



# Community Advisory Committee

Regular Meeting

November 12<sup>th</sup>, 2021



# Regular Meeting Agenda

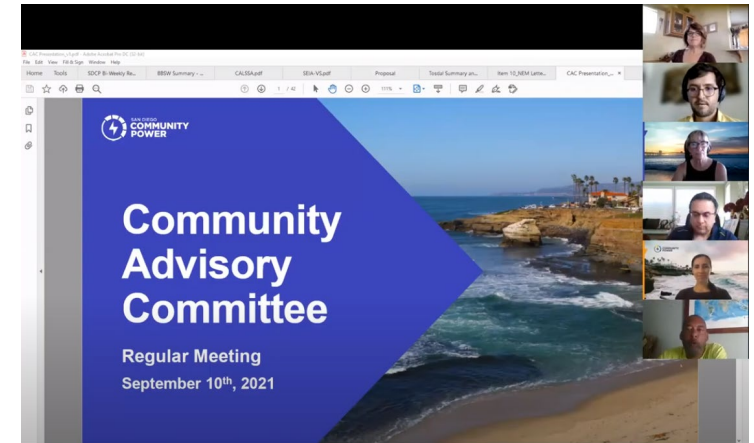
1. Welcome
2. Roll Call
3. Public Comment for Items Not on the Agenda
4. Items to be Withdrawn, or Reordered on the Agenda
5. Discuss and Provide Recommendation to the Board on Restructuring the CAC Membership Format
6. Discuss and Provide Input on Phase 3 Residential Enrollment Strategy
10. Standing Item: Discussion of Potential Agenda Items for Board of Directors Meetings
11. Committee Member Announcements
12. Adjournment

## Item 5

### **Discuss and Provide Recommendation to the Board on Restructuring the CAC Membership Format**

# Background & Recent Growth

- Currently, the Community Advisory Committee has two primary representatives from each of the founding member cities.
- The size of the committee is of 10 members.
- Recently, the County of San Diego and National City voted to join San Diego Community Power.
- Under the current membership format, the CAC would grow to 14 members and beyond if more jurisdictions joint.
- This can create too large of a committee.
- Clean Power Alliance has limited their CAC to 15 people.





# Managing Growth of the CAC

## Option 1

- The current structure is maintained, where the CAC will grow to 14 members with two representatives from each member agency.
- If another jurisdiction joins SDCP, this triggers a switch from two primary representatives to one primary and one alternate.
- Determining who will be the primary and alternate will be left to the corresponding Board Member.
- Staff is comfortable with a committee of 14.
- This option maintains the current structure but sets the stage for change if growth continues.

## Option 2

- Maintain the current structure until July 1, 2022, when the first set of terms end.
- Once that date is reached, the CAC will move to one primary and one alternate.
- Determining who will be the primary and alternate will be left to the corresponding Board Member.
- To ensure the County and National City representatives join as soon as possible, they may join under the current structure and then move to the proposed option 2 in July.
- This option ensures that the CAC grows sustainably.

# Next Steps

- If Option 1 is preferred, a vote is needed to recommend that the Board adopt the change in the Membership Criteria and Application Form at the December regular meeting.
- If Option 2 is preferred, a vote is needed to recommend that the Board adopt the change in the Membership Criteria and Application Form at the December regular meeting.
- Recruitment for County of San Diego and National City representatives will begin in December/January.
- Staff aims to have the representatives seated by the March 2022 CAC meeting.



**Questions?**

## Item 9

# **Discuss and Provide Input on Phase 3 Residential Enrollment Public Relations Strategy**



# Learnings from Phase 2 Campaign

- Most successful Paid Media tactics were Social Media, and Radio & Print
- Partnership outreach with key accounts, such as the San Diego Regional Airport Authority and Illumina, created the highest level of buzz and business engagement
- Ongoing education through multiple approaches will be required in Phase 3

# Phase 3 Creative Preview

## 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 😊.

 SAN DIEGO  
COMMUNITY  
POWER

[Learn More >](#)

# Media Mix

## Local Print:

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

## Social/Online Media:

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

## Radio:

- Univision
- KPBS Public Radio
- Podcasts

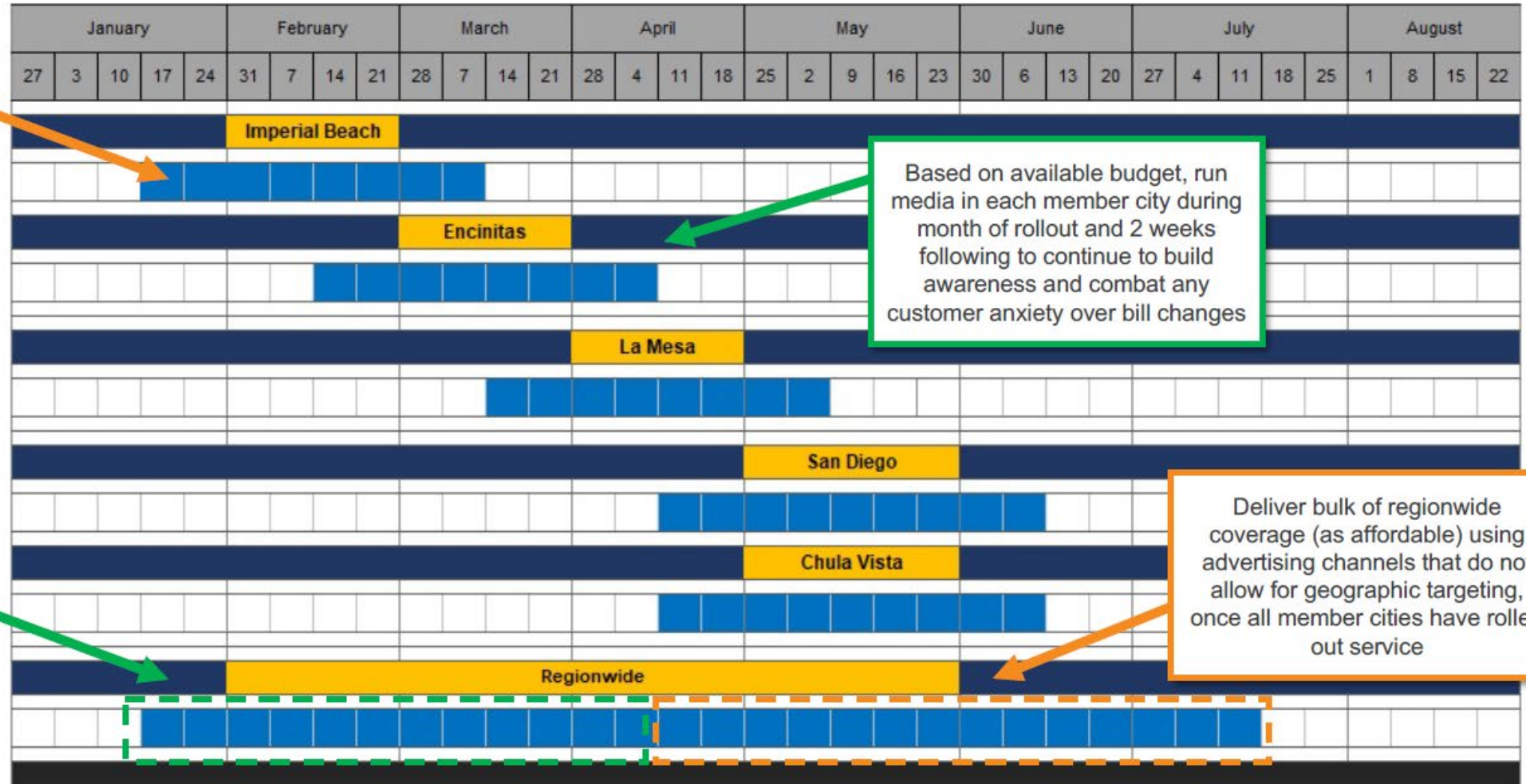
## Outdoor

- Billboards
- Convenient Store Posters

# Media Roll-out Periods

Launch member city-specific media 2 weeks prior to service rollout to establish public awareness of SDCP

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



# PR and Outreach

- Press releases
- Regional, state and national media outreach
- Partner toolkit
- Bylined articles from CAC members
- Local media outreach
- Power100 Champions profiles and open houses
- Presence at local events
- Share combined impact of 5 city launches



# Requested Support

- Suggest local events or speaking opportunities
- Recommend community publications or communications channels
- Propose individuals or businesses to be featured in My Reasons campaign
- Share information among personal and professional networks



# Item 10

## **Standing Item: Discussion of Potential Agenda Items for Board of Directors Meetings**

# **Regular Meeting Agenda**

**Committee Member  
Announcements**

**Adjournment**



# Community Advisory Committee

Next Meeting

December 9<sup>th</sup>, 2021

