



San Diego Community Power

Board of Directors Meeting
September 24, 2020





Special Meeting Agenda

Call to Order

Roll Call

Closed Session

1. Public Employment
2. Conference with Labor
Negotiators

Report from Closed Session

Adjournment



Special Meeting Agenda: Closed Session

Item 1: Public Employment

Pursuant to Government Code Section 54957

Title: Chief Executive Officer

Item 2: Conference with Labor Negotiators

Pursuant to Government Code Section 54957.6

Agency designed representative(s): Ryan Baron, General Counsel

Unrepresented Employee: Chief Executive Officer



Special Meeting Agenda

Report from Closed Session



Regular Meeting Agenda

Call to Order


Pledge of Allegiance

Roll Call

Items to be Added, Withdrawn, or Reordered on the Agenda

Public Comments Not on the Agenda

1. Operations and Administration Report from the Interim Executive Officer
2. Appointment of Interim CEO and Approval of Employment Agreement
3. Approval of CEO Job Description and Initial SDCP Organizational Chart
4. Approval of San Diego Community Power Brand Messaging and Logo
5. Approval of Employee Handbook



Item 1: Operations and Administration Report

Recommendation:

1. Receive and file update on various operational and administration activities.
2. Receive and file update on Regulatory Affairs.



Item 2:

Appointment of
Interim CEO and
Approval of
Employment
Agreement

Recommendation:

Adopt resolution appointing Bill Carnahan as Interim Chief Executive Officer and approving execution of an Employment Agreement with Mr. Carnahan in substantially the form attached hereto, with non-substantive revisions approved by the Chair and approved as to form by the General Counsel.



Item 3:

Approval of CEO Job
Description and Initial
SDCP Organizational
Chart

Recommendation:

1. Approve CEO job description, subject to future changes by the Board of Directors.
2. Approve SDCP organizational chart, subject to changes made in the discretion of the Chief Executive Officer and subsequent notice to the Board at a regular meeting.



Item 4:

Approval of San Diego
Community Power
Brand Messaging and
Logo

Recommendation:

Approve brand messaging
and logo concept from
Civilian.

San Diego Community Power

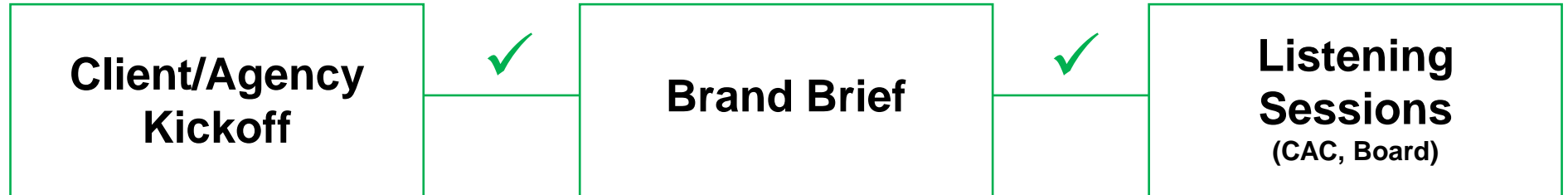
September Board Update

Today

- • **Messaging Platform**
- • **Brand Identity (Logo)**
- • **Next Steps**

The Approach

Discovery



Design



Messaging



Message Platform

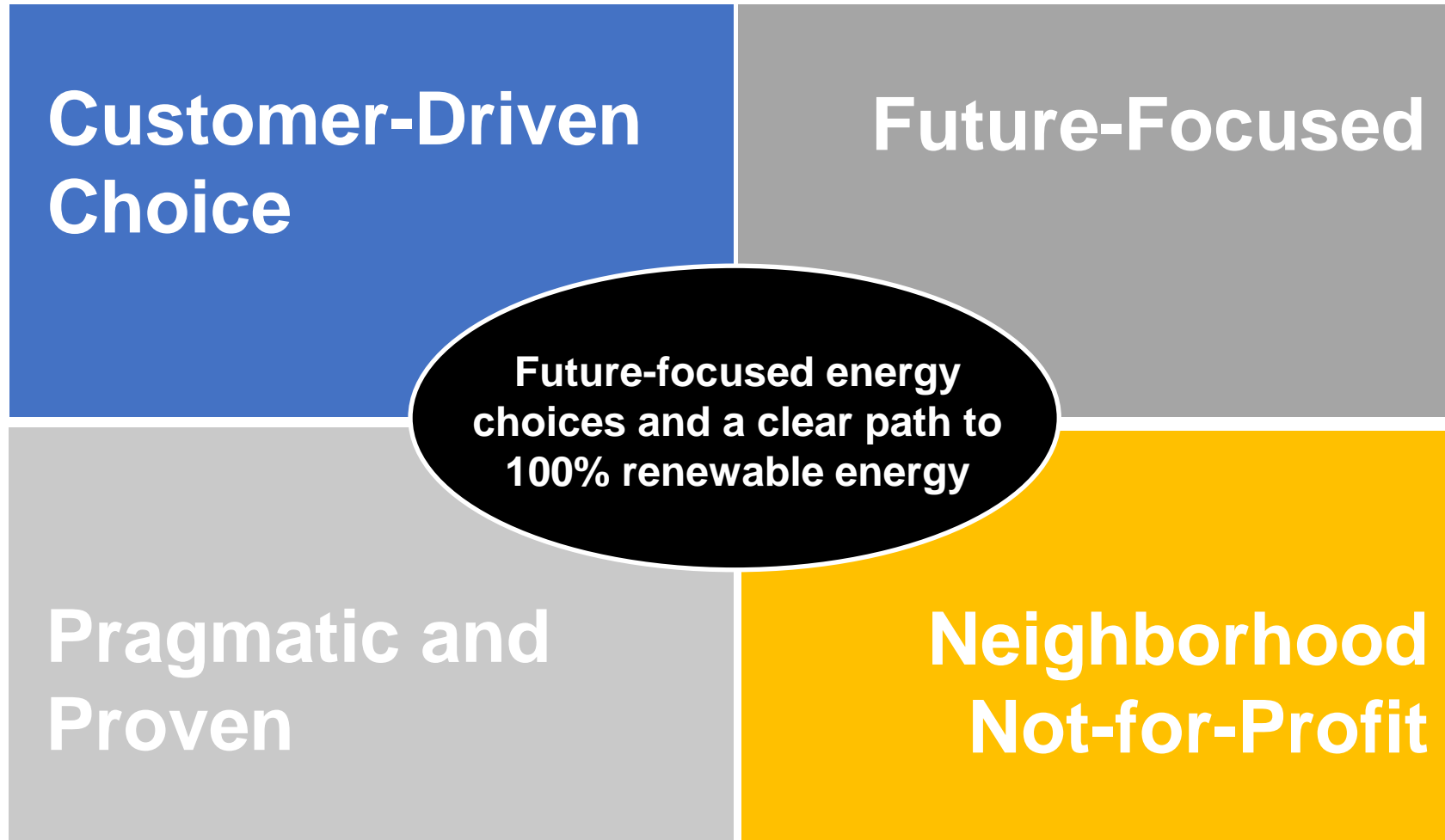
Positioning and Messaging Goals

- Support business goals and objectives
- Communicate the benefits of SDCP and its offerings
- Establish credibility and trust
- Position SDCP as a regional CCA thought leader
- Shift perceptions from current state to desired state utilizing consistent proof points in all external communications
- Mitigate impact of worst perceptions and plan around barriers

Umbrella Positioning Statement

As a neighborhood not-for-profit,
SDCP provides future-focused
energy choices and a clear path
to 100% renewable energy –
**for today and as a legacy
for future generations.**

Key Messaging Structure



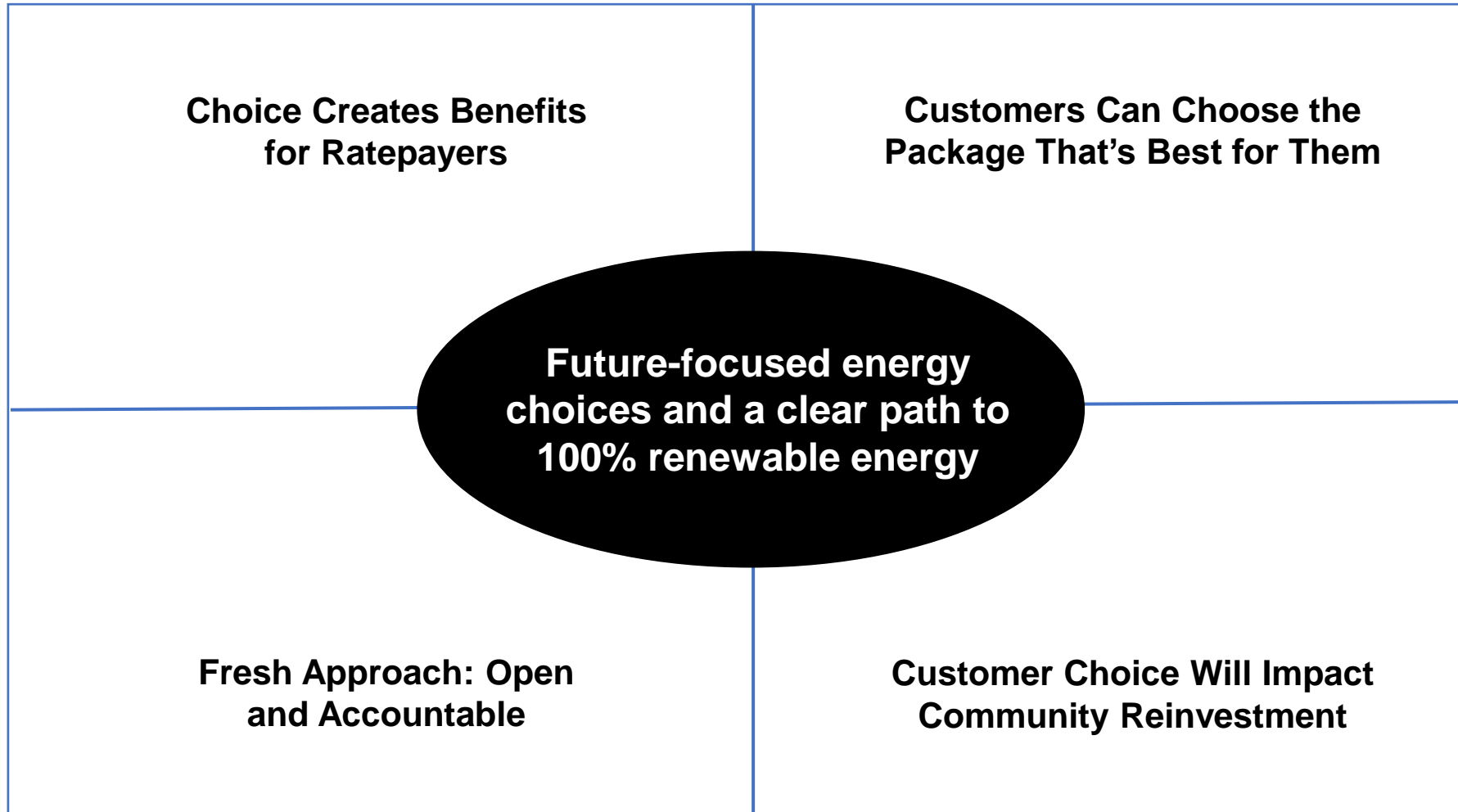
Customer-Driven Choice

Customer-Driven

Future-Focused

Proven

Not-for-Profit



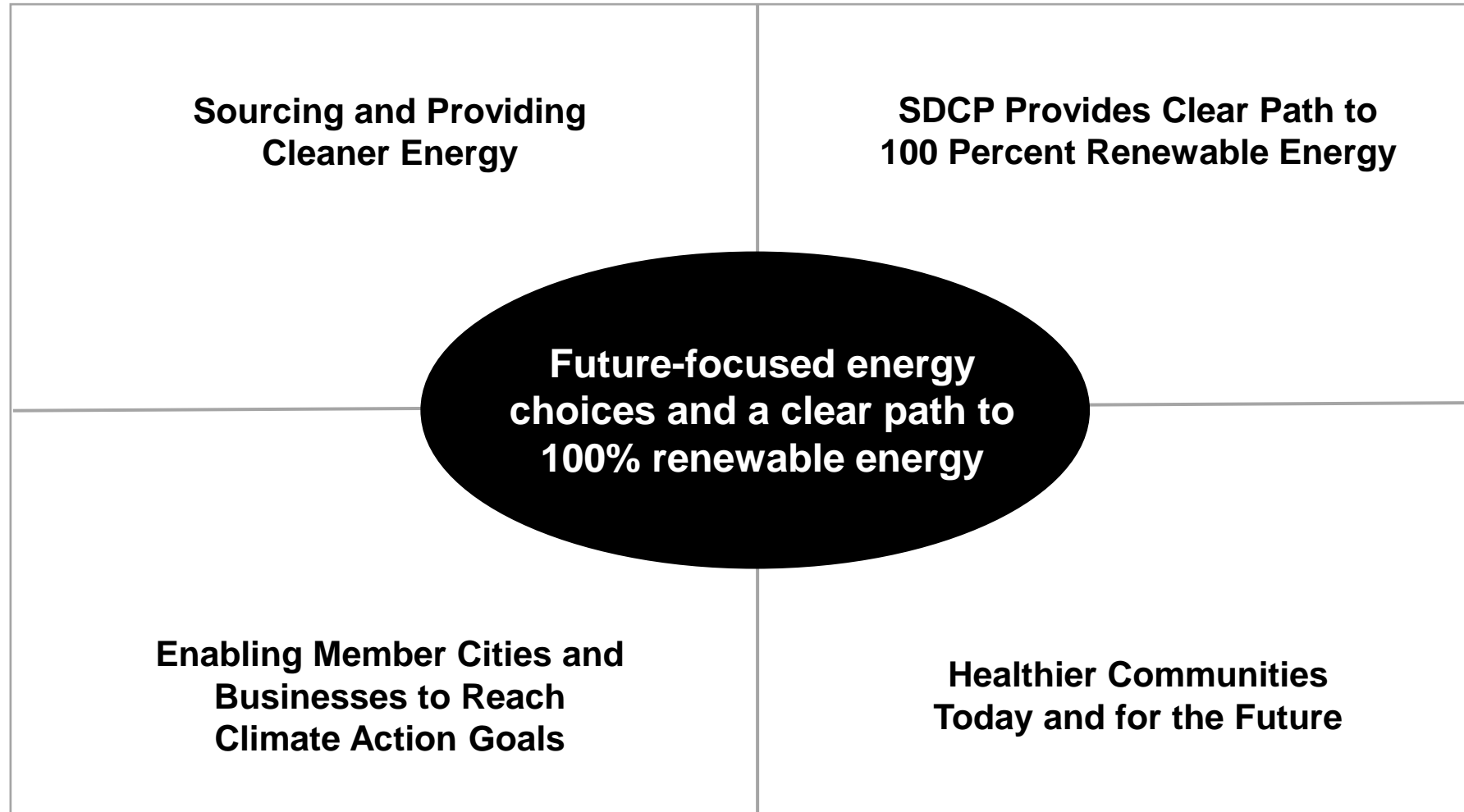
Future-Focused

Customer-Driven

Future-Focused

Proven

Not-for-Profit



Pragmatic and Proven

Customer-Driven

Future-Focused

Proven

Not-for-Profit

**CCA's are Not New, They are
Succeeding Across the State/Country**

**Investing in Clean Tech
Supports Local Jobs**

**Future-focused energy
choices and a clear path to
100% renewable energy**

**Ratepayers can Choose to Save
Money and the Environment**

**CCA's Support Overall
Community Economic Vitality**

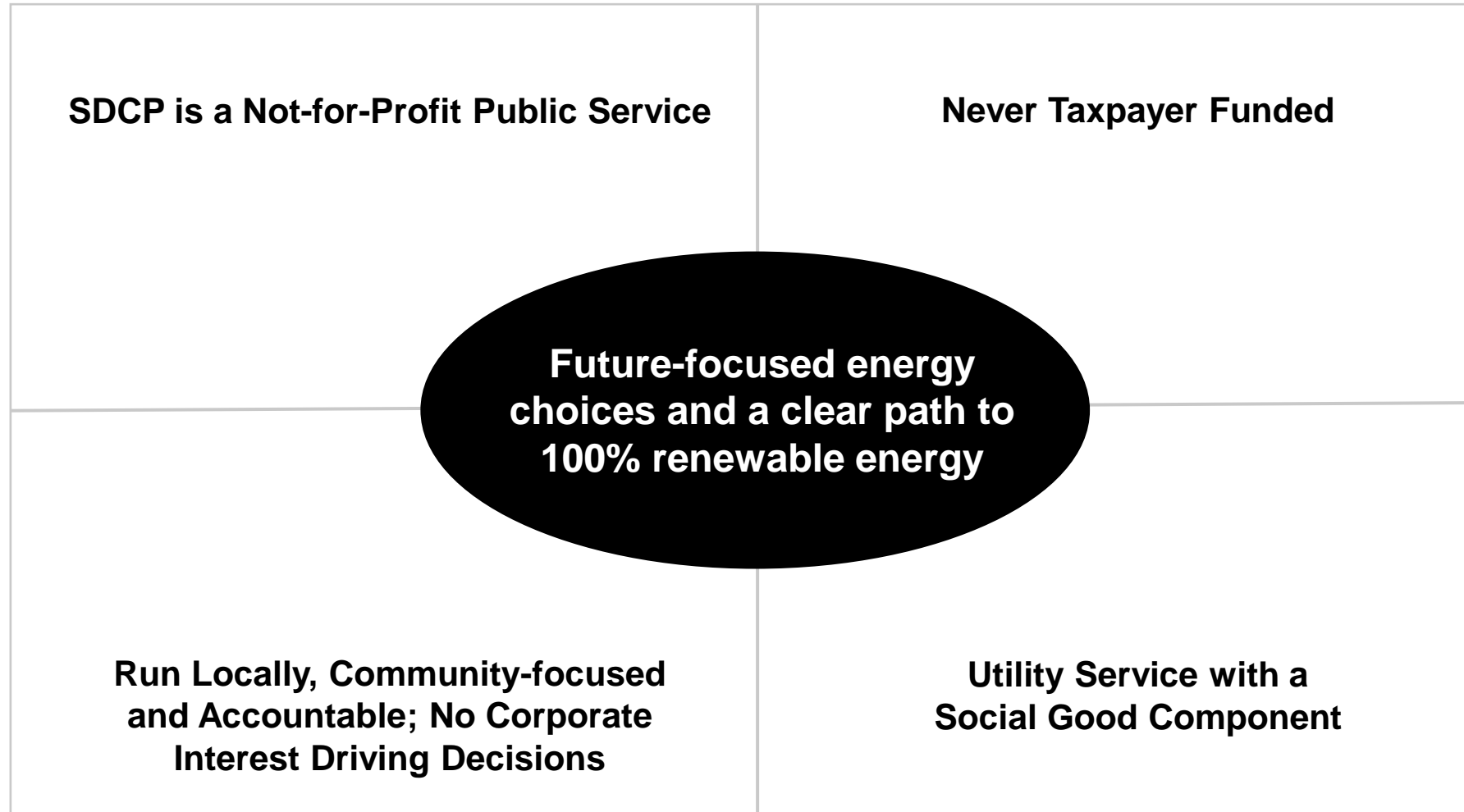
Neighborhood Not-for-Profit

Customer-Driven

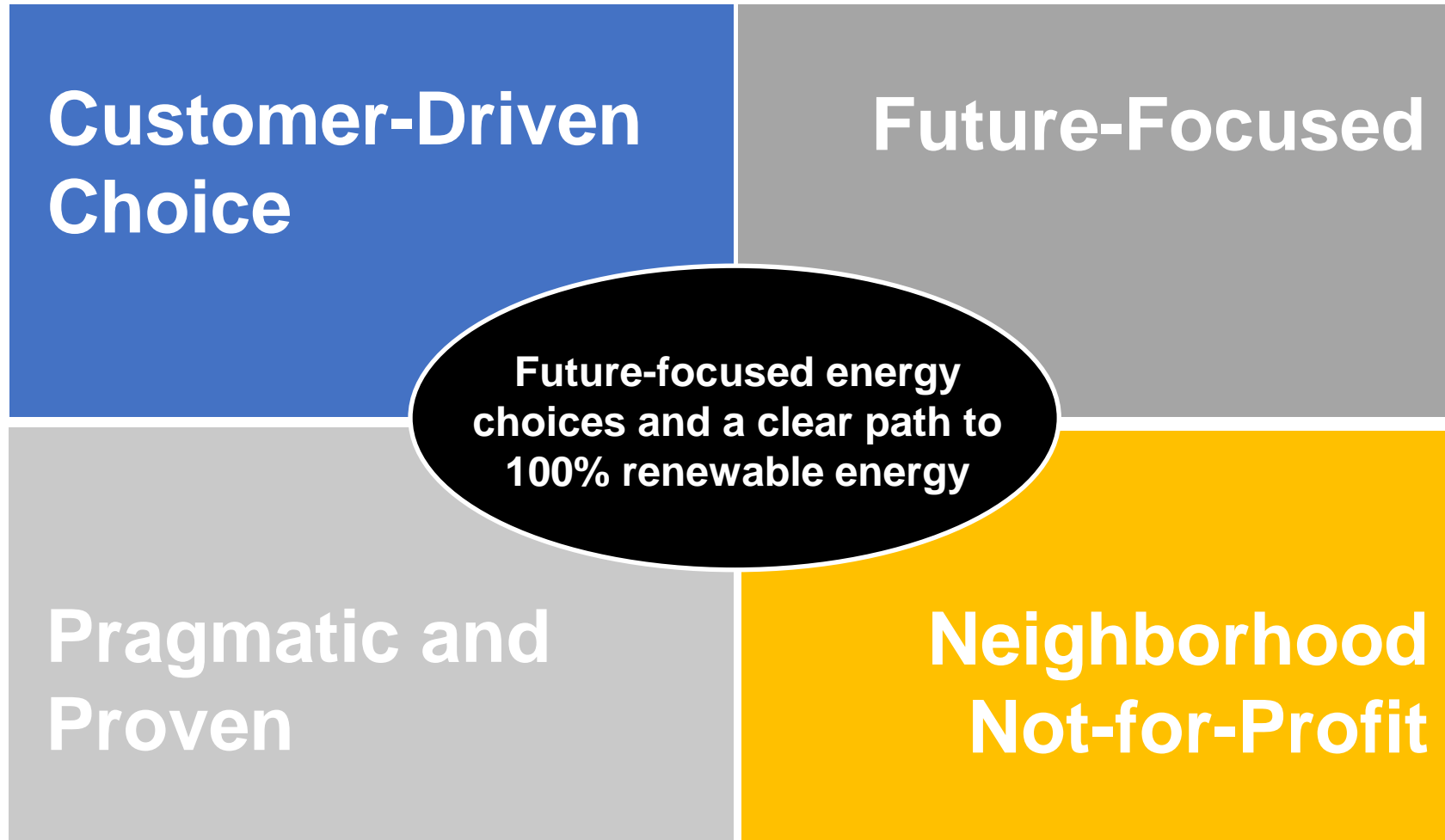
Future-Focused

Proven

Not-for-Profit



Key Messaging Structure



Brand Identity

The Direction

- We need to build a brand and campaign which educates constituents about clean energy and sparks a sense of collective pride for the difference we can make as a community.

The Direction

- Proud
- Trustworthy
- Fresh
- Local
- Visionary

Research – Industry Brands

Some common themes exist:
suns, leaves, and light bulbs




CleanPowerSF

 **Sonoma
Clean Power**



CPA CLEAN
POWER
ALLIANCE



SAN JOSE 
CLEAN ENERGY
A Program of the City of San José

Research – Industry Brands

Once you add color, a sea of sameness arises – SDCP has an opportunity to stand out

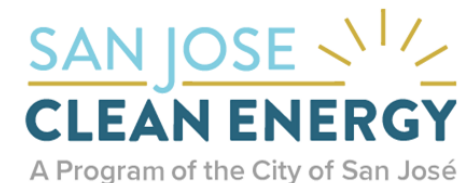


CleanPowerSF

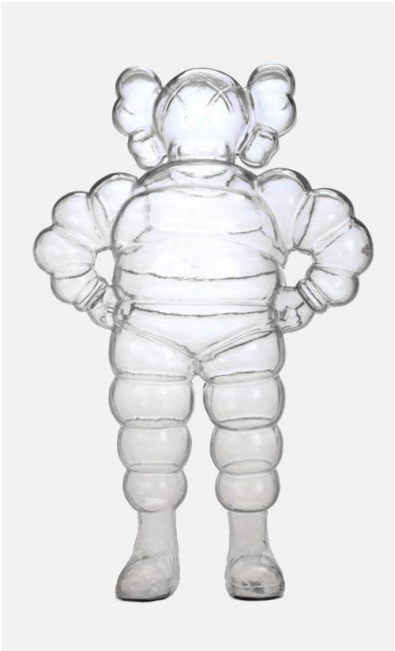
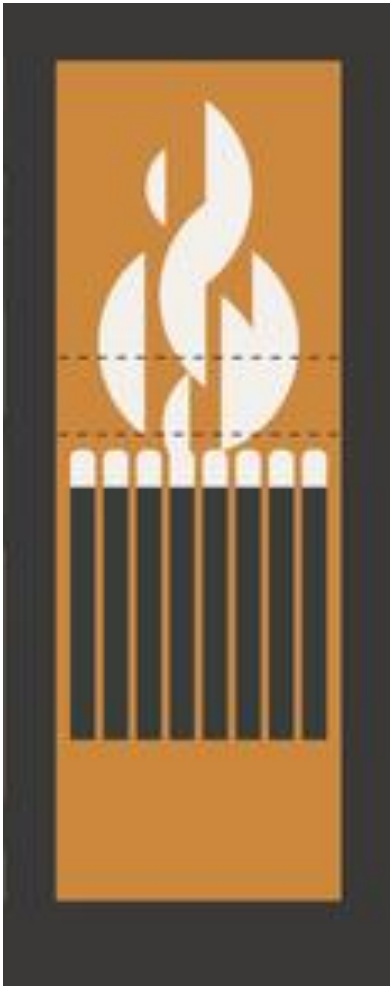
Sonoma
Clean Power



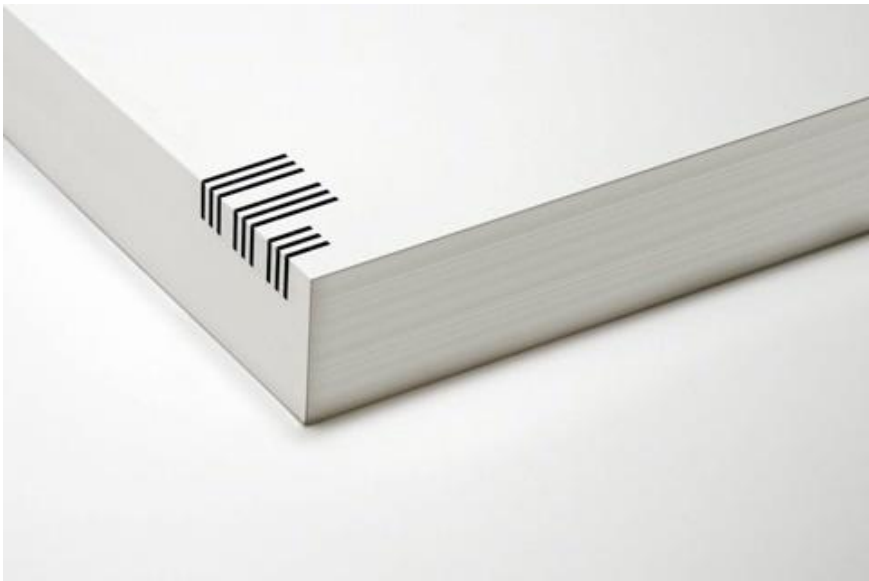
CPA CLEAN
POWER
ALLIANCE



Mood Board



Mood Board (cont'd)



Power Up



SAN DIEGO
**COMMUNITY
POWER**



SAN DIEGO
**COMMUNITY
POWER**


Questions?

Next Steps

- • Build out messaging proof points
- • Develop campaign and launch collateral
- • Create brand guidelines

Thank you!





Item 5:

Approval of Employee Handbook

Recommendation:
Approve employee
handbook for San Diego
Community Power.



San Diego Community Power

NEXT REGULAR MEETING:
October 22, 2020

