Community Advisory Committee

Regular Meeting

June 11th, 2021
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 Items to be Withdrawn, or Reordered on the Agenda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

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<th>Channel</th>
<th>May</th>
<th>June</th>
<th>July</th>
<th>August</th>
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<td>Direct Mailer Drops</td>
<td>5/17</td>
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<td>7/5</td>
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<td>Power100 Community Page Launch</td>
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<td>River City Bank, Newsletter Article</td>
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<td>Benefits for Business Users’ Byline</td>
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<td>SMB Opt-up and Impact’ Byline</td>
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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
San Diego Voice & Viewpoint

Half page: 13” x 10.5”
San Diego Community Power

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

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
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!
Standing Item: Discussion of Potential Agenda Items for Board of Directors Meetings
Committee Member Announcements

Adjournment
Community Advisory Committee

Next Regular Meeting

July 9th, 2021