



# Community Advisory Committee

Regular Meeting

March 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 Items to be Withdrawn, or Reordered on the Agenda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. Receive Update from Director of Regulatory and Legislative Affairs
6. Receive Update on Outreach and Provide Input on Planning for Phase 2 and 3
7. Receive Update from the Ad-Hoc Work Plan Committee
8. Standing Item: Discussion of Potential Agenda Items for Board of Directors Meetings
9. Committee Member Announcements
10. Adjournment

# Item 5

## **Receive Update from Director of Regulatory and Legislative Affairs**

# Item 6

**Receive Update on Outreach and Provide Input on  
Planning for Phase 2 and 3**

# Snapshot of Enrollment Phases

Phase	Timing	Number of Accounts	Percentage of Annual Load	Total Load (GWh)
Municipal+	March 2021	700	3%	200
Commercial & Industrial	June 2021	72,000	59%	3800
Residential	Jan. 2022*	695,000	38%	2470
<b>TOTAL</b>		<b>767,700</b>	<b>100%</b>	<b>6470</b>
*Timing subject to change				

# What We've Done and Where We're Going

## What We've Done

- Brand, logo, & program name development
- New website launch
- Community Power Academy sessions
- Press & media outreach
- Stakeholder outreach
- Direct mail

## What's Coming

- Phase 2 direct mail drops
- Commercial survey results
- Commercial launch campaign (in development)

## What's yet to be Planned

- Residential launch campaign
- Phase 3 direct mail drops



# Item 7

## **Receive Update from the Ad-Hoc Work Plan Committee**

# Item 8

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



# **Regular Meeting Agenda**

**Committee Member  
Announcements**

**Adjournment**



# Community Advisory Committee

Next Regular Meeting

April 16<sup>th</sup>, 2021

