

APRIL 2021

Marketing and Account Services Update

to Marketing/Regulatory Subcommittee



Overview

- Team Structure & Areas of Focus
- Overviews
 - Marketing
 - Account Services
 - Public Engagement
- Major Activities over next ~6 months

Team Structure



Marketing

- Social Media
- Website Management
- Brand Awareness
- Events/Outreach

Account Services

- Call Center Oversight
- Key Account Management
- Billing Operations

Public Engagement

- Community Advisory Committee Oversight
- Local Government Elected and Staff Relationships
- Local Emergency Coordination

Marketing Overview

Main Customer Communication Channels

- Social Media (organic and paid) - @PoweredbyEBCE
- Website – ebce.org
- Paid digital and print ads
- Newsletter
- Targeted marketing for programs
- Ongoing customer notices for new accounts
- Required mailers: Power Content Label (PCL) and Joint Rate Mailer (JRM)
- Customer surveying and market research

Plus...

- Webinars
- Press Releases/Media events
- Videos
- Collateral
- Outreach events
- Technology improvements (GovDelivery & Pardot)

Key Documents

- [General Brochure](#)
- [Energy Guide for Seniors](#)

Fun Facts:

EBCE conducted its first community survey in June 2018, which showed **only 6%** of respondents were familiar with Community Choice Energy programs.

In October 2020, we checked again and **35%** of respondents were familiar with EBCE.

1 Million fun facts:

- That's the number of notices we send each year for the PCL and JRM
- Number of emails sent in last 6 months including emails promoting our programs
- Amount of digital ad impressions per month

Account Services Overview

Call Center Oversight

- Regular check-ins with call center vendor
- Talking points around news items, BOD decisions, new policies
- Bring back customer insights to other departments

Key Account Management

- Direct relationship with our largest customers
- Provide expertise on bill analysis and special programs

Billing Operations

- Rate updates
- Time-of-Use transition
- Mass enrollment
- Billing errors or anomalies

Plus...

- Operational guidance and implementation of CPUC programs such as AMP and DAC-GT
- Customer outreach
- NEM program management

Fun Facts:

Through our billing vendor, EBCE sends out over **32,000 bills** every business day.

And our call center generally gets around **250 calls** per week (much more during new enrollment, months of high bills, and rate transitions).

Public Engagement Overview

Community Advisory Committee

- Staff representation at monthly CAC meetings
- Support for member application process
- Information channel for CAC and other community stakeholders

Local Government Elected and Staff Relationships

- City Council, County Board, and local committee presentations and updated
- Monthly meetings with member agency staff
- New community expansion

Local Emergencies

- COVID relief support, Flex Alerts, Wildfires
- EBCE representative on the Alameda County Office of Emergency Management meetings

Fun Fact:

EBCE has been working with staff from our local member agencies through the StopWaste **Technical Advisory Group** since 2018.

Just last month, we've launched our own group (the **Muni-pals**) so we can better focus the time on EBCE-related info, and welcome Tracy to the discussion.

Major Activities over next 6 months

New Community Enrollment

- April – Mass enrollment, 3rd Notice
- May – 4th Notice, First customer bill, Understanding Your Bill webinars
- On-going outreach

Time-of-Use

- March – Commercial B-Rate Transition (1-pager, webinar, email campaign) (~50,000)
- April – First group of solar customers; notice to non-benefitters
- May – Residential customers in Alameda County (~300,000)
- November – Residential customer in San Joaquin County (Tracy) (~24,000)

Other

- **Program Marketing:** Ongoing - coordination with Programs team on email, collateral, web updates, and other marketing
- **NEM True Up and Sweep:** April/May – Annual process to pay out net-generating solar customers
- **Value Proposition:** May/June - Annual value proposition and public comment aligned with budget approval
- **COVID Relief:** Promotion of AMP and other payment plans throughout the summer; on-going work on customer debt payment, debt relief, and reduction of disconnections
- **CCDMS Proposals:** April – Review, May/June – Selection and contract negotiations, July – Board approval
- **Compliance Mailers:** July - Joint Rate Mailer (all current customers), October – Power Content Label (all customers served in 2020)
- **Dublin Opt Up:** October – Residential opt up to Renewable 100
- **Customer Engagement:** General marketing assessment and improvements to customer engagement activities