



CEO Report Item 7

TO: East Bay Community Energy Board of Directors
FROM: Nick Chaset, Chief Executive Officer
SUBJECT: CEO Report (Informational Item)
DATE: January 20, 2021

Recommendation

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

Executive Committee Meeting

The first Executive Committee Meeting of 2021 will be held on Friday January 22 at 12 pm.

Finance, Administration and Procurement Subcommittee Meeting

The Finance, Administration, and Procurement Subcommittee meeting will not be held in January of 2021. The schedule for the year is currently being determined.

Marketing Regulatory and Legislative Subcommittee Meeting

The Marketing, Regulatory, and Legislative Subcommittee meeting will not be held in January of 2021. The schedule for the year is currently being determined.

New Staff

Sanjay Subramanian, Data Engineer

Sanjay joined East Bay Community Energy's Data & Analytics Team as a Data Engineer in November of 2020. Sanjay grew up (as the fourth generation child) in a small and beautiful steel manufacturing town called Jamshedpur in eastern India. He attended

schools and colleges in India and enjoyed a professional career in India for many years before moving to the Bay Area at the beginning of this century. Prior to joining EBCE, he enjoyed working as a data engineer for companies such as Coremetrics, SmartZip Analytics, Nextag, and NextRoll prior to joining EBCE.

Sanjay looks forward to teaching himself something new and learning/improving every day. Music (guitars, blues, vocals) and photography are his serious passions outside of work! He dedicates spare time to research of medicine adverse events. To the community, Sanjay has dedicated an IOS App "MedicalSideFx" and a book - "A Technical Guide to Adverse Events Analytics using Apache Hive"

Marketing and Account Services Update

New Community Enrollment

EBCE Staff completed an online survey of 100 participants who reside within the zip codes of the new member areas of Pleasanton, Newark, and Tracy to establish baseline customer awareness and identify key information channels. Below is a summary of the findings:

- 22% of respondents familiar with EBCE
- Television and online news sites are the main information channels
- Reliability and low rates are most important from a provider
- Facebook and Instagram are most commonly used social media platforms
- Energy efficiency has the most program interest

Notifications will be sent to all eligible customers in the new service area beginning the first week of February. This first of four notifications will be in the form of a letter within a branded envelope, which will go to all customers. The content of the letter will be provided in English, Spanish, and Chinese.

The remaining notices will be sent digitally to any customer with a valid email on record. All other customers will receive hard copy postcard notifications in the mail.

In order to compensate for limitation on in-person outreach, we will include more in-language content within the first two notices and include website links to in-language online resources in the third and fourth notices. The notices are still in draft form, but will be shared via email with the Board prior to mailing, as well as copies being posted to our website.

The Pleasanton City Council is scheduled to vote on the city's default service at enrollment on Tuesday, January 19, 2021. A verbal update on the vote will be provided at the board meeting.

Rate Updates

On January 1, 2021, PG&E generation rates and the Power Charge Indifference Adjustment (PCIA) changed. EBCE staff is working update back-end systems and public rate sheets to adjust EBCE rates to reflect the new changes and maintain our stated

value proposition for each service. System updates are expected to be deployed on Friday January 22, 2021 with an effective date of January 1, 2021.