



# Board of Directors

Special Meeting

December 12, 2024







**Welcome  
and  
Call to  
Order**



The background of the slide features a close-up photograph of blue water with gentle ripples. A large, white, diagonal stripe cuts across the image from the top-left to the bottom-right, creating a modern, geometric design. The text 'Roll Call' is centered within the white stripe.

# Roll Call









# **Land Acknowledgement**



# Warm Welcome!




**Mark Alfaro**  
Finance Manager



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Withdrawn  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



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# **Public Comment for Items not on the Agenda**



# Consent Calendar

1. Approve November 21, 2024, Meeting Minutes
2. Receive and File Treasurer's Report for Period Ending September 30, 2024
3. Receive and File Update on Programs
4. Receive and File Update on Power Resources
5. Receive and File Update on Customer Operations
6. Receive and File Update on Human Resources
7. Receive and File Update on Marketing, Public Relations, and Local Government Affairs
8. Receive and File Update on Regulatory and Legislative Affairs
9. Receive and File Update on Community Advisory Committee
10. Receive and File Update on San Diego Community Power Network Request for Qualifications
11. Adoption of Resolution No. 2024-12, A Resolution of the Board of Directors of San Diego Community Power Designating Dates, Time, and the Location for Regular Meetings for Calendar Year 2025
12. Annual Energy Usage Voting Share Update

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# **Public Comment for Consent Agenda**



# Regular Agenda

13. **Approve a Contract in Substantially Similar Form to Attachment A for the Enterprise Data Platform (EDP) Development and Deployment with Harman Connected Services, Inc. for a Not-to-Exceed Amount of \$850,000 Over Twelve Months, and Authorize the Chief Executive Officer to Execute the Contract**
14. **Approve a Contract with the San Diego Padres for Marketing, Promotional, Outreach, Educational and other Sponsorship-Related Activities in an Amount Not-to-Exceed \$882,700 from January 1, 2025, through October 31, 2027, and Authorize the Chief Executive Officer to Execute the Contract**
15. **Approval of Allocation from PG&E of GHG-Free attributes from Diablo Canyon Nuclear Power Plant for 2025-2030**
16. **Update on 2025 Projected Rate Changes**
17. **Approve the Marketing Community Initiative Partnership with TEGNA through December 31, 2025, in an Amount Not-to-Exceed \$174,044, and Authorize the Chief Executive Officer to Execute the Agreement**

# Item No. 13

**Approve a Contract in Substantially Similar Form to Attachment A for the Enterprise Data Platform (EDP) Development and Deployment with Harman Connected Services, Inc. for a Not-to-Exceed Amount of \$850,000 Over Twelve Months, and Authorize the Chief Executive Officer to Execute the Contract**

## **Recommendation:**

**Approve a contract for Enterprise Data Platform (EDP) development and deployment with Harman Connected Services, Inc. for a not-to-exceed amount of \$850,000 over twelve months, and authorize the Chief Executive Officer to execute the contract.**

Presenter:

Ryan Hanke, Data Analytics Manager



# Enterprise Data Platform Summary

## What is it?

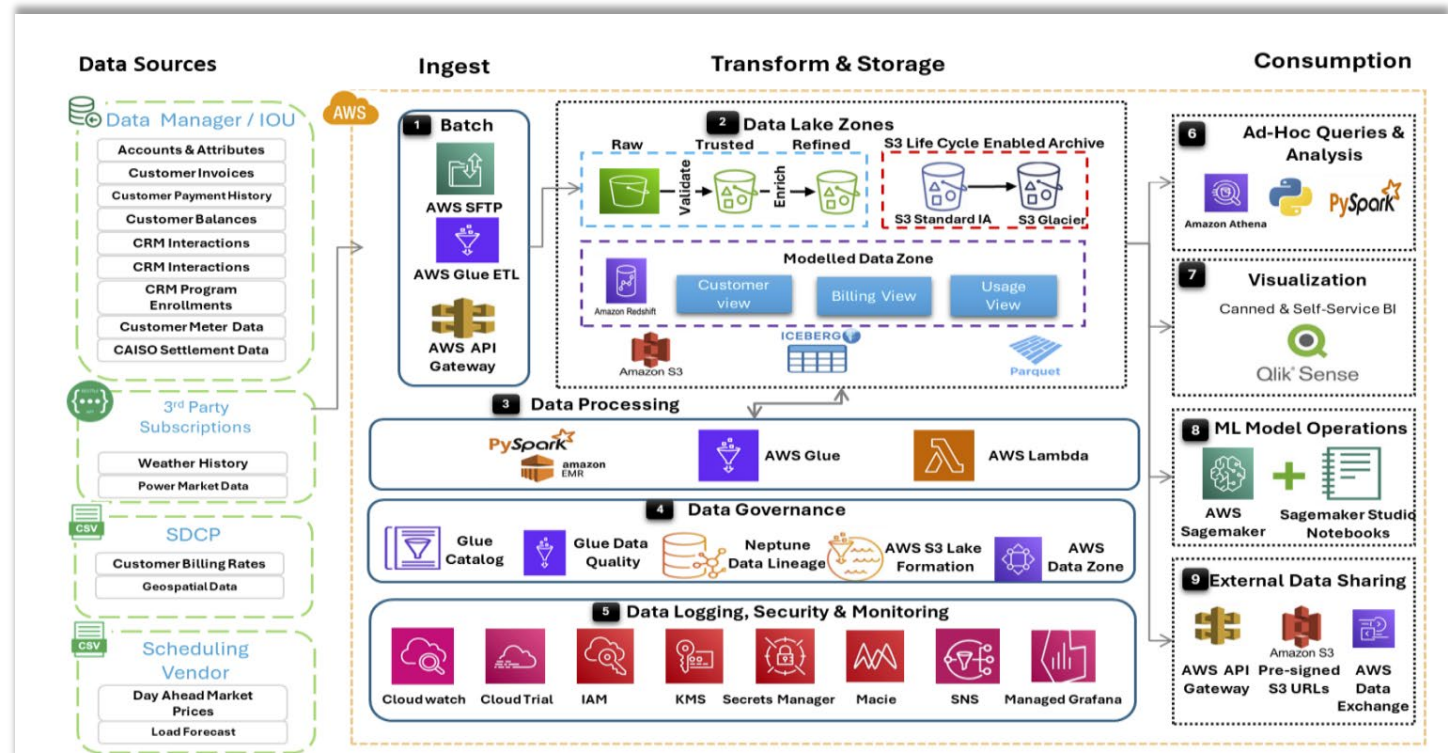
- Secure, scalable, cloud-based data platform for customer, billing, and meter data

## What will it do?

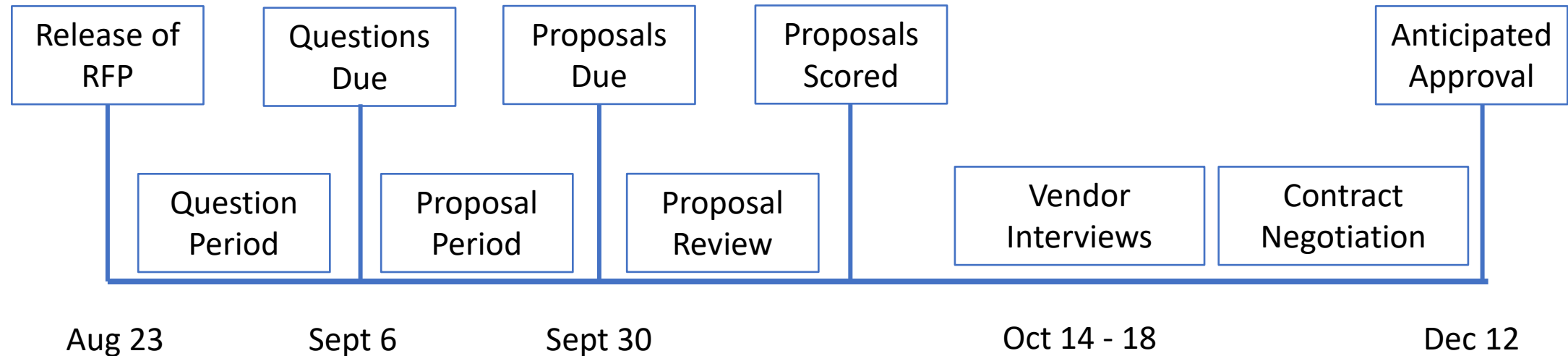
- Centralize data from various vendors and data sources
- Enable advanced analytics and insights to support SDCP

## Why is it needed?

- Will allow us to serve reporting and analytics needs as SDCP grows
- Allows Community Power to understand our customers, revenue and load so that we can retain customers, ensure revenue collection, and forecast to make informed decisions



# Enterprise Data Platform RFP Timeline





# Harman Connected Services, Inc

- Over two decades of experience building various large scale data platforms for consumers
- Experience with utility datasets including Meter data management
- Expertise in Data architecture and engineering, Analytics, Technology Architecture, Data Science and Gen AI
- Expertise in implementing GCP and AWS (Amazon Web Services) best practices (Well Architected Framework) & AWS consulted solution architecture.



# Scope

## **Tasks:**

1. Administration
2. Platform Development and Deployment
3. Analytics and Report Development for Primary Use Cases
4. Analytics and Report Development along with SDCP for Secondary Use Cases
5. Support

## **Primary Use Cases in Scope:**

1. Centralized Customer Account Database with History
2. Centralized Customer Usage Database
3. Centralized Customer Billing Database
4. 360 Customer View
5. KPI Tracking
6. Data Clustering/Grouping/Profiling
7. Data Monitoring
8. Outlier Detection
9. Forecasting
10. Weather-Normalization
11. Weather Scenarios
12. Standardized Mailing Address

## **Secondary Use Cases in Scope:**

1. Short Term Load Forecasting
2. Long Term Load Forecasting
3. Long Term Revenue Forecasting



# Timeline

## Schedule of Project – Proposed Project Plan

Milestone	Timelines	Deliverable
Assessment & Analysis	End of week 4	BRD, Environment setup, Implementation Plan
Iteration 1 Release	End of month 3.5	Deployment and Release of Iteration 1 to Pre prod
Iteration 2 Release	End of month 5.5	Deployment & Release of Iteration 2 to Pre-Prod
Iteration 3 Release to production (Go-Live)	End of month 7.5	Completion of Cybersecurity & penetration testing and Go-Live
SD Community Power Transition & Handover	End of month 8.5	Transition Sign-off and SD Community Power user training completed

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# **Public Comment for Item No. 13**



# Item No. 14

**Approve a Contract with the San Diego Padres for Marketing, Promotional, Outreach, Educational and other Sponsorship-Related Activities in an Amount Not-to-Exceed \$882,700 from January 1, 2025, through October 31, 2027, and Authorize the Chief Executive Officer to Execute the Contract**

## **Recommendation:**

**Approve a contract with the San Diego Padres for marketing, promotional, outreach, educational and other sponsorship-related activities in an amount not to exceed \$882,700 from January 1, 2025, through October 31, 2027, and authorize the Chief Executive Officer to execute the contract.**

Presenter:

Lee Friedman, Senior Strategic Partnerships Manager

# Background

- In effort to build brand recognition and trust, Community Power's marketing strategy includes sponsorships/partnerships with local institutions
- Community Power entered into first sponsorship agreement with Padres in August 2021 and subsequently into a two-season agreement from 2023 through 2024
- Current proposed sponsorship agreement would cover seasons 2025 through 2027





# Padres 2023 Season Metrics Recap

- Padres increased average attendance per game from 36,879 in 2022 to 40,915 in 2023 (including franchise record 61 sellout games) – total season attendance exceeding 3.2 million fans.
- The Padres ranked as #1 in attendance based on park capacity and #2 in total attendance in the MLB
- Padres social media engagement remains highly ranked across MLB and has #2 follower engagement in Instagram with 1.1 million followers

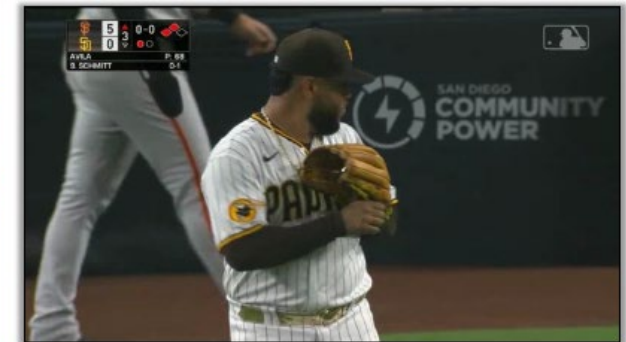
## Videoboard and Grandstand Bugs



- › **Total Exposures:** 102
- › **Total Duration:** 4 Min. 31 Sec.
- › **100% Media Value:** \$24,100

nielsen  
STADIUM

## Fixed Homeplate Pad Sign

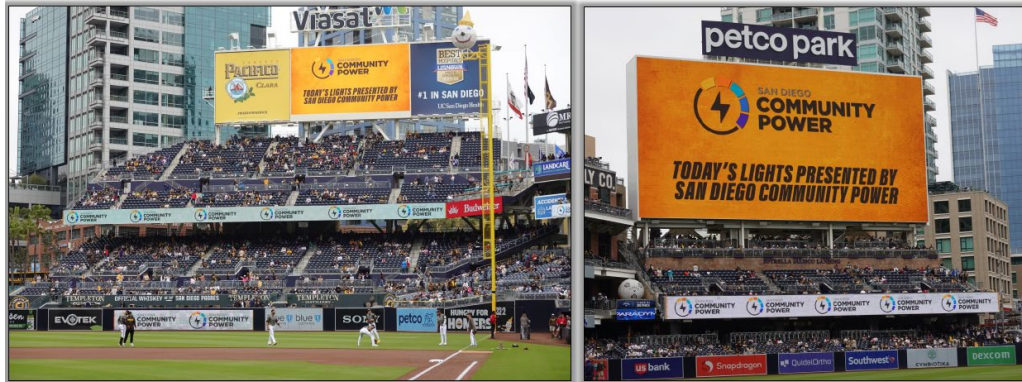


- › **Total Exposures:** 1,004
- › **Total Duration:** 2 Hrs. 36 Min. 50 Sec.
- › **100% Media Value:** \$1,055,657

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STADIUM

# Padres 2023 Season Metrics Recap

## Tonight's Lights Pre-Game LED



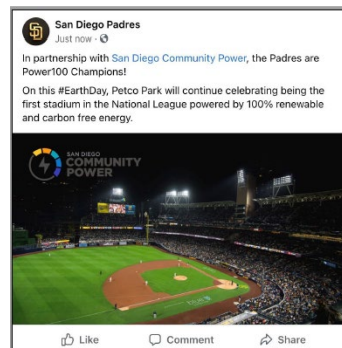
SD COMMUNITY POWER RECEIVED PRE-GAME TONIGHT'S LIGHT'S LED SIGNAGE DURING EVERY 2023 PADRES HOME GAME.

## Performance Snapback Giveaway



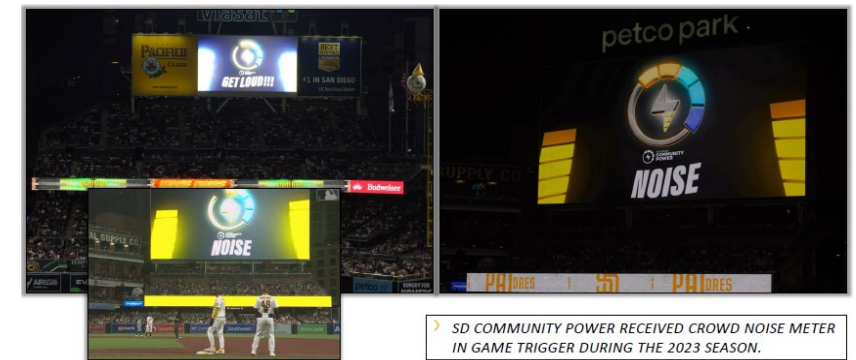
- 40,000 Padres fans in attendance received branded Community Power hat

## Social Media Posts and Email Blasts



**6/27 Email**  
 Total Mailed: 185,348  
 Total Opens: 124,276  
 Open Rate: 67.26%  
 Total Clicks: 344  
 Click Rate: 0.19%  
 \*Average MLB Email Open rate 40%

## Community Power Crowd Noise Meter



SD COMMUNITY POWER RECEIVED CROWD NOISE METER IN GAME TRIGGER DURING THE 2023 SEASON.



# Padres 2023 Press Conference



› SD COMMUNITY POWER HELD A PRESS CONFERENCE AT PETCO PARK SPOTLIGHTING NEW POWER 100 CHAMPIONS IN SAN DIEGO ON 8/31. CEO ERIK GREUPNER JOINED PRESS CONFERENCE ALONG WITH SDCP EXECUTIVES AND SAN DIEGO GOVERNMENT LEADERS.

# Padres 2024 Season Metrics Recap

- Padres increased average attendance per game from 40,915 in 2023 to 41,118 in 2024 (franchise record)
- The Padres still ranked as #1 in attendance based on park capacity and set an all-time franchise record of 3,314,593 total attendance

## Videoboard and Grandstand Bugs



- › **Total Exposures:** 112
- › **Total Duration:** 4 Min. 42 Sec.
- › **100% Media Value:** \$26,906

nielsen

## Fixed Homeplate Pad Sign



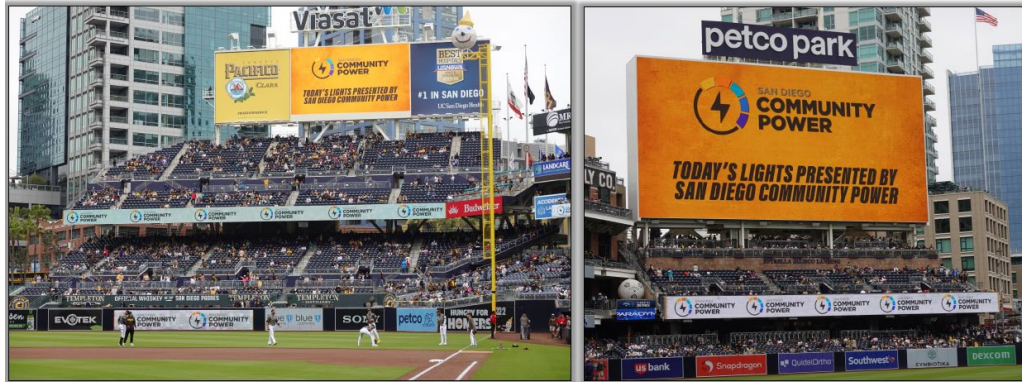
- › **Total Exposures:** 581
- › **Total Duration:** 41 Min. 3 Sec.
- › **100% Media Value:** \$411,308

nielsen



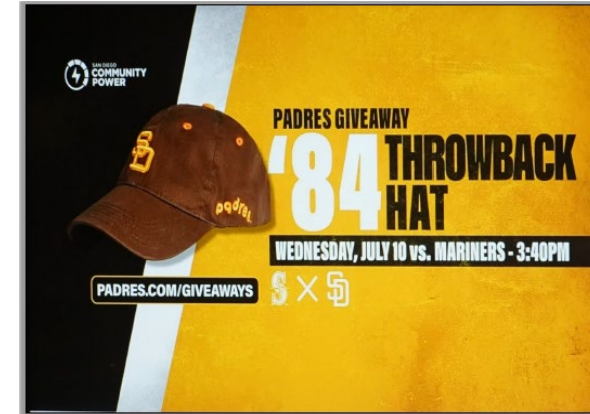
# Padres 2024 Season Metrics Recap

## Tonight's Lights Pre-Game LED



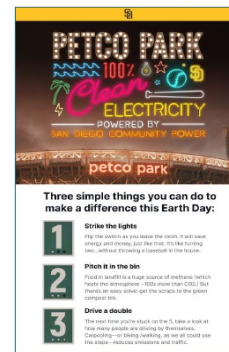
SD COMMUNITY POWER RECEIVED PRE-GAME TONIGHT'S LIGHT'S LED SIGNAGE DURING EVERY 2023 PADRES HOME GAME.

## Performance Snapback Giveaway



- 40,000 Padres fans in attendance received branded Community Power hat

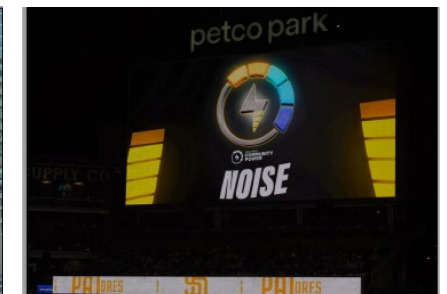
## Social Media Posts and Email Blasts



### 4/22 Email Metrics

-193,745 mailed  
-127,161 opens  
-65.47% total open rate  
-445 total clicks  
-0.23% total click rate  
\*average MLB Open rate .40%

## Community Power Crowd Noise Meter



# Padres 2024 Power100 Champions Branding

## 100% Renewable Power Branding On Ballpark Escalators



- Padres total season attendance exceeds 3.2 million fans and averaged 41,118 fans per game in 2024

## 100% Renewable Power Branding On L-BAR





# Padres 2025-27 Sponsorship Terms

- **[NEW] San Diego Section** – Presenting Sponsor of high school baseball and softball display located inside Petco Park. Will receive branding on permanent display and be presenting partner of the Padres High School All Star Game & Home Run Derby, Padres High School Coach of the Year and co-presenting sponsor of Coach of the Week
- **[NEW] Activation Kiosk** – On-site activation in the San Diego Section during four Padres games throughout the season
- **Tonight's Lights** – Pregame show announcement with Community Power as the Proud Power Provider of the San Diego Padres
- **L-Bar Branding** – Branding on all in-stadium televisions for a half season
- **Fixed Home Plate Padding** – Fixed sign on padding to the left of the rotational signage behind home plate for one mutually agreed upon Padres game each season
- **Energy Meter Custom Feature** – Presenting partner of the Energy Meter crowd feature
- **Giveaway Item / Activation Kiosk** – Presenting sponsor of one giveaway item during each season, and the opportunity for on-site activation during the game when the giveaway item is distributed
- **Email & Social Media Post** – Inclusion of marketing or education material in one dedicated email blast and one social media post each season
- **First Pitch** – Entitled to have one representative throw out an honorary first pitch at one mutually agreed upon Padres Game each season
- **Hospitality** - \$5,000 ticket bank

# Thank you, and Go Padres!





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# **Public Comment for Item No. 14**

# Item No. 15

**Approval of Allocation from PG&E of GHG-Free attributes from Diablo Canyon Nuclear Power Plant for 2025-2030**

## **Recommendation:**

**Elect to accept Community Power's allocation from PG&E of GHG-Free attributes from Diablo Canyon Nuclear Power Plant for 2025 through 2030 and authorize the Chief Executive Officer to execute the associated transaction confirmations via annual allocation processes, or as otherwise required.**

Presenter:

Stephen Gunther, Regulatory Manager

Byron Vosburg, Chief Commercial Officer



# Legislative Background

- **Diablo Canyon Nuclear Power Plant (DCPP)**
  - Owned and operated by Pacific Gas & Electric (PG&E)
  - Located in San Luis Obispo County
  - Combined generation capacity of 2,240 megawatts (MW)
  - Began operating in 1985; scheduled to be decommissioned in 2024/25
- **Senate Bill 846 (Dodd)**
  - Signed into law in 2022 extending the operation of the DCPP until October 31, 2029 (Unit 1) and October 31, 2030 (Unit 2)
  - **Rationale:** address reliability challenges in the wake of the extreme heat events of August 2020 while avoiding increases in greenhouse gas (GHG) emissions
  - **Costs:** Given the extension is intended to meet the state's reliability needs, SB 846 authorizes the costs to be collected through a non-bypassable charge applicable to the customers of all load-serving entities under the jurisdiction of the California Public Utilities Commission (CPUC), including San Diego Community Power



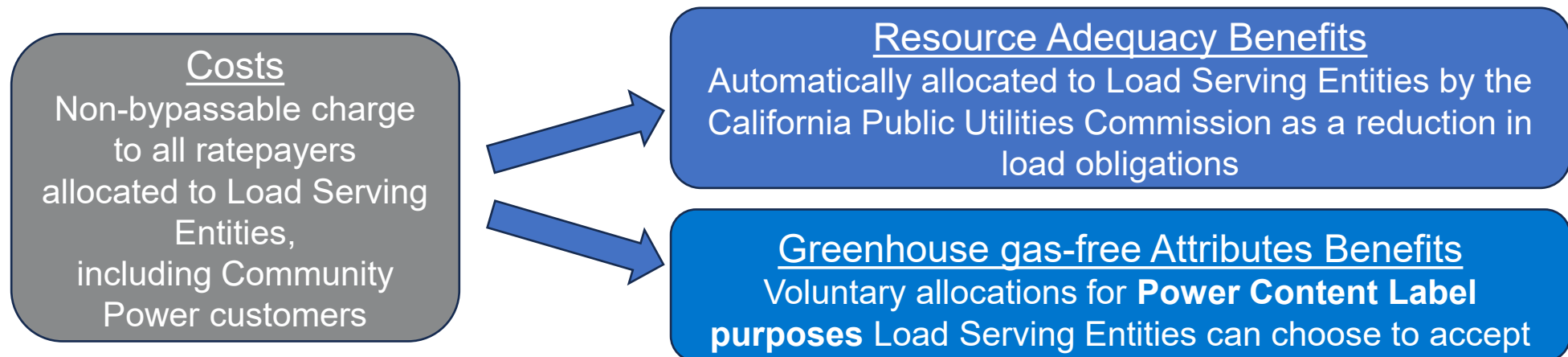
Source: [calmatters.org/environment/2023/03/diablo-canyon-nuclear-power-plant/](https://calmatters.org/environment/2023/03/diablo-canyon-nuclear-power-plant/)

# California Public Utilities Commission

## Decision on Costs and Benefits

On December 14, 2023, the California Public Utilities Commission adopted a [decision](#) directing and authorizing extended operations at Diablo Canyon Nuclear Power Plan pursuant to Senate Bill 846 and ruling on implementation details.

- **Costs** for extended operations will be borne by all ratepayers through a non-bypassable charge, allocated to each Load Serving Entity using the Cost Allocation Methodology based on 12-month coincident demand.
- The Commission agreed with CalCCA and other parties that it is **fair and reasonable for the benefits to be allocated to all customers already paying for extended operations.**





# Greenhouse Gas-Free Attributes Process

Pacific Gas & Electric (PG&E) shall offer to Load Serving Entities (LSEs) that are paying for extended operations of Diablo Canyon Nuclear Power Plant (DCPP) the ability to use their share of DCPP's greenhouse gas (GHG)-free attributes for their power content label.

The existing process for voluntarily offering the GHG attributes of certain resources to LSEs should be used as a model.

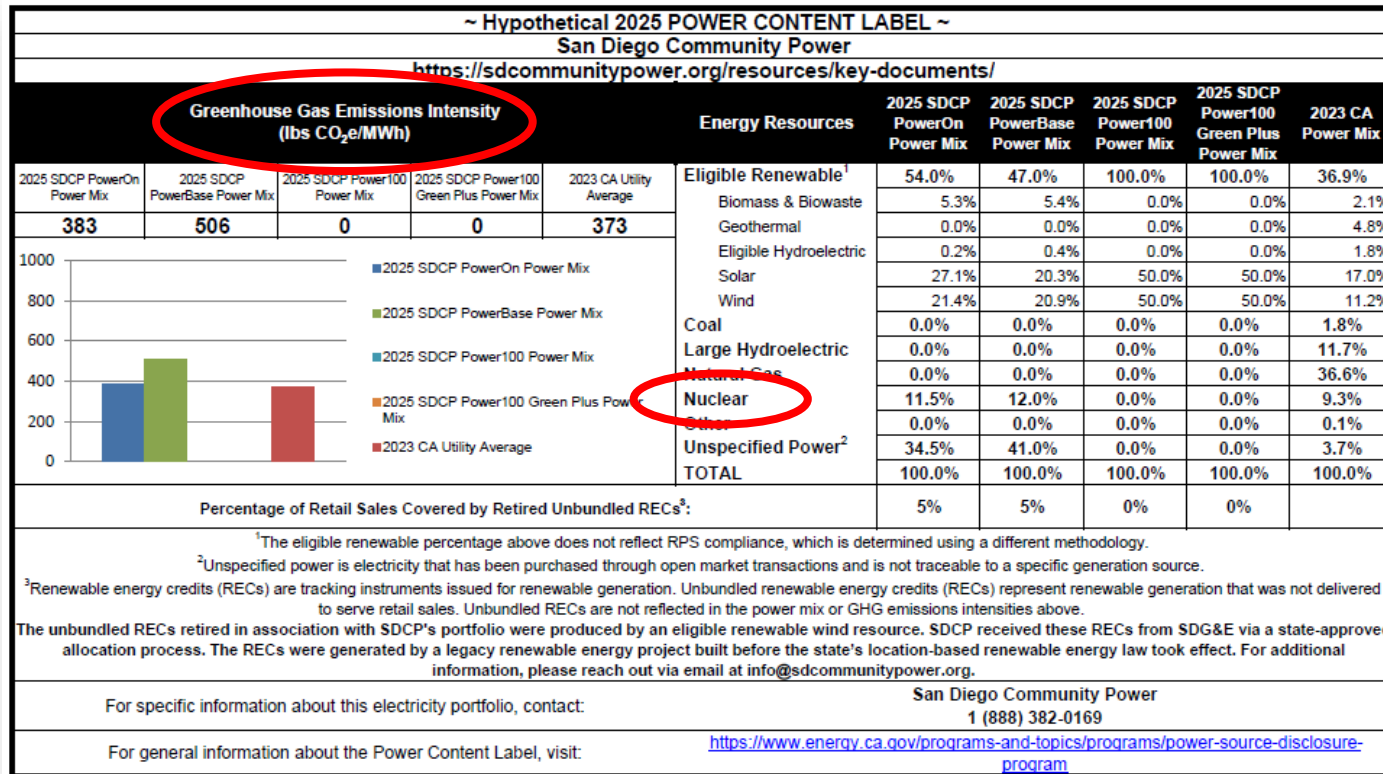
PG&E will receive percentage allocations from the California Public Utilities Commission by November each year.

PG&E will reach out to LSEs to determine whether they will accept their allocation by January 1 of the year.

Community Power must elect to accept or deny the allocation of GHG-free attributes for use on its Power Content Label.

*Note: Unclaimed allocations, if any, would be unused for that delivery year and would not be reported on any individual Load Serving Entity power content label or other communications.*

# Impact of Accepting the Allocation



## Does acceptance of the allocation...

...increase costs for Community Power?

**No**, Community Power customers are paying for Diablo Canyon Nuclear Power Plant (DCPP) through a non-bypassable charge either way.

...impact the operations of DCPP?

**No**, DCPP will operate through 2029/30 as mandated by state law.

...make an impact on Community Power?

The Diablo Canyon Nuclear Power Plant allocation will make reporting on the **Power Content Label** more transparent by acknowledging the:

- Percentage of nuclear power as part of the mix
- Reduction in carbon intensity



# Market Value and Fiscal Implications

- Community Power allocation:
  - **4.84%** of DCPD output
    - Total DCPD output: ~18,000,000 MWh/year
  - **~900,000 MWh** to Community Power
  - **~12%** of PowerOn/Power Base
  - **~20%** reduction in GHG emissions intensity in **PowerOn** and **PowerBase** portfolios
- Nuclear allocation “market value”: 900,000 MWh at \$10-15/MWh = **~\$10-12 MM/year**
- Reduction of carbon-free hydro purchases from 5% to 0%: **~\$12 MM/year** savings

# Recap

## Summary of Key Facts

- Community Power customers are already paying for the extension of DCP, which was decided by state law, through a separate non-bypassable charge on energy bills
- DCP is operational, providing over 2 GW of baseload power to the CA grid, and will remain operational through 2030 as mandated by state law (Community Power has no say over the operation of the plant)
- Community Power has already received Resource Adequacy (RA) benefits (~\$40MM annually) directly through the CPUC due to a reduction in RA purchase obligations from the nuclear allocation for reliability
- Accepting the GHG-free attributes would:
  - Reduce the carbon intensity of our PowerOn and PowerBase products by ~20%
  - If paired with a reduction in carbon-free purchases from existing hydroelectric resources, reduce costs by ~\$12M annually
  - Not impact Power100 or Power100 Green+ products, which include only renewable energy
  - Not impact any of Community Power's targets, contracts, or commitments regarding renewable energy content



# Recommended Portfolio Actions

- **Accept, at no additional cost, full allocation of 4.84% of DCPD carbon-free nuclear attributes for 2025-2030; and**
- Reduce PowerOn and PowerBase carbon-free hydro targets to zero for the same period to save ~\$12MM/year



# **Public Comment for Item No. 15**



# Item No. 16

**Update on 2025 Projected Rate Changes**

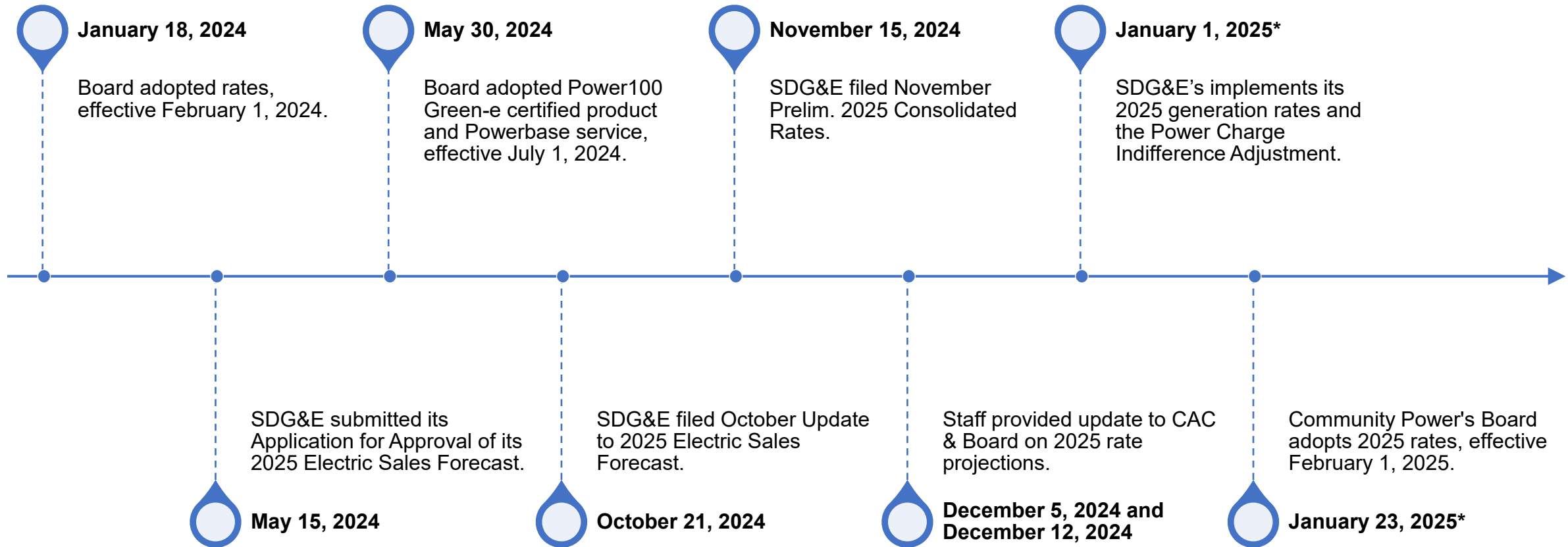
**Recommendation:**

**Receive and File 2025 Projected Rate Changes Update.**

Presenter:

Aaron Lu, Rates and Strategy Manager

# 2025 Rates Timeline



# Rate-Setting Process Overview

## Rate Development Policy Objectives:

- Cost Recovery,
- Reserves,
- Rate Competitiveness and Customer Value,
- Rate Stability,
- Equity Among Customers,
- Rate Structure Simplicity and Comparability,
- Transparency,
- Avoidance of Cost Shifting, and
- Cost of Service.



# Rate-Setting Process Overview

## What are the components of Community Power rates?

- Generation costs
- SDG&E Delivery costs
- Additional fees
  - Power Charge Indifference Adjustment (PCIA) includes above-market costs related to power supply commitments that the utilities made many years ago.
  - Franchise fees is a surcharge applied to electricity transported over SDG&E systems that are constructed in public streets and highways. All customers i.e., bundled and un-bundled, are assessed Franchise Fees.

Time of Use – TOUDR-Residential

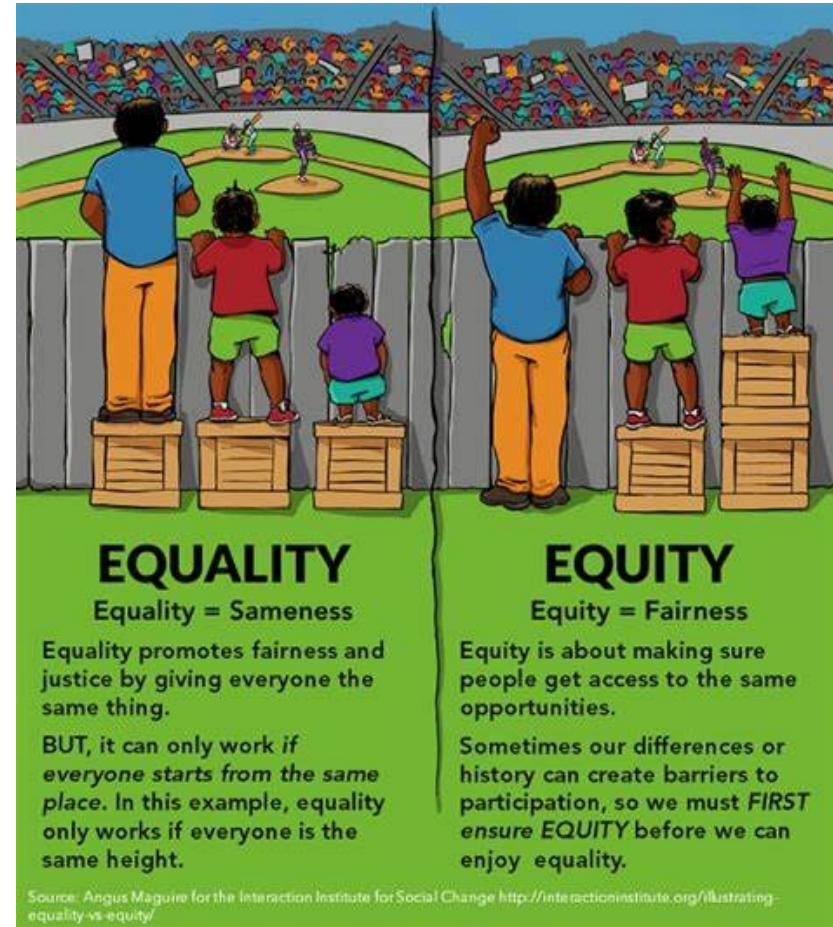
Residential: TOUDR	SDG&E 44.8% Renewable	SDCP PowerBase 45% Renewable	SDCP PowerOn 54.2% Renewable + 12.8% Carbon Free	SDCP Power100 100% Renewable
Generation Rate (\$/kWh)	\$0.13878	\$0.12997	\$0.14690	\$0.15690
SDG&E Delivery Rate (\$/kWh)	\$0.25528	\$0.25525	\$0.25525	\$0.25525
SDG&E PCIA (\$/kWh)	\$0.00207	\$0.00727	\$0.00727	\$0.00727
Franchise Fees (\$/%)	\$0.00435	\$0.00435	\$0.00435	\$0.00435
Total Electricity Cost (\$/kWh)	\$0.40048	\$0.39684	\$0.41377	\$0.42377
Average Monthly Bill (\$)	\$150.98	\$149.61	\$155.99	\$159.76

Average Monthly Usage: 377kWh

# Rate Setting Mechanics

## Equality vs. Equity:

- Equality means an individual or a group of people is given the same resources or opportunities.
- Equity recognizes that each person has different circumstances and allocates the exact resources and opportunities needed to reach an equal outcome.
- This trifurcation will maintain a fair, equitable, and balanced rate structure that does not create winners and losers across our customers.

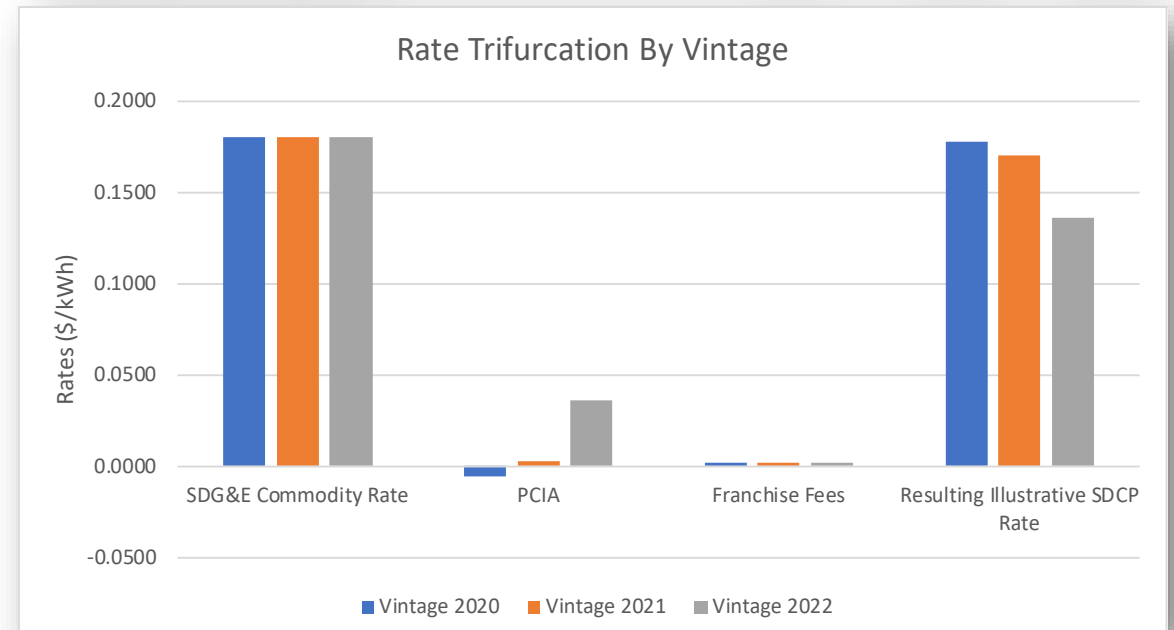


# Rate Setting Mechanics

- Community Power's Phase 1 and 2 customers (vintage 2020), Phase 3 customers (vintage 2021), and Phase 4 customers (vintage 2022) are all charged a different Power Charge Indifference Adjustment (PCIA) by SDG&E because they are enrolled in different “vintage” years.
- Due to the substantial deltas expected between PCIA vintages 2020, 2021, and 2022, staff will recommend to the Board trifurcation of three sets of rates in 2025.

Illustrative Rate Setting Process Based On Trifurcation

Competitive Factor (Discount)	3%	3%	3%
Rates (\$/kWh)	Vintage 2020	Vintage 2021	Vintage 2022
SDG&E Commodity Rate	0.1800	0.1800	0.1800
PCIA	-0.0051	0.0027	0.0364
Franchise Fees	0.0020	0.0020	0.0020
<b>Resulting Illustrative SDCP Rate</b>	<b>0.1777</b>	<b>0.1700</b>	<b>0.1362</b>





# 2025 Commodity Rate Projections

Illustrative SDG&E commodity rates, effective 01-01-2025

Customer Class	SDG&E Avg. Commodity Rate (\$/kWh)						SDG&E Avg. Commodity Rate Change (%)			
	1/1/2023	1/1/2024	3/1/2024	10/1/2024*	1/1/2025**	1/1/2025***	1/1/2023 - 1/1/2024	1/1/2024 - 3/1/2024	3/1/2024 - 10/1/2024	10/1/2024 - 1/1/2025
Residential	0.1967	0.1514	0.1517	0.1517	0.1519	0.1622	-23.03%	0.19%	0.00%	6.96%
Small Commercial	0.1742	0.1283	0.1285	0.1285	0.1288	0.1385	-26.34%	0.19%	0.00%	7.78%
M/L C&I	0.2039	0.1578	0.1581	0.1581	0.1578	0.1660	-22.61%	0.18%	0.00%	5.04%
Agricultural	0.1455	0.1120	0.1122	0.1122	0.1116	0.1174	-23.00%	0.18%	0.00%	4.61%
Lighting	0.1286	0.0991	0.0993	0.0993	0.0995	0.1063	-22.92%	0.19%	0.00%	7.07%
<b>System Total</b>	<b>0.1947</b>	<b>0.1499</b>	<b>0.1502</b>	<b>0.1502</b>	<b>0.1503</b>	<b>0.1595</b>	<b>-23.03%</b>	<b>0.19%</b>	<b>0.00%</b>	<b>6.20%</b>

\* SDG&E 10/1/2024 rate change did not revise commodity rates and PCIA.

\*\* SDG&E proposed 1/1/2025 rates from Oct. 2025 ERRR Update, filed 10/21/2024.

\*\*\* SDG&E proposed 1/1/2025 rates from Nov. Consolidated Rates Filing, filed 11/15/2024.

- SDG&E's system avg. commodity rates are projected to increase by 6.20%.
- The primary drivers for the increase in commodity rates is adjustments between SDG&E's balancing accounts and impacts from its General Rate Case.

# Next Steps

- Staff continues to monitor updates from SDG&E & CPUC throughout the remainder of the year and into 2025.
- SDG&E commodity rates and PCIA rates, that will go into effect on 01-01-2025, will not be finalized until the last week of December.
- Staff will recommend to the Board to adopt a rate change in January.
- A few key early considerations are as follows:
  - Due to variation in PCIA for vintage years, staff will continue to recommend trifurcated rates.
  - Final SDG&E commodity costs and PCIA rates will determine the trajectory of SDCP's proposed 2025 rates.



# **Public Comment for Item No. 16**



# Item No. 17

**Approve the Marketing Community Initiative Partnership with TEGNA through December 31, 2025, in an Amount Not-to-Exceed \$174,044, and Authorize the Chief Executive Officer to Execute the Agreement**

## **Recommendation:**

**Approve the Marketing Community Initiative Partnership with TEGNA through December 31, 2025, in an amount not to exceed \$174,044, and Authorize the Chief Executive Officer to execute the agreement.**

Presenter:

Jen Lebron, Director of Public Affairs

# Background

## Working for Our Community Partnership

- TEGNA owns local news stations CBS8, KFMB and NFMB, which have an initiative that highlights local nonprofits and all they do for the greater San Diego community.
- Community Power entered into a one-year agreement as part of the "Working for Our Community" partnership in January 2024.



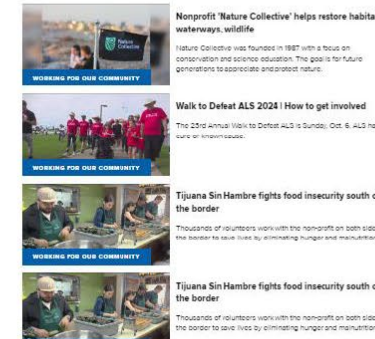
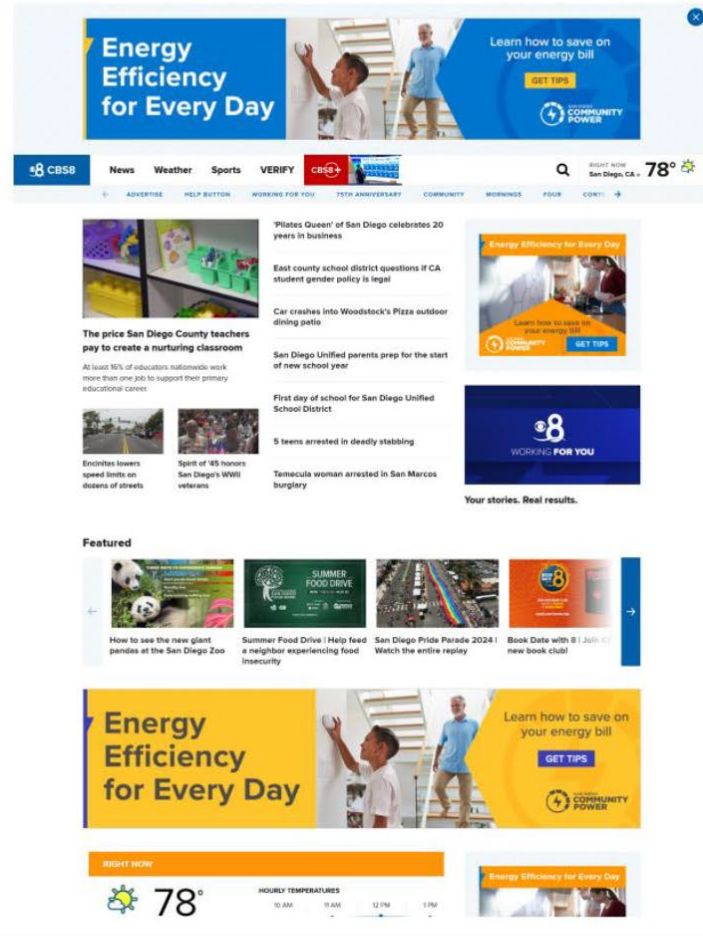
# Agreement highlights

- Long-form segments that explain what Community Power is and how it is making an impact on San Diegans
- 30- and 15-second advertisements that encourage customers to take advantage of Community Power benefits that will air on San Diego CBS and CW affiliate television stations and streaming services
- A 30-minute special on CBS8+, a streaming service
- Promos for the special
- CBS8.com home page take over
- Billboards





# Creative summary



# Half-hour specials

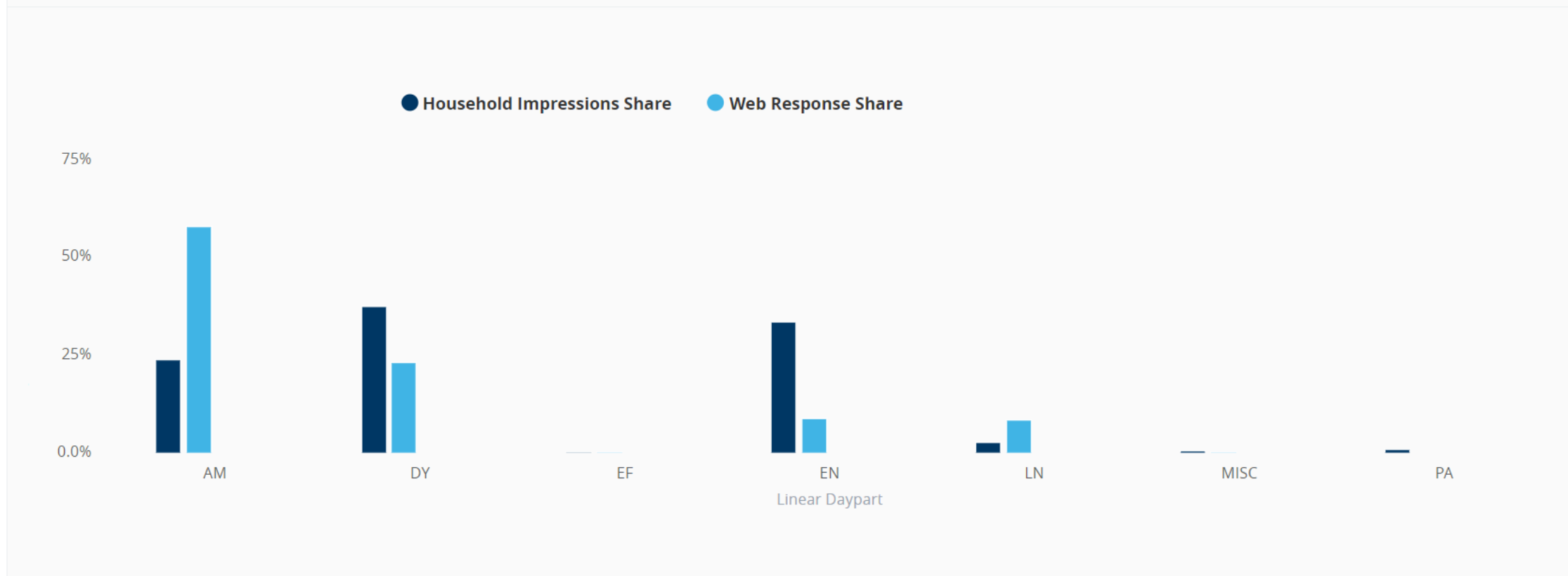
Station	Date and Time
KFMB	SATURDAY, 4/6 @ 3:30PM
	SATURDAY, 4/20 @ 4:00PM
	SUNDAY, 5/12 @ 9:30AM
	SUNDAY, 5/19 @ 4:30PM (JOINED IN PROGRESS DUE TO SPORTS OVER RUN)
	SUNDAY, 5/26 @ 3:30PM (JOINED IN PROGRESS DUE TO SPORTS OVER RUN)
	SATURDAY, 6/29 @ 4:00PM
	SUNDAY, 6/30 @ 3:30PM (JOINED IN PROGRESS DUE TO SPORTS OVER RUN)
	MONDAY, 7/15 @ 2:30PM
	SATURDAY, 7/27 @ 10:00AM
	SUNDAY, 8/4 @ 9:30AM
NFMB	SATURDAY, 4/6 @ 10:30PM
	SATURDAY, 4/27 @ 12:00PM
	SATURDAY, 5/18 @ 10:30PM
	SATURDAY, 5/25 @ 12:00PM
	SUNDAY, 6/9 @ 10:30PM
	SATURDAY, 6/15 @ 10:30PM
	SATURDAY, 6/29 @ 12:00PM
	SATURDAY, 7/13 @ 12:00PM
	SUNDAY, 7/14 @ 10:30PM
	SUNDAY, 7/21 @ 10:30PM
	SATURDAY, 7/27 @ 12:00PM
	SUNDAY, 9/15 @ 10:30PM
Total Half Hour Specials	26x



# Agreement metrics

5,036,374 household impressions from TV and streaming in first nine months

Impressions, Response, And KPI Shares By Daypart





# ZIP codes with largest audience shares

1. 91911 – Chula Vista
2. 91910 – Chula Vista
3. 92154 – Otay Mesa
4. 91913 – Otay Ranch
5. 92139 – Bay Terraces
6. 92113 – Logan Heights
7. 91942 – La Mesa
8. 92024 - Encinitas
9. 91950 – National City
10. 91941 – La Mesa

# **Recommendation:**

**Approve the Marketing Community Initiative Partnership with TEGNA through December 31, 2025, in an amount not to exceed \$174,044, and Authorize the Chief Executive Officer to execute the agreement.**



# **Public Comment for Item No. 17**





# **Report by Chief Executive Officer**



# Welcoming the Holiday Season to San Diego



*Imperial Beach Tree Lighting*



*December Nights*

# San Diego State Legislature Delegation Reception



*San Diego State Legislature Delegation Reception*



# Power100 Champions Celebration



*2024 Power100 Champions*



*Chair LaCava's Remarks*

# We're Hiring!

## Interview Stage

- Rates Analyst
- Director of Portfolio Management
- Associate Director of IT and Data Analytics

## Final Stage

- Origination Manager

## Starting January 14

- Ruby Laity, Assistant General Counsel
- Amy Biltz, IT System Analyst







The background of the slide features a close-up photograph of blue water with gentle ripples. A large, white, diagonal stripe runs from the top-left corner towards the bottom-right, creating a split effect. The text is positioned within the white stripe.

# **Directors' Comments**





**Adjournment**





# Next Regular Board of Directors Meeting

January 23, 2025

