



Board of Directors

Regular Meeting

April 28, 2022



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Items to be Added, Withdrawn, or Reordered on the Agenda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

Regular Agenda Items:

8. Quarterly Update on Community Advisory Committee
9. Update on Back Office Metrics/Dashboard
10. Update on Regulatory and Legislative Affairs
11. Update on Marketing and Public Relations
12. Approval of Second Amendment to Civilian Contract for Marketing and Communications Services
13. Approval of a Market Salary Increase for Employees and Next Steps for a Comprehensive Salary Structure

Reports by Management and General Counsel

Director Comments

Adjournment



Welcome to SDCP!

Karin Burns

Chief Executive Officer

Stephen Gunther,

Senior Regulatory Analyst

Lorena Puga Bernaden,


Office Manager & Administrative Assistant

Rachel Hommel,

Marketing & Communications Manager



Roll Call



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Withdrawn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



**Public
Comment
for Items
NOT on the
Agenda**

Consent Agenda

1. **Approval of Findings to Continue Holding Remote/Teleconference Meetings Pursuant to Assembly Bill 361**
2. **Receive and File Treasurer's Report for Period Ending 2/28/22**
3. **Approval of Best Best & Krieger LLP Amended Engagement Letter**
4. **Approval of Joint Representation Agreement with Keyes & Fox LLP for Legal and Regulatory Services**
5. **Approval of Amendment to Professional Services Agreement with NewGen Strategies and Solutions LLC for Regulatory Support and Rate-related Analysis**
6. **Approval of Debt Collection Professional Services Agreement with Financial Credit Network**
7. **Approval of Sublease Agreement with Nuvve Holding Corporation for Temporary Office Space**

Item 8

Quarterly Update on Community Advisory Committee

Recommendation:

Receive and File quarterly update from the Community Advisory Committee

Presenter:

Matthew Vasilakis

Member Community Advisory Committee

Item 9

Update on Back Office Metrics/Dashboard

Recommendation:

Receive and File Update On Back Office Metrics/Dashboard

Presenter:

Lucas Utouh,

Director of Data Analytics and Account Services

Phase 3 Status

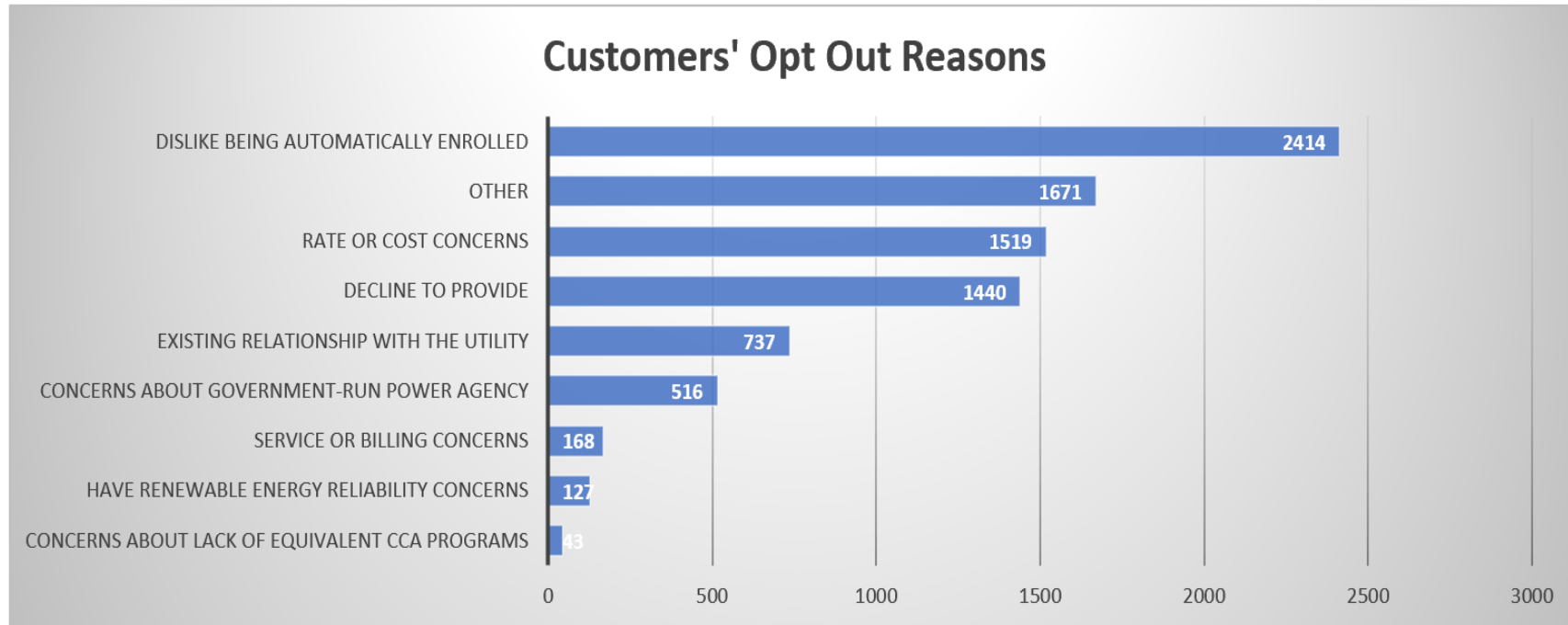
City	Phase 3 Status	Enrollment Month	Count of Accounts Enrolled
Imperial Beach	Completed	February 2022	9,570
La Mesa	Completed	March 2022	22,737
Encinitas	In Progress	April 2022	19,930
San Diego	In Queue	May 2022	492,189*
Chula Vista	In Queue	May 2022	74,303*

**Estimated*

Enrollment Highlights:

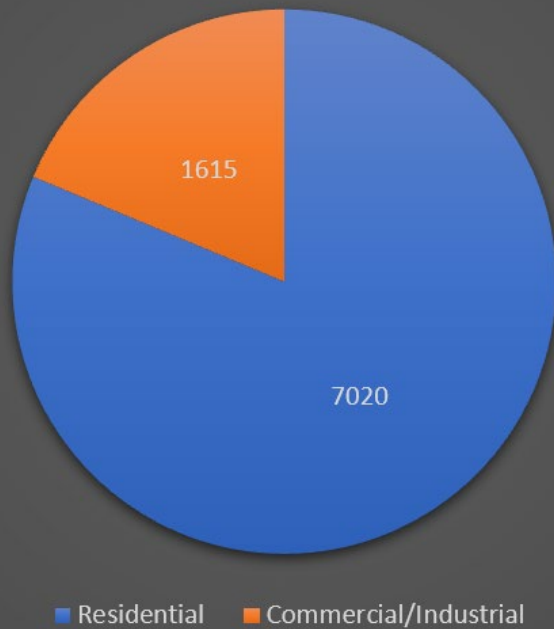
- Transitioning Phase 3 accounts which are primarily residential in four monthly waves by city and bill cycle.
- Transitioning Net Energy Metering (NEM) accounts based on True-Up month starting in February 2022 through January 2023.
 - ✓ February transition is complete.
 - ✓ March transition is complete.
 - ❖ April transition is in progress.
 - ❖ May transition is in queue.

Opt Out Tracking: Customer Feedback

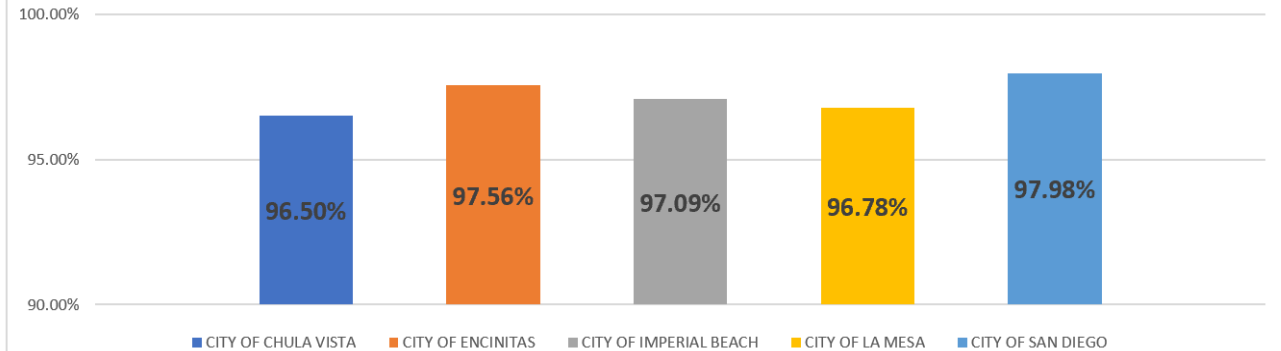


Participation Rates

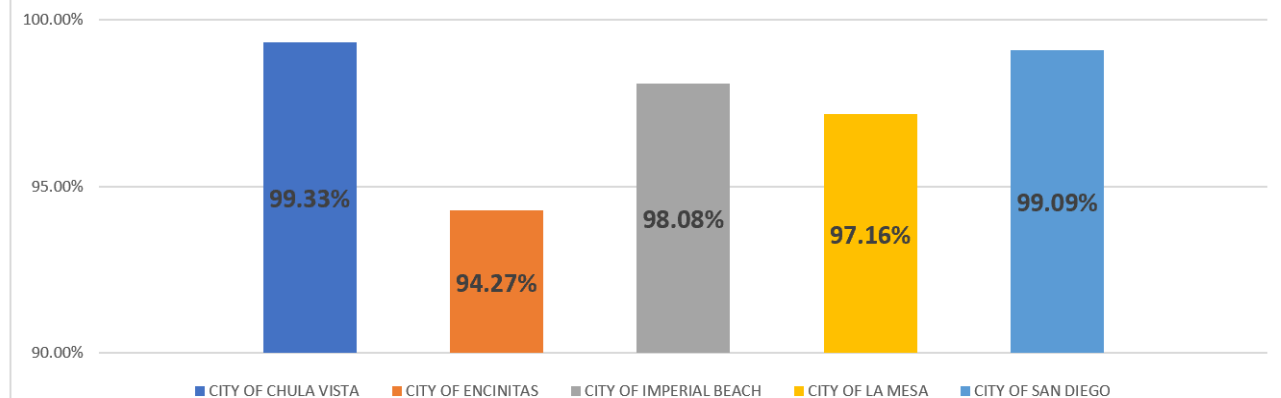
Opt Outs Per Customer Class



Phase 1 and 2 Member City Participation Rate by Number of Accounts



Phase 3 Member City Participation Rate by Number of Accounts



Overall Data Trends

1. How are we doing?

- We are doing well in terms of our customer participation in our program. Our participation rates across Phase 1, 2, and 3 are below our opt out assumptions of **5%**.
- For Phase 3, this participation rate is fluid and will change as we ramp up mass enrollment across all member cities throughout 2022. The true participation rate will be computed once customers across all member cities are fully enrolled. In the interim, we are reporting on the opt outs and eligible accounts associated with the phase on a rolling basis as of the reporting month.

2. What have we learned? Any patterns in the data we are seeing?

- It is evident that customers prefer to use our website to self-serve their options to either opt out, up or down. **58%** of our customers' opt actions were processed via the web. Followed by customers calling the Contact Center at **30%**.
- There are different motivations when it comes to opt outs between Residential and Non-Residential customers.
 - ❖ Residential customers' predominant reason for opting out is that **they dislike being automatically enrolled** at **26%** vs **2%** for Non-Residential customers.
 - ❖ Residential customers' next predominant reason for opting out is rate or additional cost concerns at **15%** vs **3%** for Non-Residential customers.

3. What we are doing to be successful for the next set of rollouts?

- ME&O

Item 10

Update on Regulatory and Legislative Affairs

Recommendation:

Receive and file the update on regulatory and legislative affairs

Presenter:

Laura Fernandez

Director of Regulatory and Legislative Affairs

Item 10

Update on Regulatory and Legislative Affairs

Integrated Resource Planning – Modified Cost Allocation Mechanism (MCAM)

- Decision 19-11-016 ordered procurement of 3300 MW of System Resource Adequacy (RA)
 - LSEs serving load shared procurement responsibility, SDCP not yet serving load
 - Cost recovery and other issues to be addressed in future decision
- MCAM Proposed Decision issued March 29
 - Requires SDCP to enter into agreement with SDG&E for purchase of its share of resources
 - SDCP filed comments, final decision could be voted on May 5

Item 10

Update on Regulatory and Legislative Affairs

Resource Adequacy Rulemaking

- SDCP filed informal and formal comments with other CCAs arguing that the two-slice proposal is preferable and more readily implementable.
- A proposed decision is expected on the Reform Track in May.

Item 10

Update on Regulatory and Legislative Affairs

Provider of Last Resort Rulemaking

- SDCP filed comments with Clean Energy Alliance to address Energy Division's proposed framework and financial monitoring of CCA programs
- Comments note that certain proposals could increase financial pressure and increase risk of LSE failure

Item 10

Update on Regulatory and Legislative Affairs

Assembly Bill 2838 – SDCP Has Taken an Oppose Position

- IOUs required to administer green tariff shared renewables program (EcoChoice)
- Enabling statute requires that costs associated with program are not shifted from participating customers to non-participating ratepayers
- SDG&E sponsored AB 2838 would authorize termination of programs and allow consideration of recovering outstanding program costs from all customers
- AB 2838 turns the ratepayer indifference principle on its head by asking non-participating ratepayers to pay the cost of a program for which they received no benefit

Item 10

Update on Regulatory and Legislative Affairs

Recommendation:

Receive and file the update on regulatory and legislative affairs

Item 11

Update on Marketing and Public Relations

Recommendation:

Receive and File Update On Marketing and Public Relations

Presenter:

Rita de la Fuente

Director of External Affairs

Paid Media

“Sustainability and social responsibility are the pillars of Flor & Seed. We believe in reinvesting in the community and our future. We can’t wait for clean energy both at home and our business.”

— Yan Yanez

Cofounder and Owner, Flor & Seed Coffee Roasters



[Learn More](#)



“My community and I are dedicated to a sustainable future. With San Diego Community Power, we can all feel good about receiving clean energy from renewable sources.”

— Tina Matthias

Founder and Executive Director, South Bay Sustainable Communities Network



[Learn More](#)



I know I’m making a difference using SDCP’s clean energy.

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



[Learn More >](#)

Media Mix

Local Print:

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

Social/Online Media:

- Facebook/Instagram
- Nextdoor
- Twitter
- Banner Ad Display

Radio:

- Univision
- KPBS Public Radio
- Podcasts

Outdoor:

- Billboards
- Convenience Store Posters



我知道, 作为 SDCP 的客户, 我正在做出改变, 因为他们提供了清洁能源。

英雄所见略同! 我们正在帮助保护我们的环境, 为我们的孩子创造一个更美好的未来。😊

住宅服务将于 2022 年春季推出! 圣地亚哥社区电力公司 (San Diego Community Power) 致力于为您提供一项全新选择——以极具竞争力的价格提供清洁能源。通过由使用者管理能源, 并确保我们的社区能够享受到最实惠的福利待遇, 为使用清洁能源的未来提供源动力从未像如今这样容易。

SAN DIEGO COMMUNITY POWER

欢迎成为我们社区的一员
sdcommunitypower.org

¡Si! 😊 No solo proporcionan energía limpia, sino que también reinvierten en nuestra comunidad.

😊 Vaya, me gusta cómo suena eso.

¡El servicio residencial comenzará en la primavera del 2022! San Diego Community Power se compromete a ofrecerle una opción que proporcione energía más limpia a precios competitivos. Con la energía administrada por las personas que la usan, y las ganancias que permanecen en nuestra comunidad, **alimentando un futuro de energía limpia nunca ha sido tan fácil.**

SAN DIEGO COMMUNITY POWER

Welcome Neighbor
Bienvenido vecino
sdcommunitypower.org

Building Trusted Partnerships



SHARP



illumina®

Power100 Champions like Illumina 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.



SDBJ INSIDER

Big Names Opting for SDCEP

By George Lurie

Tuesday, April 19, 2022



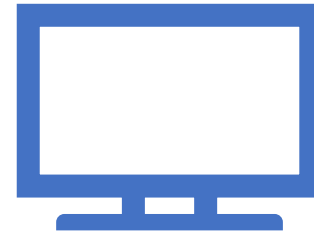
News Media Coverage

The big switch: More than 700,000 electric customers begin moving from SDG&E to a community energy program

- San Diego Union Tribune



Over 100 individual articles or broadcast clips that were published online during residential enrollment



Broad mix of newspapers, TV, radio, online news outlets and Spanish news media

Outreach and Engagement



Item 11

Update on Marketing and Public Relations

Recommendation:

Receive and File Update On Marketing and Public Relations

Presenter:

Rita de la Fuente

Director of External Affairs

Item 12

Approval of Second Amendment to Civilian Contract for marketing and Communications Services

Recommendation:

Approve Second Amendment to Civilian Contract for Marketing and Communications Services

Presenter:

Rita de la Fuente

Director of External Affairs

History

July 23, 2020: Two-year term agreement beginning August 1, 2020, with a not-to-exceed amount of \$775,680.

May 27, 2021: First amendment to the Agreement to increase the not-to-exceed amount by \$143,000 to \$918,680.

Civilian's Role in SDCP's Brand & Presence

Task #1: Agency Branding, Design, Messaging and Identity

Task #2: Web Design, Content Development, and Maintenance

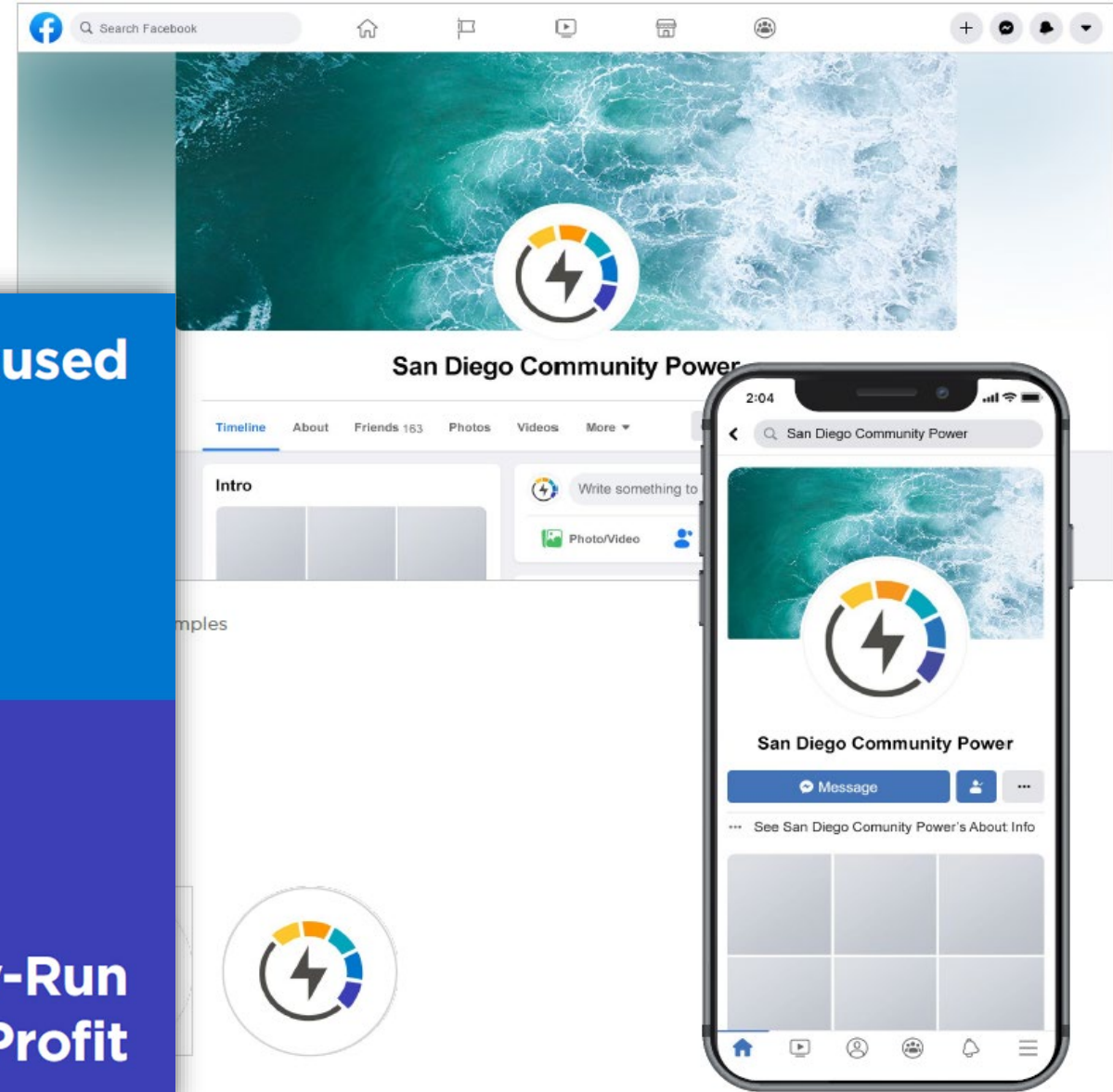
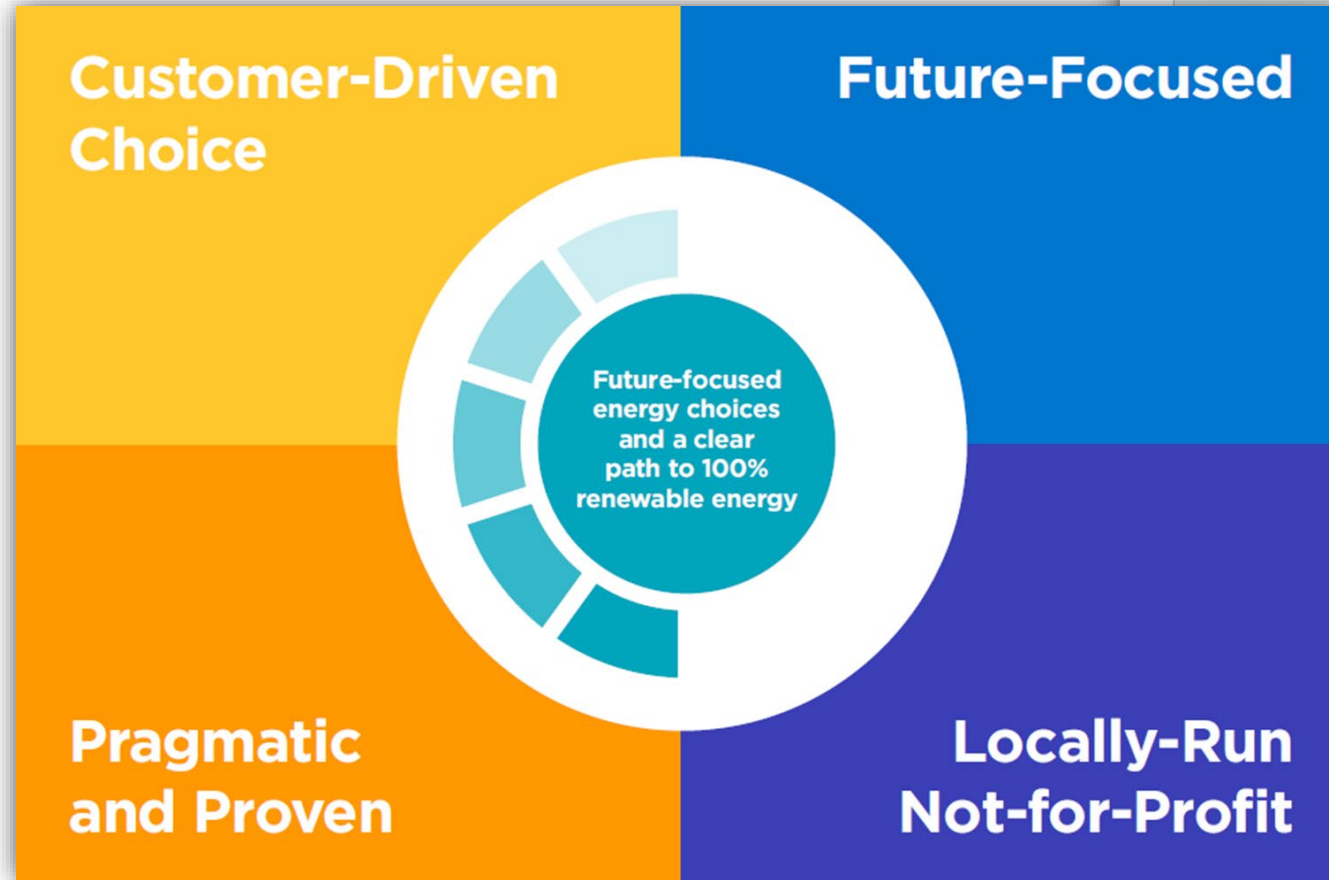
Task #3: Community Outreach and Stakeholder Engagement

Task #4: Marketing and Advertising Campaign

Task #5: Media Relations and Public Affairs

Task #6: Project Management/Performance Metrics


The Brand




Municipal Launch Press Conference



Social Media

**San Diego Community Power**
Sponsored

We put our communities first, while helping you toward a more sustainable energy future.



Make a positive impact in your community while getting cleaner power at competitive rates.
That's a win-win-win.

SDCOMMUNITYPOWER.ORG
Commercial launch in June
It's time for change

Like Comment Share

"It feels great knowing both my home and small business are being powered with 100% renewable energy sources."

– Jen Derks
Owner of Four Fin Creative



Learn More



Powering the only 100% renewable energy ballpark in the National League.

PADRES  **SAN DIEGO COMMUNITY POWER**

Enrollment Notices

“We’re excited by more renewable energy generation in our region to help curb climate change and leave the planet in better shape for our kids!”

– The Morgan Family
San Diego

© 2022 Kaplan Photography



Pre-sorted
Stamp

Welcome to San Diego Community Power!

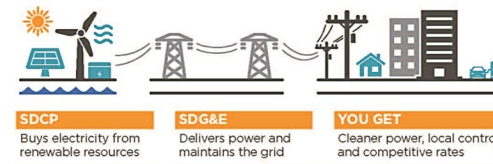
Visit us at
SDCommunityPower.org



San Diego Community Power (SDCP) is your new local provider of electricity bringing you cleaner energy at competitive rates. We put our communities first, helping you take a giant step toward a more sustainable energy future.

We are a locally managed, not-for-profit, public agency that focuses on what families need and want most when it comes to their energy.

How It Works



With your recent automatic enrollment to San Diego Community Power, we became your new electric generation service provider! We purchase renewable power, like solar and wind, and provide it to you at competitive rates.

As a new customer, you'll receive our standard service offering, **PowerOn**, which provides 50% renewable energy and is priced competitively to what you are currently paying with San Diego Gas & Electric (SDG&E). If you want to further reduce your carbon footprint from energy consumption, you can choose to upgrade to **Power100**, providing 100% renewable and carbon free energy for a small premium. You can always choose to return to SDG&E service, but you'll be missing out on some important benefits. With SDCP, you're empowered to choose a cleaner future.

Please note that rooftop solar customers and other customers participating in Net Energy Metering (NEM) will be automatically enrolled at the end of their relevant period (commonly referred to as "true-up"). For more information on enrollment, please see the FAQs on our website at: SDCommunityPower.org

Benefits that you can expect from San Diego Community Power:

- Cleaner, renewable power at competitive prices
- Energy programs tailored to meet the needs of our communities
- Local control by local representatives who prioritize people and our communities
- Reinvestment of revenues into our community
- Support of local job creation and development of local renewable energy projects

To learn more about SDCP and our benefits, change your service level, or to opt out, visit: www.SDCommunityPower.org or call 1-888-382-0169.

Para obtener más información sobre SDCP y nuestros beneficios, cambiar su nivel de servicio o optar por no participar, visite: www.SDCommunityPower.org o llame al 1-888-382-0169.

Upang matuto nang higit pa tungkol sa SDCP at sa aming mga benepisyo, baguhin ang antas ng iyong serbisyo, o mag-opt out, bisitahin ang: www.SDCommunityPower.org o tumawag sa 1-888-382-0169.

Terms & Conditions of Service

San Diego Community Power electric generation rates are managed with the intention of providing cleaner electricity at competitive rates. Any changes to SDCP rates will be adopted at duly noticed public hearings of the San Diego Community Power Board of Directors. Changes to SDG&E or SDCP rates will impact cost comparisons between SDCP and SDG&E.

All SDG&E and SDCP customers pay a monthly Power Charge Indifference Adjustment (PCIA) and Franchise Fee Surcharge. The PCIA is a charge to ensure both SDG&E customers and those who have left SDG&E service to purchase electricity from other providers pay the above market costs for generation resources that were procured by SDG&E on their behalf. "Above market" refers to expenditures for electric generation resources that cannot be fully recovered through sales of these resources at current market prices. SDCP has already accounted for these after-market charges in calculating rates. View SDCP rates and SDG&E cost comparisons on our website.

BILLING: You will receive a single monthly bill from SDG&E that includes SDCP's electric generation charges. SDCP's electric generation charge replaces SDG&E's electric generation charge. SDCP's charge is not a duplicate charge or extra fee. SDG&E will continue to charge you for electric delivery services. If you opt-out of SDCP, SDG&E will resume charging you for electric generation.

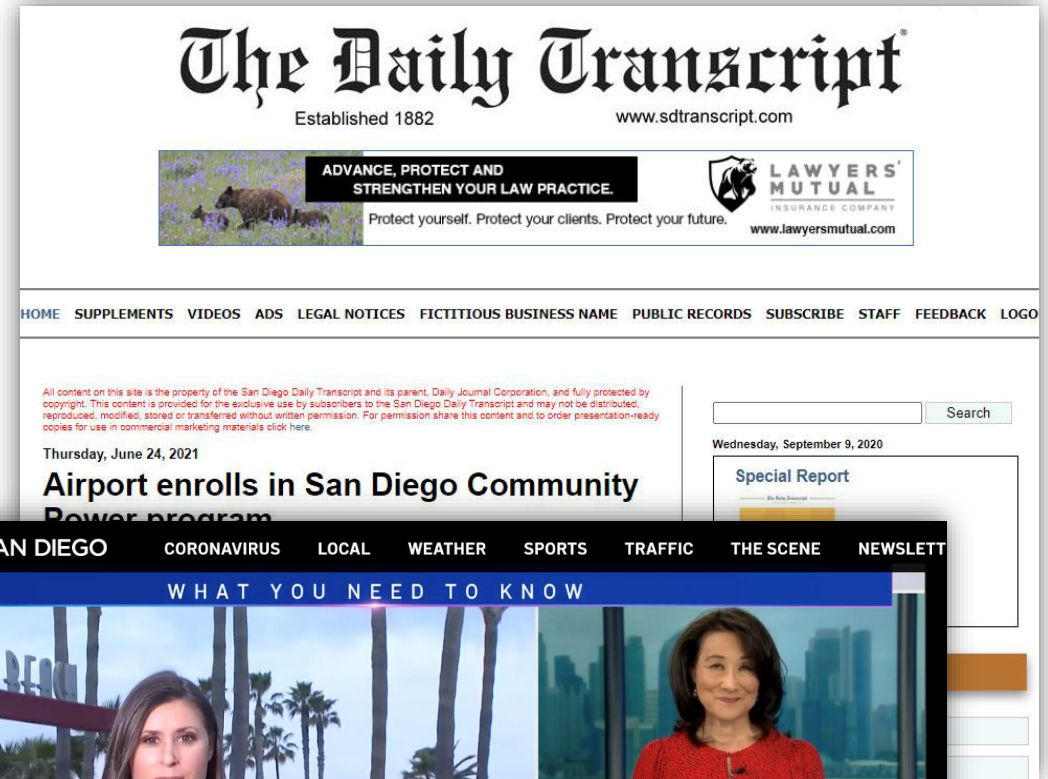
ENROLLMENT: As the default electricity provider for the cities of Chula Vista, Encinitas, Imperial Beach, La Mesa, and San Diego, you were automatically enrolled into San Diego Community Power service unless you opted-out at least five business days before your meter read date during the enrollment month. Accounts were automatically enrolled in SDCP's PowerOn on the regularly scheduled meter read date that was after the first day of the enrollment month. You may choose to opt-up to Power100, which provides 100% renewable energy service at a slight premium.

For complete Terms and Conditions of Service, please visit SDCommunityPower.org or call SDCP at 1-888-382-0169.



Communications & Outreach

- Press:
 - Service Launches
 - Power Purchase Agreements
 - Power100Champions
 - Advertorials
- Local Podcasts
- Presentations to Businesses, Community Organizations and Agencies



Item 12

Approval of Second Amendment to Civilian Contract for marketing and Communications Services

Recommendation:

Approve Second Amendment to Civilian Contract for Marketing and Communications Services

Presenter:

Rita de la Fuente

Director of External Affairs

Item 13

Approval of a Market Salary Increase for Employees and Next Steps for a Comprehensive Salary Structure

Recommendation:

Approve a salary increase of 4.5% for all current SDCP employees other than the Chief Executive Officer, retroactive to January 1, 2022, or the first day of the month an employee was hired, whichever is more recent. Direct the Chief Executive Officer to proceed with next steps to retain a human resources firm to support various efforts including development of a comprehensive salary structure.

Presenter:
General Counsel



Adjournment



Board of Directors

Special Meeting

April 28, 2022





**Call to
Order**

Roll Call

Special Meeting Agenda

- 1. Approve Board and Employee Child Care During Attendance at Certain Meetings or Events on Behalf of SDCP**

Item 1

Approve Board and Employee Child Care During Attendance at Certain Meetings or Events on Behalf of SDCP

Recommendation:

Adopt Resolution NO. 2202-06 amending the board Compensation and Reimbursement Policy to provide reimbursement for reasonable child care expenses during attendance at certain meetings of the Board of Directors and to authorize the Chief Executive Officer to establish a program to provide employee child care and/or reimbursement of reasonable child care expenses for attendance at meetings or events outside of business hours.

Presenter:
General Counsel



Board of Directors

Next Regular Meeting

May 26, 2022