



CEO Report Item 10

TO: East Bay Community Energy Board of Directors
FROM: Nick Chaset, Chief Executive Officer
SUBJECT: CEO Report (Informational Item)
DATE: March 15, 2023

Recommendation

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

Executive Committee Meeting

The Executive Committee is scheduled to meet on the first Wednesdays of each month from 9-10:30am at 1999 Harrison St, Suite 800, starting April 5, 2023. The following Directors have been appointed to the Executive Committee: Tiedemann, Kalb, Hu, Marquez and Chair Balch.

New Staff

Brett Wiley - Senior Program Associate, Electric Mobility

Brett leads EBCE's residential electric mobility initiatives, including e-bike ownership and lending and accelerating EV adoption across our service area.

He brings over 15 years of experience centered on the power of people coming together with the past 12 years focused on expanding our energy democracy and leading initiatives to ensure a just transition. Most recently, he managed electric transportation programs and developed that team for MCE.

Brett holds a B.S. in Biology, Master of Public Administration in Energy & Sustainable Development, and a Certificate in Social Entrepreneurship. He also holds a faculty position at Presidio Graduate School.

Cody Vaughn - Account Services Coordinator

Cody joined EBCE on March 7th, 2023 as the Account Services Coordinator on the Marketing & Account Services team. Cody will be responsible for customer engagement, billing analysis, issues and escalations, and customer notifications.

Prior to joining EBCE, Cody worked at environmental and educational non-profits in the San Francisco Bay Area performing non-profit administration and development developmental roles.

Cody holds a Bachelors of Arts in Political Science with a focus in Environmental Policy from the University of Florida in Gainesville, Florida.

Brand Identity Update

Staff is moving forward with efforts around brand exploration. To date, staff has presented the following:

- 4/1/22 - Presented brand refresh concept to MRL Subcommittee
- 10/19/22 - BOD meeting CEO Report notes hiring of Head of Brand
- 12/14/22 - BOD meeting CEO Report provides update on brand efforts
- 12/15/22 - RFP posted for partner to support Brand Identity Evolution
- 2/15/23 - BOD meeting consent agenda for approval of contract for Brand & Visual Identity Services

In mid-February, staff reached out to four board members and Stockton's future board member to request participation in an ad hoc committee to review, provide feedback, and guidance on developments around a name exploration and updates to the brand identity. The Community Advisory Committee also has an ad hoc committee to provide feedback, which includes the Chair and Vice Chair. Initial meetings of both committees were held on 2/27 and 3/1. Future meetings are anticipated in April and June. Staff will also present updates to executive committee meetings in April and May, and present to the full board seeking approvals in May and June.

A survey for directional feedback was shared with ~200 stakeholders, which included:

- Board of EBCE
- EBCE CAC
- Municipal staff members focused on sustainability
- Original Steering Committee members
- ~20 local environmental community-based organizations
- ~20 non-profit recipients of our local sponsorships
- ~20 local chambers of commerce

A similar survey was sent to residential EBCE customers from across the service territory. We have 550 completed surveys of this sample segment to help inform the process.