



Marketing and Account Services Update

PRESENTED BY: ANNIE HENDERSON

DATE: October 25, 2019



MARKETING

- Mailed Power Content Label end of September
- Conducted first and second Marketing Subcommittee meeting
- September and October Customer Newsletters
- Preparing for Joint Rate Mailer
- Contracts for print and digital ads
- Local sponsorships applications open until November 30



更清潔的電力
更低廉的費率

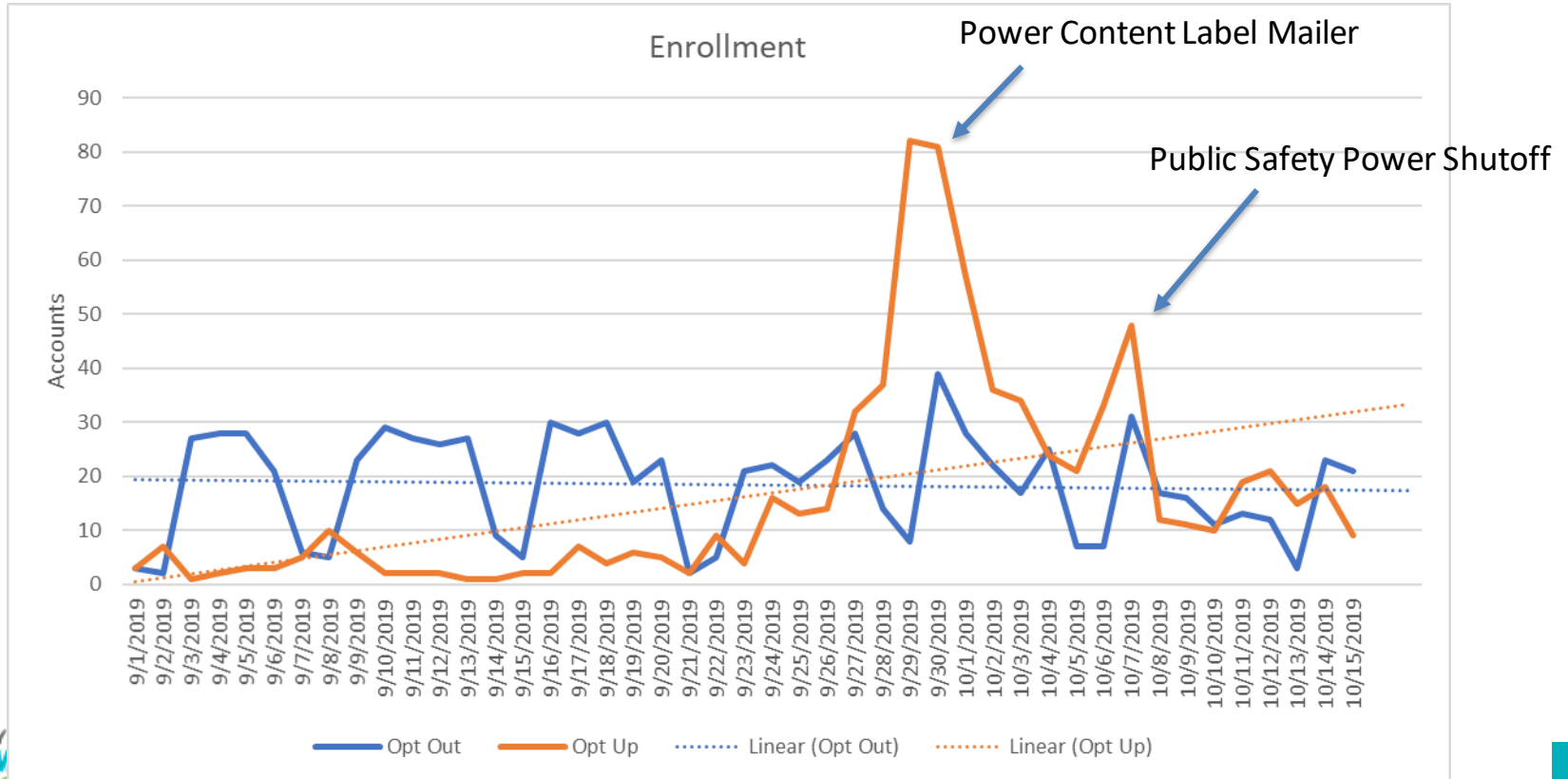
了解更多

EBCE - 明智的選擇

FIND OUT MORE AT EBCE.org

EAST BAY
COMMUNITY
ENERGY

IMPACTS ON ENROLLMENT



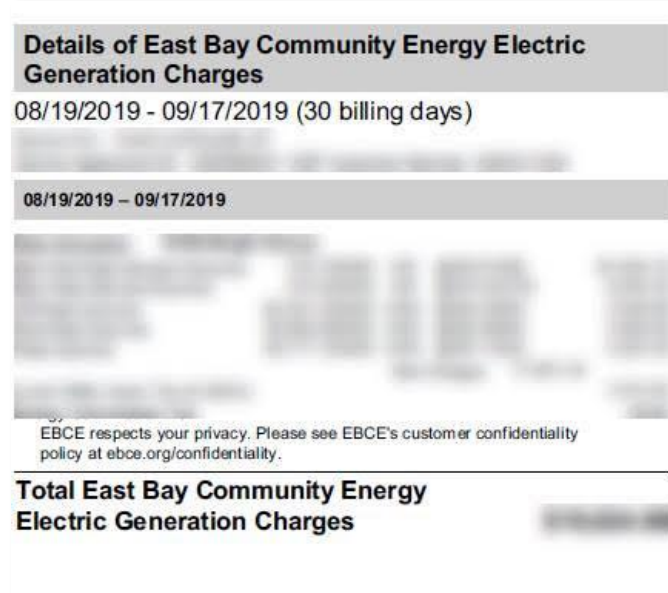
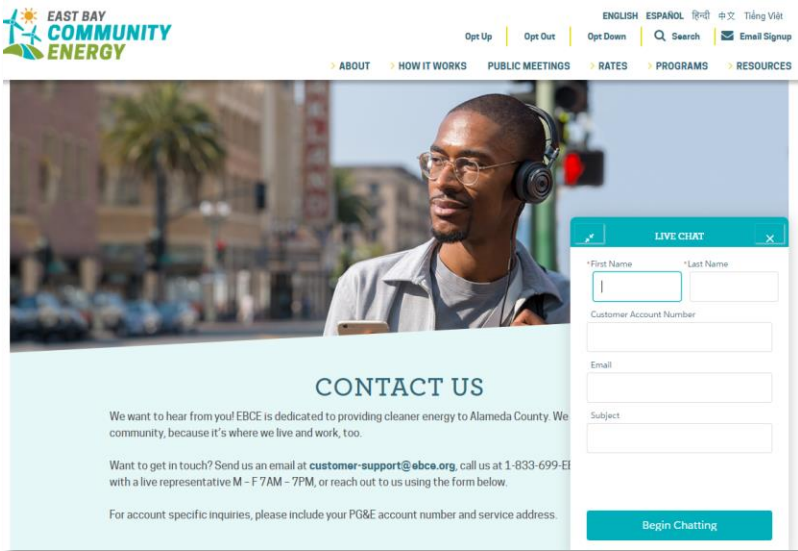
OUTREACH

- Selected Community Outreach Grant Pilot Program awardees
 - Interfaith Power and Light
 - Spectrum Community Services
- Outreach to largest customers regarding Direct Access
- Outreach to commercial customers who previously opted out
- Continue to attend community events and host EBCE workshops

9/6	Lincoln Summer Nights in Oakland Chinatown
9/8	Solano Stroll
9/10	Temescal Library Presentation
9/12	LEAF Corporate Mixer
9/17	Oakland Business Assistance Presentation
9/19	Tesla VIP Luncheon
9/19	SEIU 1024 and 350 East Bay Climate Justice tabling event
9/29	Albany Triathlon
10/4	Communities for a Better Environment – Understanding Your Bill Presentation
10/7	Genentech Alternative Energy Fair
10/9-11	Getting to Zero Conference (Oakland)
10/15	Berkeley SunShares Workshop
10/17	GridAlternatives – Get to know your CCA
10/18	4 th Annual Environmental Equity Summit
10/19	FamFest 5k Fun Run (Ashland)
10/19	Livermore Pride Festival
10/22-24	Verge Conference (Oakland)
10/23	Celebrate Sustainability Event
10/23	Longfellow/Santa Fe Community Presentation
10/26	Halloween 5k Event (Oakland)

ACCOUNT SERVICES

- **Live Chat** – Launched this month on web forms and Contact Us pages
- **Updated Bill Message** – Compliance with requirement of annual customer notification of confidentiality policy



PSPS DEBRIEF

- **First PSPS event in Alameda County:**
 - Tracked call volume
 - Coordinated across departments to share information with Data Analytics and Procurement
 - Message and talking points to Board of Directors
 - Pop-up on website with link to PG&E latest press release
 - List of impacted customers provided to call center
 - Tracked usage data from impacted customers to ensure no estimated usage during shutoff was calculated into billing