

SEPTEMBER 9, 2022

# Marketing and Account Services Update to MRL Committee



# Marketing & Account Services Updates

- Team Expansion
- DRAFT 2021 Power Content Label Mailer
- October Renewable 100 Transition

# New Hires and Open Roles

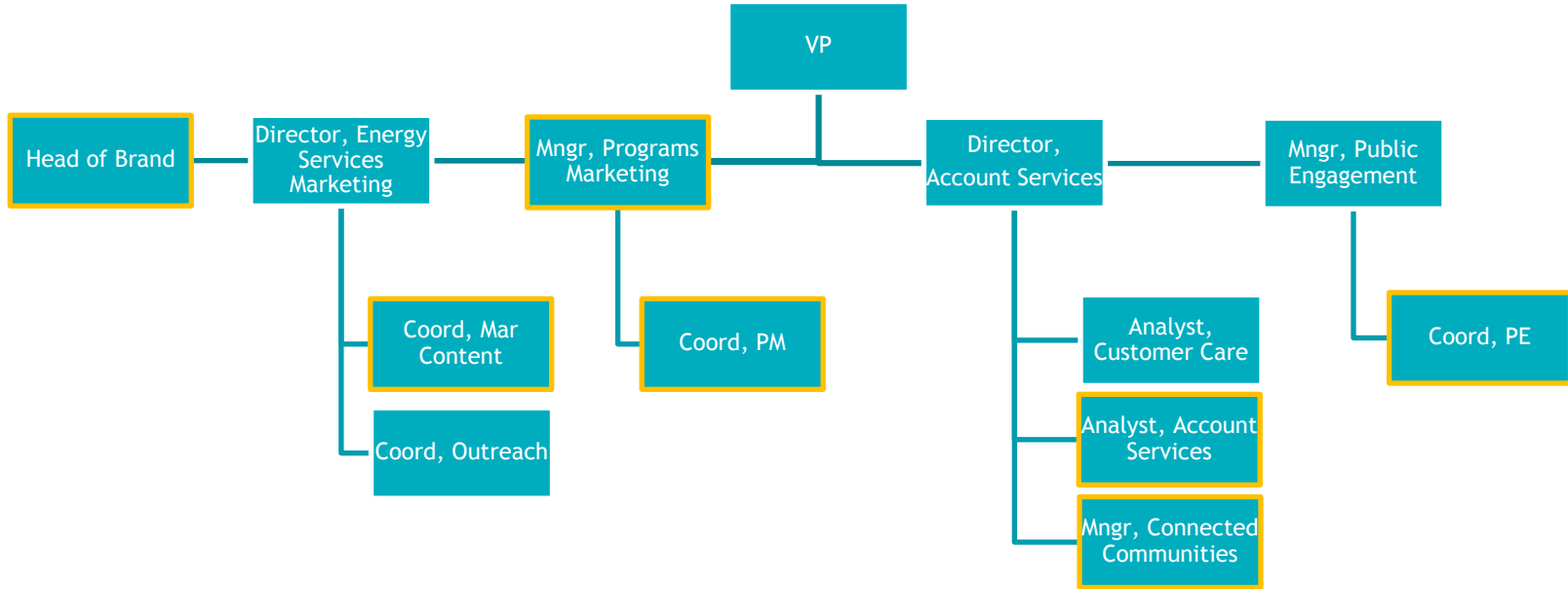
## Recent New Hires:

- Sofi Hecht – Marketing Content Coordinator
- Katia Sievert – Programs Marketing Coordinator
- Theresa McDermit – Brand

## Open Roles:

- Connect Communities Manager
- Account Services Analyst

# MAS Team



New in last year

# Overview of Rate PCL vs JRM

## Power Content Label Mailer (PCL)

- Required by CEC
- Sent by October 1 each year
- Does not include rate comparison
- Compares power content of EBCE to State
- Goes to EBCE customers served in 2021 via email and mail

## Joint Rate Mailer (JRM)

- Required by CPUC
- Deadline is July 1
- Rate and power content comparison with PG&E
- Goes to all EBCE-eligible customers via email or mail

# DRAFT – 2021 Power Content Label Mailer

### 2021 Power Content Labels - East Bay Community Energy

Member-owned utilities to provide each jurisdiction

Rate Plan	Electricity	Gas	Water	Wastewater	Other
Residential	100%	100%	100%	100%	100%
Commercial	100%	100%	100%	100%	100%
Industrial	100%	100%	100%	100%	100%

Resident Name: [Redacted]  
 2221 4th Avenue St  
 Berkeley, CA 94702

100% Member-owned  
 100% Renewable energy  
 100% Local investment

Resident Name: [Redacted]  
 2221 4th Avenue St  
 Berkeley, CA 94702

## GREEN POWER

### 325MW FROM SOLAR AND WIND

packaging of energy for East Bay residents with business from EEC's solar and wind energy projects that come on line in 2021-2022. An additional 100MW of energy will come on line in 2022.

Learn more about EEC'S GREEN POWER at [www.eec.org/greenpower](#)

## LOW RATES

### \$19M IN PROJECTED ANNUAL SAVINGS

relative to PG&E's rate plan for 2022-2025, EEC's rates are projected to be \$19M lower annually for our Bay Area residents.

Learn more about EEC'S LOW RATES at [www.eec.org/lowrates](#)

## SUPPORTING OUR COMMUNITY

### Powering a brighter tomorrow with green power, low rates, and local investment.

## 15,000+ HOMES PER YEAR

recovered by EEC's solar and wind in the Bay Area.

Learn more about EEC'S Solar and Wind at [www.eec.org/solarandwind](#)

## MAKING A DIFFERENCE, TOGETHER!

### ~115K HOMES TO RECEIVE A \$60 BILL CREDIT

ALAMEDA COUNTY • ALBUQUERQUE • BERKELEY • DUBLIN • EMERYVILLE • RICHMOND • HAYWARD  
 LAKEMORE • NEWARK • OAKLAND • PIEDMONT • PLEASANTON  
 SAN LEANDRO • TRACY • UNION CITY

### 100% CLEAN ENERGY BY 2030

For EEC's 100% clean energy goal, we will be receiving 100% of our electricity from solar and wind energy by 2030. Right Choice, we can target to 100% renewable energy.

EEC'S CLEAN ENERGY GOALS

- By 2025, 100% of our electricity will be from solar and wind.
- By 2030, 100% of our electricity will be from solar and wind.

Learn more about EEC'S CLEAN ENERGY GOALS at [www.eec.org/cleanenergy](#)

## LOCAL INVESTMENT

### FREE INDUCTION COOKTOP LENDING PROGRAM

Learn more about EEC'S FREE INDUCTION COOKTOP LENDING PROGRAM at [www.eec.org/induction](#)

### \$4.2M IN COMMUNITY INNOVATION GRANTS

Learn more about EEC'S COMMUNITY INNOVATION GRANTS at [www.eec.org/innovation](#)

### \$21M+ BUDGETED FOR ENERGY PROGRAMS

Learn more about EEC'S ENERGY PROGRAMS at [www.eec.org/energy](#)

# 15,000+ HOMES PER YEAR

can be powered by EBCE's  
new solar farm in Tulare County.

The Luciana solar project in Tulare County, CA started producing electricity in May 2022. EBCE is purchasing the output of 56MW for 15 years, which will generate clean and affordable power equivalent to the needs of over 15,000 California homes

Learn more about the Tulare County solar farm at [ebce.org/power-projects](http://ebce.org/power-projects)

## 2021 Power Content Label · East Bay Community Energy

Greenhouse Gas Emissions Intensity (lbs CO <sub>2</sub> e/MWh)				Energy Resources	Renewable 100	Brilliant 100	Bright Choice	2021 CA Power Mix
Renewable 100	Brilliant 100	Bright Choice	2021 CA Utility Average	Eligible Renewable <sup>1</sup>	100.0%	35.8%	42.3%	33.6%
0	0	563.94	456	Biomass & Biowaste	0.0%	0.0%	0.5%	2.3%
				Geothermal	0.0%	0.0%	0.0%	4.8%
				Eligible Hydroelectric	0.0%	0.0%	0.2%	1.0%
				Solar	50.0%	17.9%	19.0%	14.2%
				Wind	50.0%	17.9%	22.6%	11.4%
				Coal	0.0%	0.0%	0.0%	3.0%
				Large Hydroelectric	0.0%	64.2%	15.9%	9.2%
				Natural Gas	0.0%	0.0%	0.0%	37.9%
				Nuclear	0.0%	0.0%	1.7%	9.3%
				Other	0.0%	0.0%	0.1%	0.2%
				Unspecified sources of power <sup>2</sup>	0.0%	0.0%	40.0%	6.8%
				<b>TOTAL</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>
				<b>Percentage of Retail Sales Covered by Retired Unbundled RECs<sup>3</sup></b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	

<sup>1</sup> The eligible renewable percentage above does not reflect RPS compliance, which is determined using a different methodology.

<sup>2</sup> Unspecified power is electricity that has been purchased through open market transactions and is not traceable to a specific generation source.

<sup>3</sup> Renewable energy credits (RECs) are tracking instruments issued for renewable generation. Unbundled renewable energy credits (RECs) represent renewable generation that was not delivered to serve retail sales. Unbundled RECs are not reflected in the power mix or GHG emissions intensities above.

For specific information about this electricity product, contact:	East Bay Community Energy: 1-833-699-EBCE (3223)
For general information about the Power Content Label, please visit:	<a href="http://www.energy.ca.gov/pcl/">http://www.energy.ca.gov/pcl/</a>
For additional questions, please contact the California Energy Commission at:	Toll-free in California: 844-454-2906 Outside California: 916-653-0237



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Suite 800  
Oakland, CA 94612

Resident Name  
123 Address St.  
Berkeley, CA 94702

LANGUAGES   
Español [ebce.org/es](http://ebce.org/es)  
中文 [ebce.org/cn](http://ebce.org/cn)

CONTACT US   
1-833-699-EBCE (3223)  
customer-support@ebce.org

This communication is required annually by the California Energy Commission.



# GREEN POWER

## 325MW FROM SOLAR AND WIND

providing clean energy for East Bay residents and businesses from EBCE's first four renewable-energy projects that came online in 2021-2022. An additional 10MW of energy storage came online in 2022.

Western Spirit (Tecolote) wind project in New Mexico

[Learn more about GREEN POWER at ebce.org/power-projects](https://ebce.org/power-projects)

# LOW RATES

## \$19M IN PROJECTED ANNUAL SAVINGS

relative to PG&E rates in fiscal year 2022-2023 from the 3% monthly savings EBCE's customers receive on our Bright Choice service.

*Jennifer D. of Oakland—winner of an EBCE x Oakland Roots co-branded e-bike*

[Learn more about LOW RATES at ebce.org/about-our-rates](https://ebce.org/about-our-rates)

# MAKING A DIFFERENCE, TOGETHER!

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

## ~115k HOMES TO RECEIVE A \$50 BILL CREDIT

in fall 2022, resulting in \$5.6M in immediate savings for customers on CARE and FERA income-qualifying rates.

## 100% CLEAN ENERGY BY 2030

for all EBCE customers—the goal adopted by EBCE, 15 years ahead of California's target date. In 2022, EBCE's Bright Choice service target is 50% renewable energy.\*

### EBCE PLAN OPTIONS

Bright Choice	50% renewable energy target at a 3% discount to PG&E (including all fees)
Renewable 100	100% California solar and wind power at slightly higher rates (3/4 of a cent per kWh more than PG&E's standard rate)

\* EBCE does not include nuclear power in its clean energy calculations.





# LOCAL INVESTMENT

## FREE INDUCTION COOKTOP LENDING PROGRAM

launched for East Bay residents to borrow and “test drive” induction cooking in their own home.

Learn more about INDUCTION  
at [ebce.org/induction](http://ebce.org/induction)

## \$4.2M IN COMMUNITY INNOVATION GRANTS

to continue working with community-based organizations and local businesses to deliver benefits across EBCE’s service area.

Learn more about COMMUNITY GRANTS  
at [ebce.org/grants-and-sponsorships](http://ebce.org/grants-and-sponsorships)

## \$21M+ BUDGETED FOR ENERGY PROGRAMS—

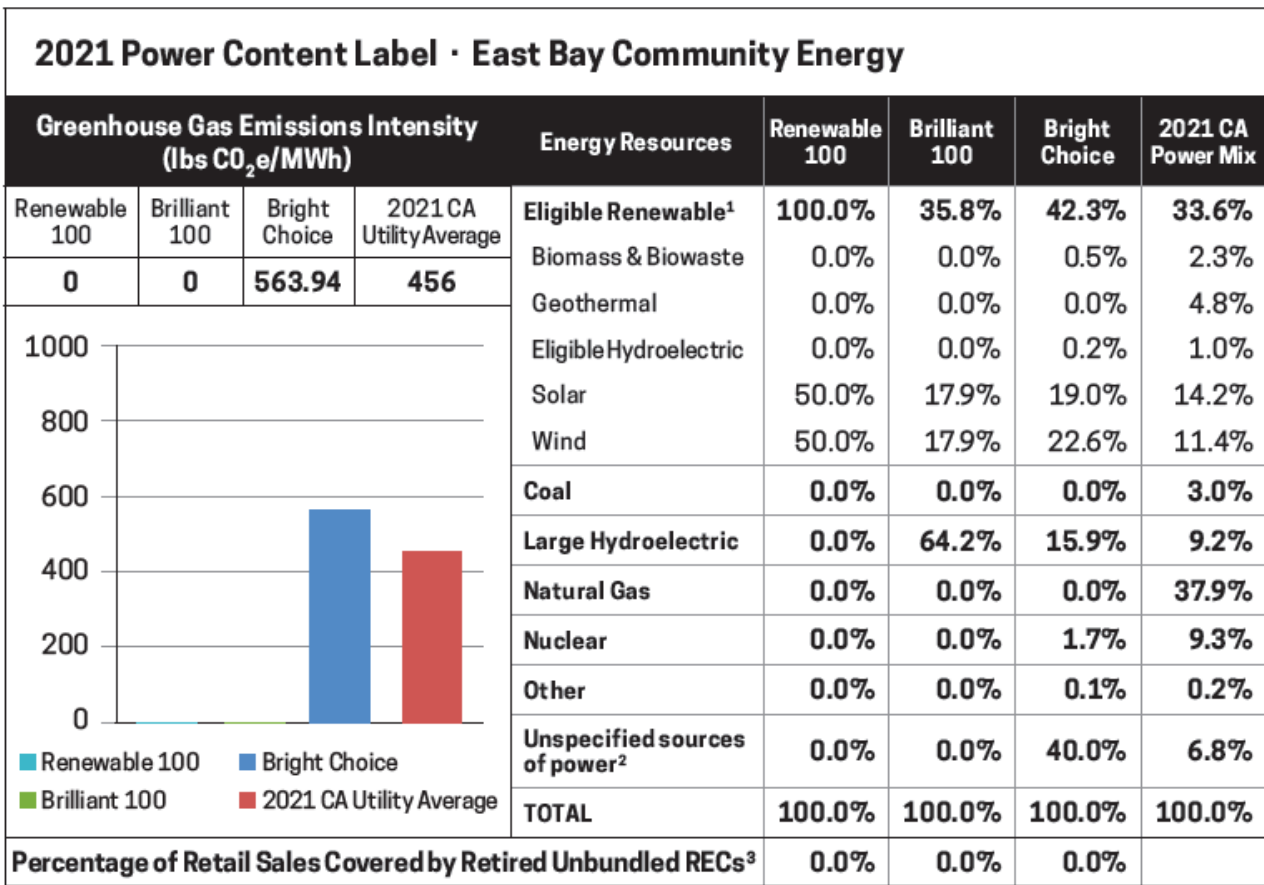
a 150% increase over last year’s annual budget for local programs, which includes \$12.75M for electric vehicles.

Learn more about LOCAL PROGRAMS  
at [ebce.org/programs](http://ebce.org/programs)

SUPPORTING OUR COMMUNITY

Powering a brighter tomorrow  
with green power, low rates,  
and local investment.

# 2021 Power Content Label



# October Renewable 100 Transitions

## City Overview:

- Commercial: Berkeley, Dublin, Emeryville, San Leandro
- Residential: Emeryville

## MEO Overview:

- Minimum of two customer notices
- Paid print and digital ads
- Social media
- Newsletters
- Chambers of Commerce
- Webinars

# Enrollment tracker- August

		Change from early August	
Jurisdiction	Customer class	Opt Out	Remain On
Berkeley	non-resi	0.06%	0.29%
Dublin	non-resi	0.01%	0.31%
Emeryville	resi	0.0%	0.46%
	non-resi	0.01%	0.6%
San Leandro	non-resi	0.06%	0.12%

# October default transition enrollment actions

