



## Staff Report Item 10

**TO:** East Bay Community Energy Board of Directors  
**FROM:** Nick Chaset, Chief Executive Officer  
**SUBJECT:** CEO Report (Informational Item)  
**DATE:** June 17, 2020

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### **Recommendation**

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

### **Executive Committee Meeting**

The Executive Committee met on May 22, 2020 and CEO Chaset presented the FY 2020-2021 Draft Budget for the Committee to review. Marie Fontenot, the Senior Director of Power Resources, gave an update on the Integrated Resource Plan. The next meeting will be held on Friday June 26, 2020 at 12 pm.

### **Finance, Administration and Procurement Subcommittee Meeting**

The Finance, Administration and Procurement Subcommittee met on May 15, 2020 and reviewed the Draft Budget for FY 2020-2021. The next meeting will be held on Friday June 12, 2020 at 3 pm.

### **Marketing Regulatory and Legislative Subcommittee Meeting**

The Marketing, Regulatory and Legislative Subcommittee met on May 21, 2020 and received updates from both the Marketing and Account Services Team and the Policy Team. There will be no meeting held in June or July. The next one will be held on Thursday August 6, 2020 at 11 am.

### **Marketing and Account Services Update**

#### **May Rate Updates**

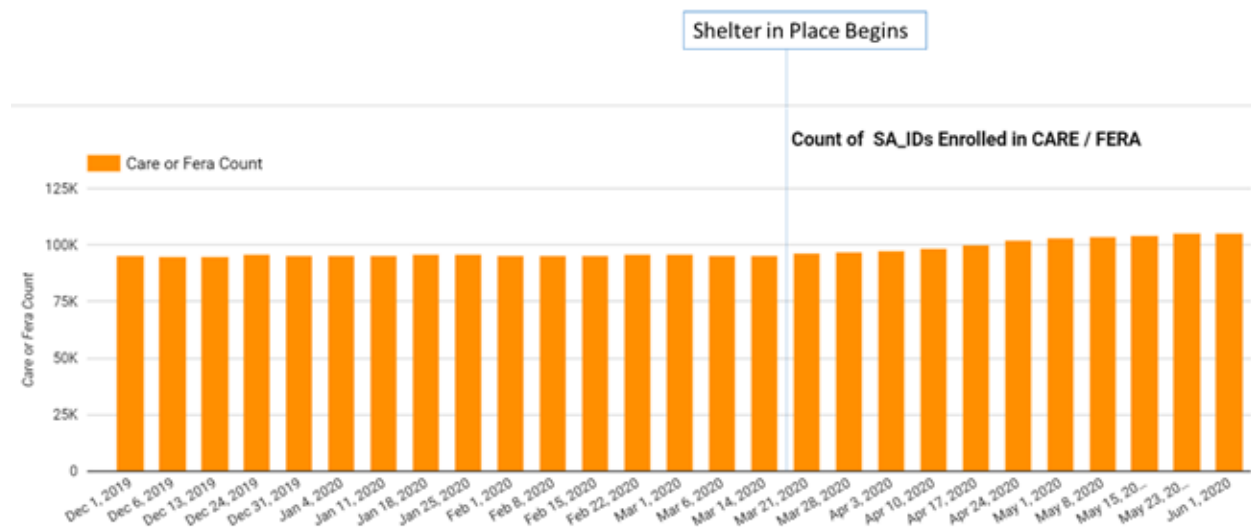
The billing systems were updated since the last Board meeting to reflect changes to the PCIA and PG&E generation dates. Updated rate sheets are available at <https://ebce.org/rates/>. PG&E is currently working on the Joint Rate Comparison with these updated rates. Once received, that comparison will also be posted to the Rates webpage.

#### **Promoting Customer Financial Assistance through CARE**

In early May, EBCE staff launched several resources and pushed communications related to the California Alternate Rates for Energy Program, also known as CARE. The state-funded program provides a discount of 35% on the electricity bill for low-income and qualified households. The resources included a landing page at <https://ebce.org/care/> with a brief tutorial video, Frequently Asked Questions, and an easily accessible link to apply for the program. Staff facilitated public webinars about CARE on June 9, 2020 (English) and June 11, 2020 (Spanish).

As of June 8, the dedicated page has had 2,830 pageviews with over a 7% click through rate to the enrollment application. EBCE has also conducted outbound calls to an initial pilot of 100 customers to encourage participation in the CARE program, with a 50% connection rate and reported enrollment rate of 5% of the total calls, 10% of customers successfully reached. A follow-up pilot of 200 customers is currently underway.

Below is are charts showing the total enrollment each week for the last six months and the percentage change week over week for enrollment in CARE and FERA programs. Total enrollment in these programs has increased by 10% from the beginning of Shelter-in-Place through the month of May.





We will continue to push this message out to local residents through additional digital advertising, social media, emails, and direct mail. Staff will report on on-going work and results at future meetings.