



Marketing & Account Services Monthly Meeting

September 2019 HIGHLIGHTS

PRESENTED BY: MAS Team

DATE: October 3, 2019



ACCOUNT SERVICES



EBCE ENROLLMENT

| | Eligible | Opt Out | % | Bright Choice | % | Brilliant 100 | % | Renewable 100 | % |
|------------------|----------------|---------------|--------------|----------------|---------------|---------------|--------------|---------------|--------------|
| ALBANY INC | 7,368 | 170 | 2.31% | 69 | 0.94% | 7,017 | 95.24% | 112 | 1.52% |
| BERKELEY INC | 54,651 | 959 | 1.75% | 52,371 | 95.83% | 515 | 0.94% | 806 | 1.47% |
| DUBLIN INC | 26,636 | 968 | 3.63% | 25,366 | 95.23% | 29 | 0.11% | 273 | 1.02% |
| EMERYVILLE INC | 8,083 | 194 | 2.40% | 7,746 | 95.83% | 98 | 1.21% | 45 | 0.56% |
| FREMONT INC | 85,380 | 2,884 | 3.38% | 81,714 | 95.71% | 647 | 0.76% | 135 | 0.16% |
| HAYWARD INC | 56,669 | 2,500 | 4.41% | 12,823 | 22.63% | 41,308 | 72.89% | 38 | 0.07% |
| LIVERMORE INC | 36,333 | 3,675 | 10.11% | 32,115 | 88.39% | 461 | 1.27% | 82 | 0.23% |
| OAKLAND INC | 183,984 | 6,117 | 3.32% | 175,356 | 95.31% | 1,462 | 0.79% | 1,049 | 0.57% |
| PIEDMONT INC | 4,037 | 191 | 4.73% | 149 | 3.69% | 106 | 2.63% | 3,591 | 88.95% |
| SAN LEANDRO INC | 35,563 | 1,765 | 4.96% | 33,412 | 93.95% | 302 | 0.85% | 84 | 0.24% |
| UNINC ALAMEDA CO | 54,970 | 3,162 | 5.75% | 51,475 | 93.64% | 251 | 0.46% | 82 | 0.15% |
| UNION CITY INC | 23,657 | 935 | 3.95% | 22,684 | 95.89% | 22 | 0.09% | 16 | 0.07% |
| Total | 577,331 | 23,520 | 4.07% | 495,280 | 85.79% | 52,218 | 9.04% | 6,313 | 1.09% |

As of October 1, 2019

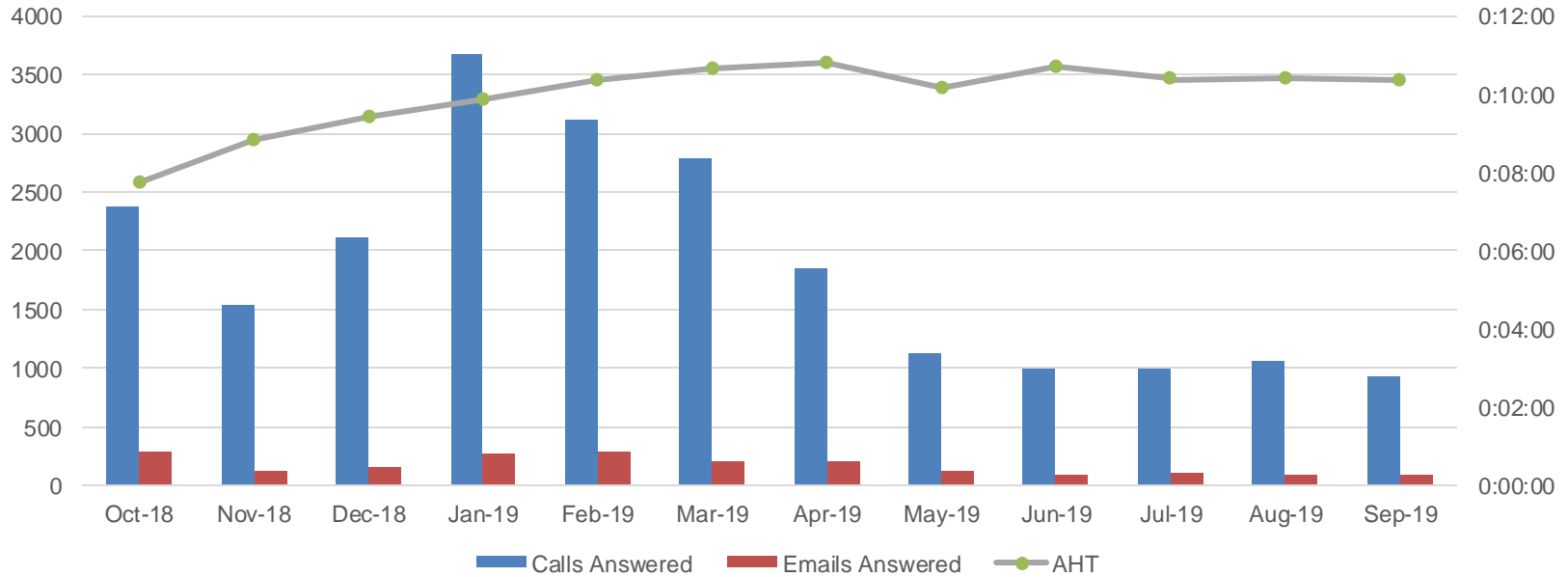
ACCOUNT SERVICES DASHBOARD - SEPTEMBER

| Metric | September | August | July | Q2 | Q1 |
|-------------------------------------|-----------|---------|-----------------|--------|-------|
| Total Enrolled Accounts | 549,844 | 549,628 | | | |
| Opt Out | 542 | 432 | 597 | 2,530 | 8,063 |
| Opt Up | 208 | 123 | 531 (Livermore) | 592 | 670 |
| Calls Received | 938 | 804 | 996 | 3,966 | 9,059 |
| Average Handle Time, (minutes) | 10.3 | 10.3 | 10.5 | 10.5 | 10.4 |
| Yearly Average Speed to Answer, (s) | 7 | 7 | 8 | 11 | 16 |
| Yearly Abandonment Rate | 1% | 1% | 1% | 1% | 1% |
| New Customer Connects - Res | 4,268 | 4,839 | 4,481 | 11,449 | |
| New Customer Connects - non-Res | 163 | 166 | 186 | 434 | 464 |

Service Level Agreements: ASA – 60 seconds | Abandon Rate – 3%

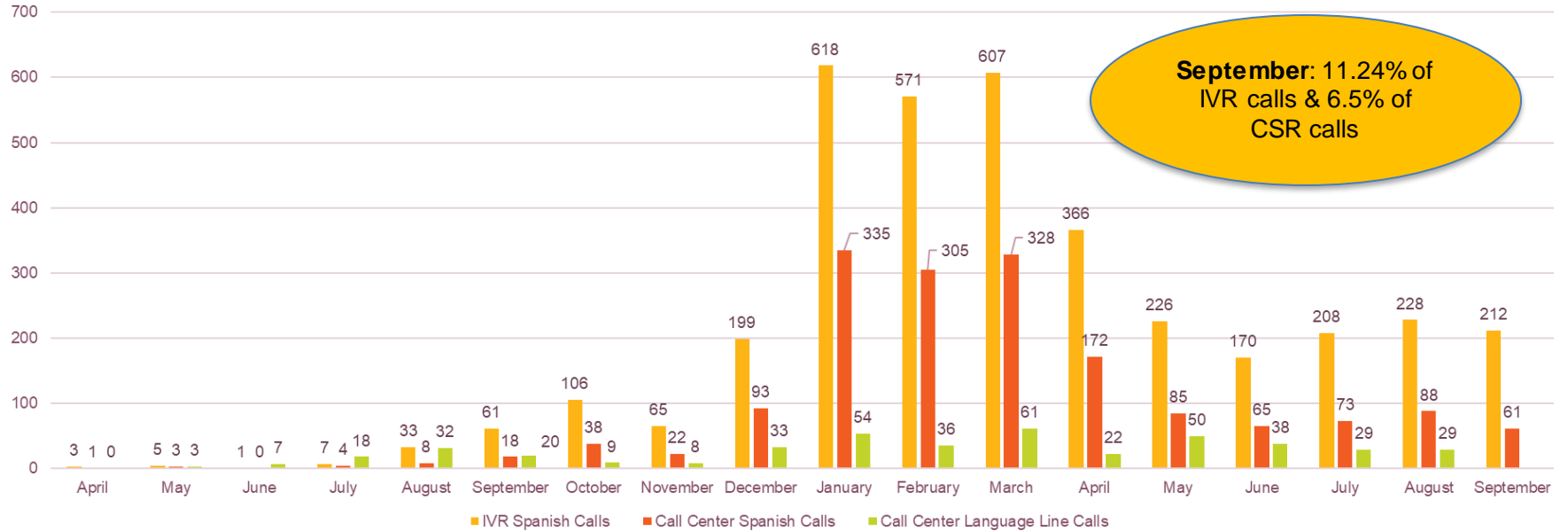
CALL CENTER VOLUME

Monthly EBCE Volume & AHT
(Rolling 12 Months)



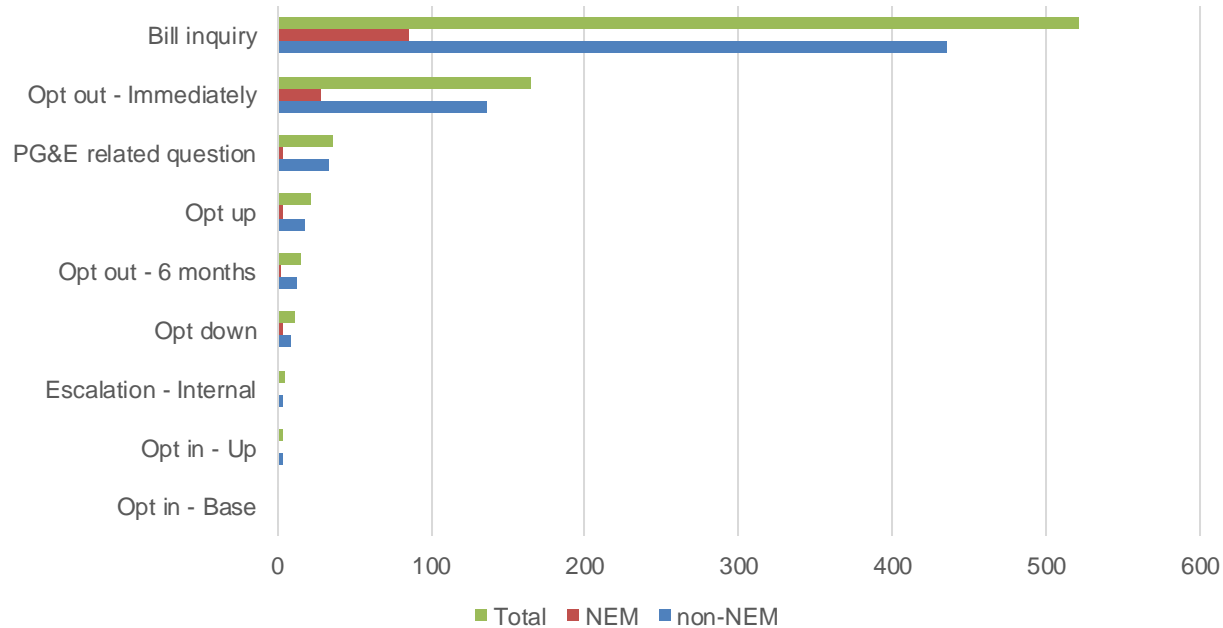
SPANISH AND LANGUAGE LINE CALLS

Spanish and Language Line Calls



SEPTEMBER CSR INTERACTIONS

Interaction Request - September



CSR INTERACTIONS - PCL

Monday, September 30 – 100 calls in one day, compared to ~250 per week

- Who is EBCE? I didn't know I was with you!
- Can I go paperless? (coming from the opt-up community)
- Can I opt out of mailers?
- Customers are asking questions about the last column of the PCL. They think that this is another EBCE option, even though it is labeled California, not EBCE. Some are concerned about receiving nuclear power.

YOUR CHOICE

Choose from three service plans.
To opt-up, visit ebce.org/opt-up

Bright Choice A small discount to PG&E rates.
Brilliant 100 100% carbon-free power at the same price as PG&E.
Renewable 100 100% California wind & solar power at a small premium.

East Bay Community Energy · 2018 Power Content Label · www.ebce.org

| Energy Resources | Bright Choice | Brilliant 100 | Renewable 100 | 2018 CA Power Mix ^{***} |
|--|---------------|---------------|---------------|----------------------------------|
| Eligible Renewable | 41% | 45% | 100% | 31% |
| Biomass & Biowaste | 0% | 0% | 0% | 2% |
| Geothermal | 1% | 0% | 0% | 5% |
| Eligible Hydroelectric | 0% | 0% | 0% | 2% |
| Solar | 15% | 20% | 50% | 11% |
| Wind | 25% | 25% | 50% | 11% |
| Coal | 0% | 0% | 0% | 3% |
| Large Hydroelectric | 21% | 55% | 0% | 11% |
| Natural Gas | 0% | 0% | 0% | 35% |
| Nuclear | 0% | 0% | 0% | 9% |
| Other | 0% | 0% | 0% | <1% |
| Unspecified sources of power^{**} | 38% | 0% | 0% | 11% |
| TOTAL | 100% | 100% | 100% | 100% |

* "Unspecified sources of power" means electricity from transactions that are not traceable to specific generation sources.
** Percentages are estimated annually by the California Energy Commission based on the electricity generated in California and net imports as reported to the Quarterly Fuel and Energy Report database and the Power Source Disclosure program.

| | |
|---|---|
| For specific information about this electricity product, contact: | East Bay Community Energy 1-833-699-EBCE (3223) |
| For general information about the Power Content Label, please visit: | http://www.energy.ca.gov/pcl/ |
| For additional questions, please contact the California Energy Commission at: | Toll-free in California: 844-454-2906 Outside California: 916-653-0237 |

The generation data represents 2018 and is provided in the "Annual Report to the California Energy Commission: Power Source Disclosure Program." Percentages may not total to 100% due to rounding.

EBCE and other power suppliers buy some unspecified sources of power as noted in the table above. Over 75% of EBCE's unspecified power sources are from Asset Controlling Suppliers, primarily comprised of carbon-free power from the Northwest Hydro System.



Overview

Power Content Label (PCL) Mailer

- Required by CEC
- Must include specific chart but can add more information
- Compares EBCE to State Power Mix
- Goes to all EBCE customers

Joint Rate Mailer (JRM)

- Required by CPUC
- Fixed template, approved by Public Advisor's Office and co-branded with PG&E
- Compares EBCE to PG&E Power Mix
- Goes to all EBCE-eligible customers (including those that opted out)

Examples

Power Content Label

YOUR CHOICE

Choose from three service plans.
To opt-up, visit ebce.org/opt-up

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Brilliant 100 100% carbon-free power at the same price as PG&E.
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Joint Rate Mailer

Understanding your energy choice

2018 Residential Rate Comparison, E-1*

| | PG&E | PG&E Solar Choice | East Bay Community Energy | |
|---------------------------------|-----------|-------------------|---------------------------|----------------------------------|
| | | | Bright Choice | Brilliant 100 (100% Carbon Free) |
| Generation Rate (\$/MWh) | \$0.10780 | \$0.09436 | \$0.07217 | \$0.07379 |
| PG&E Delivery Rate (\$/MWh) | \$0.13387 | \$0.13387 | \$0.13387 | \$0.13387 |
| PG&E PCIA/FF (\$/MWh) | N/A | \$0.03346 | \$0.03401 | \$0.03401 |
| Total Electricity Cost (\$/MWh) | \$0.24167 | \$0.26169 | \$0.24005 | \$0.24167 |
| Average Monthly Bill (\$)† | \$91.22 | \$98.77 | \$90.60 | \$91.22 |

* This compares electricity costs for an average residential customer in the EBCE/PG&E service area (Alameda County) with an average monthly usage of 377 kilowatt-hours (kWh). This is based on a representative 12-month billing history for all customers on E-1 rate schedules for PG&E and EBCE's published rates as of September 1, 2018.

Generation Rate is the cost of creating electricity to power your home. The generation rate varies based on your energy provider and the resources included in your energy provider's generation supply.

PG&E Delivery Rate is a charge assessed by PG&E to deliver electricity to your home. The PG&E delivery rate depends on your electricity usage, but is charged equally to both EBCE and PG&E customers.

PG&E PCIA/FF represents the Power Charge Indifference Adjustment (PCIA) and the Franchise Fee surcharge (FF). The PCIA is a charge to recover PG&E's above-market costs for generation resources acquired prior to a customer's switch to a third-party electric generation provider. The PCIA also applies to PG&E customers that elect to take service under PG&E's optional Solar Choice program. PG&E acts as a collection agent for the Franchise Fee surcharge, which is levied by the California Public Utilities Commission (CPUC) on behalf of cities and counties in PG&E's service territory for all customers. The costs for resources included in the PCIA and FF surcharges are included in the generation rate for PG&E bundled service customers. The PCIA is currently being reviewed by the CPUC and the methodology is subject to change. A final decision is expected later in 2018.

If this comparison does not address your specific rate, please visit us online at ebce.org or pge.com/ca.

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Electric Power Generation Mix*

| Specific Purchases | Percent of Total Retail Sales (MWh) | | | |
|--|-------------------------------------|---------------|---------------|-------------|
| | PG&E Solar Choice | Bright Choice | Brilliant 100 | Unspecified |
| Renewable | 33% | 100% | 38% | 40% |
| • Biomass & Biowaste | 4% | 0% | 0% | 0% |
| • Geothermal | 5% | 0% | 0% | 0% |
| • Eligible Hydroelectric | 3% | 0% | 0% | 0% |
| • Solar Electric | 13% | 100% | 19% | 20% |
| • Wind | 8% | 0% | 19% | 20% |
| Coal | 0% | 0% | 0% | 0% |
| Large Hydroelectric | 18% | 0% | 24% | 60% |
| Natural Gas | 20% | 0% | 0% | 0% |
| Nuclear | 27% | 0% | 0% | 0% |
| Other | 0% | 0% | 0% | 0% |
| Unspecified Sources of Power^{**} | 2% | 0% | 38% | 0% |
| TOTAL | 100% | 100% | 100% | 100% |

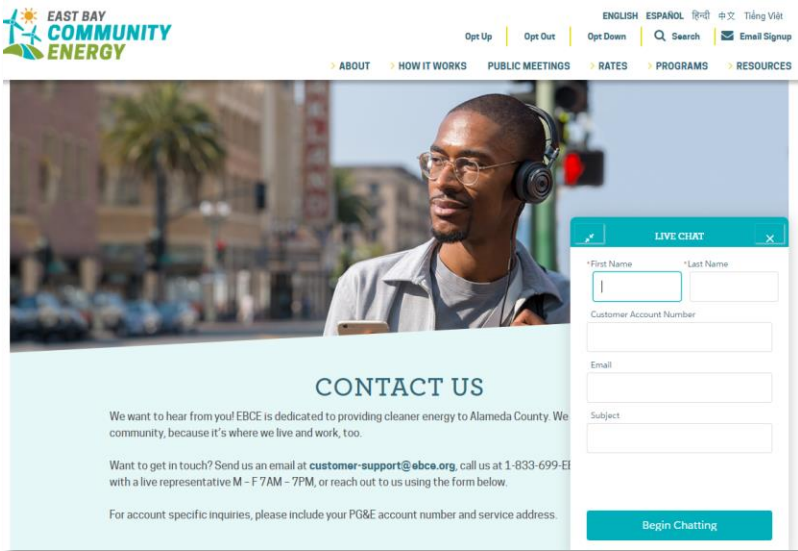
* As reported to the California Energy Commission's Power Source Disclosure Program, PG&E data is subject to an independent audit and verification that will not be completed until October 1, 2018. EBCE's generation data is a forecast for 2018 and may be subject to change. Actual 2018 generation data will be reported to the California Energy Commission in 2019. The figures above may not sum up to 100 percent due to rounding.

** Unspecified sources of power refers to electricity that is not traceable to a specific generating facility, such as electricity traded through open market transactions. Unspecified sources of power are typically a mix of all resource types, and may include renewables.

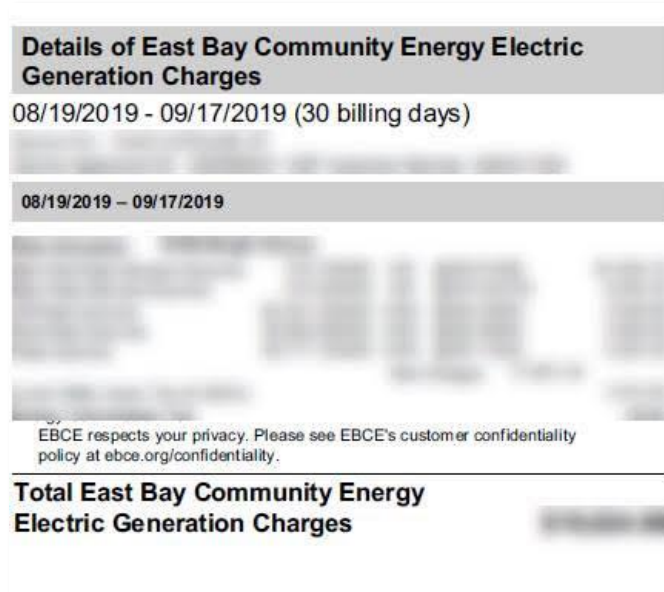
For information, visit:
Para detalles de este programa en español, visite:
[參閱本計劃中文版本, 請上網: ebce.org](http://ebce.org)

September Updates

- **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



The screenshot shows the top navigation bar of the East Bay Community Energy website. It includes the logo on the left, a language selector (ENGLISH, ESPAÑOL, हिन्दी, 中文, Tiếng Việt), and utility links (Opt Up, Opt Out, Opt Down, Search, Email Signup). Below the navigation is a menu with links for ABOUT, HOW IT WORKS, PUBLIC MEETINGS, RATES, PROGRAMS, and RESOURCES. The main content area features a large image of a man wearing headphones, with a 'CONTACT US' section below it. The 'CONTACT US' text reads: "We want to hear from you! EBCE is dedicated to providing cleaner energy to Alameda County. We community, because it's where we live and work, too. Want to get in touch? Send us an email at customer-support@ebce.org, call us at 1-833-699-EB with a live representative M - F 7AM - 7PM, or reach out to us using the form below. For account specific inquiries, please include your PG&E account number and service address." To the right of the 'CONTACT US' text is a 'LIVE CHAT' widget with a teal header and a 'Begin Chatting' button. The widget contains input fields for First Name, Last Name, Customer Account Number, Email, and Subject.



The screenshot shows a bill titled "Details of East Bay Community Energy Electric Generation Charges". The bill period is "08/19/2019 - 09/17/2019 (30 billing days)". Below this, there is a blurred section of the bill. At the bottom of the bill, there is a privacy notice: "EBCE respects your privacy. Please see EBCE's customer confidentiality policy at ebce.org/confidentiality". Below the privacy notice is a section titled "Total East Bay Community Energy Electric Generation Charges" with a blurred amount.

September Updates

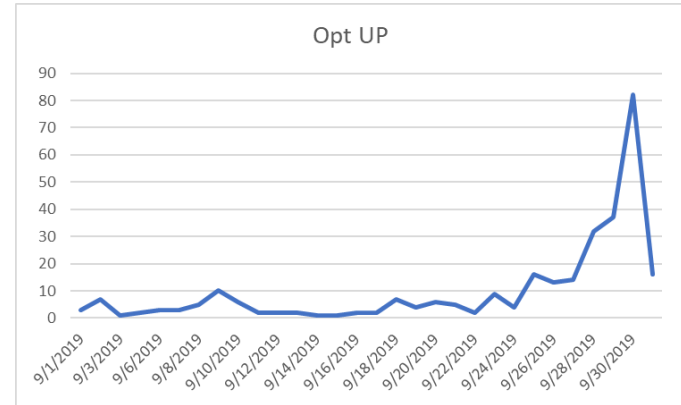
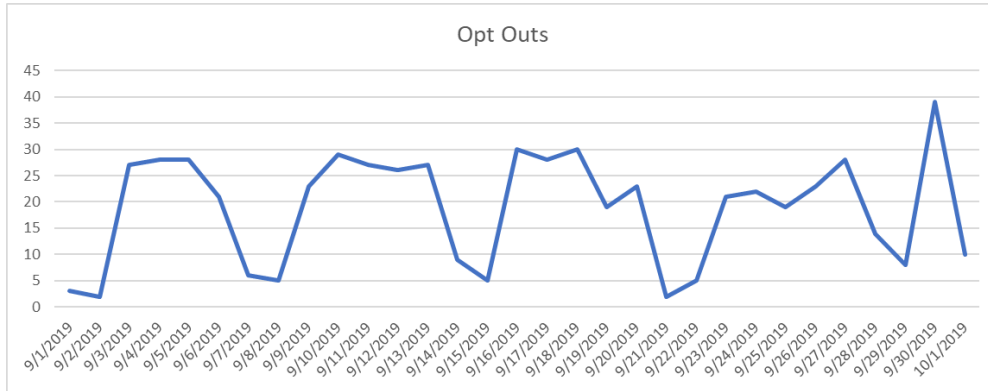
- **Posted Updated Joint Rate Comparison** – For July rate changes in compliance with 60-day requirement
- **October Rate Change** – PG&E will increase generation rate by small amount as part of CEMA filing. EBCE will not be increasing our rates.
- **Discount vs. Savings** – Random sampling of various customer classes and analysis of blue bills shows that regardless of generation rate and fee proration over months when there are changes, customers are still overall seeing a cost savings by being on EBCE service. Vintaging of PCIA has much greater impact on customer savings than proration.

E1 (Residential)

| Statement Date | EBCE Generation Charges | PCIA | Franchise Fee | TOTAL EBCE-Related Charges | PG&E Generation Credit | EBCE Savings | % Savings | Scenario |
|----------------|-------------------------|-------|---------------|----------------------------|------------------------|--------------|-----------|---|
| 1/3/2019 | 26.13 | 12.11 | 0.20 | 38.44 | 39.02 | -0.58 | 1.49% | |
| 1/31/2019 | 25.48 | 11.81 | 0.19 | 37.48 | 38.05 | -0.57 | 1.50% | |
| 3/5/2019 | 24.75 | 11.48 | 0.19 | 36.42 | 36.98 | -0.56 | 1.51% | |
| 4/3/2019 | 21.51 | 9.97 | 0.17 | 31.65 | 33.28 | -1.63 | 4.90% | Generation Proration |
| 5/2/2019 | 24.77 | 10.87 | 0.19 | 35.83 | 36.38 | -0.55 | 1.51% | |
| 6/4/2019 | 21.42 | 9.41 | 0.17 | 31.00 | 31.75 | -0.75 | 2.36% | Generation Proration |
| 7/3/2019 | 34.12 | 14.76 | 0.26 | 49.14 | 49.89 | -0.75 | 1.50% | |
| 8/1/2019 | 34.98 | 12.63 | 0.30 | 47.91 | 52.88 | -4.97 | 9.40% | Generation and Fees Proration |
| 9/4/2019 | 42.17 | 13.38 | 0.33 | 55.88 | 58.08 | -2.2 | 3.79% | New Fees Vintage Use in Rate Discount Calculation |

September Updates

- PCL calls and opt out/up tracking** – We will track opt outs and opt ups in the 2 weeks following delivery of the PCL. So far, no significant increases in opt outs, though we do see a spike in opt ups.



Coming up in October

- Updated bill message to run through end of month to hit all bill cycles
- Hire and on-board Customer Care Coordinator
- Prepare for C&I TOU Rates and Season Changes (voluntary for customers)
- Email to EVA customers re: transition to EV2A and new peak hours

| | 12 AM | 1 AM | 2 AM | 3 AM | 4 AM | 5 AM | 6 AM | 7 AM | 8 AM | 9 AM | 10 AM | 11 AM | 12 PM | 1 PM | 2 PM | 3 PM | 4 PM | 5 PM | 6 PM | 7 PM | 8 PM | 9 PM | 10 PM | 11 PM |
|------------|----------|------|------|------|------|------|------|------|--------------|------|-------|-------|-------|--------------|------|------|------|------|------|--------------|------|----------|-------|-------|
| EVA (old) | Off Peak | | | | | | | | Partial Peak | | | | | Peak | | | | | | Partial Peak | | Off Peak | | |
| EV2A (new) | Off Peak | | | | | | | | | | | | | Partial Peak | Peak | | | | | Partial Peak | | | | |

KEY ACCOUNTS



C&I – KPI September Snapshot

Engagement Points of Contact (Sept 9-30)



Hosted Events 1



Meetings 4



Calls 6



Emails 35+

Presentations/
conferences 1



Inaugural VIP Luncheon Insights

Customer Priorities

1. Reliable Service
2. Rate Stability
3. Renewable Energy Content
4. Additional Programs
5. Carbon Free Content
6. Locally Generated Energy

RATES

Priorities

1. Rates below PG&E
2. Fixed Long-term rates
3. Realtime pricing or rates pegged to day-ahead market

Ideal Term for long-term rates 3ys

Preferred Programs

1. Onsite battery Storage
 2. Onsite Solar
 3. EV Charging
 4. Energy Bill Payment flattening
- 100% would utilize a complimentary evaluation of interval data to evaluate solar and storage opportunities
 - 100% said an EV charging infrastructure service package, with reduced upfront costs & complexity would be enough to consider electrification

PUBLIC ENGAGEMENT



New Community Inclusion

Tracy (San Joaquin County)

- **8/20:** City Council unanimously voted to pursue EBCE membership;
- **9/17:** Council unanimously approved 1st reading of EBCE ordinance/resolution;
- **10/1** Council meeting: 2nd reading of EBCE ordinance (on consent calendar) + JPA sig page

Pleasanton (AC)

- **9/17:** Council unanimously voted to pursue EBCE membership; provided LDR Forms – *submitted to PG&E & pending*
- **10/1** Council meeting: 1st reading of EBCE ord/reso (on consent calendar);
- **10/15** Council meeting: 2nd reading of EBCE ord (on consent) + JPA sig

Newark (AC)

- City Manager: potential EBCE item on 10/24 Council mtg
- No LDR forms; list of Qs

New Community Inclusion

- EBCE:
 - Update JPA Exhibits B & C: RWG & Data Analytics
 - Member-jurisdiction loads & corresponding Sec. 4.12.2 voting shares;
 - Looking into Sec. 4.12.2 voting during 2020;
 - Tech Analysis:
 - Present analysis at October Executive Committee, November CAC, and with resolution at November Board meeting

Inclusion Process: order of Operations

- 1) Communicate w/staff and/or local elected (*Now*)
- 2) In-person meetings w/staff and/or local electeds (*Now*)
- 3) Three presentations to Council (*Sept-Oct*)
- 4) EBCE conducts internal technical analysis (*October*)
- 5) EBCE Executive Committee considers tech analysis and inclusion request(s)(*October*)
- 6) EBCE Board votes on Resolution to include prospective new communities (*November*)
- 7) EBCE updates JPA Exhibits; files amended Implementation Plan to CPUC (*December*)
- 8) EBCE conducts initial community outreach in 2020; new community Board seat following CPUC certification (*March 2020*)
- 9) EBCE enrollments begin 2021

Jurisdiction(s) must complete inclusion process by 12/31/19 to enroll by 2021 (CPUC Res. E-4907)

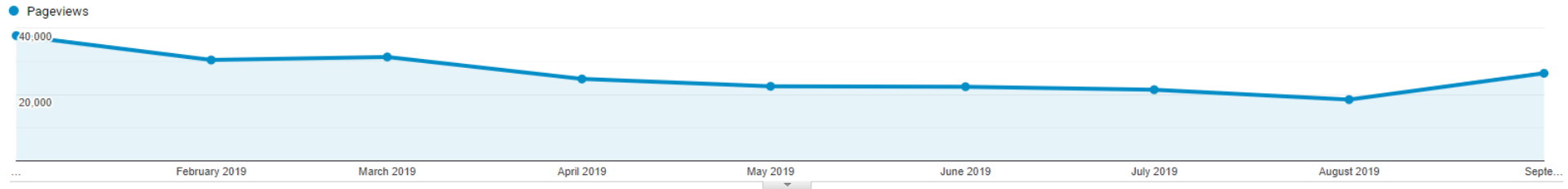
MARKETING AND OUTREACH



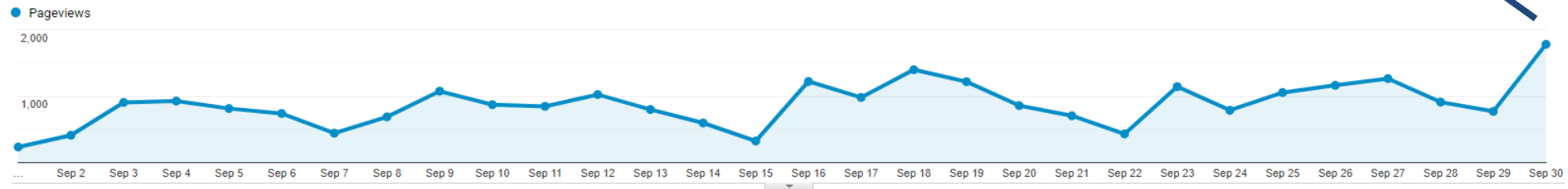
WEBSITE DASHBOARD – SEPTEMBER

| Metric | JULY | AUGUST | SEPTEMBER | Goal |
|---------------------------|---|--|---|------|
| Users (Unique Visitors) | 6,334 | 4,991 | 7,688 | |
| % New vs. Returning Users | 78.9% | 77.7% | 78.9% | >60% |
| Sessions (visits) | 9,205 | 7,261 | 11,264 | |
| Sessions per User | 1.45 | 1.45 | 1.47 | >1 |
| Pageviews | 21,424 | 16,826 | 26,352 | |
| Pages/Session | 2.33 | 2.32 | 2.34 | >2 |
| Duration | 2m33s | 2m19s | 2m25s | >1m |
| Bounce Rate | 54.31% | 54.22% | 54.12% | <70% |
| Top 3 Pages by Pageviews | / 4,708 /faq 1,035 /public-meetings 989 (opt out at #10 w/611) | / 3,979 /join-our-team 938 /residential-billing-page 869 (opt out #8 w/ 563) | / 5,769 /join-our-team 1,852 /meetings 1,582 (opt out #10 w/829) | |

Pageviews since January



SEPTEMBER Only



In-Language Web Traffic

by Rank/Pageviews

| | July | August | September |
|--------------------------|--------------|--------------|---------------|
| Spanish (/inicio/) | 105/9 | 64/18 | 47/38 |
| Chinese (/首頁/) | 57/36 | 51/37 | 17/443 |
| Vietnamese (/trang-chu/) | 144/4 | 117/5 | 64/19 |
| Hindi (/गृह/) | 124/6 | 105/6 | 62/20 |

Sound of Hope
Digital Advertising
started 9/18

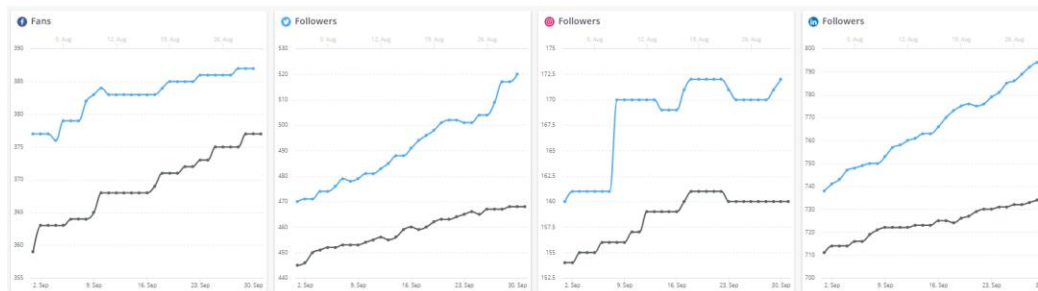
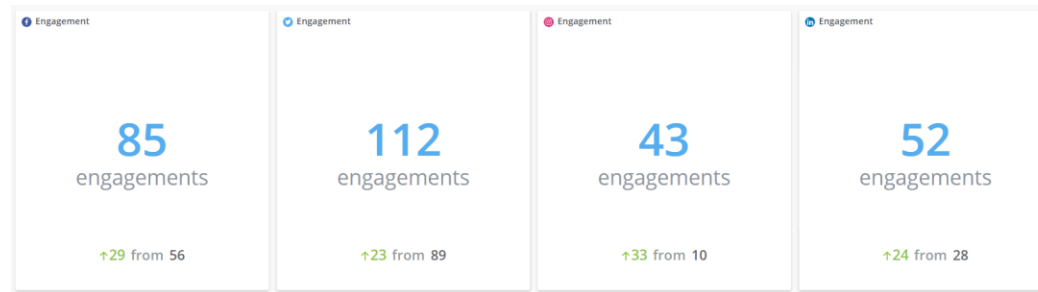
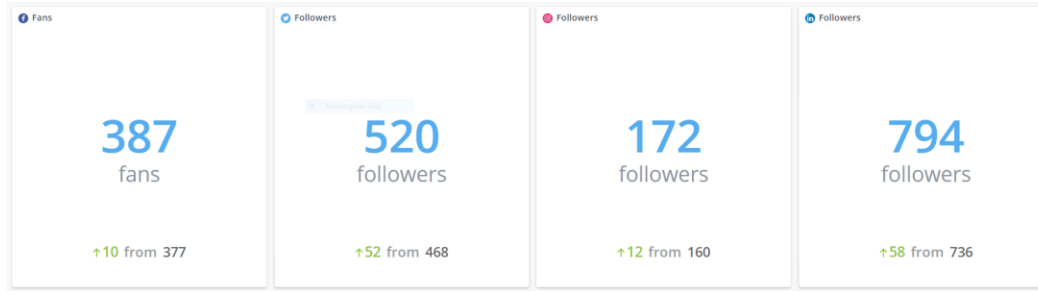
更清潔的電力
更低廉的費率

了解更多

EBCE - 明智的選擇

FIND OUT MORE AT EBCE.org

SOCIAL MEDIA – September vs August



ONLINE REVIEWS

| | Google | Facebook | NextDoor |
|-----------|-------------|-------------|----------|
| April | 4.6/5 on 10 | 3.1/5 on 30 | 27 recs |
| May | 4.6/5 on 11 | 3.0/5 on 32 | 28 recs |
| June | 4.6/5 on 11 | 3.0/5 on 32 | 28 recs |
| August | 4.6/5 on 11 | 3.1/5 on 33 | 30 recs |
| September | 4.6/5 on 11 | 3/5 on 34 | 30 recs |

SEPTMEBER PAID ADS

Google

East Bay Community Energy | EBCE

[Ad ebce.org](http://ebce.org)

Cleaner Electricity. Lower Rates. Community Benefits.

Impressions ⓘ

3,655



Clicks ⓘ

486



Amount spent

\$302.50



East Bay Community Energy | EBCE

[Ad ebce.org](http://ebce.org)

Find the savings on your electric bill.

Impressions ⓘ

1,764



Clicks ⓘ

231



Amount spent

\$150.75



MARKETING

- Summary of September accomplishments:
 - Sent 3rd monthly newsletter
 - Began advertising online with Chinese language firm (Sound of Hope)
 - Mailed of PCL
 - Internship fair at CSUEB
 - Selected Community Outreach Grant Pilot Program awardees (6 applications)
 - Conducted first Marketing Subcommittee meeting
 - Press Release on final contracts and overall RE + Storage Portfolio

OUTREACH DASHBOARD – September

| Metric | July | August | September |
|--------------------|------|--------|-----------|
| Events Attended | 13 | 9 | 8 |
| Event Interactions | 780 | 500 | 225 |
| Cities Visited | 6 | 4 | 4 |

OUTREACH DASHBOARD – September

| | |
|------|--|
| 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 |

What's coming next?

General

- On-Board for Customer Care Coordinator and Outreach Intern

Account Services

- Complete Confidentiality Notice
- Customer Communications for EV2A

C&I

- DA Retention
- Homecoming Campaign

Local Government Relations

- Prepare technical analysis for BOD, update JPA and implementation plan

Marketing/Outreach

- Prepare for Joint Rate Mailer
- Launch Chinook Book promotion/party
- Contract for print and digital ads
- Select new local sponsorships
- Kick-off Community Outreach Grants
- Two local conferences