



Staff Report Item 6

TO: East Bay Community Energy Executive Committee
FROM: Annie Henderson, VP Marketing and Account Services
SUBJECT: Brilliant 100 Options for 2021 (Informational Item)
DATE: September 25, 2020

Recommendation

Receive a presentation to respond to questions to respond to questions on Brilliant 100 options for 2021

Background and Discussion

EBCE Staff presented options for a 2021 Brilliant 100 product at the September 16, 2020 Board meeting. The three options presented were:

1. **Premium:** Continue to offer Brilliant 100 at a premium of 2-5% above PG&E rates with 100% carbon-free power, not including nuclear power,
2. **Close:** Close the Brilliant 100 product and move customers onto the Bright Choice product, and
3. **Third Option:** Offer a new product that costs the same as PG&E with 100% carbon-free power, including nuclear power

The third option was presented in response to the cities of Hayward and Pleasanton submitting letters asking that the Board consider an option of a carbon free, cost parity product with nuclear power.

There was significant discussion of the third option at the Board meeting, and three main questions were raised about 1) how this product would be presented to customers, 2) potential cost to cover premium for Brilliant 100 at cost parity without nuclear, and 3) how a potential excess nuclear allocation would be managed.

The following presentation attempts to address those questions.

Fiscal Impact

This is a discussion item and as such does not have a fiscal impact.

Attachments

- A. Brilliant 100 Options Presentation



Brilliant 100 Options in 2021

presented to EBCE Executive Committee

Annie Henderson

September 25, 2020



Brilliant 100 Options for 2021

Options for all EBCE customers

Offered only in EBCE jurisdictions where local Board/Council has voted and approved to offer this product

Premium Cost

CONTENT: Continue to offer 100% carbon free without nuclear power

COST:
2-5% over PG&E

Close Product

Transition current *Brilliant 100* customers onto *Bright Choice*

Hayward & Albany request new default

3rd Option

CONTENT:
Continue to offer 100% carbon free including nuclear power

COST:
Parity with PG&E

Questions Raised in 9/16 BOD Meeting

1. How would a third product be presented in customer mailers such as the Joint Rate Mailer and Power Content Label?
2. What would be the cost for the Agency to pay the premium for a Brilliant 100 product that is 100% carbon-free at cost parity to PG&E and does not include nuclear power?
3. If a third product is approved, what happens if more nuclear power is allocated to EBCE than is needed to fulfill the load for this third product?

JRM and PCL Overview

Joint Rate Mailer (JRM)

- ***Fixed template, approved by Public Advisor's Office and co-branded with PG&E***
- Format: Postcard or Email
- Product presentation in 2020:
 - Postcard included all 3 EBCE products
 - Email included only 2 EBCE products (no Renewable 100)
 - Limitations set by PG&E

Power Content Label (PCL) Mailer

- ***Must include specific chart but can add more information***
- Format: Folded, large format postcard
- Product presentation:
 - Must include all products provided within service territory
 - CEC governs content of the table
 - EBCE determines the content of the rest of the marketing mailer

2020 Joint Rate Mailer Postcard

(with 2019 Power Content)



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



For information, visit: ebce.org
Para detalles de este programa en español, visite: es.ebce.org
參閱本計劃中文版本, 請上網: ch.ebce.org

We support your power to choose

As part of our mutual commitment to support your energy choice, East Bay Community Energy (EBCE) and Pacific Gas and Electric Company (PG&E) have partnered to provide you with a comparison of typical residential electric rates, average monthly charges, and generation portfolio contents.

If this comparison does not address your specific rate, please visit PG&E online at pge.com/ccca or call 1-866-743-0335. For more information on EBCE's generation rate, please visit ebce.org/rates or call 1-833-699-EBCE (3223).

Understanding your energy choices

Residential Electric Rate Comparison, E1

	PG&E	PG&E Solar Choice*	EBCE Bright Choice	EBCE Brilliant 100	EBCE Renewable 100
Generation Rate (\$/kWh)	\$0.11752	\$0.07312	\$0.08235	\$0.08353	\$0.09353
PG&E Delivery (\$/kWh)	\$0.15298	\$0.15298	\$0.15298	\$0.15298	\$0.15298
PG&E PCIA (\$/kWh)	N/A	\$0.04243	\$0.03399	\$0.03399	\$0.03399
Total Electricity Cost (\$/kWh)	\$0.27050	\$0.26853	\$0.26932	\$0.27050	\$0.28050
Average Monthly Bill (\$)	\$ 97.11	\$96.40	\$96.68	\$97.11	\$100.70

Current rates as of July 1, 2020

This table compares electricity costs for an average residential customer in the EBCE/PG&E service area with an average monthly usage of 359 kilowatt-hours (kWh). This is based on a representative 12-month billing history for all customers on the E1 rate schedule for PG&E's and EBCE's published rates as of July 1, 2020.

Generation Rate is the cost of creating electricity to power your home. The generation rate varies based on your energy provider and the resources included in your energy provider's generation supply.

PG&E Delivery Rate is a charge assessed by PG&E to deliver electricity to your home. The PG&E delivery rate depends on your electricity usage, but is charged equally to both EBCE and PG&E customers.

PG&E PCIA/FF represents the Power Charge Indifference Adjustment (PCIA) and the Franchise Fee surcharge (FF). The PCIA is a charge to recover PG&E's above-market costs for generation resources acquired prior to a customer's switch to a third-party electric generation provider like East Bay Community Energy. The PCIA also applies to PG&E customers that elect to take service under PG&E's optional Solar Choice program. PG&E acts as a collection agent for the Franchise Fee surcharge, which is levied by the California Public Utilities Commission on behalf of cities and counties in PG&E's service territory for all customers. The costs for resources included in the PCIA and FF surcharges are included in the generation rate for PG&E bundled service customers.

If this comparison does not address your specific rate, please visit PG&E online at pge.com/ccca or call 1-866-743-0335. For more information on EBCE's generation rates, please visit ebce.org/rates or call 1-833-699-EBCE (3223).

2019 Electric Power Generation Mix**

Specific Purchases	Percent of Total Retail Sales (kWh)				
	PG&E	PG&E Solar Choice*	EBCE Bright Choice	EBCE Brilliant 100	EBCE Renewable 100
Renewable	29%	100%	60%	75%	100%
Biomass & Biowaste	3%	0%	4%	0%	0%
Geothermal	2%	0%	12%	0%	0%
Eligible Hydroelectric	2%	0%	5%	0%	0%
Solar Electric	12%	100%	3%	38%	50%
Wind	9%	0%	36%	37%	50%
Coal	0%	0%	0%	0%	0%
Large Hydroelectric	27%	0%	25%	25%	0%
Natural Gas	0%	0%	0%	0%	0%
Nuclear	44%	0%	1%	0%	0%
Other	0%	0%	0%	0%	0%
Unspecified Sources of Power***	0%	0%	13%	0%	0%
TOTAL	100%	100%	100%	100%	100%

*Solar Choice is a limited program available only to eligible customers that elect PG&E as their electric service provider. For more information please refer to www.pge.com/solarchoice.

**As reported to the California Energy Services' Power Source Disclosure Program. EBCE and PG&E data is subject to an independent audit and verification that will not be completed until October 1, 2020. The figures above may not sum up to 100 percent due to rounding.

***Unspecified sources of power refers to electricity that is not traceable to a specific generating facility, such as electricity traded through open market transactions. Unspecified sources of power are typically a mix of all resource types, and may include renewables.

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*PG&E refers to Pacific Gas and Electric Company, a subsidiary of PG&E Corporation. 8.20 CCC-0720-2343



Examples of JRM and PCL

- The following are mock-up examples of the Joint Rate Mailer and Power Content Label Mailer under the scenario of a third product being approved by the Board
- Assumes that Board agrees to each member agency selecting which products should be available within its own jurisdiction
- Mock-Ups also assume that the current Brilliant 100 product is no longer offered to customers in 2021

Joint Rate Mailer Email Template

Display would only include products available in customer's jurisdiction*

*assumes EBCE sends out emails and approach is approved by PAO



We support your power to choose

As part of our mutual commitment to support your energy choice, East Bay Community Energy (EBCE) and Pacific Gas and Electric Company (PG&E) have partnered to provide you with a comparison of typical residential electric rates, average monthly charges, and sources of energy generated.

	PG&E	PG&E Solar Choice*	EBCE Bright Choice	EBCE R100
Generation Rate (\$/kWh)	\$0.11752	\$0.07312	\$0.08235	\$0.08353
PG&E Delivery Rate (\$/kWh)	\$0.15298	\$0.15298	\$0.15298	\$0.15298
PG&E PCIA/FF (\$/kWh)	\$0.03399	\$0.04243	\$0.03399	\$0.03399
Total Rate (\$/kWh)	\$0.27050	\$0.26853	\$0.26932	\$0.27050
Monthly usage: 359 kWh	\$97.11	\$96.40	\$96.68	\$97.11

Current rates as of July 2020

This table compares electricity costs for an average residential customer in the EBCE/PG&E service area with an average monthly usage of 359 kilowatt-hours (kWh). This is based on a representative 12-month billing history for all customers on E-1 rate schedules for PG&E's and EBCE's published rates as of July 2020.

Generation Rate is the cost of creating electricity to power your home. The generation rate varies based on your energy provider and the resources included in your energy provider's generation supply.

PG&E Delivery Rate is a charge assessed by PG&E to deliver electricity to your home. The PG&E delivery rate depends on your electricity usage, but is charged equally to both EBCE and PG&E customers.

PG&E PCIA/FF represents the Power Charge Indifference Adjustment (PCIA) and the Franchise Fee surcharge (FF). The PCIA is a charge to recover PG&E's above-market costs for generation resources acquired prior to a customer's switch to a third-party electric generation provider. The PCIA also applies to PG&E customers that elect to take service under PG&E's optional Solar Choice program. PG&E acts as a collection agent for the Franchise Fee surcharge, which is levied by the California Public Utilities Commission (CPUC) on behalf of cities and counties in PG&E's service territory for all customers. The costs for resources included in the PCIA and FF surcharges are included in the generation rate for PG&E bundled service customers.

	PG&E	PG&E Solar Choice	EBCE Bright Choice	EBCE R100
Specific Purchases	Percent of Total Retail Sales (MWh)			
Renewable	29%	100%	60%	75%
•Biomass & Biowaste	3%	0%	4%	0%
•Geothermal	2%	0%	12%	0%
•Hydro Electric	2%	0%	5%	0%
•Solar Electric	12%	100%	3%	38%
•Wind	9%	0%	36%	37%
Coal	0%	0%	0%	0%
Large Hydroelectric	27%	0%	25%	25%
Natural Gas	0%	0%	0%	0%
Nuclear	44%	0%	1%	0%
Other	0%	0%	0%	0%
Unspecified Sources of Power**	0%	0%	13%	0%
TOTAL	100%	100%	100%	100%

*As reported to the California Energy Commission's Power Source Disclosure Program. EBCE and PG&E data is subject to an independent audit and verification that will not be completed until later in 2020. The figures above may not sum up to 100 percent due to rounding.

**Unspecified sources of power refers to electricity that is not traceable to a specific generating facility, such as electricity traded through open market transactions. Unspecified sources of power are typically a mix of all resource types, and may include renewables.

If this comparison does not address your specific rate, please visit PG&E online at pge.com/cca or call 1 (866) 743-0335. For information on EBCE's generation rates, please visit ebce.org/rates or call 1 (833) 699-EBCE (3223).

Sample Non-Participating City Joint Rate Mailer

Understanding your energy choices

Residential Electric Rate Comparison, E1

	PG&E	PG&E Solar Choice*	EBCE Bright Choice	EBCE Renewable 100
Generation Rate (\$/kWh)	\$0.11752	\$0.07312	\$0.08235	\$0.09353
PG&E Delivery (\$/kWh)	\$0.15298	\$0.15298	\$0.15298	\$0.15298
PG&E PCIA (\$/kWh)	N/A	\$0.04243	\$0.03399	\$0.03399
Total Electricity Cost (\$/kWh)	\$0.27050	\$0.26853	\$0.26932	\$0.28050
Average Monthly Bill (\$)	\$ 97.11	\$96.40	\$96.68	\$100.70

Current rates as of July 1, 2020

This table compares electricity costs for an average residential customer in the EBCE/PG&E service area with an average monthly usage of 359 kilowatt-hours (kWh). This is based on a representative 12-month billing history for all customers on the E1 rate schedule for PG&E's and EBCE's published rates as of July 1, 2020.

Generation Rate is the cost of creating electricity to power your home. The generation rate varies based on your energy provider and the resources included in your energy provider's generation supply.

PG&E Delivery Rate is a charge assessed by PG&E to deliver electricity to your home. The PG&E delivery rate depends on your electricity usage, but is charged equally to both EBCE and PG&E customers.

PG&E PCIA/FF represents the Power Charge Indifference Adjustment (PCIA) and the Franchise Fee surcharge (FF). The PCIA is a charge to recover PG&E's above-market costs for generation resources acquired prior to a customer's switch to a third-party electric generation provider like East Bay Community Energy. The PCIA also applies to PG&E customers that elect to take service under PG&E's optional Solar Choice program. PG&E acts as a collection agent for the Franchise Fee surcharge, which is levied by the California Public Utilities Commission on behalf of cities and counties in PG&E's service territory for all customers. The costs for resources included in the PCIA and FF surcharges are included in the generation rate for PG&E bundled service customers.

If this comparison does not address your specific rate, please visit PG&E online at pge.com/ccca or call 1-866-743-0335. For more information on EBCE's generation rates, please visit ebce.org/rates or call 1-833-699-EBCE (3223).

2021 Electric Power Generation Mix**

Percent of Total Retail Sales (kWh)

Specific Purchases	PG&E	PG&E Solar Choice*	EBCE Bright Choice	EBCE Renewable 100
Renewable	29%	100%	60%	100%
Biomass & Biowaste	3%	0%	4%	0%
Geothermal	2%	0%	12%	0%
Eligible Hydroelectric	2%	0%	5%	0%
Solar Electric	12%	100%	3%	50%
Wind	9%	0%	36%	50%
Coal	0%	0%	0%	0%
Large Hydroelectric	27%	0%	25%	0%
Natural Gas	0%	0%	0%	0%
Nuclear	44%	0%	1%	0%
Other	0%	0%	0%	0%
Unspecified Sources of Power***	0%	0%	13%	0%
TOTAL	100%	100%	100%	100%

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Sample Participating City Joint Rate Mailer*

Understanding your energy choices

Residential Electric Rate Comparison, E1

	PG&E	PG&E Solar Choice*	EBCE Bright Choice	EBCE Third Product	EBCE Renewable 100
Generation Rate (\$/kWh)	\$0.11752	\$0.07312	\$0.08235	\$0.08353	\$0.09353
PG&E Delivery (\$/kWh)	\$0.15298	\$0.15298	\$0.15298	\$0.15298	\$0.15298
PG&E PCIA (\$/kWh)	N/A	\$0.04243	\$0.03399	\$0.03399	\$0.03399
Total Electricity Cost (\$/kWh)	\$0.27050	\$0.26853	\$0.26932	\$0.27050	\$0.28050
Average Monthly Bill (\$)	\$ 97.11	\$96.40	\$96.68	\$97.11	\$100.70

Current rates as of July 1, 2020

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If this comparison does not address your specific rate, please visit PG&E online at pge.com/ccca or call 1-866-743-0335. For more information on EBCE's generation rates, please visit ebce.org/rates or call 1-833-699-EBCE (3223).

2021 Electric Power Generation Mix**

	Percent of Total Retail Sales (kWh)				
Specific Purchases	PG&E	PG&E Solar Choice*	EBCE Bright Choice	EBCE Third Product	EBCE Renewable 100
Renewable	29%	100%	60%	36%	100%
Biomass & Biowaste	3%	0%	4%	0%	0%
Geothermal	2%	0%	12%	0%	0%
Eligible Hydroelectric	2%	0%	5%	0%	0%
Solar Electric	12%	100%	3%	0%	50%
Wind	9%	0%	36%	0%	50%
Coal	0%	0%	0%	0%	0%
Large Hydroelectric	27%	0%	25%	0%	0%
Natural Gas	0%	0%	0%	0%	0%
Nuclear	44%	0%	1%	64%	0%
Other	0%	0%	0%	0%	0%
Unspecified Sources of Power***	0%	0%	13%	0%	0%
TOTAL	100%	100%	100%	100%	100%

*Solar Choice is a limited program available only to eligible customers that elect PG&E as their electric service provider. For more information please refer to www.pge.com/solarchoice.

**As reported to the California Energy Commission's Power Source Disclosure Program. EBCE and PG&E data is subject to an independent audit and verification that will not be completed until October 1, 2020. The figures above may not sum up to 100 percent due to rounding.

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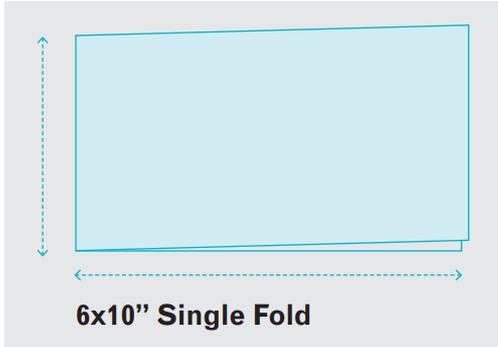
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* % nuclear content is for illustrative purposes only and is not indicative of forecasted content

2019 EBCE Power Content Label Mailer



FRONT

2021 sample based on 2018 format if third option selected

This is the back of the marketing mailer for the PCL. The information within the bold line is prescribed and cannot be changed. The content of the rest of the marketing mailer is determined by EBCE.

YOUR CHOICE

Choose from three service plans.
To opt-up, visit ebce.org/opt-up

- Bright Choice** A small discount to PG&E rates.
- Third Product** 100% carbon-free power at the same price as PG&E.
- Renewable 100** 100% California wind & solar power at a small premium.

East Bay Community Energy 2021 Power Content Label ebce.org				
Energy Resources	Bright Choice	Third Product	Renewable 100	2018 CA Power Mix**
Eligible Renewable	41%	36%	100%	31%
Biomass & Biowaste	0%	0%	0%	2%
Geothermal	1%	0%	0%	5%
Eligible Hydroelectric	0%	0%	0%	2%
Solar	15%	20%	50%	11%
Wind	25%	25%	50%	11%
Coal	0%	0%	0%	3%
Large Hydroelectric	21%	0%	0%	11%
Natural Gas	0%	0%	0%	35%
Nuclear	0%	64%	0%	9%
Other	0%	0%	0%	<1%
Unspecified sources of power*	38%	0%	0%	11%
TOTAL	100%	100%	100%	100%

* "Unspecified sources of power" means electricity from transactions that are not traceable to specific generation sources.
 ** Percentages are estimated annually by the California Energy Commission based on the electricity generated in California and net imports as reported to the Quarterly Fuel and Energy Report database and the Power Source Disclosure program.

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: <http://www.energy.ca.gov/pcl/>
 For additional questions, please contact the California Energy Commission at: Toll-free in California: 844-454-2906
 Outside California: 916-653-0237

The generation data represents 2018 and is provided in the *Annual Report to the California Energy Commission: Power Source Disclosure Program.* Percentages may not total to 100% due to rounding.

Third Product is available only in the cities of X, Y, Z

or

Third Product is not available in the cities of A, B, C



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

Resident Name
123 Address St.
Berkeley, CA 94702

Questions? Give us a call:
1-833-699-EBCE (3223)



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DRAFT 2021 PCL with new format

East Bay Community Energy									
2021 POWER CONTENT LABEL									
Greenhouse Gas Emissions Intensity (in lbs CO ₂ e/MW)				Energy Resources		Renewable 100	Third Product	Bright Choice	CA Total Mix
Renewable 100	Third Product	Bright Choice	State Average	Eligible Renewables¹		100.0%	36.0%	41.0%	22.0%
0	0		672	Biomass & biowaste		0.0%	0.0%	0.0%	3.0%
<p>1000 800 600 400 200 0</p> <p>■ Renewable 100 ■ Third Product ■ Bright Choice ■ State Average</p>				Geothermal		0.0%	0.0%	0.0%	4.0%
				Eligible hydroelectric		0.0%	0.0%	0.0%	1.0%
				Solar		50.0%	33.0%	75.0%	6.0%
				Wind		50.0%	0.0%	0.0%	8.0%
				Coal		0.0%	0.0%	0.0%	6.0%
				Large Hydroelectric		0.0%	0.0%		5.0%
				Natural Gas		0.0%	0.0%	0.0%	44.0%
				Nuclear		0.0%	64.0%	0.0%	9.0%
				Other		0.0%	0.0%	0.0%	0.0%
				Unspecified Electricity²		0.0%	0.0%		14.0%
TOTAL						100.0%	100.0%	100.0%	100.0%
<i>Unbundled RECs retired as a percentage of these electricity portfolios' retail sales:</i>						0%	0%	0%	0%
<p>¹ Renewable energy credits (RECs) are tracking instruments issued for renewable generation. Unbundled renewable energy credits (RECs) represent renewable investments that do not deliver electricity to the retail supplier's customers. Unbundled RECs are not reflected in the power mix or GHG emissions intensities above. The eligible renewable percentage above does not reflect RPS compliance, which is determined using a different methodology.</p> <p>² Unspecified power is electricity that was purchased through open market transactions and is not traceable to a specific generation source.</p>									
For specific information about this electricity product, contact:				East Bay Community Energy		1-833-699-EBCE www.ebce/prg			
For general information about the Power Content Label, consult:				California Energy Commission		1-844-217-4925 www.energy.ca.gov/pcl/			

Third Product is available only in the cities of X, Y, Z

or

Third Product is not available in the cities of A, B, C

Product and/or Jurisdiction messaging

OPERATES LOCAL

Our community sees the benefits.

LOCAL INVESTMENT
EBCE uses revenue from the sale of clean power to stabilize rates and operate local energy programs, like our "virtual power plant" program that will fund solar panels and batteries for low-income homes in West Oakland while improving local grid reliability.

LOCAL CONTROL
EBCE is governed by a Board of local elected officials from each Alameda County city we serve, and staffed by a small team of energy industry experts.

LOCAL SUPPORT
Since launching in 2018, EBCE has invested over \$300,000 in local non-profits.



SPREAD

Provided to show potential real estate for messaging



Options for the PCL

MORE INFO

Additional information beyond the prescribed table can be included elsewhere in the marketing mailer

OTHER FORMATS

We have options other than a folded large postcard

DIFFERENT VERSIONS

While the prescribed table must remain the same, we could make unique versions of the marketing mailer for participating cities and non-participating cities

Total Cost Premium for Brilliant 100 in 2021

- Question was asked on how much it might cost the agency if Brilliant 100 was kept at parity to PG&E with 100% carbon-free power not including nuclear
- The potential cost is approximately \$3M in 2021
- Assumptions:
 - Current base load of Brilliant 100 does not change
 - No new customers or communities; no load growth within customer base
 - Higher load increase cost to agency
 - PG&E rates do not decrease
 - If PG&E rates decrease than the cost to cover Brilliant 100 will be higher
 - PCIA does not increase
 - If PCIA increases than the cost to cover Brilliant 100 will be higher. A PCIA increase is likely given the current cap on the fee that will likely be removed during 2021.

Management of Potential Nuclear Allocation

- Based on June ERRA forecast, EBCE ***could potentially*** receive an offer for
 - 700 GWh of Large Hydro
 - 1,900 GWh of Nuclear
- Current load for Brilliant 100 ~ 903 GWh*
 - 36% RPS** Renewable = 325 GWh
 - 64% Carbon-Free = 578 GWh
- Assuming all carbon-free power in a third is served by nuclear and the load remained roughly equivalent to Brilliant 100, there would be an excess of ~1,300 GWh of nuclear power from the allocation
- The excess nuclear power may be sold to a third party removing any excess allocation from EBCE's Power Content Label

Footnotes:

**does not include any load growth associated with new communities or increases usage*

** *assumes 2021 RPS % requirement*