



Staff Report Item 10

TO: East Bay Community Energy Board of Directors

FROM: Nick Chaset, Chief Executive Officer

SUBJECT: CEO Report (Informational Item)

DATE: October 17, 2018

Recommendation

Accept Chief Executive Officer (CEO) report on update items below.

Executive Committee Meeting

On September 28, 2018, the Executive Committee of the East Bay Community Energy Board met. The agenda for the Executive Committee meeting covered general updates on marketing, regulatory and energy procurement and a discussion of updates to the CAC workplan.

Marketing and Outreach Update

East Bay Community Energy has started its Phase 2 marketing and outreach efforts. Attached to this report is a presentation outlining key marketing and outreach activities related to Phase 2.

Local Development Business Plan Update

No incremental update from Sept 26th, 2018 meeting.

Update on Opt-Outs

Opt-out report included as an attachment to this report.

Attachments:

- A. Marketing and Outreach Update

ENROLLMENT UPDATE

	Opt Up %	Opt Out %	Total Opt Up	Total Opt Out	Total Eligible
Total	9.85%	0.63%	54,986	3,498	557,748
Phase 1 (C&I)	18.89%	1.63%	10,542	912	55,818
Phase (Res)	8.85%	0.52%	44,444	2,586	501,930

Removed Albany, Hayward, and Piedmont Opt Ups

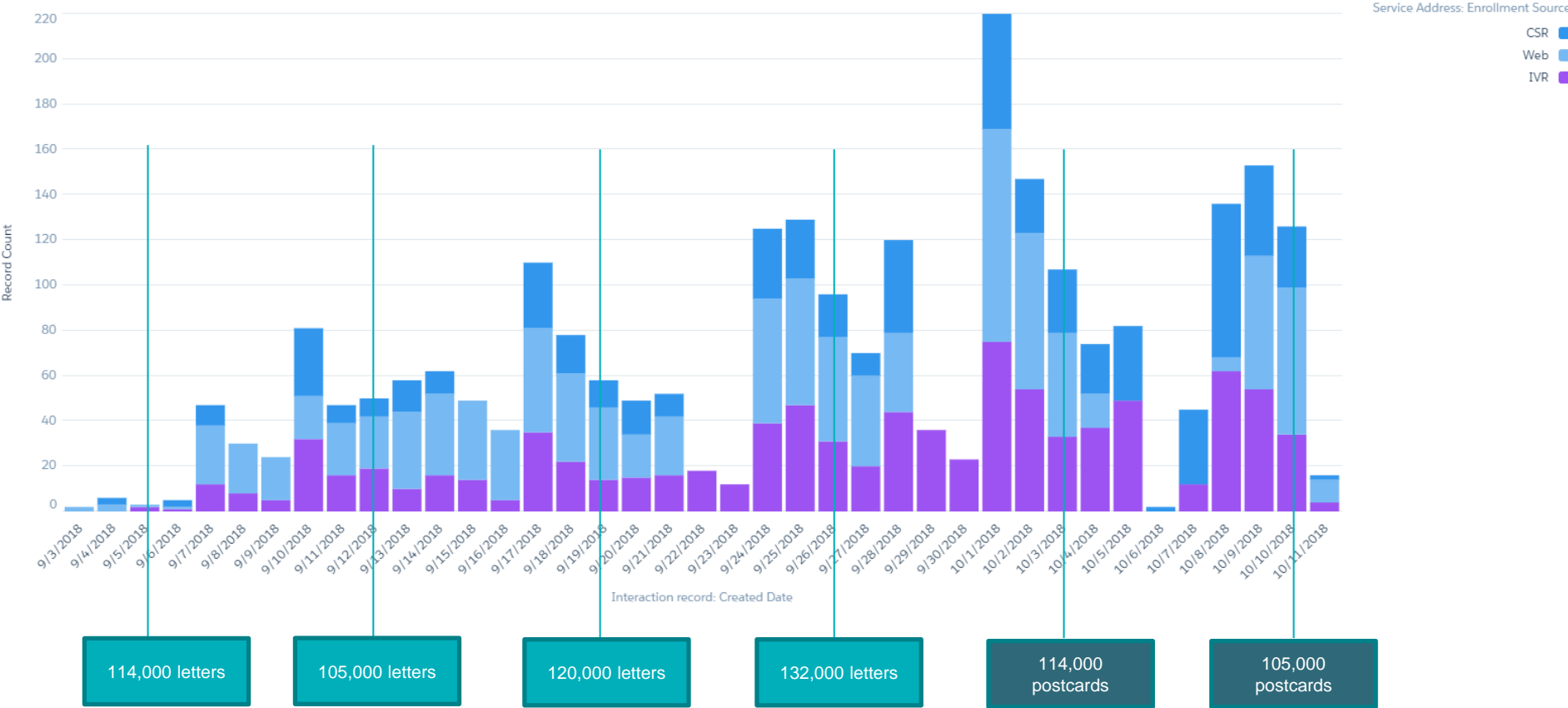
	Opt Up %	Total Opt Up	Total Eligible
Total	0.65%	3,619	557,748
Phase 1 (C&I)	5.27%	2,940	55,818
Phase (Res)	0.14%	679	501,930

Opt Up count includes Brilliant 100 and Renewable 100 Customers

ENROLLMENT BY PROGRAM

	Bright Choice	Brilliant 100	Renewable 100
TOTAL	499,229	50,557	3,784
Phase 1 (C&I)	44,341	9,897	0
Phase 2 (Res)	454,888	40,660	3,784

Daily Opt Out Summary - EBCE RES



Nextdoor: Basic Functionality

- **Personal Accounts** based on billing address of cell phone or credit card
 - View into surrounding neighborhoods only
- **Business Accounts** must be recommended by local personal account
 - Once recommended, business is visible to neighbors but account cannot view threads
- **Public Agency Accounts** can post to area but cannot monitor neighborhood discussions
 - Nextdoor limits these accounts to “local public safety agencies and city/county administrative departments”
- **Sponsored Posts** are paid advertisements
 - Nextdoor is in testing phase – not currently adding new Sponsors

EBCE Strategy

- Leverage existing City/County Public Agency accounts
- Track and monitor neighborhood activity through community supports
- Track and monitor opt outs by zip code
- Draft messaging for Public Agency posting in active neighborhoods or target zip codes
- Pursue paid advertising through “Sponsored Posts”