



## **Marketing, Regulatory and Legislative Subcommittee Meeting**

Friday, November 4, 2022  
12:00 pm

Please click the link below to join the webinar:

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

Or join by phone by dialing: +1 669 900 6833 or 888 475 4499 (Toll Free)

Webinar ID: 823 753 4642

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*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) 906-0491 or [cob@ebce.org](mailto:cob@ebce.org).*

*If you have anything that you wish to be distributed to the Marketing, Regulatory and Legislative Subcommittee, please email it to the clerk by 5:00 pm the day prior to the meeting.*

### **1. Welcome & Roll Call**

### **2. Public Comment**

*This item is reserved for persons wishing to address the Marketing, Regulatory and Legislative Subcommittee on any EBCE-related matters that are not otherwise on this meeting agenda. Public comment 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 Marketing, Regulatory and Legislative Subcommittee are customarily limited to three minutes per speaker. The MRL Chair may increase or decrease the time allotted to each speaker.*

### **3. Approval of Minutes from September 16, 2022**

- 4. Inflation Reduction Act of 2022 (Informational Item)**  
Update on Inflation Reduction Act programs most relevant to EBCE
- 5. Marketing and Account Services Update (Informational Item)**  
Update on Marketing and Account Services
- 6. Committee Member and Staff Announcements including requests to place items on future Board agendas**
- 7. Adjournment to date: TBD**



## Draft Minutes

### Marketing, Regulatory, Legislative Subcommittee Meeting

Friday, September 16, 2022

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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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#### 1. Welcome and Roll Call

Directors: Tiedemann (Albany), Munro (Livermore) and Chair Patino (Union City)

Excused: Harrison (Berkeley) and Kumagai (Dublin)

#### 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.*

Jeffrey Wong, a sustainability analyst for the City of Oakland, spoke regarding EBCE's 2021 Power Content Label mailer, noting that EBCE's baseline power emissions is greater than the California average.

#### 3. Approval of Minutes from June 3, 2022

**Director Tiedemann motioned to approve the minutes. Director Munro seconded the motion, which passed 3/0. Excused: Directors Harrison and Kumagai.**

**4. Regulatory Update (Informational Item)**

Update on regulatory items of interest to EBCE

**There were no speakers for public comment.**

**5. Legislative Update (Informational Item)**

Update on legislative items of interest to EBCE and bill tracker

**There were no speakers for public comment.**

**6. Marketing and Account Services Update (Informational Item)**

Update on Marketing and Account Services

**There were no speakers for public comment.**

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

**There were announcements or requests to place items on future Board agendas.**

**8. Adjournment to Friday, November 4, 2022**

# Opportunities in the Federal Inflation Reduction Act



# Inflation Reduction Act of 2022 (IRA)

**\$773 billion (\$433 in new investments)** federal bill funding climate/energy provisions, lowering prescription prices, and paying down national debt.

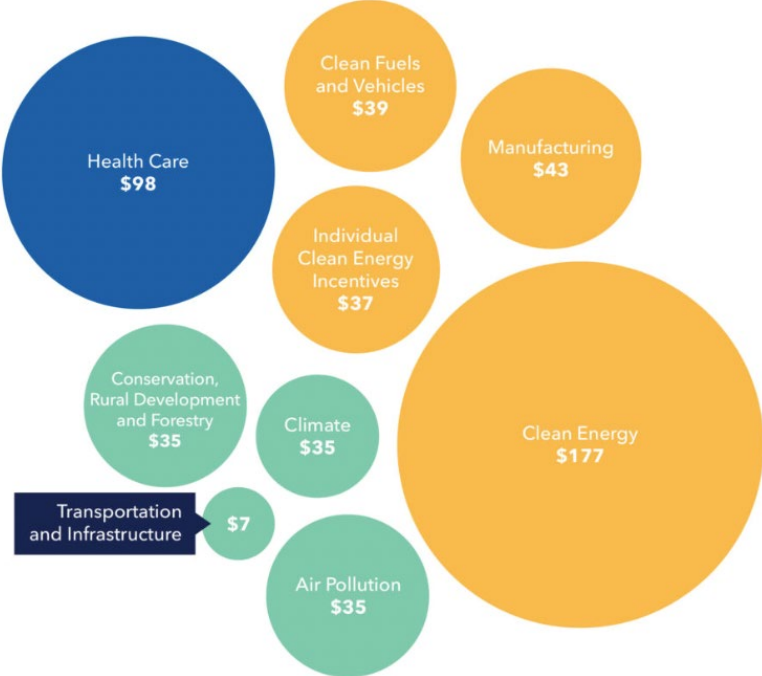
### Three priority funding buckets for CCAs:

- Increasing renewable generation (\$40 billion)
- Enhancing building decarb (\$9.8 billion)
- Supporting environmental justice (\$33 billion)

### Spending and Tax Cuts

Figures in billions over 10 years from 2022-2031

● Health Care ● Energy ● Climate



# Renewable Generation Tax Credits

Program Name	Description	Total \$
<b>Production Tax Credit (PTC - SEC. 13101)</b>	Extends tech-specific PTC through 2024. Revives PTC for solar. Creates tech-neutral PTC from 2025 to phaseout in 2032. 1.5 cents/kwh (prevailing wage) + 10% for domestic manufacturing, energy community, or low-income (up to 20%). Direct pay/transferability.	\$30 billion (estimated)
<b>Investment Tax Credits (ITC - SEC. 13102)</b>	Extends tech-specific ITC through 2024 at full amount. Extends to storage, biogas, microgrid controller. Creates tech-neutral PTC from 2025 to phaseout in 2032. 30% credit (prevailing wage) + 10% for domestic manufacturing, energy community, or low-income (up to 20%). Direct pay/transferability.	\$10 billion (estimated)

# Building Decarb

Program Name	Description	Total \$
<b>Home Energy Performance-Based, Whole Home Rebates (SEC. 50121)</b>	<p>Award grants to State energy offices to develop/implement a HOMES rebate program for homeowners and aggregators for whole-house energy savings retrofits.</p> <ul style="list-style-type: none"> <li>For single-family home retrofits that achieve modeled energy savings of 20-35% = lesser of \$2k or 50% project cost; &gt;35% energy savings = \$4k or 50% project.</li> <li>For multi-family home retrofits achieve modeled energy savings of 20-35% = \$2k per dwelling (max \$200k); &gt;35% energy savings = \$4k per dwelling (max \$400k).</li> <li>For low-income single/multifamily housing, rebate rate doubles and covers up to 80% project cost.</li> </ul>	\$4.3 billion
<b>Improving Energy Efficiency or Water Efficiency or Climate Resilience of Affordable Housing (SEC. 30002)</b>	<p>New grant and loan program funding improvements for energy or water efficiency, indoor air quality, or sustainability, implement the use of low-emission technologies, materials, or processes, including zero-emission electricity generation, energy storage, org building electrification, or address climate resilience.</p> <ul style="list-style-type: none"> <li>\$837.5M to HUD through 2028 for direct loans, modifying loans, and for grants.</li> <li>\$60M for HUD to implement this section including reporting, research, and evaluation.</li> <li>\$60M for HUD to administer contracts.</li> <li>\$42.5M for eligible property energy and water benchmarking.</li> </ul>	\$1 billion (\$4 billion in loans)
<b>High-Efficiency Electric Home Rebate Program (HEERA) (SEC. 50122)</b>	<p>Up to \$14,000 in rebates to switch over to electric appliances—up to 50% of costs for moderate-income households and 100% for low-income households. Includes: \$8,000 for a heat pump, which serves as an air conditioner in the summer and heater in the winter; \$1,750 for a high-efficiency, all-electric heat pump water heater; \$840 for an electric induction cooktop; \$840 for a high-efficiency all-electric heat pump clothes dryer; Up to \$9,100 for enabling improvements to the electric panel, wiring, and home insulation; Up to 50% of project for moderate income, up to 100% for low-income.</p>	\$4.5 billion
<b>Nonbusiness Energy Property Credit (SEC. 13301)</b>	<p>Energy efficiency and electrification tax credits for qualified energy efficiency improvements including up to \$2k for heat pumps.</p>	



# Environmental Justice

Program Name	Description	Total \$
<b>Greenhouse Gas Reduction Fund (Green Bank - SEC. 60103)</b>	<p>Provides funding for grants to state, local, regional, and Tribal programs that provide financial support to low and zero carbon technologies (like rooftop solar, and pollution-reducing technologies) and can act as seed capital for regional, local, state, or Tribal green banks that provide financial support for low or zero emission projects.</p> <ul style="list-style-type: none"> <li>• \$11.97 billion through 2024 to make grants for entities that provide financial or technical support to establish green banks.</li> <li>• \$15 billion through 2024 to make grants for entities to provide financial and technical support and support the deployment of clean energy technologies in low-income and disadvantaged communities.</li> </ul>	\$27 billion
<b>Environmental and Climate Justice Block Grants (SEC. 60201)</b>	<p>Investments for community-led projects covering a range of eligible activities, from pollution monitoring and prevention, to mitigating health risks from climate events like heat and wildfires, to climate resilience and adaptation, to reducing indoor air pollution; to increasing community engagement in public processes like rulemakings. The fund includes \$200 million to provide technical assistance to communities.</p>	\$3 billion
<b>Neighborhood Access and Equity Grant Program (SEC. 60501)</b>	<p>\$3 billion (\$1.1 billion for disadvantaged communities) for grants to improve transportation access and mitigate negative safety or environmental impacts in underserved communities.</p> <ul style="list-style-type: none"> <li>• Grants may be used for improvements to reduce air pollution and GHG emissions, manage stormwater run-off, address urban heat islands, and to monitor air quality, transportation related GHG emissions and pollution, and gaps in tree canopy coverage.</li> </ul>	\$3 billion

# Other

Program Name	Description	Total \$
<b>Climate Pollution Reduction Grants (SEC. 60114)</b>	Competitive awards to states, municipalities, tribes or air pollution agencies that support the establishment and implementation of plans to to reduce climate pollution. This program could support states and other subnational actors in the implementation of clean electricity policies; programs driving adoption of zero-emission vehicles and buildings; deployment of EV charging infrastructure; incentives for smart-growth, housing and transit-oriented development; climate-smart agriculture and lands conservation, and more.	\$5 billion
<b>Alternative Vehicle Refueling Property Credit (Sec. 13404)</b>	An up to 30% tax credit for alternative refueling property including electric vehicle chargers. Starting in 2023, properties must be located in a low-income census tract or non-urban area. \$100,000 limit for any single item of property and it must be placed into service before 2033.	
<b>Clean Vehicle Tax Credits (SEC. 13401)</b>	Tax credits/point-of-sale rebates of up to \$7,500 for new vehicles and \$4,000 for used vehicles (depending on domestic battery and critical minerals). Commercial clean vehicle tax credits of \$7,500 for light-duty and \$40,000 for heavy-duty. No unit-per manufacturer cap starting after Dec 31, 2022. Tax credit terminates by 2033. Includes both electric plug-in vehicles and fuel cell motor vehicles. Taxpayer can elect to transfer credits to eligible dealer that sold vehicle, meaning taxpayer gets credit equal to tax credit from dealer at point of sale.	\$12 billion



# Other Cont.

Program Name	Description	Total \$
<b>Assistance for Latest and Zero Building Energy Code Adoption (SEC. 50131)</b>	Grants to assist States, and units of local government to adopt building codes for: Residential buildings that meets or exceeds the 2021 International Energy Conservation Code, or achieves equivalent or greater energy savings; Commercial buildings that meets or exceeds the ANSI/ASHRAE/IES standard; for residential and commercial buildings that meets or exceeds the zero energy provisions.	\$1 billion
<b>State-based Home Energy Efficiency Contractor Training Grants (SEC. 50123)</b>	Funding through DOE to provide state energy offices with grants for the training of contractors on energy efficiency and electrification upgrades, including those in the above residential energy efficiency rebates and tax credits.	\$200 million

NOVEMBER 4, 2022

# Marketing and Account Services Update to MRL Committee



# Marketing & Account Services Updates

- Team Updates
- October Renewable 100 Transition metrics
- Milestones in Q4
  - Preparations for Stockton
  - Programs Marketing: Resilient Home, Health-e Homes
  - CAPP2.0
  - Preparations for January PG&E Rate Changes

# New Hires and Open Roles

## Recent New Hires:

- Connected Communities Manager – Eleanor Smith (mid-Nov)
- Account Services Analyst – Alvin Lin (started 10/31)

# Enrollment tracker for October Transitions

		Change from early August			
		As of last August		As of 10/21	
Jurisdiction	Customer class	Opt Out	Remain On	Opt Out	Remain On
Berkeley	non-resi	0.06%	0.29%	0.20%	1.77%
Dublin	non-resi	0.01%	0.31%	0.01%	4.27%
Emeryville	resi	0.0%	0.46%	0.22%	2.19%
	non-resi	0.01%	0.6%	0.66%	2.59%
San Leandro	non-resi	0.06%	0.12%	0.23%	1.25%

# REMINDER: Default Transition Request Timeline

- None requested for next round (March 2023)
- Jurisdictions must take local action and make request to board by April 2023 to be included in following round (October 2023)



# Q4: Stockton

- Staff is preparing the Implementation Plan amendment for submittal to CPUC by end of calendar year
- Staff has visited Stockton to develop initial image library and get to know the area. Meetings scheduled with local staff to learn more about local media, events, and general customer sentiment



# Q4: Programs Marketing

- Email campaign for Resilient Home
  - 135,000 customers segmented by usage (5000 kWh and higher), and customers living in PSPS and/or high fire threat zones
  - Open rates ranging from an average of a low 70% to more than 90% for customers who've experience a PSPS are well above industry averages
- Health-e Homes early outreach
  - Originally launched as a program for LMI households, Health-e Home is available to all EBCE customers on a first come, first served basis.
  - Initial "soft launch" in November
  - Aim is to achieve 60 whole home energy efficiency and electrification upgrades

# Q4: Programs Marketing

- Percentage of Income Payment Plan (PIPP)
  - PIPP is a statewide program that allows a participant to pay a fixed, reduced amount, based on their monthly income, toward their electricity or natural gas bill.
  - This is a pilot; EBCE will get about 700-800 customer spots with specific customer characteristics as established by the CPUC
  - We expect PG&E will get regulatory approval this year and EBCE will immediately begin a very targeted marketing campaign.
  - There are two participation levels, depending on household income:
    - Upper level: \$86 for electric and \$29 for gas each month
    - Lower level: \$29 for electric and \$9 for gas each month

# Q4: Account Services

- CAPP2.0
  - Application submitted for approximately \$4.2M that would cover arrearage for residential customers that was accrued between March 2020 through December 2021
  - Funds expected to be delivered to EBCE by March 2023 – will result in clearing past due balances from that period for eligible customers
- Potential January PG&E Rate Changes
  - EBCE rates remain indexed to PG&E Generation Rates: 3% discount for Bright Choice and  $\frac{3}{4}$  penny adder for Renewable 100
  - Current PG&E filing to CPUC forecasts a negative PCIA for most EBCE customers; Staff is analyzing the impact on customer bills and revenues