1. Welcome
2. Roll Call
3. Public Comment for Items Not on the Agenda
4. Items to be Added, Withdrawn, or Reordered on the Agenda

Regular Agenda
5. Introduction by Bill Carnahan, SDCP’s new Interim CEO
6. Presentation from Erika Morgan with the California Alliance for Community Energy
7. Overview of SDCP Sponsorship Guiding Outline
8. Overview of SDCP Messaging and Brand Identity
9. Provide Input on CAC Community-Member Communications Guide
10. Recommendation to SDCP Board regarding the Inclusive and Sustainable Workforce Policy
11. Committee Member Announcements
12. Adjournment
Item 5

Introduction by Bill Carnahan, SDCP’s new Interim CEO
Presentation from Erika Morgan with the California Alliance for Community Energy
Introducing: California Alliance for Community Energy
Our Mission

“To support and defend Community Choice programs in California that advance local clean energy for the environmental, economic, and social justice benefits of our communities”.

California Alliance for Community Energy
Advocating for “Community-Driven” Community Choice

**WHY:**
Commissioner Liane M. Randolph  
California Public Utilities Commission  
Via email  
June 9, 2020

**RE:** R 19-09-009 – Proposed Decision Microgrid Deployment

**WHAT:**
Our Position on Community-Driven Energy Resilience (August 2020)

Wildfires. Climate change. Power shutoffs. All increase interest in community-based microgrids. The Alliance feels strongly that the movement to deploy these technologies must be led by the communities themselves. This position paper frames the Alliance’s campaign to support microgrid deployment at the CPUC and in legislative venues, while advancing the critical engagement of the communities most at risk and most impacted by power shutoffs.

**HOW:**

Erika Morgan. Operations Coordinator  
erika@cacommunityenergy.org  
www.cacommunityenergy.org  
619-894-6707
Overview of SDCP Sponsorship
Guiding Outline
Overview of SDCP Messaging and Brand Identify
Today

- Messaging Platform
- Brand Identity (Logo)
- Communications Guide
- Next Steps
The Approach

Discovery

Client/Agency Kickoff → Brand Brief → Listening Sessions (CAC, Board)

Design

Mood Board → Logo Sketches → Final Logo (lockup with color)

Messaging

Platform Draft (Positioning + Key Messages) → Message Matrix (by Audience, Channel, etc) → Consumer Testing (Methodology TBD)

Civilian October 2020
Message Platform
Positioning and Messaging Goals

- Support business goals and objectives
- Communicate the benefits of SDCP and its offerings
- Establish credibility and trust
- Position SDCP as a regional CCA thought leader
- Shift perceptions from current state to desired state utilizing consistent proof points in all external communications
- Mitigate impact of worst perceptions and plan around barriers
Umbrella Positioning Statement

As a neighborhood not-for-profit, SDCP provides future-focused energy choices and a clear path to 100% renewable energy – for today and as a legacy for future generations.
Key Messaging Structure

Customer-Driven Choice

Future-Focused

Future-focused energy choices and a clear path to 100% renewable energy

Pragmatic and Proven

Neighborhood Not-for-Profit
Customer-Driven Choice

Choice Creates Benefits for Ratepayers

Customers Can Choose the Package That’s Best for Them

Future-focused energy choices and a clear path to 100% renewable energy

Fresh Approach: Open and Accountable

Inclusive Community Reinvestment Purposeful Development/Jobs in Communities of Concern

Customer-Driven Future-Focused

Proven Not-for-Profit

October 2020
Future-Focused Energy Choices and a Clear Path to 100% Renewable Energy

- Sourcing and Providing Cleaner Energy
- SDCP Provides Clear Path to 100% Renewable Energy
- Enabling Member Cities and Businesses to Reach Climate Action Goals
- Healthier Communities Today and for the Future
Pragmatic and Proven

CCA’s are Not New, They are Succeeding Across the State/Country

Investing in Clean Tech Supports Local Jobs

Future-focused energy choices and a clear path to 100% renewable energy

Ratepayers can Choose to Save Money and the Environment

CCA’s Support Overall Community Economic Vitality

Customer-Driven | Future-Focused
---|---
Proven | Not-for-Profit

October 2020
Neighborhood Not-for-Profit

SDCP is a Not-for-Profit Public Service

Never Taxpayer Funded

Future-focused energy choices and a clear path to 100% renewable energy

Run Locally, Community-focused and Accountable; No Corporate Interest Driving Decisions

Utility Service with a Social Good Component

Customer-Driven

Future-Focused

Proven Not-for-Profit

October 2020
Key Messaging Structure

Customer-Driven Choice

Future-Focused

Pragmatic and Proven

Neighborhood Not-for-Profit

Future-focused energy choices and a clear path to 100% renewable energy

October 2020
Brand Identity
The Direction

• We need to build a brand and campaign which educates constituents about clean energy and sparks a sense of collective pride for the difference we can make as a community.
The Direction

• Proud
• Trustworthy
• Fresh
• Local
• Visionary
Some common themes exist: suns, leaves, and light bulbs
Once you add color, a sea of sameness arises – SDCP has an opportunity to stand out.
Mood Board
Mood Board (cont’d)
Power Up
Questions?
Next Steps

- Develop launch collateral for partner use
- Create brand guidelines
Thank you!
Item 9

Provide Input on CAC Community-Member Communications Guide
Recommendation to SDCP Board regarding the Inclusive and Sustainable Workforce Policy
San Diego Community Power

Next regular meeting will be on November 13

Community Advisory Committee