Staff Report Item 6

TO: East Bay Community Energy Board of Directors
FROM: Annie Henderson, VP Marketing and Account Services
SUBJECT: Customer Mailers (Informational Item)
DATE: July 26, 2019

____________________________________________________________________

Recommendation
Accept staff presentation on upcoming customer mailers

Background
There are two upcoming customer mailers that are required under law or regulation. The Power Content Label must be mailed to all EBCE customers. The Joint Rate Mailer must be mailed to all EBCE-eligible customers, including those that opted out. Staff will present a summary of each mailer and a timeline for when these will be sent to customers.

Attachment
Customer Mailer Presentation
Required Customer Mailers

PRESENTED BY: ANNIE HENDERSON
DATE: JULY 26, 2019
# Overview

## Power Content Label (PCL) Mailer
- Required by CEC
- Must include specific chart but can add more information
- Awaiting CA Aggregate Power Content Template
- Goes to all EBCE customers
- Will work with new design firm on layout

## Joint Rate Mailer (JRM)
- Required by CPUC
- Fixed template, approved by Public Advisor’s Office and co-branded with PG&E
- Goes to all EBCE-eligible customers (including those that opted out)
- Kick-off meeting with PG&E on Tuesday, July 23
Examples

Power Content Label

2017 POWER CONTENT LABEL
Pacific Gas and Electric Company

ENERGY RESOURCES

Power Mix 2017 CA Power Mix**

Eligible Renewable 33% 29%
Biomass & biowaste 4% 2%
Geothermal 5% 4%
Eligible hydroelectric 3% 3%
Solar 13% 10%
Wind 8% 10%

Coal 0% 4%
Large Hydroelectric 16% 15%
Natural Gas 20% 34%
Nuclear 27% 9%
Other 9% <1%

Unspecified sources of power* 2% 9%

* "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 sold to California consumers during the identified year.

For specific information about this electricity product, contact:

Pacific Gas and Electric Company
415-973-0640

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:

844-454-2906

Joint Rate Mailer

Understanding your energy choice

2018 Residential Rate Comparison, Ex.1

Generation Rate

East Bay Community Energy

Base Rate (cents)

Bright Choice

Silver Rate 100

PS&G Delivery Rate (cents)

$0.13387

$0.13387 $0.13387 $0.13387

$0.13387


$0.24901 $0.24901 $0.24901 $0.24901

Electric Power Generation Mix

Renewable 31% 18% 24% 10%

Biomass & biowaste 0% 0% 0% 0%

Geothermal 0% 0% 0% 0%

Large Hydroelectric 0% 0% 0% 0%

Nuclear 3% 3% 3% 3%

Wind 100% 100% 100% 100%

Total Electric Cost (cents)

$0.29147 $0.29147 $0.29147 $0.29147

Energy Average DHR (%) $91.22 $90.17 $90.60 $91.22

* This comparison is based on an average residential customer in the PG&E service area and is based on the monthly usage of 6,667 kWh.

** This information is based on the California Energy Commission's Power Source Databook. The specific generation mix varies annually and is subject to change. For more information, please refer to the California Energy Commission's website at www.energy.ca.gov. This information is subject to change due to changes in fuel costs and other factors. For the most current information, please visit the California Energy Commission's website at www.energy.ca.gov.

For additional information, please visit:

Pacific Gas and Electric Company at www.energy.ca.gov/pcl
Proposed Timeline

- **July**: Regular Deadline for JRM
- **August**: Option 1 Mail JRM
- **September**: PCL Audit Complete
- **October**: Mail PCL
- **November**: Deadline to Mail PCL
- **December**: Option 2 Mail JRM
- **January**: Extended Deadline for JRM