



Marketing, Regulatory and Legislative Sub-committee Meeting

Wednesday, September 4, 2019

3:00 pm - 4:00 pm

EBCE Office

1111 Broadway

5th Floor room 5D

Oakland CA

Teleconference location:

San Jose City Hall

200 East Santa Clara Street

3rd Floor Tower

San Jose, CA

Meetings are accessible to people with disabilities. Individuals who need special assistance or a disability-related modification or accommodation to participate in this meeting, or who have a disability and wish to request an alternative format for the meeting materials, should contact the Clerk of the Board at least 2 working days before the meeting at (510) 736-4981 or Scabrera@ebce.org.

If you have anything that you wish to be distributed to the Committee, please hand it to the Clerk who will distribute the information to the committee members and other staff. Please bring at least 15 copies.

1. Welcome & Roll Call

2. Public Comment

This item is reserved for persons wishing to address the Committee on any EBCE-related matters that are not otherwise on this meeting agenda. Public comments on matters listed on the agenda shall be heard at the time the matter is called. As with all public comment, members of the public who wish to address the Committee are customarily limited to three minutes per speaker. The Committee Chair may increase or decrease the time allotted to each speaker.

3. Chair and Vice-Chair Elections (Action Item)

4. Marketing Overview (Informational Item)

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

5. Sub-committee Meeting Schedule (Discussion Item)

6. Committee Member and Staff Announcements including requests to place items on future Committee Agendas

7. Adjournment - to Date: TBD



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