

San José Clean Energy Message Matrix

Audience	Residential	Residential (Es.&Vi.) (In addition to previous)	Residential (Special Rates) (In addition to previous)	Commercial-Small (In addition to previous)	Commercial-Large (In addition to previous)
KEY MESSAGES					
Benefits	<ul style="list-style-type: none"> • SJCE brings you more carbon-free electricity at lower rates than PG&E. • Fully 80% of your electricity will be generated from carbon-free sources like sun, wind and water. • PG&E provides about 69% carbon-free. • SJCE's greener electricity is like taking 35,000 cars off the road. • CCAs like SJCE increase competition and customer choice. 				
How It Works	<ul style="list-style-type: none"> • We source electricity for you—from renewable sources like sun, wind and water. • As our partner, PG&E will continue to deliver electricity over existing power lines, maintain the lines and provide customer service, as they always have. • SJCE is run by the City of San José Community Energy Department and governed by the City Council. It also has a Community Advisory Committee. All our meetings are completely open to the public. 				
Cost/Rates	<ul style="list-style-type: none"> • The total cost of your SJCE service will be 1% below PG&E, including all fees and taxes. • All customers are still eligible for PG&E-administered programs. 		<ul style="list-style-type: none"> • If you participate in CARE (California Alternative Rates for Energy), FERA (Family Electric Rate Assistance or Medical Baseline Allowance programs, your rates will remain the same with SJCE. • If you are currently enrolled, you do not need to reapply. Those programs will continue to apply to you as an SJCE customer. 	<ul style="list-style-type: none"> • We don't charge extra to generate a profit or pay dividends to shareholders, which keeps our rates stable and competitive. • Long-term business planning is easier and more accurate when your electricity costs are more stable. 	<ul style="list-style-type: none"> • We'd like to meet with you individually to show you how SJCE can save you money. • We can show you how SJCE service can help meet your sustainability goals. • We'd also like to hear from you about what programs and services you value.
Opt-up 100% Renewable	<ul style="list-style-type: none"> • Upgrade to TotalGreen for 100% renewable energy. • TotalGreen is a simple, cost-effective way for you to contribute to the planet's sustainability. • For the average home, upgrading to TotalGreen is an extra \$5-10 per month, just like getting a cup of coffee or two. 	<ul style="list-style-type: none"> • Being 100% renewable will help create a more sustainable future for our families and community. 	<ul style="list-style-type: none"> • CARE and FERA customers can upgrade to TotalGreen. 	<ul style="list-style-type: none"> • Upgrading to 100% renewable TotalGreen makes you a community leader in our commitment to a clean energy future. • You can advertise your participation in San José's TotalGreen 100% renewable service as a good corporate citizen. 	
Environmental Leadership/Climate Smart	<ul style="list-style-type: none"> • SJCE is a key way for our city to meet Climate Smart San José, our climate action goals. Climate Smart will reduce our dependency on fossil fuels, clean up our air, and improve quality of life in our community. 	<ul style="list-style-type: none"> • Using more renewable energy helps preserve the earth for our children and grandchildren. • Using renewable energy also protects our health by reducing harmful pollution and greenhouse gases. 			

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	<ul style="list-style-type: none"> SJCE's cleaner, greener services has already compelled PG&E to add more renewables to its service—just to stay competitive. That's a big win for our earth. 				
Solar Programs	<ul style="list-style-type: none"> SJCE has an easy and attractive program for solar and other distributed electricity generation systems (wind, biogas and fuel cells) for commercial customers. We expect to enroll residential customers in 2020, when we can be certain you will receive a fair value. If you have solar, you won't automatically be enrolled in SJCE. But you can enroll early by selecting TotalGreen, our 100% renewable option. 				
Community Benefits	<ul style="list-style-type: none"> We're owned by the community—revenue stays right here in San José. Because there are no shareholders, we reinvest revenue in our local community. We invest in local programs, such as renewable clean energy generation projects that create jobs. We'd also like to hear from you about what programs and services you value. 				
RESPONSE MESSAGES					
PCIA/Exit Fee	<ul style="list-style-type: none"> The CPUC delivered a severe blow to California ratepayers and the state's environmental goals when it increased the "exit fee" you have to pay to PG&E when you become an SJCE customer. The exit fee is supposed to pay for power that was contracted for by PG&E before you switched to SJCE. But this was not a transparent process. It is not clear why the fee was increased and what it actually pays for. We will continue our efforts to ensure clean power is an affordable option for all our customers. We are also investigating options for appealing some aspect of this CPUC decision. 			<ul style="list-style-type: none"> As a result of the "exit fee" increase, SJCE will not be enrolling some small businesses (A1 and A6) in February 2019, until we can be certain you will receive a fair value. 	
Energy Mix	<ul style="list-style-type: none"> SJCE provides 80% carbon-free electricity—45% renewable and 35% from carbon-free hydroelectric sources. Hydroelectric is carbon-free but not considered a renewable resource by the CPUC. 				

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	<ul style="list-style-type: none"> The remaining 20% is not traceable to a specific facility, such as electricity traded through open market transactions. But it may also include renewables and hydroelectric 				
Forced Opt-In	<ul style="list-style-type: none"> As a monopoly, PG&E has long been your default electricity provider. Now SJCE is your default provider. But now you have a choice; you can opt to remain with PG&E. There's no charge to choose to remain with PG&E before your service begins or for two months after your service begins. After that you can still opt to receive service entirely from PG&E, but there is a one-time administrative fee of \$5. 			<ul style="list-style-type: none"> If you decide to receive service entirely from PG&E after two months or more of SJCE service, there is a one-time administrative fee of \$25. 	