



Staff Report Item 8

TO: East Bay Community Energy Board of Directors
FROM: Nick Chaset, Chief Executive Officer
SUBJECT: CEO Report (Informational Item)
DATE: September 26, 2018

Recommendation

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

Executive Committee Meeting

On June 29, 2018, the Executive Committee of the East Bay Community Energy Board met for its fourth meeting. The agenda for the Executive Committee meeting covered the Local Development Business Plan, an overview of Phase 2 marketing activities, update on the award of a BAAQMD grant and general updates on marketing, regulatory and energy procurement.

Marketing and Outreach Update

East Bay Community Energy has started its Phase 2 marketing and outreach efforts. Attached to this report is a presentation outlining key marketing and outreach activities related to Phase 2.

Local Development Business Plan Update

The Local Development Business Plan (LDBP) was formally approved by the Board of Directors at the July 18, 2018 Board of Directors meeting. Since that meeting, EBCE staff have started to develop a series of implementation plans covering each of the 'Early Actions' outlined in the LDBP. EBCE has also started efforts to staff up Local Development by posting for a full-time Director of Local Development, Electrification and Innovation (EBCE.org/join-our-team) who will be EBCE's be responsible for implementing the LDBP.

1) Demand Response Update:

EBCE staff have not started work on this yet.

2) Energy Efficiency Update:

EBCE staff are working with BayREN to evaluate ways to leverage EBCE's customer usage data and customer relationships to significantly improve targeting of energy efficiency incentives for residential customers. Once the specific opportunities for partnering with BayREN are identified, Staff will prepare an implementation plan for review, input and approval.

3) Building Electrification

EBCE staff have joined the Building Electrification Initiative, a stakeholder driven effort to develop comprehensive strategies to promote the transition from gas to electricity in buildings. Through participation in the Building Electrification Initiative, EBCE staff hopes to develop a broader understanding of the many efforts currently underway in the Bay Area so that EBCE can develop an implementation plan for this early action that focuses on partnering with existing efforts to drive greater investment in Alameda County.

4) Transportation Electrification

EBCE staff has held preliminary meetings with a school district in Alameda County to evaluate how EBCE can provide technical assistance to support their effort to adopt electric school buses. EBCE staff is also reaching out to other school districts to offer technical and grant writing assistance to support efforts to secure incentives currently offered by the Air Resources Board and the Energy Commission.

5) Collaborative Procurement

a. MuniFIT Update:

EBCE staff is working with City of Hayward to develop a pathway forward for a 1.5 MW local solar project. EBCE staff is also starting outreach to each of EBCE's member jurisdictions to get input on the range of program design options and goals. Based on this input, EBCE staff expects to develop an implementation plan for review, input and approval in the next two months.

b. Community Shared Solar

EBCE staff is working with community groups to evaluate a possible grant opportunity for Community Solar with the California Community Development Agency. If the grant opportunity can be pursued, EBCE will be seeking Executive Board approval to submit a proposal. EBCE staff has also started engaging with the California Public Utilities Commission as they start to implement their Community Solar for Disadvantaged Communities incentive program. As the program rules for the CPUC program become more clear, EBCE staff will develop an implementation plan for review, input and approval.

c. Community Net Metering

EBCE staff are evaluating Net Metering aggregation as part of the Oakland Clean Energy Initiative (OCEI). More details will be provided through the consideration of the OCEI.

d. Direct RE Contracting for Large Customers

EBCE staff have not started work on this yet.

e. Utility Scale Renewables in +Alameda County

EBCE staff are in the process of evaluating bids into EBCE's CA Renewables RFP. EBCE has a target to procure 20 MWs of Alameda County renewables through this RFP and EBCE staff are evaluating a number of wind and solar projects located in Alameda County.

6) Enhanced Net Metering

EBCE staff are currently working to operationalize NEM adders for CARE customers and municipal customers. Once these two adders are integrated into EBCE's billing system, EBCE staff will start working on developing implementation plans for supply shift and workforce development.

7) Community Investment Funds

EBCE staff have not started work on this yet.

Update on Opt-Outs

Opt-out report included as an attachment to this report.

Attachment:

A. Marketing Update



Marketing and Outreach Update

PRESENTED BY Annie Henderson

DATE 07/20/18



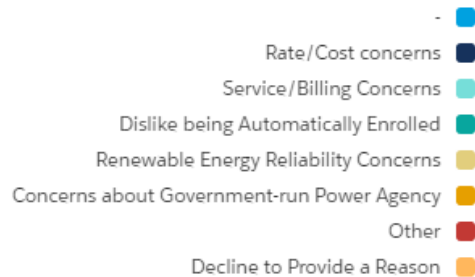
Customer Retention Rates

- Phase 1 (Commercial)

- ~ 98.5% of eligible accounts receive service from EBCE

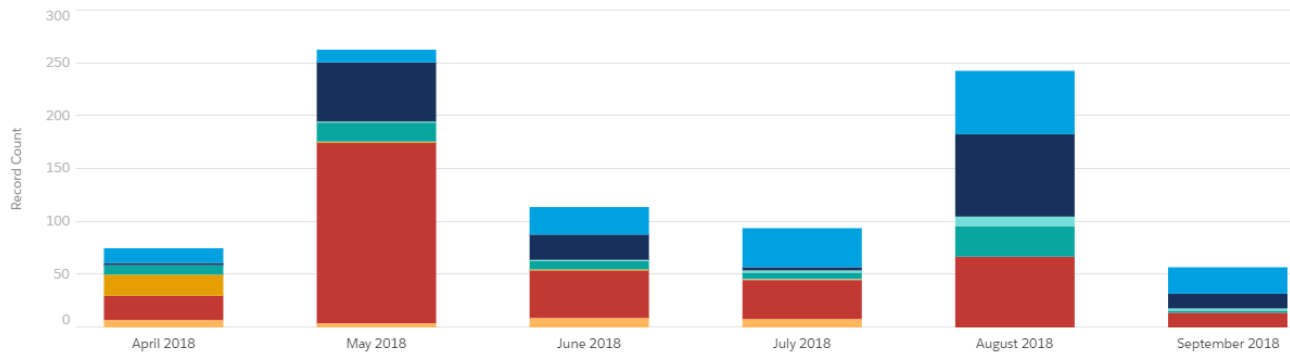
- Phase 2 (Residential)

- Very early in process
- ~99.88% retention
- Anticipate a bump in Oct and Dec



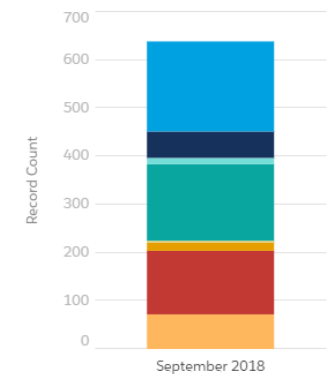
Phase 1

EBCE Monthly Opt Out Summary



Phase 2

EBCE Monthly Opt Out Summary



Phase 1 By Jurisdiction

Phase 1

COUNT	Opted Out		
	City	Eligible SA	Opt Out
J04 - ALBANY INC	654	n/a	
J10 - BERKELEY INC	5,502	73	1.33%
J15 - DUBLIN INC	2,239	35	1.56%
J19 - EMERYVILLE INC	1,108	n/a	
J22 - FREMONT INC	8,450	72	0.85%
J25 - HAYWARD INC	7,151	114	1.59%
J34 - LIVERMORE INC	4,267	68	1.59%
J43 - OAKLAND INC	15,941	270	1.69%
J46 - PIEDMONT INC	123	n/a	
J61 - SAN LEANDRO IN	4,305	56	1.30%
J65 - UNION CITY INC	1,959	26	1.33%
J78 - UNINC ALAMEDA	4,101	64	1.56%
Total	55,800	852	1.53%

kWh LOAD	Opted Out		
	City	Eligible SA	Opt Out
J04 - ALBANY INC	25,365,401	n/a	
J10 - BERKELEY INC	274,937,194	9,923,633	3.61%
J15 - DUBLIN INC	132,419,729	2,404,164	1.82%
J19 - EMERYVILLE INC	132,888,913	n/a	
J22 - FREMONT INC	706,112,646	9,784,507	1.39%
J25 - HAYWARD INC	446,457,475	11,355,514	2.54%
J34 - LIVERMORE INC	235,352,057	7,775,354	3.30%
J43 - OAKLAND INC	934,455,204	38,398,992	4.11%
J46 - PIEDMONT INC	3,776,610	n/a	
J61 - SAN LEANDRO IN	267,066,156	8,793,636	3.29%
J65 - UNION CITY INC	163,379,976	9,696,078	5.93%
J78 - UNINC ALAMEDA	189,169,778	14,218,284	7.52%
Total	3,511,381,139	143,148,955	4.08%

Phase 1 Opt Up



of Phase 1 customers have
opted up to Brilliant 100

- ~2,750 voluntary opt ups
- Does not include customers in Albany and Hayward that were enrolled in Brilliant 100 by default
- Voluntary opt ups > Opt outs

Community Outreach

July, August, Sept Events

- Hayward Street Parties
- Oakland Art + Soul
- Fremont Festival of the Arts
- Castro Valley Street Eats
- San Leandro Farmers' Markets
- Fremont Festival of India
- Oakland Chinatown Street Festival
- Berkeley Farmers' Markets
- Livermore Harvest Wine Celebration
- Solano Stroll
- Hayward Mariachi Festival
- Oakland Third Thursdays

Future Events

- Piedmont Harvest Festival
- Livermore Farmers' Markets
- StopWaste event in Fremont
- Emeryville Art Exhibition
- San Leandro Sausage and Suds
- Union City Alvarado Fall Fest
- San Leandro Resilience Fair
- ***Pursuing additional events in Oakland, Fremont, Union City, Dublin***

>1,000 personal interactions

Hot Topics:

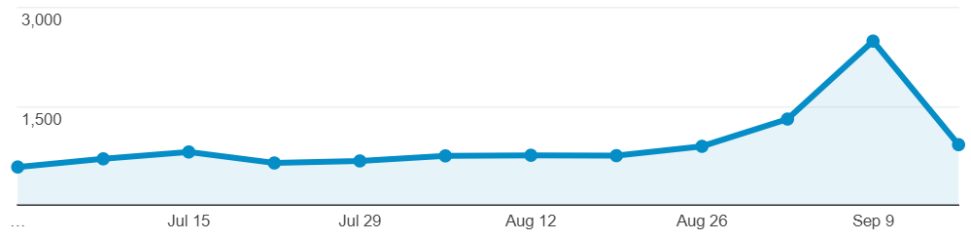
- Relationship to PG&E
- Service Options
- Rooftop Solar



Customer Materials

- Website Updates

- Web forms support residential customer service selections
- Document Library
- What's New
- Bump in visits



- Customer Notifications

- Joint Rate Mailer sent on 8/31
- Notice #1 sent throughout Sept.
- Notice #2 process began 9/24

- Collateral Updates

- FAQ and CARE/FERA (All languages)
- Brochure (English, Spanish, Chinese)
- Solar Factsheet

DISCOUNT PROGRAMS WITH EBCE

East Bay Community Energy (EBCE) cares about offering our customers greener energy at lower rates and we understand that financial challenges can happen to anyone. That's one reason why customers with EBCE continue to be eligible for income-qualified support programs, such as CARE and FERA.

As an EBCE customer, if you are currently enrolled in any of the below programs, you will continue to receive your discounts with us. There's no need to re-apply all enrolled customers will maintain their discounts with EBCE. Renewals and new enrollment applications are handled by PG&E - visit pge.com/financialassistance for more information.

Family Electric Rate Assistance (FERA) Program
The Family Electric Rate Assistance (FERA) Program provides a monthly discount on your electric bills. The program is designed for income-qualified households of three or more persons. The monthly discount is 12% on electric rates.

Medical Baseline
Medical Baseline is a financial assistance program for residential customers that have special energy needs due to qualifying medical conditions. Qualifying customers are allocated a larger quantity of energy within the Baseline tier of low cost power.

California Alternates Rates for Energy (CARE) Program
Qualified households receive discounts on their energy bills through the California Alternates Rates for Energy (CARE) Program. CARE eligibility is based on public assistance program participation or based on the number of individuals in your household and total gross household income. This monthly discount is a maximum of 20% on electric rates.

To learn more about our services, visit the EBCE website at ebce.org/residents

Introducing Your New Local Provider for Clean Power

East Bay Community Energy Will Provide Low Rates, Clean Energy, and Reliable Service.

East Bay Community Energy is your new local provider for clean power. EBCE will begin service to Alameda County residents in November in partnership with PG&E for the delivery of power. EBCE will not meet earnings back into the community to make local power energy jobs, local programs, and clean power projects.

You don't need to do a thing to take advantage of our greener service and lower rates. You will automatically receive Bright Choice services with more renewable energy than PG&E and a discount to your current rate. You can choose to opt up to **Bright 100%** (our 100% carbon-free service) or **Bright 50%** (our 50% renewable energy service) for a slight premium. You can also opt out to stay with PG&E. Call 1-855-489-4892 (EBCE 12323) to make a choice.

FAQ and CARE/FERA (All languages)

Brochure (English, Spanish, Chinese)

Solar Factsheet

Advertising

- Social Media: banners and video on YouTube, Instagram, and Facebook
- Online Radio: banners, video, and audio on Pandora (English and Spanish)
- Cable: 30-second ads, 896 total spots over 4 networks (English and Spanish)
- Outdoor:
 - AC Transit Bus ads on routes out of Oakland, Emeryville, Hayward, and Tri-Valley garages;
 - Transit shelter ads in Albany, Piedmont, and Emeryville (locations without BART stations);
 - Posters at Alameda County BART stations including Union City, Hayward, San Leandro, Oakland 12th St, Downtown Berkeley, Castro Valley, and Dublin (English and Spanish depending on location) (Fremont station not available).
- Print: Fremont Argus, Oakland Tribune, Hayward Review, Oakland Post, The Independent, La Opinion de la Bahia, and Sing Tao
- Online Banner Ads: Univision.com, Bay Area News Group, ImpreMedia Network (part of La Opinion de la Bahia), and SingTao.com.

Videos

- Will be used on social media and cable advertising
- Currently posted to website and YouTube

