



Marketing & Account Services Subcommittee Update

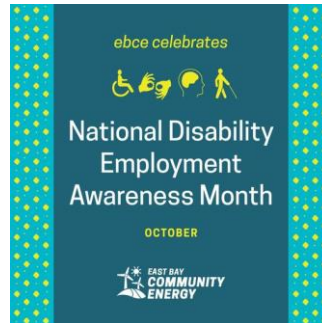
PRESENTED BY: MAS Team
DATE: NOVEMBER 5, 2020



OCTOBER HIGHLIGHTS

Marketing

- Resilient Home and other program marketing
- Roots SC Sponsorship Press Release
- Power Content Label design
- CARE Enrollment Emails
- Started Heritage Month social media campaign



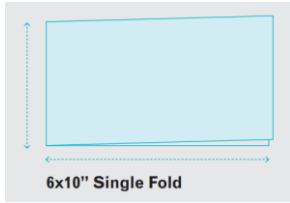
Account Services and Public Engagement

- October 1 Rate Updates
- TOUA to TOUC Transition
- Board discussion of Brilliant 100 options for 2021; support for cities
- Support for Flex Alerts and PSPS events

Other

- Continue work on SMUD agreement extension

Power Content Label Mailer



YOUR CHOICE
Choose from our service plans or return to PG&E.
Visit ebce.org/compare-plans-residential/

3 Light Choice A use all discount to PG&E rates.
Reversible 100 100% California wind & solar power at a small premium.

EAST BAY COMMUNITY ENERGY
East Bay Community Energy
2009 MacArthur Street, Suite 800
Oakland, CA 94612

Resident Name:
123 Address St.
Berkeley, CA 94702

Green Power • Low Rates • Community Benefits

Energy Resources	Reasonable 100	Reversible 100	Bright Choice	2019 CA Power Mix
Eligible Biomass ¹	100.0%	75.0%	59.9%	21.7%
Biomass & Biowaste	1.0%	0.0%	0.0%	2.4%
Geothermal	1.0%	0.0%	0.0%	4.8%
Eligible Hydroelectric	1.0%	0.0%	0.0%	2.0%
Solar	98.0%	97.0%	97.0%	12.3%
Wind	98.0%	97.0%	97.0%	10.2%
Coal	0.0%	0.0%	0.0%	8.0%
Large Hydroelectric	0.0%	22.0%	22.0%	14.6%
Natural Gas	0.0%	0.0%	0.1%	34.2%
Nuclear	0.0%	0.0%	1.0%	9.0%
Other	0.0%	0.0%	0.2%	0.2%
Unspecified sources of power ²	0.0%	0.0%	13.2%	7.3%
TOTAL	100%	100%	100%	100%

Percentage of Retail Sales Covered by Vertically Unbundled RECs³

Reasonable 100	0.0%	0.0%	0.0%	0.0%
----------------	------	------	------	------

1. Not a green renewable percentage since they are not a 100% renewable source. 2. A determination as to whether a technology is a renewable energy resource that has been performed through our market-based procurement process. 3. In order to qualify as a renewable energy resource, a technology must be a specific generation technology that is not a fossil fuel-based technology. 4. Unbundled RECs are not eligible for power purchase agreements. 5. Unbundled RECs are not eligible for power purchase agreements.

For specific information, visit ebce.org or call 415-499-8356. For general information, visit www.ebce.org. For more information about the Reasonable 100 plan, visit www.ebce.org/reasonable-100. For more information about the Reversible 100 plan, visit www.ebce.org/reversible-100. For more information about the Bright Choice plan, visit www.ebce.org/bright-choice. For more information about the 2019 CA Power Mix, visit www.ebce.org/2019-ca-power-mix. For more information about the Vertically Unbundled RECs, visit www.ebce.org/vertically-unbundled-recs.

For specific information, visit ebce.org or call 415-499-8356. For general information, visit www.ebce.org. For more information about the Reasonable 100 plan, visit www.ebce.org/reasonable-100. For more information about the Reversible 100 plan, visit www.ebce.org/reversible-100. For more information about the Bright Choice plan, visit www.ebce.org/bright-choice. For more information about the 2019 CA Power Mix, visit www.ebce.org/2019-ca-power-mix. For more information about the Vertically Unbundled RECs, visit www.ebce.org/vertically-unbundled-recs.

Supporting the East Bay with green power and local investment

EBCE's Jerald Berrueta at a mask distribution point in Oakland, giving a box of hundreds of masks to Laurie Goldman of East Bay FoodER, a volunteer-run local partner of World Central Kitchen.

EAST BAY COMMUNITY ENERGY

GREEN POWER LOW RATES LOCAL INVESTMENT

HELPING SPEED THE TRANSITION TO LOCAL RENEWABLE ENERGY

550 MW of wind and solar power contracted

150 MW of battery storage systems contracted

LEARN MORE AT ebce.org/power-projects

In January 2021, EBCE's wind farm near Livermore, shown here, will start producing up to 57.5 MW of renewable energy — enough to power about 30,000 homes per year.

\$8 million saved by East Bay customers on their 2019 energy bills

LEARN MORE AT ebce.org/about-our-rates

We've been busy launching programs to help customers save energy and avoid power outages. The new **Resilient Home** program lowers the cost of installing home solar panels and energy storage systems in the East Bay.

LEARN MORE AT ebce.org/resilient-home

We put revenue back into East Bay communities by donating over \$2 million to local non-profits for COVID-19 relief.

RECIPIENTS INCLUDE:
Alameda County Health System Foundation, Meals on Wheels of Alameda County, Alameda County Community Food Bank, UCSF Benioff Children's Hospital Oakland

LEARN MORE AT ebce.org/covid-19-response



HIGHLIGHTS FOR WHAT IS COMING IN NOVEMBER

- Track results of election:
 - UUT changes (County, Albany, Berkeley, Newark, Union City)
 - Board member and alternate seats
- Follow up on Brilliant 100 Board decision
- Mail Power Content Label
- Finalize SMUD agreement
- Annual privacy policy notification on bill
- Continue support for Low Income Demand Response program with OhmConnect
- Partner advertising with Switch is On

A screenshot of an email from East Bay Community Energy. At the top is the logo and a link to "Show this email in your browser". The main text asks, "Have you been spending more time at home lately? Yeah, we know...us too." It then states that California residents are using 15 to 20 percent more electricity than last year. The email promotes the OhmConnect program, explaining that it helps users save money on electricity bills by taking control of energy usage. It lists three steps to get started: 1. Sign up with OhmConnect and receive a free smart plug. 2. Link the smart plug to the OhmConnect app to receive a \$10 bill credit. 3. Connect the smart plug to energy-hog appliances like refrigerators to maximize savings and earn up to \$500 a year. A blue "Join Today!" button is prominently displayed. Below the button, there are two promotional images: one for OhmConnect with the text "Save Energy. Get Paid." and another for Switch is On with the text "Take climate action without leaving your house." The bottom of the email contains a disclaimer about EBC's status as a not-for-profit public agency and a brief description of the OhmConnect service.

Have you been spending more time at home lately?
Yeah, we know...us too.

According to data from the California Public Utilities Commission, California residents are using 15 to 20 percent more electricity than the same period last year.

While more electricity usage can lead to higher energy bills, [East Bay Community Energy](#) -- the local public agency that provides your power -- has partnered with OhmConnect to help you take control of your energy use so you can save money on your electricity bills. And the best part...when you join OhmConnect and connect your free smart plug you'll get a \$10 bill credit and can earn \$500 a year just for saving energy!

Start saving today:

1. Sign up with OhmConnect and receive your free smart plug
2. Link your free smart plug to OhmConnect and receive your \$10 bill credit.
3. Connect your free smart plug to an energy hog like your refrigerator to maximize your energy savings and earn up to \$500 a year just for saving energy.

[Join Today!](#)

Save Energy. Get Paid.

Take climate action without leaving your house.

Please note that to be eligible for the free smart plug and \$10 bill credit, you must link to sign up to OhmConnect.

EBC is a not-for-profit public agency that operates a Community Choice for Alameda County and eleven incorporated cities, serving more than 1 million residential and commercial customers throughout the county.

OhmConnect is a service that helps California residents get paid for reducing energy by coordinating energy savings across thousands of households when the grid needs it most and passing those payments onto consumers.