



Board of Directors

Regular Meeting

November 18, 2021



Regular Meeting Agenda

Welcome

Call to Order

Pledge of Allegiance

Roll Call

Items to be Added, Withdrawn, or Reordered on the Agenda

Public Comment for Items Not on the Agenda

Consent Agenda

4. Operations and Administration Report from the Interim Chief Executive Officer
5. Receive and File Treasurer's Report for 2022 Fiscal Year-to-Date period ended 9/30/21
6. Update on Marketing and Public Relations
7. Update on Power Resources
8. Adopt Resolution to Approve National City Membership in SDCP
9. Conduct Public Hearing to Approve Implementation Plan Addendum for New Members
10. Approval of Board & Committee Compensation Policy – MOVED TO DECEMBER
11. Update on CEO Search Ad Hoc Committee Efforts

Reports by Management and General Counsel

Director Comments

Adjournment



Consent Agenda

- 1. Approval of Findings to Continue Holding Remote/Teleconference Meetings Pursuant to Assembly Bill 361**
- 2. Back Office Metrics/Dashboard Monthly Update**
- 3. Update on Regulatory and Legislative Affairs**

Item 4

Operations and Administration Report from the Interim Chief Executive Officer

Presenter:
Bill Carnahan,
Interim Chief Executive Officer

Item 5

Receive and File Treasurer's Report for 2022 Fiscal Year-to-Date period ended 9/30/21

Presenter:

Eric Washington,
Chief Financial Officer

Item 5: Treasurer's Report

YTD FY22 Budget v. Actual

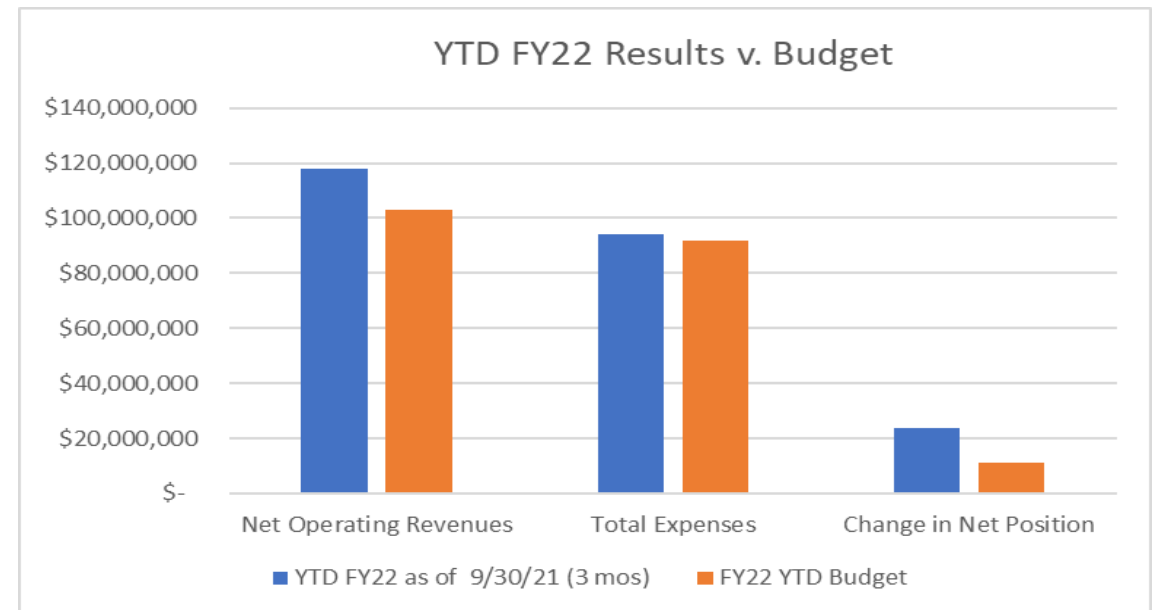
Results for the period were positive compared to the budget:

- \$117.95 million in net operating revenues
- Net operating revenues were 14% over the budgeted amount
- Operating expenses came in (1.23% under)

Financial results for the YTD FY22:

- \$117.95 million in net operating revenues
- \$94.02 million in total expenses (includes energy costs-\$92.33 million)
- \$17.3 million change in net position

	YTD FY22 as of 9/30/21 (3 mos)	Budget Comparison		Budget (%)
		FY22 YTD Budget	Budget Variance (\$)	
Net Operating Revenues	\$ 117,950,477	\$ 103,115,220	\$ 14,835,257	114
Total Expenses	\$ 94,024,935	\$ 91,911,636	\$ 2,113,299	102
Change in Net Position	\$ 23,925,542	\$ 11,203,584	\$ 12,721,958	



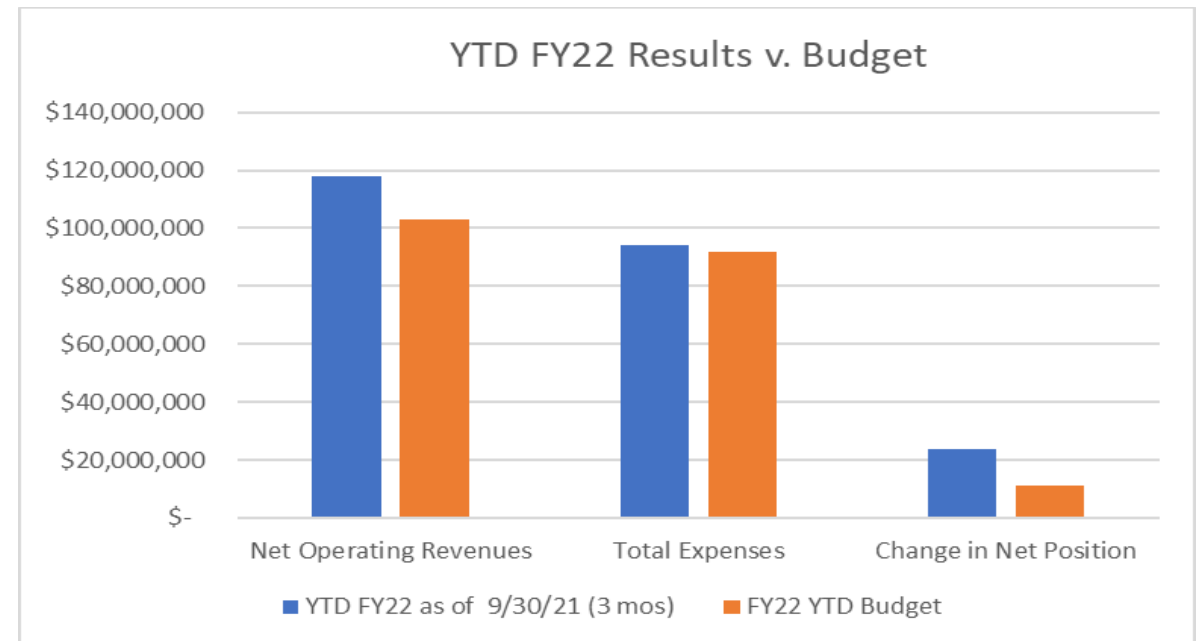
Item 5: Treasurer's Report

YTD FY22 Actual v. Proforma

Overall, financial results for the period exceeded proforma

- Net operating revenues were \$1.8M over
- Total expenses were \$1.2M less than projected
- Change in net position was \$3.1M over

		Proforma Comparison		
	YTD FY22 as of 9/30/21 (3 mos)	FY22 YTD ProForma	ProForma Variance (\$)	Proforma (%)
Net Operating Revenues	\$ 117,950,477	\$ 116,069,169	\$ 1,881,308	1.62%
Total Expenses	\$ 94,024,935	\$ 95,199,208	\$ (1,174,273)	-1.23%
Change in Net Position	\$ 23,925,542	\$ 20,869,961	\$ 3,055,581	14.64%



Item 6

Update on Marketing and Public Relations

Presenter:
Rita de la Fuente,
Director of External Affairs

Item 6

Phase 3 Residential Enrollment Marketing & Public Relations Strategy

Item 6: Learnings from Phase 2 Campaign

- Most successful Paid Media tactics were Social Media, Radio and Print
- Partnership outreach with key accounts created the highest level of business engagement
- Ongoing education through multiple approaches will be required in Phase 3

Item 6: Phase 3 Messaging

My Reasons



"As an SDCP customer, I know I am doing my part to leave a better, more sustainable future, by using clean energy."

– Dom R., Pacific Beach

[Learn More](#)

 **SAN DIEGO
COMMUNITY
POWER**

Oh, yeah and...



I know I'm making a difference because it's clean energy.

Same! We're helping protect our environment and create a better future for our kids 😊.

[Learn More >](#)

 **SAN DIEGO
COMMUNITY
POWER**

Item 6: Media Mix

Social/Online Media:

- Facebook/Instagram
- Nextdoor
- Twitter
- Cross-Device Display (Banner Ads)

Local Print:

- SD Reader
- SD Uptown News
- El Latino
- SD Union Tribune
- Voice & Viewpoint
- Filipino Press
- Nquoi Viet Tu Do
- SD Chinese Tribune
- Community Newspapers

Outdoor:

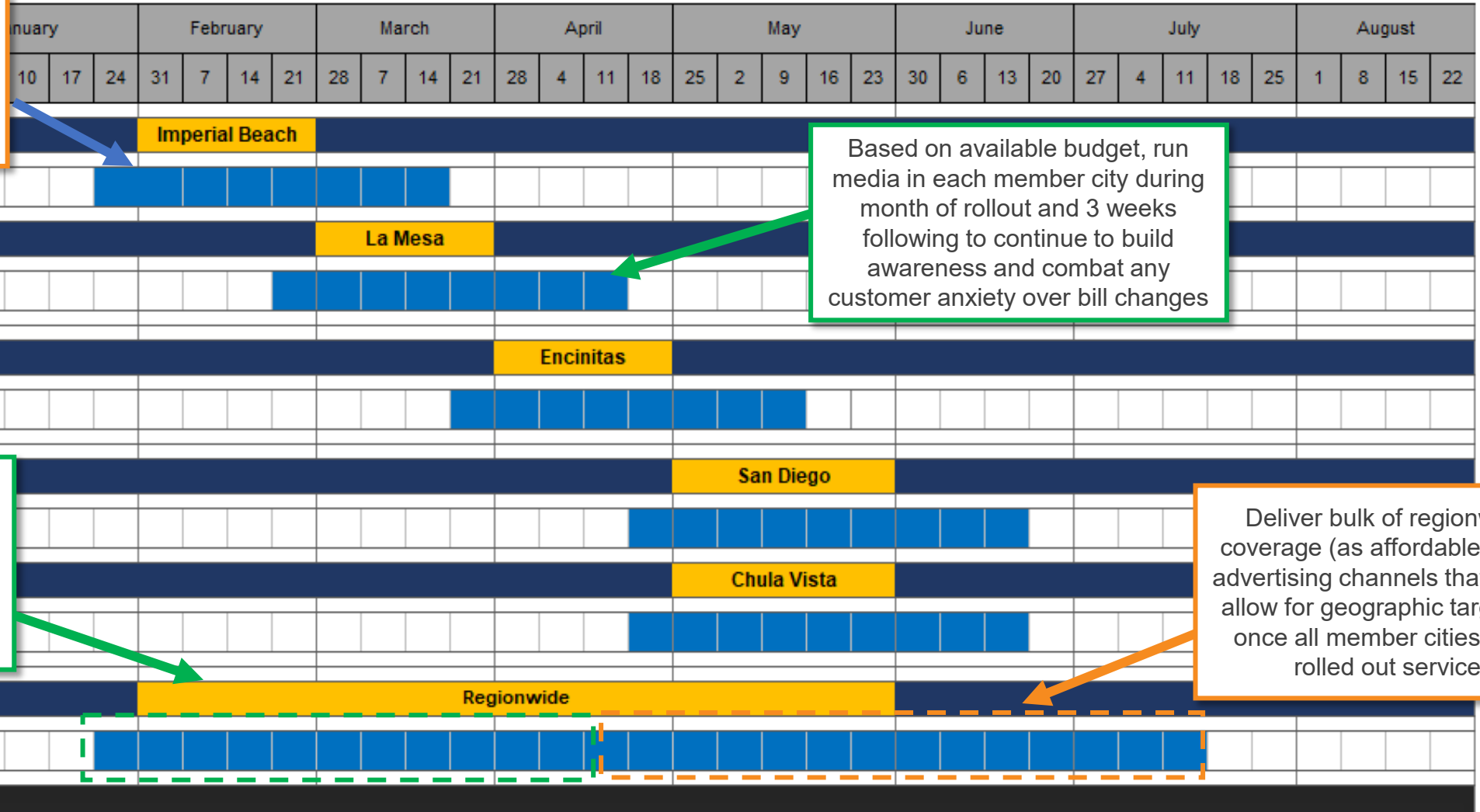
- Billboards
- Convenience Store Posters

Radio:

- Univision
- KPBS Public Radio
- Podcasts

Item 6: Media Roll-out Periods

Launch member city-specific media 1 week prior to service rollout to establish public awareness of SDCP



Based on available budget, run media in each member city during month of rollout and 3 weeks following to continue to build awareness and combat any customer anxiety over bill changes

Phase in Digital Display regionwide coverage as service rolls out in each member city to allow for campaign to optimize against performance

Deliver bulk of regionwide coverage (as affordable) using advertising channels that do not allow for geographic targeting, once all member cities have rolled out service

Item 6: Partnerships





Power100 Champions like the San Diego International Airport are helping secure our region's cleaner, greener future.

100% renewable,
100% carbon-free.

Power100 is our most effective tier to help you reduce your carbon footprint. **Power100 energy content is 100% renewable, 100% carbon-free - and eliminates your greenhouse gas production through electric energy use.** Service is available to commercial customers now and will launch for residential customers in February 2022.

San Diego Community Power is proud of our Power100 Champion Businesses. Learn how you can opt up: SDCommunityPower.org

To learn more about SAN's commitment to sustainability please visit sustain.san.org



San Diego Community Power – Proud Power Provider of the San Diego Padres.



**100% renewable
100% carbon-free**

Provided by San Diego Community Power



Item 6: PR and Outreach

- Press releases
- Regional, state and national media outreach
- Partner toolkit
- Power100 Champions profiles and open houses
- Increased presence at local events
- Share combined impact of 5 city launches



Item 7

Update on Power Resources

Presenter:
Byron Vosburg,
Director of Power Services

Item 8

Adopt Resolution to Approve National City Membership in SDCP

Recommendation:

Adopt Resolution 2021-04 approving the addition of National City as a member of SDCP.

Presenter:

Cody Hooven,
Chief Operating Officer

Item 8: National City Membership

Timeline

- June 2021 – New Member Policy adopted
- September 2021 – Analysis of National City membership presented to Board showing favorable financial impact
- October 19, 2021 – National City Council adopted an ordinance to form a CCA
- November 2, 2021 – National City Council voted adopt SDCP's Joint Powers Authority Agreement
- November 18, 2021 – SDCP Board approves National City membership and Implementation Plan addendum for submission to CPUC
- December 7, 2021 – National City will appoint a Board member and alternate

Item 8: National City Membership

Key Stats

- Adds approximately 3% (205GWh) to SDCP electricity load
 - Peak demand increases by ~42 MW
- Adds approximately 19,248 accounts
- Net revenues estimated to be \$1.5 million and \$1.8 million in first two *full* years of enrollment
- Enrollment would begin likely in Spring 2023 (~April)



Item 8: National City Membership

Recommendation: Adopt Resolution No. 2021-04, a resolution of the Board of Directors approving the addition of the National City as a member of SDCP.

- Two-thirds vote to authorize membership
- Effective date: December 2, 2021
- Exhibit C and D of the JPA (annual energy use and voting shares, respectively) will be updated and presented to the Board in the coming months

Party	Share (MWh)	Share Weight	Allocation of City of SD Share above 49%	Calculated Voting Share (City of SD capped at 49%)**
San Diego	5,712,641	64.57%		49.00%
SD County	1,767,275	19.97%	8.78%	28.75%
Chula Vista	679,985	7.69%	3.38%	11.06%
Encinitas	210,039	2.37%	1.04%	3.42%
La Mesa	207,146	2.34%	1.03%	3.37%
National City	205,319	2.32%	1.02%	3.34%
Imperial Beach	65,051	0.74%	0.32%	1.06%
Total	8,847,457	100.0%	15.57%	100.00%

Item 9

Conduct Public Hearing to Approve Implementation Plan Addendum for New Members

Recommendation:

- a. Receive Addendum Number 1 to SDCP Community Choice Aggregation Implementation Plan and Statement of Intent
- b. Conduct Public Hearing to consider approval of Addendum Number 1 to SDCP Community Choice Aggregation Implementation Plan and Statement of Intent, as required by California Public Utilities Code Section 366.2(c)(3).
- c. Adopt Resolution 2021-05 approving Addendum Number 1 to the SDCP Community Choice Aggregation Implementation Plan and Statement of Intent (*as revised in updated agenda packet*)

Presenter:

Cody Hooven

Chief Operating Officer

Item 9: Implementation Plan Addendum

SDCP New Member Policy

- Does the new member agency support the mission, vision, goals, and objectives of SDCP?
- Does the new member agency commit to supporting SDCP through regulatory, legislative, and other policy support, where possible?
- Are there financial impacts/benefits to existing customers?
- Are there financial impacts/benefits to the new member agency's communities?

Item 9: Implementation Plan Addendum

Addendum

- CPUC requires all new and expanding Community Choice Aggregators (CCAs) to submit an Implementation Plan that describes the key features of their CCA program, per Public Utilities Code, Section 366.2.(c)(3)
- CPUC Resolution E-4907, which delays the timeline by which a new member jurisdiction may begin service with a community choice aggregator for one year
 - Implementation Plan must be submitted by January 1, 2022 in order to begin service in 2023
- Contains updates to address to expansion such as electricity load, accounts, and approximate enrollment date

San Diego Community Power
Community Choice Aggregation Implementation Plan and
Statement of Intent

December 9, 2019

Item 11

Update on CEO Search Ad Hoc Committee Efforts

Presenter:
Steve Padilla,
Vice Chair of the Board of Directors

Regular Meeting Agenda

**Reports by Management and
General Counsel**

Director Comments

Adjournment



Board of Directors

Next Regular Meeting
December 16, 2021

