



### **Staff Report Item 3**

**TO:** East Bay Community Energy Executive Committee

**FROM:** Nick Chaset, Chief Executive Officer

**SUBJECT:** **Marketing and Outreach Update**

**DATE:** March 30, 2018

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#### **Background**

Receive an in-depth update from staff on major marketing and outreach activities, including review of current customer engagement and marketing materials.



# Executive Committee Marketing Update

PRESENTED BY: Annie Henderson

DATE: 3/30/18



# CUSTOMER NOTIFICATION

- First Notice printing this week
- First batch delivered to customers week of 4/9

**INTRODUCING EAST BAY COMMUNITY ENERGY - YOUR AFFORDABLE, GREENER, LOCAL ELECTRICITY PROVIDER.**

**Dear Alameda County Business,**  
Alameda County businesses and residents will soon have a new, greener choice in electricity providers. East Bay Community Energy (EBCE) is a local power supply program that will work in partnership with PG&E to bring you electricity from renewable sources at affordable prices.

The County and 11 of its cities have voted to form East Bay Community Energy—a not-for-profit agency—to manage the program. Net revenues will stay in our communities, providing benefits that include:

- More renewable energy at competitive rates
- Lower greenhouse gas emissions
- Innovative services
- Community involvement
- Local projects, jobs, and economic benefits

**How it Works**  
EBCE will purchase electricity on your behalf, including more renewable power than PG&E currently provides. PG&E will act in partnership with us to deliver, maintain, and service your electricity as it always has—so there's no risk to you. **You'll be enrolled automatically**, so you don't need to do a thing. And billing will be simple—you'll get a single monthly bill that includes EBCE's charge for electricity generation, and PG&E's charges for their other services.

As a customer in Alameda County, you will be automatically transitioned to EBCE service starting in June. The transition will be completely seamless to you, and your service will continue uninterrupted. We will provide **more renewable energy at lower rates** compared to PG&E. EBCE's service can help fuel your bottom line, while retaining local involvement in local decisions, creating jobs, and providing economic benefits to our communities.

You don't need to do a thing to take advantage of our standard service, **Bright Choice**, which is 95% carbon-free at a 15% discount to your PG&E rate. But you can always opt up from Bright Choice to **Brilliant 100** (our 100% carbon-free service) for the same cost as your current PG&E rate—or opt out if you choose. Call to notify us at 1-833-699-EBCE (3223) or visit [ebce.org](http://ebce.org).

**HOW WE'LL DO IT**

- SOURCE EBCE**  
Buy and build cleaner energy
- DELIVERY PG&E**  
Deliver energy to your home
- CUSTOMER YOU**  
Benefit from cleaner energy and control

**Service**

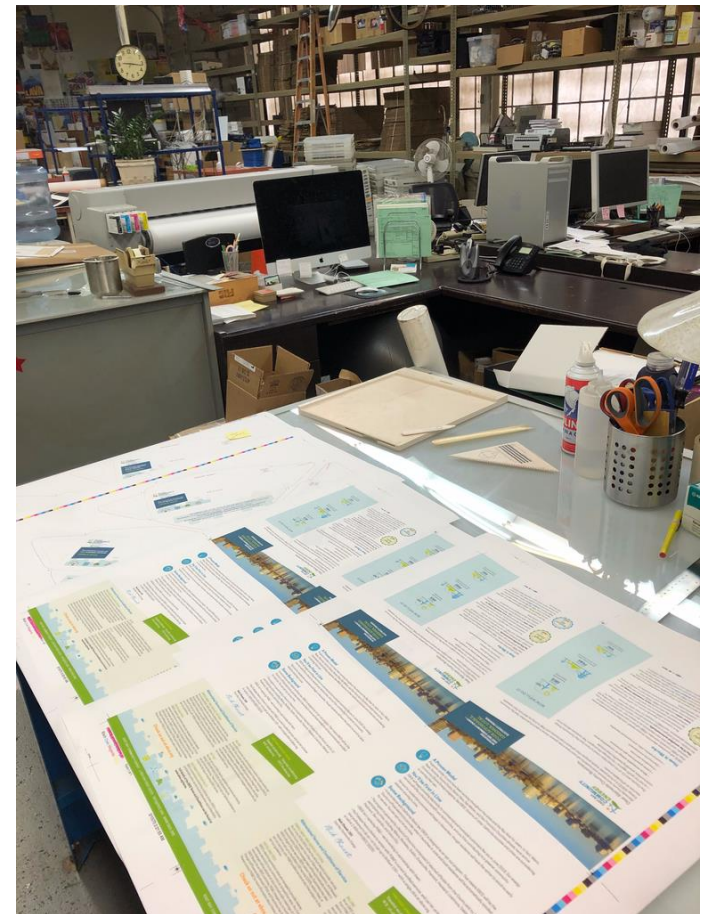
**BILLING**  
As an EBCE customer, you will continue to receive a single monthly bill from PG&E that includes all related charges, including EBCE's electricity generation charges. PG&E will continue to charge for gas services, transmission, distribution, public goods programs, and other non-generation charges at the same rates it charges customers who do not receive EBCE service.

**OPT OUT**  
You may opt out of EBCE's electricity generation service at any time by calling 1-833-699-EBCE (3223) or by completing the opt-out form at [ebce.org](http://ebce.org). There is no fee to opt out before enrollment or in the first 60 days of receiving EBCE service.

**CUSTOMER CONFIDENTIALITY**  
EBCE is committed to protecting customer privacy. EBCE's customer confidentiality policy can be found at [www.ebce.org/Confidentiality](http://www.ebce.org/Confidentiality). Full details of the EBCE Terms and Conditions can be found at [www.ebce.org/terms](http://www.ebce.org/terms).

**1-833-699-EBCE (3223)**  
Español: [es.ebce.org](http://es.ebce.org) | 中文: [ch.ebce.org](http://ch.ebce.org) | 中文: [cn.ebce.org](http://cn.ebce.org)

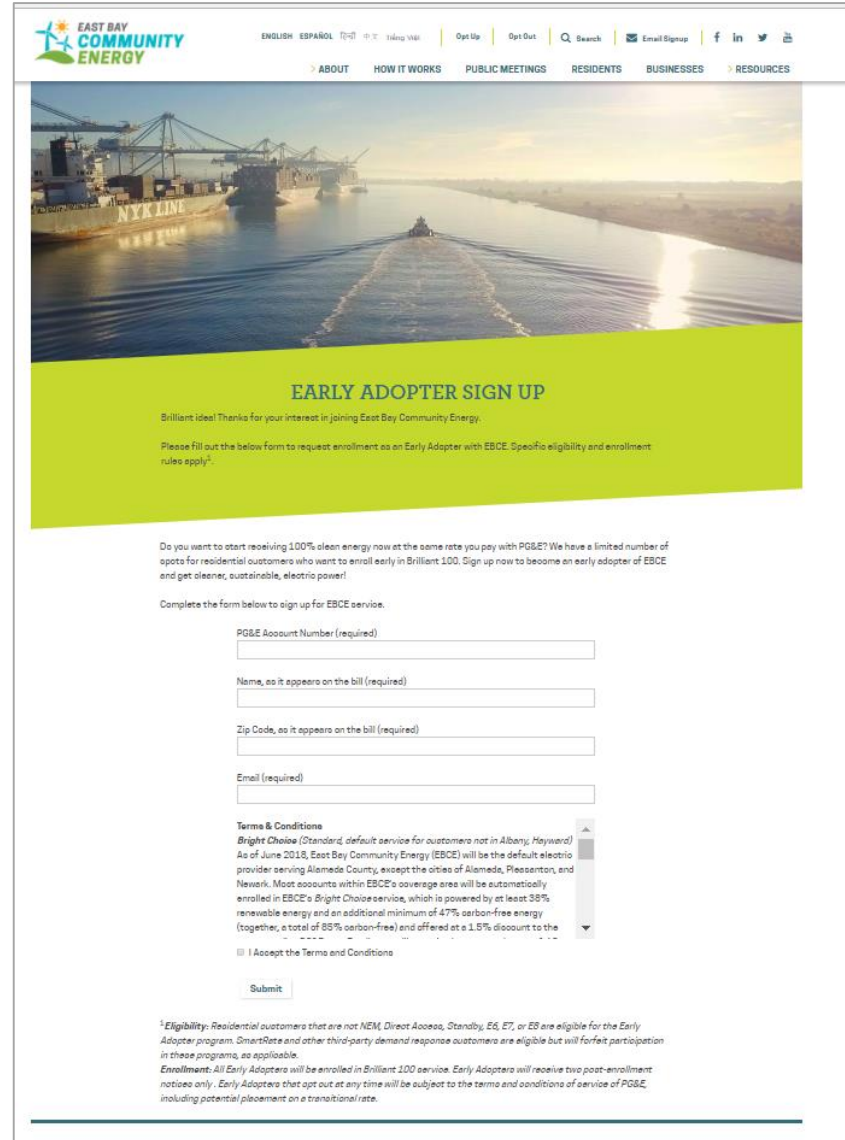
**EAST BAY COMMUNITY ENERGY • 1-833-699-EBCE (3223) • INFO@EBCE.ORG • WWW.EBCE.ORG**



Your electricity service is about to get greener. Find out how: [ebce.org](http://ebce.org)  
Su servicio de electricidad está por volverse más verde. Averigüe cómo: [es.ebce.org](http://es.ebce.org)  
你的電力服務即將變得更加環保。請查詢詳情: [ch.ebce.org](http://ch.ebce.org)  
Dịch vụ điện của quý vị sẽ trở nên thân thiện với môi trường hơn. Tìm hiểu như thế nào: [vn.ebce.org](http://vn.ebce.org)  
आपकी वजिती सेवा अभी हदरि होने जा रही है। पता करे: [hn.ebce.org](http://hn.ebce.org)

# EARLY ADOPTERS

- Request form available Monday, 4/2
- Only 100 spots
- Must receive Brilliant 100 service
- Will receive two post-enrollment customer notifications
- Per regulatory code, Early Adopters do not receive a 60-day grace period after enrollment



The screenshot shows the East Bay Community Energy website. At the top, there is a navigation bar with the company logo, language options (English, Español), and utility icons. Below the navigation bar is a main menu with links for 'ABOUT', 'HOW IT WORKS', 'PUBLIC MEETINGS', 'RESIDENTS', 'BUSINESSES', and 'RESOURCES'. The main content area features a large image of a ship on a waterway. Below the image, the heading 'EARLY ADOPTER SIGN UP' is displayed in a green box. The text below the heading reads: 'Brilliant ideal! Thanks for your interest in joining East Bay Community Energy. Please fill out the below form to request enrollment as an Early Adopter with EBCE. Specific eligibility and enrollment rules apply<sup>1</sup>.' Below this is a paragraph: 'Do you want to start receiving 100% clean energy now at the same rate you pay with PG&E? We have a limited number of spots for residential customers who want to enroll early in Brilliant 100. Sign up now to become an early adopter of EBCE and get cleaner, sustainable, electric power!' This is followed by the instruction: 'Complete the form below to sign up for EBCE service.' The form contains five input fields: 'PG&E Account Number (required)', 'Name, as it appears on the bill (required)', 'Zip Code, as it appears on the bill (required)', and 'Email (required)'. Below the fields is a 'Terms & Conditions' section with a scrollable area containing text about 'Bright Choice' service. At the bottom of the form is a checkbox labeled 'I Accept the Terms and Conditions' and a 'Submit' button. At the very bottom of the page, there are two footnotes: <sup>1</sup> Eligibility: Residential customers that are not NEM, Direct Access, Standby, EG, E7, or ES are eligible for the Early Adopter program. SmartRate and other third-party demand response customers are eligible but will forfeit participation in these programs, as applicable. Enrollment: All Early Adopters will be enrolled in Brilliant 100 service. Early Adopters will receive two post-enrollment notices only. Early Adopters that opt out at any time will be subject to the terms and conditions of service of PG&E, including potential placement on a transitional rate.

# EBCE VIDEOS

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- 30-second video focused on commercial customers
  - Facebook, EBCE website, Digital ads
  
- 3-minute animated video for general audience
  - Still in final production



# EBCE OUTREACH

- Facebook and Twitter postings
- Local newsletters
- Municipal communications
- Pre-launch press release (April/May)
- Launch Event (early June)



# WEB UPDATES

- “Soft Launch” Updates
  - New pages for Rates, Solar Customers, Power Mix, Team Bios, and Communities
  - Call Center number: 1-833-699-EBCE (3223)
  - Web enrollment forms
  - Early Adopter form

## COMMUNITY STORIES

In Alameda County, we know powerful and lasting change comes from the ground up. That's why we're showcasing leaders in our community that are passionate about cleaner energy and choose to support EBCE as the county's community choice energy provider. The opportunity for change has never been brighter and it starts with us.

**NICOLE G., BERKELEY**

“ I understand the essential role clean energy plays in ensuring a healthy planet for future generations. EBCE prioritizes providing the type of energy that its community wants, and that benefits its community most. ”



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## BRILLANT BUSINESS



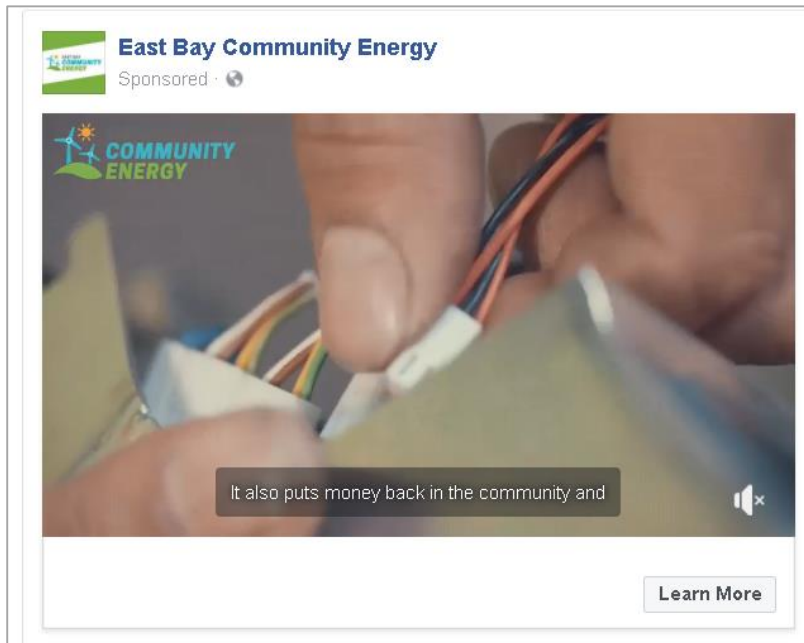
**RANA LEHMER-CHANGE**  
FOUNDER, HOUSE KOMBUCHA, SAN LEANDRO

“ We love being part of the rich tapestry of diverse communities and businesses here in Alameda County, and have a strong customer base in the East Bay. We fully support the economic transition to clean, locally generated energy, and look forward to new opportunities with East Bay Community Energy to


House Kombucha is a family-run, community business dedicated to bringing the ancient tradition of fermenting living, probiotic teas into modern light. Founded by Rana Lehmer-Chang in 2009, it's become an integral part of the San Francisco Bay Area's thriving food economy.

# ADVERTISING

- Social Media Ads
- Print Ad in Oakland Tribune, Hayward Daily News, and Fremont Argus on 5/4
- Bay Area News Group Digital Ads



East Bay Community Energy  
Sponsored · 🌐

 COMMUNITY ENERGY

It also puts money back in the community and

[Learn More](#)





**Cleaner Energy.  
Lower Rates.**

EBCE is brilliant for business.

FIND OUT MORE ABOUT YOUR NEW ELECTRICITY PROVIDER AT  
[EBCE.org](http://EBCE.org)

 EAST BAY  
COMMUNITY  
ENERGY



 EAST BAY  
COMMUNITY  
ENERGY

Your New  
Electricity Provider

[LEARN MORE](#)



# PG&E COMMUNICATIONS

- PG&E CCA web page
- PG&E Bill messaging
- Joint Rate Mailer

The screenshot displays the PG&E website's 'Electric services' page. The top navigation bar includes links for 'RESIDENTIAL' and 'BUSINESS', along with utility links like 'EMERGENCIES', 'SAFETY', and 'CONTACT PG&E'. A search bar and 'SIGN IN' button are also present. Below the navigation, a blue banner reads 'ALTERNATIVE ENERGY PROVIDERS (ENERGY CHOICE) > COMMUNITY CHOICE AGGREGATION'. The main content area features a large image of power lines on a green hill with the text 'Electric services' overlaid. The page is divided into two columns. The left column is titled 'Learn what Community Choice Aggregation is' and contains text explaining CCA, how it works, and where it is available. Below this text is a dropdown menu with two visible options: 'CLEANPOWERSF (CPSF)' and 'MARIN CLEAN ENERGY (MCE)'. The right column is titled 'PG&E and CCA rate comparisons' and lists several downloadable PDF files for comparison, including 'MCE comparisons', 'SCP comparisons', and 'CleanPowerSF comparisons'.

**Learn what Community Choice Aggregation is**

Community Choice Aggregation (CCA) is a program that allows cities and counties to buy and/or generate electricity for residents and businesses within their areas.

**How does it work?**

PG&E continues to partner with the CCA to deliver the electricity through its transmission and distribution system. PG&E also provides meter-reading, billing, maintenance and outage response services.

**Identify where CCA programs are available**

CCAs continue to grow. The list below includes active CCAs operating within the PG&E service territory in California. Note that CCAs provide electric service only; they don't provide gas service. If you receive gas service from a Core Transport Agent (CTA), visit our [CTA resources](#) page.

CLEANPOWERSF (CPSF) ▾

MARIN CLEAN ENERGY (MCE) ▾

**PG&E and CCA rate comparisons**

We partner with CCAs to compare typical electric rates, average monthly charges and generation portfolio data. Download any of the following files for more information.

**MCE comparisons**

[DOWNLOAD PG&E - MCE JOINT RATE COMPARISONS \(PDF, 427 KB\) >](#)

[DOWNLOAD MCE - ELECTRIC POWER MIX \(PDF, 183 KB\) >](#)

**SCP comparisons**

[DOWNLOAD PG&E - SCP JOINT RATE COMPARISONS \(PDF, 454 KB\) >](#)

[DOWNLOAD SCP - ELECTRIC POWER MIX \(PDF, 192 KB\) >](#)

**CleanPowerSF comparisons**

[DOWNLOAD PG&E - CPSF JOINT RATE COMPARISONS \(PDF, 439 KB\) >](#)



# Commercial Outreach

PRESENTED BY: Dan Lieberman  
DATE: March 30, 2018



# Outreach Tactics

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- One-on-one meetings with ~30 Top 200 accounts
- Called and emailed over 230 large accounts
- Provided “wish lists” of hard-to-reach customers to each city (staff level)
- Held two webinars, are hosting a 3rd on April 3 at noon, and are posting the recording on our website
- Attended several Chamber meetings and events around the county
- Provided content for Chamber newsletters
- Participating in employee events at large employers (Tesla and Pixar)

# Customers We've Met

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AC Transit  
Albany Unified School District  
Bayer Corporation  
Berkeley Farms  
EBMUD  
Facebook  
Fremont Unified School District  
Ghirardelli Chocolates  
Golden Gate Fields  
Hurricane Electric  
Kaiser Foundation Health Plan  
Kinestral Technologies  
Lawrence Berkeley National Labs  
Lowe's Home Improvement  
Mills College

Numi Tea  
Oakland Unified School District  
OSISoft  
Packaging Corporation of America  
Pixar  
Port of Oakland  
Schnitzer Steel  
Tesla  
Torani  
UC Berkeley  
Union Sanitary District  
ValleyCare Health System  
Vulcan Materials  
West Coast Quartz

**Also: many Chambers of Commerce, City Councils, Lions Clubs, etc.**

# What Customers are Telling Us

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## **What they Want**

Savings  
Price stability  
Low carbon  
Renewables

## **Common Questions**

Will we still pay only one electric bill?  
Will we still have our PG&E account rep?  
Will reliability remain the same; where do you get your power?  
Will we have access to PG&E programs?  
Can they opt out, and if so, how and when?  
When will EBCE change rates, and how will we let them know?

# Takeaways

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- Many customers see EBCE as having a risk premium - price parity does not mean EBCE is on equal footing with PG&E
- Most customers are happy with our two options - they want savings or clean power at no premium
- A handful of key customers want a Green-e certified 100% renewable energy 3rd option and/or a long-term price-stable option