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

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 8th, 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.
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>7,198</td>
<td>159</td>
<td>2.21%</td>
<td>51</td>
<td>0.71%</td>
<td>6,894</td>
<td>95.78%</td>
<td>94</td>
</tr>
<tr>
<td>BERKELEY INC</td>
<td>53,211</td>
<td>823</td>
<td>1.55%</td>
<td>51,274</td>
<td>96.36%</td>
<td>474</td>
<td>0.89%</td>
<td>640</td>
</tr>
<tr>
<td>DUBLIN INC</td>
<td>25,089</td>
<td>820</td>
<td>3.27%</td>
<td>23,990</td>
<td>95.62%</td>
<td>253</td>
<td>1.01%</td>
<td>26</td>
</tr>
<tr>
<td>EMERYVILLE INC</td>
<td>7,814</td>
<td>183</td>
<td>2.34%</td>
<td>7,502</td>
<td>96.01%</td>
<td>90</td>
<td>1.15%</td>
<td>39</td>
</tr>
<tr>
<td>FREMONT INC</td>
<td>82,689</td>
<td>2,497</td>
<td>3.02%</td>
<td>79,455</td>
<td>96.09%</td>
<td>636</td>
<td>0.77%</td>
<td>100</td>
</tr>
<tr>
<td>HAYWARD INC</td>
<td>55,272</td>
<td>2,098</td>
<td>3.80%</td>
<td>13,304</td>
<td>24.07%</td>
<td>39,838</td>
<td>72.08%</td>
<td>32</td>
</tr>
<tr>
<td>LIVERMORE INC</td>
<td>34,294</td>
<td>3,280</td>
<td>9.56%</td>
<td>30,907</td>
<td>90.12%</td>
<td>50</td>
<td>0.15%</td>
<td>57</td>
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<tr>
<td>OAKLAND INC</td>
<td>179,295</td>
<td>4,960</td>
<td>2.77%</td>
<td>172,078</td>
<td>95.97%</td>
<td>1,405</td>
<td>0.78%</td>
<td>852</td>
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<tr>
<td>PIEDMONT INC</td>
<td>3,801</td>
<td>171</td>
<td>4.50%</td>
<td>138</td>
<td>3.63%</td>
<td>103</td>
<td>2.71%</td>
<td>3,389</td>
</tr>
<tr>
<td>SAN LEANDRO INC</td>
<td>35,101</td>
<td>1,519</td>
<td>4.33%</td>
<td>33,218</td>
<td>94.64%</td>
<td>294</td>
<td>0.84%</td>
<td>70</td>
</tr>
<tr>
<td>UNINC ALAMEDA CO</td>
<td>53,569</td>
<td>2,719</td>
<td>5.08%</td>
<td>50,850</td>
<td>94.35%</td>
<td>230</td>
<td>0.43%</td>
<td>75</td>
</tr>
<tr>
<td>UNION CITY INC</td>
<td>23,120</td>
<td>808</td>
<td>3.49%</td>
<td>22,282</td>
<td>96.38%</td>
<td>19</td>
<td>0.08%</td>
<td>11</td>
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<tr>
<td>Total</td>
<td>560,453</td>
<td>20,037</td>
<td>3.58%</td>
<td>484,744</td>
<td>86.49%</td>
<td>50,286</td>
<td>8.97%</td>
<td>5,385</td>
</tr>
</tbody>
</table>

- Hayward and Albany defaulted residential and commercial accounts onto Brilliant 100.
  - Hayward customers on CARE/ERA programs defaulted onto Bright Choice.
- Piedmont defaulted residential and municipal accounts onto Renewable 100.
  - Customers on CARE/ERA 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 April 10, 2019
Residential Opt Outs

Monthly Opt Out Summary - EBCE

Enrollment Source
- CSR
- IVR
- Web
- PG&E

Record Count
- September 2018
- October 2018
- November 2018
- December 2018
- January 2019
- February 2019
- March 2019
- April 2019

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
Commercial Opt Outs

Monthly Opt Out Summary - EBCE

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

<table>
<thead>
<tr>
<th>Enrollment Status</th>
<th>Accounts</th>
<th>Opt Out Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Not Yet Enrolled</td>
<td>12,780</td>
<td></td>
</tr>
<tr>
<td>Opt In</td>
<td>15,242</td>
<td>3.84%</td>
</tr>
<tr>
<td>Opt Out</td>
<td>608</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>28,630</td>
<td>2.12%</td>
</tr>
</tbody>
</table>
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
• 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