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Items to be Added, Withdrawn, or Reordered on the Agenda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

- Messaging Platform
- Brand Identity (Logo)
- Next Steps
The Approach

Discovery
- Client/Agency Kickoff
- Brand Brief
- Listening Sessions (CAC, Board)

Design
- Mood Board
- Logo Sketches
- Final Logo (lockup with color)

Messaging
- Platform Draft (Positioning + Key Messages)
- Message Matrix (by Audience, Channel, etc)
- Consumer Testing (Methodology TBD)

September 2020
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**
- **Future-Focused**
- **Pragmatic and Proven**
- **Neighborhood Not-for-Profit**

Future-focused energy choices and a clear path to 100% renewable energy.
Customer-Driven Choice

Choice Creates Benefits for Ratepayers

Customers Can Choose the Package That’s Best for Them

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

Fresh Approach: Open and Accountable

Customer Choice Will Impact Community Reinvestment

Customer-Driven Future-Focused

Proven Not-for-Profit
Future-Focused

Sourcing and Providing Cleaner Energy

SDCP Provides Clear Path to 100 Percent Renewable Energy

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

Enabling Member Cities and Businesses to Reach Climate Action Goals

Healthier Communities Today and for the Future
Pragmatic and Proven

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

Customer-Driven Future-Focused

Proven Not-for-Profit

Future-focused energy choices and a clear path to 100% renewable energy
Neighborhood Not-for-Profit

SDCP is a Not-for-Profit Public Service

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

Run Locally, Community-focused and Accountable; No Corporate Interest Driving Decisions

Never Taxpayer Funded

Utility Service with a Social Good Component

Customer-Driven

Future-Focused

Proven

Not-for-Profit

September 2020
Key Messaging Structure

- Customer-Driven Choice
- Future-Focused
- Pragmatic and Proven
- Neighborhood Not-for-Profit

Future-focused energy choices and a clear path to 100% renewable energy
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
Some common themes exist: suns, leaves, and light bulbs

Research – Industry Brands

September 2020
Once you add color, a sea of sameness arises – SDCP has an opportunity to stand out
Mood Board
Questions?
Next Steps

- Build out messaging proof points
- Develop campaign and launch collateral
- Create brand guidelines
Thank you!
Item 5: Approval of Employee Handbook

San Diego Community Power

NEXT REGULAR MEETING:
October 22, 2020