TO: East Bay Community Energy Board of Directors
FROM: Nick Chaset, Chief Executive Officer
SUBJECT: CEO Report (Informational Item)
DATE: June 20, 2018

Recommendation
Accept Chief Executive Officer (CEO) report on update items below.

Executive Committee Meeting
On May 18, 2018, the Executive Committee of the East Bay Community Energy Board met for its third meeting. The agenda for the Executive Committee meeting EBCE’s proposed reserve policy, SB 64, and general updates on marketing, regulatory and energy procurement.

Marketing
On June 8, 2018 EBCE held a webinar outlining the results of an extensive survey effort that EBCE staff undertook in April and May 2018 that included over 400 in-person surveys conducted across Alameda County in three languages (English, Spanish and Chinese). This webinar also covered numerous elements of EBCE’s proposed Phase 2 marketing plan, including the decision to name the third product Renewable 100. The presentation is attached to this item for your information.

Update on Opt-Outs
EBCE has experienced 401 opt-outs through June 13, 2018. These customers represent 0.72% of EBCEs total Phase 1 accounts and 2.11% of EBCE Phase 1 load.

Table 1 - EBCE Opt-Out Count 6/13/18

<table>
<thead>
<tr>
<th>City</th>
<th>Eligible SA</th>
<th>Opt Out</th>
<th>% of SAs</th>
<th>Eligible KWh</th>
<th>Opt Out kWh</th>
<th>% of Load</th>
</tr>
</thead>
<tbody>
<tr>
<td>J04 - ALBANY INC</td>
<td>55,800</td>
<td>401</td>
<td>0.72%</td>
<td>3,511,381,139</td>
<td>74,009,848</td>
<td>2.11%</td>
</tr>
</tbody>
</table>
The one major insight that can be derived from these statistics is that a very small number of large accounts can drive up the percentage of load that is opted-out.

**Local Development Business Plan**

The Local Development Business Plan (LDBP) team issued a draft Local Development Business Plan on June 4. The Plan is currently available at EBCE.org/Local-Development-Business-Plan. Written public comment on the Plan are due on June 20.

**Table 2 - Updated LDBP Schedule**

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>LDBP Public Comments due</td>
<td>June 20, 2018</td>
</tr>
<tr>
<td>LDBP Study Session 1 - Union City</td>
<td>June 25th, 2018</td>
</tr>
<tr>
<td>LDBP Study Session 2 - Oakland</td>
<td>June 28th, 2018</td>
</tr>
<tr>
<td>Executive Committee</td>
<td>June 29th, 2018</td>
</tr>
<tr>
<td>CAC Study Session</td>
<td>Date TBD</td>
</tr>
<tr>
<td>Board Meeting</td>
<td>July 18, 2018</td>
</tr>
</tbody>
</table>

The LDBP study sessions will be webcast and archived on the EBCE.org website to facilitate both real time virtual participation as well as to allow all members of the public to review them as needed. The specific locations for the study sessions and the webinar links will be posted to EBCE.org/local-development-business-plan and circulated to EBCE’s information list-serv.

**Attachment**

A. Phase 2 Residential Marketing and Outreach
EBCE Residential Marketing and Outreach

PRESENTED BY Annie Henderson
DATE 06/08/18
Content Overview

• Market Research
• Strategic Marketing and Communications Plan Overview
  • Goals
  • Messaging
  • Target Audiences
  • Communication Channels
  • Outreach
  • General timeline
• Third Product: 100% Renewable Energy
Alameda County Residential Market Research
Market Research

- Conducted by InterEthnica and InterQ
- 423 Intercept Surveys

![Survey Areas Pie Chart]

### Survey Areas
- **Area 1**: Albany, Berkeley, Emeryville, Piedmont (32, 8%)
- **Area 2**: Oakland (66, 16%)
- **Area 3**: Dublin, Livermore, San Leandro (127, 30%)
- **Area 4**: Fremont, Hayward, Union City (124, 29%)
- **Area 5**: Ashland, Castro Valley, Cherryland, Fairview, San Lorenzo (74, 17%)

### Gender
- Female: 62%
- Male: 38%

### Age
- 18-29: 25%
- 30-39: 25%
- 40-49: 16%
- 50-59: 16%
- 60+: 19%

### Ethnicity
- White: 37%
- Hispanic: 25%
- Black: 12%
- Chinese: 10%
- Other: 16%

### Homeowner
- Rent: 58%
- Own: 42%

### HHI
- <$50K: 31%
- $50-100K: 30%
- $100-150K: 20%
- $150K+: 19%

### # PPL HH
- 1: 12%
- 2: 24%
- 3: 19%
- 4: 20%
- 5+: 25%
Customer Personas

**MATURE ENERGY PROS**
- educated and well-informed
- skews male
- the oldest group
- mostly white
- highest HHI
- the environment is the #1 concern
- most willing to pay more for programs

**YOUNG & IN-THE-KNOW**
- moderate energy knowledge
- socially conscious
- skews female
- the youngest group
- ethnically diverse
- middle-income range
- equally value low prices and the environment

**UNINFORMED MULTI-CULTI**
- little understanding of clean energy
- even m/f split, across age ranges
- ethnically diverse
- families with 3+ people in HH
- the lowest income group; renters
- value low rates and reliability significantly more than environment
- unwilling to pay more for programs
Distribution of Personas

ALAMEDA COUNTY
COHORTS BY GEO

ENERGY PROS
Key Areas (in % order) | 3, 5, 1, 2, 5

INFORMED
Key Areas (in % order) | 1, 3, 4, 2, 5

UNINFORMED
Key Areas (in % order) | 1, 3, 4, 2, 5
Messaging

**MATURE ENERGY PROS**
Emphasize the environment, not low rates.

- English 87%
- Spanish 8%
- Chinese 5%

**YOUNG & IN-THE-KNOW**
Focus on BOTH low rates and the environment.

- English 75%
- Spanish 17%
- Chinese 8%

**UNINFORMED MULTI-CULTI**
Emphasize low rates and reliability, educate.

- English 70%
- Spanish 22%
- Chinese 8%
Media Preferences

Social media is an ideal medium for targeting audiences with different messages.

Social media, which is preferred by the most informed cohorts, is ideal because it's easy to target specific audiences by demographics or interest. Messages can be customized, making this very cost efficient. TV, radio and outdoor are mass media, best for general messaging.

Note: this chart shows media only, and does not factor in other ways to share energy information (email, electric bills, door-to-door, etc.)
Trusted Sources

The majority of Alameda county trusts PG&E as a source of info.

Overall, PG&E is a trusted source of energy information. Multi-Culti Families especially place PG&E at #1 (18% say it’s an authority). Environmental Organizations like Greenpeace follow at a close second (16%).

In-The-Knows rank those two closely as well, with Environmental Orgs in the top spot at 18% and PG&E at 17%.

However, well informed Energy Pros trust Environmental Orgs and the California Public Utilities Commission first (16% each), followed by Local Government (13%). PG&E is #4 at 12%.
Additional Survey Results

• Most people (>65%) have not heard of Community Choice Energy programs
  • ~28% say it sounds familiar but not sure

• Survey respondents said the following were the most important factors in an electricity provider (in order):
  • Low rates and cost of service (37%)
  • Electricity that is good for the environment (31%)
  • Reliable electricity service (19%)
Plan Overview

- Goals
- Target Audiences
- Messaging
- Communication Channels
- Outreach
- General Timeline
Goals

• **Inform Customer Base**
  • Provide clear, accurate, and easily accessible program information
  • Deliver clear and transparent messaging regarding electricity rates

• **Customer Retention**
  • Maintain customer participation rate of at least 95%

• **Brand Recognition**
  • Strengthen brand awareness of the program prior to launch and during enrollment, including its sub-products
  • Establish the brand as a trustworthy source with household recognition within Alameda County
Target Audiences

• General audience
• Community organizations
• Multicultural communities
• Municipal partners
• Seniors
• Low income customers and communities
Messaging Focus

• **Overall Brand**
  • Lower Cost
  • Greener
  • Local Investment

• **Based on Personas**
  • Low Cost
  • Environmental Impact
  • Reliability
# Communications Channels

<table>
<thead>
<tr>
<th>Channel</th>
<th>Materials</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Print Collateral</strong></td>
<td>Factsheets, Brochures, Posters, Flyers, Banners, Video, Photos, Window Cling, FAQs, Customer Enrollment Notices, Senior Guide, Yard Signs, Packets for Community Orgs</td>
</tr>
<tr>
<td><strong>Website</strong></td>
<td>Translations, Updated Content</td>
</tr>
<tr>
<td><strong>Email Marketing</strong></td>
<td>Email Template, Content and Graphics</td>
</tr>
<tr>
<td><strong>Paid Advertising</strong></td>
<td>Print, Radio, Transit (ex. Buses, BART), Digital, Outdoor (ex. Bus Stops), Social Media, Broadcast, Public access (PSA), Digital billboards</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Channel</th>
<th>Materials</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Social Media</strong></td>
<td>Content and Graphics</td>
</tr>
<tr>
<td><strong>Events</strong></td>
<td>Launch Event, Event participation that spans geography, socioeconomics, cultures, and age groups, Pop-up Tent, Give-Aways</td>
</tr>
<tr>
<td><strong>Earned Media</strong></td>
<td>Press Kit, Press Releases, Multicultural Media, Op-Eds, Ongoing Media Outreach, Coordination with Bay Area CCAs</td>
</tr>
<tr>
<td><strong>Call Center</strong></td>
<td>Updated Call Center Script, Updated Automated Support System</td>
</tr>
</tbody>
</table>

*Detailed plans to be developed as appendices to overall strategic plan*
### Outreach

<table>
<thead>
<tr>
<th>Target Audience</th>
<th>Overview</th>
</tr>
</thead>
</table>
| General Public/ Community Members*           | “Business to Customers”  
Presence at community events  
Direct interaction with customers/general public                                           |
| Community Organizations*                     | “Business to Business”  
Leverage communication and engagement channels of community and stakeholder groups such as faith-based organizations and environmental organizations |
| Multicultural Communities*                   | Materials provided in English, Spanish, Chinese, Hindi, and Vietnamese  
Presence at cultural events and in-language media                                      |
| Municipal Partners*                          | Leverage existing communications and engagement channels through EBCE member cities and county                                                |
| Senior Citizens*                             | Develop materials specifically for seniors, engagement within Senior Centers                                                               |
| Low Income Customers and Communities*        | Customized materials/messaging  
Targeted in-person and marketing outreach                                                   |
<table>
<thead>
<tr>
<th>Month</th>
<th>Tasks</th>
</tr>
</thead>
<tbody>
<tr>
<td>May</td>
<td><strong>Strategic Planning</strong>&lt;br&gt;• Strategic Marketing &amp; Communications Plan  &lt;br&gt;<strong>Program Branding, Design, Identity</strong>&lt;br&gt;• Sub-brand name for third product&lt;br&gt;• Market Research Report</td>
</tr>
<tr>
<td>June</td>
<td><strong>Program Branding, Design, Identity</strong>&lt;br&gt;• Collateral development  &lt;br&gt;<strong>Website</strong>&lt;br&gt;• Content development &lt;br&gt;<strong>Pre-Launch Marketing Campaign</strong>&lt;br&gt;• Advertising campaign plan&lt;br&gt;• Develop list of public access outlets &lt;br&gt;<strong>Community Outreach/Stakeholder Engagement</strong>&lt;br&gt;• Community, Community Group, Multicultural, Municipal, Senior, and Low Income Outreach plans development&lt;br&gt;• Event scheduling &lt;br&gt;<strong>Customer Notification</strong>&lt;br&gt;• Draft content and design customer notifications &lt;br&gt;<strong>Customer Support</strong>&lt;br&gt;• Automated System scripting</td>
</tr>
<tr>
<td>July</td>
<td><strong>Program Branding, Design, Identity</strong>&lt;br&gt;• Collateral development&lt;br&gt;• Update animated video  &lt;br&gt;<strong>Website</strong>&lt;br&gt;• Content development&lt;br&gt;• Translations &lt;br&gt;<strong>Pre-Launch Marketing Campaign</strong>&lt;br&gt;• Photo/Video shoot&lt;br&gt;• Advertising campaign creative development  &lt;br&gt;<strong>Community Outreach/Stakeholder Engagement</strong>&lt;br&gt;• Outreach plans finalized&lt;br&gt;• Events scheduling and staffing &lt;br&gt;<strong>Customer Notification</strong>&lt;br&gt;• Revisions to content and design of customer notifications</td>
</tr>
</tbody>
</table>
# General Timeline

<table>
<thead>
<tr>
<th>Month</th>
<th>Tasks</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>August</strong></td>
<td><strong>Program Branding, Design, Identity</strong></td>
</tr>
<tr>
<td></td>
<td>• Collateral development</td>
</tr>
<tr>
<td></td>
<td><strong>Community Outreach/Stakeholder Engagement</strong></td>
</tr>
<tr>
<td></td>
<td>• Public engagement events scheduling and staffing</td>
</tr>
<tr>
<td></td>
<td>• Draft NEM outreach plan</td>
</tr>
<tr>
<td></td>
<td><strong>Website</strong></td>
</tr>
<tr>
<td></td>
<td>• Updates as needed</td>
</tr>
<tr>
<td></td>
<td><strong>Pre-Launch Marketing Campaign</strong></td>
</tr>
<tr>
<td></td>
<td>• Advertising campaign creative development</td>
</tr>
<tr>
<td></td>
<td>• Finalize PSA video</td>
</tr>
<tr>
<td></td>
<td><strong>Customer Notification</strong></td>
</tr>
<tr>
<td></td>
<td>• Finalize customer notifications</td>
</tr>
<tr>
<td></td>
<td><strong>Customer Support</strong></td>
</tr>
<tr>
<td></td>
<td>• Call center scripting</td>
</tr>
<tr>
<td><strong>September</strong></td>
<td><strong>Program Branding, Design, Identity</strong></td>
</tr>
<tr>
<td></td>
<td>• Collateral development</td>
</tr>
<tr>
<td></td>
<td><strong>Community Outreach/Stakeholder Engagement</strong></td>
</tr>
<tr>
<td></td>
<td>• Public engagement events scheduling and staffing</td>
</tr>
<tr>
<td></td>
<td>• NEM, Solar Choice, SmartRate, CARE/FERA communications</td>
</tr>
<tr>
<td></td>
<td><strong>Pre-Launch Marketing Campaign</strong></td>
</tr>
<tr>
<td></td>
<td>• Advertising campaign launch</td>
</tr>
<tr>
<td></td>
<td>• Social media engagement</td>
</tr>
<tr>
<td></td>
<td>• Launch event planning</td>
</tr>
<tr>
<td></td>
<td>• Commercial 100% renewable opt up campaign plan</td>
</tr>
<tr>
<td></td>
<td><strong>Customer Notification</strong></td>
</tr>
<tr>
<td></td>
<td>• Notification #1</td>
</tr>
<tr>
<td></td>
<td>• Brilliant 100/Third product welcome packet development</td>
</tr>
<tr>
<td>Month</td>
<td>Tasks</td>
</tr>
<tr>
<td>-----------</td>
<td>----------------------------------------------------------------------</td>
</tr>
<tr>
<td>October</td>
<td><strong>Community Outreach/Stakeholder Engagement</strong></td>
</tr>
<tr>
<td></td>
<td>• Public engagement events scheduling and staffing</td>
</tr>
<tr>
<td></td>
<td><strong>Pre-Launch Marketing Campaign</strong></td>
</tr>
<tr>
<td></td>
<td>• Advertising campaign</td>
</tr>
<tr>
<td></td>
<td>• Press outreach</td>
</tr>
<tr>
<td></td>
<td>• Social media engagement</td>
</tr>
<tr>
<td></td>
<td>• Launch event planning</td>
</tr>
<tr>
<td></td>
<td>• Commercial 100% renewable opt up campaign delivery</td>
</tr>
<tr>
<td></td>
<td><strong>Customer Notification</strong></td>
</tr>
<tr>
<td></td>
<td>• Notification #4</td>
</tr>
<tr>
<td></td>
<td>• Draft NEM notifications</td>
</tr>
<tr>
<td>November</td>
<td><strong>Community Outreach/Stakeholder Engagement</strong></td>
</tr>
<tr>
<td></td>
<td>• Public engagement events scheduling and staffing</td>
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<tr>
<td></td>
<td><strong>Pre-Launch Marketing Campaign</strong></td>
</tr>
<tr>
<td></td>
<td>• Advertising campaign</td>
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<tr>
<td></td>
<td>• Launch event</td>
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<tr>
<td></td>
<td>• Social media engagement</td>
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<td></td>
<td>• Commercial 100% renewable opt up campaign delivery</td>
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<td></td>
<td><strong>Customer Notification</strong></td>
</tr>
<tr>
<td></td>
<td>• Notification #3</td>
</tr>
<tr>
<td></td>
<td>• Send opt up welcome packets</td>
</tr>
<tr>
<td></td>
<td>• Finalize NEM notifications for Phase 3 (2019)</td>
</tr>
<tr>
<td>December</td>
<td><strong>Community Outreach/Stakeholder Engagement</strong></td>
</tr>
<tr>
<td></td>
<td>• Public engagement events scheduling and staffing</td>
</tr>
<tr>
<td></td>
<td><strong>Pre-Launch Marketing Campaign</strong></td>
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<td>• Social media engagement</td>
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<td></td>
<td><strong>Customer Notification</strong></td>
</tr>
<tr>
<td></td>
<td>• Notification #4</td>
</tr>
<tr>
<td></td>
<td>• Send opt up welcome packets</td>
</tr>
<tr>
<td></td>
<td>• NEM Notification #1</td>
</tr>
</tbody>
</table>
Third Product:
100% Renewable Energy
100% RE Product

Objectives of sub-brand
- Consistency with overall brand guidelines
- Clear, immediate indication of power mix
- Fits within hierarchy of other products
- Understanding across languages and cultures
Possible Names

- Based on public comment and existing brand guidelines, created extensive list of possible names.
Refining the List

• Reviewed list for cultural and language sensitivity

Feedback from InterEthnica:
• For a Spanish audience
  • Renewable 100 is appropriate
  • Renewable 100 Plus allows the audience to understand that additional costs may be involved and clarifies that the product is one step up from the previous product line “Brilliant 100”.

• For a Chinese audience
  • Renewable 100 works well because it is self-explanatory that the energy is 100% renewable.
  • Renewable 100 Plus also implies that an additional cost will be involved, but this can be a drawback for a Chinese audience and may discourage them from learning more about the product line.
  • Renewable 100 Max may work better for the Chinese audience since “max” suggests that the product line is a step up but has a more positive connotation in Chinese as the best, “maximum” option.
Refining the Logo

- Examined different colors and treatments to elevate the third product above existing products
  - Banner and background burst determined to be too busy
“Renewable 100”

- “Renewable 100” met the objectives of:
  - Consistency with overall brand
  - Immediate indication of content
  - Alignment with other sub-brands
  - Culturally appropriate without adding new phrase

- Logo design objectives:
  - Consistency with overall brand
  - Distinction from current sub-products with hatched ring
  - Attention-grabbing color
  - Simplified, less busy for focused visual impact
Updated Sub-Brands

Previous Logos
Feedback and Support

• Submit communication channel and event recommendations
  • [https://goo.gl/forms/kzvxXGiY8ZdmwMws2](https://goo.gl/forms/kzvxXGiY8ZdmwMws2)

• Request EBCE participate at an event through the [Contact Us](#) page

• Like, Follow, Share, and Retweet EBCE
  • Facebook: [https://www.facebook.com/EastBayCommunityEnergy/](https://www.facebook.com/EastBayCommunityEnergy/)
  • Twitter: [https://twitter.com/PoweredbyEBCE](https://twitter.com/PoweredbyEBCE)

• Learn more!
  • Join the Ecology Center, EBCE Staff, and Community Groups at the South Berkeley Senior Center on June 14th at 6 PM for “Berkeley Climate Action Convening: East Bay Community Energy Comes Home!”
  • Registration is free at [https://www.eventbrite.com/e/east-bay-community-energy-comes-home-tickets-45572263868](https://www.eventbrite.com/e/east-bay-community-energy-comes-home-tickets-45572263868) or see upcoming events at [https://ecologycenter.org/](https://ecologycenter.org/)
THANK YOU!
FOR MORE INFORMATION

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