



Staff Report Item 4

TO: East Bay Community Energy Board of Directors
FROM: Annie Henderson, VP Marketing and Account Services
SUBJECT: Marketing and Account Services Update (Informational Item)
DATE: August 6, 2020

Recommendation

Receive an update on the activities of the Marketing and Account Services group and provide feedback as appropriate.

Background and Discussion

Marketing and Account Services handles a majority of the agency's interactions with the public through website management, advertising, outreach, social media, customer billing, customer service, and engagement with local government staff.

A presentation will be delivered to this subcommittee which highlights activities over the last few months.

Fiscal Impact

The budget for activities supported by Marketing and Account Services was approved by the board in June 2020.

Attachments

- A. Presentation



Marketing Subcommittee Meeting

PRESENTED BY: MAS Team

DATE: AUGUST 6, 2020



RECENT HIGHLIGHTS

Account Services

- Hosted community workshops and gathered public comment on new value proposition
- Implemented series of tasks to update value proposition on bills, rate comparisons, and back-end systems
- CARE outreach through outbound calls
- First EBCE non-standard rate

Public Engagement

- Contract liaison for COVID Relief funding
- Scheduling/Conducting meetings with member jurisdictions related to Brilliant 100 changes

Marketing

- CARE enrollment email outreach
- East Bay Daily Donations
- Updated Website
- Resilient Home marketing
- Mask Give-Away
- Annual marketing plan

General

- Setting up new CRM and email service (GovDelivery)
- SMUD Task Order negotiations

Walk Through of Updated Website

ebce.org

KEY UPCOMING ITEMS/EVENTS

- On-going Resilient Home marketing
- Launch marketing for Heat Pump Water Heater program
- Marketing and outreach plan for new communities
- Final negotiations on new Task Order with SMUD
- Send Joint Rate Mailer (late August)
- Send Power Content Label (late September)
- Annual Marketing Plan

JRM and PCL Overview

Joint Rate Mailer (JRM)

- Required by CPUC
- Fixed template, approved by Public Advisor's Office and co-branded with PG&E
- Goes to all EBCE-eligible customers (including those that opted out)
- Typically sent by July 1, Extension to September 1

Power Content Label (PCL) Mailer

- Required by CEC
- Must include specific chart but can add more information
- Based on Power Source Disclosure Report (deadline delayed)
- Goes to all EBCE customers
- Typically sent by October 1

2020 EBCE Joint Rate Mailer

- PG&E will send as an email to applicable customers (~400k)
- EBCE will send as hard copy mailer to customers with no email on record
- Rate comparison will show PG&E Rates as of May 1 (current) and EBCE Rates as of July 1 (Bright Choice at 1% discount) for four representative rate schedules: E1 (residential), A1X (small commercial), A10SX (medium commercial), and E19S (large commercial)
- JRM will also include 2019 Power Content as reported to CEC
- New footnote added about PG&E Solar Choice ***
- Currently being reviewed by Public Advisor's Office
- Target date is mid-August

***Solar Choice is a limited program available only to eligible customers that elect PG&E as their electric service provider. For more information please refer to www.pge.com/solarchoice.

DRAFT Email Template



We support your power to choose

As part of our mutual commitment to support your energy choice, East Bay Community Energy (EBCE) and Pacific Gas and Electric Company (PG&E) have partnered to provide you with a comparison of typical residential electric rates, average monthly charges, and sources of energy generated.

Residential Electric Rate Comparison, E-1	PG&E	PG&E Solar Choice*	EBCE Bright Choice	EBCE Brilliant 100
Generation Rate (\$/kWh)	\$0.11752	\$0.07312	\$0.08235	\$0.08353
PG&E Delivery Rate (\$/kWh)	\$0.15298	\$0.15298	\$0.15298	\$0.15298
PG&E PCIA/FF (\$/kWh)	N/A	\$0.04243	\$0.03399	\$0.03399
Total Electricity Cost (\$/kWh)	\$0.27050	\$0.26853	\$0.26932	\$0.27050
Average Monthly Bill (\$) Monthly usage: 359	\$97.11	\$96.40	\$96.68	\$97.11

*Solar Choice is a limited program available only to public customers that elect PG&E as their electric service provider. For more information please refer to pge.com/solarchoice.

Current rates as of July 2020

This table compares electricity costs for an average residential customer in the EBCE/PG&E service area with an average monthly usage of 359 kilowatt-hours (kWh). This is based on a representative 12-month billing history for all customers on E-1 rate schedules for PG&E's and EBCE's published rates as of July 2020.

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.

Electric Power Generation Mix*	PG&E	PG&E Solar Choice	EBCE Bright Choice	EBCE Brilliant 100
Specific Purchases	Percent of Total Retail Sales (MWh)			
Renewable	29%	100%	60%	75%
•Business & Bioaste	3%	0%	4%	0%
•Geothermal	2%	0%	12%	0%
•Eligible Hydroelectric	2%	0%	5%	0%
•Solar Electric	12%	100%	3%	38%
•Wind	9%	0%	36%	37%
Coal	0%	0%	0%	0%
Large Hydroelectric	27%	0%	25%	25%
Natural Gas	0%	0%	0%	0%
Nuclear	44%	0%	1%	0%
Other	0%	0%	0%	0%
Unspecified Sources of Power**	0%	0%	13%	0%
TOTAL	100%	100%	100%	100%

*As reported to the California Energy Commission's Power Source Disclosure Program, EBCE and PG&E data is subject to an independent audit and verification that will not be completed until later in 2020. 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.

If this comparison does not address your specific rate, please visit PG&E online at pge.com/cca or call 1 (866) 743-0335. For information on EBCE's generation rates, please visit ebce.org/rates or call 1 (833) 699-EBCE (3223).



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For inquiries, please do not reply to this email. Submit feedback via [Contact Us](#).
*PG&E refers to Pacific Gas and Electric Company, a subsidiary of PG&E Corporation, 77 Beale St, San Francisco, CA 94105.

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These offerings are funded by California utility customers and administered by PG&E under the auspices of the California Public Utilities Commission.

CCC-0720-2361



DRAFT Postcard Template



East Bay Community Energy
1999 Harrison Street, Suite 800
Oakland, CA 94612



For information, visit: ebce.org
Para detalles de este programa en español, visite: es.ebce.org
參閱本計劃中文版本, 請上網: ch.ebce.org

We support your power to choose

As part of our mutual commitment to support your energy choice, East Bay Community Energy (EBCE) and Pacific Gas and Electric Company (PG&E) have partnered to provide you with a comparison of typical residential electric rates, average monthly charges, and generation portfolio contents.

If this comparison does not address your specific rate, please visit PG&E online at pge.com/ccca or call 1-866-743-0335. For more information on EBCE's generation rate, please visit ebce.org/rates or call 1-833-699-EBCE (3223).

Understanding your energy choices

Residential Electric Rate Comparison, E1

	PG&E	PG&E Solar Choice*	EBCE Bright Choice	EBCE Brilliant 100	EBCE Renewable 100
Generation Rate (\$/kWh)	\$0.11752	\$0.07312	\$0.08235	\$0.08353	\$0.09353
PG&E Delivery (\$/kWh)	\$0.15298	\$0.15298	\$0.15298	\$0.15298	\$0.15298
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Total Electricity Cost (\$/kWh)	\$0.27050	\$0.26853	\$0.26932	\$0.27050	\$0.29050
Average Monthly Bill (\$)	\$97.11	\$96.40	\$96.68	\$97.11	\$100.70

Current rates as of July 1, 2020

This table compares electricity costs for an average residential customer in the EBCE/PG&E service area with an average monthly usage of 359 kilowatt-hours (kWh). This is based on a representative 12-month billing history for all customers on the E1 rate schedule for PG&E's and EBCE's published rates as of July 1, 2020.

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.

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2019 Electric Power Generation Mix**

Specific Purchases	Percent of Total Retail Sales (kWh)				
	PG&E	PG&E Solar Choice*	EBCE Bright Choice	EBCE Brilliant 100	EBCE Renewable 100
Renewable	29%	100%	60%	75%	100%
Biomass & Biowaste	3%	0%	4%	0%	0%
Geothermal	2%	0%	12%	0%	0%
Eligible Hydroelectric	2%	0%	5%	0%	0%
Solar Electric	12%	100%	3%	38%	50%
Wind	9%	0%	36%	37%	50%
Coal	0%	0%	0%	0%	0%
Large Hydroelectric	27%	0%	25%	25%	0%
Natural Gas	0%	0%	0%	0%	0%
Nuclear	44%	0%	1%	0%	0%
Other	0%	0%	0%	0%	0%
Unspecified Sources of Power***	0%	0%	13%	0%	0%
TOTAL	100%	100%	100%	100%	100%

*Solar Choice is a limited program available only to eligible customers that elect PG&E as their electric service provider. For more information please refer to www.pge.com/solarchoice.

**As reported to the California Energy Commission's Power Source Disclosure Program. EBCE and PG&E data is subject to an independent audit and verification that will not be completed until October 1, 2020. The figures above may not sum up to 100 percent due to rounding.

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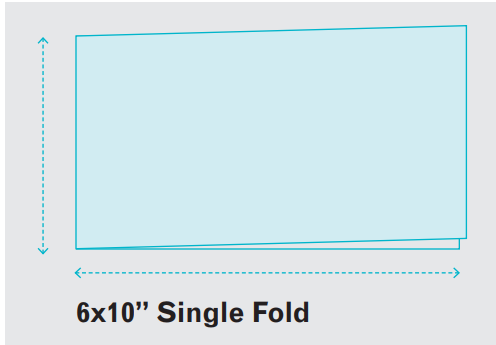
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*PG&E refers to Pacific Gas and Electric Company, a subsidiary of PG&E Corporation. 8.20 CCC-0720-2343



2020 EBCE Power Content Label

- Will use a similar format to 2019 PCL
- 2020 mailer shows 2019 power content
- EBCE will send out via email to applicable customers through Granicus/GovDelivery platform
- EBCE will send hard copies when there is no customer email on record
- Target date is mid-September

2019 EBCE PCL Mailer



FRONT

Our community chose clean power.

Our community saves money.

Our community sees the benefits.

CLEANER LOWER RATES LOCAL

Since launching in 2018, East Bay Community Energy has aggressively added carbon-free sources like wind and solar to the local power mix. EBCE has already contracted for:



A battery installation near Jack London Square in Oakland that will help replace an aging, jet fuel-fired power plant.



New solar projects in California that will generate over 400 megawatts, enough to power over 100,000 Alameda County homes.



23 modern wind turbines that will replace 569 old turbines near Livermore—increasing energy output and reducing impacts on migratory birds.

As a local public agency, EBCE earns no profit and is able to keep costs low.

Energy rates with EBCE are 1.5% lower than PG&E and residents with low-income discounts save at least as much as they would on PG&E service. Alameda County residents are on track to save \$8 million in 2019 compared to what they would have paid PG&E for generation service.

\$8M

customer savings in 2019 compared to PG&E rates



LOCAL INVESTMENT

EBCE uses revenue from the sale of clean power to stabilize rates and operate local energy programs, like our "virtual power plant" program that will fund solar panels and batteries for low-income homes in West Oakland while improving local grid reliability.

LOCAL CONTROL

EBCE is governed by a Board of local elected officials from each Alameda County city we serve, and staffed by a small team of energy industry experts.

LOCAL SUPPORT

Since launching in 2018, EBCE has invested over \$300,000 in local non-profits.



EBCE helped UC Berkeley's team participate in the World Human Powered Speed Challenge.



Our staff participated in over 100 local events, speaking with thousands of EBCE customers.



EBCE sponsors over a dozen community groups, including several local youth sports teams.

SPREAD

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.



East Bay Community Energy
1999 Harrison Street, Suite 800
Oakland, CA 94612

Resident Name
123 Address St.
Berkeley, CA 94702

Questions? Give us a call:
1-833-699-EBCE (3223)



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FY20/21 Marketing Plan Overview

- Program Participation
- Customer Engagement
- Market Research
- New Community Enrollment
- TOU Transition
- Racial Justice
- Customer Notifications (Compliance)

Program Participation

- Resilient Home
- Heat Pump Water Heaters
- Library Lending of Induction Cookers
- Pay For Performance
- Upcoming Electric Vehicle programs

Customer Engagement

- Medical Baseline Return
- Opt Up Campaign
- Brand Awareness
 - Newsletter
 - Events/Outreach
 - Monthly advertising
- Social media content
 - Videos
 - NextDoor
- Website Updates
- Sponsorships
 - Roots
 - Hyperlocal

Market Research

- Semi-annual survey to measure awareness
- New Communities assessment

New Community Enrollment

- Paid Advertising
 - Social media, digital display, newspaper, streaming video & audio
 - Out-of-home opportunities are not as good during COVID
- Outreach
 - Webinars
 - Social media
- Enrollment notices 4x
- Web Resources
- Paid account on NextDoor
- Partner channels (city newsletters, chamber of commerce, etc.)

TOU Transition for E1 Residential in AlCo

- Web resources
- Notices (co-branded and sent by PG&E)
- Paid Advertising
- Targeted outreach (TBD)
- Explainer video

Racial Justice

- Continue to deepen our relationships with environmental justice organizations, such as CEJA and Greenlining to further our policy and community efforts.
 - To accomplish this goal, the MAS and Regulatory teams will be asked to develop a plan to increase engagement and will report back during monthly team meetings on progress.
- Engage with our DAC and harder-to-reach communities in the following ways:
 - Market in a way that is more relatable, such as working with influencers of color in marketing materials.
 - MAS team will develop this plan for management review and approval. Once implemented, progress will be reported during monthly MAS meetings.
 - Presentations and tabling with an emphasis on multilingual presentations and events hosted by climate or racial justice groups. We will continue to track and set goals on events such as these.
 - MAS team will develop this plan for management review and approval. Once implemented, progress will be reported during monthly MAS meetings.
- Actively educate customers on CARE/FERA eligibility and improve enrollment metrics.
 - These efforts are ongoing and will continue to be part of EBCE's MAS and COVID19 response work
- We strive to continually improve our community engagement in our programs. As we do more customer centric programs we'll engage further with our community through workshops, the CAC, and directly with customers through items like customer surveys.

Customer Notifications (Compliance)

- Joint Rate Mailer
- Power Content Label
- Green-e Notification
- New enrollment notices

MAS Budget

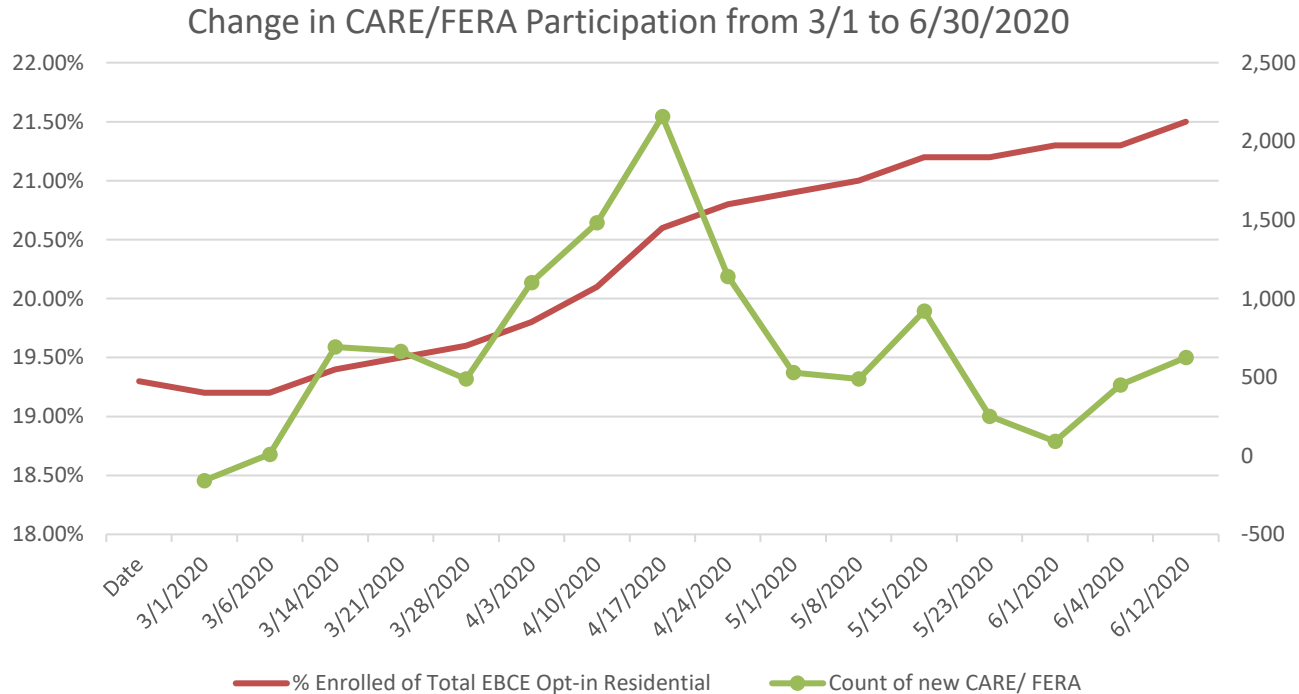
Advertising	\$381,500
Communications	\$360,000
Noticing	\$75,000
Mailings	\$405,000
Data Manager	\$300,000
Other	\$22,500
TOTAL	\$1,544,000

Additional Slides

CARE Outreach

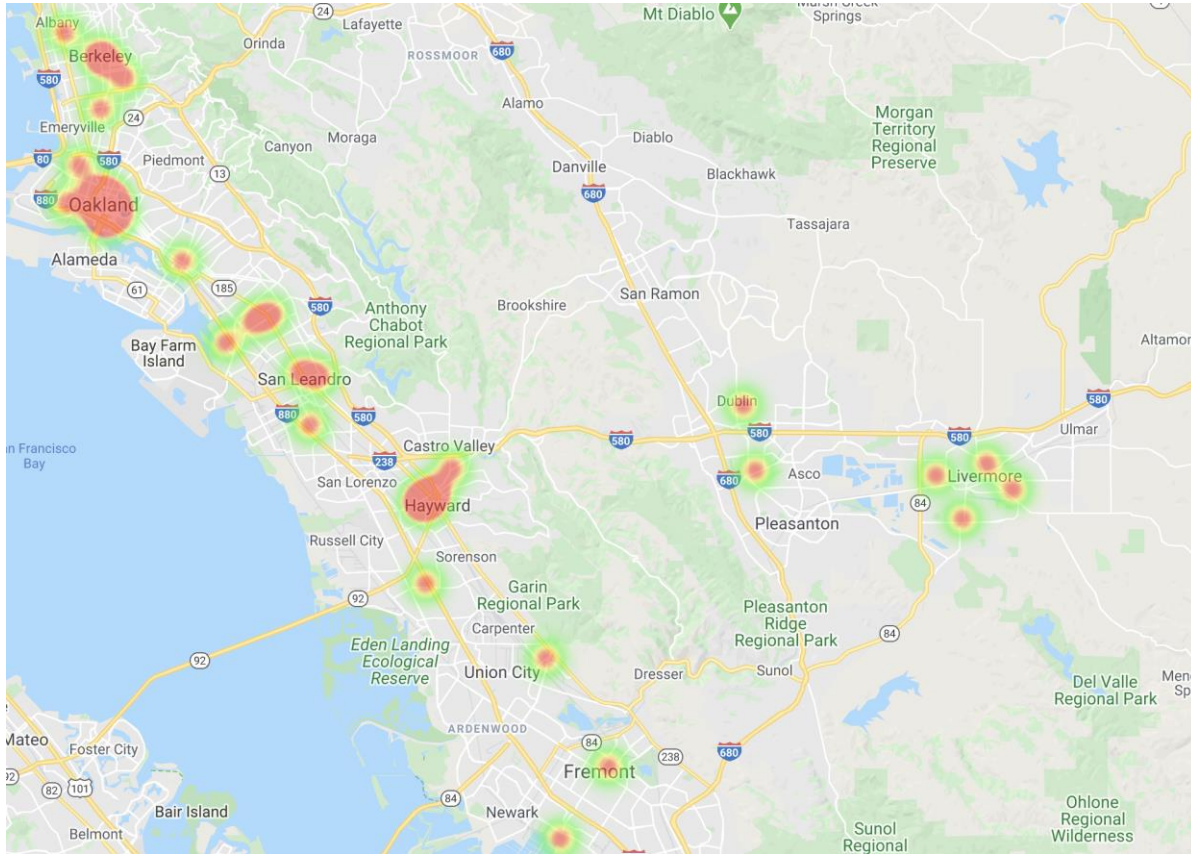
	Contacts Made	Opens/ Answers	Opens	Enrollments	% of contacts	% open/ answer
Email	4878	1038	21.28%	91	1.87%	8.77%
Calls	460	165	35.87%	41	8.91%	24.85%

CARE Enrollment – Recent Trend



COVID-19 Community Grants: Service Area Map

Alameda County



East Bay Daily Donation

- Daily Donation Campaign
 - Began posting in July
 - Followers: Instagram(32), Twitter(22) and Facebook(22)
- Daily Donation Partners
 - Oakland A's: Instagram(385K), Twitter(563.3K) and Facebook(805K)
 - Oakland Marathon: Instagram(1,583), Twitter(1,887) and Facebook(13K)
 - East Bay FeedER: Instagram(1,439), Twitter(185) and Facebook(668)
 - Stopwaste: Instagram(2,298), Twitter(3,328) and Facebook(4,483)
 - Oakland Roots: Instagram(15.9K), Twitter(7,261) and Facebook(4,352)
- Nonprofits promoted so far
 - Acta Non Verba, Planting Justice, Grid Alternatives, and Replate

