



CEO Report Item 9

TO: East Bay Community Energy Board of Directors
FROM: Nick Chaset, Chief Executive Officer
SUBJECT: CEO Report (Informational Item)
DATE: September 21, 2022

Recommendation

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

Executive Committee Meeting

The July 29, 2022 meeting of the Executive Committee Meeting was canceled. The next Executive Committee meeting will be held on Friday, September 30 at noon.

Finance, Administration and Procurement Subcommittee Meeting

A Finance, Administration and Procurement Subcommittee meeting was held on Friday, September 16, 2022. Members received updates on the status of the audit, the new credit facility and the lease extension for the current office site. The next Finance, Administration and Procurement Subcommittee will be held on Friday, October 14, 2022 at 10:00am.

Marketing Regulatory and Legislative Subcommittee Meeting

The September 9, 2022 Marketing, Regulatory and Legislative meeting was rescheduled to September 16, 2022. The agenda included updates on Regulatory and Legislative proceedings and an update from the Marketing and Account services team. The next meeting of the Marketing, Regulatory and Legislative Subcommittee will be held on November 4, 2022 at noon.

New Staff

Raissa Ngoma, Receptionist and Assistant Board Clerk

Raissa Ngoma joined EBCE's Operations team in August 8, 2022 as the Receptionist and Board Clerk Assistant. Raissa assists EBCE with office administrative duties and clerking meetings.

Prior to joining EBCE, she worked as a Student Supervisor at UC Berkeley's Unit 1 Residence Halls. There she led a team of student assistants, facilitated the hiring process, and served as a voice between residents, student clerks, and the administrative team.

Raïssa holds a B.A in Legal Studies and has minors in African American Studies and Korean from the University of California, Berkeley."

Allison Lopez, Energy Efficiency Program Analyst

Allison Lopez joined EBCE's Local Development, Electrification, and Innovation team as an Energy Efficiency Program Analyst. In this role, Allison will support day-to-day oversight of commercial energy efficiency programs. Her key responsibilities will include monitoring program performance, evaluating new technologies, and coordinating communication with Marketing, Data Analytics, and Policy teams.

Before joining EBCE, Allison worked in the Vehicle Engineering Operations group at Tesla. Prior to Tesla, Allison was with Energy Solutions for over four years, most notably working on the TECH initiative.

Allison holds a BA in Political Science, Public Policy from the University of California, Davis. She is also an active member of the Association for Women in Water Energy and Environment (AWWEE) Bay Area Chapter.

Marketing and Account Services Update

Updated Value Proposition

In response to the board's approval of the FY22/23 budget, EBCE staff implemented changes to the value proposition of Bright Choice and Renewable 100, effective July 1. Customers began seeing the increased discount of 3% for Bright Choice and reduced premium of ¾¢ for Renewable 100 on their August bill statements. Staff also facilitated the \$50 bill credit to each CARE or FERA customer, which will appear on the September bill statement. There were a total of over 112,000 customers that received a total of \$5.6M in bill credits. Finally, the website, on-bill message, and call center's automated telephone system have been updated to reflect the current value proposition.

| 06/16/2022 – 07/18/2022 | | | | |
|---|------------|-------------|-------------|----------------|
| Rate Schedule: ETOUB-Bright Choice | | | | |
| Off-Peak Summer | 252.040000 | kWh | @ \$0.14876 | \$37.49 |
| Peak Summer | 57.422000 | kWh | @ \$0.27182 | 15.61 |
| Power Charge Indifference Adjustment Credit | | | | -6.14 |
| Franchise Fee Surcharge Credit | | | | -0.29 |
| Bright Choice | | | | -0.53 |
| | | Net Charges | 46.14 | |
| Local Utility Users Tax (7.500%) | | | | 3.46 |
| Energy Commission Tax | | | | 0.09 |
| Bright Choice is priced 3% below PG&E rates, inclusive of fees. Learn more at ebce.org/bill | | | | |
| Total East Bay Community Energy Electric Generation Charges | | | | \$49.69 |

Renewable 100 Transition in Four Jurisdictions

Commercial customers in Berkeley, Dublin, Emeryville, and San Leandro as well as residential customers in Emeryville will switch to Renewable 100 over the month of October. EBCE staff

has worked with local city staff since June to develop and implement a comprehensive outreach strategy, which includes:

- Newsletter announcements
- Customized web pages
- Social media organic and paid posts
- Print advertisements
- Customer notifications (email and print)

So far, we are seeing very minimal opt outs and the number of customers choosing to stay on Bright Choice shows that our outreach has been effective.

| Jurisdiction | Customer class | Change from early August | |
|--------------|----------------|--------------------------|-----------|
| | | Opt Out | Remain On |
| Berkeley | non-resi | 0.06% | 0.29% |
| Dublin | non-resi | 0.01% | 0.31% |
| Emeryville | resi | 0.0% | 0.46% |
| | non-resi | 0.01% | 0.6% |
| San Leandro | non-resi | 0.06% | 0.12% |

Power Content Label Mailer

The Power Content Label (PCL) mailer is required by the California Energy Commission (CEC) to be sent by October 1 each year. The EBCE PCL mailer will include the prescribed power resource disclosure, as well as highlight our customer programs, improved value proposition, and 2030 power content goal. The mailer will be sent to all customers served during calendar year 2021, show EBCE power content compared to aggregate for the state of California, and be sent via email or hard copy during the last week of September.

SMUD Call Center Representative

As part of a long-term plan to bring call center jobs into the EBCE territory, SMUD opened an application for a Call Center Representative that will eventually serve EBCE customers. EBCE staff did outreach within our jurisdictions to promote the role and encourage local residents to apply for the position, which opened on September 6. There were over 1500 applications for the position. Outreach included the following:

| Channel | Metrics | Date |
|--------------------|--|--------------|
| Nextdoor | 572,000 users | Aug 16 |
| Direct outreach to | Rising Sun Center for Opportunity, CalState East Bay, Cypress Mandela, Peralta Community College District, Las Positas, Laney College, Alameda College | Aug 17 |
| EBCE Jobs Page | 352 direct links, 622 visits btw 8/23-9/6 | Aug 23 |
| Direct email to | BOD/CAC/Municipal staff | Aug 23 |
| SMUD Outreach | 40,000 impressions with 441 shares | As of Aug 24 |
| LinkedIn | 409 organic impressions, 34 engagements | Sept 2 |
| Meta | 7,459 impressions, 570 engagements | Sept 2 and 6 |
| Twitter | 1,513 followers | Sept 2 and 6 |