



Staff Report Item 6

TO: East Bay Community Energy Executive Committee

FROM: Annie Henderson, VP of Marketing and Account Services

SUBJECT: **Marketing and Outreach Update**

DATE: July 20, 2018

Recommendation

Receive an update from staff on major marketing and outreach activities, including review of current customer engagement and upcoming launch event.

Attachment

- A. Draft Phase 2 Notification #1
- B. Marketing Update Presentation



Dear Alameda County Residents,

Alameda County residents living in the county and 11 participating cities will soon have a new, greener choice in electricity providers. East Bay Community Energy (EBCE) is a local power supply program that will work in partnership with PG&E to bring you electricity from renewable sources at affordable prices.

As a resident of one of the cities that voted to form EBCE your benefits will include:

- More renewable energy at competitive rates
- Lower greenhouse gas emissions
- Innovative services
- Community involvement
- Local projects, jobs, and economic benefits

How it Works

EBCE will purchase electricity on your behalf, including more renewable power than PG&E currently provides. PG&E will act in partnership with us to deliver, maintain, and service your electricity as it always has. You'll be enrolled automatically, so you don't need to do a thing. And billing will be simple—you'll still get a single monthly bill that includes EBCE's charge for electricity generation, and PG&E's charges for their other services.



Similar to PG&E in types of power but at a 1.5% discount



Greener power than PG&E and costs the same as PG&E



100% renewable energy and costs about \$3-5 more per month* than PG&E

EAST BAY COMMUNITY ENERGY YOUR AFFORDABLE, GREENER, LOCAL ELECTRICITY PROVIDER

East Bay Community Energy, also known as EBCE, is the new local electricity supplier in Alameda County. EBCE will provide cleaner, greener energy at lower rates to our customers.

EBCE will reinvest earnings back into the community to create local green energy jobs, local programs, and clean power projects.

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You will be automatically transitioned to EBCE service in November. The transition will be completely seamless to you, and your service will continue uninterrupted.

You will be enrolled in our Bright Choice service so you don't need to do a thing to take advantage of a lower cost than your current PG&E rate. But you can always opt up to Brilliant 100 or Renewable 100, or opt out if you choose. Call to notify us at **1-833-699-EBCE (3223)** or visit **ebce.org**.

EBCE service helps retain local involvement in energy choices, create jobs, and provide economic benefits to our communities, while reducing our community's greenhouse gas emissions.

*Based on the average residential customer bill in Alameda County



A Proven Model

Programs similar to ours have been working throughout the state and the Bay Area for years. In fact, Marin, Napa, Sonoma, Contra Costa, Santa Clara, San Mateo, and San Francisco Counties already have active Community Choice Energy programs, like EBCE. Dozens of other California counties and cities are considering or starting their own.



Your Energy, Your Choice

EBCE began providing electricity to business and municipal customers in June 2018. Residential customers will be enrolled in November 2018. Customers with rooftop solar will be enrolled throughout 2019 based on their “True-Up” date.



Some Background

- In accordance with California State law, EBCE is designed as an opt out program. That means EBCE is now the County’s official electricity provider as of the program’s launch to local residents in November. You can opt out at any time.
- The program is governed by a Board of Directors composed of elected officials from the County and its 11 participating cities, including Albany, Berkeley, Dublin, Emeryville, Fremont, Hayward, Livermore, Oakland, Piedmont, San Leandro, and Union City.
- EBCE isn’t replacing PG&E—we’re working in partnership with them.
- You’ll always have a choice to remain with PG&E’s current service for both electricity and power delivery, and can let us know your preference to do so—or to opt up or down—with a single click at ebce.org, or call at 1-833-699-EBCE (3223).

SPECIAL NOTE: Customers participating in the CARE, FERA, and/or Medical Baseline Allowance programs continue to receive these discounts while on EBCE service.

Abbreviated Terms and Conditions of Service

ENROLLMENT AND SERVICE OPTIONS

As of November 2018, East Bay Community Energy (EBCE) is the default electric provider serving Alameda County, except the cities of Alameda, Pleasanton, and Newark. Accounts within the participating 11 cities will be automatically enrolled. Customers may also request to opt up, opt down, or opt out and stay with PG&E bundled service at any time subject to the opt-out guidelines.

RATES AND FEES

EBCE’s generation rates are managed to provide cleaner, greener electricity to our community at competitive rates. Any future rate changes will be adopted at public meetings of the EBCE Board. As an EBCE customer, PG&E charges you a monthly Power Charge Indifference Adjustment (PCIA) and Franchise Fee Surcharge. Please contact PG&E for more information about these charges.

BILLING

As an EBCE customer, you will continue to receive a single monthly bill from PG&E that includes all electricity-related charges, including EBCE’s generation charges. PG&E will continue to charge for gas services, transmission, distribution, public goods programs, and other non-generation charges at the same rates it charges customers who do not receive EBCE service.

OPT OUT

You may opt out of EBCE service at any time by calling 1-833-699-EBCE (3223) or by completing the opt-out form at www.ebce.org/optout. There is no fee to opt out before enrollment or in the first 60 days of receiving EBCE service.

CUSTOMER CONFIDENTIALITY

EBCE is committed to protecting customer privacy. EBCE’s customer confidentiality policy can be found at www.ebce.org/confidentiality.

Full details of the EBCE Terms and Conditions can be found at www.ebce.org/terms.





Marketing and Outreach Update

PRESENTED BY Annie Henderson
DATE 07/20/18



Updates on Phase 2

Channel	Materials	
Print Collateral	In Progress <ul style="list-style-type: none"> • Factsheets • Brochures • Video • Photos • FAQs • Senior Guide • Yard Signs 	Done <ul style="list-style-type: none"> • Banners • Window Cling • Customer Enrollment Notice #1
Website	Updating content and translations Added Events page (ebce.org/events)	
Paid Advertising	Compiling vendor quotes, including digital, print, cable, transit, billboards, and radio	
Social Media	On-going	
Events	Confirmed Events <ul style="list-style-type: none"> • Alameda County Fair (banner) • Fremont Street Party (July 19) • Oakland Art and Soul (July 28/29) • GreenerBuilder Conference (contractor/builder community) (SF - 8/1) • Fremont Festival of the Arts (8/4-8/5) • San Leandro Farmers' Market (8/8, 9/12, 10/10) • Fremont Street Eats (8/17, 10/12) • Livermore Harvest Wine Festival (9/2) • Hayward Mariachi Festival (9/14) Many more in progress such as Castro Valley Street Eats, Oakland China Town Street Festival, Solano Stroll, Dublin Splatter Festival, Union City Alvarado Fall Fest, Emeryville Art Exhibition, and many other farmers' markets throughout the county	
Earned Media	Press Release on LDBP	

Looking Forward

Month	Tasks
August	<ul style="list-style-type: none">• Collateral development• Public engagement events scheduling and staffing• Website Updates• Advertising campaign creative development• PSA video in production• Coordinate first customer notification• Backend systems for customer enrollment• Hiring and training• Phase 1 New Customer notification begins• Coordinate Phase 1 Joint Rate Mailer
September	<ul style="list-style-type: none">• Public engagement events scheduling and staffing• Advertising campaign deployment• First customer notification delivered• Call center support for Phase 2 launches• Phase 1 Joint Rate Mailer delivered

Other Activities

- Hayward garbage bill insert



EAST BAY COMMUNITY ENERGY

CLEAN, RELIABLE ENERGY IS COMING YOUR WAY!

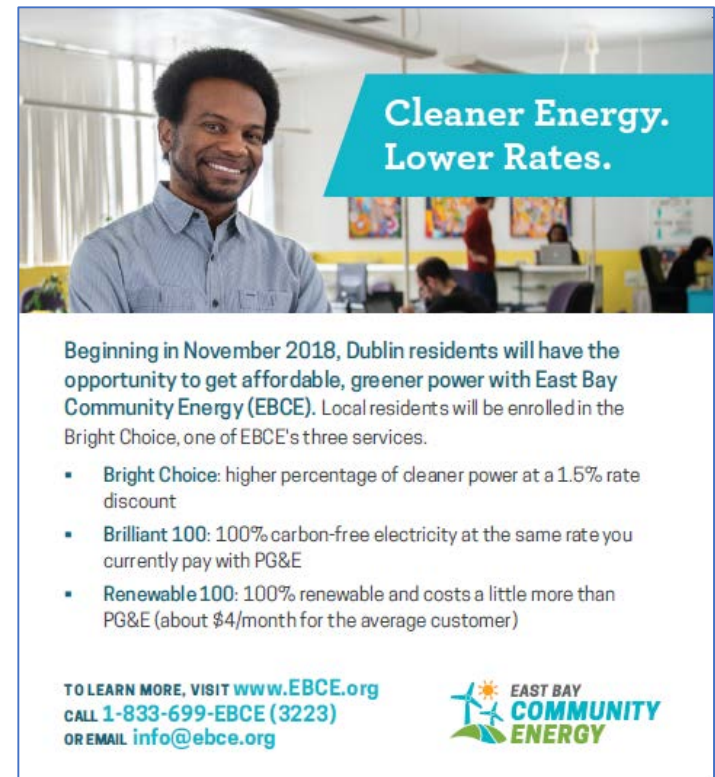
Bright Choice **Brilliant 100** **Renewable 100**

STARTING IN NOVEMBER, East Bay Community Energy (EBCE) will begin service to Hayward residents. Local residents will be enrolled in the **Brilliant 100** service, which means you'll now receive cleaner, greener, reliable energy at the same rates you currently pay with PG&E. EBCE offers a choice of three services, and you can opt up, down, or out all together:

- **Bright Choice**: higher percentage of clean power at a 1.5% rate discount
- **Brilliant 100**: 100% carbon-free electricity at the same rate you currently pay with PG&E
- **Renewable 100**: 100% renewable and costs a little more than PG&E (about \$4/month for the average customer)

Visit our website or contact us at the phone number or email below.
ebce.org
1-833-699-EBCE (3223)
info@ebce.org

- Dublin Fall Recreation Guide



Cleaner Energy. Lower Rates.

Beginning in November 2018, Dublin residents will have the opportunity to get affordable, greener power with East Bay Community Energy (EBCE). Local residents will be enrolled in the Bright Choice, one of EBCE's three services.

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TO LEARN MORE, VISIT www.EBCE.org
CALL 1-833-699-EBCE (3223)
OR EMAIL info@ebce.org

EAST BAY COMMUNITY ENERGY

Customer Notification #1

- Delivered in September to Phase 2 customers
- Additional in-language content
- Includes Renewable 100



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How it Works
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EBCE service can help retain local involvement in energy choices, create jobs, and provide economic benefits to our communities, while reducing your community's greenhouse gas emissions.

Joint Rate Mailer

- Delivered in September to Phase 1 customers
- CleanPowerSF Example
- Working with PG&E on EBCE Mailer

Understanding your energy choice

2016 Commercial Rate Comparison, E-195*

	PG&E	PG&E Solar Choice (100% Renewable)	CleanPowerSF	
			Green (35% Renewable)	SuperGreen (100% Renewable)
Generation Rate (\$/kWh)	\$0,09615	\$0,11137	\$0,07925	\$0,09925
PG&E Delivery Rate (\$/kWh)	\$0,07828	\$0,07828	\$0,07828	\$0,07828
PG&E PCIA/FF (\$/kWh)	N/A	\$0,01588	\$0,01653	\$0,01653
Total Electricity Cost (\$/kWh)	\$0,17443	\$0,20553	\$0,17406	\$0,19406
Average Monthly Bill (\$)	\$46,921.24	\$55,286.82	\$46,821.45	\$52,201.25

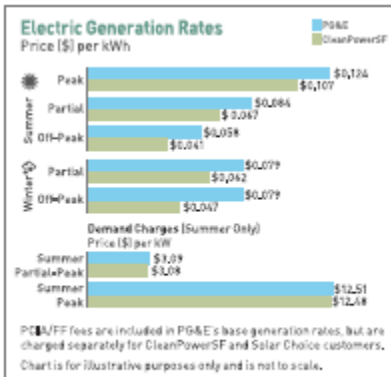
*This compares electricity costs for an average large commercial customer in the CleanPowerSF/PG&E service area with an average monthly demand of 660 kW and an average monthly usage of 268,990 kilowatt-hours (kWh). This is based on a representative 12-month billing history for all customers on E-195 rate schedules for PG&E's and CleanPowerSF's published rates as of May 1, 2016.

Generation Rate is the cost of creating electricity to power your business. 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 business. The PG&E delivery rate depends on your electricity usage, but is charged equally to both CleanPowerSF and PG&E customers.

PG&E PCIA/FF represents the Power Charge Inference Adjustment (PCIA) and the Franchise Fee surcharge (FF). The PCIA is a charge to recover PG&E's costs for generation resources that are currently above the market rate. These resources were committed to 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. This fee is imposed by 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 us online at cleanpowersf.org or pge.com/cca.



Electric Power Generation Mix*

Specific Purchases	PG&E Solar Choice		CleanPowerSF	
	Green	SuperGreen	Green	SuperGreen
Renewable	30%	100%	35%	100%
• Biomass & Biowaste	4%	0%	0%	0%
• Geothermal	5%	0%	0%	0%
• Hydroelectric	1%	0%	0%	0%
• Solar Electric	11%	100%	0%	0%
• Wind	8%	0%	35%	100%
Coal	0%	0%	0%	0%
Large Hydroelectric	6%	0%	28%	0%
Natural Gas	25%	0%	37%	0%
Nuclear	23%	0%	0%	0%
Other	0%	0%	0%	0%
Unspecified Sources of Power	17%	0%	0%	0%
TOTAL	100%	100%	100%	100%

*As reported to the California Energy Commission's Power Source Disclosure Program excluding voluntary unbundled renewable energy credits. PG&E data is subject to an independent audit and verification that will not be completed until October 1, 2016. CleanPowerSF's generation data is a forecast for 2016. Actual 2016 generation data will be reported to the California Energy Commission in 2017. 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.

For information, visit:

Para detalles de este programa en español, visite:

參閱本計劃中文版本, 請上網:

cleanpowersf.org

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