

VALLEY CLEAN ENERGY ALLIANCE

Staff Report – Item 7

TO: Community Advisory Committee

FROM: Rebecca Boyles, Director of Customer Care and Marketing

SUBJECT: Informational Item: Power Content Label Customer Mailer

DATE: November 19, 2020

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. Due to a delay in the release of the Power Content Label template, the California Energy Commission (CEC) has extended this year’s deadline from October 1, 2020 to December 31, 2020. 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 2019 calendar year, VCE delivered a substantial portion of its electric energy supply from various renewable energy sources, including eligible hydroelectric, solar, and wind. For VCE Standard Green customers, 45.3% of the energy delivered was from renewable energy 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 2019 is attached.

Consistent with applicable regulations and CEC guidance, VCE will complete required customer communications in accordance with the December 31, 2020 deadline. On July 9th, 2020, VCE staff received written confirmation from the CEC that “The program regulations state that retail

¹ California Public Utilities Code Section 398.1(b).

suppliers may send 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 2019 will receive the Power Content Label via postal mail or email, if VCE has an email address for the customer on file.

ATTACHMENTS

1. 2019 Power Content Label

2019 POWER CONTENT LABEL			
Valley Clean Energy			
https://valleycleanenergy.org/power-sources/			
ENERGY RESOURCES	Standard Green	UltraGreen	2019 CA Power Mix
Eligible Renewable¹	45.3%	100.0%	31.7%
Biomass & Biowaste	0.0%	0.0%	2.4%
Geothermal	0.6%	0.0%	4.8%
Eligible Hydroelectric	1.2%	33.9%	2.0%
Solar	20.8%	33.4%	12.3%
Wind	22.6%	32.7%	10.2%
Coal	0.0%	0.0%	3.0%
Large Hydroelectric	31.3%	0.0%	14.6%
Natural Gas	0.0%	0.0%	34.2%
Nuclear	0.0%	0.0%	9.0%
Other	0.0%	0.0%	0.2%
Unspecified sources of power²	23.4%	0.0%	7.3%
TOTAL	100%	100%	100%
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 product, contact:	Valley Clean Energy 1-855-699-8232		
For general information about the Power Content Label, please 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		