

**VALLEY CLEAN ENERGY ALLIANCE
COMMUNITY ADVISORY COMMITTEE**

Staff Report – Item 7

TO: Community Advisory Committee

FROM: Mitch Sears, Interim General Manager
Rebecca Boyles, Director of Customer Care and Marketing

SUBJECT: Informational Item: Power Content Label Customer Mailer

DATE: October 28, 2021

BACKGROUND

California Public Utilities Code requires all retail sellers of electric energy, including Valley Clean Energy (VCE), to disclose “accurate, reliable, and simple-to-understand information on the sources of energy” that are delivered to their respective customers.¹ Applicable regulations direct retail sellers to provide such communications no later than October 1st of each year. The format for requisite communications is highly prescriptive, offering little flexibility to retail sellers when presenting such information to customers. This format has been termed the “Power Content Label” by the CEC.

Information presented in the Power Content Label includes the appropriate share of total energy supply based on resource type, including both renewable and conventional fuel sources. In the event that a retail seller meets a certain percentage of its supply obligation from unspecified resources, the report must identify such purchases as “unspecified sources of power.” Unspecified sources of power refers to electricity that cannot be sourced back to a specific generator, such as energy purchased through open market transactions.

During the 2020 calendar year, VCE delivered a substantial portion of its electric energy supply from various renewable energy sources, mainly solar and wind. For VCE Standard Green customers, 43.9% of the energy delivered was from renewable energy resources (80% was from carbon-free resources). For UltraGreen customers, 100% of the energy delivered was generated from renewable energy resources. A copy of VCE’s Power Content Label listing the energy resources used during 2020 is attached.

Consistent with applicable regulations and CEC guidance, VCE completed required customer communications in accordance with the deadline. On July 9th, 2020, VCE staff received written confirmation from the CEC that “The program regulations state that retail suppliers may send

¹ California Public Utilities Code Section 398.1(b).

the label via email to customers that have consented to receiving email in lieu of U.S. postal mail.” All customers receiving VCE service during the calendar year 2020 should have received the Power Content Label via postal mail or email, if VCE has an email address for the customer on file.

ATTACHMENTS

1. 2020 Power Content Label

2020 POWER CONTENT LABEL						
Valley Clean Energy Alliance						
https://valleycleanenergy.org/power-sources/						
Greenhouse Gas Emissions Intensity (lbs CO ₂ e/MWh)			Energy Resources	Standard Green	UltraGreen	2020 CA Power Mix
Standard Green	UltraGreen	2020 CA Utility Average	Eligible Renewable¹	43.9%	100.0%	33.1%
190	0	466	Biomass & Biowaste	2.2%	0.0%	2.5%
			Geothermal	0.0%	0.0%	4.9%
			Eligible Hydroelectric	1.2%	50.0%	1.4%
			Solar	26.0%	50.0%	13.2%
			Wind	14.4%	0.0%	11.1%
			Coal	0.0%	0.0%	2.7%
			Large Hydroelectric	36.5%	0.0%	12.2%
			Natural Gas	0.0%	0.0%	37.1%
			Nuclear	0.0%	0.0%	9.3%
			Other	0.0%	0.0%	0.2%
			Unspecified Power²	19.6%	0.0%	5.4%
			TOTAL	100.0%	100.0%	100.0%
Percentage of Retail Sales Covered by Retired Unbundled RECs³:				0%	0%	
<p>¹The eligible renewable percentage above does not reflect RPS compliance, which is determined using a different methodology.</p> <p>²Unspecified power is electricity that has been purchased through open market transactions and is not traceable to a specific generation source.</p> <p>³Renewable energy credits (RECs) are tracking instruments issued for renewable generation. Unbundled renewable energy credits (RECs) represent renewable generation that was not delivered to serve retail sales. Unbundled RECs are not reflected in the power mix or GHG emissions intensities above.</p>						
For specific information about this electricity portfolio, contact:			Valley Clean Energy Alliance 1-855-699-8232			
For general information about the Power Content Label, visit:			http://www.energy.ca.gov/pcl/			
For additional questions, please contact the California Energy Commission at:			Toll-free in California: 844-454-2906 Outside California: 916-653-0237			