



Staff Report Item 4

TO: East Bay Community Energy Board of Directors
FROM: Annie Henderson, VP Marketing and Account Services
SUBJECT: Marketing Overview (Informational Item)
DATE: September 4, 2019

Recommendation

Receive an update from staff regarding EBCE enrollment, marketing, and outreach.

Background

For this inaugural meeting of the marketing subcommittee, EBCE staff will present an overview of current activities associated with customer enrollment and customer service, marketing, and outreach. Staff will also present the results of recent market research and outline upcoming marketing and outreach efforts.

Fiscal Impact

All items discussed are part of the budget approved for fiscal year 2019-2020

CEQA

Not a project