



Staff Report Item 10

TO: East Bay Community Energy Board of Directors
FROM: Nick Chaset, Chief Executive Officer
SUBJECT: CEO Report (Informational Item)
DATE: January 16, 2019

Recommendation

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

Executive Committee Meeting

On December 21, 2018, the Executive Committee of the East Bay Community Energy Board met. The agenda for the Executive Committee meeting covered general updates on marketing, regulatory and energy procurement.

Marketing and Outreach Update

Attached to this report is a presentation outlining on-going marketing and outreach activities as well as current opt out and opt up figures.

Local Development Business Plan Update

East Bay Community Energy has hired John Peter (J.P.) Ross into the Senior Director of Local Development, Electrification and Energy Innovation position. J.P. Ross joins EBCE after spending the last three years as the Group Manager for Solar at Origin Energy, one of Australia's largest retail electricity providers. Prior to working at Origin, J.P. was the VP of Strategic Relationships at Sungevity in Oakland, California. At Sungevity, J.P. was responsible for a wide range of topics, including business development, solar installations and operations, and equipment sourcing and procurement. Earlier in J.P.'s career, he served as Deputy Director at Vote Solar and as an energy campaigner with Greenpeace. J.P. has a BA/BS from UC Santa Cruz and an M.S. in Energy and Resources from UC Berkeley. J.P. lives in Berkeley, California with his wife and two children.

Update on Opt-Outs

Opt-out report included as an attachment to this report.



Account Services and Marketing Update

PRESENTED BY: ANNIE HENDERSON

DATE: January 16, 2019



ENROLLMENT AND ACCOUNT SERVICES



EBCCE Enrollment

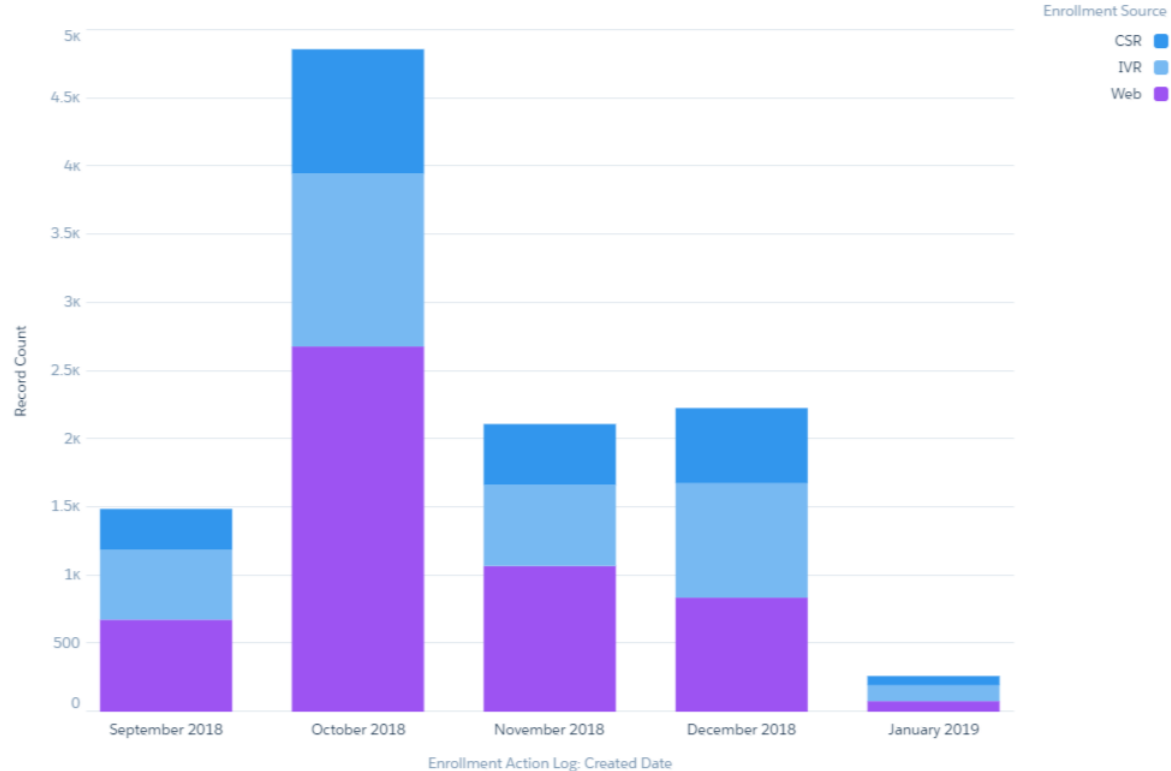
	Eligible Accounts	Opt Out	%	Bright Choice	%	Brilliant 100	%	Renewable 100	%
ALBANY INC	7,312	116	1.59%	31	0.42%	7,082	96.85%	83	1.14%
BERKELEY INC	54,395	486	0.89%	52,988	97.41%	450	0.83%	471	0.87%
DUBLIN INC	25,513	527	2.07%	24,713	96.86%	249	0.98%	24	0.09%
EMERYVILLE INC	8,412	114	1.36%	8,181	97.25%	84	1.00%	33	0.39%
FREMONT INC	84,515	1,526	1.81%	82,284	97.36%	624	0.74%	81	0.10%
HAYWARD INC	56,520	942	1.67%	14,287	25.28%	41,268	73.01%	23	0.04%
LIVERMORE INC	33,839	2,240	6.62%	31,516	93.14%	40	0.12%	43	0.13%
OAKLAND INC	182,978	2,546	1.39%	178,342	97.47%	1,398	0.76%	692	0.38%
PIEDMONT INC	3,688	124	3.36%	119	3.23%	150	4.07%	3,295	89.34%
SAN LEANDRO INC	35,840	927	2.59%	34,569	96.45%	287	0.80%	57	0.16%
UNINC ALAMEDA CO	53,986	1,547	2.87%	52,183	96.66%	210	0.39%	46	0.09%
UNION CITY INC	23,6xx	434	1.84%	23,169	98.06%	16	0.07%		0.03%
Total	570,6xx	11,529	2.02%	502,382	88.04%	51,858	9.09%	4,8xx	0.85%

Data as of January 3, 2018

- Hayward and Albany defaulted residential and commercial accounts onto Brilliant 100.
 - Hayward customers on CARE/FERA programs defaulted onto Bright Choice.
- Piedmont defaulted residential and municipal accounts onto Renewable 100.
 - Customers on CARE/FERA programs defaulted into Brilliant 100.
- All other residential customers defaulted into Bright Choice.
- Municipal accounts for all cities except Livermore and Union City defaulted onto Brilliant 100.

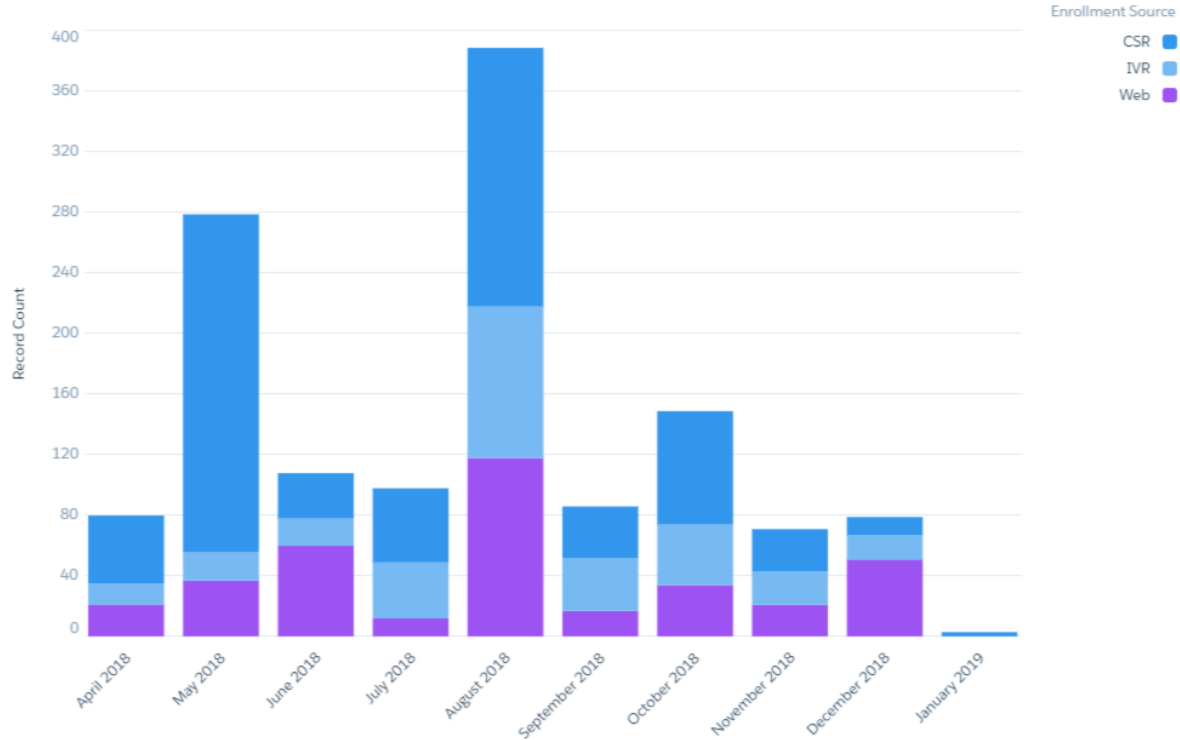
Residential Opt Outs

Monthly Opt Out Summary - EBCE



Commercial Opt Outs

Monthly Opt Out Summary - EBCE



Enrollment Action Log: Created Date

Account Services

- Completed first month of **residential billing**
- Preparing for adjustment to EBCE rates based on new **PG&E 2019 rates** in order to maintain value proposition
- Preparing for **solar customer engagement** – first notice to be mailed in February for April enrollment
- On-going **new customer notifications** mailed bi-weekly

MARKETING AND OUTREACH



Beyond enrollment...

- Majority of **ad campaigns completed**
 - Continuing Facebook digital ads
 - Some ads remain on local buses
- Developing **strategy for on-going marketing** campaign post-enrollment
- Developing **communications plan** in anticipation of changes to PG&E rates and PCIA
 - Will depend on direction from Board on EBCE product power mix and rates
 - Plan will include web content, print materials, and targeted outreach, as necessary
- Sending out **welcome packets** to Renewable 100 customers
- Continue to identify, schedule, and staff public **outreach events**
 - Spanish and Chinese in-language presentations coming up in January and February
 - “Understanding Your Bill” tour under development