



# New Clean Energy Choices

January 2017

# Introducing Silicon Valley Clean Energy

- Community Choice Energy agency formed by 12 communities in Santa Clara County . . .
  - new clean power options at competitive rates
  - local economic and environmental benefits
- Board of Directors – each community represented



Rod Sinks, Chair  
City of Cupertino

Rob Rennie, Vice Chair  
Town of Los Gatos

Liz Gibbons  
City of Campbell

Daniel Harney  
City of Gilroy

Jeannie Bruins  
City of Los Altos

John Harpootlian  
Town of Los Altos Hills

Burton Craig  
City of Monte Sereno

Steve Tate  
City of Morgan Hill

John McAlister  
City of Mountain View

Joe Simitian  
County of Santa Clara

Howard Miller  
City of Saratoga

Jim Griffith  
City of Sunnyvale

# How Community Choice Energy Works



**RENEWABLE ENERGY**

*Electric Generation*

**SVCE**

**SAME RELIABLE SERVICE**

*Electric Delivery*

**PG&E**

**YOUR COMMUNITY CHOICE**

*Greener Energy Options*

**YOU**

- SVCE assumes responsibility for buying and/or building electricity supplies
- PG&E remains responsible for transmission, distribution, service connection and billing
- Service reliability is not affected!

# SVCE generation charges replace PG&E generation charges.

**PG&E ENERGY STATEMENT**  
www.pge.com/MyEnergy

Account No: 6632598009-3  
Statement Date: 09/09/2015  
Due Date: 09/30/2015

**Service For:**  
JENNIFER GARCIA  
123 MAIN ST.  
MORGAN HILL, CA 95037

**Questions about your bill?**  
24 hours per day, 7 days per week  
Phone: 1-866-743-0335  
www.pge.com/MyEnergy

**Local Office Address**  
321 Maple Street, Suite 10  
Sunnyvale, CA 94085

**Your Account Summary**

Amount Due on Previous Statement	\$115.84
Payment(s) Received Since Last Statement	-115.84
Previous Unpaid Balance	\$0.00
Current PG&E Electric Delivery Charges	\$77.76
<b>SVCE Electric Generation Charges</b>	<b>52.83</b>
Current Gas Charges	16.22
<b>Total Amount Due by 09/30/2015</b>	<b>\$146.81</b>

**Monthly Billing History**

\$600			
\$450			

**Daily Usage Comparison**

1 Year Ago	Last Period	Current Period
27.03	17.96	20.06

# SVCE Offerings, and Early Enrollment Opportunity

---



## GreenStart

Your default option, 1% below comparable PG&E generation rates

- 100% carbon free
  - 50% renewable energy
  - 50% non-polluting hydroelectric energy



## GreenPrime

Your voluntary option costs less than 1 penny more per kilowatt hour than GreenStart

- 100% renewable energy
- 100% greenhouse gas free

# Three launch phases in 2017...



- A-1, A-6, and A-10 rate schedules enroll in April, and E-19 and E-20 in July



# Customer Notices

- *Customers are automatically enrolled into SVCE program*
- *Customers receive at least 4 notices*
  - *two each, pre and post-enrollment*
  - *mailings now in process*
- *Customers can “opt-out” to stay with PG&E generation service*
  - *no charge during four-month enrollment period*
  - *anytime after enrollment period for a small administrative fee*
    - *\$5 for residential customers*
    - *\$25 for commercial customers*

## Your electricity service is about to get a lot greener!

Silicon Valley Clean Energy (SVCE) will soon be your official electricity provider, bringing you **100% carbon-free electricity at lower rates than PG&E**. SVCE serves homes and businesses in our local community. Because there are no shareholders, we reinvest revenue right here to keep rates low and promote local green energy projects.

You're in!

 **GreenStart**  
100% Carbon-Free

In April 2017, you'll be automatically enrolled in SVCE GreenStart—you don't need to do a thing. Or, you can choose to upgrade to GreenPrime, providing 100% renewable energy. You can also opt out to remain entirely with PG&E. [SVCleanEnergy.org](http://SVCleanEnergy.org)

iSu servicio de electricidad está a punto de ser mucho más verde!

Electricidad 100% libre de carbono a precios más bajos que PG&E.

您的電力服務即將變得更加環保!

100% 無碳電力, 比 PG&E 更便宜

# Cost Comparison Example – Small Commercial Account

GreenStart	GreenPrime	PG&E
<b>50%</b> RENEWABLE ENERGY	<b>100%</b> RENEWABLE ENERGY	<b>30%</b> RENEWABLE ENERGY
<b>100%</b> CARBON FREE	<b>100%</b> CARBON FREE	<b>60%</b> CARBON FREE
<b>\$112.05</b> PG&E ELECTRIC DELIVERY	<b>\$112.05</b> PG&E ELECTRIC DELIVERY	<b>\$112.05</b> PG&E ELECTRIC DELIVERY
<b>\$65.22</b> ELECTRIC GENERATION	<b>\$72.28</b> ELECTRIC GENERATION	<b>\$86.08</b> ELECTRIC GENERATION
<b>\$20.00</b> PG&E ADDED FEES	<b>\$20.00</b> PG&E ADDED FEES	<b>\$0</b> PG&E ADDED FEES
<b>\$197.27</b> AVERAGE TOTAL COST	<b>\$204.33</b> AVERAGE TOTAL COST	<b>\$198.13</b> AVERAGE TOTAL COST



## Common questions . . .

---

- Rates and rate comparisons?
- Solar net metering?
- Energy efficiency rebates?
- Demand response?

Visit [www.svcleanenergy.org](http://www.svcleanenergy.org) or call toll-free (844) 474-7823

## Summary - what does SVCE mean to you?

---

- New customer options for clean, renewable electricity at **competitive** rates
- Helping your community take a **big and immediate step** to reduce carbon emissions
- A locally governed agency supporting **clean energy investment, innovation and transformation** here in Silicon Valley



# Thank you!

[www.svcleanenergy.org](http://www.svcleanenergy.org)



**@SVCleanEnergy**



**/svcleanenergy**

**Don Bray**  
**Manager of Account Services**  
**[don.bray@svcleanenergy.org](mailto:don.bray@svcleanenergy.org)**