



## 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

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### **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.



# Account Services and Marketing Update

PRESENTED BY: ANNIE HENDERSON

DATE: February 20, 2019



# ENROLLMENT AND ACCOUNT SERVICES



# EBCCE Enrollment

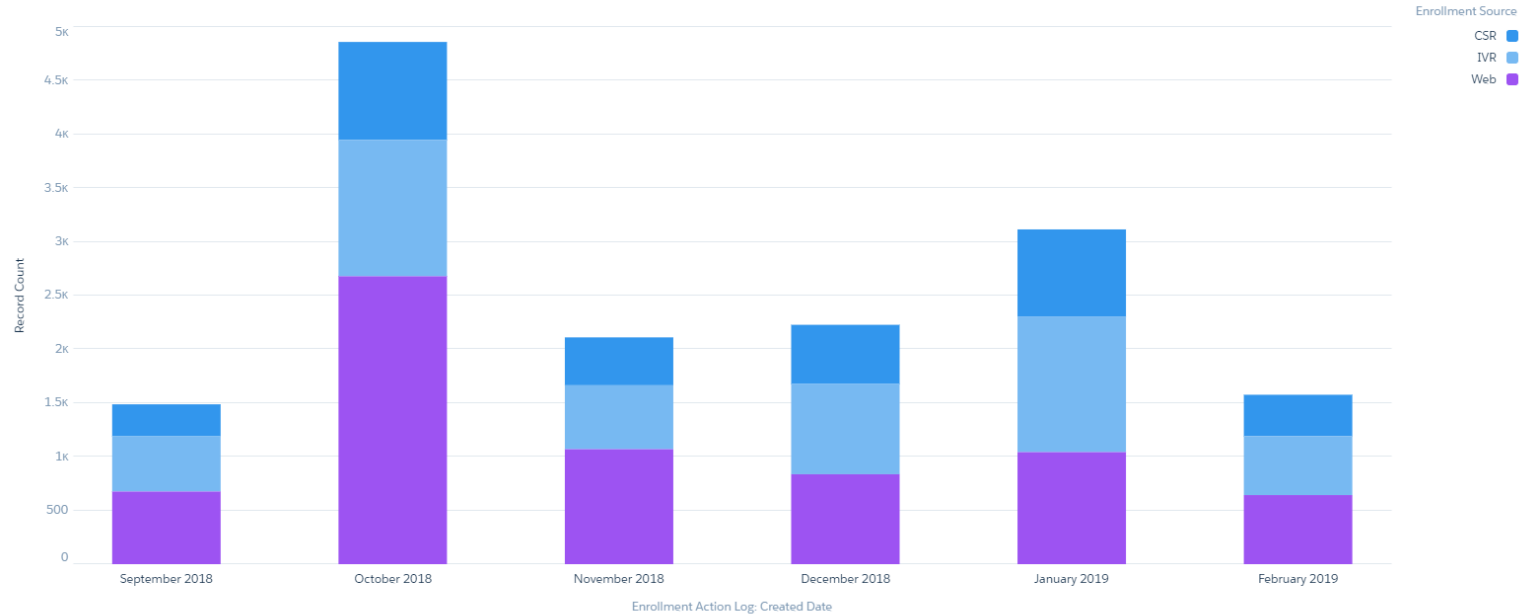
	Eligible Accounts	Opt Out	%	Bright Choice	%	Brilliant 100	%	Renewable 100	%
ALBANY INC	7,153	143	2.00%	42	0.59%	6,881	96.20%	87	1.22%
BERKELEY INC	52,909	674	1.27%	51,183	96.74%	469	0.89%	582	1.10%
DUBLIN INC	24,577	687	2.80%	23,613	96.08%	252	1.03%	25	0.10%
EMERYVILLE INC	7,829	157	2.01%	7,546	96.39%	89	1.14%	37	0.47%
FREMONT INC	81,974	1,980	2.42%	79,275	96.71%	625	0.76%	93	0.11%
HAYWARD INC	54,908	1,563	2.85%	13,626	24.82%	39,690	72.28%	29	0.05%
LIVERMORE INC	33,629	2,831	8.42%	30,705	91.31%	46	0.14%	47	0.14%
OAKLAND INC	178,157	3,696	2.07%	172,288	96.71%	1,394	0.78%	779	0.44%
PIEDMONT INC	3,732	144	3.86%	127	3.40%	103	2.76%	3,358	89.98%
SAN LEANDRO INC	35,003	1,232	3.52%	33,414	95.46%	291	0.83%	66	0.19%
UNINC ALAMEDA CO	53,165	2,167	4.08%	50,712	95.39%	228	0.43%	58	0.11%
UNION CITY INC	23,0xx	656	2.85%	22,328	97.02%	19	0.08%		
<b>Total</b>	<b>556,0xx</b>	<b>15,930</b>	<b>2.86%</b>	<b>484,859</b>	<b>87.20%</b>	<b>50,087</b>	<b>9.01%</b>	<b>5,1xx</b>	<b>0.93%</b>

Data as of February 13, 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



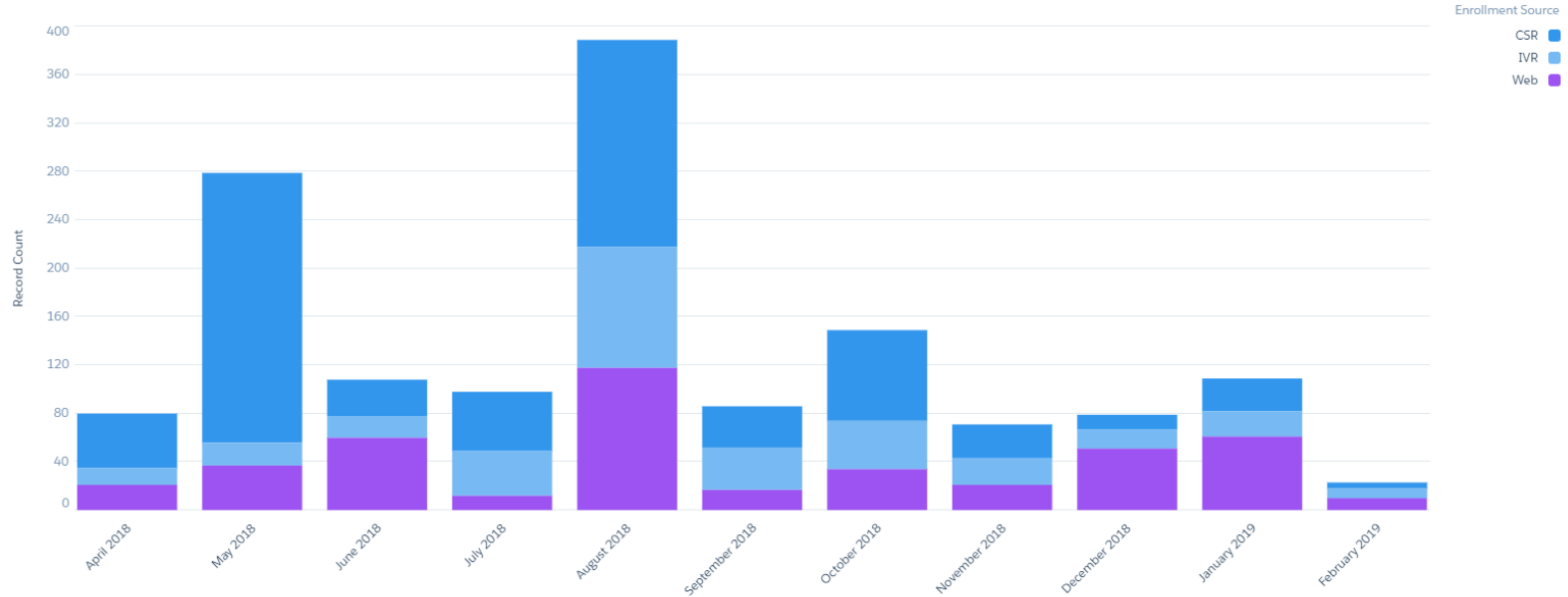
Feb 13, 2019 3:34 PM - Viewing as Vamshi Bashiakarla



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

Monthly Opt Out Summary - EBCE



Feb 13, 2019 3:40 PM - Viewing as Vamshi Bashyakarla

Enrollment Action Log: Created Date



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