



CITY OF HAYWARD

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Cover Memo

File #: ACT 21-078, **Version:** 1

DATE: September 13, 2021

TO: Council Sustainability Committee

FROM: Director of Public Works

SUBJECT

Outreach Plan for New East Bay Community Energy Default Electricity Product

RECOMMENDATION

That the Council Sustainability Committee (CSC) reviews and comments on this report.

SUMMARY

On July 6, 2021, Council voted to make Renewable 100 the new default product for Hayward customers served by East Bay Community Energy (EBCE), effective January 2022. Customers currently enrolled in Brilliant 100, the 100% carbon free electricity product, will be switched to Renewable 100, which is 100% wind and solar power from California. Customers currently enrolled in Bright Choice, the lower cost product, will remain with Bright Choice. Bright Choice customers include those enrolled in income or medical-related discount programs and customers who have opted for the Bright Choice product. Council directed staff to conduct significant community outreach to explain the new default product and the reasons why Council chose Renewable 100, as well as to ensure customers are aware of their options, including discount programs. This report presents staff's proposed plan for community outreach through January 2022.

ATTACHMENTS

Attachment I Staff Report

Attachment II EBCE Default Outreach 2022