



Community Advisory Committee

Regular Meeting

September 9th, 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 Items to be Withdrawn, or Reordered on the Agenda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. Receive Update on SDCP Mission, Vision, Core Values and Goals for 2023-2027
6. Receive Update on Public Relations and Back-Office Operations
7. Receive Update on the Community Power Plan
8. Standing Item: Discussion of Potential Agenda Items for Board of Directors Meetings
9. Committee Member Announcements
10. Adjournment

Item 5

**Receive Update on SDCP Mission, Vision,
Core Values and Goals for 2023-2027**



SDCP Mission, Vision, Values & Goals

2023 – 2027





SDCP Mission Statement

San Diego Community Power is a community-owned organization that provides affordable clean energy and invests in the community to create an equitable and sustainable future for the San Diego region.



SDCP Vision Statement

A global leader inspiring innovative solutions to climate change by powering our communities with 100% clean affordable energy while prioritizing equity, sustainability, and high-quality jobs.



SDCP Core Values

The 'JIST' of SDCP

1. Justice, Equity, Diversity, & Inclusion (JEDI)
2. Impact
3. Integrity
4. Innovation
5. Servant Leadership
6. Togetherness

How we will Lead SDCP into its next phase

To build an exceptional organization, we must:

- Lead with our core values and our mission - front and center
- Build a cohesive executive team based on a foundation of trust
- Be accountable to one another, to the Board, and to our communities
- Establish fair & consistent processes and policies for everyone
- Develop a clear set of goals and objectives that align with our mission and values
- Show loyalty to the mission while also supporting and caring for each another
- Act as one team – voice concerns, engage in productive conflict, create buy-in, and support decisions once they are made
- Ensure we are biased towards action and results – and do what we say we will do
- Obsess about making a positive impact on the planet and in our communities



Living Our Values:

SDCP Out and About & SDCP in Partnership



New SDCP Partnerships



A CLEAN ENERGY
PARTNER OF
SAN DIEGO WAVE FC



A CLEAN ENERGY PARTNER
OF SAN DIEGO WAVE FC

Friday July 15 | 7pm PT

VS Racing Louisville

Title IX Night presented by Plinqit



SD Loyal FC Clean Energy Partnership

- In-stadium Signage
- Broadcast & presenting corner kicks!
- Clock Wraps
- Celebrating Loyal Select Youth Academy Team
- SDCP placement on kits!





Community Engagement

*Powering A Clean,
Affordable Energy Future*

Upcoming Speaking Engagements



Fully Charged Live
Sept. 10 - San Diego



Green Summit
Sept. 17, San Diego

Ohm Connect Partnership

Launching August 1st! Get Paid Every Month for Saving Energy!



Helping our Customers Save Money, Save Energy, and Earn Rewards!

OhmConnect is a free demand response provider, to provide financial incentives to residential customers for program enrollment and energy reductions. Reduce energy when it's most expensive and start saving on your electricity bills. *Ohm will also provide SDCP customers with discounted smart thermostats and plugs!* **Earn \$50 for Signing Up!**

CCA Innovation Workshops

SDCP Welcomed East Bay Clean Energy to San Diego!

The first of several quarterly efforts to share innovative insights and opportunities from other CCAs across the state with SDCP staff and key partners:

- *Workshop 1:* Local Resource Development cited on municipal lands and facilities
- *Workshop 2:* Innovative business models for rapid transportation electrification
- *Workshop 3:* Building a world class technology and data analytics team in-house
- *Workshop 4:* PCIA risk management

Team building event at a Padres game!



**SDCP Welcomed East Bay Clean Energy
August 9 & 10 to San Diego, including
listening sessions, Padres game & dinner!**



Innovation Lunch & Learns

SDCP is Hosting Lunch & Learns with Innovative Companies

The Series Kicked off with Nuvve, a local San Diego innovator!

Vehicle-To-Grid (V2G) Innovation

Nuvve's patented V2G technology optimizes electric vehicle (EV) charging, lowers the total cost of ownership for EVs, and increases the positive environmental impact of EVs through grid optimization/peak shaving

On Deck: Grid Alternatives, Cleantech SD, Ivy Energy, ENGIE, and more!



Key Focus Areas & Organizational Goals



Financial Stability

*Practice fiscal strategies to
promote long-term organizational
sustainability*



GOALS

- ✓ **Adopt financial controls and policies to meet or exceed best practices and manage risk.**
- ✓ **Obtain an investment grade credit rating by Nov 2025.**
- ✓ **Adopt plan to increase reserves to \$175M by 10/2023 (90 DCOH) and \$360M by 10/2025 (180 DCOH).**
- ✓ **Develop Rate Stabilization Reserve of \$70M to mitigate power cost fluctuations and economic downturns.**



Energy Portfolio Development

*Provide sufficient, reasonably
priced, clean electricity to our
customers*



GOALS

- ✓ **Manage portfolio to manage risk, cost, and reliability objectives through risk management tools, sufficient staffing, and staff training.**
- ✓ **Develop secure Clean Energy Portfolio with goals of 50% RE (2022), 75% (2027), 85% (2030), and 100% (2035).**
- ✓ **15% of our energy coming from new, distributed infill storage/solar+ storage resources in Member Agencies by 2035.**
- ✓ **600MW of new Local Wholesale Energy and/or Battery Storage Projects (utility scale projects within San Diego and Imperial counties) by 2035**
- ✓ **Support development of innovative energy sources to improve resiliency through pilot programs, grant programs, and partnerships.**
- ✓ **Create high quality local jobs in renewable energy that support healthy families and vibrant communities.**



Community Program Delivery

Implement energy projects and programs that reduce greenhouse gas emissions, align energy supply and demand, and provide benefits to community stakeholder groups

GOALS

- ✓ **Implement CPP recommended programs through continuous community engagement and assessment of community benefits while considering technology/market changes and changing community needs.**
- ✓ **Invest in programs that target underserved communities (communities of concern) and are distributed throughout our Member Agencies.**
- ✓ **Invest in programs that promote residential and commercial solar, infill solar and/or distributed battery storage.**
- ✓ **Develop local support for deep decarbonization through building and transportation electrification.**

GOALS (Continued)

- ✓ **Develop workforce opportunities in the local clean energy economy (green careers).**
- ✓ **Support local government and state initiatives to advance decarbonization in alignment with Member Agency Climate Action Plans.**
- ✓ **Provide all customers with actionable clean energy education.**
- ✓ **Maintain appropriate and sufficient data sources to support smart program design, implementation and evaluation.**

Marketing/Branding (Trusted Brand Building)

Develop trusted brand reputation to help drive participation in programs and support customer service and retention



GOALS

- ✓ **Identify and address gaps between perception and desired brand identity.**
- ✓ **Translate policy issues into consumer-friendly information and communication.**
- ✓ **Become known as leadership experts on the CCA model and the industry.**
- ✓ **Foster relationships with city planning offices, CBOs, NGOs, and Trade Associations.**
- ✓ **Develop relationships with industry media and influencers.**
- ✓ **Engage community through participation in local events.**



Legislative/Regulatory

*Advocate for public policies
that advance
SDCP organizational priorities*

GOALS

- ✓ Proactively educate and engage policymakers to develop policies that support SDCP's organizational priorities, including advocacy around PCIA reductions.
- ✓ Sponsor and support legislation and regulation that is consistent with SDCP's mission, vision, and goals.
- ✓ Develop annual legislative plan to advance and support SDCP objectives and share with local Senate and Assembly members and staff.
- ✓ Develop plan to meet more proactively with and educate key decisionmakers (e.g. CEC, CPUC commissioners).
- ✓ Coordination with Member Agency government affairs' teams to align on legislative positions.
- ✓ Continue to be an active participant in CalCCA and develop partnerships and coalitions to advance SDCP's policy and legislative agenda through CalCCA efforts.

Customer Service

*Ensure high customer retention
and satisfaction*



GOALS

- ✓ **Ensure customer satisfaction through key relationships including back-office support and key stakeholders.**
- ✓ **Continually strive to offer competitive rates.**
- ✓ **Maintain and grow high levels of customer participation and satisfaction.**
- ✓ **Achieve 10% of our load at the Power 100 service level by 2027.**
- ✓ **Build a robust data ecosystem for effective procurement, including program design, management & evaluation.**

Organizational Development & Excellence

Ensure excellence by adopting sustainable business practices and fostering a workplace culture of innovation, diversity, transparency and integrity



GOALS

- ✓ **Create an organizational culture of inclusion, mutual respect, trust, innovation, and collaboration that upholds organization's core values.**
- ✓ **Develop an annual staffing plan that identifies and addresses resource needs and gaps.**
- ✓ **Provide training and professional development opportunities that build new skills and abilities.**
- ✓ **Foster culture of innovation to yield solutions that accelerate our mission and drive toward SDCP's vision.**
- ✓ **Design & implement an internal program that attracts workforce from our member cities and creates opportunities for candidates new to CCAs and the industry.**
- ✓ **Build institutional capacity of CAC to support the mission and core goals of SDCP.**

Questions?



Item 6

Receive Update on Public Relations and Back-Office Operations

Partnerships, Events, & Latest Marketing Campaigns

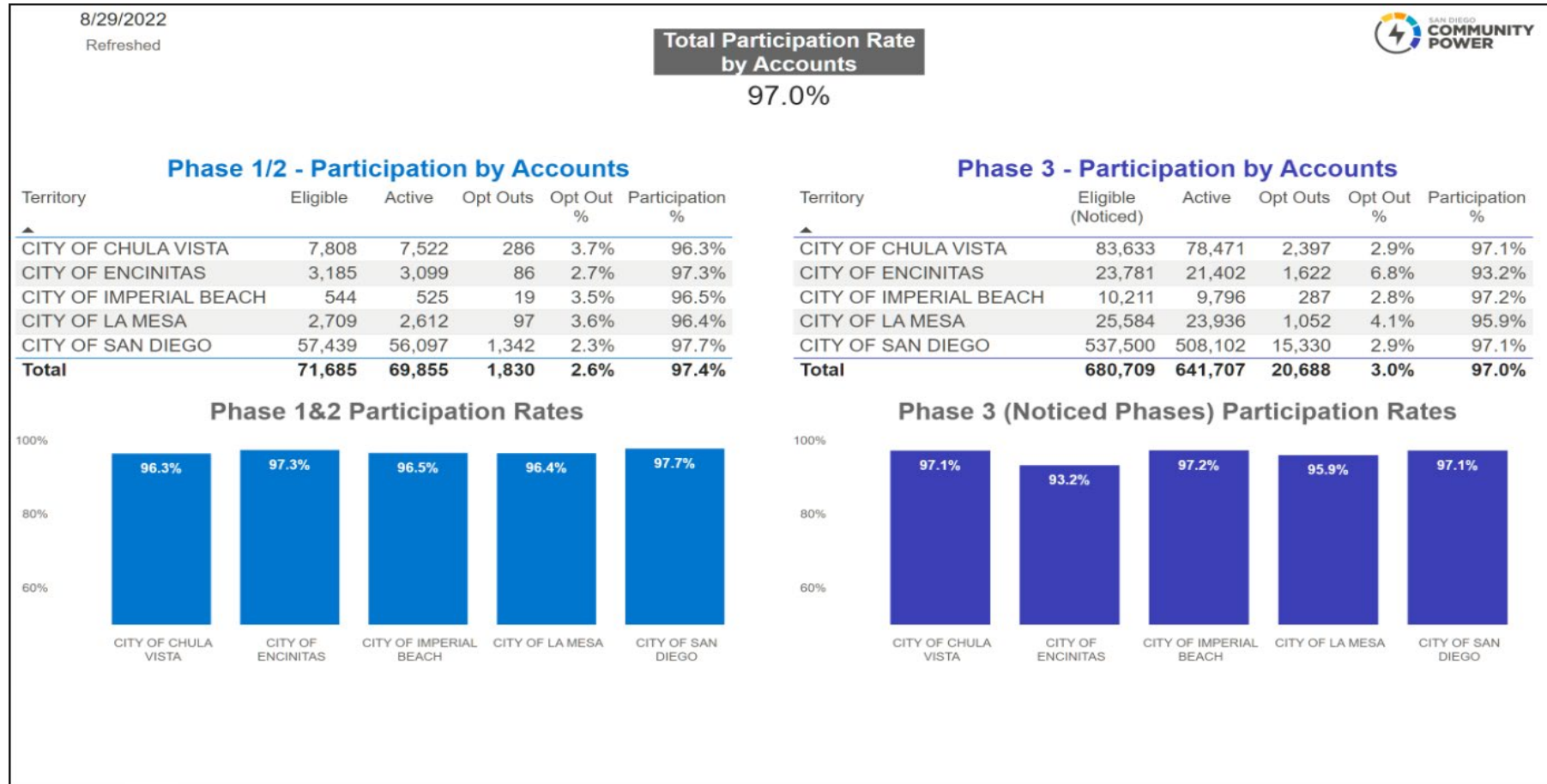
SDCP #DreamTeam Out in the Community!

- **#FlexAlert & Summer Readiness**
- **Energy Upgrade CA/CAISO Campaign:**
 - Co-branded campaign to inform customers of how to "flex" their energy usage (before 4P.M. & after 4P.M.)
- **SDCP Speaking Engagements**
- **Upcoming Events to Attend**
 - *Spring Valley Swap Meet, Sept. 11*
 - *SD Wave Fan Fest, Sept. 17*
 - *National City Swap Meet, Sept. 18*
 - *SD Food Systems Alliance, Sept. 29*
 - *Clairemont Family Day, Oct. 15*



Update on Back Office Operations

Stats as of 8/29/2022



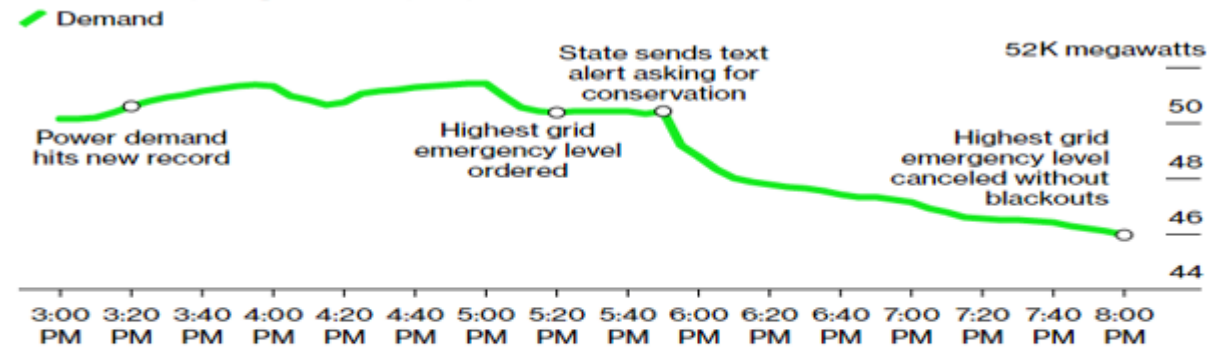
Update on Back Office Operations

Heat Wave Updates

- As you all know in response to the extreme heat event, Governor Newsom issued an emergency proclamation last Wednesday i.e. August 31, 2022, to allow power plants to generate additional electricity, permit use of backup generators to reduce the amount of energy they need to draw from the grid, and allow ships in California ports to reduce their consumption of electricity from the grid.
- Over 52,000 MegaWatts (MW) – The highest load recorded in the entire Western Interconnection on 9/6/2022 right before 5PM with an Energy Emergency Alert (EEA 3) declared by the CAISO at 5:17PM
- Amber Alert on Energy Conservation was triggered by the Governor for the 1st time on 9/6/2022 and 2,000 MW was shed as a function of it as soon as it was called.
- Thanks to all of you and our fellow Californians for heeding the call to conserve energy to keep our lights on. We are not out of the woods yet until today i.e. 9/9/2022.

How California Averted Power Blackouts

Power use plunged after people received a text alert to conserve



Source: California Independent System Operator

Power demand plunged by 1.2 gigawatts between 5:50 and 5:55 p.m., and would continue to drop in the hours after that, according to data from the California Independent System Operator. A gigawatt is enough to power about 750,000 Californian homes.

Source: Bloomberg News

Item 7

Receive Update on the Community Power Plan

Update on Community Power Plan

Community Needs Survey now live!

SDCommunityPower.org/survey

Please share your friends, neighbors, family, and colleagues.

Available in three languages:

- English
- Spanish
- Filipino (*Tagalog*)

Survey is opened until October 15, 2022

MAKE YOUR VOICE HEARD!

FILL OUT OUR COMMUNITY NEEDS SURVEY!

SDCommunityPower.org/survey

Participate for a chance to win a \$50 gift card

¡HAZ ESCUCHAR TU VOZ!

¡LLENE NUESTRA ENCUESTA DE NECESIDADES DE LA COMUNIDAD!

SDCommunityPower.org/survey

Participa para tener la oportunidad de ganar una tarjeta de regalo de \$50

PARINIG MO ANG BOSES MO!

PUNAN ANG AMING SURVEY SA MGA PANGANGAILANGA N NG KOMUNIDAD!

SDCommunityPower.org/survey

Makilahok para sa pagkakataong manalo ng \$50 na gift card

Update on Community Power Plan

Community Needs Survey Promotional Activity

- Power Content Label
- Organic social media – asking other orgs to share
- Paid social media ads
- Tabling and flyers
- Email campaigns to Board, CAC, CBOs, member agencies, Chambers, Business Improvement Districts, business associations, City Councils/County etc.
- Padres email campaign
- Newsletter inclusions
- Utility bill message



Take a Few Minutes to Help Power a Clean Energy Future for All!

We are creating our first ever Community Power Plan that will guide the development and reinvestment of millions of dollars into local programs that help meet community needs for the next five years! We want to know the goals, priorities, and needs of you and your community. Your feedback is invaluable and will ensure we are powering a clean energy future for everyone.

Tell us what's important to you by taking a short survey. Scan the QR code or visit SDCommunityPower.org/survey

Take the survey for a chance to win a \$50 gift card!

Petco Park is now powered with 100% renewable energy. Tell SDCP how they should power your community!

San Diego Community Power (SDCP) wants your help guiding the development and reinvestment of millions of dollars into local programs to help meet community needs for the next five years!

Take a short survey to help power a clean energy future for everyone and enter for a chance to win a \$50 gift card!*

Visit SDCommunityPower.org/survey

**This survey and gift card drawing is only open to residents and businesses within the San Diego, CA region. No purchase or payment necessary. Official rules available on SDCommunityPower.org/CPD*

*comprender las necesidades de nuestras comunidades y portante para usted respondiendo una breve encuesta en SDCommunityPower.org/survey o escaneando el código QR. encuesta para tener la oportunidad de ganar una tarjeta de \$50.**

*ming maunawaan ang mga pangangailangan ng amingidad at kung ano ang mahalaga sa iyo sa pamamagitan ng maikling survey sa SDCommunityPower.org/survey o sa an ng pag-scan sa QR code. survey para sa isang pagkakataong manalo ng \$50 na gift card!**

Update on Community Power Plan

Remaining CBO Listening Sessions – partnering with

- Arts Produce
- The Chicano Federation

Tabling Engagement

- Spring Valley & National City Swap Meets
- Mexican Independence Celebration at Mujeres Brew House
- SD Wave Matches at Snapdragon Stadium
- El Callejón Swap Meet
- SD Food Systems Alliance's *Food Vision 2030*
- Chula Vista Third Avenue Village Market
- EcoFest 2022 in Encinitas



Update on Community Power Plan

Tabling Engagement

- **Share where else we should table!**
- Targeting Communities of Concern + Unincorporated County, and National City



Item 8

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

Regular Meeting Agenda

**Committee Member
Announcements**

Adjournment



Community Advisory Committee