



Office of the City Manager

February 15, 2022

To: Honorable Mayor and Members of the City Council

From: *Dee* Dee Williams-Ridley, City Manager

Re: EBCE Renewable 100 Residential Outreach

The Planning and Development Department's Office of Energy and Sustainable Development (OESD) is amplifying East Bay Community Energy (EBCE) outreach for the transition of residential electricity customers to *Renewable 100* (R100) in March, and asks City Council to help spread the word.

To help meet our Climate Action and Fossil Fuel Free Goals, [Berkeley City Council voted in June 2021](#) to make EBCE's R100 the default service for local residential customers starting in March 2022. R100, sourced from 100% California solar and wind, is the cleanest energy choice available. R100 costs an additional one cent per kilowatt-hour over PG&E rates, or about \$5 more per month for a typical Berkeley home. Commercial customers in Berkeley will be placed on R100 in October 2022.

Customers will automatically be placed on R100 electricity service upon their billing date in March, and will first notice the increase in their April bills. Customers who prefer to remain on the current, less expensive *Bright Choice* plan, which has been the default for Berkeley to date, can do so by visiting [ebce.org/Berkeley](http://ebce.org/Berkeley) and clicking on "*Remain on Bright Choice*," or by calling EBCE's Call Center at 1-833-699-EBCE (3223) during business hours (9AM–5PM on weekdays). EBCE's *Bright Choice* service is priced 1% below PG&E rates and has approximately 5% more renewable energy than PG&E.

EBCE mailed print notifications in late January and sent follow-up emails in mid-February to all Berkeley residential customers other than those already enrolled in R100. EBCE will send a second print notification at the end of this month.

Customers who are on [bill assistance programs](#) such as *CARE*, *FERA*, and *Medical Baseline* programs will remain on the less expensive *Bright Choice* service automatically, but can still choose *Renewable 100*. All customers can change their EBCE service or return to PG&E service anytime through the [EBCE website](#).

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EBCE is also hosting a series of webinars to review the basics about its services, and to answer any questions. Customers can find ongoing webinars in English and other languages at [ebce.org/Berkeley](http://ebce.org/Berkeley).

Please share information about the R100 transition in your upcoming newsletters. Attached you will find text to facilitate communication with your constituents. Please contact Jordan Klein, Planning and Development Department Director, with any questions.

Attachment

cc: Paul Buddenhagen, Deputy City Manager  
LaTanya Bellow, Interim Deputy City Manager  
Jenny Wong, City Auditor  
Mark Numainville, City Clerk  
Matthai Chakko, Assistant to the City Manager  
Jordan Klein, Director, Planning and Development Department

## Attachment 1: EBCE R100 outreach text and image to share

### Berkeley is Going Green!

#### *Residential Electricity Accounts Transitioning to 100% Renewable Energy*



Starting in March, your household will begin receiving 100% California solar and wind electricity service. In June 2021, City Council voted to transition all Berkeley electricity accounts to East Bay Community Energy's *Renewable 100* plan. Since 2018 [East Bay Community Energy](https://www.ebce.org) (EBCE) has been our local electricity supplier serving customers in Berkeley and Alameda County.

*Renewable 100* is the cleanest energy choice available, and costs an additional one cent per kilowatt-hour over PG&E rates, or about \$5 more per month for a typical Berkeley home. Commercial customers in Berkeley will be placed on *Renewable 100* in October 2022.

#### How do I change my electricity service?

No action is needed to receive *Renewable 100* electricity service. Customers who prefer to remain in the current *Bright Choice* plan, which has been the default for Berkeley to date, can do so by visiting [ebce.org/Berkeley](https://ebce.org/Berkeley) and clicking on "*Remain on Bright Choice*," or by calling 1-833-699-EBCE. EBCE's *Bright Choice* service, is priced 1% below PG&E rates and has approximately 5% more renewable energy than PG&E. Learn more about [EBCE's electric service choices](#).

Customers who are on [bill assistance programs](#) such as *CARE*, *FERA*, and *Medical Baseline* programs will remain on the less expensive *Bright Choice* service automatically, but can still choose *Renewable 100*. Customers can change their EBCE service or return to PG&E service anytime.

Tune into an [upcoming webinar](#) to learn more about your options. For any questions don't hesitate to contact EBCE's Call Center at 1-833-699-EBCE (3223) during business hours (9AM–5PM on weekdays).