



**Staff Report Item 5**

**TO:** East Bay Community Energy Executive Committee

**FROM:** Annie Henderson, VP of Marketing and Account Services

**SUBJECT:** Marketing and Outreach Update

**DATE:** September 28, 2018

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**Recommendation**

Receive an update from staff on major marketing and outreach activities, including review of current Phase 2 marketing activities.

**Attachments:**

- A. Marketing Update Presentation
- B. Notice #2: Standard and Cities Versions



## Marketing and Outreach Update

PRESENTED BY Annie Henderson

DATE 07/20/18



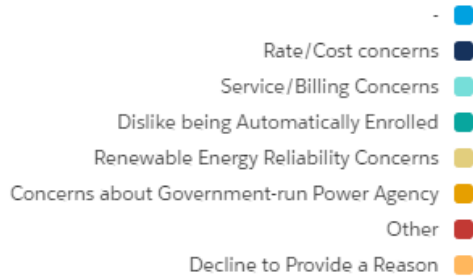
# Customer Retention Rates

- Phase 1 (Commercial)

- ~ 98.5% of eligible accounts receive service from EBCE

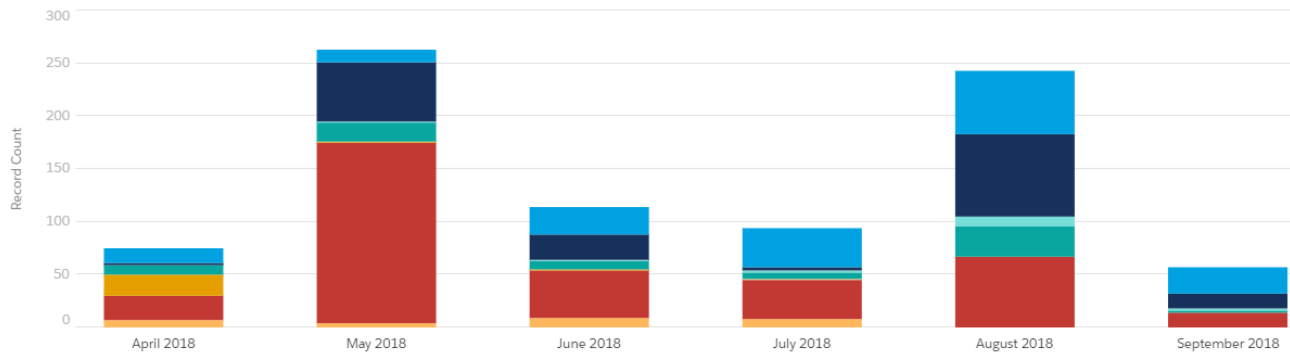
- Phase 2 (Residential)

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



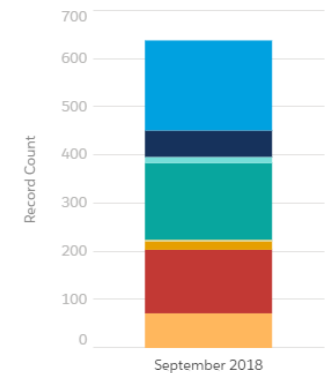
## Phase 1

EBCE Monthly Opt Out Summary



## Phase 2

EBCE Monthly Opt Out Summary



# Phase 1 By Jurisdiction

## Phase 1

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

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

# Phase 1 Opt Up

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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:

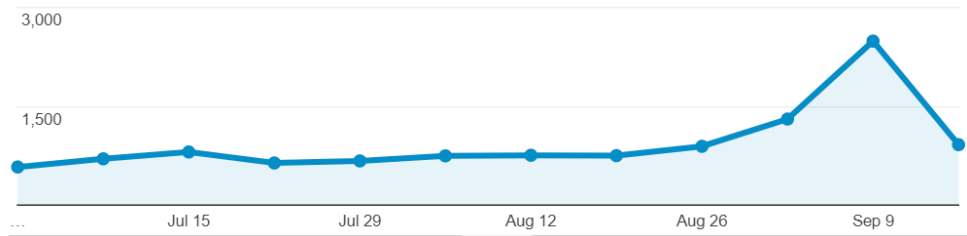
- Relationship to PG&E
- Service Options
- Rooftop Solar



# 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](http://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](http://ebce.org/residents)

**Introducing Your New Local Provider for Clean Power**

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

**BRIGHT CHOICE**

As an EBCE customer, you are eligible to opt-in to PG&E's Smart Rate and Bright Choice program. Bright Choice is a 12-month contract that allows you to lock in a fixed rate for 12 months. You can choose to opt-in to Bright Choice for 12 months or 24 months. You can also opt-out at any time. Call 1-800-455-4545 or visit [ebce.org/brightchoice](http://ebce.org/brightchoice) for more information.

# Advertising

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- 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

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





1111 Broadway 3rd Floor  
Oakland, CA 94607



**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 provide more renewable energy at lower rates. EBCE will reinvest earnings back into the community to create local green energy jobs, local programs, and clean power projects.

You don't need to do a thing to take advantage of our great rates and greener service. The table below indicates the EBCE service you will start receiving in November:

City	Service	Customers
Albany	Brilliant 100	All residential
Hayward	Brilliant 100	All residential
	Bright Choice	Customers in CARE, FERA, or Medical Baseline programs
Piedmont	Renewable 100	All residential
	Brilliant 100	Customers in CARE, FERA, or Medical Baseline programs
All other participating cities	Bright Choice	All residential



**Brilliant 100** is our 100% carbon-free service, offered at the same rate you pay now, and **Renewable 100** is our 100% renewable energy service, offered for a slight premium. You can also opt down to **Bright Choice** service with more renewable energy than PG&E at a discount to your current PG&E rate, or opt out to stay with PG&E. Call to notify us at **1-833-699-EBCE (3223)** or visit [ebce.org](http://ebce.org).

EBCE 2/4 Cities

### Abbreviated Terms and Conditions of Service

**ENROLLMENT AND SERVICE OPTIONS** As of November 2018, East Bay Community Energy (EBCE) is the default electricity provider serving Alameda County, except the cities of Alameda, Pleasanton, and Newark. Accounts within the participating 11 cities will be automatically enrolled. Customers may also request to opt up, opt down, or opt out and stay with PG&E bundled service at any time subject to the opt-out guidelines.

**RATES AND FEES** EBCE's generation rates are managed to provide clean, green electricity to our community at competitive rates. Any future rate changes will be adopted at public meetings of the EBCE Board. As an EBCE customer, PG&E charges you a monthly Power Charge Indifference Adjustment (PCIA) and Franchise Fee Surcharge. Please contact PG&E for more information about these charges.

**BILLING** As an EBCE customer, you will continue to receive a single monthly bill from PG&E that includes all electricity-related charges, including EBCE's generation charges. PG&E will continue to charge for gas services, transmission, distribution, public goods programs, and other non-generation charges at the same rates it charges customers who do not receive EBCE service.

**OPT OUT** You may opt out of EBCE service at any time by calling 1-833-699-EBCE (3223) or by completing the opt-out form at [www.ebce.org/opt-out](http://www.ebce.org/opt-out). There is no fee to opt out before enrollment or in the first 60 days of receiving EBCE service.

**CUSTOMER CONFIDENTIALITY** EBCE is committed to protecting customer privacy. EBCE's customer confidentiality policy can be found at [www.ebce.org/confidentiality](http://www.ebce.org/confidentiality).

Full details of the EBCE Terms and Conditions can be found at [www.ebce.org/terms](http://www.ebce.org/terms).

Customers participating in the CARE, FERA, and/or Medical Baseline Allowance programs continue to receive these discounts while on EBCE service.

#### SPECIAL NOTE:

As an EBCE customer, you are no longer eligible for PG&E's Smart Rate and Solar Choice programs or the first year Bill Protection benefit for customers that have opted into the Time of Use (Peak Pricing 4 - 9 PM Every Day) rate tariff.

#### FIND YOUR LANGUAGE ONLINE

Español: [es.ebce.org](http://es.ebce.org)

中文: [ch.ebce.org](http://ch.ebce.org)

Tiếng Việt: [vn.ebce.org](http://vn.ebce.org)

हिन्दी: [hn.ebce.org](http://hn.ebce.org)



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You don't need to do a thing to take advantage of our greener service and lower rates. You will automatically receive **Bright Choice** service, with more renewable energy than PG&E and at a discount to your current rate. You can choose to opt up to **Brilliant 100** (our 100% carbon-free service) offered at the same rate you pay now, or **Renewable 100** (our 100% renewable energy service) for a slight premium. You can also opt out to stay with PG&E. Call to notify us at **1-833-699-EBCE (3223)** or visit **ebce.org**.



EBCE 2/4

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