

SEPTEMBER 2021

Marketing & Account Services Update to MRL Subcommittee



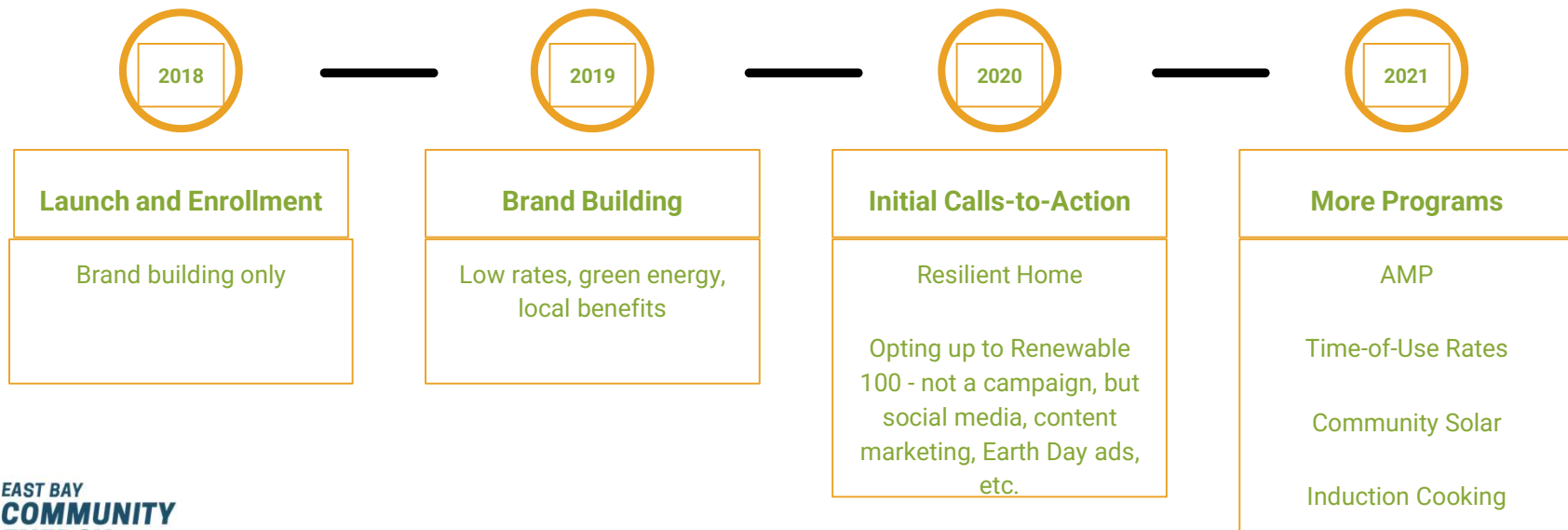
Highlights & Major Activities

- **Customer communications:** Joint Rate Mailer, Power Content Label, CBO newsletter
- **Roots Sponsorship:** Game booth, Title game 9/18, Non-profit donations, Community events
- **Hyperlocal sponsorships:** awarded in August
- **Customer Payment Support:** AMP outreach, CAPP preparations
- **Call Center and Data Management Services:** SMUD selected, amendment in process
- **Default product changes:** Working with cities on outreach plans, backend functionality
- **Brilliant 100 Sunset:** C&I outreach, backend functionality
- **Events:** Roots games, Farmers' markets, ribbon-cutting on 9/24, Alameda County Fair in October
- **Team Changes:** Business analyst position backfill, Programs Marketing Manager starting

EBCE Marketing Evolution

EBCE has two primary types of marketing activity:

- Brand building - raises awareness
- Programs - uses a “call-to-action”



Meet customers where they are

Program marketing segmentation includes

- Owners or renters
- Low-income (CARE/FERA) or not
- Medical Baseline or not
- Email address known or not
- Digital content consumers and/or print content consumers
- Social media users or not
- Geographic targeting by city, zip, DAC or Low Income Census tract
- In-language
- High vs low electricity consumption
- Rate schedule: residential, commercial, NEM, EV, etc.

EBCE Program Marketing Tactics

- **Email:** very low direct cost, easy to target and segment, and we have customer email addresses
- **Direct mail:** expensive but easy to target and segment, not everyone is digital
- **Social media:** that's how our customers get information
- **Advertising:** digital and print, sometimes out-of-home
- **Events:** Oakland Roots games, farmers markets, etc.
- **Content marketing:** newsletter, op-eds, press releases
- **Website and call center:** for inbound marketing
- **Partners:** monthly content from cities, chambers of commerce, and CBOs

EBCE Customer-Facing Programs

	Residential	Commercial
Save	<ul style="list-style-type: none"> ● Time-of-Use Rates ● Bright Choice ● Community Solar ● Green House Calls ● Pay for Performance EE 	<ul style="list-style-type: none"> ● Time-of-Use Rates ● Bright Choice ● Pay for Performance EE
Resilience	<ul style="list-style-type: none"> ● Resilient Home ● Medical Baseline Battery 	<ul style="list-style-type: none"> ● Resilient Public Critical Facilities
Greener	<ul style="list-style-type: none"> ● Renewable 100 ● Induction cooking loaner ● Heat Pump Incentives 	<ul style="list-style-type: none"> ● Renewable 100 ● Fleet vehicle electrification technical assistance ● Commercial induction cooking retrofit incentive

EBCE Program Marketing Case Study #1

Resilient Home: solar + battery storage for residential customers

- Target market:
 - Residential homeowners (about half of all residential accounts)
 - Multi-family residential housing
- Appeal: “No power, no problem”
- Tactics used
 - Email to higher-use accounts with likely better payback opportunity (over 110,000 emails sent)
 - Two rounds of direct mail (40,000 per batch)
 - In-store at Home Depot
 - Social media - organic and paid including over 250,000 paid impressions on Facebook
 - Digital display ads in multiple languages including 438,000 impressions on Bay Area News Group exchange and 313,000 in Chinese on Sound of Hope exchange
 - Partner marketing through cities
 - Nextdoor



EBCE Program Marketing Case Study #2

Arrearage Management Plan

- Target market: known to EBCE as ~12,000 eligible accounts
 - Already enrolled in CARE or FERA.
 - Owe at least \$500 or more on your gas and electric bill.
 - Be more than 90 days past due.
 - PG&E customer for at least 6 months, and have made at least one on-time payment.
- Appeal: “Behind on your bills? AMP can help.”
- Tactics used
 - Website and call center
 - Email
 - Direct mail
 - Digital display -we have already run 630,000 impressions on Bay Area News Group exchange in English and 320,000 in Spanish, and over 100,000 on Sound of Hope exchange in Chinese
 - Social media
 - Content (Newsletter)
 - Partner channels (city, CBOs)



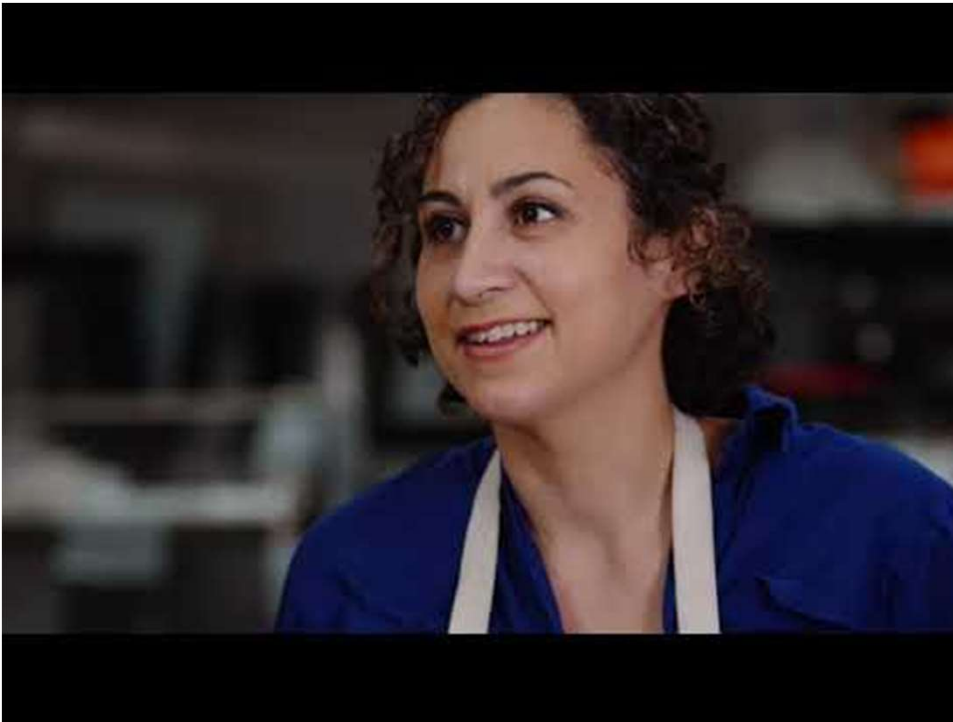
Obtenga más información acerca de los nuevos planes de pagos para su factura de electricidad vencida



Learn more about new payment plans for your overdue PG&E bill



Customer Awareness - Induction cooking



This was produced by EBCE, our marketing firm Celery Designs, and the film crew at The Understory. It is part of a campaign to introduce energy-efficient electric induction cooking to local high-profile chefs. This video was featured in Sunset.com and Berkeleyside.com

Upcoming Program Marketing

- Program Marketing Manager: Lori Dynes
- Pardot marketing automation on Salesforce
- Custom estimates for Resilient Home
- Upcoming program offerings:
 - Community solar
 - Pay-for-Performance commercial building energy efficiency
 - Induction cooktop loaner program