



Staff Report Item 16

TO: East Bay Community Energy Board of Directors
FROM: Annie Henderson, VP Marketing & Account Services
SUBJECT: Partnership Opportunities and Oakland Roots SC (Action Item)
DATE: May 19, 2021

Recommendation

Receive a presentation that provides an overview of partnership opportunities and authorize the CEO to negotiate and execute an agreement to sponsor the Oakland Roots Sports Club as the official Climate Justice partner.

Background and Discussion

At the April Board of Directors meeting, staff presented details on a partnership opportunity with the Oakland Roots Sports Club. The voted against authorizing the CEO to enter into the agreement at that time and recommended that the item go back to the Marketing subcommittee for further discussion.

The Marketing Subcommittee met on May 11, 2021 and supported staff bringing this item back to the board in light of the additional information provided.

The following presentation provides context to the information shared last month, as well as the thought process around potential partnerships, and updated details on the Roots partnership opportunity.

Financial Impacts

The recommended partnership level is for three years at a total of \$125,000 per year.

- FY 20/21 - Already committed \$50k
- FY 20/21 - Additional commitment of \$75k
- Next two years - \$125k/year

This amount is incremental to other marketing efforts and would not decrease the budget for other on-going activities such as local sponsorships, email campaigns, social media advertising, and other outreach activities.

Attachments

- A. Roots Partnership Presentation

MAY 19, 2021

Partnership Opportunities and Recommendation of Oakland Roots SC



Staff Recommendation

- Receive presentation on **overall partnership opportunities** and thought process *(in follow up to last month's presentation)*
- Authorize the CEO to **negotiate and execute an agreement with Oakland Roots SC** for a 3-year partnership

Why are we looking for a partnership?

Background/Context

2018

- Initial **Launch** in June and November
- Automatically gained 550,000 customers

- Customer notices
- Awareness campaign
- Event outreach

2019-2020

- Focus on customer **retention**
- Establishing foundational marketing collateral
- Building social media platform and digital communications
- Building networks through municipal channels and community organizations
- Brand building

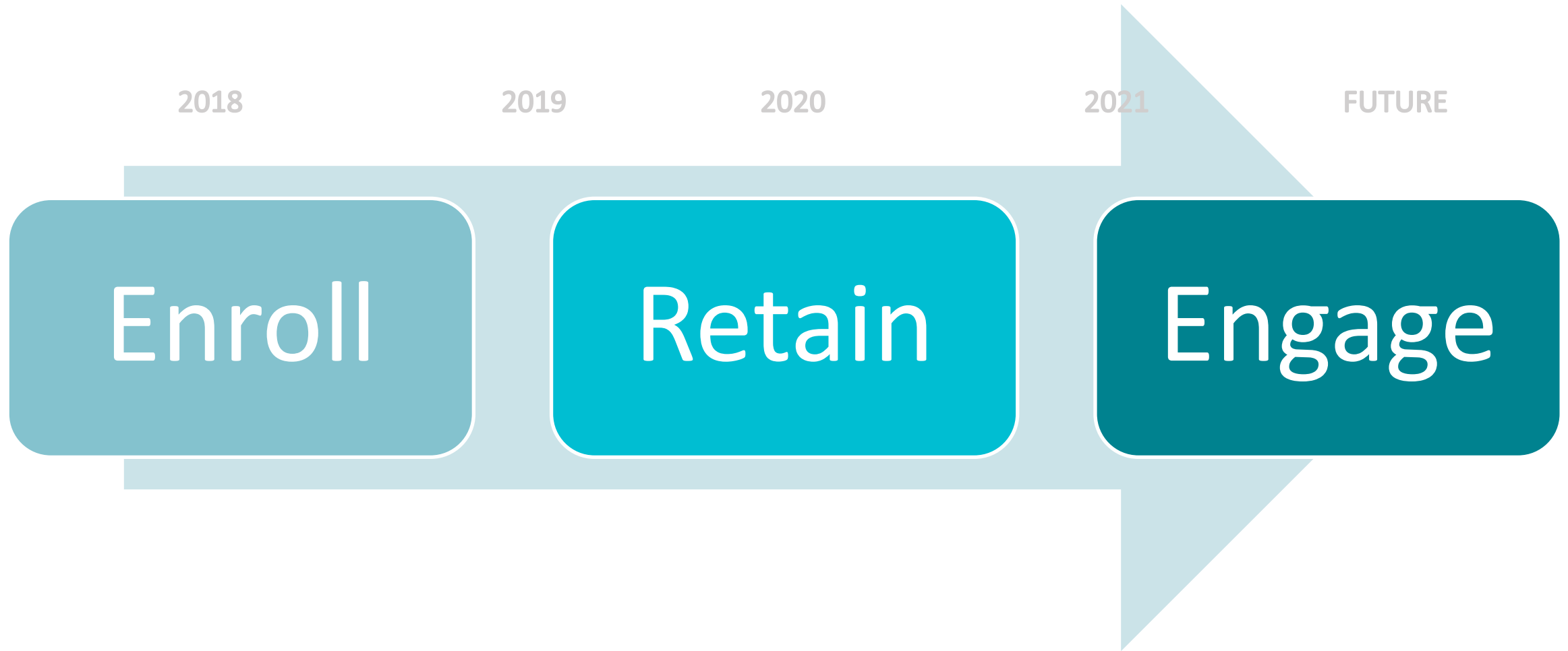
- Local sponsorships
- Facebook, Twitter, Instagram, LinkedIn, Nextdoor
- Granicus email platform set up

2021 & Beyond

- **Call to Action:** Opt up, CARE enrollment, Program participation
- **Engagement** through direct marketing to specific customer segments

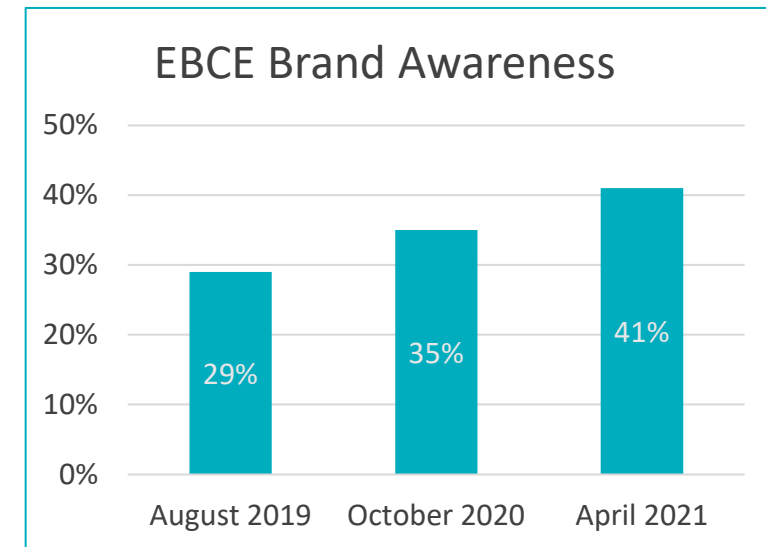
- Working with consultants on assessment
- Program partner campaigns (Sunrun, OhmConnect)

EBCE Marketing Evolution



Current Marketing Challenge

- Growing but still **low brand awareness**
- **Urgent call to action** related to utility debt
 - *CARE, AMP, & ERAP enrollment*
- Need for **trusted partners** to get the word out
 - *Recent focus group results recommend strategic partnerships*



Current Marketing Objective

- Partner with a **local organization/institution/company** that has networks throughout our service territory
- Use partnership to
 - Expand EBCE reach
 - Leverage **trusted relationships** to engage customer action
 - Meet people **where they are** (*which is not thinking about electricity*)
- Drive **participation** in programs

Customers spend...

9.2 minutes/year
via digital channels

11 minutes/year
via non-digital
channels

...interacting with their utility
provider.

[Accenture Report by Simon Mezger, 2017](#)

Current and On-Going

A partnership would supplement current and on-going activities including:

- Paid and organic social media (Facebook, Twitter, Nextdoor)
- Paid print and digital ads; streaming video ads
- EBCE newsletters and press releases
- Direct mail and email campaigns
- 3x/year sponsorship of local organizations that provide resources for STEM, food/housing, sports, music, arts, education, etc.
- Monthly or other regular content sharing with networks
 - Member cities and county: Sustainability newsletters, social content, program updates
 - List of 218 Community-Based Organizations
 - Local Chambers of Commerce



CITY OF BERKELEY
ENERGY & SUSTAINABLE DEVELOPMENT

Sustainability News - April 2021

Discounted Solar + Storage

EAST BAY COMMUNITY ENERGY
Resilient Home
Lower utility bills and prepare for power shutoffs. East Bay Community Energy (EBCE), our local community choice energy provider, has partnered with SunRun to provide pre-negotiated pricing for rooftop solar and battery storage for a limited time. Resilient Home offers an additional \$1,250 incentive if homeowners enroll their battery with EBCE to share power during peak times when there isn't an outage. Now that the [federal rooftop solar tax credit](#) was extended, it's a great time to go solar.

[Sign Up](#)

SAN LEANDRO CHAMBER OF COMMERCE
KEEPING YOU INFORMED AND CONNECTED Issue No. 6 [2021]

COMMUNITY + RESOURCES

SHOW YOUR LOVE
A VIRTUAL COOKING & WINE EVENT
February 11, 2021
6:00 pm PST

BOYS & GIRLS CLUB OF SAN LEANDRO
Crab Feed!
DRIVE - THRU FUNDRAISER

EAST BAY COMMUNITY ENERGY
New Business Electric Rates (B-Rates) become mandatory...

New Business Electric Rates (B-Rates) become mandatory in March 2021. East Bay Community Energy (EBCE), Alameda County's electricity generation provider, is working with PG&E to inform customers of the upcoming rate schedule change for businesses. ...
[Read more](#)
business.sanleandrochamber.com

THANK YOU LEADER CIRCLE SPONSORS

PORT OF OAKLAND **Creekside Plaza Partners** **Jerry Garcia**

M-F 9am-5pm | By Appointment Only | Closed 12:30-1:30pm | 120 Estudillo Ave, San Leandro | 510.317.1400
We are a small staff working partially remotely. Please email for appointments.

SAN LEANDRO CHAMBER OF COMMERCE | www.sanleandrochamber.com

What options are out there?

Brainstorm

We thought about various potential partners that are headquartered within EBCE service area and offer some sort of **consumer product or service**:

- **Local food brands** like Clif Bar, Numi Tea, Otis Spunkmeyer, Ghirardelli's, Acme Bread, Dreyer's, etc.
- **Local retail outlets** like Ross Stores, Mervyn's, Oaklandish
- **Local food outlets** like Lucky Stores and Safeway
- **Local wineries and breweries** like Wente and Fieldwork
- **Local services** like Gig Care Share, Ellie Mae, Oakland Airport, EBRPD, Fremont Bank, Kaiser Permanente
- **Local sports teams** like Roots and Cal Athletics
- **Local networks** like Girl Scouts/Boy Scouts, PTAs, YMCA



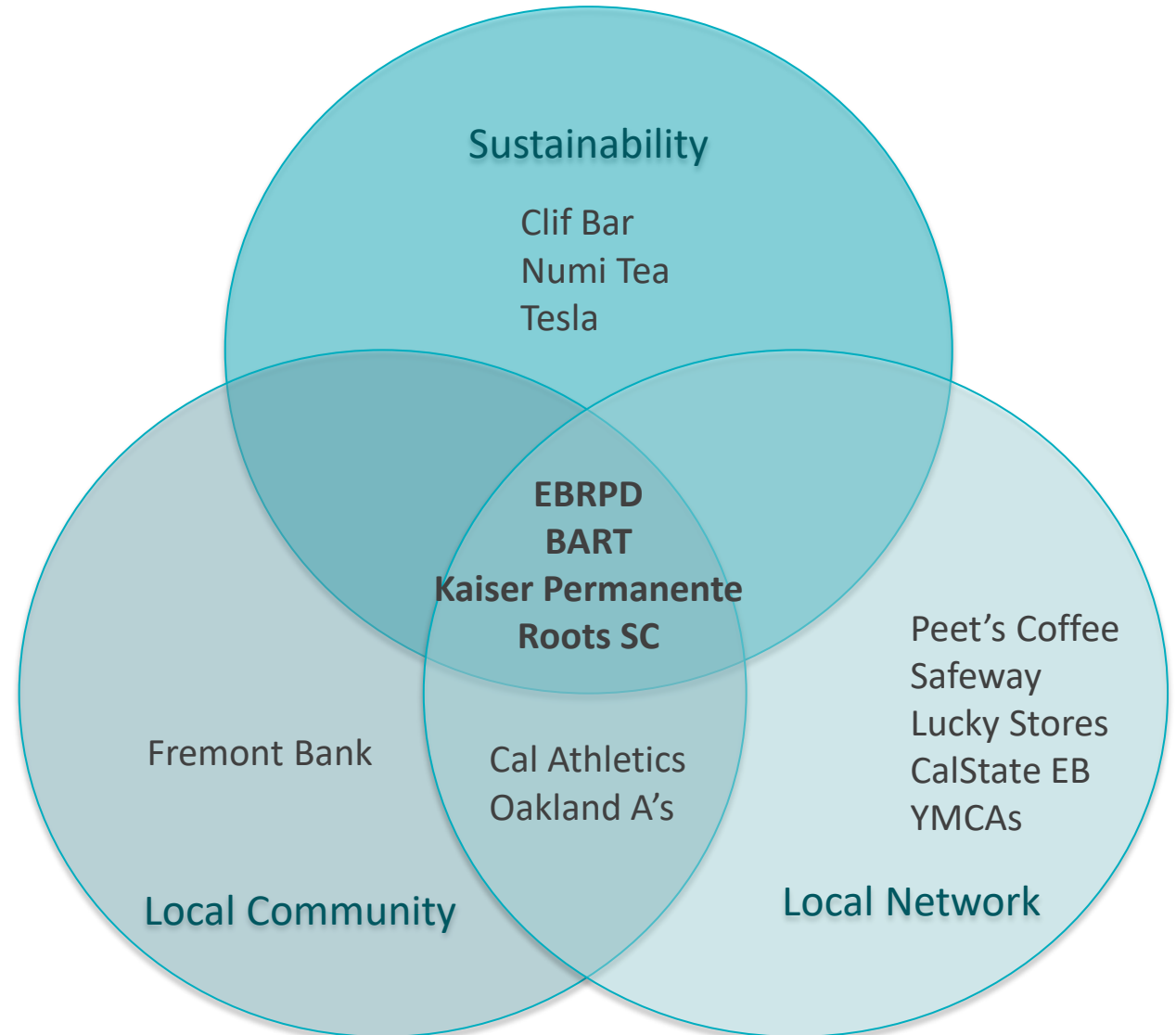
Best Fit Analysis

Good Fit Filters

Focus on **sustainability**

Focus on **local community**

On-going engagement **network** throughout EBCE service area



Partnership Opportunities

East Bay Regional Parks District

- Signage at parks; promotion via web, newsletter, social; events; coordination with community outreach programs
- Instagram: 15k , Facebook: 43k, Twitter: 16k



BART

- Signage at stations, on trains; promotion via web, newsletter, social
- Instagram: 7500, Facebook: 39k, Twitter: 318k



Kaiser Permanente

- Signage at facilities; promotion via web, newsletter, social; train call center on energy assistance programs that help financially and/or improve indoor air quality
- Thrive - Instagram: 39k, Facebook: 466k , Twitter: 18k



Partnership Opportunities - Sports

Cal Athletics (\$80k)

- “Clean Up Berkeley Day”: 2 social posts, 1 social video, 250k paid impressions
- “Non-Profit of the Game Presented by EBCE”: highlight our local CBO sponsorships at 12 home basketball games
 - LED signage, videoboard promo, jumbotron, game tickets
 - 3-month online campaign through Cal Athletics Facebook page
 - 1 social post and 400k paid impressions
- One Men’s and one Women’s Basketball Game Sponsorship
- Fan365 digital engagement: 500k impressions
- Instagram: 37k , Facebook: 109k, Twitter: 54k

Oracle Arena (\$150k) (2019)

- package that could include product rights, suite, signage, info booth, “Official Energy Provider”
- Events include Monster Truck Jam, Disney on Ice, concerts



Oakland Roots SC (\$125k-\$225k)

- Climate Justice/Deeper Roots Partner
- Logo integration: game day booth & signage, tickets, player appearance, dedicated landing page on website
- Game Title Sponsor: 4-day website takeover, give-away, press, ads
- In-Game Exposure: 3 TV commercials, 3 in-game reads, logo on ticker, broadcast and scoreboard integration
- Donations: \$510/home goal estimated at \$25k for the season, 1% of sponsorship to Common Goal
- Partnership in community outreach

Coliseum/Oakland A’s

- Awaiting response



Climate Justice Partnership with Roots SC

As the presenting sponsor and partner for the Climate Justice/Deeper Roots pillar, EBCE will:

- Receive several promotional opportunities for brand awareness at in-person events, on-line streaming of games, social media content, press efforts, and a digital storytelling series focusing on clean energy and community sustainability issues
- Be the go-to partner for helping the Roots become climate positive
- Partner with the Roots to engage their community networks around climate-focused activities such as tree planting
- Leverage the reach and influence of the Roots organization is getting key messages out to local communities including enrollment in CARE and AMP

Current annual sponsorship level options:

- \$225k - Practice Jersey
- \$175k - Front of Game Shorts
- **\$125k - Presenting sponsor of the Kids' Zone**



Why Oakland Roots SC?

EBCE/Roots Partnership Background

- EBCE is a **founding partner** of this community-focused local sports team.
- Partnered with EBCE to produce and distribute nearly **8,000 masks** during the pandemic to groups such as Building Opportunities for Self-Sufficiency, East Bay FeedER, Eden Area Interfaith Council, Creating New Hope, and Daily Bowl.
- Partnered in promotion of **East Bay Daily Donation** – a social media campaign to direct people to local organizations in need of donations during COVID.
- EBCE/Roots **Earth Day Video**
 - Roots Instagram views of 3 versions: 3,928
 - EBCE Instagram views: 245



Proven Community Commitment

- Provided round trip transportation, tickets and healthy meals for hundreds of youth, teachers and parents from **underserved schools**
- Continue to work with **local cultural figures and artists** like Timothy B, Mistah FAB, Zion I, and Vogue out of San Leandro (*Influencers who our customers listen to*)
- Created **Justice Fund** is hosted by East Bay Community Foundation. For almost 100 years, the East Bay Community Foundation has been working to create a just East Bay for all with equity and justice at the heart of their grantmaking.
- Since last presentation, have **signed new youth club partnerships** with Ballistic United in Pleasanton and Hayward Youth Soccer League
- Expanding **purpose partner network** and in the process of bringing on board America SCORES Bay Area (soccer + poetry) which is currently present in Hayward and Oakland and has plans to further their footprint throughout the East Bay. Formalizing a relationship with Coaching Corps whose mission is to ensure kids in **under-resourced communities** can benefit from the positive impact coaches can have on their life through sports. Coaching Corps has a presence all over the Bay Area including with organizations in Berkeley, Emeryville, and Oakland
- Hosted a formal **intern program** with 4 freshman students from Metwest High School to get real world, hands on experience with work in the Front Office
- Created **relationships with community groups** like Steph and Ayesha Curry's Eat Learn Play
- Donated and supported various **fundraisers and community initiatives** such as Toy and Coat Drive with Rise Youth Berkeley, Biketopia, The Crucible, Trybe; Young Women's Freedom Center with a \$10,000 donation; Radical Monarchs with a \$10,000 donation; Bake Love Not Hate fundraiser event in support of the AAPI community, launched Happy Meals with Luka's on Tuesday with donation of \$10/meal to Community Kitchens
- Led the launch of the **Anti-Racist Project** along with Chicago Fire FC (MLS) and Angel City FC (NWSL) which will be rolled out to our youth club partners throughout the East Bay
- Moved new office from Downtown Oakland to Fruitvale to ensure present and **engrained in the Hispanic and underrepresented communities**
- **Diverse team and staff:** 85% of team are people of color; Technical Director is 1 of only 2 people of color in this position in all of US Soccer; 45% of front office staff are women

Staff Recommendation

- Authorize CEO to negotiate and execute **three-year agreement** with Roots at **\$125k/year**
- Receive at least **biannual reports** on partnership activities and outcomes for duration of agreement