



# Marketing and Account Services Updates

OCTOBER 2019 - FEBRUARY 2020 HIGHLIGHTS

PRESENTED BY: MAS Team  
DATE: February 27, 2020



# OCTOBER 2019 – FEBRUARY 2020 HIGHLIGHTS

## General

- On-Board Customer Care Coordinator and Outreach Interns
- New Outreach Intern
- Cost proposals from SMUD on contract extension
- Analysis to further inform ideal enrollment timing

## Account Services

- Customer Communications for EV2A transition
- Launch “B” Tariffs
- Finalize Billing Engine Configuration business requirements
- Finalize TOU Bill Protection business requirements
- PG&E Rate Changes
- Winter Opt-Out increases (high bills)

## C&I

- Direct Access Retention
- Homecoming Campaign
- Non-standard rate agreement/term sheet negotiations
- VIP Luncheon
- Wrap up of 2019 Peak Day Pricing program

## Media/Public Relations

- Press event for new Resiliency Program

## Public Engagement

- Prepare technical analysis for BOD, update JPA, and implementation plan
- Submit Implementation Plan Addendum to CPUC
- Berkeley City-wide Opt Up info sharing
- New Community BOD members identified
- Community engagement around Carbon Free Allocation
- Submitted draft customer notice to PAO

## Marketing/Outreach

- Joint Rate Mailer
- Launch Chinook Book promotion/party
- Print and Digital Ads
- New local sponsorships
- Community Outreach Grants
- Website refresh
- Launch Art Contest for Earth Day
- Updated new customer notice
- Extend Celery budget in order to continue work on refresh of website and support programs
- Planning for Resiliency Program customer engagement
- Spring Opt Up and Homecoming campaigns planning

# SAMPLE BLUE BILL – NEW PRESENTMENT

## Details of East Bay Community Energy Electric Generation Charges

10/01/2019 - 10/31/2019 (30 Billing Days)

Service For: 123 Any Street

Service Agreement ID: 1234567890 ESP Customer Number: 9087654321

### Rate Schedule: EVA-Bright Choice

Off-Peak Summer	100.000000 kWh	@ \$0.06755	\$6.76
Part-Peak Summer	100.000000 kWh	@ \$0.13442	13.44
Peak Summer	100.000000 kWh	@ \$0.27893	27.89
Power Charge Indifference Adjustment Credit			-8.13
Franchise Fee Surcharge Credit			-0.20
Bright Choice Discount			-0.72

Net Charges \$39.03

Local Utility Users Tax (7.000%)	0.12
Energy Commission Tax	0.34
Credit to (Debited form) NEM Balance	0.56

Your NEM Balance is now \$99.99  
 Your Rollover Credit Balance is now \$1.23  
 Trueup Period net kWh Generated 1234.567800  
 Wholesale Credit Value \$12.34  
 Your Trueup Credit Value \$12.34  
 EBCE offers Bright choice at 1.5% discount to PG&E generation rates and matches PG&E generation rates for Brilliant 100. Learn more at [ebce.org/bill](http://ebce.org/bill)

**Total East Bay Community Energy Electric Generation Charges \$123.45**

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Power Charge Indifference Adjustment Credit			-8.13
Franchise Fee Surcharge Credit			-0.20
Renewable 100	300.000000 kWh	@ \$0.010000	3.00

Net Charges \$39.03

# TOU TRANSITION HIGHLIGHTS

- November 2019: C&I TOU rates opened for voluntary opt in
- March 2020: Ag TOU rates open for voluntary opt in
- April 2020: PG&E sets TOUC (without bill protection) as default for new residential accounts
- July 2020: TOUA to TOUC (~25k)
- October 2020: Pilot group of NEM customers
- November 2020: C&I TOU default (~22k)
- January 2021: NEM customers on rolling monthly basis based on anniversary date
- May 2021: E1 Customers in Alameda County (Bill protection for 12 months)

# COMING UP

- Opt Up and Homecoming Campaigns (March/April)
- Customer Engagement for Resiliency Program (April/May)
- Rate Adjustments (April) *(coincide with PCIA and PG&E generation rate changes)*
- Annual NEM True-Up (April) *(first time since full enrollment)*
- Major Events:
  - Roots SC home games (February – May)
  - Oakland Marathon (March)
  - Earth Day (April)
  - Bike to Work (May)
  - Habitat Women’s Build Day (May)
  - County Fair (June/July)