



CEO Report Item 10

TO: East Bay Community Energy Board of Directors
FROM: Nick Chaset, Chief Executive Officer
SUBJECT: CEO Report (Informational Item)
DATE: December 14, 2022

Recommendation

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

Executive Committee Meeting

A meeting of the Executive Committee was held on Friday December 2, 2022 at 12 pm. Members discussed an agenda setting process and workflow for the Community Advisory Committee. The next meeting of the Executive Committee is scheduled for Friday, January 27, 2023 at 12:00 pm.

New Staff

Sean Alexander - IT Project Manager

Sean Alexander joined EBCE on November 28, 2022 as the IT Project Manager. Sean is responsible for managing all IT-related vendors and projects.

Prior to joining EBCE, Sean was IT Support Engineer at PC Pro, where led a team of other support engineers, and supported EBCE full IT infrastructure since 2019.

Sean attended the University of California at Davis, where he studied Psychology. Sean enjoys technology and camping.

Eleanor Smith - Connected Communities Manager

Eleanor joined EBCE's Marketing and Account Services team on 11/14/22 as the Connected Communities Manager. She will oversee programmatic and rate-related efforts aimed at implementing solutions to utility debt and disconnections and supporting disadvantaged and underserved populations within EBCE service territory.

Eleanor has over 10 years of experience in the utility industry and has worked at PG&E and the CPUC. She most recently worked on PG&E's Demand Response team, where she managed an emergency load reduction program that helps stabilize the electric grid during energy shortages.

Eleanor graduated from the University of California, Berkeley with a B.S. in Environmental Economics and Policy."

Piedmont Pool Electrification Update

EBCE staff have been working closely with the City of Piedmont to understand the scope and requirements of their pool electrification. City staff have requested that EBCE consider increasing the not to exceed size of an electrification loan to \$750,000 from \$500,000 to reflect to increased costs of the project. EBCE staff expects to bring an action item to the Board in January related to moving forward with this electrification loan.

Marketing & Account Services Updates

Stockton Inclusion

During the week of December 5th, staff submitted the amendment to our Implementation Plan with the California Public Utilities Commission to expand service to the City of Stockton. This meets the CPUC deadline of submitting by the end of the calendar year and will trigger the one-year wait period before service can begin. If the timeline is similar to our first amendment to expand to Newark, Pleasanton, and Tracy, we anticipate receiving CPUC approval in March 2023.

New Board Member Orientation

Staff will host a new board member orientation on January 13, 2023 from 1pm to 3pm. The EBCE Board of Directors will have nine new members based on the recent elections, plus two new members from Stockton. Any questions about the orientation should be directed to Alex DiGiorgio, Public Engagement Manager at adigiorgio@ebce.org.

Brand Strategy Update

EBCE began serving the bulk of our customers in the final months of 2018. Just after the first complete year of service, we were hit with a pandemic. That presented a challenge to customer engagement over the last 3 years, but during that time we have vigorously developed and implemented program offerings, dramatically increased the number of customers served by Renewable 100, and now stand to expand further into San Joaquin County. Our ambition to better serve existing customers, include new customers, and offer a variety of programs that stimulate the move to electric solutions that are objectively better triggers a need to evolve how we present to the world.

Staff is exploring and evolving the way we present ourselves to better demonstrate the benefits of an all-electric future and to fuel our ambitions to realize that future as quickly as possible. Staff provided an initial concept to the Marketing, Regulatory, and Legislative Subcommittee in April 2022 and will continue to present to the subcommittee over the next several months on topics such as solicitation and selection for a visual identity design partner, results of customer market research, and eventually design concepts. We look forward to sharing with you what we learn in this process and in our larger brand evolution efforts.