

Dear City of Hayward Commercial Electricity Customer,

The City of Hayward appreciates your business being part of the Hayward community. It is the City's mission to create and sustain a safe, clean, green, and fiscally sound business environment that benefits residents, businesses, and the region. To that end, the City is now part of a local effort to provide your business with clean energy at comparable cost to PG&E.

The City of Hayward is pleased to announce the launch of a new electricity provider, East Bay Community Energy (EBCE). EBCE was established through a cooperative effort of the City of Hayward, ten other cities in the County, and the County of Alameda. EBCE is a not-for-profit public agency that will deliver a Community Choice Energy program which will procure your power, increase the use of renewable energy, and invest revenues back into the community. EBCE will begin providing your power in June of this year. You do not need to take any action to participate; your business will be automatically enrolled and you will see this information reflected on your PG&E bill. PG&E will continue to provide the same reliable service, and you can still contact them in the case of an outage.

In March 2018, the Hayward City Council passed a resolution requesting EBCE to provide its *Brilliant 100* energy service to all commercial and municipal customers within the City. *Brilliant 100* service is 100% carbon-free power offered at the same rate you currently pay to PG&E.

Increased use of both carbon-free and renewable energy can have a profound and positive environmental impact on the reduction of greenhouse gas (GHG) and other toxic emissions. A carbon-free electricity mix is a cost-effective way to reduce Hayward's greenhouse gas emissions footprint. And we can accomplish this without any additional cost, as the price of *Brilliant 100* electricity will remain the same as it is with your current PG&E service.

EBCE will offer a second product called *Bright Choice*, which is 85% carbon-free and offered at a 1.5% discount to the PG&E generation rate. In many cases, the generation rate is approximately half of the total electric charges on a bill, so the total discount on electric charges may be less than 1%. PG&E's service is approximately 80% carbon-free power. You have three choices:

- 1) Do nothing to receive *Brilliant 100* electricity, which has zero GHG emissions and is offered at the same rates as PG&E;
- 2) opt down to receive *Bright Choice* electricity, which is 85% carbon-free; or
- 3) opt out of all EBCE service and remain with PG&E for bundled generation service.

We hope that your business will stay with *Brilliant 100*. If, however, you decide to change your service to *Bright Choice* or opt out, please call EBCE at 1-833-699-EBCE (3223), or visit ebce.org. You will receive a letter in April and three follow-up postcards through July from EBCE. These notices contain information about EBCE rates and terms of service, as well as information on how to opt out if you choose to remain with PG&E. The City hopes you stay with EBCE for your electricity service and help to reduce the GHG emissions in our community. If you have any questions, please contact EBCE at 1-833-699-EBCE (3223).

Sincerely,



Al Mendall
Hayward City Council Member
EBCE Board Member



Elisa Márquez
Hayward City Council Member
EBCE Board Member Alternate





Frequently Asked Questions

How does EBCE work?

East Bay Community Energy purchases power with higher renewable and lower greenhouse gas (GHG) content than is offered by PG&E. Other than receiving cleaner electricity at competitive prices, all other aspects of your electricity service remain the same. PG&E continues to deliver the electricity, maintain the power lines, handle billing, and respond to new service requests and emergencies.

How do I enroll in EBCE?

EBCE will replace PG&E as the default electricity provider in eleven cities in Alameda County and the unincorporated areas of the county. Anyone with a PG&E electric account in these areas will automatically be enrolled in EBCE. The cities of Newark and Pleasanton are currently not members of EBCE. The City of Alameda is not eligible to participate since it is served by its own municipal utility. Business customers will be enrolled in June 2018. Residential customers will be enrolled in November 2018. Customers with on-site solar power will be enrolled in 2019 around the time of their annual true-up with PG&E.

Why am I automatically enrolled in EBCE? Do I have a choice?

That's the way the law governing the formation of CCE programs like EBCE was written. When a city or county decides to participate, all their residents and businesses are automatically enrolled. Nevertheless, if you wish to remain with PG&E for bundled generation service, you may do so by opting out of EBCE.

Does my business retain PG&E benefits like energy efficiency programs?

Yes, Businesses on EBCE service continue to receive the same reliable service from PG&E, the same quality of power, and the same access to energy efficiency programs. Large businesses retain their key account representative. All services from PG&E remain the same.

Why is the City of Hayward doing this?

EBCE is a Community Choice Energy (CCE) program, and CCEs have a track record of providing cleaner energy at lower rates. EBCE is the tenth CCE to launch in California. The other CCEs such as MCE Clean Energy, Sonoma Clean Power, Peninsula Clean Energy, and Silicon Valley Clean Energy are all saving customers money while investing in renewables. Since CCEs are public agencies, excess revenue is reinvested in the community by lowering rates and/or offering energy programs that complement PG&E's programs. EBCE's service helps the City of Hayward to reach our Climate Action Plan goals by providing an option to eliminate emissions related to electricity usage without additional cost. In addition, while the City already generates close to 60% of the electricity used by municipal facilities, the City has decided to receive Brilliant 100 for all of the electricity purchased for municipal facilities.

For more information, please visit <https://ebce.org/> or call 1-833-699-EBCE (3223).