



Staff Report Item 14

TO: East Bay Community Energy Board of Directors
FROM: Nick Chaset, Chief Executive Officer
SUBJECT: CEO Report (Informational Item)
DATE: June 19, 2019

Recommendation

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

Executive Committee Meeting

East Bay Community Energy did not hold an executive committee meeting in March.

New Staff

Mike Susko

Alex DiGiorgio

Marketing and Outreach Update

Attached to this report is a presentation outlining key marketing and outreach activities.

Regulatory and Legislative Update

Attached to this report is a presentation outlining key regulatory and legislative activities.



Account Services and Marketing Update

PRESENTED BY: ANNIE HENDERSON

DATE: June 19, 2019



Enrollment

Enrollment Stats as of June 12, 2019

Accounts Enrolled	~544,000			
Actual Total Cost Savings to Date	\$5.762M			
Estimated Cost Savings for 2019	\$7.670M			
	<i>By Sector Count</i>	<i>By Overall Count</i>	<i>By Sector Load</i>	<i>By Overall Load</i>
Overall Opt Out Rate	-	3.65%	-	3.49%
Residential Opt Out Rate	3.78%	3.41%	4.15%	1.60%
Commercial Opt Out Rate	2.40%	0.24%	3.08%	1.89%

Account Services

- NEM Customers
 - Enrolling **second group** of NEM customers in June
 - Completing first “**Annual Cash-Out**”; processed checks and credits for annual surplus payments totaling ~\$20,000 for 2,500 customers
- **Special Note:** The Joint Rate Mailer is typically required to be mailed by July 1 each year. CPUC has approved an extension due to lack of certainty around rates. EBCE hopes to send out the Joint Rate Mailer in September or October.

Marketing

- RFP for Graphic and Web Design Services
 - Received ten (10) responses
 - Have selected a local firm and will bring the contract to the board in July
- Second Round of Market Research Started
 - Conducting another 200 intercept surveys, plus 50 phone surveys of customers who opted out
- Posted Understanding Your Bill video to website



Outreach

- Alameda County Fair
- Summer Events calendar
- First customer newsletter going out in June
- Collaborating on Public Safety Power Shutoff (PSPS) with County services and PG&E

