

MARCH 11, 2021

# Enrollment Update: City of Newark

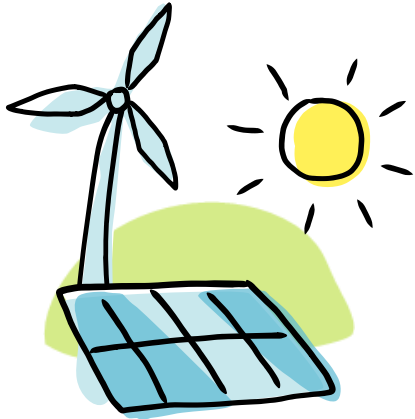


# What is EBCE?

East Bay Community Energy (EBCE) is our local power supplier committed to providing Alameda County and the city of Tracy with cleaner, greener electricity at lower rates. EBCE reinvests earnings back into the community to create local green energy jobs, local energy programs, and clean power projects.

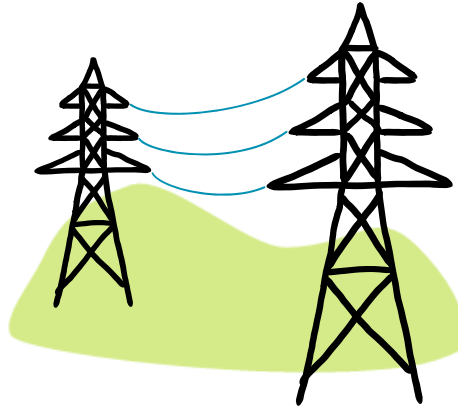


# How it Works



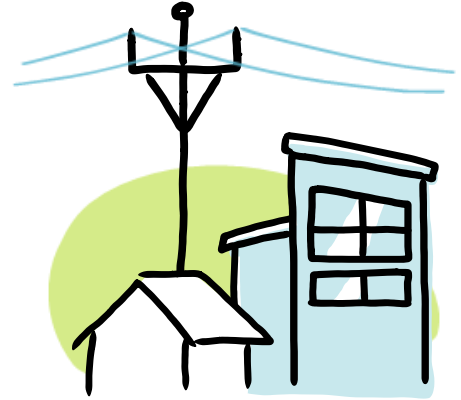
## EBCE BUYS CLEAN POWER

EBCE buys from, and is building, clean power plants. EBCE sells the power to customers at low rates.



## PG&E DELIVERS THE POWER

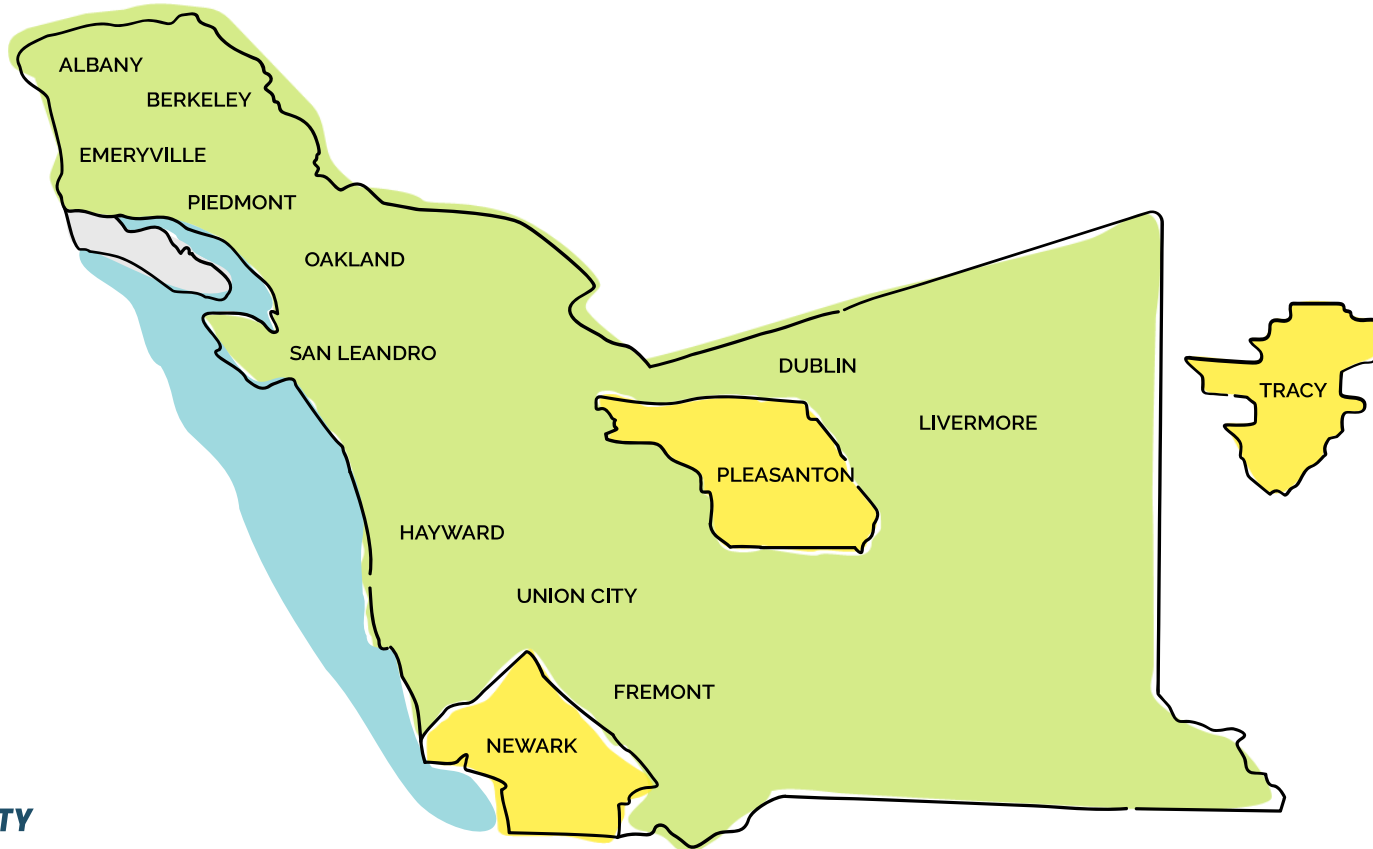
EBCE's power is delivered to customers by PG&E. Customers pay PG&E for power delivery as they always have.



## YOU GET THE POWER AND ALL THE BENEFITS

You benefit from cleaner energy, low rates, local governance, and innovative programs.

# EBCE Members



# City of Newark: Enrollment Timeline (2021)

**Feb**

Notice 1 (of four) mailed letter to all customers. Residents and business may begin opting out/UP

**March**

Notice 2: Tri-fold mailer or email (unless customers have already opted out)

**April**

Notice 3: Postcard or email. *Electric account transitions occur on individual meter-read dates*

**May**

Notice 4: Postcard or email. *First EBCE charges appear on most bills*

**June**

*After first 60 days of service: PG&E one year waiting period for opt outs to (re)enroll w/EBCE*

# Welcome Newark (Pleasanton & Tracy)!





**WELCOME TO THE COMMUNITY**

## Newark is now part of the East Bay's green energy transition.

**East Bay Community Energy (EBCE)** is your new, local, public power agency providing green power, offering low rates, and supporting local community programs. Your city council members voted to join EBCE to provide the community a choice of electric supply.

Community members can change their service plan and OPT UP to 100% green energy or OPT OUT and return to PG&E bundled service by visiting [ebce.org](http://ebce.org) or contacting EBCE at **1-833-699-EBCE (3223)**. Participants in CARE, FERA, and/or **Medical Baseline Allowance** programs continue to receive their same discounts while on EBCE service.





Hello! | ¡Hola! | 你好

## Newark



Welcome to the EBCE community!  
Learn more about your new green energy provider.



Hello! | ¡Hola! | 你好

## Tracy



Welcome to the EBCE community!  
Learn more about your new green energy provider.

# Community Outreach in Newark

## Media/Social Media

- Tri-City Voice: Monthly ¼ page ads
- Newark Nextdoor: Monthly posts
  - Feb post = 1,100 impression
- Patch.com: Digital ads
- Facebook, Instagram, Twitter
- Bay Area Newsgroup
  - Digital ads geo-located to Newark
  - Fremont Argus: Print ads 2 times/month

**Hello Newark!**

Your new green energy provider arrives April 2021



## Other venues:

- EBCE-hosted webinars
  - *Welcome Newark*: 3/11 (recorded)
  - *NEM/Solar* - 3/18 (recorded)
- Newsletters (e.g., from the City)
- Chamber of Commerce



**EBCE call center: 1-833-699-3223 (7am-7pm, Monday-Friday);**  
or [customer-support@ebce.org](mailto:customer-support@ebce.org)



# Tri-City Voice ad

**Hello Newark!**  
Your new green energy  
provider arrives  
April 2021

East Bay Community Energy  
is your local public power  
agency, providing a green mix  
of electricity at lower prices  
than PG&E, and supporting  
local community programs.

[Learn more at ebce.org/newark](https://ebce.org/newark)





# Newark Patch & Bay Area News Group digital ads

## Newark (94560) Hourly and Weekly Weather Forecast

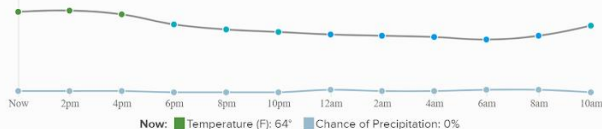
Newark weather forecast for now and the week ahead — Partly cloudy for the hour. Clear throughout the day. Rain on Friday through next Wednesday.



**64°** Partly Cloudy  
Right now:  
Partly cloudy for the hour.

High: 65°  
Low: 46°  
Sunrise: 6:37:00 am  
Sunset: 6:06:00 pm

Chance of precipitation: 0%  
Wind: 5 mph from the WSW  
Dew Point: 40°  
Pressure: 1010.9mb



## Newark weather for the next 7 days:

Rain on Friday through next Wednesday.

Thu. March 4	Fri. March 5	Sat. March 6	Sun. March 7	Mon. March 8
High: 67° Low: 42° Clear throughout the day. Wind: SSW 4mph. Chance of rain: 7%	High: 67° Low: 42° Rain in the evening and overnight. Wind: SSW 6mph. Chance of rain: 73%	High: 60° Low: 45° Possible light rain in the morning. Wind: WNW 7mph. Chance of rain: 90%	High: 60° Low: 41° Possible light rain overnight. Wind: W 4mph. Chance of rain: 8%	High: 58° Low: 46° Rain in the morning and overnight. Wind: SW 7mph. Chance of rain: 90%

Powered by Dark Sky. Thanks so much!

**Hello Newark!**  
Your new green energy provider arrives April 2021

**EAST BAY COMMUNITY ENERGY**

**Featured Events**

- Mar 20** Rotary Club Niles Fremont - Spring Fling Virtual Event
- Mar 27** Virtual Running & Walking Races! Participate from home! Save 35%!

[+ Add your event](#)

**Hello Newark!**  
Your new green energy provider arrives April 2021

**EAST BAY COMMUNITY ENERGY**

# Video ads via Comcast in Newark

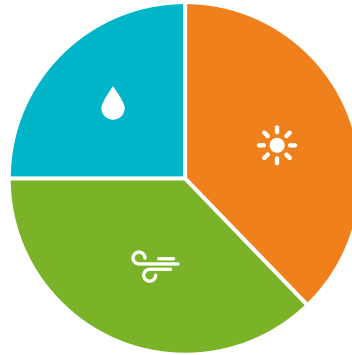


# What Are My Options?



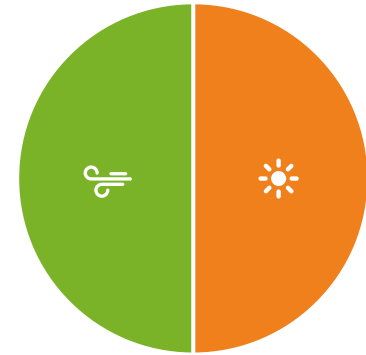
## BRIGHT CHOICE

at least 5% more renewable energy than state requires at rates 1% below PG&E



## BRILLIANT 100\*

100% carbon-free energy including hydropower at the same rates as PG&E



## RENEWABLE 100

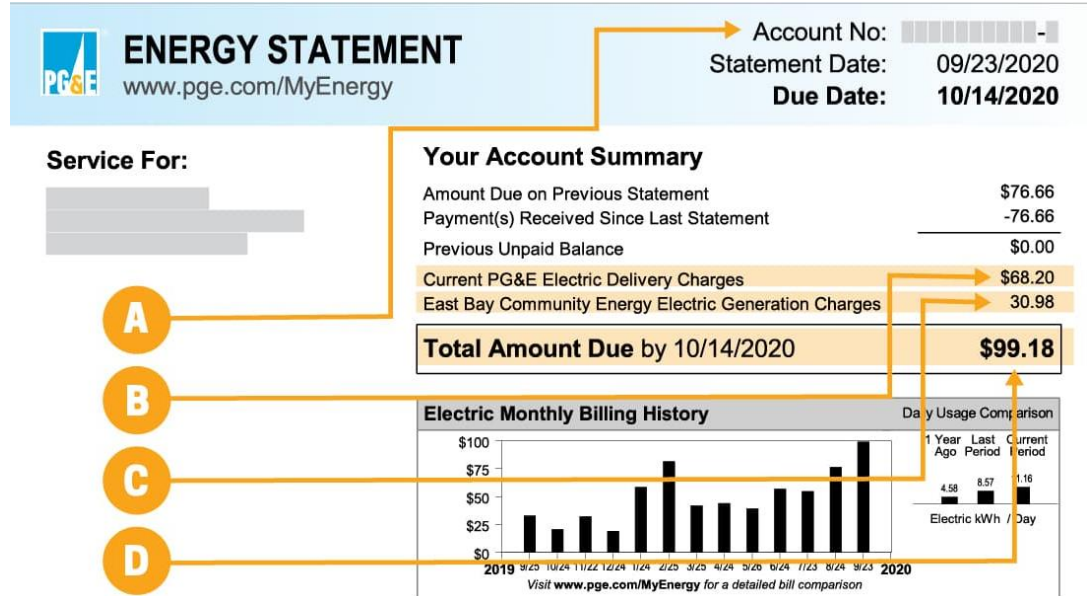
100% California solar & wind energy at 1 cent per kilowatt-hour above PG&E rates

*\*Sunsets at end of 2021. Customers will have to choose Bright Choice or Renewable 100*

# Understand Your Bill

EBCE 'Generation Charges' (C) are not additional charges; they replace PG&E charges, which appear as credits on PG&E bills.

To calculate your savings and find more information on understanding your bill, go to [ebce.org/understand-your-bill](http://ebce.org/understand-your-bill)



# What Are the Benefits?



**LOWER RATES**



**LOCAL CONTROL  
& INVESTMENT**



**SUSTAINABILITY**



**CUSTOMER CHOICE  
& PROGRAMS**

# EBCE Local Programs



**Power through life's disruptions.**

New solar + home battery backup incentive available in Alameda County.

**ebce** Resilient Home

**EAST BAY COMMUNITY ENERGY**



Clean Cooking with Induction

**The Perfect Shakshuka**

by Reem Assil

**ebce**

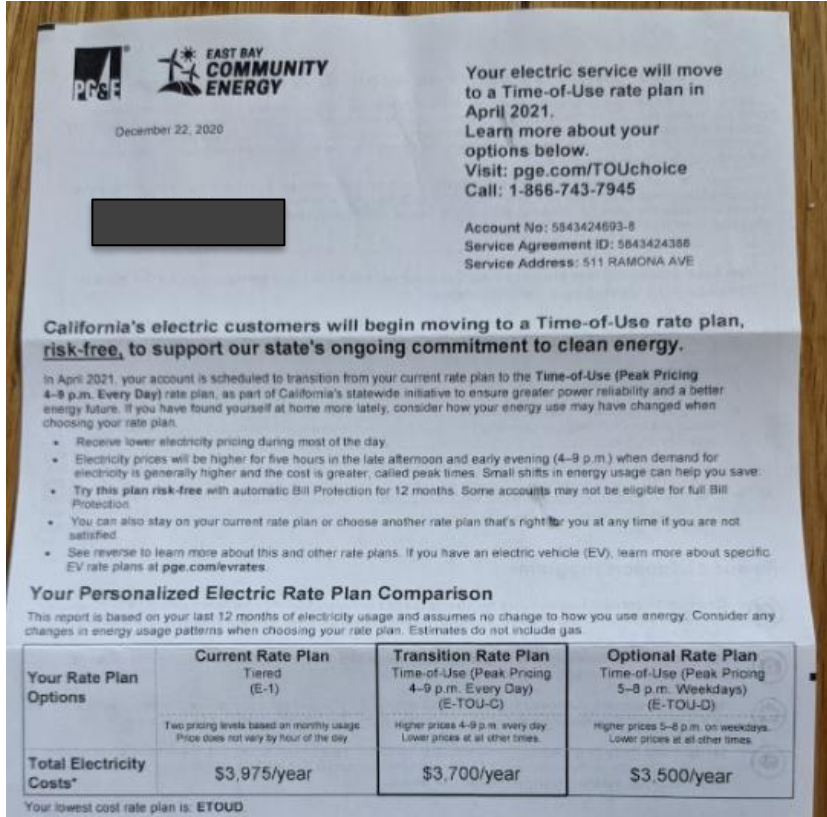
# Time-of-Use (TOU) rates transition

- **PG&E mandated to transition customers to TOU (per CPUC);**
  - All Commercial: March
  - All NEM1: Monthly starting in April based on anniversary date
  - Alameda County E1 Residential: May
- **Feb. 2021: Co-branded notices from PG&E/EBCE re 90 notice of TOU transition;**
  - All typical (E1) residential customers
  - Feb PG&E/EBCE Press Release
- **Net Energy Metering (NEM) solar customers**
  - Transition according to PG&E true-up date or anniversary month;
  - April NEM customers already sent 90-day and 30-day notice
- **Commercial customers sent 30-day notice in February re March transition**



# Residential TOU - Notices

- 90-day notice mailed to residential customers in February
- 30-day notice will be mailed in April



# Next Steps

## Join our email list

Sign up for categorized email updates at [ebce.org](https://ebce.org) towards the bottom of the page.

## Follow us on social media

Follow [@poweredyebce](https://www.facebook.com/poweredyebce) on Facebook, Instagram, Twitter, YouTube and LinkedIn

## Attend a public meeting

EBCE holds monthly Board of Directors meetings and Community Advisory Committee meetings as well as occasional discussions and guest lectures regarding renewable energy. Find out more at [ebce.org/meetings](https://ebce.org/meetings)

## Attend an event with EBCE

Check [ebce.org/news-and-events](https://ebce.org/news-and-events) for upcoming events.

## Opt Up to Renewable 100

Visit [ebce.org/change-my-plan](https://ebce.org/change-my-plan) to opt up to Renewable 100 for 100% California solar & wind energy

## Look out for electrification incentives coming online this year!

Sign up for our newsletter to be the first to know

# Thank You!



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



@PoweredbyEBCE



customer-support@ebce.org

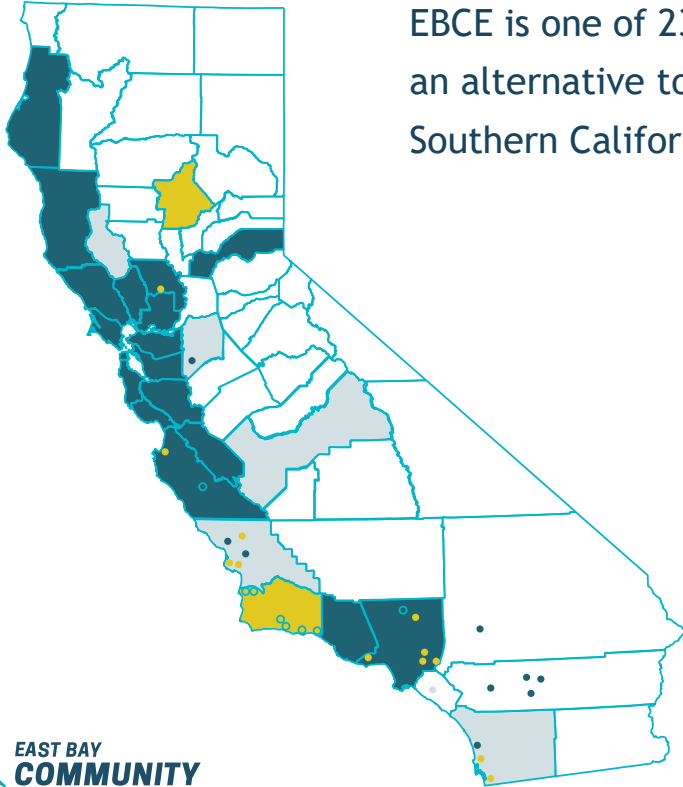
Español  
[ebce.org/es](https://ebce.org/es)

中文  
[ebce.org/cn](https://ebce.org/cn)

# ADITITONAL SLIDES

# CCAs Are Proven Across California

EBCE is one of 23 Community Choice Agencies in California offering an alternative to the applicable Investor Owned Utilities (PG&E, Southern California Edison, and San Diego Gas & Electric)



## Over 3,600 Megawatts

of new clean generation capacity contracted through long term Power Purchase Agreements by CCAs across California

**40%**

In 2019, CCA's served over 40% of load in PG&E's service area

**10%**

In 2019, EBCE served about 10% of load in PG&E's service area

**\$10M**

EBCE saved customers \$10 Million in 2020

**\$20M**

EBCE has saved customers \$20 Million since program launch in 2018

# Power Purchasing Agreements (PPAs)

**EBCE is looking to add more California wind, solar, and storage to the grid.**

These PPAs are enabling new construction for these clean energy solutions.

**9** PROJECTS CONTRACTED

**550+** MEGAWATTS OF WIND AND SOLAR

**150+** MEGAWATTS OF BATTERY STORAGE



Rosamond Central Solar Project | Commissioned in December 2020

# History in Brief

2015

Feasibility study  
commissioned by  
County of Alameda

2017

EBCE formed  
as a Joint Powers  
Agency

2018

Launched  
service to  
commercial  
customers  
in June and  
residential  
customers in  
November

2019

Cities of Tracy,  
Pleasanton, &  
Newark join JPA

2021

Begin service  
to new cities



# Q & A

“Habitat for Humanity is honored to partner with East Bay Community Energy. From their support of affordable housing to promoting women in leadership, EBCE cares about the communities and people they serve.”

– Habitat for Humanity East Bay/Silicon Valley



“EBCE, the City of Fremont, and many others are working together to create a healthy, safe, and vibrant future for our community. Reach out to EBCE to hear about what is in the works and to make sure your business goals are aligned with your energy choices.”

– Rachel DiFranco, Sustainability Manager, City of Fremont

