



**Marketing, Regulatory, Legislative Subcommittee
Meeting**

Friday, April 1, 2022

12:00 p.m. noon

Please click the link below to join the webinar:

<https://us02web.zoom.us/j/82375344642>

Dial: +1 669 900 6833

Webinar ID: 823 7534 4642

Consistent with the provisions of Government Code Section 54953 (as amended by AB361) the East Bay Community Energy Board of Directors and standing committee meetings will be held via teleconference/videoconference only during the current State of Emergency. Any interested member of the public can participate via Zoom by utilizing the link listed above or telephonically by utilizing the dial-in information listed on this agenda.

Meetings are accessible to people with disabilities. Individuals who need special assistance or a disability-related modification or accommodation to participate in this meeting, or who have a disability and wish to request an alternative format for the meeting materials, should contact the Clerk of the Board at least 2 working days before the meeting at (510) 736-4981 or cob@ebce.org

1. Welcome & Roll Call

2. Public Comment

This item is reserved for persons wishing to address the Board on any EBCE-related matters that are not otherwise on this meeting agenda. Public comments on matters listed on the agenda shall be heard at the time the matter is called. As with all public comment, members of the public who wish to address the Board are customarily limited to three minutes per speaker.

3. Approval of Minutes from October 8, 2021 and February 2, 2022

Recommendation: Approval by Roll Call vote

4. Proposed Brand Update

Recommendation: Brief description and request for feedback on brand update

5. Proposed Amendment to Rate Setting Protocol

Recommendation: Brief description of rationale for proposed change and request for feedback.

6. Regulatory Update

Recommendation: Update on regulatory items of interest to EBCE

7. Legislative Update

Recommendation: Update on legislative items of interest to EBCE and bill tracker

8. Committee Member and Staff Announcements including requests to place items on future Board Agendas

9. Adjournment



Draft Minutes

Marketing, Regulatory, Legislative Subcommittee Meeting

Friday, October 8, 2021

<https://us02web.zoom.us/j/82375344642>

Or join by phone:

Dial (for higher quality, dial a number based on your current location):

US: +1 669 900 6833 or +1 346 248 7799 or +1 253 215 8782 or +1 301 715 8592 or +1 312 626 6799 or 888 475 4499 (Toll Free) or 877 853 5257 (Toll Free)

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If you have anything that you wish to be distributed to the Committee, please email it to the clerk by 5:00 pm the day prior to the meeting.

1. Welcome & Roll Call

Directors: Tiedemann (Albany), Hernandez (Dublin), and Chair Patino (Union City)

Excused: Vice-Chair Harrison (Berkeley), Munro (Livermore)

2. Public Comment

This item is reserved for persons wishing to address the Committee on any EBCE-related matters that are not otherwise on this meeting agenda. Public comments on matters listed on the agenda shall be heard at the time the matter is called. As with all public comment, members of the public who wish to address the Committee are customarily limited to three minutes per speaker and must complete an electronic [speaker slip](#). The Committee Chair may increase or decrease the time allotted to each speaker.

Vaughn, a member of the public, announced the California Hydrogen Society is setting up hydrogen stations in the Bay Area and Southern California, Hyundai is lending 20 hydrogen trucks to the Port of Oakland, and Fresno has a 100 megawatt solar panel array dedicated to creating 300 tons of hydrogen for the Northern California market. Vaughn stated hydrogen could be used as a storage medium to back up power without having to burn natural gas, and it would be wise to have a hydrogen plan in place.

3. Approval of Minutes from September 10, 2021

Director Hernandez motioned to approve the minutes. Director Tiedemann seconded the motion, which passed 3/0. Excused: Directors Harrison (Berkeley) and Munro (Livermore).

4. Legislative Update (Informational Item)

Update on regulatory items of interest to EBCE

Vaughn, a member of the public, asked if the tax breaks for people who bought zero emission vehicles have been deferred? VP of Public Policy, Melissa Brandt, confirmed that that program had been deferred.

5. Marketing and Account Services Update (Informational Item)

Marketing, Education and Outreach plans for the cities transitioning default products in January

There were no speakers for public comment.

6. Committee Member and Staff Announcements including requests to place items on future Board Agendas

VP Marketing & Account Services, Annie Henderson, announced that EBCE's new Programs Marketing Manager, Lori Dynes, had been on the phone call and EBCE is excited to have her on board.

7. Adjournment to Friday, December 1, 2021



Draft Minutes

Marketing, Regulatory, Legislative Subcommittee Meeting

Friday, February 2, 2022

<https://us02web.zoom.us/j/82375344642>

Or join by phone:

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If you have anything that you wish to be distributed to the Committee, please email it to the clerk by 5:00 pm the day prior to the meeting.

1. Call to Order

2. Roll Call

Directors: Tiedemann (Albany), Vice-Chair Harrison (Berkeley), Munro (Livermore), and Chair Patino (Union City)

Excused: Hernandez (Dublin)

Director Testa served as an Alternate for Director Hernandez (Dublin).

3. Public Comment

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There were no speakers for public comment.

4. Update on Regulatory items of interest to the EBCE (attached PowerPoint)

Gina Rose asked how to tell if she is a PG&E customer or an EBCE customer?

5. Summary of key activities for Marketing & Account Service over the next 6 months (attached PowerPoint)

Update on regulatory items of interest to EBCE

6. Committee Member and Staff Announcements including requests to place items on future Board Agendas

Chair Patino (Union city) announced his recent arm surgery and anticipated recovery.

7. Adjournment to Friday, April 1, 2022

April 1, 2022

EBCE Brand Update

Marketing, Regulatory, Legislative Subcommittee



The Evolution of EBCE Brand and Marketing

Initial Brand and Logo Development

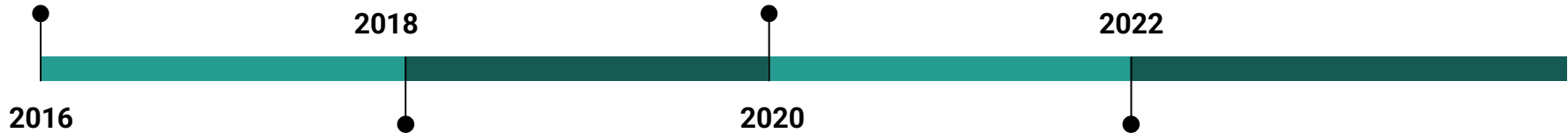
County hired Circlepoint to develop initial website, collateral, and logos.



Updates to Look & Feel

Website update to give a more modern look and feel to the brand. Logo and key messaging remain unchanged.

First customer program offering.



Initial Enrollment and Launch of Service

Enrollment marketing and outreach campaign including customer notifications and key messaging.

Program Marketing with Calls to Action

Multiple programs launched or in planning; requires targeted marketing and specific calls to action.

What we need to overcome...

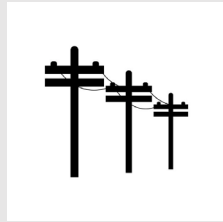
“Utilities customers just want the lights to work. They do not want to be wooed. In fact, **44 percent of energy consumers say they have no interest in interacting at all with energy providers.**”

“Customers give utilities roughly **10 minutes per year**. Wise companies keep it short, simple, elegant and targeted”

"Consumers want the lowest price for the best value. **Utilities are seen by most as a commodity.**"

[Mezger, Simon, Accenture Strategy, “Customer Centricity: Must-Have Or A Waste Of Energy?”, 2017.](#)

Transition from Commodity Brand to Consumer Brand



COMMODITY

- Electricity provider
- Technical
- Educational on process and structure



CONSUMER

- Community services
- Accessible
- Education on ways to help save energy, reduce use of fossil fuels

Next Steps

- Get feedback from the MRL subcommittee (now)
- Update Conceptual Brand Identity & Positioning (Spring)
 - Who are we?
 - Key communication principles
 - Work with expert marketing consultant who did previous work with EBCE in 2021
- Update visual identity (Summer)
 - Brand guidelines
 - Logo
 - Website look, feel, focus
- Feedback & Implementation (Fall)
 - Feedback/Review
 - Apply new brand identity to all consumer-facing channels



Item 5

TO: East Bay Community Energy Marketing, Regulatory, and Legislative Subcommittee
FROM: Kelly Brezovec, Sr. Manager of Account Services
SUBJECT: Consider Amendment to Rate Setting Protocol
DATE: April 1, 2022

Recommendations

Consider an amendment to Rate Setting Protocol to remove the community workshop requirement in a year when there is no change to the value proposition

Background

The EBCE board approved the original Rate Setting Protocol on September 26, 2018 and additional amendments on December 18, 2019 to address changes in the billing engine configuration. Public engagement is outlined in the rate setting protocol as follows presentations to the Executive Committee, Community Advisory Committee, and Board of Directors. Additionally, the protocol calls for three community workshops and a period for written comments.

Discussion

Staff has facilitated public engagement annually in May 2019, 2020, and 2021.

Year	Rate Setting	Written Comments	Workshop Attendance
2019	No Changes Proposed	2	5

2020	Bright Choice Discount Change: 1.5% to 1.0% Brilliant 100 Proposed Sunset	8	15
2021	No Changes Proposed	0	2

Staff recommends removing the requirement for workshops in a year when there are no proposed changes to the value proposition. This is supported by the limited public participation in workshops in 2019 and 2021. Staff recommends including the option of a webinar style meeting in addition to the option of in-person, reducing the required meetings to two, and maintaining the requirements to present to the executive committee, community advisory committee, and board of directors, and the period of written comments each year when there are proposed changes to the value proposition. In years when there are no proposed changes to the value proposition, staff will continue with public outreach to encourage participation via the public comment process and public meetings when the annual budget is being discussed.

Attachment

- A. Amended Rate Setting Policy

Amended Rate Setting Protocol

AMENDED AND RESTATED RATE SETTING POLICY

From original protocol approved by motion on 9/26/18 and amended on 12/18/19

Policy Number 14

February xx, 2022

Item #

I. Purpose

This policy serves to provide direction to EBCE staff on actions related to electric rates.

II. Rate Actions

a. Rate Setting

EBCE Staff must receive Board approval to revise the service level value propositions (e.g. offering a greater or lesser discount on Bright Choice).

b. Rate Setting Process

EBCE's Implementation Plan and Statement of Intent (August 2017) states that "EBCE will review its rates at a minimum once a year".

The rate review and setting process is as follows:

1. **Executive Committee meeting.** Staff will provide a staff report containing analysis of PG&E rates and preliminary recommendations for changes to EBCE's value proposition, if any.
2. **Community workshops.** In a year when there is a proposed change to the value proposition, staff will conduct community workshops. Based on feedback received at the Executive Committee meeting, staff will revise analysis if needed, and solicit comments from the community. This will be achieved through a minimum of two (2) community meetings in geographically diverse locations, or online in a webinar-style format. Staff will consolidate feedback from these meetings into a supporting document that will be presented to the Board.

3. **Written comments.** Each year when there is a proposed change to the value proposition, written comments will be accepted in lieu of, or in addition to, verbal comments made during these workshops. A period of time will be designated for written comments. A specific email address will be provided to the public to submit comments, along with a clear deadline for submission.

4. **Community Advisory Committee meeting.** The CAC will receive a presentation from staff and discuss the staff recommendation.

5. **Board meeting.** Staff will present analysis, findings, and recommendations derived from feedback from an Executive Committee meeting, Community Workshops, and a Community Advisory Committee meeting. The Board will have the opportunity to vote on staff recommendations. If Board requests further analysis, the process will return to the Executive Committee. The Executive Committee can then make a final recommendation that will be brought to the next Board meeting.

c. Rate Modification

EBCE Staff is authorized to adjust EBCE's rates to maintain the approved value proposition for each service level. If there are changes to PG&E generation rates or fees that result in a more beneficial value proposition for customers, EBCE Staff is authorized to not adjust the rates.

APRIL 1, 2022

Regulatory Update



Regulatory Highlights

- NEM 3.0
 - Oral argument cancelled
 - Vote on proposed decision postponed
 - We are awaiting further action by the Commission
- PG&E 2022 Energy Resource Recovery Account (ERRA) Forecast & Power Charge Indifference Adjustment (PCIA)
 - New bundled generation rates and PCIA rates went into effect March 1, 2022
 - The bundled generation rate for PG&E customers increased substantially (~30%)
 - The PCIA decreased substantially (~40%)
 - This offsets some of the effects of forecast misses in 2021

APRIL 1, 2022

Legislative Update



Key Deadlines for the 2022 Legislative Year

- 1/3: Legislature reconvened
- 1/10: Governor submitted budget
- 1/31: Deadline to move 2-year bills out of 1st house
- 2/18: Bill introduction deadline
- 4/29: Policy cmtes to move fiscal bills to fiscal cmtes (1st house)
- 5/6: Policy cmtes to move nonfiscal bills to floor (1st house)
- 5/20: Fiscal cmtes must move bills to floor (1st house)
- 5/27: Last day for bills to be passed out of 1st house
- 6/15: Budget bill must be passed
- 7/1: Policy cmtes to meet and report bills (2nd house)
- 8/12: Fiscal cmtes to move bills to floor (2nd house)
- 8/31: Last day for each house to pass bills
- 9/30: Last day for Governor to sign/veto bills

Preliminary Bill Tracker - Assembly

Bill #	Author	Description	Sponsor	Status	EBCE Position
AB 1814	Grayson	Authorizes CCAs to file applications for PUC programs and investments to accelerate widespread transportation electrification	CalCCA	Asm U&E Cmte 4/6	SUPPORT
AB 1960	Villapudua	Attempts to provide more regional diversity when selecting CPUC commissioners by encouraging the Senate and the Governor to consider permanent residents of northern, southern and the central valley regions of the state		Asm U&E Cmte 3/30	
AB 2061	Ting	Requires data disclosure on EV charging stations using public or ratepayer money and requires the CEC to assess reliability and equitable access issues		Asm Transp Cmte 3/28	WATCH
AB 2070	Bauer-Kahan	Requires an electrical corporation to notify a fire protection district at least 24 hours before the initiation of a deenergization event or face a civil penalty of \$500 and to compensate the fire protection district for one emergency medical transport team		Asm U&E Cmte	
AB 2587	E.Garcia	Requires the CPUC to open a proceeding related to procurement of firm zero-carbon resources, based on the findings of the CEC's report to the Legislature on CA policy that customers are served by 100% renewable and zero-carbon resources by 2045		Asm U&E Cmte 4/6	WATCH
AB 2667	Friedman	Establishes and requires CEC to administer state IDER Fund to incentivize eligible resources to support statewide consumer adoption of clean DERs including a process to allow an LSE to apply for incentives for its program to reduce its RA obligations	NRG and EDF	Asm U&E Cmte 4/6	
AB 2703	Muratsuchi	Establishes reliability standards for ZEV refueling/charging stations		Asm Transp Cmte 4/18	WATCH

Preliminary Bill Tracker - Senate

Bill #	Author	Description	Sponsor	Status	EBCE Position
SB 833	Dodd	Community Energy Resiliency Act of 2022: requires the CEC to develop and implement a grant program for local govts to develop community energy resilience plans and expedite permit review of DERs	The Climate Center	Sen Approps Cmte 4/4	WATCH
SB 881	Min	Gives CPUC authority to monitor compliance with LSE's IRP GHG emission reductions and penalties/procurement requirements for non-compliance	UCS	Sen EUC Cmte 3/28	
SB 1112	Becker	Requires that an energy supplier who engages in tariffed on-bill financing notify their county recorder of a decarbonization upgrade made in a home and associated charges		Sen EUC Cmte	
SB 1158	Becker	Changes the Power Source Disclosure rules to require utilities and CCAs to report comparisons of their energy and capacity purchases with their electricity demand on an hourly basis including the associated GHG emissions		Sen EUC Cmte	
SB 1174	Hertzberg	Allows the CPUC to waive penalties for RA shortfalls if the energy supplier has contracted for adequate RA and would be supplied but for 3 rd party delivery delays	American Clean Power	Sen EUC Cmte 3/28	
SB 1287	Bradford	Requires the CPUC to update the financial security requirements for ESPs and CCAs to include costs for no less than 12 months of incremental procurement incurred by the provider of last resort, upon the customers' involuntary return		Sen EUC Cmte	
SB 1482	Allen	Requires mandatory building standards for installation of EV charging infrastructure for parking spaces in new multifamily units	Acterra	Sen Transp Cmte	WATCH