



**Board of Directors Special Board Retreat -  
Marketing and Account Services**

Monday, May 22, 2023  
12:00 pm

In person:

The Montclair Room  
Cal State East Bay - the Oakland Center  
In the Transpacific Centre  
1000 Broadway, Suite 109  
Oakland, CA 94607

Or from the following locations:

- Wells Fargo Building - 2140 Shattuck Avenue, Floor 6, Berkeley, CA 94704
- 100 Civic Plaza, Dublin, CA 94568
- San Leandro City Hall 2nd floor (835 E 14th St, San Leandro, CA 94577)
- Tracy City Hall, 333 Civic Center Drive, Tracy, CA 95376
- 33349 9th Street (back office) Union City, CA 94587
- 450 Hay St, Fayetteville, NC 28301
- Balch Enterprises, Inc. 30960 Huntwood Avenue Hayward, CA 94544

Via Zoom:

<https://us02web.zoom.us/j/87023071843>

Dial (for higher quality, dial a number based on your current location): US: +1 669 900 6833 or +1 346 248 7799 or +1 253 215 8782 or +1 929 205 6099 or +1 301 715 8592 or 888 475 4499 (Toll Free) or 877 853 5257 (Toll Free)  
Webinar ID: 870 2307 1843

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*If you have anything that you wish to be distributed to the Board of Directors, please email it to the clerk by 5:00 pm the day prior to the meeting.*

1. Welcome & Roll Call
2. Pledge of Allegiance
3. Public Comment

*This item is reserved for persons wishing to address the Board on any EBCE-related matters that are not otherwise on this meeting agenda. Public comments on matters listed on the agenda shall be heard at the time the matter is called. As with all public comment, members of the public who wish to address the Board are customarily limited to two minutes per speaker and must complete an electronic speaker slip. The Board Chair may increase or decrease the time allotted to each speaker.*

**4. Marketing and Account Services Update (Informational Item)**

Receive update on Marketing and Account Services activities.

**5. Board Member and Staff Announcements including requests to place items on future Board agendas**

**6. Adjourn**

# Marketing & Account Services Special Board Retreat

May 22, 2023

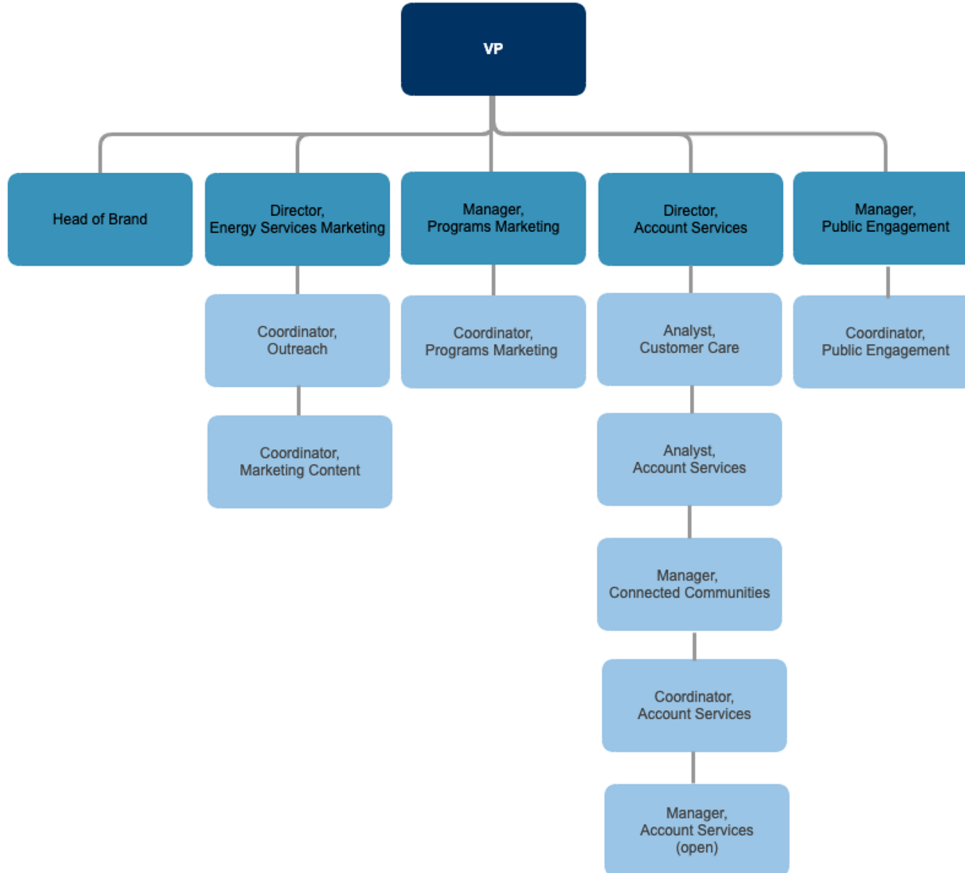


# Agenda

- People and Roles
- Examples of MAS Functionality
- Overview by Division
  - Account Services
  - Public Engagement
  - Brand
  - Energy Services Marketing
  - Programs Marketing



# Marketing & Account Services Team



- **Account Services**

- Call Center Oversight
- Rates & Billing Operations
- Key Account management

- **Public Engagement**

- CAC, stakeholder, and local staff liaison
- New territory inclusion

- **Brand**

- Position
- Visual identity

- **Energy Services Marketing**

- Social media
- Events and outreach
- Compliance communications

- **Programs Marketing**

- Lead generation
- Customer education



<https://ebce.org/who-we-are/>



**Alex DiGiorgio**

Public Engagement Manager

[CLICK HERE TO READ BIO ▶](#)



**Alvin Lin**

Account Services Analyst

[CLICK HERE TO READ BIO ▶](#)



**Annie Henderson**

Vice President, Marketing and Account Services

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**Gabrielle Tsotu**

Customer Care Analyst

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**Juan Cortez**

Outreach and Customer Care Coordinator

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**Katia Sievert**

Programs Marketing Coordinator

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**Cait Cady**

Public Engagement Coordinator

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**Dan Lieberman**

Director, Marketing

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**Eleanor Smith**

Connected Communities Manager

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**Kelly Birdwell Brezovec**

Director, Account Services

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**Lori Dynes**

Programs Marketing Manager

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**Sofi Hecht**

Marketing Content Coordinator

[CLICK HERE TO READ BIO ▶](#)



*NOT PICTURED*

**Theresa McDermit**  
Head of Brand  
Coordinator

**Cody Vaughn**  
Account Services



# Functionality - Initial Enrollment

## New Territory Interest

Public Engagement responds to interested parties and facilitates the passage of local ordinance and joining JPA.

## Planning

Public Engagement completes regulatory requirements.

Marketing begins identifying local outreach channels.

Account Services receives customer data.

## Enrollment

Marketing implements robust marketing, education, and outreach program in coordination with local staff, including customer notifications

Account Services oversees transactions with PG&E to enroll customers on EBCE service.

## Service Starts

Marketing continues MEO campaign and notifications.

Account Services has prepared call center for new territory service, oversees billing of new customers, and troubleshoots any issues.

## On-going

Public Engagement helps add new member to Community Advisory Committee and MuniPals.

Marketing incorporates new area into on-going campaigns and add new events within area.

Account Services works with local key accounts and customer support.

# Functionality - Default Product Changes

Jurisdiction expresses interest

Public Engagement responds to interested jurisdiction, informs them of our policy and timeline.

Approvals

Public Engagement supports local staff in the passage of a local resolution and then brings the request for default product change before the Board for approval.

Customer Notification

Marketing creates a jurisdiction-specific webpage, creates a local outreach campaign, and sends two customers notifications.

Product Change

Account Services works with our back-end billing provider to transition customers onto new product and ensure new customers start on new default product.

On-going

Account Services tracks the number of customers that opt to return to PG&E or remain on the discounted product.



# Public Engagement

# Public Engagement

## Local government relations and community affairs

- Coordinate w/local government staff + convene monthly interagency meetings w/cities (MuniPals)
- Staff liaison for support re Board and CAC engagement
- New community inclusion & service area expansion
- Interdepartmental support (e.g., outreach/engagement for EBCE's Programs and Policy teams)
- Special engagement with public: new business development, emergencies, key stakeholders



# Public Engagement - Key Activity

**Expansion of EBCE service** to the City of Stockton and inclusion of new member-jurisdictions (cities & counties)

- Stockton: Ongoing staff/Board engagement + community outreach coordination
- CAC support: create seat for Stockton; adjust structure in anticipation of new community inclusion and service area expansion
- New community inclusion: City of Lathrop + San Joaquin County; other interested jurisdictions (e.g., Tuolumne County)



# Public Engagement - Key Activity

## C&I Support and Development

Customer support for those who would

- benefit by returning to EBCE service
- looking to site business within EBCE service territory
  - IRA has created scenario that is driving business such as green hydrogen to seek out service providers that can offer a “green tariff”



# Public Engagement - Key Activity

## Default Product Transition

- Several cities have opted to transition their customers from Bright Choice to Renewable 100
- [EBCE policy](#) requires jurisdictions to bring requests to board by April and September for implementation 6 months later (October and March)
- Provide support for staff and presentation to councils
- 8 cities currently default to Renewable 100
  - <https://ebce.org/transition-to-renewable-energy/>

## Service levels transitions

CITY/COUNTY	INITIAL DEFAULT SERVICE	2022 DEFAULT SERVICE	TRANSITION DETAILS
<b>Albany</b> <sup>***</sup>	Residential: Brilliant 100 Commercial: Brilliant 100	Renewable 100 - January 2022* Renewable 100 - January 2022	<a href="http://ebce.org/albany">ebce.org/albany</a>
<b>Berkeley</b>	Residential: Bright Choice Commercial: Bright Choice	Renewable 100 - March 2022* Renewable 100 - October 2022	<a href="http://ebce.org/berkeley">ebce.org/berkeley</a>
<b>Dublin</b>	Residential: Bright Choice Commercial: Bright Choice	Renewable 100 - January 2022* Renewable 100 - October 2022	<a href="http://ebce.org/dublin">ebce.org/dublin</a>
<b>Emeryville</b>	Residential: Bright Choice Commercial: Bright Choice	Renewable 100 - October 2022* Renewable 100 - October 2022	<a href="http://ebce.org/emeryville">ebce.org/emeryville</a>
<b>Fremont</b>	Residential: Bright Choice Commercial: Bright Choice	Bright Choice - January 2022 Bright Choice - January 2022	No transition planned
<b>Hayward</b> <sup>***</sup>	Residential: Brilliant 100* Commercial: Brilliant 100	Renewable 100 - January 2022* Renewable 100 - January 2022	<a href="http://ebce.org/hayward">ebce.org/hayward</a>
<b>Livermore</b>	Residential: Bright Choice Commercial: Bright Choice	Bright Choice - January 2022 Bright Choice - January 2022	No transition planned
<b>Newark</b>	Residential: Bright Choice Commercial: Bright Choice	Bright Choice - January 2022 Bright Choice - January 2022	No transition planned
<b>Oakland</b>	Residential: Bright Choice Commercial: Bright Choice	Bright Choice - January 2022 Bright Choice - January 2022	No transition planned
<b>Piedmont</b>	Residential: Renewable 100** Commercial: Bright Choice	Renewable 100 - January 2022* Bright Choice - January 2022	No transition planned
<b>Pleasanton</b> <sup>***</sup>	Residential: Brilliant 100* Commercial: Brilliant 100	Renewable 100 - January 2022* Renewable 100 - January 2022	<a href="http://ebce.org/pleasanton">ebce.org/pleasanton</a>
<b>San Leandro</b>	Residential: Bright Choice Commercial: Bright Choice	Renewable 100 - March 2022* Renewable 100 - October 2022	<a href="http://ebce.org/san-leandro">ebce.org/san-leandro</a>
<b>Tracy</b>	Residential: Bright Choice Commercial: Bright Choice	Bright Choice - January 2022 Bright Choice - January 2022	No transition planned
<b>Union City</b>	Residential: Bright Choice Commercial: Bright Choice	Bright Choice - January 2022 Bright Choice - January 2022	No transition planned
<b>Unincorporated Alameda County</b>	Residential: Bright Choice Commercial: Bright Choice	Bright Choice - January 2022 Bright Choice - January 2022	No transition planned

\* Excludes customers on CARE, FERA, and/or Medical Baseline, who were defaulted to Bright Choice

# Account Services

# Account Services

- **Coordination with SMUD and PG&E for customer billing and customer care**
  - SMUD and PG&E prepare and send 30,000 bills daily - many opportunities for errors!
  - Develop requirements for customer interaction points via web forms and interactive voice response message
  - Implement PG&E and EBCE rate updates
- **Manage enhancements for service changes**
  - Updating our value proposition and rates
  - Enrolling and billing customers on special discounts, like EBCE Solar Discount and Percent of Income Payment Plan (PIPP)
- **Develop relationships and manage inquiries from commercial and industrial customers**
  - Usage and billing inquiries
  - Analysis of Bright Choice and Renewable 100 service plans
  - Respond to general EBCE and energy inquiries



# Customer Experience

*I wanted to let you all know how extraordinary Miranda (Customer Service Representative) is!*

*She took the time to walk me through my statement and explained everything so clearly!*

*She was patient, had great tone, and is extremely knowledgeable, I can't say enough about how extraordinary my experience was.*

*Gary was so knowledgeable! I tried to review the NEM information online but had a difficult time understanding the difference between monthly and annual true-up, but Gary quickly explained it all very clearly! I was not expecting to be able to understand this and get it resolved in 10 minutes, I'm so happy he was available for support!*

*My recent PG&E bill came in and I was shocked at how high it was. I called your customer service rep at East Bay Community Energy (Erik) to basically cancel my service with your company.*

*I got to say it was the best experience I have had with a customer service rep. From the start his attitude is what all CS reps should have. His initial comment of "I'm not here to convince you to stay with East Bay, I'm here to answer all your questions" was a breath of fresh air. It calmed me down right away and convinced me that he was going to educate me on why my bill was high and why he feels I should stay with EBCE. He spent time working through my bill and energy usage and gave me great detail where I should be looking to reduce my energy.*

*I work for a very large Fortune 500 company as a Director and I can safely say I'd hire him in a heartbeat to run our CS dept. I do hope this email makes it to his supervisor as I want them to know what a great job he is doing and how he convinced me to remain a customer.*



# Account Services - FY 2022-2023 Key Activities

- **C&I**
  - Brought a large industrial customer back from direct access to EBCE's service
- **Rates**
  - Began offering a new NEM true-up timing option based on customer input
  - Updated EBCE's value proposition and provided bill credits to CARE and FERA customers
  - Implemented four rate changes
- **Payment assistance**
  - Enrolled eligible customers into a lottery for PIPP, reaching program capacity in less than one month
  - Validated second round of California Arrearage Payment Program credits applied to customer bills in February 2023
- **Team**
  - Worked with SMUD to hire CSRs that live in EBCE's (future) service territory
  - Added three new team members to EBCE staff



# Account Services - Look Ahead FY 2023-2024

## Hot topics for 2023-2024

1. Implementation of Real Time Pricing rates
2. Focused commercial outreach to get customers back from PG&E and Direct Access
3. Analysis of Arrearage Management Plan and PIPP progress
4. Provide additional language(s) for webform transactions
5. Partnering with the Local Programs team
  - a. To keep our CSRs informed on new mass market programs
  - b. Assist with the new commercial energy efficiency offering



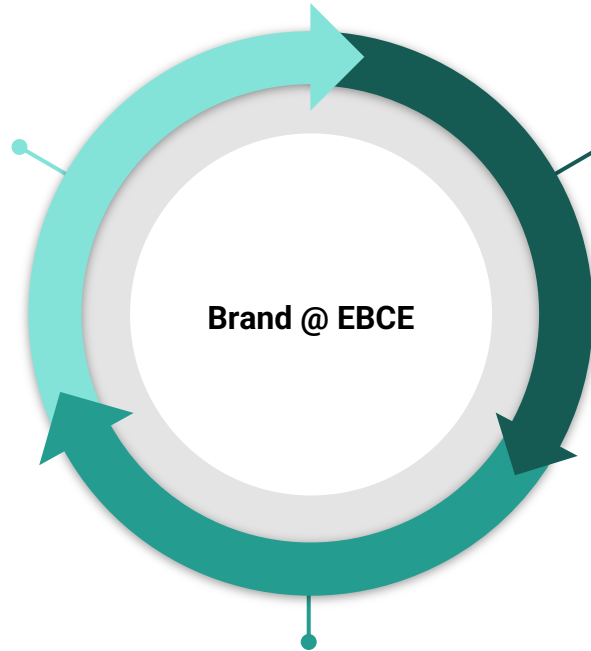
# Brand



# Brand @ EBCE

## Analyze & Align (*Research & Insights*)

- Track brand perception
- Measure campaign effectiveness
- Conduct constituent insight studies
- Adjust/align activities as needed



## Articulate & Enable (*Strategy*)

- Articulate brand strategy
- Align brand and business strategy
- Create tools, training, communications to enable stakeholders to apply/live the brand

## Promote & Protect (*Execution*)

- Help translate brand strategy into plans / campaigns
- Drive content creation
- Support thought leadership platform
- Ensure adherence to brand identity guidelines



# Brand Naming Process

Calibrated Theme Framing

<b>EBCE's Role</b>	EBCE is powering progress towards better living—and a brighter future
<b>Purpose Why EBCE exists</b>	Help communities make progress towards a better quality of life with cleaner energy

- 3CE - Central Coast Community Energy
- AVCE - Apple Valley Choice Energy
- CEA - Clean Energy Alliance
- CCA - Community Choice Aggregation
- CPA - Clean Power Alliance

- EBCE - East Bay
- LE - Lancaster Energy
  - MCE - Marin Clean Energy
  - OCPA - Orange County Power Alliance
  - PG&E - Pacific Gas and Electric
  - RCEA - Redwood Empire Clean Energy Alliance
  - RMEA - Rancho Madera and Elgin Energy
  - SCE - Southern California Edison
  - SCP - Sonoma County Power
  - SDCP - San Diego County Power
  - SJCE - San Joaquin County Energy
  - SJP - San Jacinto Energy
  - SVCE - Silicon Valley Energy

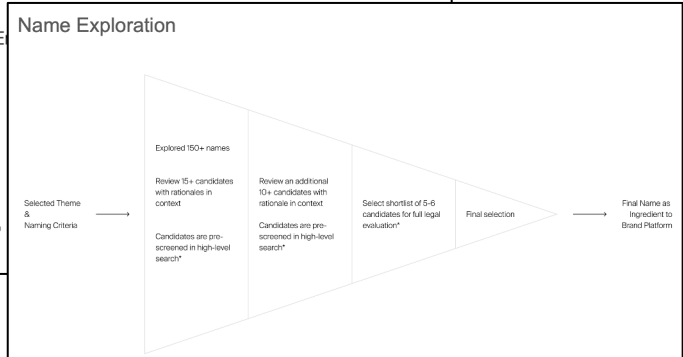
- ### Naming Criteria
1. Signals energy, community, or progress
  2. Evokes momentum, positivity, and togetherness
  3. Flexible for business and service area expansion

### Name Concept Evolution

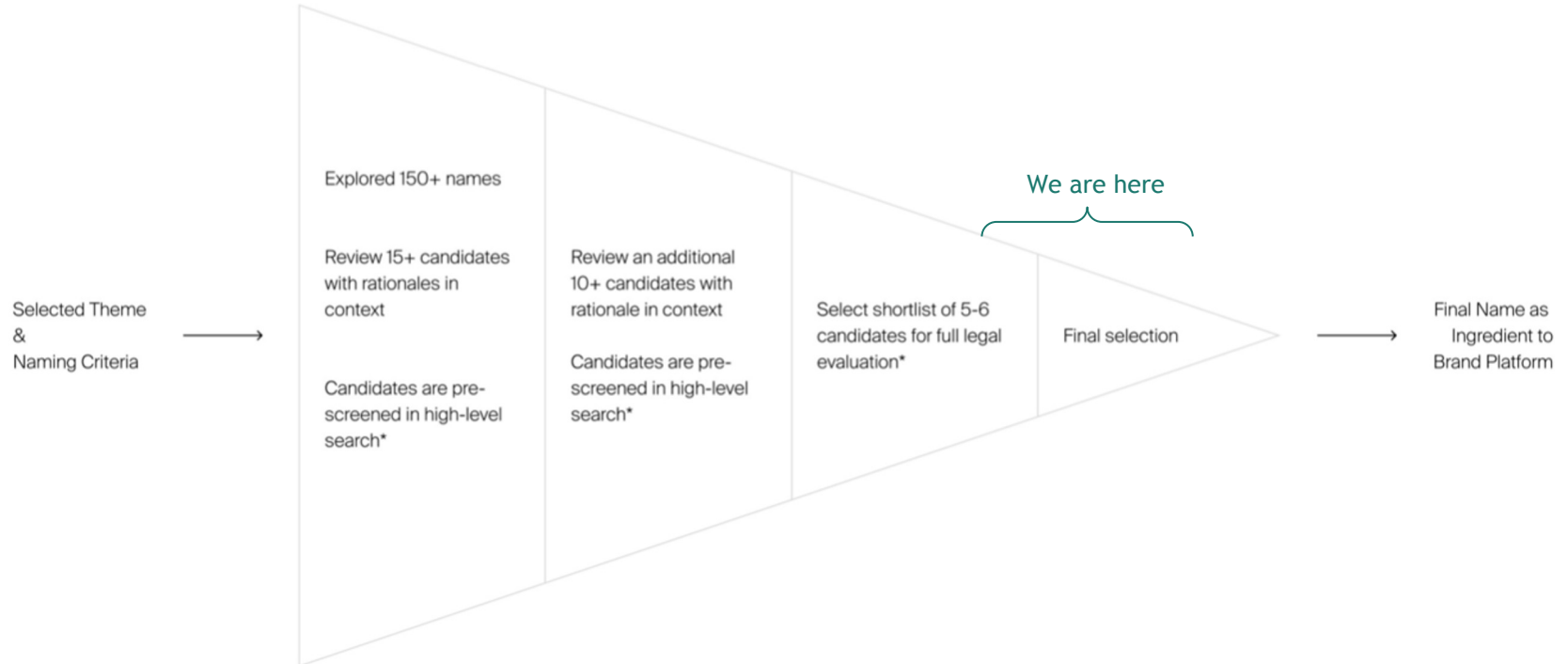
East Bay Community Energy

- Descriptive of single region
- Generates local identity
- In-line with CCA category
- Descriptive, adds context
- Anchors the category
- Increases trademark-ability

Descriptive name limits regional expansion  
Lengthy acronym EBCE is used throughout but lacks meaning



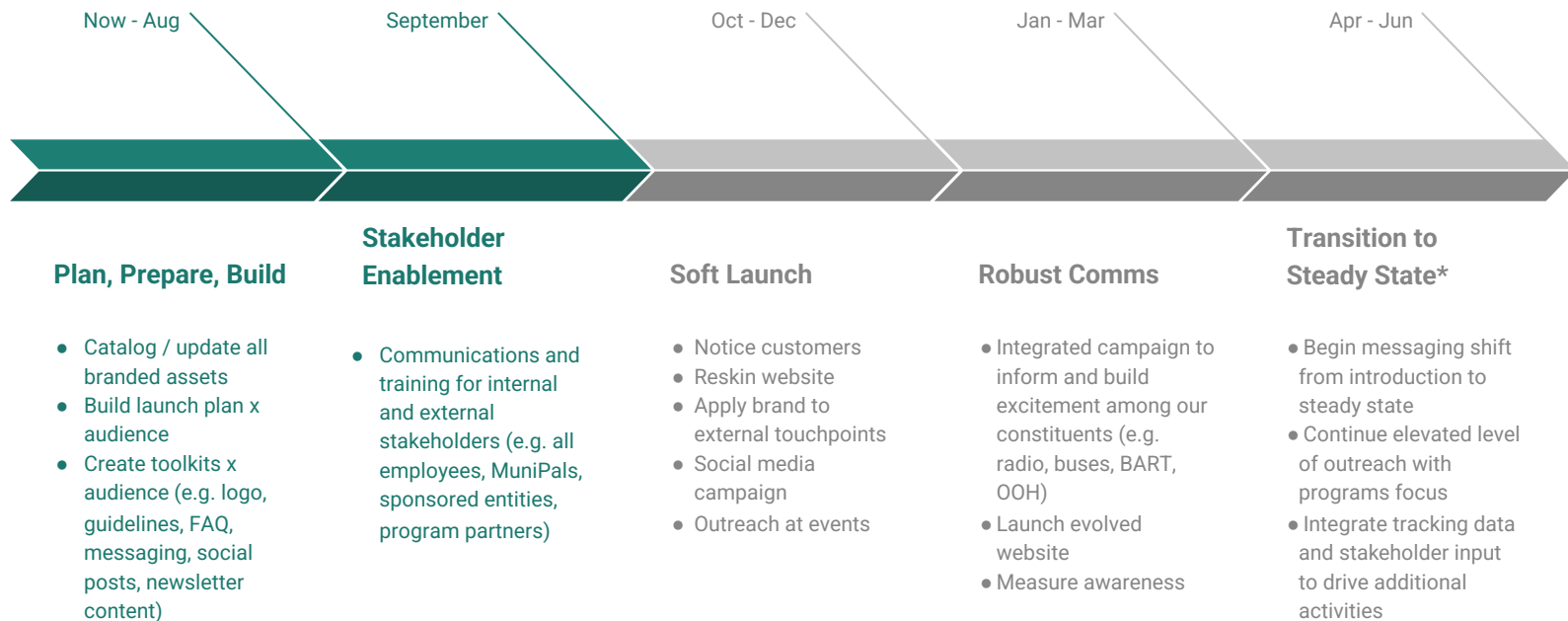
# Status: Naming Exploration



# Preparing to Vote on Our Name



# Implementing our Evolved Brand (tentative schedule)





# Energy Services Marketing

# Energy Services Marketing Key Functions

- Brand Marketing
- Outreach
- Outbound Customer Communications
- Public Relations & Media



# General Awareness Marketing

- **Website**

- Maintain in 3 languages (English, Spanish, Chinese), public meeting details, programs enrollment forms

- **Social media**

- Please follow us on Facebook, Instagram, LinkedIn, and Twitter at @poweredbyEBCE

- **Advertising**

- Ongoing digital display, Comcast, print, social media, etc. This month on KQED!

- **Print collateral**

- Brochures, one-pagers, notification letters, etc.

- **Promotional videos**

- General info, explainer videos about billing and NEM, features about our sponsorship recipients, co-branded with Oakland Roots

- **Swag**

- Handouts for events, branded clothing for staff and Board, etc.



# Outreach

- **Event sponsorship and attendance**

- Large events include Alameda County Fair, Solano Stroll, Dublin St. Patrick's Day, Hayward Juneteenth, Bike to Work Day, San Leandro Cherry Festival, Bill Pickett Rodeo

- **Local sponsorships**

- See upcoming slide with details

- **Providing monthly content to local CBOs, cities, and Chambers of Commerce**

- Our team provides a monthly toolkit with prepared social media content and graphics



# Outbound Customer Communications:

- **Newsletters (monthly general newsletter and CEO's Desk blogs)**
  - Please sign up on our website on the Contact Us page
- **Compliance notifications (JRM, PCL, new enrollment)**
  - Upcoming slide on Power Content Label
  - Joint Rate Mailer is an annual price comparison co-branded with PG&E
  - Every new customer gets hard copy mail and email (if email address is on file)
- **New Customer Rate Programs or Product changes**
  - PIPP enrollment, Renewable 100 customer notifications
- **Alerts (Flex Alert, PSPS)**



○ Encouraging our customers to reduce energy use at critical times



# Public Relations

- **Press releases**
  - You can sign up to receive these
- **Press events**
  - E.g. ribbon-cutting at our wind farm, signing of important contracts
- **Award applications**
  - Two more award announcements coming soon!



# Energy Services Marketing – PCL

## Power Content Label

- California Energy Commission requirement
- Sent to all customers annually by October 1
- Must include “nutritional label” or power mix and emissions
- Comparison to state data
- Can include additional info, so it serves as a mini annual report
- We send it by email to customers who have an email address on file, otherwise we send it by mail

**2021 Power Content Label - East Bay Community Energy**

Greenhouse Gas Emissions Intensity (lbs CO <sub>2</sub> e/MWh)				Energy Resources	Renewable 100	Brilliant 100	Bright Choice	2021 CA Power Mix
Renewable 100	Brilliant 100	Bright Choice	2021 CA Utility Average	Eligible Renewable <sup>1</sup>	100.0%	35.8%	42.3%	33.6%
0	0	564	456	Biomass & Biowaste	0.0%	0.0%	0.6%	2.3%
				Geothermal	0.0%	0.0%	0.0%	4.8%
				Eligible Hydroelectric	0.0%	0.0%	0.2%	1.0%
				Solar	50.0%	17.9%	19.0%	14.2%
				Wind	50.0%	17.9%	22.6%	11.4%
				Coal	0.0%	0.0%	0.0%	3.0%
				Large Hydroelectric	0.0%	64.2%	15.9%	9.2%
				Natural Gas	0.0%	0.0%	0.0%	37.9%
				Nuclear	0.0%	0.0%	1.7%	9.3%
				Other	0.0%	0.0%	0.1%	0.2%
				Unspecified sources of power <sup>2</sup>	0.0%	0.0%	40.0%	6.8%
<b>TOTAL</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>				
<b>Percentage of Retail Sales Covered by Retired Unbundled RECs<sup>3</sup></b>					<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	

For specific information about this electricity product, contact: East Bay Community Energy: 1-833-699-EBCE (3223)

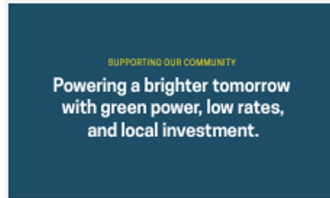
For general information about the Power Content Label, please visit: <http://www.energy.ca.gov/pcl/>

For additional questions, please contact the California Energy Commission at: Toll-free in California: 844-454-2906  
Outside California: 916-653-0237

<sup>1</sup> The eligible renewable percentage above does not reflect RPS compliance, which is determined using a different methodology.

<sup>2</sup> Unspecified power is electricity that has been purchased through open market transactions and is not traceable to a specific generation source.

<sup>3</sup> Renewable energy credits (RECs) are tracking instruments issued for renewable generation. Unbundled renewable energy credits (RECs) represent renewable generation that was not delivered to serve retail sales. Unbundled RECs are not reflected in the power mix or GHG emissions intensities above.



# Energy Services Marketing – sponsorships

## Local Sponsorships

- Three times per year, EBCE issues sponsorships of up to \$2,500 each to dozens of local organizations to help make our community shine.
- The application process is simple
- Recipients are asked to share info by social media, with a banner, etc.
- EBCE has issued over 100 local sponsorships since 2019
- Example recipients: youth sports teams, community orchestras, humane societies, food security orgs

## Major Sponsorships

EBCE has several large sponsorships including:

- **Oakland Roots Sports Club**

- Booths at home games
- Ads on televised games
- Social media mentions
- Climate Night featured game



- **Habitat for Humanity**

- Battery storage at 3 homes in San Leandro
- Upcoming 10-home all-electric project in Hayward





# Programs Marketing

# Programs Marketing

## EBCE's Local Development Programs

EBCE reinvests a portion of our earnings back into the community to create local green energy jobs, local programs, and clean power projects.

Our clean energy programs:

- help customers save energy and energy
- make clean energy more accessible and more affordable
- improve the health of our customers
- provide incentives to encourage customers to switch to clean energy



# Programs Marketing, cont'd

## Programs Marketing Team

Create awareness of EBCE's clean energy programs and encourage participation.

- **Customer education**
  - Teach customers about programs and services provided by EBCE
  - Position EBCE as subject matter expert on clean energy
- **Lead generation for customer programs**
  - Drive participation by offering incentives
  - Develop multi-channel campaigns appropriate to the audience
- **Improve the customer experience**
  - Monitor campaign performance and customer feedback
  - Understand the audience, their needs and challenges
  - Present programs and services in a relatable manner
  - Keep it simple



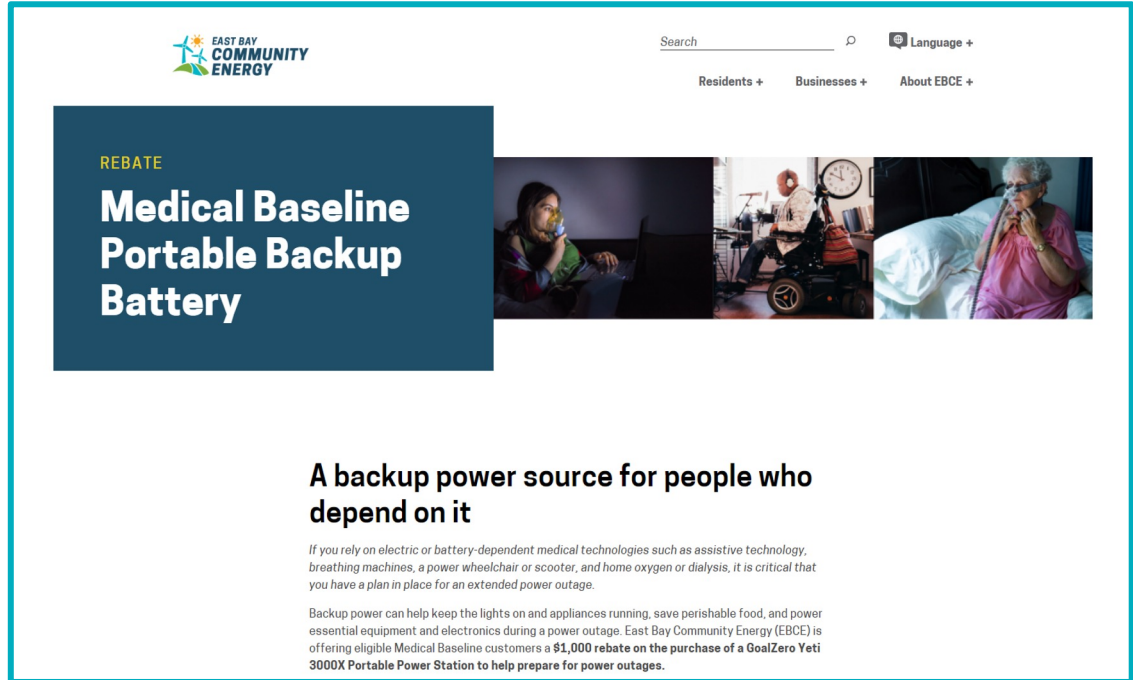
# Medical Baseline Program

## Website Update

### BEFORE.

Program content hosted on 3 separate pages:

- [ebce.org/MB-rebate](http://ebce.org/MB-rebate)
- [ebce.org/MB-giveaway](http://ebce.org/MB-giveaway)
- [ebce.org/Medical-Baseline](http://ebce.org/Medical-Baseline)



The screenshot shows the East Bay Community Energy website. At the top left is the logo with the text "EAST BAY COMMUNITY ENERGY". To the right are navigation links: "Residents +", "Businesses +", and "About EBCE +". A search bar and a "Language +" dropdown are also visible. The main content area features a dark blue box on the left with the word "REBATE" in yellow and "Medical Baseline Portable Backup Battery" in white. To the right of this box is a row of three images: a woman on a phone, a person in a wheelchair, and an elderly woman using a medical device. Below the images is the heading "A backup power source for people who depend on it" and a paragraph of text explaining the program's purpose and offering a \$1,000 rebate on a GoalZero Yeti 3000X Portable Power Station.

**REBATE**  
**Medical Baseline Portable Backup Battery**

**A backup power source for people who depend on it**

*If you rely on electric or battery-dependent medical technologies such as assistive technology, breathing machines, a power wheelchair or scooter, and home oxygen or dialysis, it is critical that you have a plan in place for an extended power outage.*

Backup power can help keep the lights on and appliances running, save perishable food, and power essential equipment and electronics during a power outage. East Bay Community Energy (EBCE) is offering eligible Medical Baseline customers a **\$1,000 rebate on the purchase of a GoalZero Yeti 3000X Portable Power Station** to help prepare for power outages.

# Medical Baseline Program (cont'd)

## Website Update

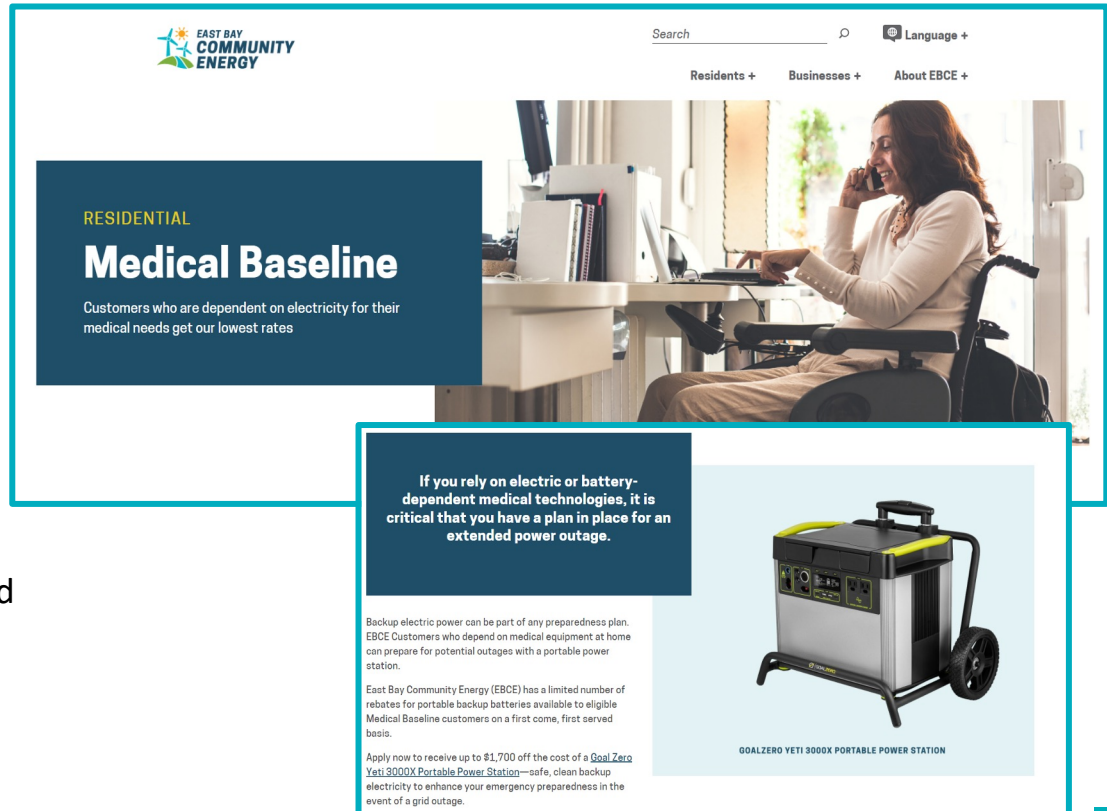
### AFTER

Program content on one page,  
[ebce.org/Medical-Baseline](http://ebce.org/Medical-Baseline)

- Minimize # of linkouts
- Complete production information
- Position EBCE as subject matter expert

### Other changes:

- Light, positive images
- Application updated and simplified to improve customer experience
- Added video testimonials from customers who participated in rebate program



The screenshot shows the EBCE website's Medical Baseline page. At the top left is the EBCE logo. To the right are search and language options. Below these are navigation links for Residents, Businesses, and About EBCE. The main content area features a dark blue box with the text 'RESIDENTIAL Medical Baseline' and a sub-headline 'Customers who are dependent on electricity for their medical needs get our lowest rates'. To the right of this box is a photograph of a woman in a wheelchair sitting at a desk, talking on a phone. Below the main content is a smaller dark blue box with the text: 'If you rely on electric or battery-dependent medical technologies, it is critical that you have a plan in place for an extended power outage.' To the right of this box is a photograph of a Goal Zero Yeti 3000X Portable Power Station. Below the power station photo is a paragraph of text: 'Backup electric power can be part of any preparedness plan. EBCE Customers who depend on medical equipment at home can prepare for potential outages with a portable power station. East Bay Community Energy (EBCE) has a limited number of rebates for portable backup batteries available to eligible Medical Baseline customers on a first come, first served basis. Apply now to receive up to \$1,700 off the cost of a Goal Zero Yeti 3000X Portable Power Station—safe, clean backup electricity to enhance your emergency preparedness in the event of a grid outage.'

# Medical Baseline Program (cont'd)

## Video Testimonials

### **Ibrahim Yusef**

Relies on an electric ventilator and power wheelchair. He's concerned about resiliency during a power outage.

One of 50 recipients of the Goal Zero Yeti 3000X backup power system.

- Pre-interview was successful
- The video interview took place on May 3rd
- We will have rough cut video and stills for review week of May 16th

### **Edward Duong**

Actively retired. He has sleep apnea. Ed was concerned about medical resiliency during power outages.

He received an email about the MB Backup Battery rebate and responded immediately.

- Pre-interview was successful
- Video interview to be scheduled
- B-roll footage to show scenes from his active life as an aqua fitness instructor

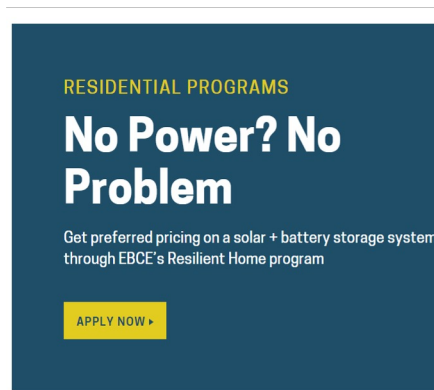
# Resilient Home Campaign

## CHALLENGE

- Applications to the Resilient Home program were below expectations.

## SOLUTION

- Update web page to highlight product features
- Refresh copy to explain benefits of having a Solar + Battery storage solution
- Create multi-media campaign including email, digital ads, local newspapers, and social media



RESIDENTIAL PROGRAMS

## No Power? No Problem

Get preferred pricing on a solar + battery storage system through EBCE's Resilient Home program

APPLY NOW >



# Resilient Home Campaign, cont'd

**From September 15th to December 31st, the Resilient Home program resulted in 239 applications!!!**

- Deployed 362,000 emails to 131,000 customers
- Digital ads in English, Spanish and Chinese for a combined 3,817,034 impressions
- Print ads weekly in 9 publications with a combined circulation of 234,000
- Organic and paid social media - Twitter, Facebook & Instagram





# Resilient Home - Email

## Email Performance Summary 9/15 - 12/31/22

- Click Thru Rate: **1.89%**
- Click to Open Rate: **1.15%**
- Applications: **239**

**Power through life's disruptions**

The Resilient Home program helps homeowners enjoy the benefits of solar energy AND maintain power during outages

East Bay Community Energy (EBCE) has partnered with Sunrun—a leading residential solar provider—to provide home solar + battery systems for our customers. The Resilient Home program makes it easy to see your options with a free quote and pre-negotiated pricing. Act now and you will receive a \$500 gift card from Sunrun upon installation.

With a solar + battery system, your lights will stay on through whatever nature throws at you:

- Generate your own renewable energy
- Use solar energy to reduce your energy costs
- Keep your home running during power outages
- Manage power usage better during the peak hours of 4PM-8PM
- Get paid for sharing your stored energy during peak times when there isn't an outage

Plus, you'll be ready for unpredictable events like rolling blackouts and power outages during wildfire season.

**JOHN, based on your annual energy usage, installing a solar + battery system could potentially lower your energy costs!**

**Take control of your power with the Resilient Home program**

The Resilient Home program provides free quotes and preferred pricing on new solar + battery systems. Schedule your free consultation today, and receive a \$500 gift card from Sunrun after installation.

**APPLY NOW**

If you are the owner or manager of a multi-family property with five or more units, please email [resilient-home@ebce.org](mailto:resilient-home@ebce.org) to get started, rather than completing the form.

The Resilient Home program helps EBCE deliver on our mission of developing local solar energy and a network of connected batteries throughout Alameda County.

09R210222A

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Protect yourself against unpredictable energy costs. Reduce your electricity by your own solar energy. Be prepared for outages with your own backup electric. And, by acting now, you will receive a \$500 gift card from Sunrun upon installation.

With a solar + battery system your lights will stay on whatever nature throws at you

- Generate your own renewable energy
- Use solar energy to reduce your energy costs
- Keep your home running during power outages
- Manage power usage better during the peak hours of 4PM-8PM
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09R210222A

	Processed	Delivered		Opens		Unique Opens		Clicks		Unique Clicks	
Campaign											
Total	362473	256654	70.81%	168773	65.76%	114672	44.68%	4860	1.89%	1317	0.51%

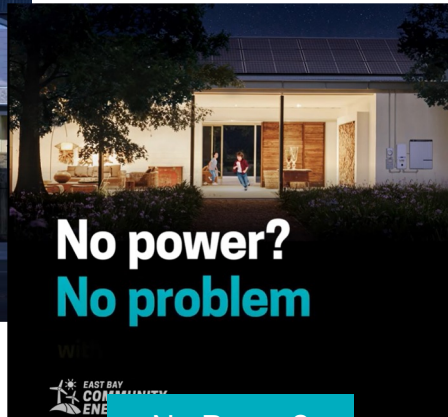


[Complete email results here](#)

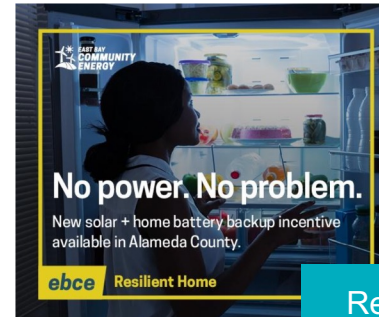
# Resilient Home Campaign - social media



Verbs ad



No Power?



Refrigerator



Power Through

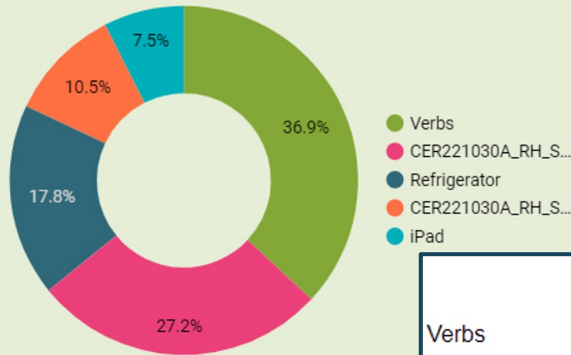


iPad

# Resilient Home Campaign - Meta

## Meta Ads

Link Clicks (% of total)



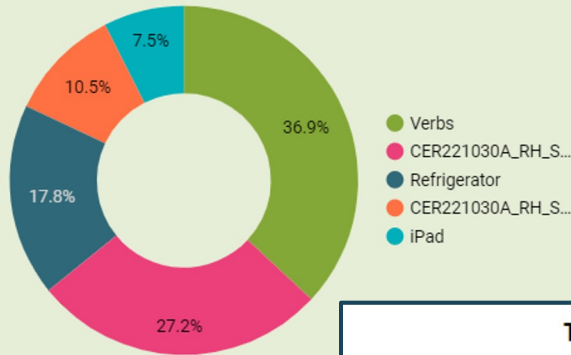
- Total Impressions: 196,182
- Total Clicks: 2,015
- Total ad spend, Meta: \$1,769.46

	Total Ad Spend	Impressions	CPI / 1000	Clicks	CTR	Cost Per Click
Verbs	\$539.75	46,189	\$11.69	728	1.58%	\$1.35
Refrigerator	\$464.34	58,362	\$7.96	343	0.59%	\$0.74
iPad	\$231.49	39,234	\$5.90	171	0.44%	\$0.74
No Power	\$309.74	32,938	\$9.40	497	1.51%	\$1.60
Power Through	\$224.14	19,459	\$11.52	276	1.42%	\$1.23
	<b>\$1,769.46</b>	<b>196,182</b>		<b>2,015</b>		

# Resilient Home Campaign - Twitter

## Twitter Ads

Link Clicks (% of total)

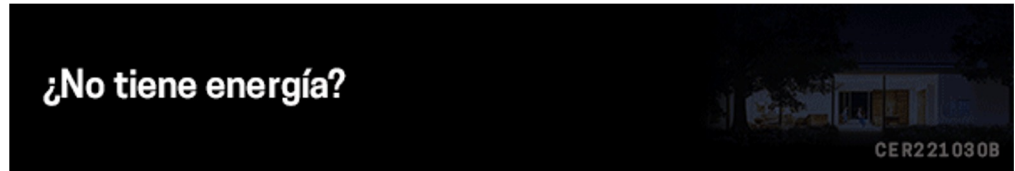
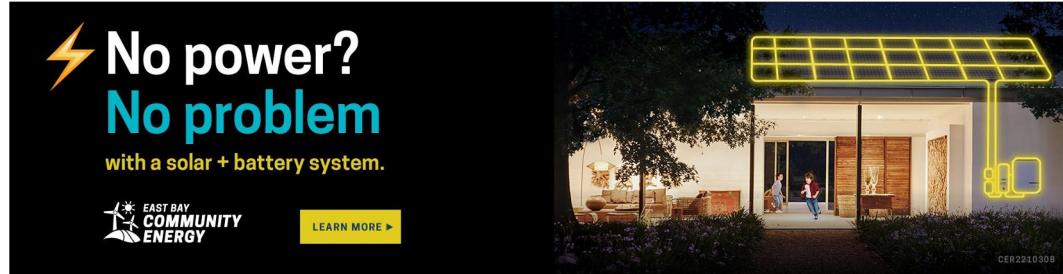


- Total Impressions: 66,039
- Total Clicks: 17,011
- Total ad spend, Twitter: \$574.37

	Total Ad Spend	Impressions	CPI / 1000	Clicks	CTR	Cost Per Click
No Power	\$205.84	23,826	\$8.64	6,320	26.53%	\$30.70
Power Through	\$0.96	149	\$6.44	0	0.00%	\$0.00
Verbs	\$367.57	42,064	\$8.74	10,691	25.42%	\$29.09
	\$574.37	66,039		17,011		

# Resilient Home Campaign - Digital

Digital



DIGITAL ADVERTISING	Cost per Week	# Weeks	Projected Cost	Total Impressions	CPI	Clicks	CTR	Cost per Click
BANG (Bay Area News Group), English	\$750.00	8	\$6,000.00	2,726,121	\$2.20 per 1000	1620	0.0594%	\$0.27
BANG (Bay Area News Group), Spanish	\$500.00	8	\$4,000.00	890,913	\$4.49 per 1000	880	0.0988%	\$0.22
Sound of Hope, Chinese	\$250.00	8	\$2,000.00	200,000	\$10.00 per 1000		0.0000%	\$0.00
Subtotal:			\$12,000.00					

# Resilient Home Campaign - Print

Print



**East Bay Community Energy**

**No power? No problem.**

With a solar + battery system, your lights will stay on through whatever nature throws at you. The Resilient Home program makes it easy to see your options for switching to solar energy.

**APPLY TODAY**

CER221030C

The advertisement features a night scene of a modern home with interior lights on. A glowing yellow solar panel is mounted on the roof, with a line connecting it to a glowing yellow battery unit on the side of the house. The East Bay Community Energy logo is in the top left corner.



**East Bay Community Energy**

**¿No tiene energía?  
¡Ningún problema!**

El sistema de energía solar + batería le permitirá que sus luces permanezcan encendidas sin importar las condiciones de la naturaleza. El programa Resilient Home facilita ver sus opciones para cambiar a energía solar.

**APLICA HOY**

CER221030C

The advertisement features a night scene of a modern home with interior lights on. A glowing yellow solar panel is mounted on the roof, with a line connecting it to a glowing yellow battery unit on the side of the house. The East Bay Community Energy logo is in the top left corner.



**East Bay Community Energy**

**⚡ 没电了? 小问题!  
有了太阳能+电池系统**

**LEARN MORE ▶**

CER221030B

The advertisement features a night scene of a modern home with interior lights on. A glowing yellow solar panel is mounted on the roof, with a line connecting it to a glowing yellow battery unit on the side of the house. The East Bay Community Energy logo is in the bottom left corner.

# Resilient Home Campaign - Print, cont'd

Print



Circulation

234,000

Total Spend

\$15,455

Total Clicks

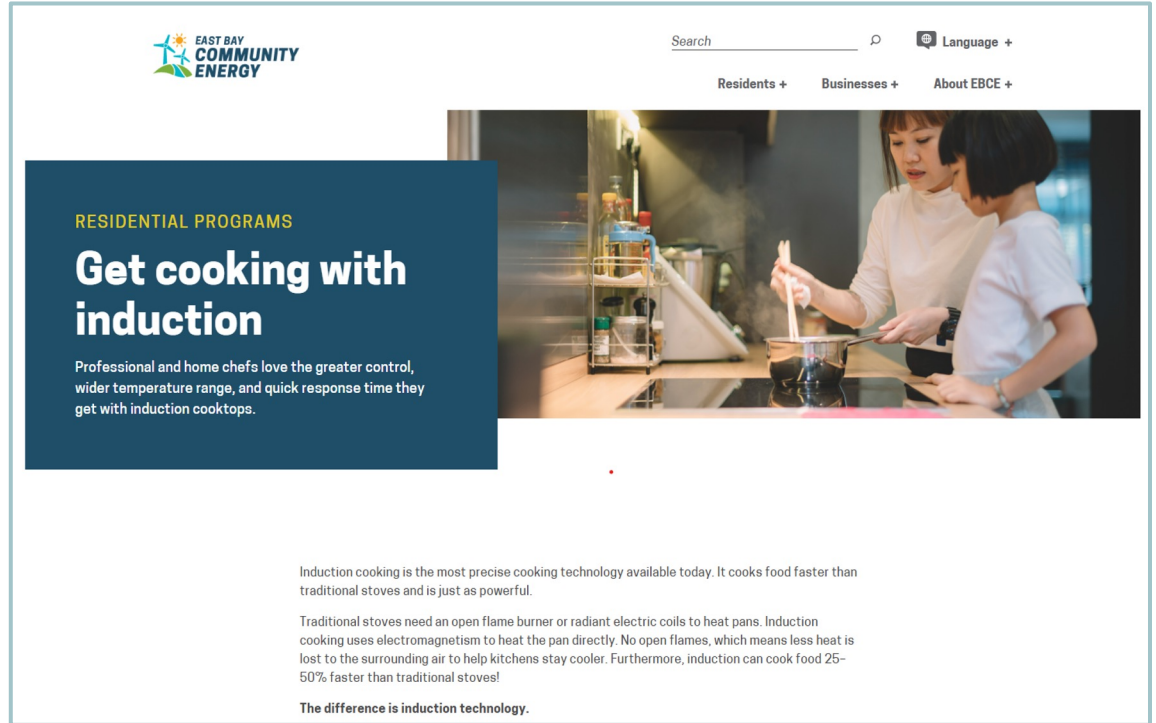
19

PUBLICATIONS	Per Week	# of Weeks	Cost	Circulation	Clicks
BANG (Bay Area News Group), English & Spanish Print	\$300.00	9	\$2,700.00	162,000	1
Pleasanton Weekly (Pleasanton, San Ramon, Danville)	\$500.00	10	\$5,000.00	23,500	5
San Leandro Times	\$520.00	10	\$5,200.00	38,500	10
Tracy Press	\$255.00	10	\$2,550.00	10,000	3

# Induction Cooktop Lending Program

Our initiative on clean power appliances drove the creation of the induction program.

What began as a simple web page explaining the benefits of induction cooking and induction technology, grew into a series of interconnected web pages.



The screenshot shows the East Bay Community Energy website. At the top left is the logo with the text "EAST BAY COMMUNITY ENERGY". To the right is a search bar and a "Language +" dropdown menu. Below these are navigation links for "Residents +", "Businesses +", and "About EBCE +". The main content area features a dark blue box on the left with the heading "RESIDENTIAL PROGRAMS" and "Get cooking with induction". Below this is a paragraph: "Professional and home chefs love the greater control, wider temperature range, and quick response time they get with induction cooktops." To the right of this box is a photograph of a woman and a child cooking together in a kitchen. Below the photograph, there is a paragraph of text: "Induction cooking is the most precise cooking technology available today. It cooks food faster than traditional stoves and is just as powerful." followed by another paragraph: "Traditional stoves need an open flame burner or radiant electric coils to heat pans. Induction cooking uses electromagnetism to heat the pan directly. No open flames, which means less heat is lost to the surrounding air to help kitchens stay cooler. Furthermore, induction can cook food 25-50% faster than traditional stoves!" and finally, a bolded sentence: "The difference is induction technology."

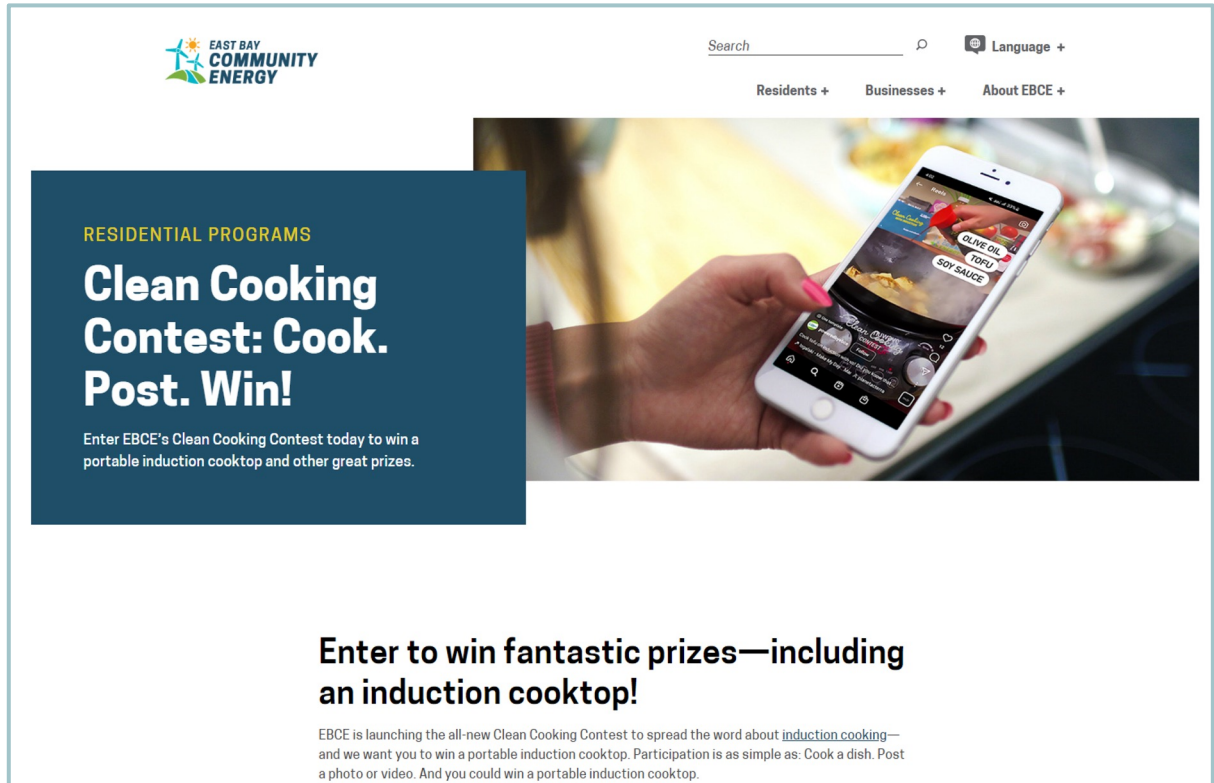


# Induction Cooktop Lending Program, cont'd

## Free Induction Lending Program

Borrow an Induction Cooking Kits for 2 weeks - FREE! Kits include a portable induction cooktop or wok, compatible pan, operating instructions, recipes and a carrying bag.

11 lending locations in EBCE's footprint and more to come.



The image shows a promotional graphic for the 'Clean Cooking Contest: Cook. Post. Win!' on the East Bay Community Energy website. The graphic features the EBCE logo at the top left, a search bar, and navigation links for 'Residents', 'Businesses', and 'About EBCE'. The main text reads 'RESIDENTIAL PROGRAMS Clean Cooking Contest: Cook. Post. Win!' and 'Enter EBCE's Clean Cooking Contest today to win a portable induction cooktop and other great prizes.' To the right is a photo of a hand holding a smartphone displaying a recipe for 'Spicy Quinoa' with ingredients like olive oil, tofu, and soy sauce. Below the graphic is a call to action: 'Enter to win fantastic prizes—including an induction cooktop!' and a brief description of the contest rules.

EAST BAY  
COMMUNITY  
ENERGY

Search

Language +

Residents + Businesses + About EBCE +

RESIDENTIAL PROGRAMS

### Clean Cooking Contest: Cook. Post. Win!

Enter EBCE's Clean Cooking Contest today to win a portable induction cooktop and other great prizes.

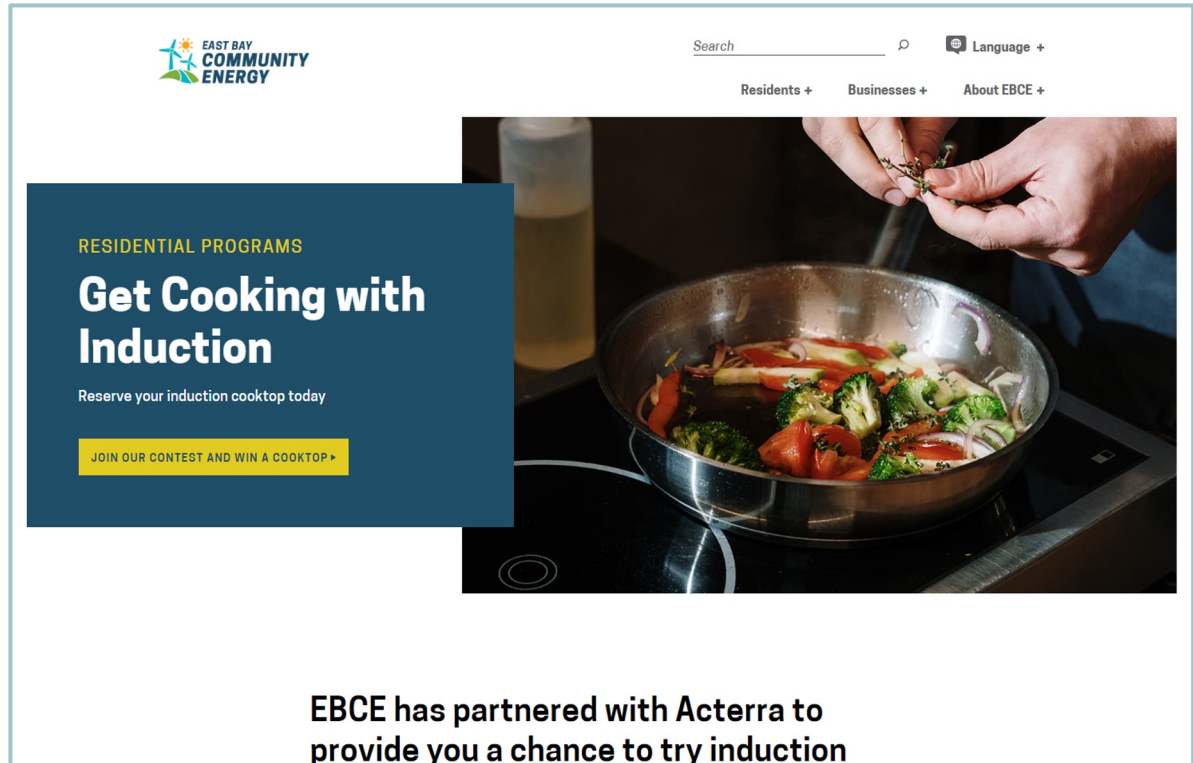
**Enter to win fantastic prizes—including an induction cooktop!**

EBCE is launching the all-new Clean Cooking Contest to spread the word about [induction cooking](#)—and we want you to win a portable induction cooktop. Participation is as simple as: Cook a dish. Post a photo or video. And you could win a portable induction cooktop.

# Induction Cooktop Lending Program, cont'd

## Social media cooking contest designed to incent customers to try induction

New contest theme each month. Participants are encouraged to create a recipe and post a photo or video on social media using the hashtag #CleanCookingEBCE and tagging EBCE in the post. Winners receive their choice of standard or wok induction cooktop.



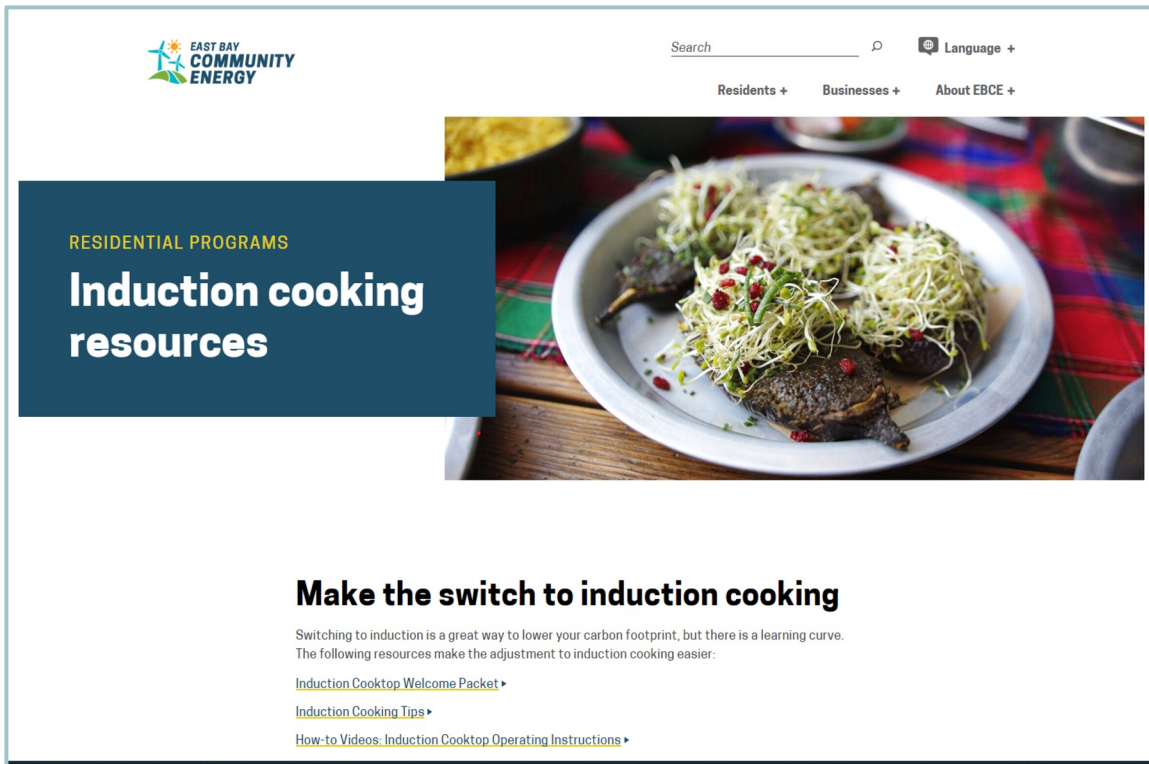
The screenshot shows the East Bay Community Energy website. At the top left is the logo for East Bay Community Energy. To the right of the logo is a search bar and a language selection dropdown. Below these are navigation links for "Residents +", "Businesses +", and "About EBCE +". The main content area features a dark blue overlay with the text "RESIDENTIAL PROGRAMS" in yellow, "Get Cooking with Induction" in white, and "Reserve your induction cooktop today" in white. Below this is a yellow button that says "JOIN OUR CONTEST AND WIN A COOKTOP >". To the right of the text is a photograph of a person's hands adding fresh herbs to a stainless steel pan filled with vegetables like broccoli and tomatoes, which is sitting on an induction cooktop.

EBCE has partnered with Acterra to provide you a chance to try induction

# Induction Cooktop Lending Program, cont'd

## Online resources designed to make the transition to induction cooking easier

- tips for cooking on induction
- easy-to-prepare recipes
- recipes and cooking videos from top local chefs
- how-to instructional videos for standard and wok induction cooktops
- downloadable induction resource kit

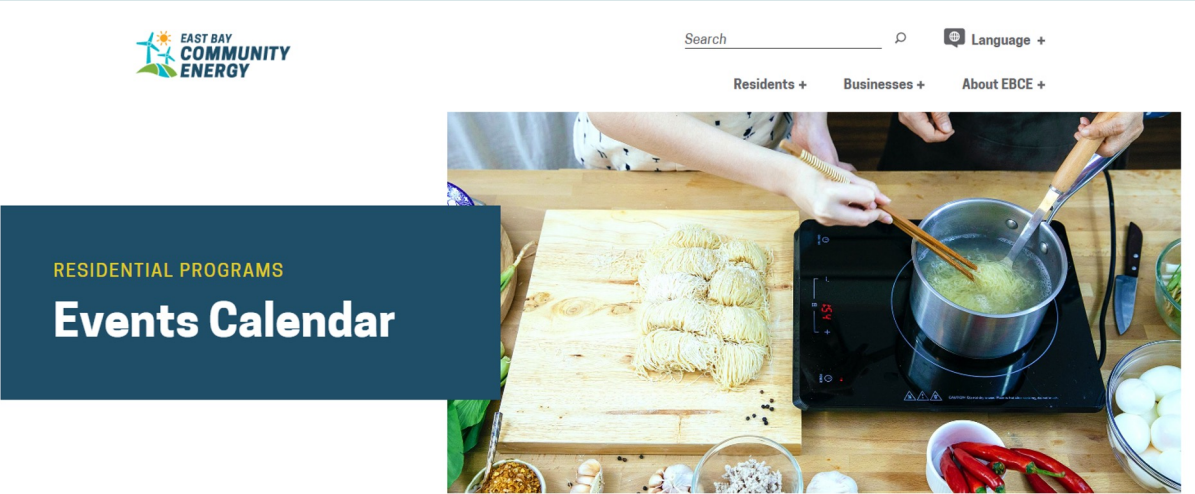


The screenshot shows the East Bay Community Energy website. At the top left is the logo with the text 'EAST BAY COMMUNITY ENERGY'. To the right is a search bar and a language selection menu. Below these are navigation links for 'Residents +', 'Businesses +', and 'About EBCE +'. The main content area features a dark blue box with the text 'RESIDENTIAL PROGRAMS' in yellow and 'Induction cooking resources' in white. To the right of this box is a photograph of a plate of food, including what appears to be a piece of meat and a salad with bean sprouts. Below the photograph, the heading 'Make the switch to induction cooking' is followed by a paragraph: 'Switching to induction is a great way to lower your carbon footprint, but there is a learning curve. The following resources make the adjustment to induction cooking easier:'. Three links are listed: 'Induction Cooktop Welcome Packet >', 'Induction Cooking Tips >', and 'How-to Videos: Induction Cooktop Operating Instructions >'.

# Induction Cooktop Lending Program, cont'd

## Calendar of Events

Cooking classes and online workshops for induction. The event calendar features local events sponsored by EBCE and local partners.



**RESIDENTIAL PROGRAMS**

## Events Calendar

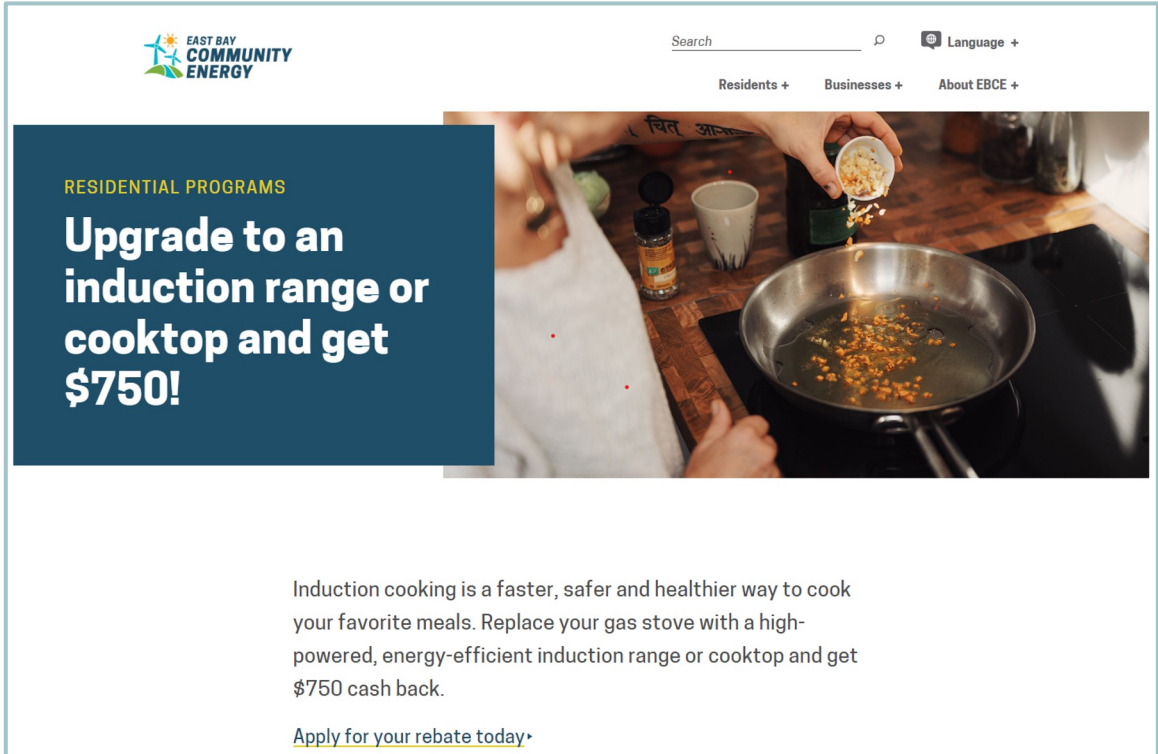
**Free induction cooking classes, workshops, and demonstrations**

Whether you're new to induction cooking, or an experienced cook looking to enhance your technique, EBCE offers free online resources that can help to perfect your induction cooking skills. Class sizes are limited so register early. Bon Appetit!

# Induction Cooktop Lending Program, cont'd

## Rebate for purchase or induction range or cooktop

EBCE customers can get a rebate of \$750 when they replace their existing natural gas stove. The rebate program is sponsored by our partner BayREN.



The screenshot shows the East Bay Community Energy website. At the top left is the logo with the text "EAST BAY COMMUNITY ENERGY". To the right is a search bar and a "Language +" dropdown. Below these are navigation links for "Residents +", "Businesses +", and "About EBCE +". The main content area features a dark blue banner with the text "RESIDENTIAL PROGRAMS" in yellow, followed by "Upgrade to an induction range or cooktop and get \$750!" in white. To the right of the banner is a photograph of a person cooking in a stainless steel pan on an induction cooktop. Below the banner and photo, there is a paragraph of text: "Induction cooking is a faster, safer and healthier way to cook your favorite meals. Replace your gas stove with a high-powered, energy-efficient induction range or cooktop and get \$750 cash back." At the bottom of the text area is a link: "[Apply for your rebate today](#)".

Thank you!