



New Energy Choices

Introducing Silicon Valley Clean Energy

April 2017



Overview

- Who is SVCE, and why was SVCE formed?
- Progress
- Trends
- Challenges



Introducing SVCE

- A new Community Choice Energy agency formed by 12 local communities to:
 - source cleaner electricity at more competitive rates
 - reduce carbon emissions and benefit the environment
 - offer new customer choices, and local economic benefits
- Service launched April 3, 2017



SVCE Organization and Governance

- Serving 220,000 residential and 28,000 commercial customers
- Small full-time staff
- Public board meetings monthly at 7pm on second Wednesdays, Cupertino Community Hall



Rob Rennie, Chair
City of Los Gatos

Daniel Harney, Vice Chair
City of Gilroy

Liz Gibbons
City of Campbell

Rod Sinks
City of Cupertino

Jeannie Bruins
City of Los Altos

Courtenay Corrigan
Town of Los Altos Hills

Burton Craig
City of Monte Sereno

Steve Tate
City of Morgan Hill

Margaret Abe-Koga
City of Mountain View

Howard Miller
City of Saratoga

Jim Griffith
City of Sunnyvale

Dave Cortese
Santa Clara County

Enrollment

- Customers are automatically enrolled in a CCA program
- Customers can “opt out” to stay with PG&E’s bundled service
- Customers receive at least four notices (2 pre- and 2 post-enrollment)



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

¡Su 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



Enrollment Phasing

April
2017



July
2017



Residential

20%

OF ACCOUNTS



Residential

100%

OF ACCOUNTS



**Small/Medium
Commercial**

100%

OF ACCOUNTS



**Large
Commercial**

100%

OF ACCOUNTS



Municipal

100%

OF ACCOUNTS



**Industrial &
Agriculture**

100%

OF ACCOUNTS

Trends

- Faster Roll-in
- Portfolio design, short-term hedge Vs long-term contracts
- Power Supply, local and regional Vs unbundled, western grid connected
- Net revenue, reserves Vs rebates (program and cash)



SVCE - where to learn more:



SVCleanEnergy.org



844-474-SVCE (7823)



Billing & Customer Service:
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General Info:
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@SVCleanEnergy

