help East Bay communities save money while shifting to cleaner energy.

Learn more about  
**LOW RATES**

[ebce.org/about-our-rates](http://ebce.org/about-our-rates)

Language **Contact us**  
Español [ebce.org/es](http://ebce.org/es) 1-833-699-EBCE (3223)  
中文 [ebce.org/zh](http://ebce.org/zh) [customer-support@ebce.org](mailto:customer-support@ebce.org)

This communication is required annually by the California Energy Commission.



# PCL continued

**LOCAL INVESTMENT**

**COOKTOP REBATE**  
launched for commercial kitchens and a free, clean and efficient, electric induction cooktop lending program for residents will be offered soon to customers who want to try out clean cooking without fossil fuels.

**\$2M DONATED**  
for COVID-19 relief to local non-profits including Meals on Wheels and Alameda County Community Food Bank.

**50+ LOCAL GROUPS FUNDED**  
including environmental groups, educational organizations, and sports leagues in the past three years. Grants up to \$2,500 are issued three times per year to groups that make our communities vibrant.

Learn more about **INDUCTION** [ebce.org/induction](http://ebce.org/induction) | Learn more about **COVID RELIEF** [ebce.org/covid-19+response](http://ebce.org/covid-19+response) | Learn more about **FUNDING** [ebce.org/community-sponsorships](http://ebce.org/community-sponsorships)

You have seen Harish of Oakland Roots at the Scott Haggerty Wind Energy Center in Livermore. EBCE is the official Clean Energy Partner of the Oakland Roots Sports Club.

**SUPPORTING THE EAST BAY**

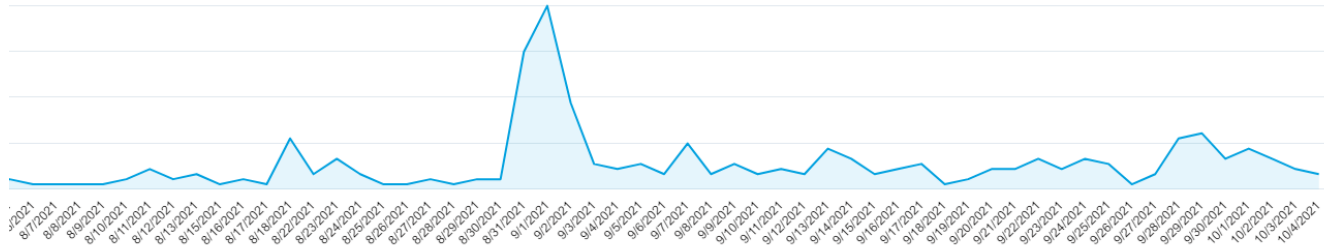
**Green power, low rates, and local investment—that's our commitment to you.**

Format	Total Quantity	Dates Sent
Email	321,841	9/23/21 9/28/21 9/29/21
Mail	125,109	9/30/21

# JRM and PCL vs. Opt Ups & Opt Outs

## Daily Opt Ups

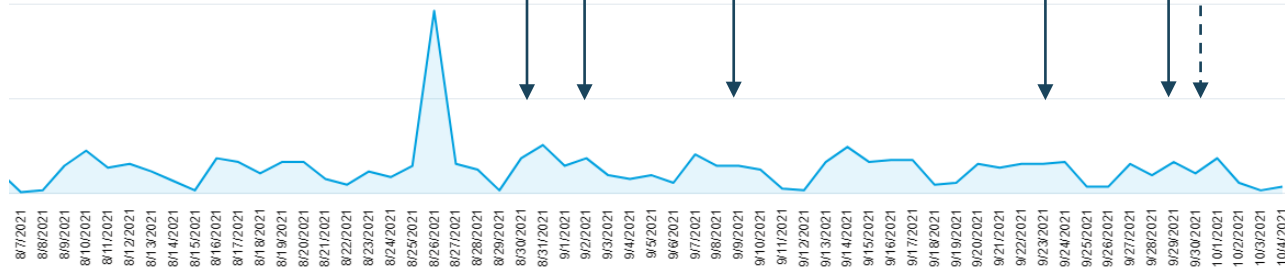
Opt Up Over Time - EBCE (Last 90 Days)



Enrollment Action Log: Created Date

## Daily Opt Outs

Opt Out Over Time - EBCE (Last 90 Days)



JRM sent via email

JRM postcards mailed

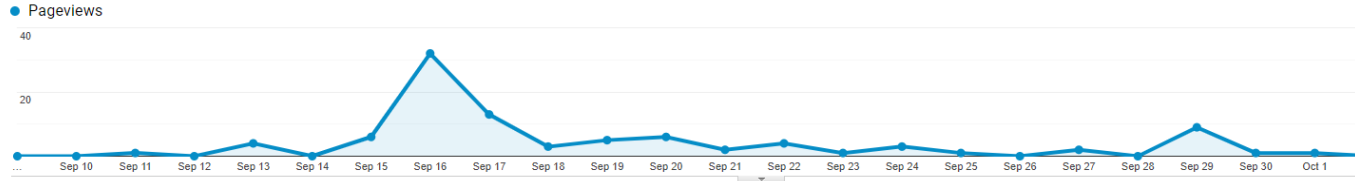
PCL sent via email

PCL postcards mailed

Spike on 8/26 was the result of a backend error and does not reflect actual opt outs

Opt-out actions are within normal range, opt-ups are a noticeable bump for email send

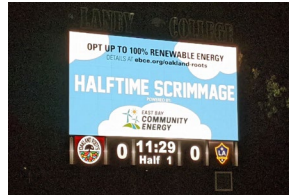
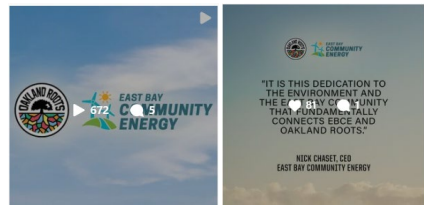
# Roots Title Game



Primary Dimension: Page Page Title Other

Plot Rows Secondary dimension Sort Type: Default roots advanced

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit
	94 % of Total: 0.40% (23,507)	81 % of Total: 0.43% (18,792)	00:03:37 Avg for View: 00:01:40 (116.56%)	61 % of Total: 0.48% (12,690)	86.89% Avg for view: 71.25% (21.95%)	68.09% Avg for View: 53.98% (26.12%)
1. /news-and-events/oakland-roots-to-become-climate-positive-by-2022-in-partnership-with-ebce/	66 (70.21%)	54 (66.67%)	00:04:19	40 (65.57%)	92.50%	68.18%
2. /oakland-roots/	19 (20.21%)	18 (22.22%)	00:03:18	14 (22.95%)	78.57%	73.68%
3. /news-and-events/roots-renew-partnership-with-oakland-based-east-bay-community-energy/	4 (4.26%)	4 (4.94%)	00:00:25	4 (6.56%)	75.00%	75.00%
4. /news-and-events/oakland-roots-to-become-climate-positive-by-2022-in-partnership-with-ebce/?fbclid=IwAR0boX5rA19qoiXJ9ESHM-CkIfpJlqacimUd_k0Xl_Pf60XR_PkzG0d0CzE	1 (1.06%)	1 (1.23%)	00:00:00	1 (1.64%)	100.00%	100.00%
5. /news-and-events/oakland-roots-to-become-climate-positive-by-2022-in-partnership-with-ebce/?fbclid=IwAR358vRHy72Su1Jb4YHqta790qHGx0fEv3ckzUfU_z2oDgx809HYK14SzQ0	1 (1.06%)	1 (1.23%)	00:00:00	1 (1.64%)	100.00%	100.00%
6. /news-and-events/roots-renew-partnership-with-oakland-based-east-bay-community-energy/index.html	1 (1.06%)	1 (1.23%)	00:00:33	0 (0.00%)	0.00%	0.00%
7. /oakland-roots/?_lx=	1 (1.06%)	1 (1.23%)	00:00:22	1 (1.64%)	0.00%	0.00%
8. /search?q=the+roots	1 (1.06%)	1 (1.23%)	00:00:13	0 (0.00%)	0.00%	0.00%



## Ribbon cutting at the Scott Haggerty Wind Energy Center

- [California Current](#) – 9/27
- [NBC News Bay Area](#) – 9/28
- [Pleasanton Weekly](#) – 9/28
- [Bay City News](#) (via Patch) – 9/29
- [The Independent](#) – 10/1
- KOFY TV ([Nick](#) & [Howard](#)) – on-going





# Default Product Transitions



# Overall Summary

- **Albany, Hayward, Pleasanton, and Dublin** are defaulting most customers to *Renewable 100* in **January 2022**
- Customers will be transitioned to new product throughout January based on their **billing cycle** (each weekday)
  - February bill will show new product
- City Staff have received **draft marketing and outreach materials** for review and feedback
- Group and individual **meetings** with cities held on 8/11, 9/22, and coming up on 10/20. More will be scheduled as needed. Additional meetings being planned with local CBOs.

# Product Changes by Customer and City

New Customer Product January 2022				
Current Customer Product	Albany	Dublin	Hayward	Pleasanton
Bright Choice	Bright Choice	Renewable 100	Bright Choice	Bright Choice
Brilliant 100	Renewable 100	Renewable 100	Renewable 100	Renewable 100
Renewable 100	Renewable 100	Renewable 100	Renewable 100	Renewable 100
CARE/FERA	Bright Choice <i>(currently on B100)</i>	Bright Choice	Bright Choice	Bright Choice

Any previous action taken by a customer will be retained.  
For example, a Hayward customer that opted down to Bright Choice will remain on Bright Choice.

# Nuance of Default Transitions

	Group A	Group B	Group C
<b>Jurisdictions</b>	Albany, Hayward, Pleasanton	Dublin ( <i>Berkeley, San Leandro – March</i> )	All
<b>Current Default</b>	Brilliant 100	Bright Choice	Voluntary Brilliant 100*
<b>New Default</b>	Renewable 100	Renewable 100	Bright Choice
<b>Key Messages</b>	<ul style="list-style-type: none"> <li>Your city council voted to switch the community to Renewable 100, 100% CA wind and solar</li> <li>Cost is about \$5 more per month/household</li> <li>You can <b>select</b> Bright Choice for a discounted price</li> </ul>	<ul style="list-style-type: none"> <li>Your city council voted to switch the community to Renewable 100, 100% CA wind and solar</li> <li>Cost is about \$5 more per month/household</li> <li>You can <b>remain</b> on Bright Choice at a discounted price</li> </ul>	<ul style="list-style-type: none"> <li>The Brilliant 100 product is no longer offered.</li> <li>You can opt up to Renewable 100 for about \$5 more per month/household.</li> <li>You will be moved to the Bright Choice product at a discounted rate.</li> </ul>
<b>Excluded Customers</b>	<ul style="list-style-type: none"> <li>Customers that previously selected Bright Choice or Renewable 100</li> <li>Hayward &amp; Pleasanton CARE customers on Bright Choice (default)</li> <li>Albany CARE customers moved to Bright Choice (will be noticed)</li> </ul>	<ul style="list-style-type: none"> <li>Customers that previously selected Renewable 100</li> <li>CARE customers</li> <li>Commercial Customers (until Oct-22 for Berkeley and San Leandro)</li> </ul>	<ul style="list-style-type: none"> <li>Customers on Bright Choice or Renewable 100</li> </ul>
<b>Customer Options</b>	Opt Down Opt Out	Remain Opt Out	Opt Up Opt Out



# Channels & Timeline for MEO

	October	November	December	January	February
Municipal Collaboration	X	X	X	X	X
Key account outreach	X – B100 Sunset	X	X	X	X
Customer Selection Functionality	X – B100 Sunset <small>(Available as opt down or opt up for B100 customers)</small>	X – R100 Opt Up <small>(Remain on Bright Choice)</small>			
Web landing page	Launch for cities				
Social media		X	X	X	X
Partner messaging		X	X	X	X
NextDoor		X	X	X	
Customer notification			X	X	
Advertising			X	X	
Events			X	X	X

# Provided to City Staff



- MEO Plan
- Drafts of letter and postcard notice
- City newsletter draft content
- Web page draft content
- Nextdoor and Social Media draft content
- Request for feedback on best local advertising options
- EBCE Staff available for community presentations
- **Reminder** – municipal accounts on Brilliant 100 will default to Bright Choice in January unless action requested to move to Renewable 100

# Example Customer Notices



1999 Harrison Street, Suite 800  
Oakland, CA 94612

Important information about  
your **electricity rates** enclosed



Recipient Name Here  
123 Local Address Ln  
City, ST 12345

*The East Bay's Public  
Power Agency*

**Contact us**  
1-833-699-EBCE (3223)  
customer-support@ebce.org




**Visit and follow us**  
ebce.org  
@PoweredbyEBCE

Dear John,

**Hayward residents will now purchase 100% renewable energy.**

In order to offer Hayward businesses and residents cleaner energy and to help the City of Hayward achieve its Climate Action Plan goals, the Hayward City Council voted to join East Bay Community Energy (EBCE) on November 2016. EBCE began serving residential, business, and municipal electricity customers throughout Hayward in June 2018. Customers were automatically placed on EBCE's Bright Choice service, which offers customers a 1% discount on their electric supply.



In July 2021, the Hayward City Council voted to set the default electricity option for Hayward residents and businesses to EBCE's Renewable 100 ser-



**MAKING A DIFFERENCE TOGETHER**

**100% renewable wind and solar energy for Hayward residents and businesses**

**In order to offer Hayward businesses and residents cleaner energy** and to help the City of Hayward achieve its Climate Action Plan goals, the Hayward City Council voted to join East Bay Community Energy (EBCE) as the default supplier of electric generation service.



1999 Harrison Street  
Suite 800  
Oakland, CA 94612

Resident Name  
123 Address St.  
Tracy, CA 95376

**FIRST-CLASS MAIL  
U.S. POSTAGE  
PAID  
EAST BAY  
COMMUNITY ENERGY  
NEE-POSTAGE**

EBCE began serving residential, business, and municipal electricity customers throughout Hayward in June 2018. Customers were automatically placed on EBCE's Bright Choice service, which offers customers a 1% discount on their electric supply.

In July 2021, the Hayward City Council voted to set the default electricity option for Hayward residents to EBCE's Renewable 100 service starting in January 2022. **Renewable 100 service is sourced from California wind and solar facilities including EBCE's new 57.5 megawatt wind farm in Livermore**, and costs an additional 1 cent per kilowatt-hour above PG&E rates—that's about \$5 per month for a typical home.

**Customers who prefer to remain on Bright Choice are welcome to do so by visiting [ebce.org/hayward](http://ebce.org/hayward) and clicking on "Remain on Bright Choice," or by calling 1-833-699-EBCE (3223) during business hours (9AM-6PM on weekdays).**

**Customers who are on CARE, FERA, and medical baseline programs will remain on Bright Choice service automatically.**

**Languages**  
Español [ebce.org/es](http://ebce.org/es)  
中文 [ebce.org/zh](http://ebce.org/zh)

**Contact us**  
1-833-699-EBCE (3223)  
customer-support@ebce.org

# Data Points

- Clean Power Alliance is only other CCA to change a community's default product post-enrollment
  - Malibu and Sierra Madre: low opt out rate during the time following the transition
    - 0.5% opt out
    - 3% opt down
  - EBCE staff will track opt out and opt downs through transition period

Jurisdiction	Enrolled Count	Opted Out Count	Current Opt Out %	B100 Enrolled Count (excluding Muni)	Bright Choice Enrolled Count	Potential account loss: 1% opt out	Potential Bright Choice: 3% opt down
ALBANY	7,180	175	2.38%	5,807		58	174
DUBLIN	26,180	1,136	4.16%		25,865	259	776
HAYWARD	54,466	3,105	5.39%	34,507		345	1,035
PLEASANTON	30,882	1,215	3.79%	27,148		271	814



# Call Center and Data Management Services Update



# Update on CCDMS

- RFP issued in March 2021; three responses
- Staff review and scoring through April and May
- Meeting with Ad Hoc Committee of the EBCE Board of Directors on May 17 to review responses and recommendation
- Based on Board feedback and scoring, negotiated contract amendment and extension with incumbent, SMUD.
- Agreement amendment will go to full board during October regular meeting.
- Many improvements to agreement, including credits related to a call center
  - SMUD call center staff currently all working remotely.
  - In 2022, SMUD will commence proactive efforts to hire CSRs from within EBCE service territory
  - At this time, it is difficult to determine timing of brick-and-mortar call center within our service territory given SMUDs current remote work policy. Once SMUD establishes a return to work policy with their unionized SMUD CSRs, EBCE will engage with SMUD to begin working on the process to design and establish a local brick and mortar call center.

## Call Center Credits

*For SMUD CSRs working in an EBCE's brick and mortar facility (if EBCE chooses to invest in such a facility), a facilities credit of **\$1.50 per square foot per month of space occupied by the SMUD CSRs**, up to 250 square feet*