



## Executive Committee Meeting

Wednesday, April 5, 2023

9:00 am

### In Person:

Conference Room 1  
East Bay Community Energy  
1999 Harrison St, Suite 800  
Oakland, CA 94612

### Or from the following remote location:

Dublin City Hall - 100 Civic Plaza, Dublin, CA 94568

### Via Zoom:

<https://ebce-org.zoom.us/j/88267670367>

### Or join by phone:

Dial (for higher quality, dial a number based on your current location):  
US: +1 669 900 6833 or +1 253 215 8782 or +1 346 248 7799 or +1 301 715 8592 or  
+1 312 626 6799 or 877 853 5257 (Toll Free) or 888 475 4499 (Toll Free)  
Webinar ID: 882 676 70367

*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 Executive Committee, 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 Executive 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 Executive Committee Chair may increase or decrease the time allotted to each speaker.*

EBCE is committed to protecting our environment and is proud to be a  
[Certified California Green Business](#)

- 3. Approval of Minutes from December 2, 2022**
- 4. Brand Evolution (Informational Item)**  
Sharing background on brand efforts
- 5. Transportation Electrification Loan (Informational Item)**  
\$3M loan for Heavy Duty Vehicle Electrification project
- 6. Emissions Overview (Informational Item)**  
Informational overview on emissions
- 7. Committee Member and Staff Announcements including requests to place items on future Committee Agendas**
- 8. Adjournment to May 3, 2023 at 9:00 am**



**Draft Minutes**

**Executive Committee Meeting**

Friday, December 2, 2022

12:00 pm

In person:

Conference Room 1  
East Bay Community Energy  
1999 Harrison Street, Suite 800  
Oakland, CA 94612

or via Zoom:

<https://us02web.zoom.us/j/998209098>

Or by Telephone:

Dial (for higher quality, dial a number based on your current location):  
US: +1 669 900 6833 or +1 253 215 8782 or +1 346 248 7799 or +1 301 715 8592 or  
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**1. Welcome & Roll Call**

**Present: Members: Arriola, Kalb, Martinez, Chair Lopez**  
**Excused: Member Mei**

**2. Public Comment**

*This item is reserved for persons wishing to address the Executive 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 Executive Committee Chair may increase or decrease the time allotted to each speaker.*

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

### **REGULAR AGENDA**

#### **3. Approval of Minutes from October 28, 2022**

**Member Martinez motioned to approve the minutes. The motion was seconded by Member Arriola, which passed 4/0. Excused: Member Mei.**

#### **4. Community Advisory Committee Request Policy (Informational Item)**

Executive Committee Discussion of Community Advisory Committee agenda setting process and community representation

**CEO Chaset** stated that, at the October 19, 2022 BOD meeting, a request was made for the Executive Committee to provide feedback about policies and parameters for how staff shall be responsive to CAC requests that are not related to items that are on the Board agenda.

##### **The Committee Discussed:**

- Powers and parameters of the CAC as outlined in the Joint Powers Agreement
- Rationale for ability of CAC to make requests for staff resources for un-agendized items.
- Rationale for CAC to approve staff requests by vote.
- Volume of requests for staff resources relative to staff capacity
- Board of Directors process to make request for staff resources
- How to increase collaboration between the Board and the CAC
- Request for CAC Chair to forward CAC requests for staff resources to the Executive Committee Chair for discussion
- How to decide which requests for staff resources should be prioritized.
- Appointment of an ad hoc subcommittee

**Jim Lutz**, Community Advisory Committee member, spoke in support of the ability of the CAC to be able to raise issues that staff might not wish to discuss or not consider to be important enough to discuss. Jim Lutz stated that the CAC's purpose is to provide feedback from local communities, and that restrictions on ability of the CAC to speak should be carefully thought through.

**Barbara Stebbins** stated that EBCE owes its existence to the advocacy of community organizations and individuals in the community. Barbara Stebbins further stated that if the CAC is limited in its ability to speak, then it would not be able to provide feedback to the Board. Barbara Stebbins stated that if the CAC is limited in its ability to speak, it would limit the transparency of the agency.

**Cynthia Landy**, Community Advisory Committee member, stated the reasons for her request to staff to provide an update on the in-house call center, and stated that her request was necessary to track the progress of Board commitments and priorities.

**Margie Lewis** spoke in support of the ability of the CAC to make requests of staff resources for current non-agendized items without hindrance. Margie Lewis stated that the Community Advisory Committee is designed to receive community input and that the role of EBCE staff is to implement the ideas of the community and the Board.

**Audrey Ichinose** - The clerk read Audrey Ichinose's written public comment (attached) into the record. Audrey Ichinose stated that an overly bureaucratic process would be self-defeating and would set up unnecessarily antagonistic relationships between the CAC, the staff and the Board.

**CAC Chair Eldred** spoke regarding the CAC's current process to organize staff work requests and in favor of increased collaboration with the Board.

**Chair Lopez stated that she would ask the future Executive Committee Chair to provide structure for a future ad hoc committee and to create a code of conduct.**

**5. Committee Member and Staff Announcements including requests to place items on future Board agendas**

**CEO Chaset** thanked the outgoing Executive Committee Chair and Vice-Chair and stated that there will be an opportunity to recognize outgoing Board members, and welcome new Board members, at the January 18, 2023 Board of Directors meeting.

**Member Kalb** thanked the outgoing Executive Committee Chair and Vice-Chair, and requested for staff update about NEM 3.0.

**Chair Lopez** thanked CEO Chaset, Member Martinez and Member Kalb.

**6. Adjournment to January 27, 2023 at 12:00 pm.**

APRIL 2023

# EBCE Brand Evolution Background & Next Steps



# Agenda

Background & Rationale

Insights

Stakeholder Engagement

What's Next

# Background & Rationale



# In the Beginning...

When we launched EBCE, our primary objective was to educate:

- What is a CCA?
- How does your bill work?
- EBCE is not a scam...

## CLEANER ELECTRICITY. LOWER RATES. LOCAL BENEFITS.

Residents and businesses in Alameda County and 11 of its cities\* now have a new, greener choice for the electricity that powers our homes and businesses.

East Bay Community Energy (EBCE) is our new local power supplier, committed to providing our community with electricity generated from renewable sources such as solar and wind.

### BENEFITS



#### LOWER RATES

EBCE purchases cleaner energy at lower rates for residents and businesses.



#### SUSTAINABILITY

You will reduce your greenhouse gas emissions, an easy and economical way to reduce your carbon footprint.



#### RELIABILITY

EBCE procures cleaner electricity for our customers, and PG&E delivers that electricity to your home or business.



#### LOCAL INVESTMENT

Net revenues will help fund local green energy projects and programs.

\*Albany, Berkeley, Dublin, Emeryville, Fremont, Hayward, Livermore, Oakland, Piedmont, San Leandro and Union City

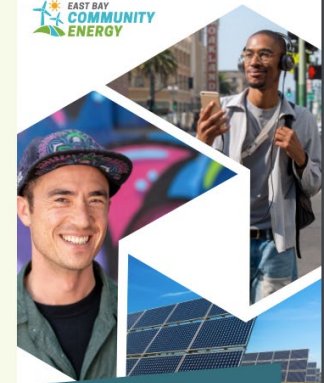
## LAUNCH SCHEDULE

EBCE began providing service to municipal and business accounts in June 2018. Residential customers will be enrolled in November 2018. Customers with rooftop solar will be enrolled in 2019 around the time of their annual true-up with PG&E.



### CONTACT US

[ebce.org](http://ebce.org)  
[/EastBayCommunityEnergy](https://www.facebook.com/EastBayCommunityEnergy)  
[@PoweredbyEBCE](https://twitter.com/PoweredbyEBCE)  
[customer-support@ebce.org](mailto:customer-support@ebce.org)  
1-833-699-EBCE (3223)



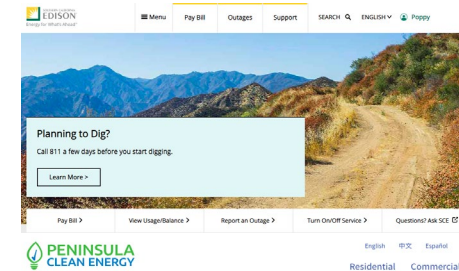
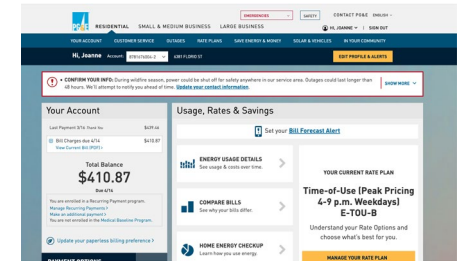
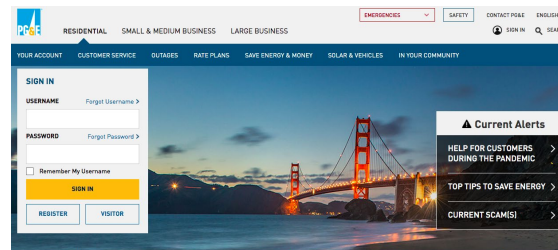
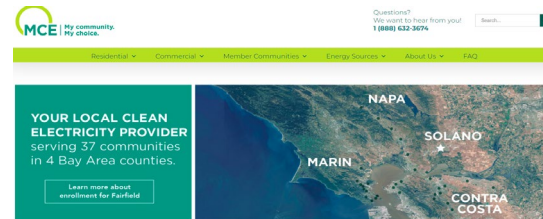
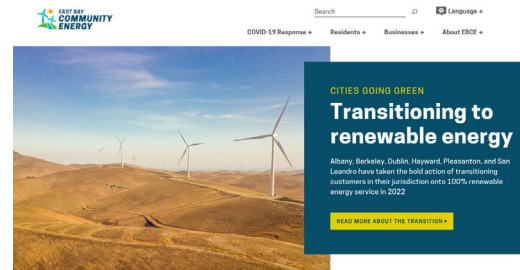
CREATING A  
**BRIGHTER,  
CLEANER  
FUTURE**  
FOR OUR COMMUNITIES

A BRIGHT CHOICE

# A Brand Expression to Support Education and Trust

Our brand expression is:

- Very literal; we have a highly descriptive name and logo
- Self-referential; our messaging has traditionally focused on what we do (as opposed to what that means for the consumer)
- Familiar; our “look” is similar to many other CCAs or IOUs



# We've Been Successful

On track to implement the strategy for **100% clean by 2030**

**95% average retention rate** across our service area

**Steady expansion** of our service area; Pleasanton, Newark + Tracy 2022; Stockton 2024



2022 National Notable Achievement Award for Land Revitalization Team Excellence

**\$21 million** spent on local programs like battery energy storage, induction cooking, and electric heat pump water heaters

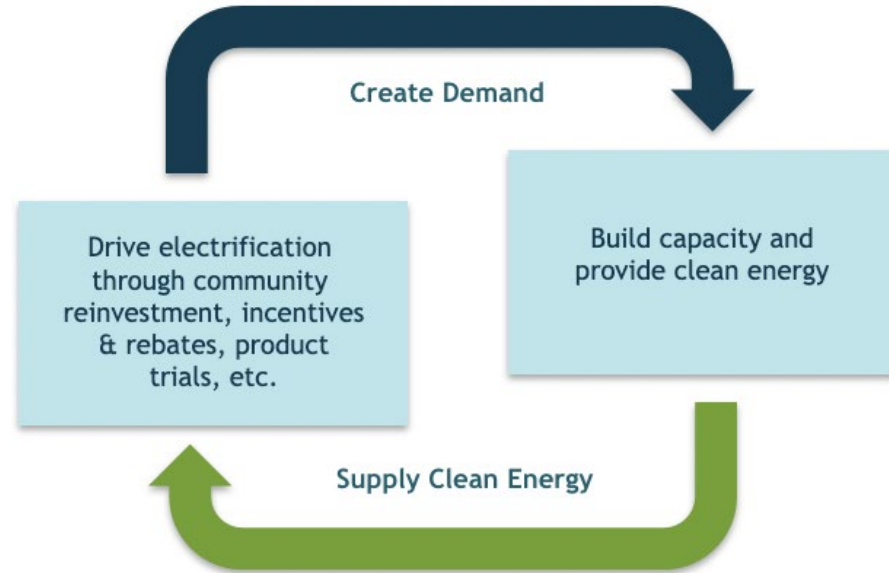
**\$19 million** annual customer savings vs. what would have been paid for PG&E service

**1,015 megawatts** of new wind, solar, and battery storage, including projects in Alameda County



# We Continue to Mature and Evolve to Better Serve our Communities

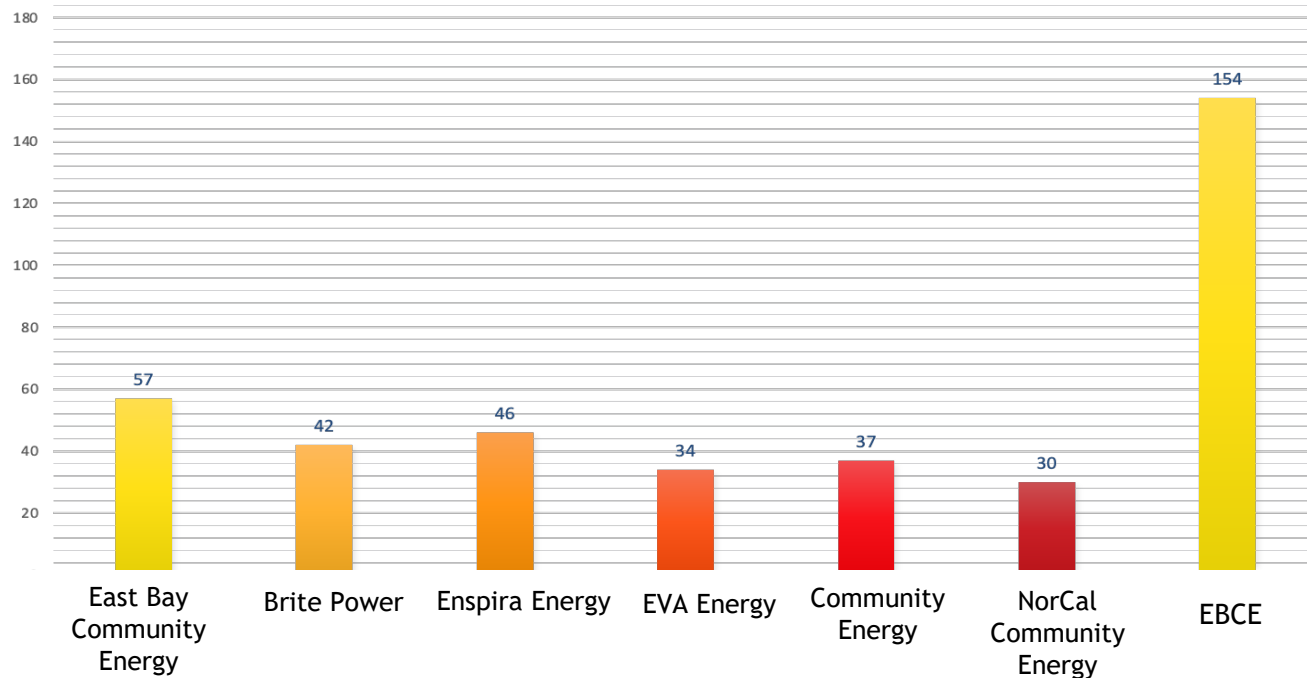
- We are moving from simply filling demand to creating it
- Growing capacity and expertise to stand up consumer- and commercial-facing programs that expose customers to electric alternatives and speed their adoption



# Insights

# Our Name is a Barrier to Success in San Joaquin County\*

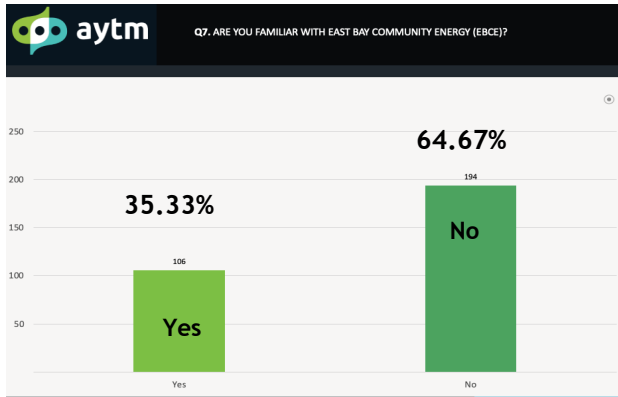
Q12. Which one of these names is your least favorite?



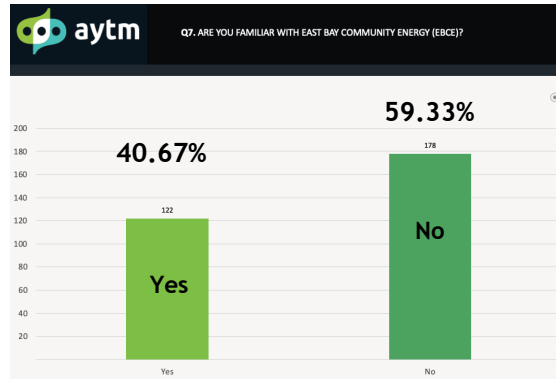
\*n=400; 57.5% of sample from Stockton

# EBCE Aided Awareness Over Time

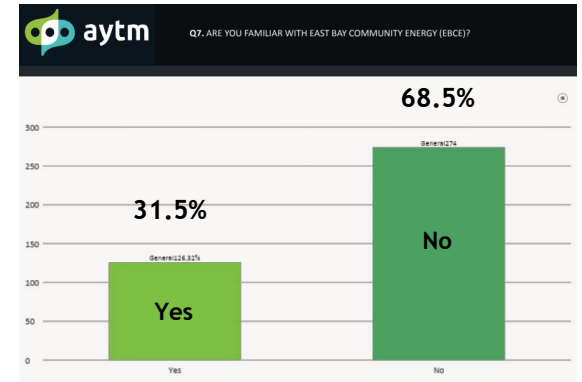
*Q: Are you familiar with East Bay Community Energy (EBCE)?*



2020  
n=300



2021 - April  
n=300

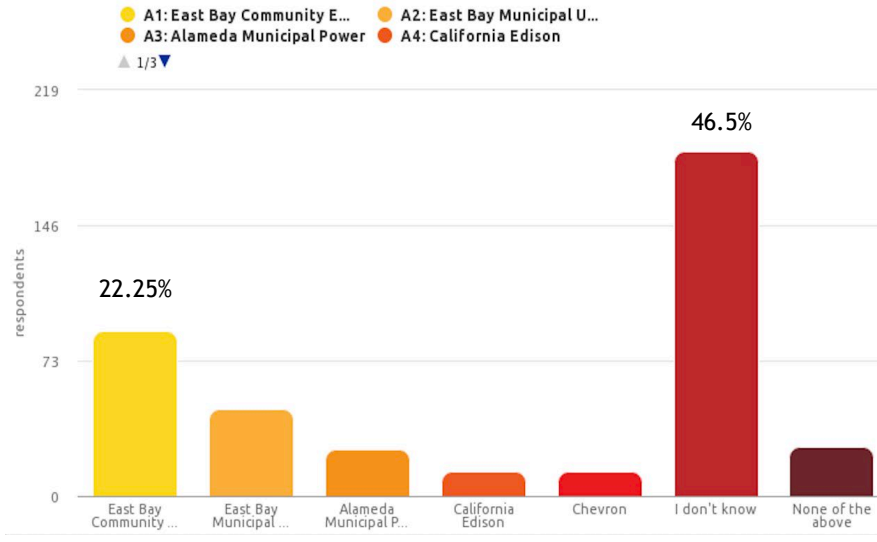


2021 - October  
n=400

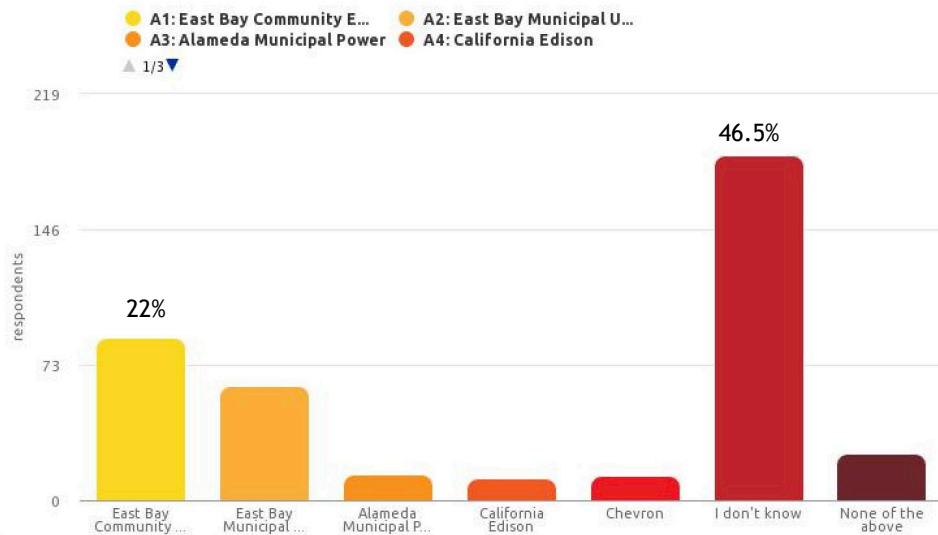
*Takeaway: Aided awareness appears to be influenced by advertising (April 2021 survey conducted during time of heavy advertising), but is otherwise flat*

# Unaided Awareness

Question: PG&E manages the electricity system in your area. You also have an option for generation service (power plants). Is that...



May 2022

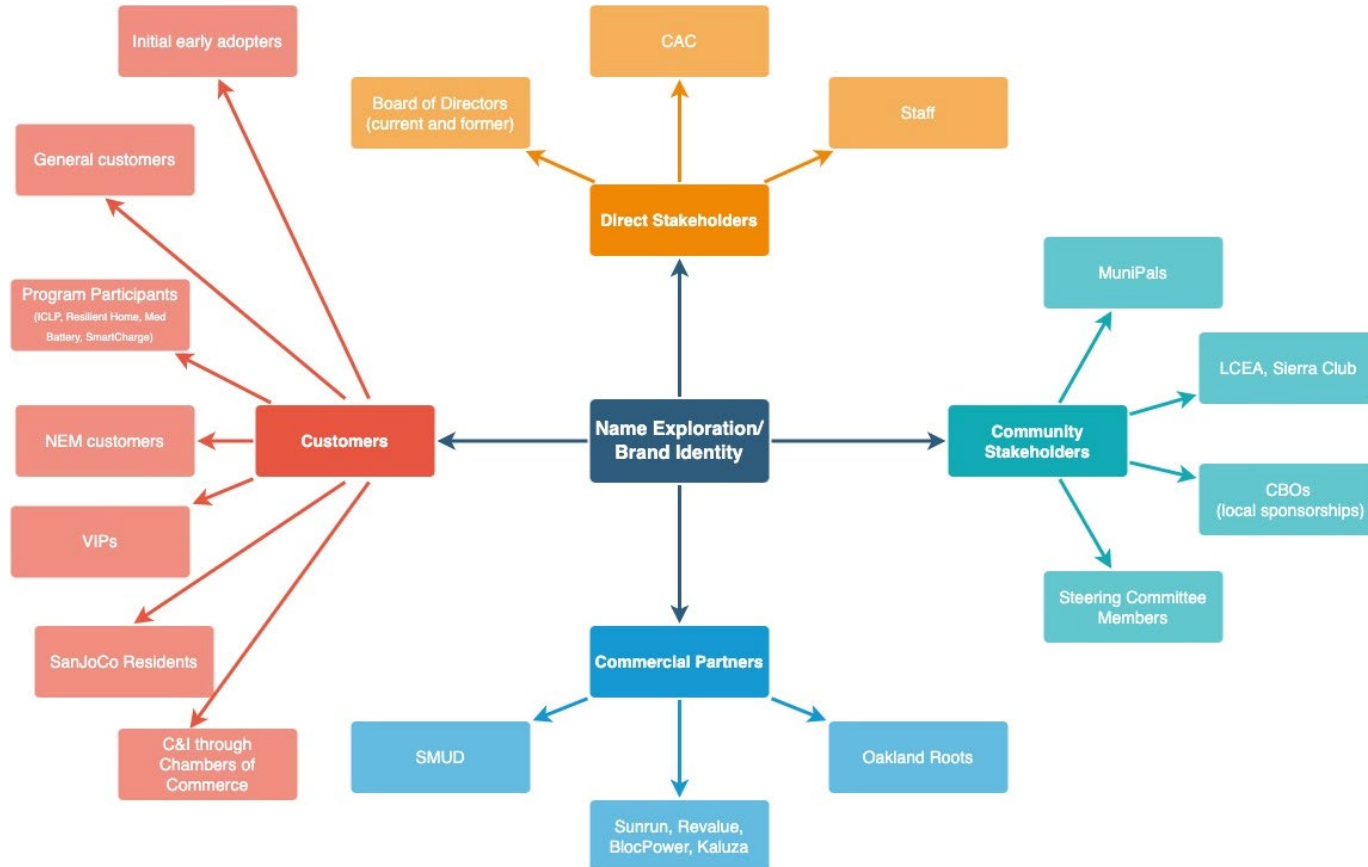


October 2022



# Stakeholder Engagement

# Stakeholder Map

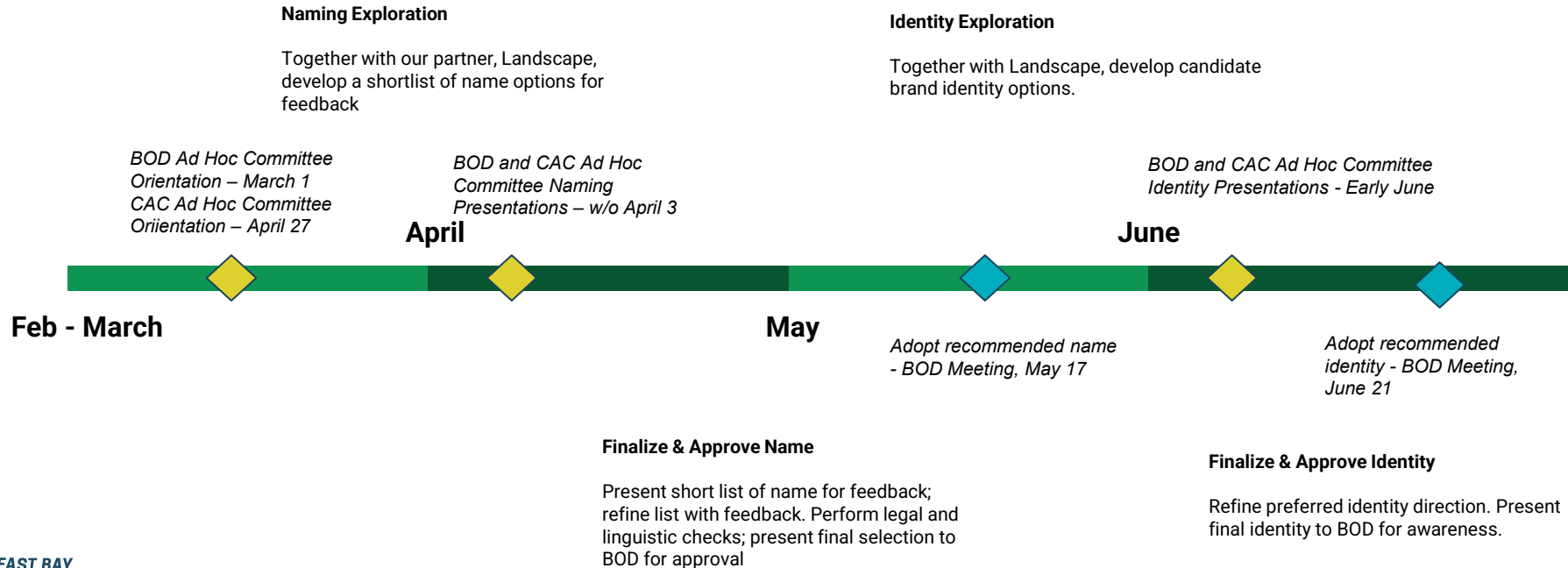


# Outreach Plan

January	February	March	April	May	June
<p><b>Research (San Joaquin Co):</b></p> <ul style="list-style-type: none"> <li>- N = 400</li> <li>- Awareness, priorities, reaction to name</li> </ul>	<p><b>Foundation sessions:</b> BOD Ad Hoc committee: 1-hr meeting, bring up to speed-ask to be champions</p> <p>1:1 with CAC Chair + Vice Chair, introduce the concept of the ad hoc committee; provide background and rationale</p>	<p><b>Research (Name):</b></p> <ul style="list-style-type: none"> <li>- Existing customers</li> <li>- Stakeholders</li> </ul> <p><b>Presentation of process:</b> MuniPals</p> <p><b>Foundation session:</b> Additional CAC ad hoc committee member</p>	<p><b>Presentation of process:</b> Full Staff (4/3)</p> <p><b>Exec Comm Review (4/5)</b> Exec Comm review of name/identity process (standard meeting)</p> <p><b>Input sessions (w/o 4/10):</b></p> <ul style="list-style-type: none"> <li>- BOD Ad Hoc Review of names</li> <li>- CAC Ad Hoc Review of names</li> </ul> <p><b>CAC review of BOD info item</b> via standard meeting and regular agenda review process</p> <p><b>Board Meeting (4/19):</b> Info on Name Process</p>	<p><b>Exec Comm Review (5/3)</b> Exec Comm review of name/identity progress to date without sharing names (standard meeting)</p> <p><b>Board Meeting (5/17):</b> Approval of name</p>	<p><b>Input sessions:</b></p> <ul style="list-style-type: none"> <li>- BOD Ad Hoc Review of identity</li> <li>- CAC Ad hoc Review of identity</li> </ul> <p><b>CAC review of BOD item</b> via standard meeting and regular agenda review process</p> <p><b>Board Meeting (6/21):</b> approval of identity via standard mtg</p>

# Next Steps

# Brand Evolution Timeline



# Thank You!



APRIL 2023

# Forum Mobility - Greenville Charging Infrastructure Loan



# MD/HD Charging Program Loan Overview

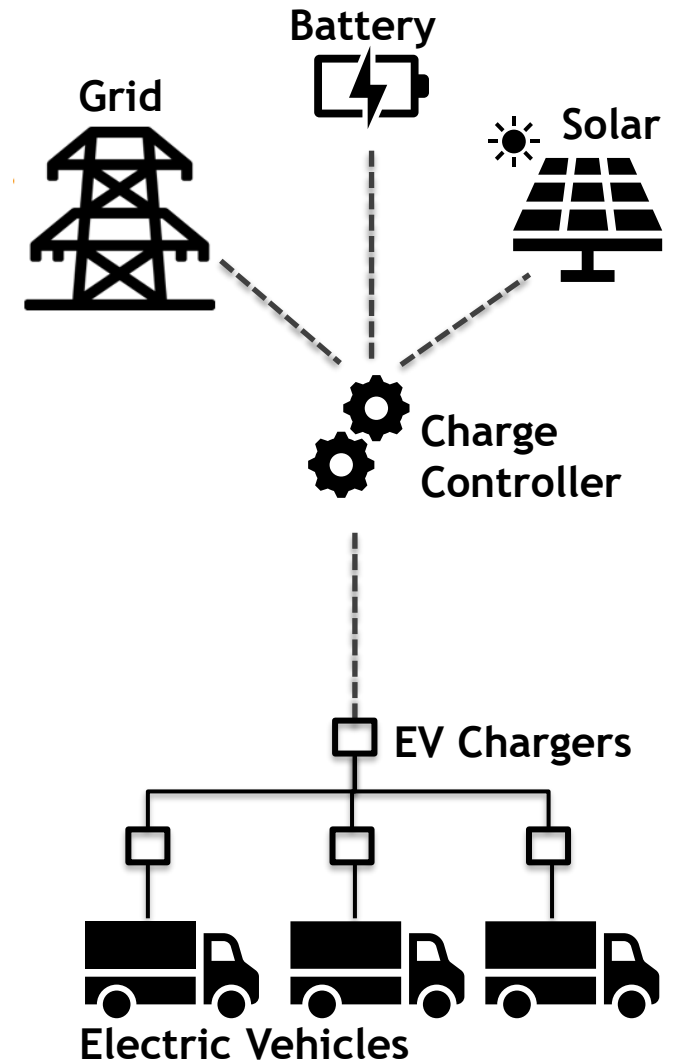
To support the development of medium and heavy-duty electric vehicle charging infrastructure, EBCE launched a lending program to support charging infrastructure in EBCE territory

- Budget approved \$3M in June, 2022
- RFO issued in September, 2022
- Applications submitted October, 2022
- EBCE began due diligence December, 2022
- Anticipated loan closing April, 2023
- Project commercial operations July, 2024
- EBCE funding August, 2024



# What Does The Greenville Project Look Like?

- Offering to Customers:
  - Full Service – truck, charging, vehicle servicing, & software optimization – multi-year contract with known pricing
  - Charging as a Service – Charging only through multi-year contract w/ known pricing
- Bi-directional direct current fast charging electric vehicle charging infrastructure, solar, and battery storage
- Site is a 4.4-acre brownfield, less than a half mile from I-590
- Total build cost of \$14.3M
- Capable of charging 100 MD/HD electric vehicles / day
- Prevailing wages are required
- Committed to EBCE's RE 100 product
- Forecasted emissions avoided over 10-year project life - PM: 178 tons, PM10: 178 tons, PM2.5: 178 tons, SOx: 166 tons, NOx: 2,535 tons, CO2: 93,752 tons, CH4: 3.802 tons, N2O: 0.7605



# More on the Loan

- Up to \$4.5M to support facility construction
- Funded once project has reached commercial operations
- 10-year term @5% interest rate
- 12 months of capitalizing interest & 9 years of level amortization
- Loan secured by a deed of trust
- Principle & interest expense guaranteed by holding co, FM Asset Co.
- No closing fees & EBCE pays its own legal fees
- \$830K in forecasted revenue for \$3M loan and \$1.25M for a \$4.5M loan
- EBCE will leverage 3.2x-4.8x in additional capital depending on the final loan size of \$4.5M or \$3M, respectively

# Forum Mobility

- As an organization, Forum Mobility is targeting the 28,700 drayage trucks serving ports and railyards in CA, which if transitioned to zero-emissions, would avoid 2.4M metric tons of carbon dioxide emissions
- Team Experience:
  - End-to-end experience with sustainable energy infrastructure project delivery
  - Combined experience overseeing \$10B+ in sustainable infrastructure
- Planning 2 additional charging hubs in EBCE service territory

APRIL 5, 2023

# Bright Choice Emissions Overview



# Overview

- What is Power Content
- EBCE Product Overview
- Renewable Energy Credits and Portfolio Content Category Classifications
- EBCE Bright Choice Target History
- PG&E Carbon Free Allocation
- Bright Choice Amendment to Power Content
- Emissions Accounting Methodology
- Where we are now
- CCA Comparison
- 2022 Snapshot

# What is the Power Content Label (PCL)?

## PCL

- Published annually, based on prior calendar year generation from owned or contracted-for resources
- Detailed breakdown on sources of energy used to provide electricity
- Resembles a nutrition label for electricity
- The PCL submission requires a formal 3rd party audit and is reviewed and approved by the CEC

2021 POWER CONTENT LABEL									
East Bay Community Energy									
ebce.org/documents-and-resources									
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	564	456						
				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 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>
Percentage of Retail Sales Covered by Retired Unbundled RECs <sup>3</sup> :						0%	0%	0%	
<p><sup>1</sup>The eligible renewable percentage above does not reflect RPS compliance, which is determined using a different methodology.</p> <p><sup>2</sup>Unspecified power is electricity that has been purchased through open market transactions and is not traceable to a specific generation source.</p> <p><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.</p>									
For specific information about this electricity portfolio, contact:						East Bay Community Energy			
						1-833-699-EBCE (3223)			
For general information about the Power Content Label, 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			

# EBCE's Customer Products

## Renewable 100

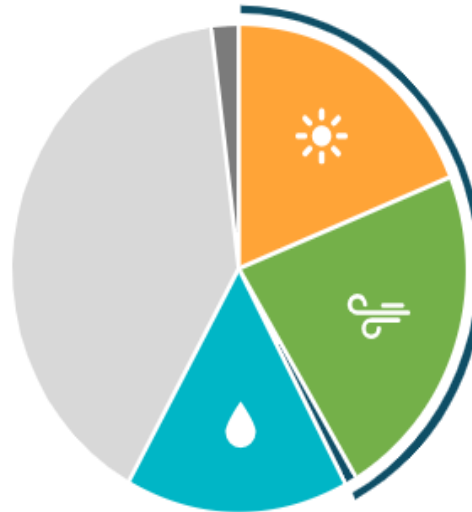
100% renewable energy from California solar & wind power at a slightly higher price than PG&E



100% eligible renewable

## Bright Choice

Our basic plan, which costs less than PG&E



42.3% eligible renewable power

### KEY

- Wind
- Solar
- Hydro
- Biomass & Biowaste, Geothermal, Eligible Hydroelectric
- Other or Unspecified
- Nuclear

# Renewable Energy Credits and Portfolio Content Category Classifications

## Renewable Energy Credits (RECs):

- Represent clean energy attributes of renewable electricity
- Each REC is equivalent to one MWh of renewable electricity generated
- Limitations to the amount that each group can count towards RPS requirements
- Classified into three distinct categories Portfolio Content Categories (PCC)

PCC 1	Energy and REC are from same source and delivered into a California Balancing Authority (CBA) without any substitution
PCC 2	Substitute Energy not from the same source as REC
PCC 3	Electricity Products Not Qualified as PCC 1 or PCC 2, Including Unbundled RECs



# Bright Choice History

Bright Choice plan was created to provide electricity to customers at a lower price than PG&E as a comparable product.

**2018** – Bright Choice was a Board approved product, with an approved power content set at 85% carbon free

- October 2018 – Board approved use of The Climate Registry (TCR) carbon accounting methodology and 2018 calendar year emissions factor target of 142 lb-CO<sub>2</sub>e/MWh (Actual 2018 emissions was 101 lb-CCO<sub>2</sub>e/MWh)
- TCR is a national emissions accounting methodology that was widely used by load serving entities, including CA IOUs and CCAs, and cities

# 2019 PG&E Carbon Free Allocation

- PG&E initiated a formal large hydro and nuclear allocation process determined by load share, with deliveries starting in 2020. The acceptance of this allocation had zero incremental cost to CCAs due to PCIA
- EBCE initiated discussions in the November 2019 ExComm meeting followed by extensive discussions on risks, benefits, and costs with the Board and CAC at the December 2019 and January 2020 Board meetings
  - Fundamental question for accepting nuclear or not came down to a trade-off between having nuclear and lower greenhouse gas emissions, or not having nuclear and **accepting higher greenhouse gas emissions**
  - EBCE board elected to accept the large hydro allocation



# 2020 Amendment to Bright Choice Power Content Guidelines

- With the introduction of the carbon free allocation, EBCE's large hydro portfolio content was expected to be generally in line with PG&E, and therefore Renewable Energy was a much more appropriate focus
- Renewables target was amended to reflect a clean energy procurement floor based on PG&E's prior year renewable energy power content forecast + 5% buffer for uncertainty

$$2020 \text{ Bright Choice Renewable \%} = [2019 \text{ PG\&E Renewable Forecast}] + 5\% = 39.5\%$$

- Challenges existed under this approach due to lack of visibility into PG&E's annual renewable target and a changing RPS banking strategy. Furthermore, the reporting lag means that actual values are not fully validated until the fall of the year after the power is procured

# Assembly Bill (AB) 1110

- Regulations modifying power content reporting methodology and emissions accounting methodology were approved in 2016 for initial implementation in 2020.
- AB 1110 fundamentally required replacing the previously accepted TCR emissions methodology, which took a global emissions perspective, with a California-centric emissions methodology
- Requires retail sellers to:
  - Include emissions from PCC 2 RECs resulting in a material increase in reported emissions
  - Resources, regardless of source (solar, wind, hydro) are given an equivalent emissions factor based on imported energy into CAISO, typically unspecified system power.

# Where are we now?

- In December 2020, the Board adopted a clean energy goal for all electricity within EBCE's portfolio to have zero net emissions by 2030
- In April 2022, a path to reach that zero emissions goal in 2030 was approved, which included annual targets for renewable and large hydro (as a percentage of sales)
- Targets were increased by an additional 5% in June 2022

*Note: 2019 renewables procurement increased significantly to address scarcity in large hydro generation due to drought conditions*

Year	Bright Choice			CA-RPS %
	Renewable %	Carbon Free %	Emission Factor	Renewable %
2018	41%	87%	360	29%
2019	60%	85%	437	31%
2020	40%	54%	580	33%
2021	41%	55%	564	36%
2022	50%	68%	549	39%
2023	54%	71%	555	41%
2024	58%	75%	466	44%
2025	61%	79%	390	47%
2026	65%	84%	317	49%
2027	69%	88%	243	52%
2028	73%	92%	164	55%
2029	76%	98%	66	57%
2030	80%	100%	-	60%

# CCA Comparison

	RPS	Hydro	% Nuclear	Non-nuke Carbon Free	Rate	2021 Cost Differential w/ PG&E	Lbs CO2e/MWh
Peninsula	49.20%	50.80%	0.00%	100.00%	\$0.1439	1.29%	5
Silicon Valley	44.10%	35.90%	20.00%	80.00%	\$0.1459	2.65%	18
MCE	60.50%	36.80%	0.90%	97.30%	\$0.1490	4.68%	75
CleanPowerSF	55.40%	37.60%	0.10%	93.00%	\$0.1196	-18.72%	82
PG&E	47.70%	4.00%	39.30%	51.70%	\$0.1420	0.00%	98
Sonoma	49.70%	40.60%	0.50%	90.30%	\$0.1353	-4.98%	130
San Jose	36.00%	31.30%	31.30%	67.30%	\$0.1487	4.48%	162
3CE	38.40%	11.80%	0.00%	50.20%	\$0.0910	-56.07%	494
Pioneer	30.80%	0.40%	20.40%	31.20%	\$0.1287	-10.33%	542
EBCE	42.30%	15.90%	1.70%	58.20%	\$0.1373	-3.41%	564
King City	40.00%	0.00%	0.00%	40.00%	\$0.1524	6.81%	567
Redwood Coast	33.10%	10.50%	0.00%	43.60%	\$0.1509	5.89%	615
Valley	12.60%	10.90%	0.00%	23.50%	\$0.1521	6.65%	722

# 2022 Snapshot

Note that these are draft power content forecast positions for 2022 and subject to change following formal reconciliation and audit. Formal PCL and emissions data to be released on October 1<sup>st</sup>.

	PG&E*	EBCE
Eligible Renewable	40.00%	47.77%
Large Hydro	7.00%	22.75%
Nuclear	49.00%	0.00%
Unspecified	0.00%	29.48%
Total Carbon Free	96.00%	70.52%
Carbon Free non-Nuke	47.00%	70.52%

# Questions?

Thank You

Izzy Carson

Power Resources Manager