

NOVEMBER 4, 2022

Marketing and Account Services Update to MRL Committee



Marketing & Account Services Updates

- Team Updates
- October Renewable 100 Transition metrics
- Milestones in Q4
 - Preparations for Stockton
 - Programs Marketing: Resilient Home, Health-e Homes
 - CAPP2.0
 - Preparations for January PG&E Rate Changes

New Hires and Open Roles

Recent New Hires:

- Connected Communities Manager – Eleanor Smith (mid-Nov)
- Account Services Analyst – Alvin Lin (started 10/31)

Enrollment tracker for October Transitions

		Change from early August			
		As of last August		As of 10/21	
Jurisdiction	Customer class	Opt Out	Remain On	Opt Out	Remain On
Berkeley	non-resi	0.06%	0.29%	0.20%	1.77%
Dublin	non-resi	0.01%	0.31%	0.01%	4.27%
Emeryville	resi	0.0%	0.46%	0.22%	2.19%
	non-resi	0.01%	0.6%	0.66%	2.59%
San Leandro	non-resi	0.06%	0.12%	0.23%	1.25%

REMINDER: Default Transition Request Timeline

- None requested for next round (March 2023)
- Jurisdictions must take local action and make request to board by April 2023 to be included in following round (October 2023)

Q4: Stockton

- Staff is preparing the Implementation Plan amendment for submittal to CPUC by end of calendar year
- Staff has visited Stockton to develop initial image library and get to know the area. Meetings scheduled with local staff to learn more about local media, events, and general customer sentiment



Q4: Programs Marketing

- Email campaign for Resilient Home
 - 135,000 customers segmented by usage (5000 kWh and higher), and customers living in PSPS and/or high fire threat zones
 - Open rates ranging from an average of a low 70% to more than 90% for customers who've experience a PSPS are well above industry averages
- Health-e Homes early outreach
 - Originally launched as a program for LMI households, Health-e Home is available to all EBCE customers on a first come, first served basis.
 - Initial "soft launch" in November
 - Aim is to achieve 60 whole home energy efficiency and electrification upgrades

Q4: Programs Marketing

- Percentage of Income Payment Plan (PIPP)
 - PIPP is a statewide program that allows a participant to pay a fixed, reduced amount, based on their monthly income, toward their electricity or natural gas bill.
 - This is a pilot; EBCE will get about 700-800 customer spots with specific customer characteristics as established by the CPUC
 - We expect PG&E will get regulatory approval this year and EBCE will immediately begin a very targeted marketing campaign.
 - There are two participation levels, depending on household income:
 - Upper level: \$86 for electric and \$29 for gas each month
 - Lower level: \$29 for electric and \$9 for gas each month

Q4: Account Services

- CAPP2.0
 - Application submitted for approximately \$4.2M that would cover arrearage for residential customers that was accrued between March 2020 through December 2021
 - Funds expected to be delivered to EBCE by March 2023 – will result in clearing past due balances from that period for eligible customers
- Potential January PG&E Rate Changes
 - EBCE rates remain indexed to PG&E Generation Rates: 3% discount for Bright Choice and $\frac{3}{4}$ penny adder for Renewable 100
 - Current PG&E filing to CPUC forecasts a negative PCIA for most EBCE customers; Staff is analyzing the impact on customer bills and revenues