

BROUD FAQ - FREQUENTLY ASKED QUESTIONS

1. What is BPROUD?

BPROUD is the new, locally controlled electricity provider in the CITY OF BALDWIN PARK! We provide the energy for you, known as generation, and our charge replaces what Southern California Edison would have charged for the same service. Southern California Edison still delivers the power over their lines and wires and continues to charge you for it. There are no duplicate charges because the charges are for different services.

2. How does it work?

The short answer is, we fill the wires with electricity, and Southern California Edison delivers it. In more detail, we supply power to homes and businesses with an opportunity to opt up to 100% renewable energy. Our partner, Southern California Edison, continues to do the billing, maintains the power lines, and handles all new service requests and emergencies.

3. Where do you have to live or have a business to participate in BPROUD?

All BPROUD customers must have a service address within the CITY OF BALDWIN PARK and be within the Southern California Edison service territory. We are sorry, but residents and businesses outside the City limits cannot receive service from BPROUD.

4. When did BPROUD begin serving customers?

We will begin serving all residential and municipal accounts in October, 2020 and Commercial customers in June, 2021. Per state law, we must contact our customers in writing a minimum of four times to notify them that they will soon begin receiving BPROUD electric service. We will do this via mail twice before launch and twice after launch.

5. What is Community Choice Aggregation?

When California deregulated the energy market in 1997, many Californians switched to alternative energy providers. Following the energy crisis of 2000-01, consumer choice of electricity providers was suspended. As a response to the closing of the open market, Assembly Bill 117 was passed in 2002 to establish Community Choice Aggregation, which offers an opportunity for Californians to choose their electric provider and the source of their electricity.

6. Who governs and administers BPROUD?

The Baldwin Park City Council governs BPROUD but operation of the program is administered by Baldwin Park city staff.

7. Does BPROUD replace Southern California Edison?

No. Southern California Edison continues to provide all electric delivery, billing, and power line maintenance. We only replace the electric generation services with your choice of 35% to 100% renewable energy at competitive rates.

8. Is there a grace period if I sign up, switch, or opt out?

Customers who opt out before or within the first 60 days of BPROUD service may return to BPROUD at any time. Customers who opt out after the first 60 days of service with BPROUD may be prohibited by SCE from returning to BPROUD for one year.

9. How do BPROUD's rates compare to (SCE) Southern California Edison?

Residential customers who elect to receive our default BPROUD SMART CHOICE product will receive a minimum of 35% renewable energy at the same rates when compared to SCE generation service. Residential CARE customers will continue to enjoy their existing CARE discount. Customers can also choose to pay just a little more each month and upgrade to our 100% renewable product, BPROUD GREEN CHOICE.

10. How does BPROUD set its rates?

BPROUD rates are set annually by the Baldwin Park City Council, so you'll have a steady, predictable outlook on your rates. You'll also have the satisfaction of working with a local provider, governed by your City Council whose interests are aligned with yours.

11. How do I know that BPROUD will not raise its rates?

BPROUD energy rates are set annually based on the projected cost of energy. The Baldwin Park City Council, which governs BPROUD, is committed to providing Baldwin Park residents, businesses, and organizations with energy at an affordable rate. Unlike the rates of the local investor-owned utility, which are set by the California Public Utilities Commission in San Francisco, BPROUD rates are set right here in Baldwin Park at Baldwin Park City Hall. The public is welcome to attend the rate setting meetings and participate in the process.

12. Will I still receive my CARE, FERA, or Medical Baseline discounts with BPROUD?

Yes. CARE, FERA, and Medical Baseline is available to BPROUD customers as well as Southern California Edison customers and provides the same discount regardless of enrollment with BPROUD or Southern California Edison. Customers enrolled in BPROUD continue to receive their CARE, FERA, and Medical Baseline discount within their Southern California Edison delivery charges; there is no need to reapply with BPROUD. New CARE, FERA, and Medical Baseline enrollments or renewals must still be done through (SCE) Southern California Edison's customer service center or website.

13. Who will send me my bill?

You will continue to get just one bill from (SCE) Southern California Edison. A few lines on the bill change since the charges for power generation will go to BPROUD instead of (SCE) Southern California Edison.

14. Who do I call with questions about my bill?

If you ever have questions about the BPROUD portion of your bill, you can visit our website to see a detailed breakdown of the bill at bproud.baldwinpark.com call us at (626) 214-1662, or email us at bproudhelpp@baldwinpark.com. If you have questions about the rest of your Southern California Edison bill, call Southern California Edison at 800-655-4555.

15. Why am I getting this letter/postcard from BPROUD?

The letter/postcard is a notification that your account is now eligible for BPROUD service and you can choose between BPROUD and Southern California Edison. We're now the default provider and all customers who elect to remain with BPROUD will begin receiving our BPROUD SMART CHOICE product this coming October. State law requires that as we begin to offer our service, we must contact our customers in writing a minimum of four times. We do this through a combination of letters, mailers, and postcards before and after the switch to our service.

16. Why is BPROUD enrollment automatic and why do I have to opt-out in order to stay with (SCE) Southern California Edison?

Part of California's CCA law requires BPROUD to operate as an opt-out program and become the default provider of electric generation for customers within our service area. Customer choice is very important to us. We provide four written notices to our customers so that you can choose where your electricity comes from and how your dollars are spent.

17. How do I opt out?

Customers who opt out before starting BPROUD service or within the first 60 days of our service may return at any time. Customers who opt out after the first 60 days of service with BPROUD will be prohibited by Southern California Edison from returning to BPROUD for one year.

To return to BPROUD, contact customer service at (626)214-1662 or email bproudhelpp@baldwinpark.com.

18. Can I return to BPROUD after I opt out?

Customers who opt out before starting BPROUD service or within the first 60 days of our service may return at any time. Customers who opt out after the first 60 days of service with BPROUD will be prohibited by Southern California Edison from returning to BPROUD for one year.

19. Is there a fee for opting out?

There is no charge for opting out of BPROUD before or within the first 60 days of service.

20. How is BPROUD financed? Are any tax dollars used to finance or operate BPROUD?

BPROUD will be financed by the revenues received from our customers based on the electricity they consume. BPROUD will be self-funded and does not use any tax dollars, which ensures that any financial benefits directly serve the community.

For additional information visit our website at <https://bproud.baldwinpark.com/>