



Community Advisory Committee

Regular Meeting

May 13th, 2022



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 Items to be Withdrawn, or Reordered on the Agenda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. Introduction of SDCP's New Chief Executive Officer, Karin Burns
6. Receive Update on Residential Enrollment and Public Relations
7. Standing Item: Receive Update on the Community Power Plan Development
8. Standing Item: Discussion of Potential Agenda Items for Board of Directors Meetings
9. Committee Member Announcements
10. Adjournment

Item 5

Introduction of SDCP's New Chief Executive Officer, Karin Burns

Item 6

Receive Update on Residential Enrollment and Public Relations

Accounts Participation

Phase 1/2 - Participation by Accounts

Territory ▲	Eligible	Active	Opt Outs	Opt Out %	Participation %
CITY OF CHULA VISTA	7,712	7,441	271	3.5%	96.5%
CITY OF ENCINITAS	3,185	3,106	79	2.5%	97.5%
CITY OF IMPERIAL BEACH	547	530	17	3.1%	96.9%
CITY OF LA MESA	2,721	2,631	90	3.3%	96.7%
CITY OF SAN DIEGO	57,200	56,012	1,188	2.1%	97.9%
Total	71,365	69,720	1,645	2.3%	97.7%

Phase 3 - Participation by Accounts

Territory ▲	Eligible (Noticed)	Active	Opt Outs	Opt Out %	Participation %
CITY OF CHULA VISTA	78,813	30,988	1,156	1.5%	98.5%
CITY OF ENCINITAS	22,408	20,065	1,324	5.9%	94.1%
CITY OF IMPERIAL BEACH	9,945	9,647	209	2.1%	97.9%
CITY OF LA MESA	24,314	22,929	764	3.1%	96.9%
CITY OF SAN DIEGO	512,907	78,150	8,969	1.7%	98.3%
Total	648,387	161,779	12,422	1.9%	98.1%

Accounts Participation

Opt Ups

Territory	Phase 1/2	Phase 3	Total
CITY OF CHULA VISTA	716	61	777
CITY OF ENCINITAS	18		18
CITY OF IMPERIAL BEACH	60	27	87
CITY OF LA MESA	167	68	235
CITY OF SAN DIEGO	3263	1489	4752
Total	4224	1645	5869

Opt Downs

Town / Territory	Phase 1/2	Phase 3	Total
CITY OF ENCINITAS	40	228	268
CITY OF SAN DIEGO	1	6	7
Total	41	234	275

Paid Media

“Sustainability and social responsibility are the pillars of Flor & Seed. We believe in reinvesting in the community and our future. We can’t wait for clean energy both at home and our business.”

— Yan Yanez

Cofounder and Owner, Flor & Seed Coffee Roasters



[Learn More](#)



“My community and I are dedicated to a sustainable future. With San Diego Community Power, we can all feel good about receiving clean energy from renewable sources.”

— Tina Matthias

Founder and Executive Director, South Bay Sustainable Communities Network



[Learn More](#)



I know I’m making a difference using SDCP’s clean energy.

Same! We’re helping protect our environment and create a better future for our kids 😊.



[Learn More >](#)

Media Mix

Local Print:

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

Social/Online Media:

- Facebook/Instagram
- Nextdoor
- Twitter
- Banner Ad Display

Radio:

- Univision
- KPBS Public Radio
- Podcasts

Outdoor:

- Billboards
- Convenience Store Posters

我知道, 作为 SDCP 的客户, 我正在做出改变, 因为他们提供了清洁能源。

英雄所见略同! 我们正在帮助保护我们的环境, 为我们的孩子创造一个更美好的未来。😊

住宅服务将于 2022 年春季推出! 圣地亚哥社区电力公司 (San Diego Community Power) 致力于为您提供一项全新选择——以极具竞争力的价格提供清洁能源。通过由使用者管理能源, 并确保我们的社区能够享受到最实惠的福利待遇, 为使用清洁能源的未来提供源动力从未像如今这样容易。

欢迎成为我们社区的一员
sdcommunitypower.org

¡Sí! 😊 No solo proporcionan energía limpia, sino que también reinvierten en nuestra comunidad.

😊 Vaya, me gusta cómo suena eso.

¡El servicio residencial comenzará en la primavera del 2022! San Diego Community Power se compromete a ofrecerle una opción que proporcione energía más limpia a precios competitivos. Con la energía administrada por las personas que la usan, y las ganancias que permanecen en nuestra comunidad, **alimentando un futuro de energía limpia nunca ha sido tan fácil.**



Welcome Neighbor
Bienvenido vecino
sdcommunitypower.org

Building Trusted Partnerships



SHARP®



illumina®

Power100 Champions like Illumina are helping secure our region's cleaner, greener future.

100% renewable,
100% carbon-free.



Power100 is our most effective tier to help you reduce your carbon footprint. **Power100 energy content is 100% renewable, 100% carbon-free – and eliminates your greenhouse gas production through electric energy use.** Service is available to commercial customers now and will launch for residential customers in February 2022.



SDBJ INSIDER

Big Names Opting for SDCEP

By George Lurie

Tuesday, April 19, 2022

News Media Coverage

The big switch: More than 700,000 electric customers begin moving from SDG&E to a community energy program

- San Diego Union Tribune



Over 100 individual articles or broadcast clips that were published online during residential enrollment



Broad mix of newspapers, TV, radio, online news outlets and Spanish news media

Outreach and Engagement



Item 7

Standing Item: Receive Update on the Community Power Plan Development

Receive Update on the Community Power Plan Development

- At the December 2021 CAC meeting, the committee appointed Committee members Carolyn Scofield and Matt Vasilakis to assist in the recruitment of the CPP development firm.
- CAC members helped staff review proposals and interview three firms.
- In March 2022, the CAC extended the appointments to join the CPP project team
- In April 2022, a contract between Calpine Energy Solutions (“Calpine”) and Arup Consulting (“Arup”) was executed.
- The project was officially started in May with a Kickoff meeting on May 2nd, 2022.
- In next couple of weeks, the project team will be reaching out to CAC members to gather input on effective engagement strategies in your communities.

Item 8

Standing Item: Discussion of Potential Agenda Item for Board of Directors Meetings

Regular Meeting Agenda

**Committee Member
Announcements**

Adjournment



Community Advisory Committee

Next Meeting

June 10th, 2022

