Staff Report Item 10

TO: East Bay Community Energy Board of Directors

FROM: Nick Chaset, Chief Executive Officer

SUBJECT: CEO Report (Informational Item)

DATE: February 20, 2019

Recommendation

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

Executive Committee Meeting

East Bay Community Energy held an executive committee meeting on January XXX, 2019. At this meeting, the executive committee received briefings on energy procurement, marketing and regulatory and legislative matters.

Marketing and Outreach Update

Attached to this report is a presentation outlining key marketing and outreach activities including overview of current opt out trends.
ENROLLMENT AND ACCOUNT SERVICES
**EBCE Enrollment**

<table>
<thead>
<tr>
<th>Eligible Accounts</th>
<th>Opt Out</th>
<th>%</th>
<th>Bright Choice</th>
<th>%</th>
<th>Brilliant 100</th>
<th>%</th>
<th>Renewable 100</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>ALBANY INC</td>
<td>7,153</td>
<td>143</td>
<td>2.00%</td>
<td>42</td>
<td>0.59%</td>
<td>6,881</td>
<td>96.20%</td>
<td>87</td>
</tr>
<tr>
<td>BERKELEY INC</td>
<td>52,909</td>
<td>674</td>
<td>1.27%</td>
<td>51,183</td>
<td>96.74%</td>
<td>469</td>
<td>0.89%</td>
<td>582</td>
</tr>
<tr>
<td>DUBLIN INC</td>
<td>24,577</td>
<td>687</td>
<td>2.80%</td>
<td>23,613</td>
<td>96.08%</td>
<td>252</td>
<td>1.03%</td>
<td>25</td>
</tr>
<tr>
<td>EMERYVILLE INC</td>
<td>7,829</td>
<td>157</td>
<td>2.01%</td>
<td>7,546</td>
<td>96.39%</td>
<td>89</td>
<td>1.14%</td>
<td>37</td>
</tr>
<tr>
<td>FREMONT INC</td>
<td>81,974</td>
<td>1,980</td>
<td>2.42%</td>
<td>79,275</td>
<td>96.71%</td>
<td>625</td>
<td>0.76%</td>
<td>93</td>
</tr>
<tr>
<td>HAYWARD INC</td>
<td>54,908</td>
<td>1,563</td>
<td>2.85%</td>
<td>13,626</td>
<td>24.82%</td>
<td>39,690</td>
<td>72.28%</td>
<td>29</td>
</tr>
<tr>
<td>LIVERMORE INC</td>
<td>33,629</td>
<td>2,831</td>
<td>8.42%</td>
<td>30,705</td>
<td>91.31%</td>
<td>46</td>
<td>0.14%</td>
<td>47</td>
</tr>
<tr>
<td>OAKLAND INC</td>
<td>178,157</td>
<td>3,696</td>
<td>2.07%</td>
<td>172,288</td>
<td>96.71%</td>
<td>1,394</td>
<td>0.78%</td>
<td>779</td>
</tr>
<tr>
<td>PIEDMONT INC</td>
<td>3,732</td>
<td>144</td>
<td>3.86%</td>
<td>127</td>
<td>3.40%</td>
<td>103</td>
<td>2.75%</td>
<td>3,358</td>
</tr>
<tr>
<td>SAN LEANDRO INC</td>
<td>35,003</td>
<td>1,232</td>
<td>3.52%</td>
<td>33,414</td>
<td>95.46%</td>
<td>291</td>
<td>0.83%</td>
<td>66</td>
</tr>
<tr>
<td>UNINC ALAMEDA CO</td>
<td>53,165</td>
<td>2,167</td>
<td>4.08%</td>
<td>50,712</td>
<td>95.39%</td>
<td>228</td>
<td>0.43%</td>
<td>58</td>
</tr>
<tr>
<td>UNION CITY INC</td>
<td>23,0xx</td>
<td>556</td>
<td>2.85%</td>
<td>22,328</td>
<td>97.02%</td>
<td>19</td>
<td>0.08%</td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>556,0xx</td>
<td>15,930</td>
<td>2.86%</td>
<td>484,859</td>
<td>87.20%</td>
<td>50,087</td>
<td>9.01%</td>
<td>5,1xx</td>
</tr>
</tbody>
</table>

- 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.

*Data as of February 13, 2018*
Residential Opt Outs

Divided by channel used to opt out: 
- **CSR = Customer Service Representative**
- **IVR = Interactive Voice Response (automated phone system)**
- **Web = Online web form**
Commercial Opt Outs

Divided by channel used to opt out: CSR = Customer Service Representative
IVR = Interactive Voice Response (automated phone system)
Web = Online web form
Account Services

January/Early February Opt Out Context

- EBCE charges appear for the **second bill**
- Increased media cover as PG&E planned and filed for **bankruptcy**
- Weather was colder in previous weeks, which leads to **increased usage** and a higher overall bill
- **Natural gas rates increased** leading to a higher overall bill
- **Inaccurate information** shared on social media and in press

General

- Addressing **PG&E billing error** for approximately 50,000 customers
- Sent **first notification for NEM customers** in April enrollment
- On-going **new customer notifications** mailed bi-weekly
MARKETING AND OUTREACH
On-Going Outreach

• Held seven events for “Understanding Your Bill”
  – Piedmont
  – Fremont
  – Hayward
  – Oakland
  – San Leandro
  – Livermore (2)

• Conducted first in-language Spanish workshop in Fruitvale
  – Video to be posted as online resource later this month
  – Next in-language Chinese workshop to be held in Oakland on 3/2