



Consent Item 8

TO: East Bay Community Energy Board of Directors

FROM: Dan Lieberman, Director of Marketing

SUBJECT: Authorize the CEO to approve the funding of EBCE's accounts with the United States Postal Service (USPS)

DATE: July 19, 2023

Recommendation

Approve a Resolution authorizing the CEO to approve the funding of East Bay Community Energy's (EBCE) accounts with the United States Postal Service (USPS) in the amount of up to \$400,000 in periodic installments in order to purchase postage for the 2023-2024 fiscal year.

Background and Discussion

EBCE sends out hundreds of thousands of pieces of mail each year. We always send communications by email when that is a viable option, but email use is limited to customers who have an email address on file with PG&E, and also there are instances when the use of hard copy mail is considered a best practice in marketing communications. The 2023-2024 marketing plan includes the use of substantial quantities of hard-copy mail, including the distribution of our two annual mailers required by state regulators (the Joint Rate Comparison with PG&E, and our Power Content Label) that go to all EBCE customers, as well as a planned system-wide mailer regarding our re-brand and new name.

USPS is the sole-source provider of mass mail delivery.

Historically, EBCE's printing services provider paid the USPS costs up front and then invoiced EBCE for reimbursement. We have not needed to seek board approval for postage expenses previously because this arrangement was addressed in our printing and mailing service contract with the printing services provider. However, as our mailing load increases, postal rates go up, and our vendors are financially stretched thin, we can no longer expect the printing services provider to continue to pay the

costs of postage up front. Instead, we will need to fund our USPS accounts in periodic installments in order to purchase postage for the 2023-2024 fiscal year.

Fiscal Impact

There are funds in the current Marketing and Account Services budget allocated for these mailing services.

Attachments

- A. Resolution

RESOLUTION NO. R-2023-XX
A RESOLUTION OF THE BOARD OF DIRECTORS
OF THE EAST BAY COMMUNITY ENERGY AUTHORITY TO
AUTHORIZE THE CEO TO APPROVE THE FUNDING OF EBCE’S ACCOUNTS WITH
THE UNITED STATES POSTAL SERVICE

WHEREAS The East Bay Community Energy Authority (“EBCE”) was formed as a community choice aggregation agency (“CCA”) on December 1, 2016, Under the Joint Exercise of Power Act, California Government Code sections 6500 *et seq.*, among the County of Alameda, and the Cities of Albany, Berkeley, Dublin, Emeryville, Fremont, Hayward, Livermore, Piedmont, Oakland, San Leandro, and Union City to study, promote, develop, conduct, operate, and manage energy-related climate change programs in all of the member jurisdictions. The cities of Newark and Pleasanton, located in Alameda County, along with the City of Tracy, located in San Joaquin County, were added as members of EBCE and parties to the JPA in March of 2020. The city of Stockton, located in San Joaquin County was added as a member of EBCE and party to the JPA in September of 2022.

WHEREAS EBCE sends out hundreds of thousands of pieces of mail each year, and plans to do so during the 2023-2024 Fiscal Year, requiring postage costing hundreds of thousands of dollars, and

WHEREAS historically, EBCE’s printing services provider has fronted the cost of postage and then received reimbursement from EBCE. Now, due to increasing mailing load, increased postal rates, and vendors’ limited financial resources, it is no longer reasonable to require the printing services provider to front the costs of postage, and

WHEREAS the United States Postal Service (USPS) is the sole-source provider of mass mail delivery.

NOW, THEREFORE, THE BOARD OF DIRECTORS OF THE EAST BAY COMMUNITY ENERGY AUTHORITY DOES HEREBY RESOLVE AS FOLLOWS:

Section 1. Authorize the CEO to approve the funding of EBCE’s accounts with the USPS in the amount of up to \$400,000 in periodic installments in order to purchase postage for the 2023-2024 fiscal year.

ADOPTED AND APPROVED this 19th day of July, 2023.

Elisa Márquez, Chair

ATTEST:

Adrian Bankhead, Clerk of the Board