



## Draft Minutes

### Marketing, Regulatory and Legislative Sub-committee Meeting

Wednesday, October 2, 2019

1:00 pm - 2:00 pm

EBCE Office

1999 Harrison Street

8<sup>th</sup> Floor Suite 800

Oakland CA

**Teleconference Location:**

**Livermore Council Library**

S. Livermore Ave., Livermore CA

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*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

**Present:** Directors: Hernandez (Dublin), Munro (Livermore) and Pilch (Albany)

**Excused:** Director Rood (Piedmont)

#### 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.*

There were no speakers under public comment

#### 3. Approval of Minutes from September 4, 2019

Director Pilch motioned to approve the 9/4/19 minutes as amended:

A. Correct spelling of Munro

Director Hernandez seconded the motion which carried 3/0; Excused: Director Rood

#### **4. Marketing Overview (Informational Item)**

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

##### **The Committee discussed:**

- Languages used in the IVR
- Customer opt-outs
- Regulations for going paperless
- Live Chat support
- Maintaining EBCE Value proposition
- PCIA vintages
- Rates and Customer savings
- Spike in customer opt-up
- “Homecoming” campaign for ratepayers who opted-out and are now eligible to return to EBCE
- Community Sponsorship Grants

#### **5. Committee Member and Staff Announcements including requests to place items on future Committee Agendas**

Director Pilch requested that staff work with Director Rood to find a meeting time that would allow Director Rood to participate.

The committee also requested that staff provide materials ahead of the meeting, present on Regulatory/Legislative items at the 10/30/19 meeting, and make meetings 2 hours long beginning in December.

#### **6. Adjourned**