



# Community Advisory Committee

Regular Meeting

June 11<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 Items to be Withdrawn, or Reordered on the Agenda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 and Next Steps on Phase 2 Enrollment Rollout
6. Standing Item: Discussion of Potential Agenda Items for Board of Directors Meetings
7. Committee Member Announcements
8. Adjournment

# Item 5

## **Receive Update and Next Steps on Phase 2 Enrollment Rollout**

# Phase 2 Enrollment

- Beginning June 1st 72,000 Commercial & Industrial Accounts will be enrolled into SDCP service
- All customers in Imperial Beach, La Mesa, Chula Vista & San Diego will be auto-enrolled into our PowerOn service level
- Customers in Encinitas will be auto-enrolled into our Power100 service level
- NEM accounts are deferred to our Phase 3 enrollment

# Key Account Outreach

- The Account Services Team has been conducting outreach to Key Accounts in advance of the June enrollment to educate customers on the benefits of SDCP and improve opt-up numbers while reducing opt-out risk.
  - Outreach was conducted at Chambers of Commerce, Trade Groups, Municipal Authorities and directly to commercial customers
  - Outreach will continue through enrollment and post-enrollment as well – building relationships with Key Accounts is an on-going process

# Key Account Outreach - Feedback

- While SDCP's value proposition generally elicits positive feedback from our Key Accounts, there remains certain hesitancies and concerns:
  - Skepticism of “government-run” power
  - Concerns about reliability or potential impacts to customer operations
  - Concerns about rate hikes / ability for SDCP to stay competitive with local utility
  - Lack of demand response programs (Critical Peak Pricing)

# Building Trust & Improving Recognition

- The Account Services Team has been able to work closely with Key Accounts to allay and reframe many of their concerns. However, a broader media strategy is necessary to help inform the larger customer base and build community trust.
- SDCP hired Civilian LLC to assist with the development of marketing materials, as well as the development of a paid media strategy.
- SDCP has several goals for our media strategy:
  - Build SDCP's Name ID and improve overall recognition
  - Reduce opt-outs
  - Advertise in diverse neighborhoods and in Spanish
  - Partner with trusted local institutions and businesses for potential co-branding/co-marketing opportunities

# Marketing / Media Strategy

- Media Strategy combines two key concepts:

## **WIN - WIN**

Although doing the right thing for the environment is a goal for most companies, smaller partners may think it would cost them more. With SDCP, these businesses can have peace of mind with affordable pricing for renewable energy.

## **LOCAL PRIDE**

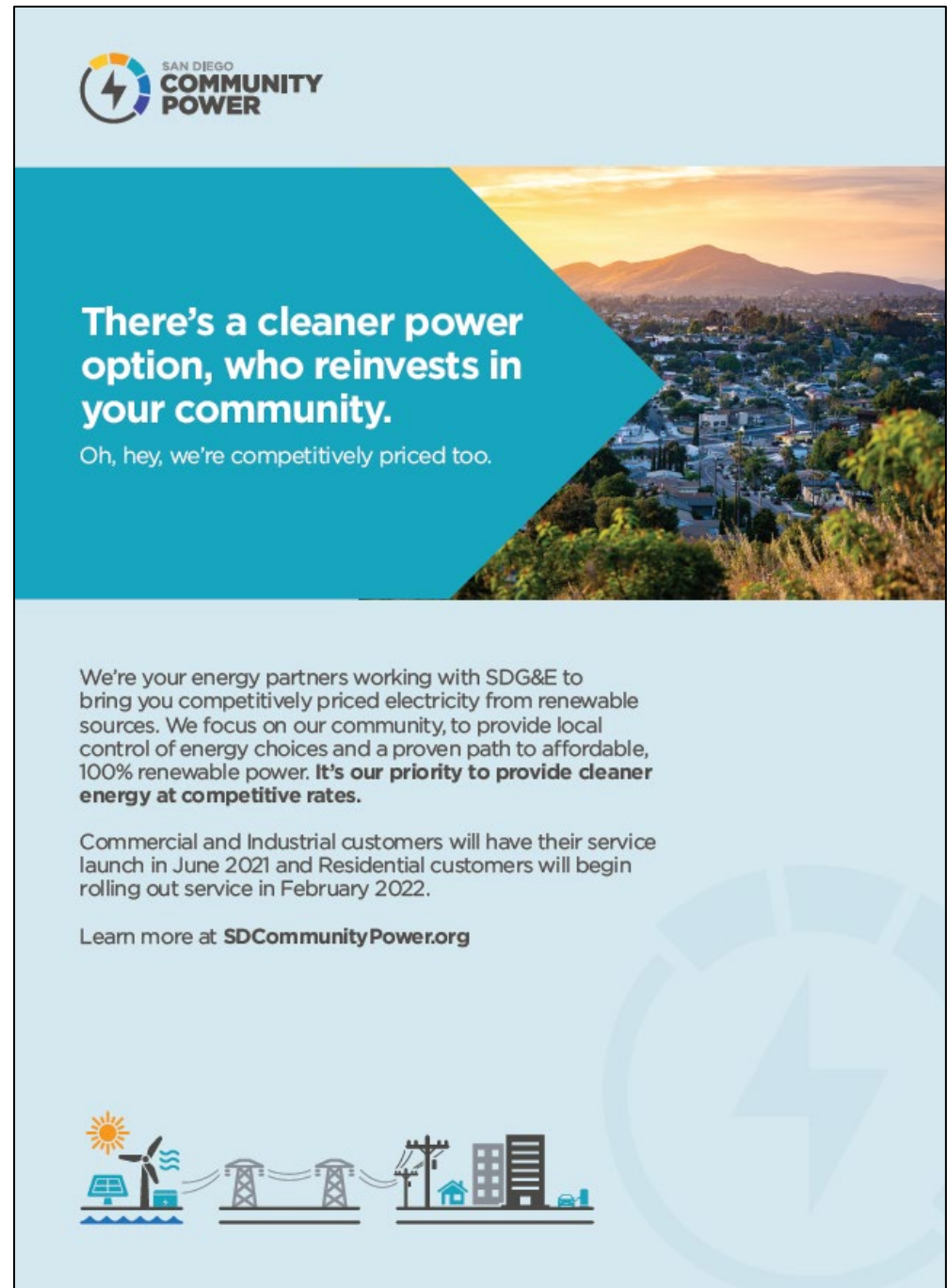
With SDCP, San Diego companies can reach their renewable energy goals while knowing they're making a positive impact to their communities.

# Timing of Media Strategy

	May					June				July				August				
Channel	3	10	17	24	31	7	14	21	28	5	12	19	26	2	9	16	23	30
Direct Mailer Drops			5/17							7/9						8/20		
Power100 Community Page Launch								TBD										
River City Bank. Newsletter Article			TBD															
Launch Press Release					6/1													
Benefits for Business Users' Byline																		
SMB Opt-up and Impact' Byline																		
Paid Media Plan																		
San Diego UT							w/c 6/14						7/31					
Voice & Viewpoint					6/3													
KPBS Public Radio					6/1								7/31					
San Diego Business Journal						6/7												
Paid Social					w/c 5/31								7/31					
Paid Search					w/c 5/31								7/31					
Linkedin					w/c 5/31								7/31					
El Latino							6/18											
Univision						6/7						7/25						

# San Diego Business Journal

Full page: 10" x 13.5"



The advertisement for San Diego Community Power features a light blue background. At the top left is the logo, which consists of a stylized lightning bolt inside a circle with the text "SAN DIEGO COMMUNITY POWER" to its right. A large teal arrow points from the left towards the center, containing the headline "There's a cleaner power option, who reinvests in your community." and the subtext "Oh, hey, we're competitively priced too." To the right of the arrow is a photograph of a San Diego neighborhood at sunset, with mountains in the background. Below the teal arrow, a paragraph of text reads: "We're your energy partners working with SDG&E to bring you competitively priced electricity from renewable sources. We focus on our community, to provide local control of energy choices and a proven path to affordable, 100% renewable power. **It's our priority to provide cleaner energy at competitive rates.**" This is followed by another paragraph: "Commercial and Industrial customers will have their service launch in June 2021 and Residential customers will begin rolling out service in February 2022." Below this is the website "Learn more at [SDCommunityPower.org](https://SDCommunityPower.org)". At the bottom, a horizontal line of icons depicts the energy supply chain: a sun, a wind turbine, solar panels, power lines, and a city skyline. A large, faint lightning bolt graphic is visible in the bottom right corner.


**SAN DIEGO  
COMMUNITY  
POWER**

**There's a cleaner power  
option, who reinvests in  
your community.**  
Oh, hey, we're competitively priced too.

We're your energy partners working with SDG&E to bring you competitively priced electricity from renewable sources. We focus on our community, to provide local control of energy choices and a proven path to affordable, 100% renewable power. **It's our priority to provide cleaner energy at competitive rates.**

Commercial and Industrial customers will have their service launch in June 2021 and Residential customers will begin rolling out service in February 2022.

Learn more at [SDCommunityPower.org](https://SDCommunityPower.org)



# San Diego Voice & Viewpoint

Half page: 13" x 10.5"



**Make a positive impact  
in your community while  
getting cleaner power at  
competitive rates.**

*That's a win-win-win.*


We're your energy partners working with SDG&E to bring you competitively priced electricity from renewable sources. We focus on our community, to provide local control of energy choices and a proven path to affordable, 100% renewable power. **It's our priority to provide cleaner energy at competitive rates.**

Commercial and Industrial customers will have their service launch in June 2021 and Residential customers will begin rolling out service in February 2022.


Learn more at [SDCommunityPower.org](https://SDCommunityPower.org)



# Social

**San Diego Community Power**  
Sponsored




We put our communities first, while helping you toward a more sustainable energy future.




**Make a positive impact in your community while getting cleaner power at competitive rates.**  
That's a win-win-win.


SDCOMMUNITYPOWER.ORG  
**Commercial launch in June**  
It's time for change

[LEARN MORE](#)

 Like  Comment  Share



Instagram

 sdcommunitypwr Sponsored



**There's a cleaner power option, who reinvests in your community.**  
Oh, hey, we're competitively priced too.

[Learn More](#)

♥ 127 likes

sdcommunitypwr Locally managed, we put our communities first, while helping you take a giant step toward a more sustainable energy future.

# Power100 Champion

Using the Power100 Champion name, we needed to create a badge for those partners who opt to 100% renewable energy to display with pride.

Badges can be displayed as a decal on windows, on websites, or in email signatures.

SDCP is currently building out a Power100 Champion page on the SDCP website

- Map of businesses that have opted up to Power100
- Access to digital toolkit
- Hyperlinks to businesses websites



# Thank You!

## **A Big Thank You to CAC Members**

Your advocacy and community outreach has made a huge difference. The success of our Phase 2 enrollment will be because of all of us working together!

# Item 6

## **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

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

