



Staff Report Item 12

TO: East Bay Community Energy Board of Directors

FROM: Dan Lieberman, Senior Manager of Account Services

SUBJECT: **Update on Commercial and Industrial Customer Outreach (Informational Item)**

DATE: February 21, 2018

Recommendation

Receive update and provide feedback on commercial and industrial customer outreach plan and activities to date.

Background and Discussion

East Bay Community Energy anticipates serving over 55,000 commercial and industrial customers. These customers span businesses, industries, government agencies, non-profits, school districts, public facilities, and more. The commercial and industrial sector accounts for nearly 59% of EBCE's anticipated annual load. Therefore, they serve as the backbone of EBCE's revenue, and allow EBCE to procure at a scale that saves money for residential consumers. These large consumers of electricity also represent the greatest opportunity for carbon emissions reduction through sales of cleaner power.

Therefore, it is vitally important to retain commercial and industrial accounts. Because there are so many C&I accounts, in the pre-enrollment phase EBCE is focusing on the Top 200 largest accounts, which represent about 23% of EBCE's total load.

EBCE is making efforts to connect individually with the Top 200 largest accounts before those customers receive enrollment notices starting in April 2018. We want their first impression to be personal, rather than a mailed notice. In connecting with these accounts, we will establish a

relationship that can help if billing errors arise, or when we want to engage these customers in future program opportunities.

In order to reach these accounts, EBCE staff lead by Dan Lieberman have been calling and emailing these accounts to identify a good contact, offer to send them program information, and invite them to meet or participate in a webinar. These calls and emails are logged into a Customer Relationship Management (CRM) database.

EBCE staff are beginning to meet with these customers, and will provide each customer a custom report featuring a summary of their historic electricity usage, and an estimate of costs and carbon emissions under PG&E service, Bright Choice, and Brilliant 100. At the time of this memo, almost all of the Top 200 accounts had been contacted, and meetings have been scheduled with several of the Top 20 largest accounts. Staff expect to meet with all of the Top 20 largest accounts this spring.

Staff are also reaching out to C&I customers through broader channels, such as chambers of commerce.

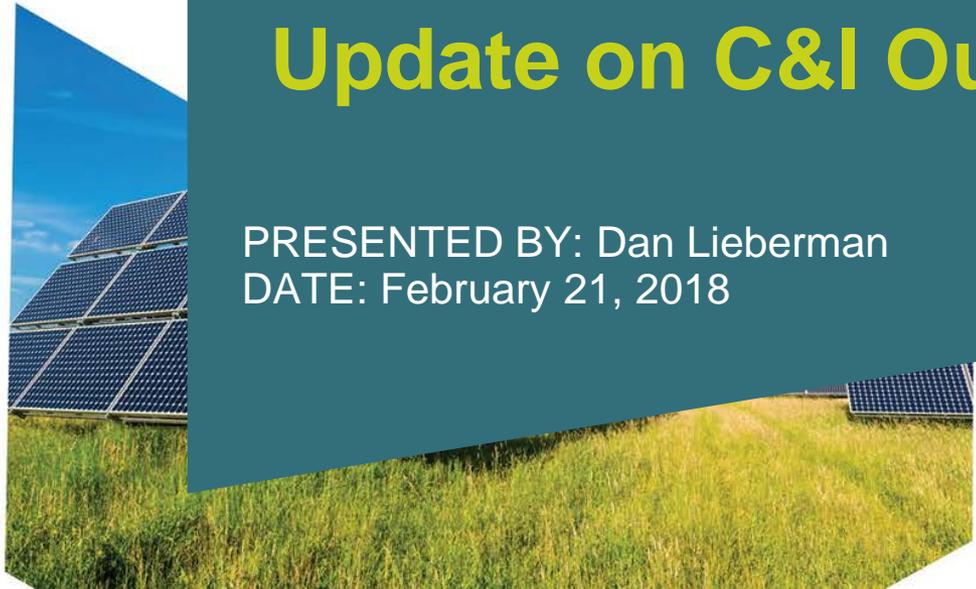
Fiscal Impact

Retaining commercial and industrial customers is critical to EBCE fiscal health. Investing staff time and minimal direct resources into C&I retention should pay for itself in retained revenue. Every 1% of opted out load represents ~\$5 million in annual lost revenue for EBCE.



Update on C&I Outreach

PRESENTED BY: Dan Lieberman
DATE: February 21, 2018



PHASE 1 PROFILE

- All commercial and municipal accounts
- ~55,000 C&I accounts
- Nearly 59% of EBCE load

- Not included:
 - Direct Access
 - NEM
 - Standby rate
 - Residential

TOP 200 PROFILE

- 23% of total EBCE load
- Customers in every participating city and in unincorporated areas
- Public and private sector

***Note.** we cannot disclose customer-specific information, top rankings, or any data that would violate 15/15 rule (aggregated data must include a minimum of 15 customers with no one customer's load exceeding 15 percent of the group's energy consumption).*

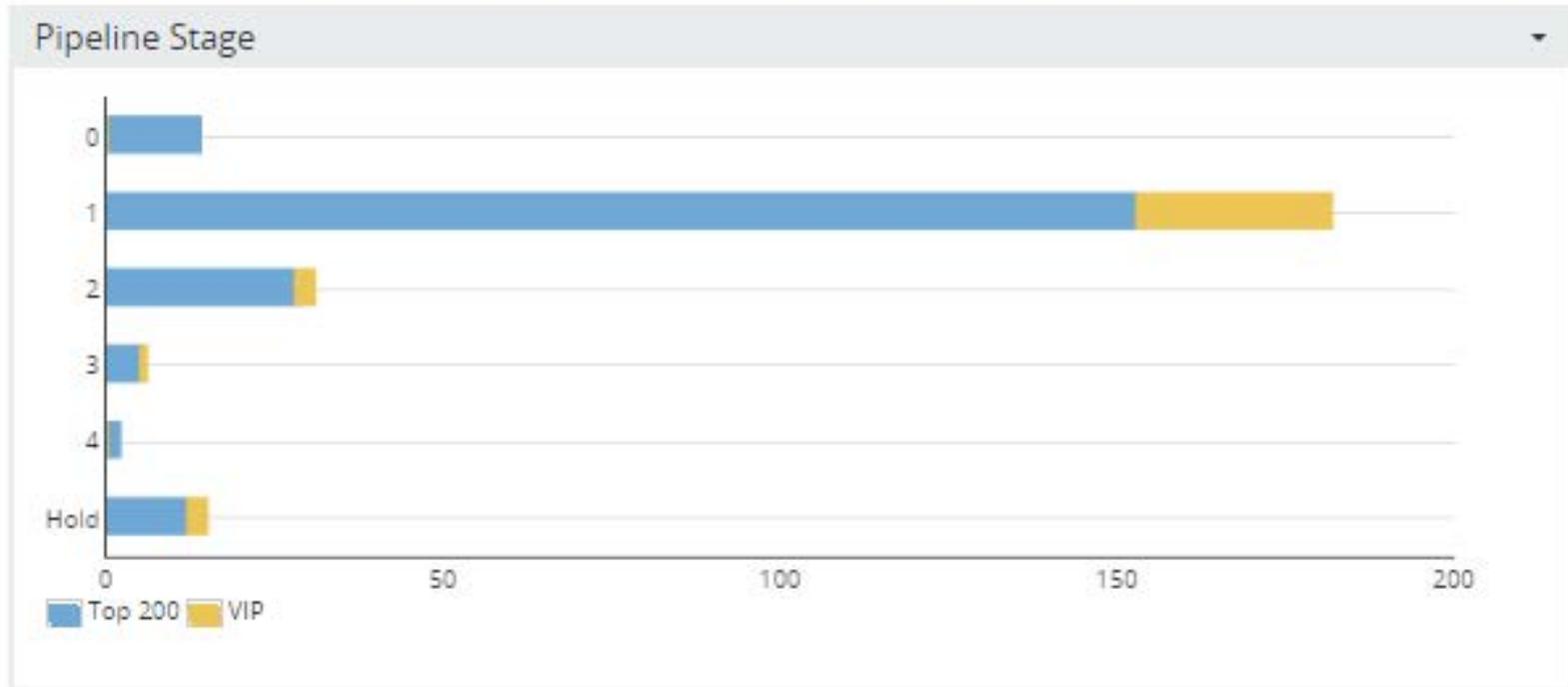
OUTREACH STRATEGY

- Goal: retain largest electricity users as EBCE customers
- Objectives:
 - Establish contact with all Top 200 largest customers
 - Maintain CRM of key account contacts
 - Inform customers about EBCE, rates, and product options
 - Meet in person with Top 20, conference call with Top 50
 - Make connection by April 2
 - Host a series of informational webinars
 - Meet with Chambers of Commerce and provide content for their newsletters

OUTREACH TACTICS

- Identify Top 200 customers by sorting PG&E data by eligible kWh annual usage
- Contact by phone and email (provided by PG&E)
- Follow-up
- Get additional contacts from city staff and/or chamber of commerce
- Show up at offices if necessary

OUTREACH PROGRESS TO DATE



- 0 – no activity yet
- 1 - contact attempted
- 2 - contact made with correct person
- 3 - meeting or call scheduled
- 4 - meeting or call held

REQUEST OF BOARD

- Please let EBCE know if your city intends to participate in Brilliant 100 for municipal accounts