Staff Report Item 6

TO: East Bay Community Energy Executive Committee

FROM: Annie Henderson, VP of Marketing and Account Services

SUBJECT: Marketing and Outreach Update

DATE: July 20, 2018

__________________________________________________________

Recommendation

Receive an update from staff on major marketing and outreach activities, including review of current customer engagement and upcoming launch event.

Attachment

A. Draft Phase 2 Notification #1
B. Marketing Update Presentation
Dear Alameda County Residents,

Alameda County residents living in the county and 11 participating cities will soon have a new, greener choice in electricity providers. East Bay Community Energy (EBCE) is a local power supply program that will work in partnership with PG&E to bring you electricity from renewable sources at affordable prices.

As a resident of one of the cities that voted to form EBCE, your benefits will include:

- More renewable energy at competitive rates
- Lower greenhouse gas emissions
- Innovative services
- Community involvement
- Local projects, jobs, and economic benefits

How it Works

EBCE will purchase electricity on your behalf, including more renewable power than PG&E currently provides. PG&E will act in partnership with us to deliver, maintain, and service your electricity as it always has. You’ll be enrolled automatically, so you don’t need to do a thing. And billing will be simple—you’ll still get a single monthly bill that includes EBCE’s charge for electricity generation, and PG&E’s charges for their other services.

You will be automatically transitioned to EBCE service in November. The transition will be completely seamless to you, and your service will continue uninterrupted.

You will be enrolled in our Bright Choice service so you don’t need to do a thing to take advantage of a lower cost than your current PG&E rate. But you can always opt up to Brilliant 100 or Renewable 100, or opt out if you choose. Call to notify us at 1-833-699-EBCE (3223) or visit ebce.org.

EBCE service helps retain local involvement in energy choices, create jobs, and provide economic benefits to our communities, while reducing our community’s greenhouse gas emissions.

*Based on the average residential customer bill in Alameda County
A Proven Model

Programs similar to ours have been working throughout the state and the Bay Area for years. In fact, Marin, Napa, Sonoma, Contra Costa, Santa Clara, San Mateo, and San Francisco Counties already have active Community Choice Energy programs, like EBCE. Dozens of other California counties and cities are considering or starting their own.

Your Energy, Your Choice

EBCE began providing electricity to business and municipal customers in June 2018. Residential customers will be enrolled in November 2018. Customers with rooftop solar will be enrolled throughout 2019 based on their “True-Up” date.

Some Background

- In accordance with California State law, EBCE is designed as an opt out program. That means EBCE is now the County’s official electricity provider as of the program’s launch to local residents in November. You can opt out at any time.
- The program is governed by a Board of Directors composed of elected officials from the County and its 11 participating cities, including Albany, Berkeley, Dublin, Emeryville, Fremont, Hayward, Livermore, Oakland, Piedmont, San Leandro, and Union City.
- EBCE isn’t replacing PG&E—we’re working in partnership with them.
- You’ll always have a choice to remain with PG&E’s current service for both electricity and power delivery, and can let us know your preference to do so—or to opt up or down—with a single click at ebce.org, or call at 1-833-699-EBCE (3223).

SPECIAL NOTE: Customers participating in the CARE, FERA, and/or Medical Baseline Allowance programs continue to receive these discounts while on EBCE service.

Abbreviated Terms and Conditions of Service

ENROLLMENT AND SERVICE OPTIONS
As of November 2018, East Bay Community Energy (EBCE) is the default electric provider serving Alameda County, except the cities of Alameda, Pleasanton, and Newark. Accounts within the participating 11 cities will be automatically enrolled. Customers may also request to opt up, opt down, or opt out and stay with PG&E bundled service at any time subject to the opt-out guidelines.

RATES AND FEES
EBCE’s generation rates are managed to provide cleaner, greener electricity to our community at competitive rates. Any future rate changes will be adopted at public meetings of the EBCE Board. As an EBCE customer, PG&E charges you a monthly Power Charge Indifference Adjustment (PCIA) and Franchise Fee Surcharge. Please contact PG&E for more information about these charges.

BILLING
As an EBCE customer, you will continue to receive a single monthly bill from PG&E that includes all electricity-related charges, including EBCE’s generation charges. PG&E will continue to charge for gas services, transmission, distribution, public goods programs, and other non-generation charges at the same rates it charges customers who do not receive EBCE service.

OPT OUT
You may opt out of EBCE service at any time by calling 1-833-699-EBCE (3223) or by completing the opt-out form at www.ebce.org/optout. There is no fee to opt out before enrollment or in the first 60 days of receiving EBCE service.

CUSTOMER CONFIDENTIALITY
EBCE is committed to protecting customer privacy. EBCE’s customer confidentiality policy can be found at www.ebce.org/confidentiality.

Full details of the EBCE Terms and Conditions can be found at www.ebce.org/terms.
Marketing and Outreach Update

PRESENTED BY Annie Henderson
DATE 07/20/18
## Updates on Phase 2

<table>
<thead>
<tr>
<th>Channel</th>
<th>Materials</th>
</tr>
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</table>
| **Print Collateral** | In Progress  
• Factsheets  
• Brochures  
• Video  
• Photos  
• FAQs  
• Senior Guide  
• Yard Signs  
| Done  
• Banners  
• Window Cling  
• Customer Enrollment Notice #1 |
| **Website**      | Updating content and translations  
Added Events page (ebce.org/events) |
| **Paid Advertising** | Compiling vendor quotes, including digital, print, cable, transit, billboards, and radio |
| **Social Media** | On-going |
| **Events**       | Confirmed Events  
• Alameda County Fair (banner)  
• Freemont Street Party (July 19)  
• Oakland Art and Soul (July 28/29)  
• GreenerBuilder Conference (contractor/builder community) (SF - 8/1)  
• Fremont Festival of the Arts (8/4-8/5)  
• San Leandro Farmers’ Market (8/8, 9/12, 10/10)  
• Fremont Street Eats (8/17, 10/12)  
• Livermore Harvest Wine Festival (9/2)  
• Hayward Mariachi Festival (9/14)  
Many more in progress such as Castro Valley Street Eats, Oakland China Town Street Festival, Solano Stroll, Dublin Splatter Festival, Union City Alvarado Fall Fest, Emeryville Art Exhibition, and many other farmers’ markets throughout the county |
| **Earned Media** | Press Release on LDBP |
### Looking Forward

<table>
<thead>
<tr>
<th>Month</th>
<th>Tasks</th>
</tr>
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</table>
| August  | • Collateral development  
          • Public engagement events scheduling and staffing  
          • Website Updates  
          • Advertising campaign creative development  
          • PSA video in production  
          • Coordinate first customer notification  
          • Backend systems for customer enrollment  
          • Hiring and training  
          • Phase 1 New Customer notification begins  
          • Coordinate Phase 1 Joint Rate Mailer |
| September| • Public engagement events scheduling and staffing  
            • Advertising campaign deployment  
            • First customer notification delivered  
            • Call center support for Phase 2 launches  
            • Phase 1 Joint Rate Mailer delivered |
Other Activities

- Hayward garbage bill insert

Beginning in November 2018, Dublin residents will have the opportunity to get affordable, greener power with East Bay Community Energy (EBCE). Local residents will be enrolled in the Bright Choice, one of EBCE’s three services.

- **Bright Choice**: higher percentage of cleaner power at a 1.6% rate discount
- **Brilliant 100**: 100% carbon-free electricity at the same rate you currently pay with PG&E
- **Renewable 100**: 100% renewable and costs a little more than PG&E (about $4/month for the average customer)

To learn more, visit [www.EBCE.org](http://www.EBCE.org). Call 1-833-699-EBCE (3223) or email info@ebce.org.

- Dublin Fall Recreation Guide
Customer Notification #1

- Delivered in September to Phase 2 customers
- Additional in-language content
- Includes Renewable 100
Joint Rate Mailer

- Delivered in September to Phase 1 customers
- CleanPowerSF Example
- Working with PG&E on EBCE Mailer

Understanding your energy choice

<table>
<thead>
<tr>
<th>2016 Commercial Rate Comparison, E-195*</th>
<th>PG&amp;E Rate Choice (100% Renewable)</th>
<th>CleanPowerSF Green (35% Renewable)</th>
<th>SuperGreen (120% Renewable)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Generation Rate (kWh)</td>
<td>$0.08615</td>
<td>$0.11137</td>
<td>$0.09925</td>
</tr>
<tr>
<td>PG&amp;E Delivery Rate (kWh)</td>
<td>$0.07828</td>
<td>$0.07828</td>
<td>$0.07828</td>
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<tr>
<td>PG&amp;E PCA/FF (kWh)</td>
<td>N/A</td>
<td>$0.01588</td>
<td>$0.01653</td>
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<tr>
<td>Total Electricity Cost (kWh)</td>
<td>$0.17443</td>
<td>$0.20553</td>
<td>$0.19406</td>
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<tr>
<td>Average Monthly Bill ($)</td>
<td>$46.921.24</td>
<td>$55.268.82</td>
<td>$52.201.25</td>
</tr>
</tbody>
</table>

*This compares electricity costs for an average large commercial customer in the CleanPowerSF/PG&E service areas with an average monthly demand of 440 kW and an average monthly usage of 248,990 kilowatt-hours (kWh).

Electric Power Generation Mix

- **Renewable**
  - Biogas & Biowaste: 4%
  - Geothermal: 5%
  - EBlade Hydroelectric: 1%
  - Solar Electric: 11%
  - Wind: 3%
  - Coal: 0%
  - Large Hydroelectric: 4%
  - Natural Gas: 25%
  - Nuclear: 23%
  - Other: 0%
  - Unspecified Sources of Power: 17%

- **PG&E Solar Choice**
  - 100%

- **CleanPowerSF**
  - Green (35% Renewable)
    - 100%
  - SuperGreen (120% Renewable)
    - 100%

For more information, visit:
cleanpowersf.org

cleanpowersf.org

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CE04043E/01