



## Staff Report Item 6

**TO:** East Bay Community Energy Board of Directors  
**FROM:** Nick Chaset, Chief Executive Officer  
**SUBJECT:** CEO Report (Informational Item)  
**DATE:** April 17, 2019

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### **Recommendation**

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

### **Executive Committee Meeting**

East Bay Community Energy did not hold an executive committee meeting in March.

### **New Staff**

On April 8<sup>th</sup>, 2019, Jessie Denver joined the EBCE team as the new Distributed Energy Resources (DER) Program Manager working to implement the Local Development Business Plan. Jessie previously served as the City and County of San Francisco's DER Program Manager where she led a large, diverse team responsible for energy efficiency, renewable energy, energy storage, building decarbonization and zero emission vehicle policy and program development and implementation. With 20 years of experience, Jessie also served as Program Director at the nation's leading solar policy advocacy organization, Vote Solar, and as Energy Officer at the City of San Jose. She began her career at the U.S. Environmental Protection Agency and has held adjunct faculty positions at San Jose State University and UC Berkeley Extension. She received a Masters degree in Environment and Community Planning from Antioch University and a Bachelor's degree in Environmental Studies with a minor in Appropriate Technology from Humboldt State University.

### **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: April 17, 2019



# ENROLLMENT AND ACCOUNT SERVICES



# EBCCE Enrollment

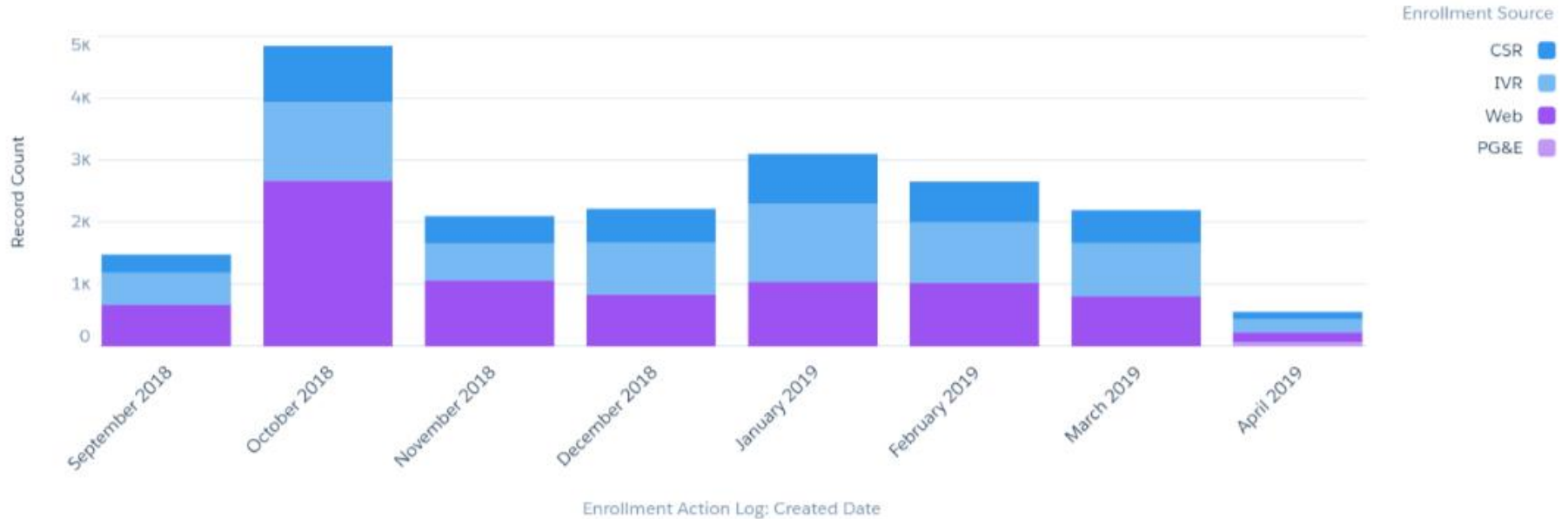
	Eligible Accounts	Opt Out	%	Bright Choice	%	Brilliant 100	%	Renewable 100	%
ALBANY INC	7,198	159	2.21%	51	0.71%	6,894	95.78%	94	1.31%
BERKELEY INC	53,211	823	1.55%	51,274	96.36%	474	0.89%	640	1.20%
DUBLIN INC	25,089	820	3.27%	23,990	95.62%	253	1.01%	26	0.10%
EMERYVILLE INC	7,814	183	2.34%	7,502	96.01%	90	1.15%	39	0.50%
FREMONT INC	82,689	2,497	3.02%	79,455	96.09%	636	0.77%	100	0.12%
HAYWARD INC	55,272	2,098	3.80%	13,304	24.07%	39,838	72.08%	32	0.06%
LIVERMORE INC	34,294	3,280	9.56%	30,907	90.12%	50	0.15%	57	0.17%
OAKLAND INC	179,295	4,960	2.77%	172,078	95.97%	1,405	0.78%	852	0.48%
PIEDMONT INC	3,801	171	4.50%	138	3.63%	103	2.71%	3,389	89.16%
SAN LEANDRO INC	35,101	1,519	4.33%	33,218	94.64%	294	0.84%	70	0.20%
UNINC ALAMEDA CO	53,569	2,719	5.08%	50,545	94.35%	230	0.43%	75	0.14%
UNION CITY INC	23,120	808	3.49%	22,282	96.38%	19	0.08%	11	0.05%
<b>Total</b>	<b>560,453</b>	<b>20,037</b>	<b>3.58%</b>	<b>484,744</b>	<b>86.49%</b>	<b>50,286</b>	<b>8.97%</b>	<b>5,385</b>	<b>0.96%</b>

Data as of April 10, 2019

- 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



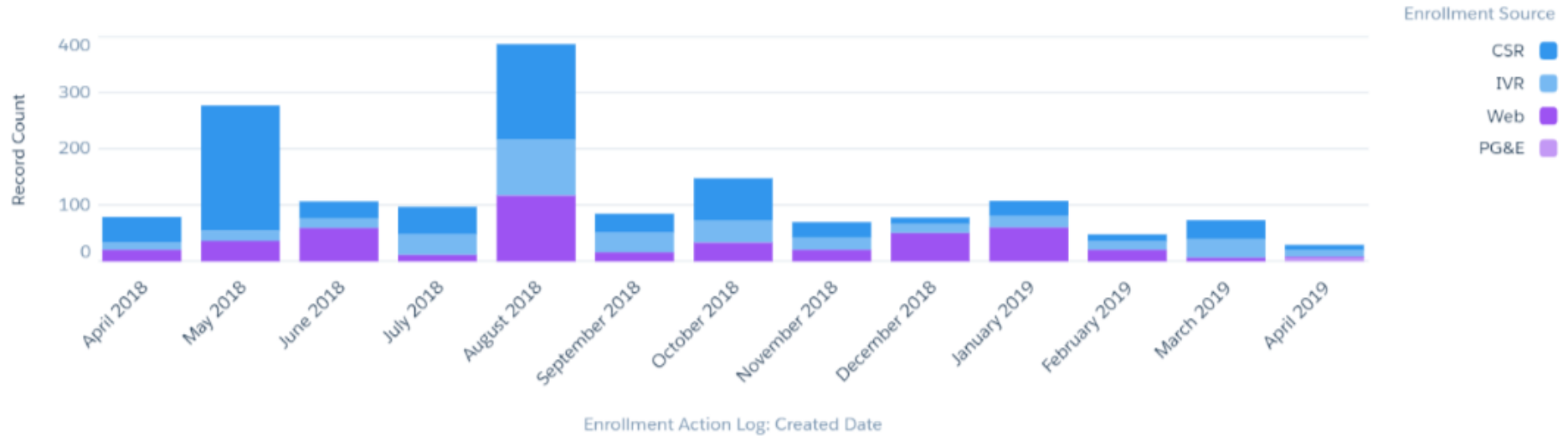
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Divided by channel used to opt out: CSR = Customer Service Representative  
IVR = Interactive Voice Response (automated phone system)  
Web = Online web form

# Commercial Opt Outs

## Monthly Opt Out Summary - EBCE



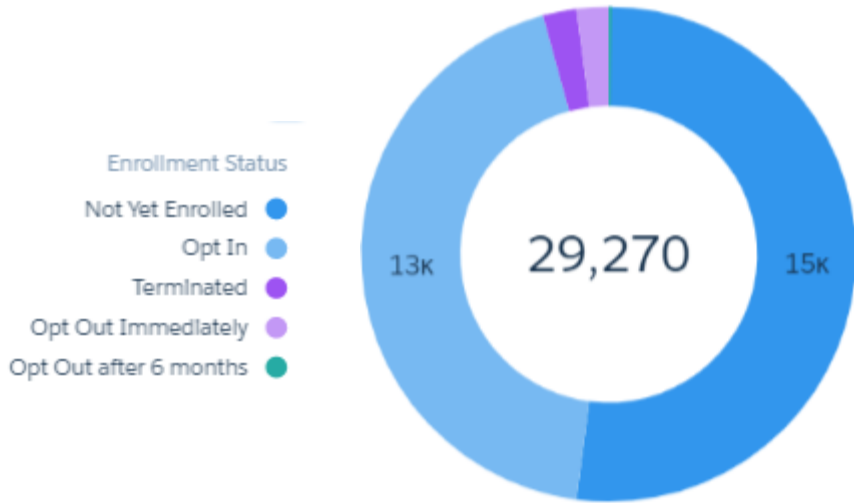
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Divided by channel used to opt out: CSR = Customer Service Representative  
IVR = Interactive Voice Response (automated phone system)  
Web = Online web form

# NEM/Solar Enrollment

Record Count



Enrollment Status	Accounts	Opt Out Rate
Not Yet Enrolled	12,780	
Opt In	15,242	3.84%
Opt Out	608	
Total	28,630	2.12%

# Account Services

- NEM Customers
  - Currently **enrolling first group** of NEM customers throughout April
  - **First notice** going out to **second group** of NEM customers for enrollment in June
  - April is **inaugural True-Up** and payout for NEM customers that went solar after enrollment with EBCE (about 2,000 customers)
  - **Generic email or letter** going to remainder of NEM customers that will be enrolled in August, October, and December
- On-going **new customer notifications** mailed bi-weekly



# MARKETING AND OUTREACH



# Campaigns and On-Going Efforts

## CAMPAIGNS

- Continue hyperlocal campaign – web page in progress
- Launched Earth Day campaign – [ebce.org/earthday](http://ebce.org/earthday)
- Next Month – Bike to Work Day Energy Stations in Emeryville and Bay Fair BART station

## ON-GOING

- Community events and workshops – summer event planning in progress
- Understanding Your Bill video in progress

**EBCE DOES EARTH DAY 2019**

**#POWEREDBYEBCE**

Earth Day's history began in the Bay Area in 1969 when it was first proposed at a UNESCO Conference in San Francisco. Fifty years later, Earth Day is going strong in the East Bay. East Bay Community Energy (EBCE) cares about Alameda County's environmental and community health. This is why Earth Day 2019 is important to us. EBCE staff, community allies, and friends will be at various Earth Day events throughout Alameda County. Please come join us!

[#Albanylocal](#) | [#Berkeleylocal](#) | [#Dublinlocal](#) | [#Emeryvillelocal](#) | [#Fremontlocal](#) | [#Haywardlocal](#)  
[#Livermorelocal](#) | [#Oaklandlocal](#) | [#Piedmontlocal](#) | [#San Leandrolocal](#) | [#UnionCitylocal](#)  
[#Alameda](#)

**GET INVOLVED**

I'd like to volunteer with EBCE for an Earth Day event.

I'd like to invite EBCE to an Earth Day event.

[#Albanylocal](#)  
[#Berkeleylocal](#)  
[#Dublinlocal](#)  
[#Emeryvillelocal](#)  
[#Fremontlocal](#)  
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**CONTACT US**

We want to hear from you! Visit our [Contact Us page](#), and sign up to stay current with what's new at EBCE!