

FEBRUARY 2, 2022

Marketing & Account Service Update

Marketing, Regulatory, & Legislative
Subcommittee Meeting



AGENDA

1. Overview of Q1/Q2-2022 – Marketing, Account Services, & Public Engagement
2. Critical Efforts
 - Transitions to Renewable 100
 - Time of Use Updates
 - Customer Debt Repayment
 - New Community Inclusion

First Half of 2022

January	February	March	April	May	June
Brilliant 100 Sunset	CAPP Funds	CAPP credit on bills	City of Tracy Residential Time of Use Transition	AICo TOU Bill Protection Credits begin	Annual Rate Setting
Renewable 100 Transitions for Albany, Dublin, Hayward, Pleasanton		Residential Renewable 100 Transitions for Berkeley and San Leandro	Board decision on new city requests to transition to Renewable 100 in October 2022	<i>Reinstate payment policies?</i>	Joint Rate Mailer
PG&E Disconnection Moratorium over		PG&E Rate Increase	NEM Annual True-Up		<i>NEM 3.0 launches?</i>
		<i>Stockton Decision on EBCE?</i>	Termination Fee begins for Newark, Pleasanton, Tracy (1-year anniversary)		
		AMP First Anniversary (debt write off for qualifying customers)	Hyperlocal Sponsorships awarded		
		Roots Season Opener			

Renewable 100 Transitions

JANUARY 2022

- Residential/Commercial: Current Brilliant 100 default, transition to Renewable 100 (*Albany, Hayward, Pleasanton*)
- Residential only: Current Bright Choice default, transition to Renewable 100 (*Dublin*)
- Residential/Commercial: Voluntary Brilliant 100, transition to Bright Choice (*All*)

MARCH 2022

- Residential only: Current Bright Choice default, transition to Renewable 100 (*Berkeley, San Leandro*)

OCTOBER 2022

- Commercial only: Current Bright Choice default, transition to Renewable 100 (*Berkeley, San Leandro*)
- TBD: Dublin Commercial, Emeryville

Enrollment Updates

Customers that act are more frequently staying with EBCE on Bright Choice rather than choosing to return to PG&E.

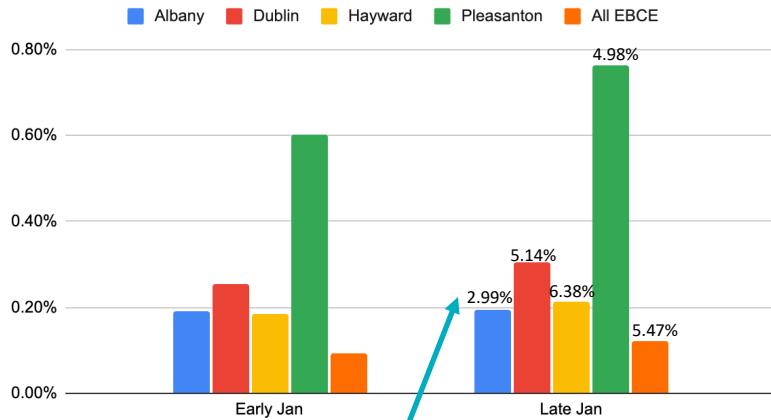
- **Take-away:** Customers are making informed choices
- **Comparison:** Malibu and Sierra Madre ~0.5% opt out and 3% opt down

	1/25/22			Change from November 2021	
	Total Eligible	Total % Opt Out	Total % Move to/ Stay on BC	% Opt Out	% Move to/ Stay on BC
Albany	7,365	2.99%	12.37%	0.19%	11.25%
Dublin	27,546	5.14%	3.25%	0.30%	3.25%
Hayward	57,951	6.38%	11.20%	0.21%	10.34%
Pleasanton	32,115	4.98%	5.46%	0.76%	4.72%
All EBCE	675,053	5.47%	1.98%	0.12%	1.84%

Note: “All EBCE” includes those voluntary Brilliant 100 customers that were transitioned to Bright Choice in January 2022.

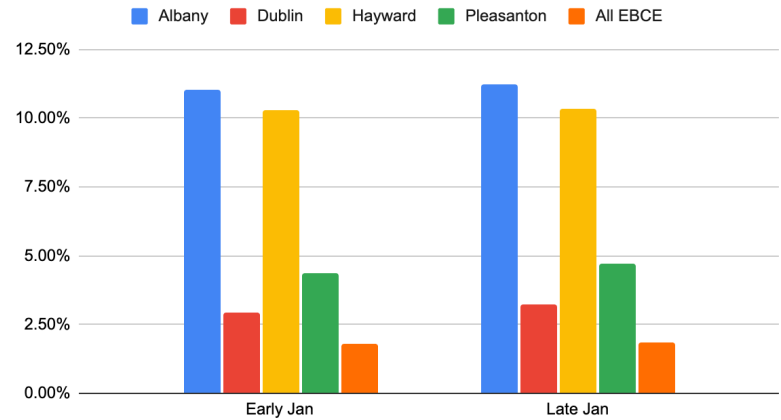
Changes in Delta

Opt Out % Compared to Nov 2021



Current total
opt out %

Opt Down % Compared to Nov 2021



Residential TOU Updates

	All of PG&E to end of 2021	Alameda County	City of Tracy
Transition Date	Oct 2020-Dec 2021	May 2021	April 2022
Current E1 Customer Count	654,924	167,059	19,500
Current TOU Customer Count	1,225,914	378,493	7,559
% Current on E1	27%	31%	72%
Declined to Transition	17%*	17%*	TBD

* Delta between % current E1 and % declined to transition = ineligible or deferred

- PG&E Tracy Notifications: January and March 2022 (not co-branded)
- Alameda County Bill Protection: Analysis will begin May/June 2022

TRANSITION GROUP ¹	COMMUNITIES
October 2020*	Employees/Retirees of PG&E + 100 NEM Employees
November 2020*	NEM Employees
Dec 2020 – Mar 2021*	Pause
April 2021	Mendocino, Sonoma
May 2021	Alameda
June 2021	North Coast (Humboldt, Siskiyou, Trinity) Santa Clara
July 2021	San Francisco
August 2021*	NEM Only
September 2021	San Mateo
October 2021	Central Coast (Monterey, San Benito, San Luis Obispo, Santa Barbara, Santa Cruz)
November 2021*	NEM Only
December 2021*	Customers with More Than 10 Service Agreements
January 2022*	NEM Only
February 2022 ⁴	Fresno, Kern, Kings, Madera, Mariposa, Merced, Tulare
March 2022	Contra Costa, Marin, Napa, Solano
April 2022 ⁴	Alpine, Amador, Butte, Calaveras, Colusa, El Dorado, Glenn, Lake, Lassen, Nevada, Placer, Plumas, Sacramento, San Joaquin, Shasta, Sierra, Stanislaus, Sutter, Tehama, Tuolumne, Yolo, Yuba

Customer Debt Repayment Programs

- **Solar Discount (Disadvantaged Communities Green Tariff - DAC-GT):** Enrollment of ~1500 customers began in 2021. Continue to enroll customers as capacity available, applying 20% to customer bills.
- **Arrearage Management Plan (AMP) anniversary:** Initial AMP enrollment began in February 2021. Customers that participate for the full 12 months receive debt reduction for eligible past due balance.
- **Percentage of Income Payment Plan (PIPP):** Currently working on marketing and implementation plan. Marketing roll-out expected in after June.
- **California Arrearage Payment Program (CAPP):** EBCE expecting ~\$8M to support past-due balances for residential customers. Bill credits must be applied by April 1.

Milestones for New Community Inclusion

- **December 2021/January 2022:** EBCE internal coordination meetings and external meetings with Stockton city staff
- **January 2022:** Request additional data from PG&E for load analysis
- **February 2022*:** Local Staff Memo to Stockton City Council
- **March 2022*:** Council action regarding EBCE JPA membership
 - Requires two votes on the ordinance and resolution to join JPA
- **April/May 2022*:** EBCE Board membership consideration of Stockton
- **December 2022:** Submit Implementation Plan addendum to CPUC
- **2023:** One-year wait period
- **2024:** earliest possible Stockton enrollment