

San Diego Community Power

Community Advisory
Committee

Regular Meeting
October 9, 2020





Agenda

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 Items to be Added, Withdrawn, or Reordered on the Agenda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



Item 6

Presentation from Erika Morgan with the
California Alliance for Community Energy

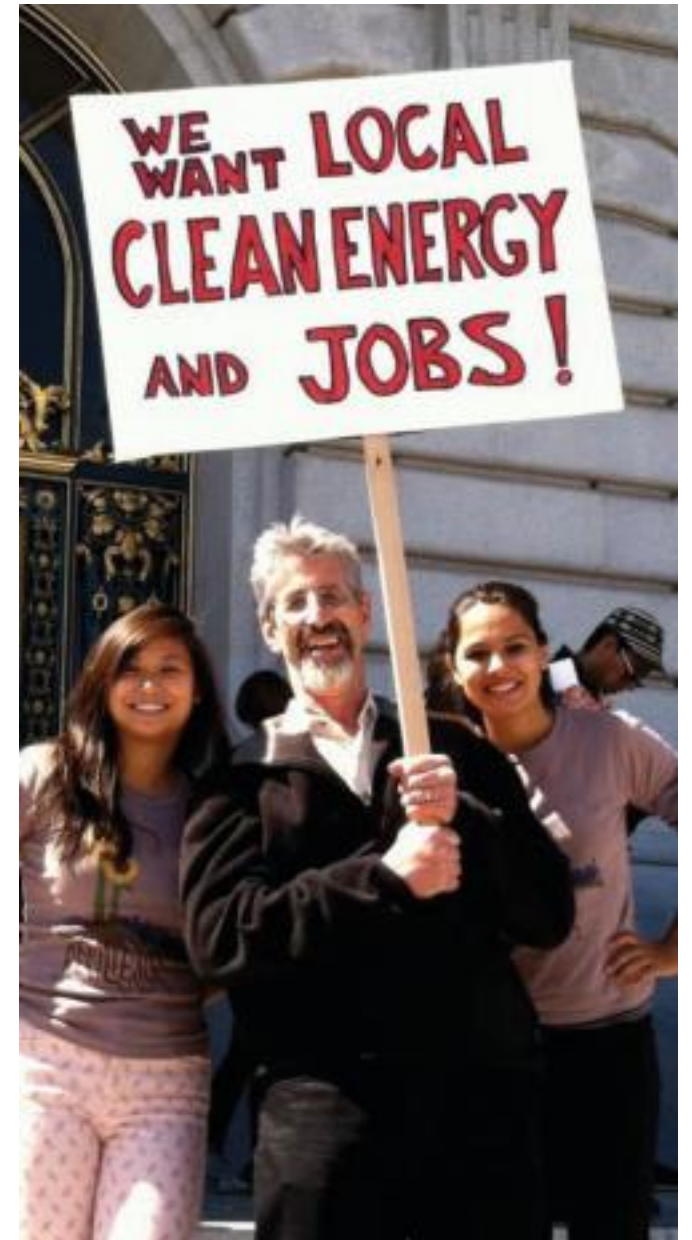
Introducing: California Alliance for Community Energy



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”.



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.

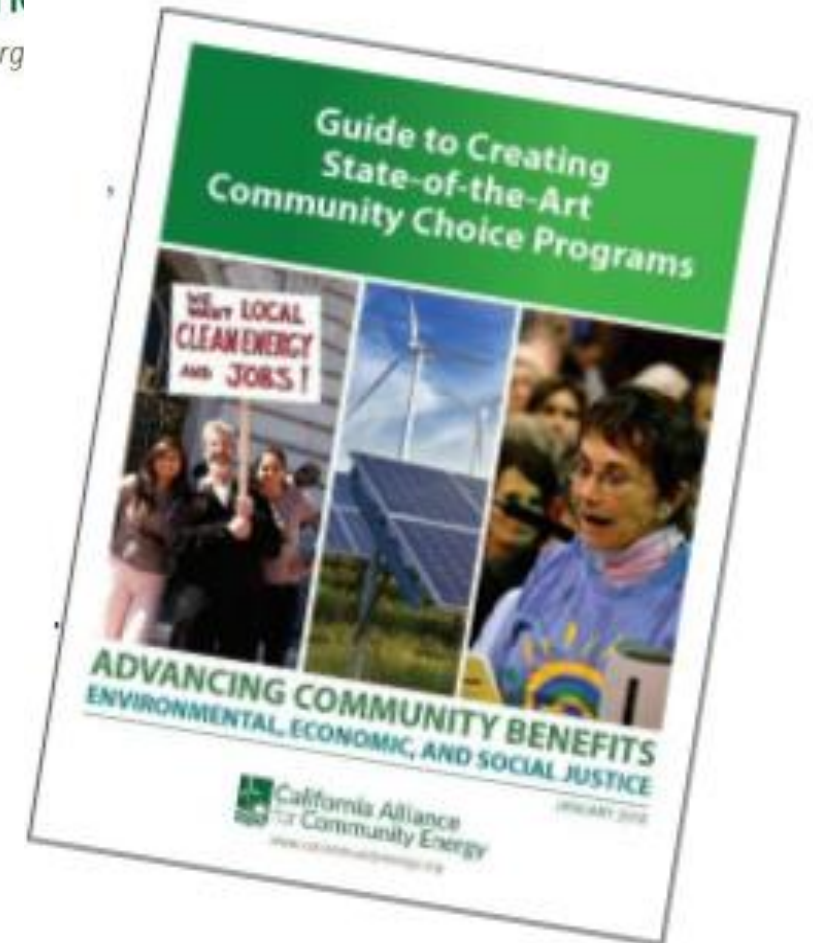
HOW:

Erika Morgan. Operations Coordinator

erika@cacommunityenergy.org

www.cacommunityenergy.org

619-894-6707





Item 7

Overview of SDCP Sponsorship Guiding Outline



Item 8

Overview of SDCP Messaging and Brand Identify

San Diego Community Power

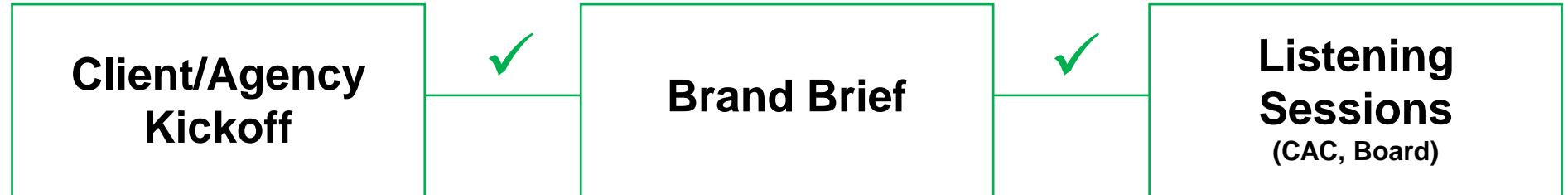
October CAC Update

Today

- • **Messaging Platform**
- • **Brand Identity (Logo)**
- • **Communications Guide**
- • **Next Steps**

The Approach

Discovery



Design



Messaging



Message Platform

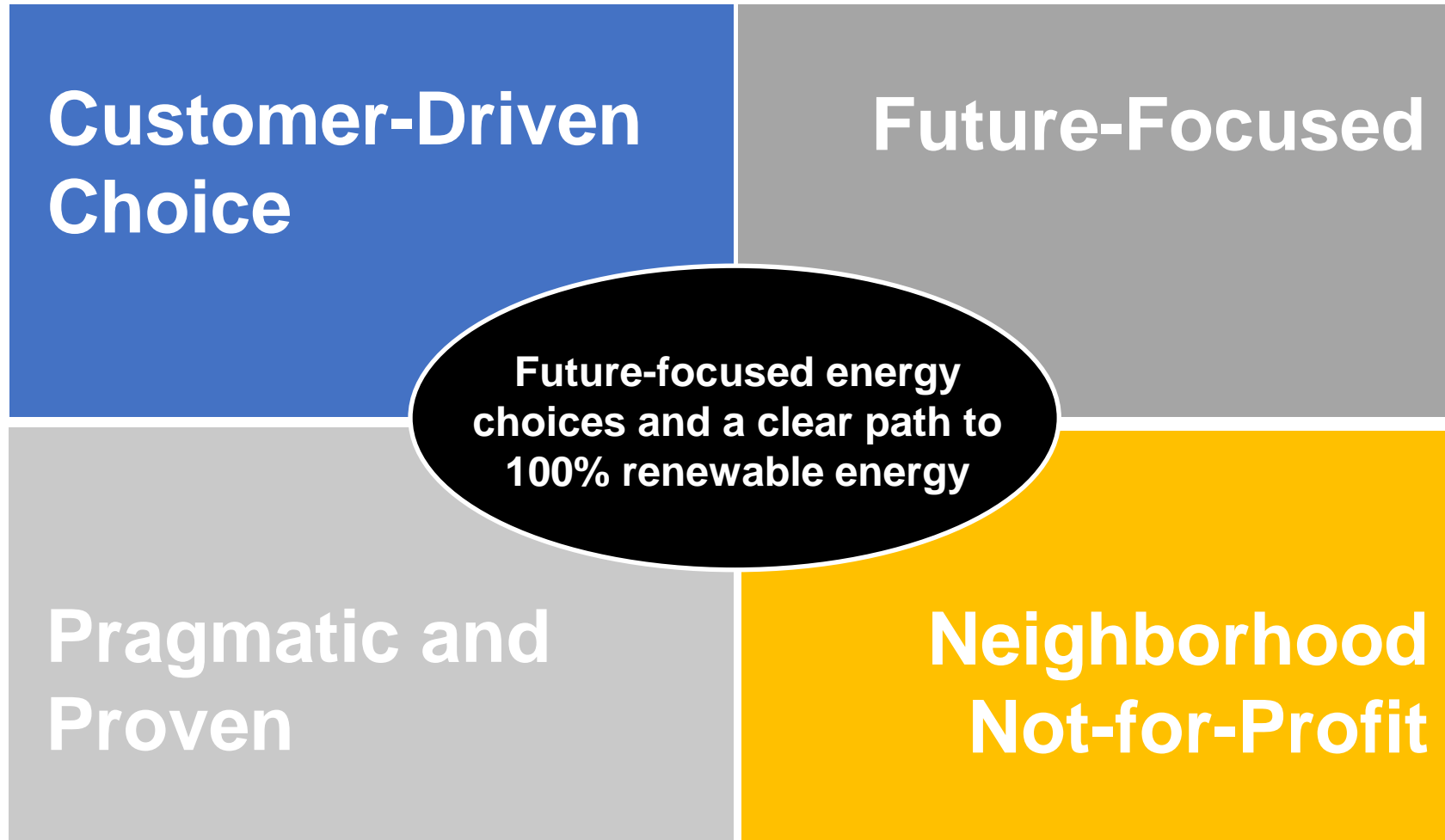
Positioning and Messaging Goals

- 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



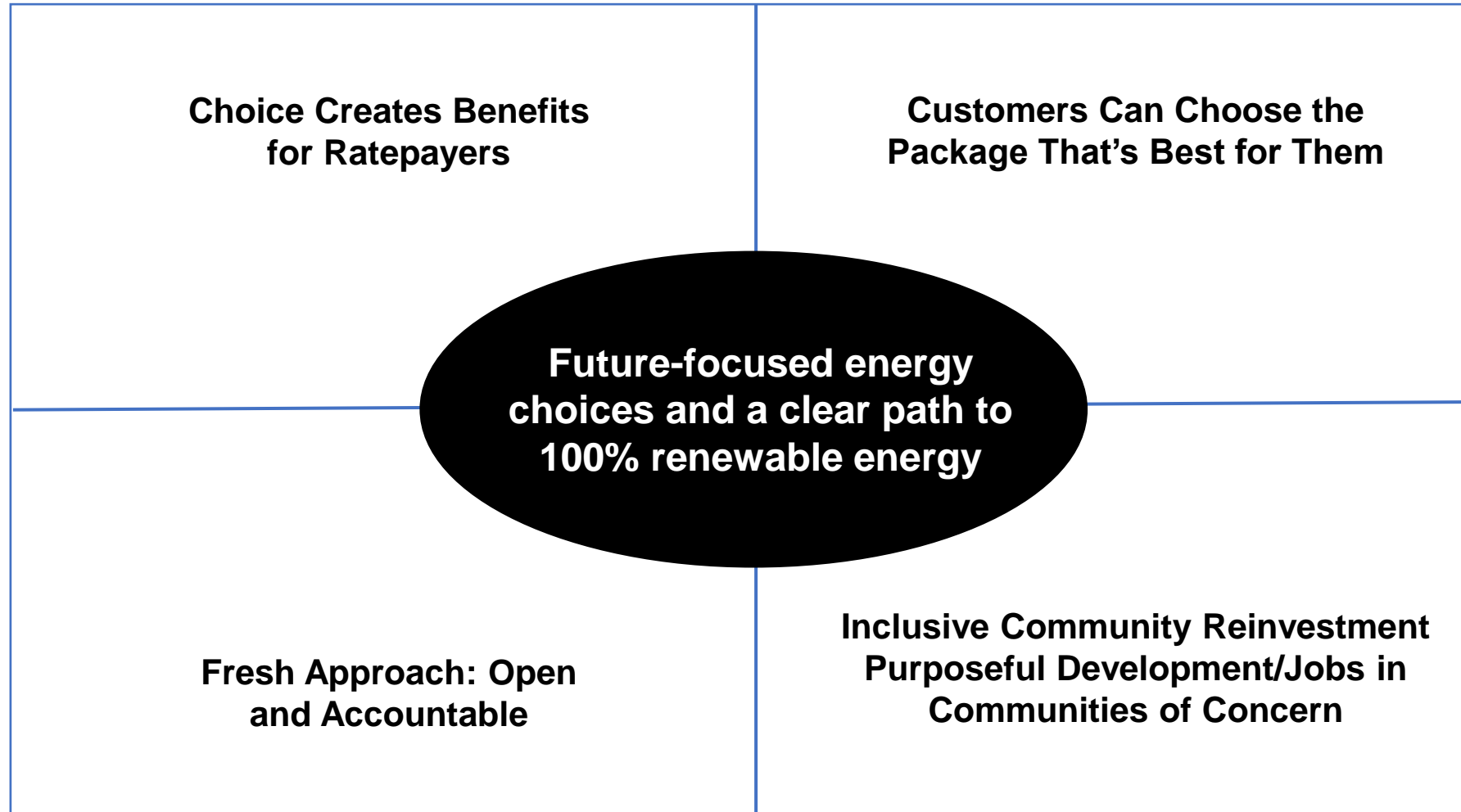
Customer-Driven Choice

Customer-Driven

Future-Focused

Proven

Not-for-Profit



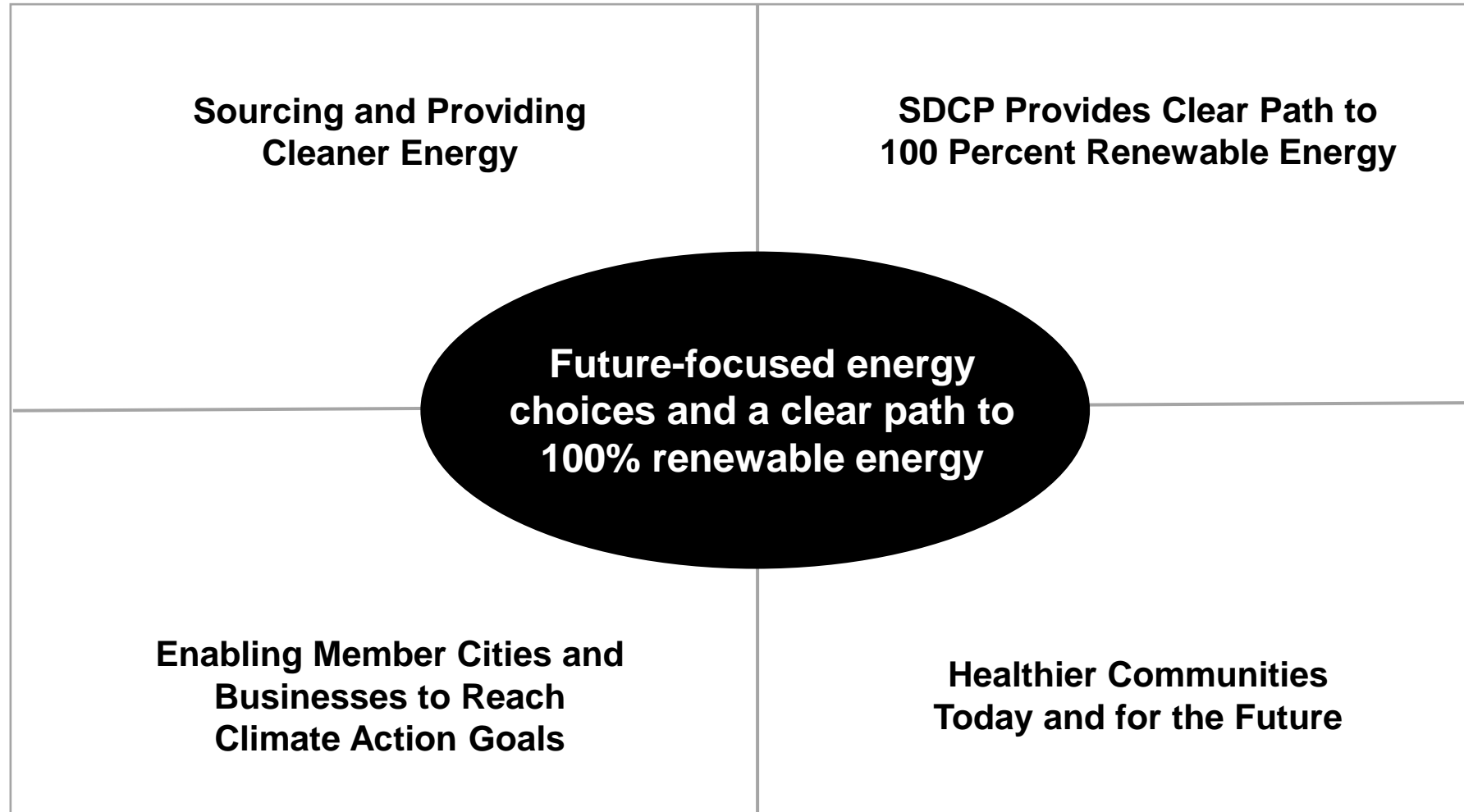
Future-Focused

Customer-Driven

Future-Focused

Proven

Not-for-Profit



Pragmatic and Proven

Customer-Driven

Future-Focused

Proven

Not-for-Profit

**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**

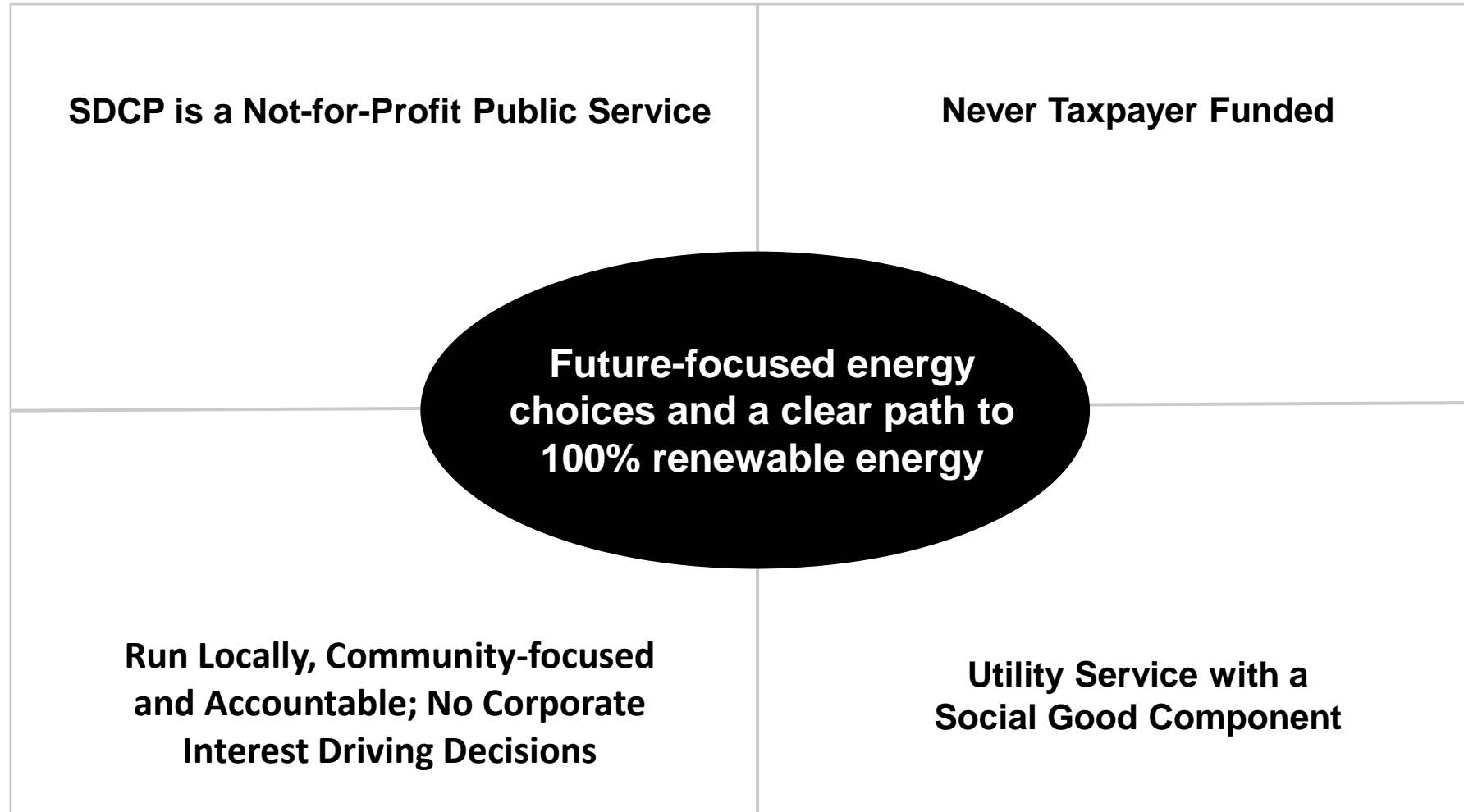
Neighborhood Not-for-Profit

Customer-Driven

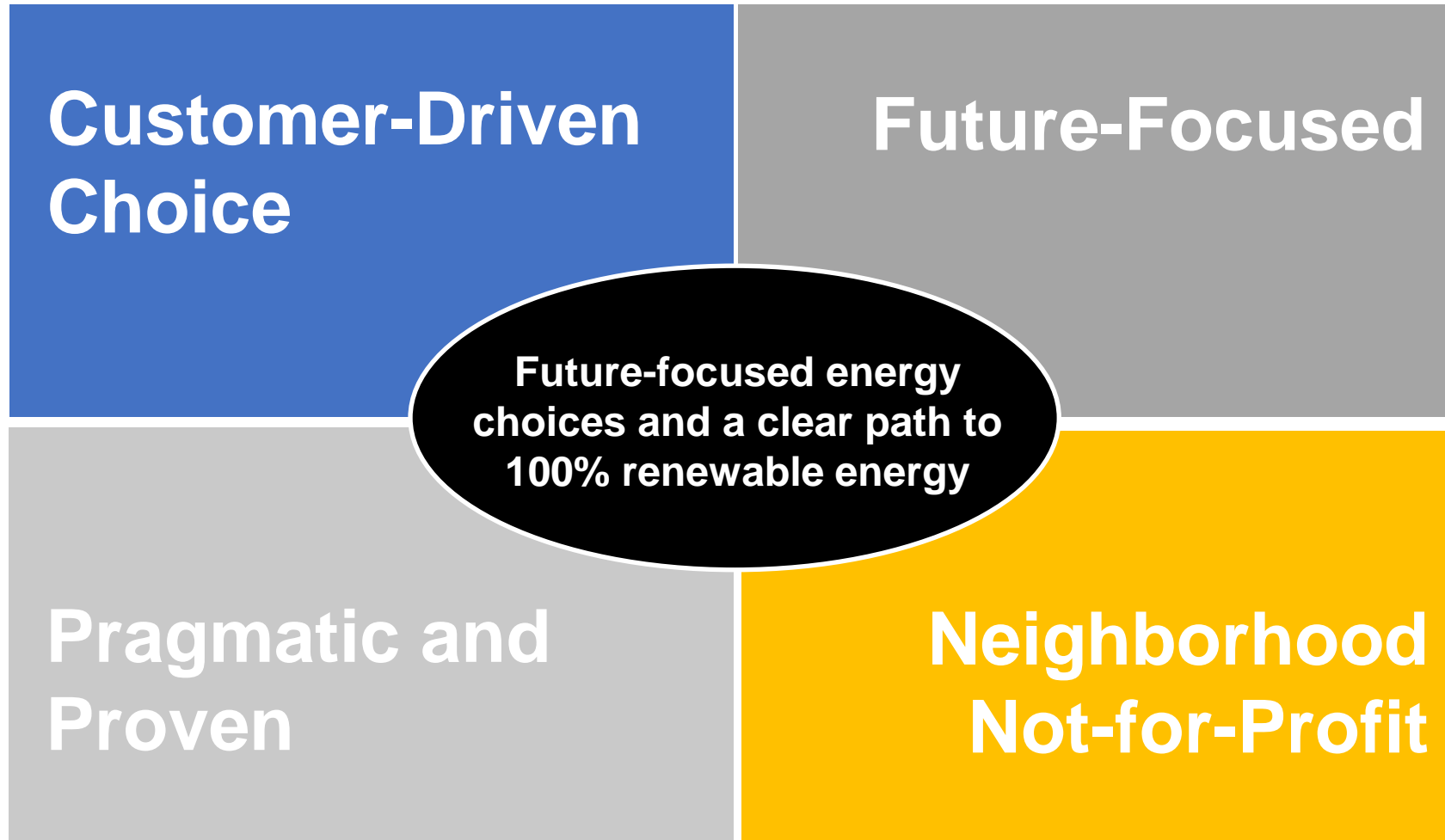
Future-Focused

Proven

Not-for-Profit



Key Messaging Structure



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

Research – Industry Brands

Some common themes exist:
suns, leaves, and light bulbs



CleanPowerSF

 **Sonoma
Clean Power**



CPA CLEAN
POWER
ALLIANCE



SAN JOSE 
CLEAN ENERGY
A Program of the City of San José

Research – Industry Brands

Once you add color, a sea of sameness arises – SDCP has an opportunity to stand out

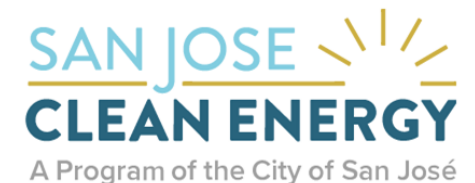


CleanPowerSF

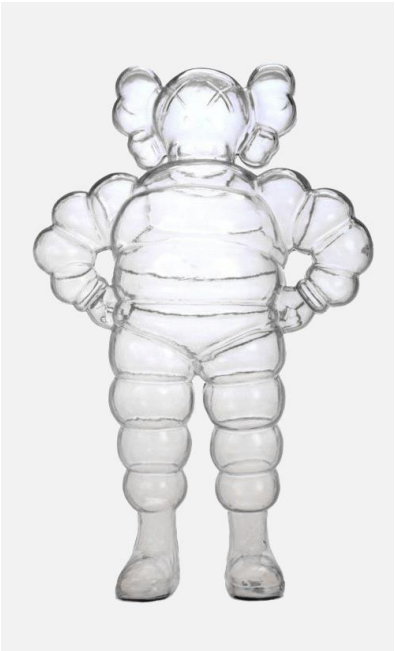
Sonoma
Clean Power



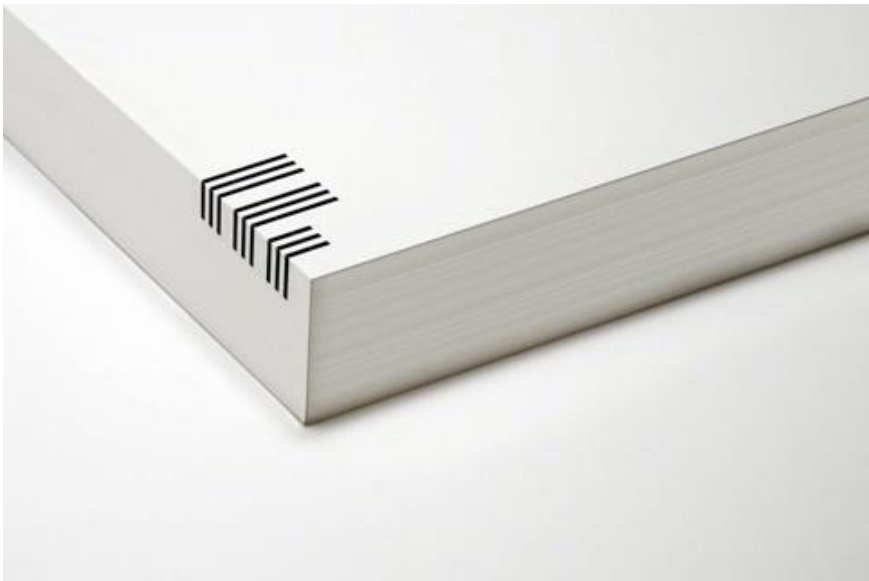
CPA CLEAN
POWER
ALLIANCE



Mood Board



Mood Board (cont'd)



Power Up



SAN DIEGO
**COMMUNITY
POWER**



SAN DIEGO
**COMMUNITY
POWER**

Questions?

Next Steps

- • Develop launch collateral for partner use
- • Create brand guidelines

Thank you!





Item 9

Provide Input on CAC Community-Member Communications Guide



Item 10

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

