



Marketing and Account Services

Executive Committee Update
December 21, 2018



Enrollment Status by City

	Eligible Accounts	Opt Out		Bright Choice		Brilliant 100		Renewable 100	
			%		%		%		%
ALBANY INC	7,192	111	1.5%	32	0.4%	7,083	98.5%	77	1.1%
BERKELEY INC	53,938	457	0.8%	53,046	98.3%	445	0.8%	447	0.8%
DUBLIN INC	24,915	477	1.9%	24,649	98.9%	247	1.0%	19	0.1%
EMERYVILLE INC	8,281	105	1.3%	8,169	98.6%	84	1.0%	28	0.3%
FREMONT INC	83,169	1,295	1.6%	82,476	99.2%	620	0.7%	73	0.1%
HAYWARD INC	55,671	815	1.5%	14,414	25.9%	41,237	74.1%	20	0.0%
LIVERMORE INC	31,683	2,102	6.6%	31,606	99.8%	37	0.1%	40	0.1%
OAKLAND INC	180,669	2,160	1.2%	178,656	98.9%	1,394	0.8%	619	0.3%
PIEDMONT INC	3,579	106	3.0%	114	3.2%	149	4.2%	3,316	92.7%
SAN LEANDRO INC	35,165	745	2.1%	34,824	99.0%	287	0.8%	54	0.2%
UNINC ALAMEDA CO	52,647	1,335	2.5%	52,395	99.5%	208	0.4%	44	0.1%
UNION CITY INC	23,xxx	409	1.8%	23,164	99.9%		0.1%		0.0%
Total	560,0xx	10,117	1.8%	503,545	89.9%	51,8xx	9.2%	4,7xx	0.8%

Other Notes

- Next six months:
 - Delay in enrolling NEM until April (sending notices beginning in February)
 - Closely watching call volumes, email inquiries, etc. through January as residential customers receive their first bills
 - Develop baseline marketing activity
 - Support for LDBP activity
 - Resume outreach blitz, targeted presentations
 - Publish Joint Rate Mailer with PG&E
 - Increase social media presence
 - Market research on brand awareness
- Please notify us of chatter about EBCE on NextDoor and/or private Facebook groups