



Marketing & Account Services Subcommittee Update

PRESENTED BY: MAS Team

DATE: OCTOBER 1, 2020

AUGUST AND SEPTEMBER HIGHLIGHTS

Marketing

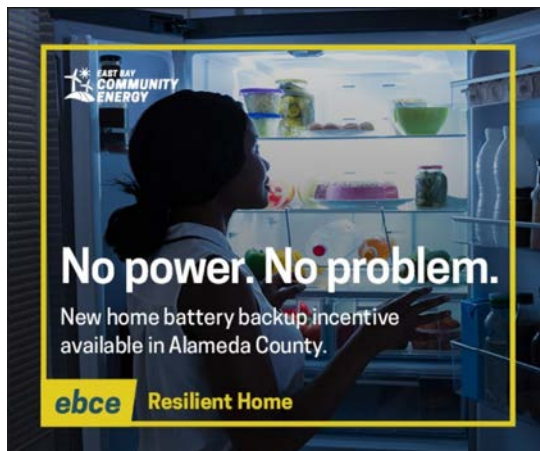
- Joint Rate Mailer sent to customers
- Resilient Home marketing
- East Bay Daily Donation campaign and Mask Giveaway
- Roots SC Sponsorship
- Power Content Label design
- Nextdoor inaugural post

Account Services and Public Engagement

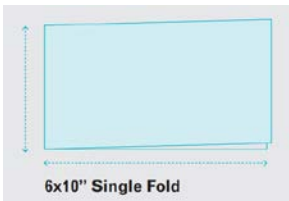
- Non-Standard Rate launch
- Board discussion of Brilliant 100 options for 2021; support for cities
- Enrollment planning with new members
- Support for Flex Alerts and potential PSPS events

Resilient Home

- Print & digital ads (next slide)
- Social media
- Partner emails from cities
- Email campaign



Draft Power Content Label



YOUR CHOICE
Choose from our rate plans or return to PGE. Visit www.ebce.org/choice to learn more.

Bright Choice A small discount to PGE rates.
Renewable 100 100% CO₂ free wind & solar power at a small premium.

East Bay Community Energy - 2019 Power Content Label - www.ebce.org

Energy Resources	Bright Choice	Renewable 100	Renewable 100	2019 CA Power Mix**
Eligible Renewable Biomass & Biomethane	41%	45%	100%	21%
Geothermal	0%	0%	0%	0%
Eligible Hydroelectric	1%	0%	0%	2%
Solar	15%	20%	50%	11%
Wind	28%	25%	50%	11%
Coal	0%	0%	0%	9%
Large Hydroelectric	21%	55%	0%	11%
Natural Gas	0%	0%	0%	39%
Nuclear	0%	0%	0%	9%
Other	0%	0%	0%	<1%
Unspecified sources of power*	38%	0%	0%	11%
TOTAL	100%	100%	100%	100%

* Unspecified sources of power** means electricity from generation resources not eligible to qualify as renewable energy.
** Percentage not attributed entirely by the California Energy Commission based on the electricity generated in California and not imported as reported for the Quarterly and Energy Report Announcements and the Power Sector Database program.
For specific information about the electricity product, contact: East Bay Community Energy, 1-855-699-8323 (1223)
For general information about the Power Content Label, please visit: <http://www.ebce.org/power-label>
For additional questions, please contact the California Energy Commission: 1-811 or in California: 844-454-2066, Outside California: 714-933-6237
The generation data represents 2019 and is provided in the "Renewable" portion of the California Energy Commission's "Power Sector Database Program". Percentages may not total to 100% due to rounding.
EBCE and other participating buy some unspecified portion of power as noted in the table above. Over 70% of EBCE's unspecified power comes from the West Central Interconnect, supplies, primarily comprised of electricity power from the West Inter-Tie System.

EAST BAY COMMUNITY ENERGY
2009 Harbor Street, Suite 400
Oakland, CA 94612

Resident Name
123 Address St.
Berkeley, CA 94702

Questions? Give us a call:
1-855-699-8323 (8223)

Facebook: @PowerwithEBCE
Twitter: @PowerwithEBCE
Email: customer-support@ebce.org

Spanish: www.ebce.org/es
Chinese: www.ebce.org/zh

Supporting the East Bay with green power and local investment

EAST BAY COMMUNITY ENERGY

GREEN POWER • LOW RATES • COMMUNITY BENEFITS

EBCE's Jama Bernardez at a mask distribution point in Oakland, giving a boxful of hundreds of masks to Laurie Goldman of East Bay Feeder, a volunteer-run local partner of World Central Kitchen.

GREEN POWER

HELPING SPEED THE TRANSITION TO LOCAL RENEWABLE ENERGY

550 MW of wind and solar power contracted

150 MW of battery storage systems contracted

Learn More At: ebce.org/power-projects

LOW RATES

In January 2021, EBCE's wind farms near Livermore, which have, with solar, producing up to \$7.5 MW of renewable energy — enough to power about 30,000 homes per year.

\$8 million saved by East Bay customers on their 2019 energy bills.

Learn More At: ebce.org/about-our-rates

LOCAL INVESTMENT

We put revenue back into East Bay communities by donating almost \$2 million to local non-profits for COVID-19 relief.

RECIPENTS INCLUDE

Alameda County Health System Foundation, Meals on Wheels of Alameda County, Alameda County Community Food Bank, UCSF Benioff Children's Hospital Oakland

Learn More At: ebce.org/covid-19-response

We've been busy launching programs to help customers save energy and avoid power outages. The new Re-Plant Home program lowers the cost of installing home solar panels and energy storage systems in the East Bay.

Learn More At: ebce.org/re-plant-home



Nextdoor Agency Account

- Now finalizing contract for balance of 2020 for \$1,491 per month
- They have 458,871 users in our current service area
- We'll be able to send up to two messages to each user per month
- Messages can vary (geotargeted)
 - For example, in March we could send a message about our New Enrollment mailer to people in Newark, Pleasanton, and Tracy, while simultaneously send messages about TOU to the rest of our jurisdiction

nextdoor

NEW COMMUNITY ACTIVITIES

- Met w/city staff re **Nov. 30** deadline re citywide default option + **key docs**

(MEO Plans; Month-by-Month Milestones; Citywide Enrollment Analyses)

- **Pleasanton 8/3 mtg** re: outreach and citywide/municipal enrollment;
 - **Tracy 8/10 mtg**: default enrollment, muni accounts, milestones, etc.
 - **Newark 8/26 mtg**: default enrollment, muni accounts, milestones, etc.
- Enrollment Outreach: Presentation to new City Councils Q4 2020
 - **Newark: Oct. 8th**
 - **Pleasanton: Oct 16** (to be confirmed)
 - Tracy: TBD

Enrollment Default Product

- BOD determine Brilliant 100 in October
- Cities select default by Nov 30
- BOD votes in December
- Notice goes to printer in Jan