

APRIL 2023

EBCE Brand Evolution Background & Next Steps



Agenda

Background & Rationale

Insights

Stakeholder Engagement

What's Next

Background & Rationale

In the Beginning...

When we launched EBCE, our primary objective was to educate:

- What is a CCA?
- How does your bill work?
- EBCE is not a scam...

CLEANER ELECTRICITY. LOWER RATES. LOCAL BENEFITS.

Residents and businesses in Alameda County and 11 of its cities* now have a new, greener choice for the electricity that powers our homes and businesses.

East Bay Community Energy (EBCE) is our new local power supplier, committed to providing our community with electricity generated from renewable sources such as solar and wind.

BENEFITS



LOWER RATES

EBCE purchases cleaner energy at lower rates for residents and businesses.



SUSTAINABILITY

You will reduce your greenhouse gas emissions, an easy and economical way to reduce your carbon footprint.



RELIABILITY

EBCE procures cleaner electricity for our customers, and PG&E delivers that electricity to your home or business.



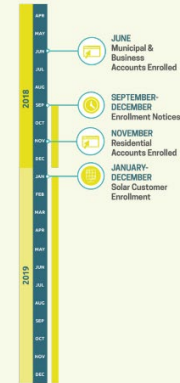
LOCAL INVESTMENT

Net revenues will help fund local green energy projects and programs.

*Albany, Berkeley, Dublin, Emeryville, Fremont, Hayward, Livermore, Oakland, Piedmont, San Leandro and Union City

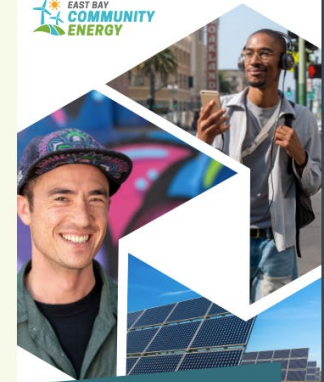
LAUNCH SCHEDULE

EBCE began providing service to municipal and business accounts in June 2018. Residential customers will be enrolled in November 2018. Customers with rooftop solar will be enrolled in 2019 around the time of their annual true-up with PG&E.



CONTACT US

ebce.org
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[@PoweredbyEBCE](https://twitter.com/PoweredbyEBCE)
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1-833-699-EBCE (3223)



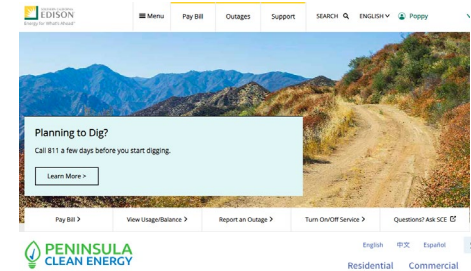
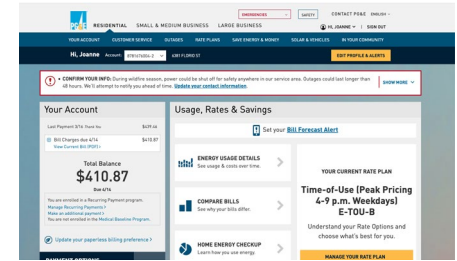
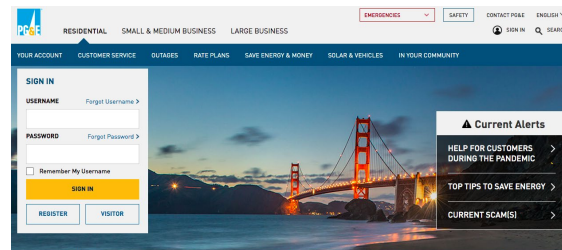
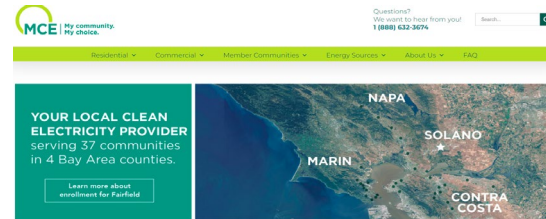
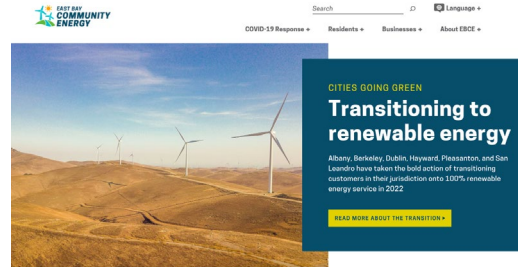
CREATING A
**BRIGHTER,
CLEANER
FUTURE**
FOR OUR COMMUNITIES

A BRIGHT CHOICE

A Brand Expression to Support Education and Trust

Our brand expression is:

- Very literal; we have a highly descriptive name and logo
- Self-referential; our messaging has traditionally focused on what we do (as opposed to what that means for the consumer)
- Familiar; our “look” is similar to many other CCAs or IOUs



We've Been Successful

On track to implement the strategy for **100% clean by 2030**

95% average retention rate across our service area

Steady expansion of our service area; Pleasanton, Newark + Tracy 2022; Stockton 2024



2022 National Notable Achievement Award for Land Revitalization Team Excellence

\$21 million spent on local programs like battery energy storage, induction cooking, and electric heat pump water heaters

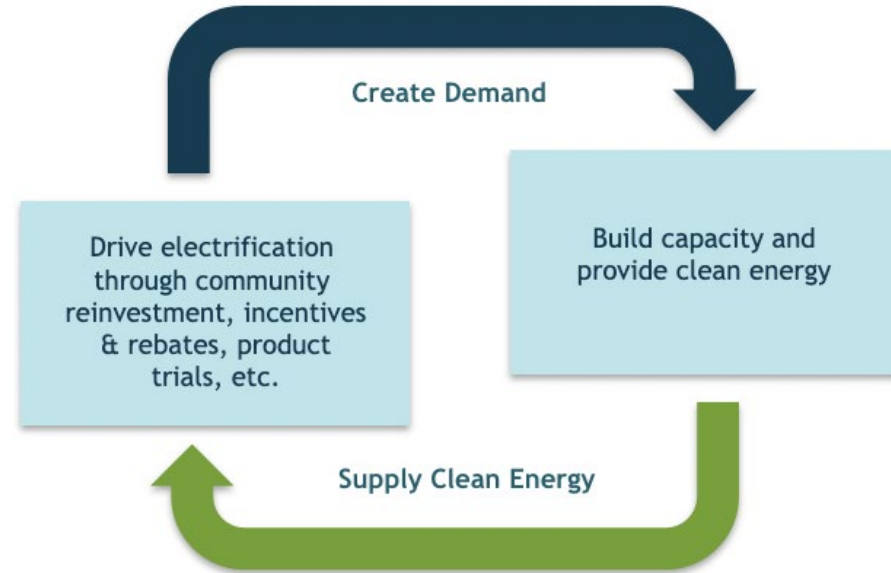
\$19 million annual customer savings vs. what would have been paid for PG&E service

1,015 megawatts of new wind, solar, and battery storage, including projects in Alameda County



We Continue to Mature and Evolve to Better Serve our Communities

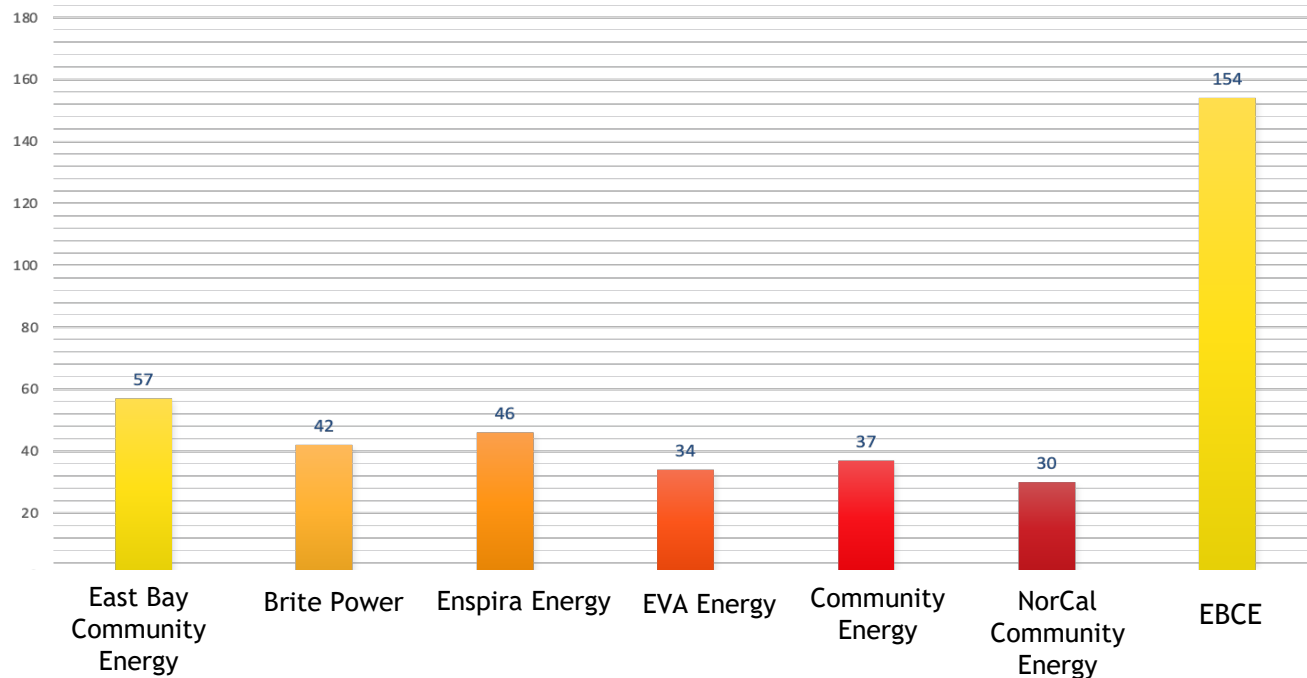
- We are moving from simply filling demand to creating it
- Growing capacity and expertise to stand up consumer- and commercial-facing programs that expose customers to electric alternatives and speed their adoption



Insights

Our Name is a Barrier to Success in San Joaquin County*

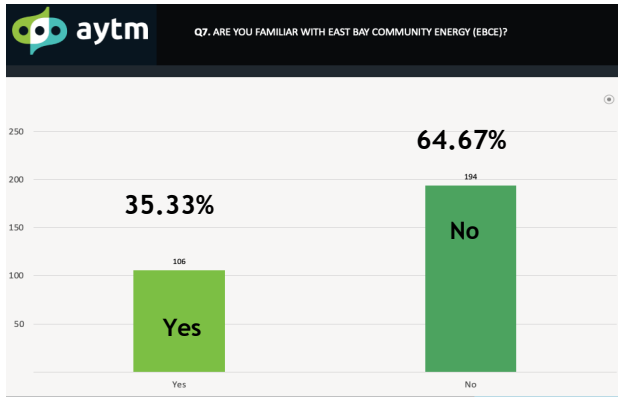
Q12. Which one of these names is your least favorite?



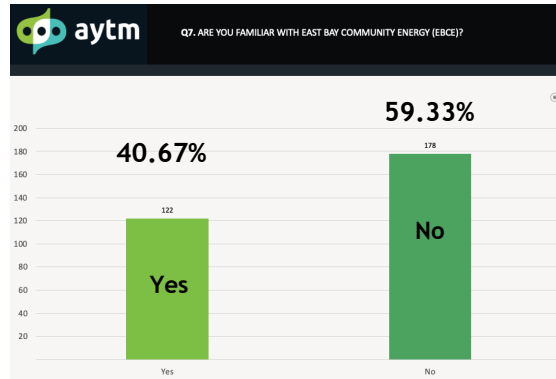
*n=400; 57.5% of sample from Stockton

EBCE Aided Awareness Over Time

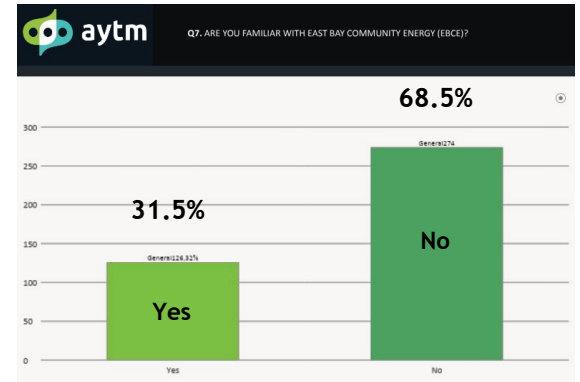
Q: Are you familiar with East Bay Community Energy (EBCE)?



2020
n=300



2021 - April
n=300

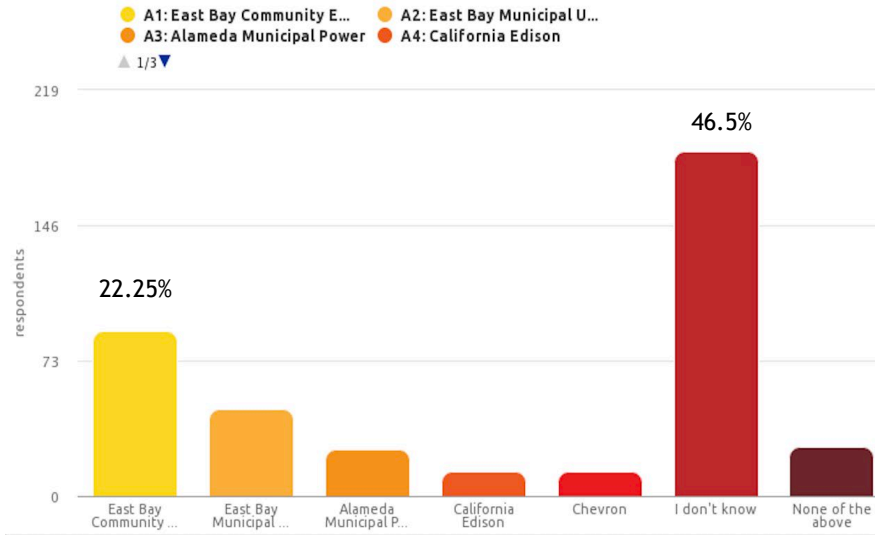


2021 - October
n=400

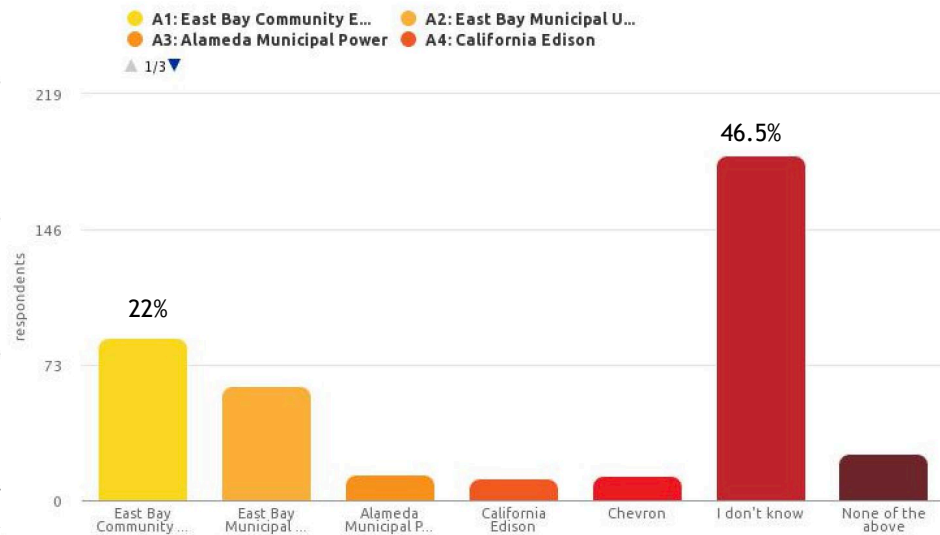
Takeaway: Aided awareness appears to be influenced by advertising (April 2021 survey conducted during time of heavy advertising), but is otherwise flat

Unaided Awareness

Question: PG&E manages the electricity system in your area. You also have an option for generation service (power plants). Is that...



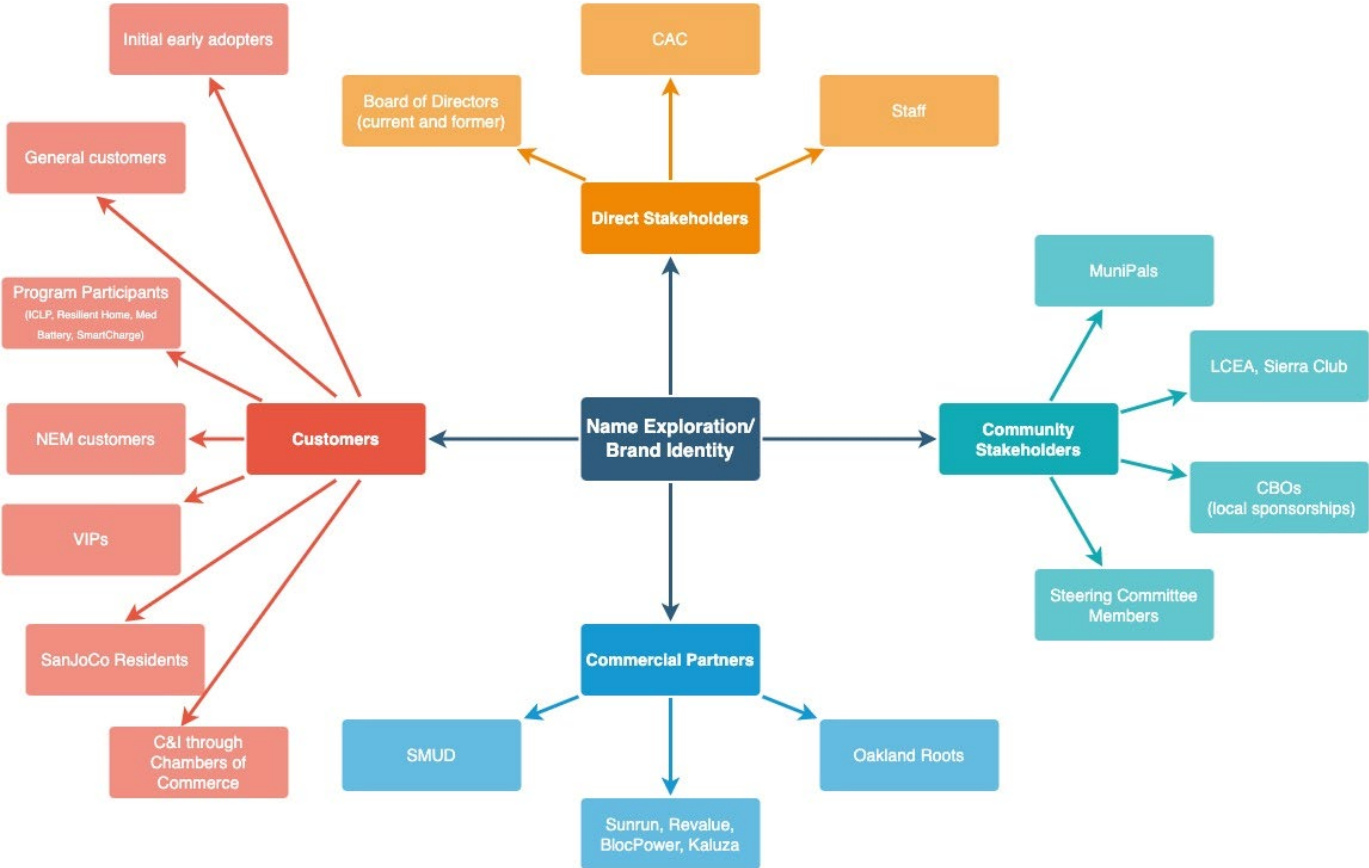
May 2022



October 2022

Stakeholder Engagement

Stakeholder Map

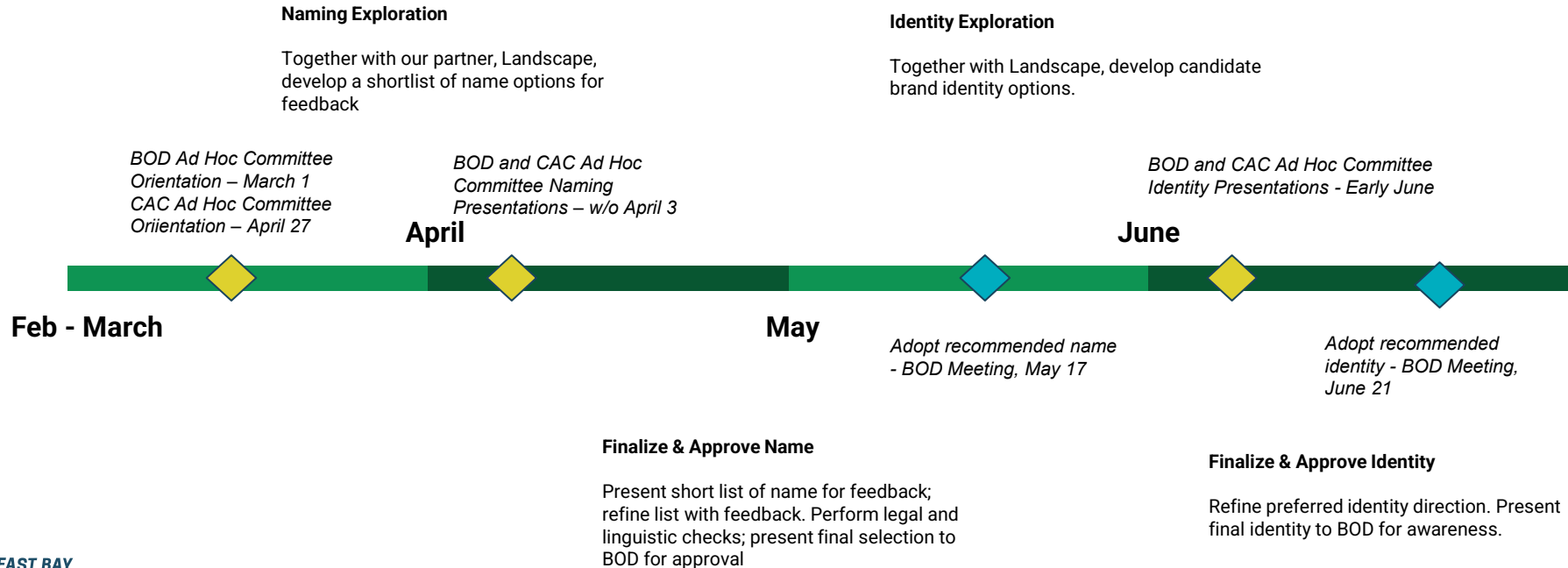


Outreach Plan

January	February	March	April	May	June
<p>Research (San Joaquin Co):</p> <ul style="list-style-type: none"> - N = 400 - Awareness, priorities, reaction to name 	<p>Foundation sessions: BOD Ad Hoc committee: 1-hr meeting, bring up to speed-ask to be champions</p> <p>1:1 with CAC Chair + Vice Chair, introduce the concept of the ad hoc committee; provide background and rationale</p>	<p>Research (Name):</p> <ul style="list-style-type: none"> - Existing customers - Stakeholders <p>Presentation of process: MuniPals</p> <p>Foundation session: Additional CAC ad hoc committee member</p>	<p>Presentation of process: Full Staff (4/3)</p> <p>Exec Comm Review (4/5) Exec Comm review of name/identity process (standard meeting)</p> <p>Input sessions (w/o 4/10):</p> <ul style="list-style-type: none"> - BOD Ad Hoc Review of names - CAC Ad Hoc Review of names <p>CAC review of BOD info item via standard meeting and regular agenda review process</p> <p>Board Meeting (4/19): Info on Name Process</p>	<p>Exec Comm Review (5/3) Exec Comm review of name/identity progress to date without sharing names (standard meeting)</p> <p>Board Meeting (5/17): Approval of name</p>	<p>Input sessions:</p> <ul style="list-style-type: none"> - BOD Ad Hoc Review of identity - CAC Ad hoc Review of identity <p>CAC review of BOD item via standard meeting and regular agenda review process</p> <p>Board Meeting (6/21): approval of identity via standard mtg</p>

Next Steps

Brand Evolution Timeline



Thank You!

