



Council Sustainability Committee

Outreach Plan for New EBCE Default Electricity Product

September 13, 2021

New Default – Renewable 100

- Customers on Brilliant 100 will be switched to Renewable 100 in January 2022
- Renewable 100 will help Hayward maintain GHG reductions
- Customers can choose Bright Choice
- Customers enrolled in discount programs will remain on Bright Choice

Draft Postcard



MAKING A DIFFERENCE TOGETHER

100% renewable wind and solar energy for Hayward residents and businesses

In order to offer Hayward businesses and residents cleaner energy and to help the City of Hayward achieve its Climate Action Plan goals, the Hayward City Council voted to join East Bay Community Energy (EBCE) as the default supplier of electric generation service.

essential, business, and municipal electricity in Hayward in June 2018. Customers were notified of EBCE's Bright Choice service, which offers a choice of service options on their electric supply.

The Hayward City Council voted to set the default electric service for Hayward residents to EBCE's Renewable 100 service by 2022. **Renewable 100 service is 100% wind and solar facilities including the 100 MW wind farm in Livermore**, and costs about 10¢ per kilowatt-hour above PG&E rates—that's about 1¢ above the typical home.

Customers who wish to remain on Bright Choice are notified by visiting ebce.org/hayward and clicking "I want to stay on Bright Choice," or by calling 1-833-699-EBCE (3223) during business hours (9AM-5PM on weekdays).

Customers who are on CARE, FERA, and medical baseline service will remain on Bright Choice service automatically.



1999 Harrison Street
Suite 800
Oakland, CA 94612

Resident Name
123 Address St.
Tracy, CA 95376

FIRST-CLASS MAIL
U.S. POSTAGE
PAID
EAST BAY
COMMUNITY ENERGY
IMB-POSTAGE

Languages 
Español ebce.org/es
中文 ebce.org/cn

Contact us
1-833-699-EBCE (3223)
customer-support@ebce.org

Planned Outreach

- Leaflet & Stack Articles
- Mariachi Festival
- Farmers Markets
- Youth Commission
- Compost Giveaway
- Bill Inserts
- Social Media
- CAP Update Public Meetings
- Chamber of Commerce
- Announcements at Public Meetings
- Direct Mail in December & January

Other EBCE Cities

Cities that recently chose Renewable 100 as default:

City	Council Action	Residential Effective Date	Commercial Effective Date
Albany	June 7	Jan. 2022	Jan. 2022
Berkeley	June 29	March 2022	October 2022
Dublin	Spring 2021	Jan. 2022	NA
Hayward	July 6	Jan. 2022	Jan. 2022
Pleasanton	July 20	Jan. 2022	Jan. 2022
San Leandro	September 7	March 2022	October 2022

Recommendation

1. Questions for Staff
2. Public Comments
3. Committee Comments
4. Committee Recommendation: That the Committee reviews and comments on this informational report.

