



# Community Advisory Committee

Regular Meeting

March 10<sup>th</sup>, 2023



# Regular Meeting Agenda

1. Welcome
2. Roll Call
3. Special Presentations and Introductions
4. Public Comment for Items Not on the Agenda
5. Items to be Withdrawn, or Reordered on the Agenda
6. Approval of February CAC Meeting Minutes
7. Receive Update on the Community Power Plan
8. Receive Update on SDCP's FY22-23 Community Grant Program and Nominate Representative(s) to Participate on Evaluation Committee
9. Receive Update on Public Relations and Back-Office Operations
10. Review and Provide Input on San Diego Community Power's Sponsorship Policy
11. Standing Item: Update on CAC FY 22-23 Work Plan
12. Standing Item: Discussion of Potential Agenda Items for Board of Directors Meetings
13. Committee Member Announcements
14. Adjournment

# Item 3

## Special Presentations and Introductions

# Item 6

## Approval of February CAC Meeting Minutes

Presenter:

Victoria Abrenica, Public Outreach Associate

# Item 6

## **Recommendation:**

Approve the February CAC Meeting Minutes

# Item 7

## Receive Update on the Community Power Plan

Presenter:

Nelson Lomeli, Program Manager



# NOW LIVE

## Public Draft of Community Power Plan!

[Home](#) [My Comments](#) [Register](#) [Log In](#)

 **SAN DIEGO  
COMMUNITY  
POWER**

### San Diego Community Power

Powering a clean, affordable energy future

[Home](#) [Read in English](#) [Leer en español](#) [Basahin sa Tagalog](#)

Select Language ▼

Click on the Community Power Plan in your preferred language - English, Spanish, or Filipino (Tagalog). Haga clic en Plan de Energía Comunitaria en su idioma preferido: inglés, español o filipino (tagalo). Mag-click sa Plano Sa Kuryente Ng Komunidad sa iyong gustong wika - English, Spanish, o Filipino (Tagalog).



**COMMUNITY  
POWER PLAN**  
A Five-Year Energy Plan for Customer Energy  
Plans 2023-2027  
**Public Draft - March 2023**

 **ARUP**

ENGLISH -  
Community Power  
Plan Public Draft



**PLAN de ENERGÍA  
COMUNITARIA**  
Un plan estratégico de cinco años para la oferta  
energética de la comunidad  
**Borrador público - marzo  
del 2023**

 **ARUP**

ESPAÑOL -  
Borrador público  
del Plan de Energía



**PLANO SA  
KURYENTE NG  
KOMUNIDAD**  
Limang Taon ng Paglalimang Plano para sa mga  
kuryente ng komunidad  
**Pampublikong Draft -  
Marso 2023**

 **ARUP**

TAGALOG -  
Pampublikong  
Draft ng Plano Sa

### About San Diego Community Power

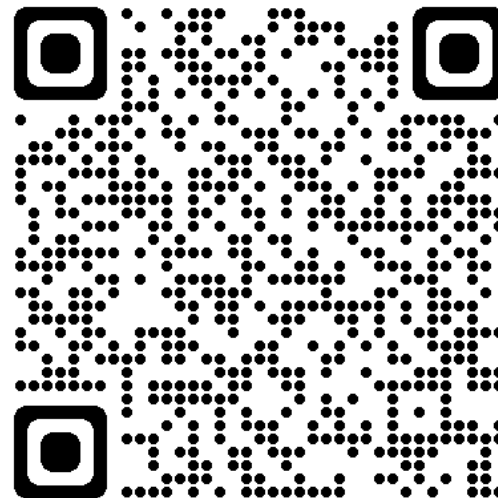
**San Diego Community Power (SDCP)** is a local, not-for-profit public agency that provides affordable, reliable, electricity from renewable resources to over 960,000 electric customer accounts. It provides service to the cities of Chula Vista, Encinitas, Imperial Beach, La Mesa, National City, and San Diego, and the unincorporated communities of the County of San Diego.

[Contact Us](#) [More Info](#)

# Public Comment

- Draft Community Power Plan is available in English, Spanish, and Tagalog
- Comments accepted for 30 days—until 11:59 p.m. on March 31, 2023
- Provide input via interactive public comment tool

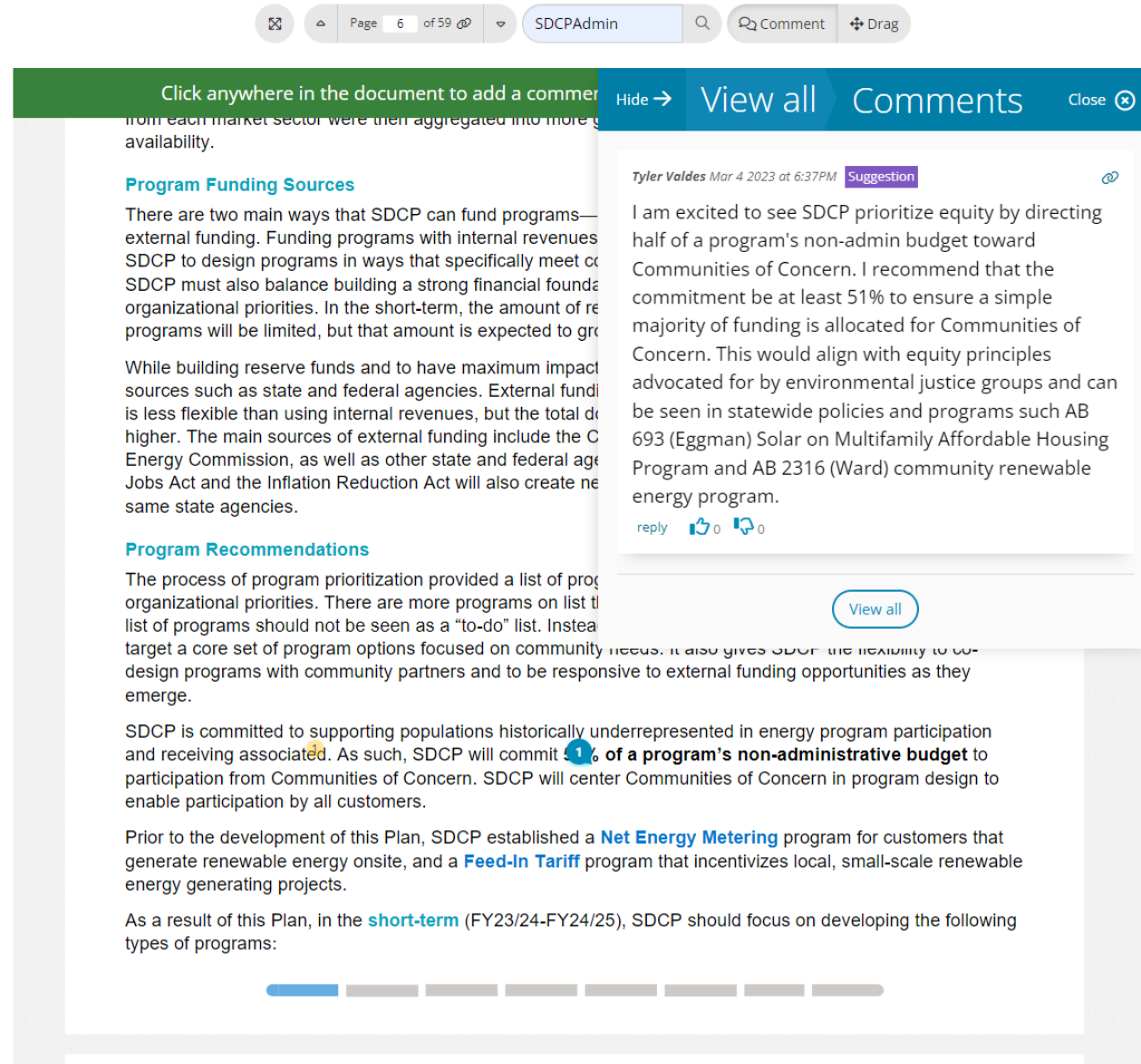
[SDCommunityPower.org/CPP](https://SDCommunityPower.org/CPP)





# Public Comment Tool

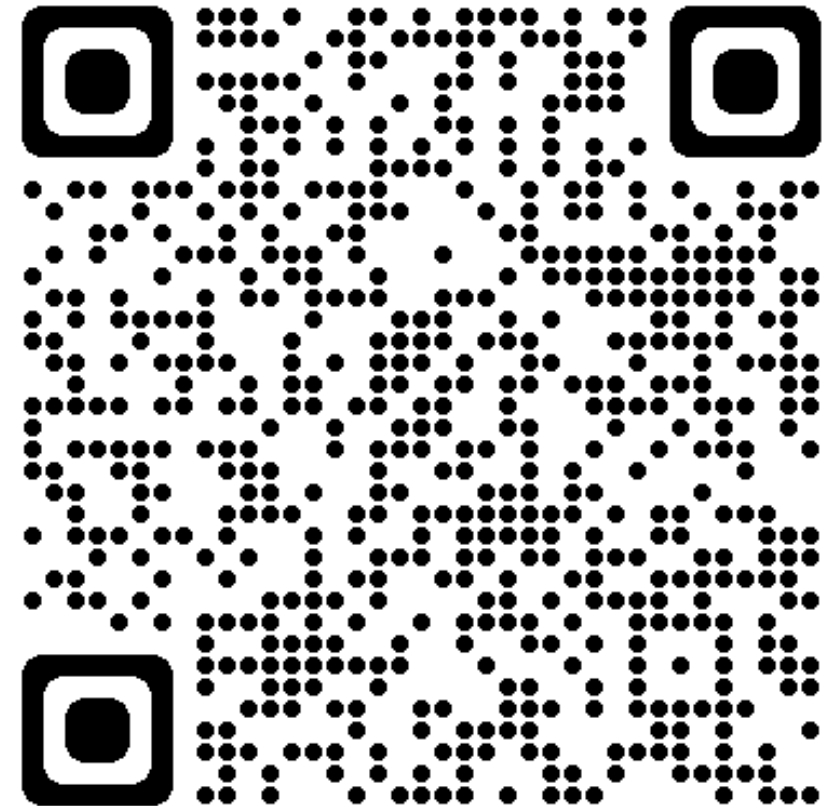
- Allows you to make comments, suggestions, questions, or note typos anywhere in the document
- Allows you to “like” (upvote) comments from others
- Allows you to reply to existing comments
- Don’t need to file formal letters to submit feedback



The screenshot displays the Public Comment Tool interface. At the top, a navigation bar includes a search icon, a page indicator (Page 6 of 59), a user profile (SDCPAdmin), and a search icon. Below this, a green banner prompts users to "Click anywhere in the document to add a comment". The main content area shows a document with sections titled "Program Funding Sources" and "Program Recommendations". A comment by Tyler Valdes, dated Mar 4 2023 at 6:37PM, is visible, suggesting that SDCP prioritize equity by directing half of a program's non-admin budget toward Communities of Concern. The comment includes a "reply" button and a "like" icon. A "View all" button is located at the bottom right of the comment section. The document text discusses SDCP's funding sources, program prioritization, and commitment to supporting underrepresented populations.

# Public Virtual Presentation

- Hosting a virtual presentation that goes into more detail
- **March 14, 2023, at 5:30 p.m. PDT**
- Register at [SDCommunityPower.org/CPP](https://SDCommunityPower.org/CPP) or scan QR code



**Scan to register for the presentation!**

# Item 8

## **Receive Update on SDCP's FY22-23 Community Grant Program & Nominate Representative(s) to Participate on Evaluation Committee**

Presenter:

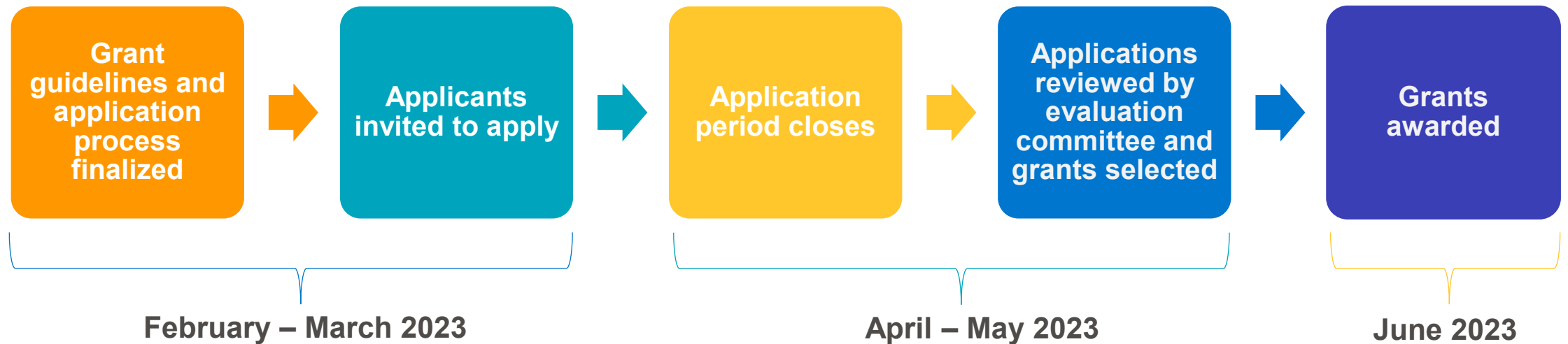
Alyson Scurlock, Program Associate

# Program Goals

The Community Clean Energy Innovation Grants aim to support projects that provide economic, environmental, and health benefits to SDCP's communities.



# Program Timing



# Program Guidelines

- **FY22-23 Budget:** \$300,000
- **Grant Amounts:** Up to \$45,000 (no more than 15% of total annual program budget per grant)
- **Grant Period:** Funds expended by grantees within 12 months from award date
- **Administration:** Partnered with San Diego Foundation for program administration support
- **Evaluation Committee:** SDCP staff, SDF staff, and 1-2 CAC representatives



# Grant Eligibility

1. Applications must be led by a nonprofit with **501(c)(3) status**
2. Applicant must have **proven experience** serving community members through projects or programs
3. Proposed project must serve **SDCP customers**
4. Proposed project must advance one or more of the following **focus areas**:
  - Energy behaviors that reduce energy consumption and/or costs
  - Improvements in indoor and/or outdoor air quality
  - Workforce development opportunities that support careers in the clean energy industry
  - Energy resilience to ensure communities can avoid, prepare for, minimize, adapt to, and recover from energy disruptions
  - Increased access to the benefits of clean energy technologies with a focus on underserved communities and vulnerable populations
  - Increased overall energy literacy

# Draft Evaluation Criteria

- Applications will be reviewed, scored, and selected by an evaluation committee based on the following draft criteria (out of 50 points):
  - Funding priority alignment – 20 points
  - Project feasibility – 10 points
  - Communities of Concern – 10 points
  - Innovation – 5 points
  - Scalability and replicability – 5 points
- If applications have an equal evaluation score, a selection of projects across diverse project focus areas will be prioritized

# Organization Recommendations

- Webpage going live the week of March 13 with grant eligibility and contact information for interested organizations
- If you have recommendations of eligible organizations to invite, please email them by **5:00 p.m. on March 23** to:

Alyson Scurlock [AScurlock@sdcommunitypower.org](mailto:AScurlock@sdcommunitypower.org)

Everett Au [EverettA@sdfoundation.org](mailto:EverettA@sdfoundation.org)

# Evaluation Committee

- Seeking 1-2 CAC representatives to participate on evaluation committee
- CAC members with conflicts of interest need to recuse themselves

## Time commitment

- ~1-hour training with SDF (*March 27-April 21*)
- ~7 hours of independent review of assigned applications (*April 27-May 5*)
- ~2-hour selection meeting (*May 8-12*)



# Item 8

## **Recommendation:**

Nominate Representatives to Participate on Evaluation Committee

# Item 9

## Receive Update on Public Relations and Back-Office Operations

### Presenters:

Jen Lebron, Director of Public Affairs

Lucas Utouh, Director of Data Analytics & Account Services



# Staffing updates

- Senior Marketing and Communications Manager starts March 22
- Screening interviews have begun for the Community Engagement Manager
- Additional marketing, communications and community engagement positions will be opening in the next two months

# Earned media

- Live opportunities on news stations
- Stories in local community newspapers
- Op-eds from Community Advisory Committee members to run soon



# Paid media

Hey National City, say hello to a cleaner power provider who reinvests in our community.

San Diego Community Power is a local electricity provider that will serve your community by bringing you cleaner energy.

Learn more at [SDCommunityPower.org](https://SDCommunityPower.org)



Say hello to a cleaner power provider who reinvests in our community.

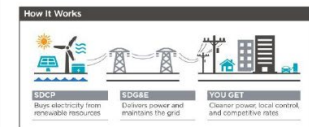


San Diego Community Power (SDCP) is a local electricity provider that will serve your community by bringing you cleaner energy.

We put our communities first, helping you take a giant step toward a more sustainable energy future while prioritizing equity and supporting local, good-paying jobs. We are a locally managed, not-for-profit, public agency that focuses on what families need and want most when it comes to their energy.

SDCP reinvests in the communities they serve to benefit residents and businesses in our region.

Learn more at [SDCommunityPower.org](https://SDCommunityPower.org)



# Paid media



**Kumusta National City,  
pagmasdan ang isang mas  
malinis na tagapagbigay  
ng kuryente na muling  
namumuhunan sa ating  
komunidad.**

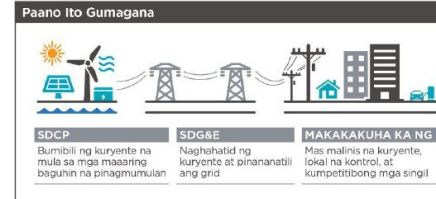


**Ang San Diego Community Power (SDCP) ay isang lokal na tagapagbigay ng kuryente na maglilingkod sa iyang komunidad sa pamamagitan ng paghahatid sa iyo ng mas malinis na enerhiya.**

Inuuna namin ang ating mga komunidad, tumutulong sa iyo na gumawa ng malaking hakbang tungo sa isang mas natutustusan na enerhiya sa hinaharap habang binibigyang prayoridad ang pagkakapantay-pantay at pagsuporta sa mga trabahong lokal na maganda ang pasahod. Kami ay isang lokal na pinamamahalaan, hindi para sa kita, na pampublikong ahensya na nakatuon sa kung ano ang kailangan at pinakagusto ng mga pamilya pagdating sa kanilang enerhiya.

**Ang SDCP ay muling namumuhunan sa mga komunidad na kanilang pinaglilingkuran na pakikinaabangan ng mga residente at negosyo sa ating rehiyon.**

Alamin pa ang Tungkol dito sa [SDCommunityPower.org](http://SDCommunityPower.org)





# **Paid media**

**Hola National City, saluden  
a un proveedor de energía  
más limpio que reinvierte  
en nuestra comunidad.**

**San Diego Community Power es un proveedor local de electricidad al  
servicio de su comunidad que le suministrará energía más limpia.**

Para obtener más información, visite **[SDCommunityPower.org](https://SDCommunityPower.org)**



# Participation Rates

3/6/2023

Refreshed

## Participation by Accounts



### Total Participation by Accounts All Phases

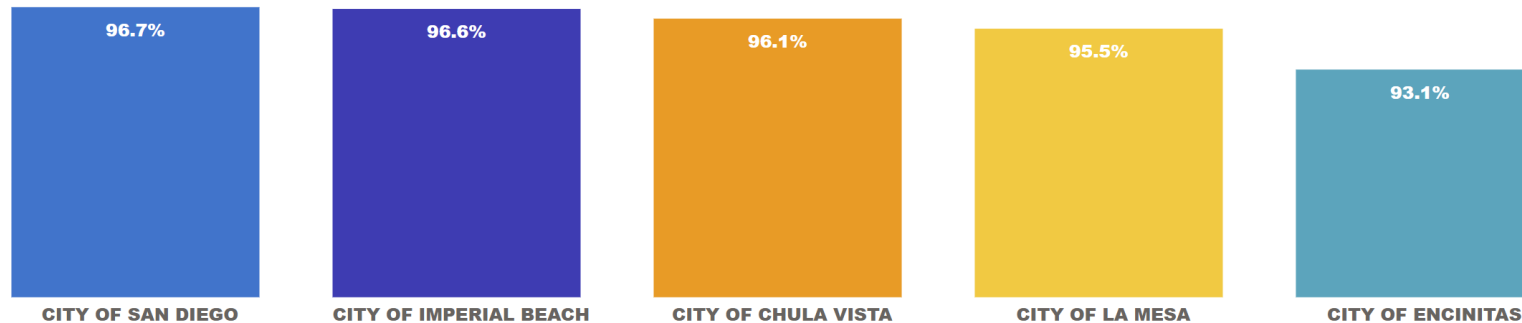
96.9%

### Participation Phases 1-3

Town/Territory	Eligible	Opt Outs	Participation by Accounts
City of Chula Vista	96,529	3,787	96.1%
City of Encinitas	28,403	1,949	93.1%
City of Imperial Beach	10,910	367	96.6%
City of La Mesa	29,328	1,321	95.5%
City of San Diego	616,474	20,104	96.7%
<b>Total</b>	<b>781,644</b>	<b>27,528</b>	<b>96.5%</b>

### Participation Phase 4

Town/Territory	Eligible (Noticed)	Opt Outs	Participation by Accounts
County of San Diego	135,318	1,575	98.8%
National City	18,015	45	99.8%
<b>Total</b>	<b>153,333</b>	<b>1,620</b>	<b>98.9%</b>





# Phase 4 Opt-Out Trends: County of SD

## Phase 4 Opt Out Timeline

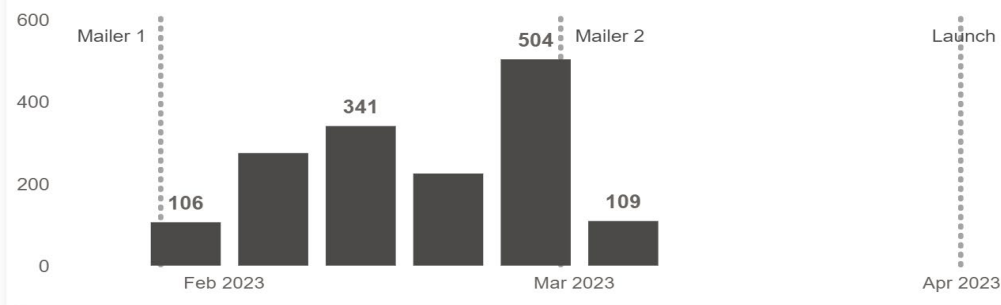
County of San Diego

National City

NEM

Non-NEM

### Phase 4.1 - Apr 2023



### Phase 4.2 - May 2023



# Phase 4 Opt-Out Trends: National City

## Phase 4 Opt Out Timeline

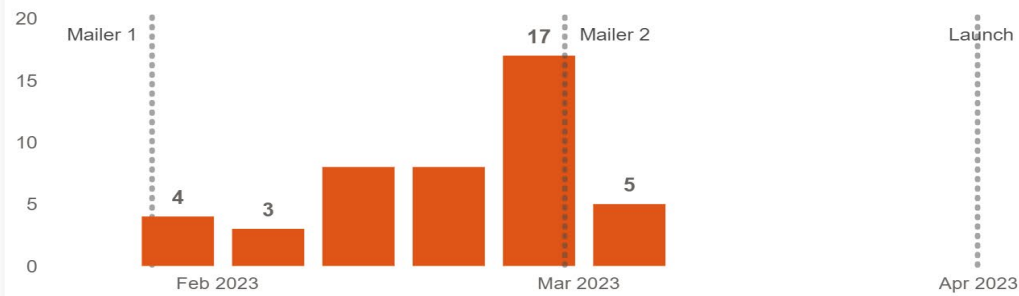
County of San Diego

National City

Non-NEM

NEM

### Phase 4.1 - Apr 2023



### Phase 4.2 - May 2023

Mailer 1 Launch



# Phase 4 Opt-Out Trends: County of SD



## Opt Out Summary

**Territory**  
☐ Select all  
☒ County of San Diego  
☐ National City

**Phase**  
☐ Select all  
☒ P4

**Last Opt Date**  

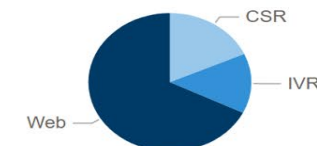
Last 68 Days

1/1/2023 - 3/9/2023

## Opt Outs by Class and Rate

Class Code	P4	Total
Commercial/Industrial	173	173
Residential	1,402	1,402
<b>Total</b>	<b>1,575</b>	<b>1,575</b>

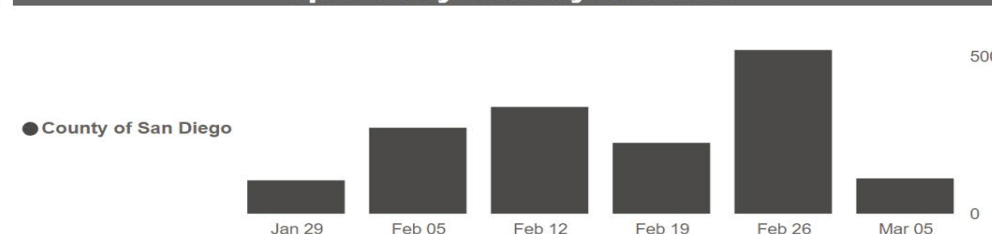
## Opt Out Method



## Opt Outs by Territory and Phase

Territory	P4	Total
County of San Diego	1,575	1,575
<b>Total</b>	<b>1,575</b>	<b>1,575</b>

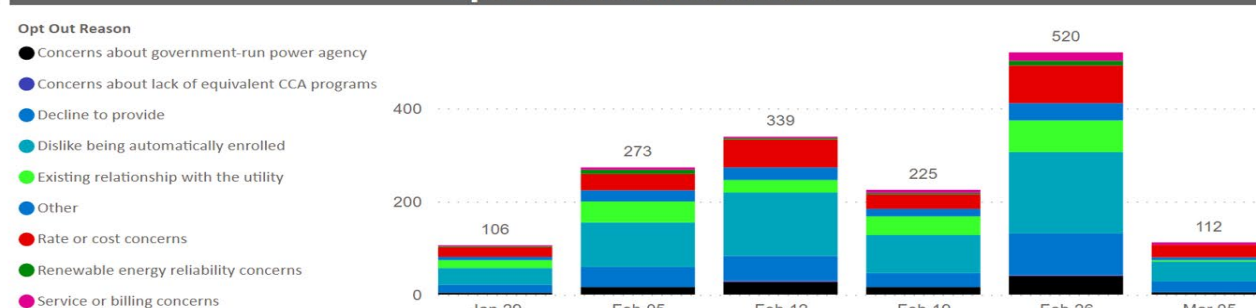
## Opt Outs by Territory over Time



## Opt Out Reasons by Phase

Opt Out Reason	P4	Total
Dislike being automatically enrolled	568	568
Decline to provide	255	255
Rate or cost concerns	255	255
Existing relationship with the utility	200	200
Other	117	117
Concerns about government-run power agency	108	108
Service or billing concerns	40	40
Renewable energy reliability concerns	27	27
Concerns about lack of equivalent CCA programs	5	5
<b>Total</b>	<b>1,575</b>	<b>1,575</b>

## Opt Out Reasons over Time



# Phase 4 Opt-Out Trends: County of SD



## Opt Out Summary

**Territory**  
☐ Select all  
☐ County of San Diego  
☒ National City

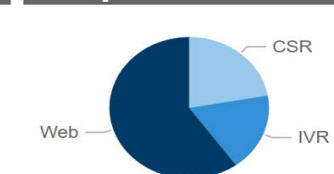
**Phase**  
☐ Select all  
☒ P4

**Last Opt Date**  
 Last  Days

## Opt Outs by Class and Rate

Class Code	P4	Total
Commercial/Industrial	8	8
Residential	37	37
<b>Total</b>	<b>45</b>	<b>45</b>

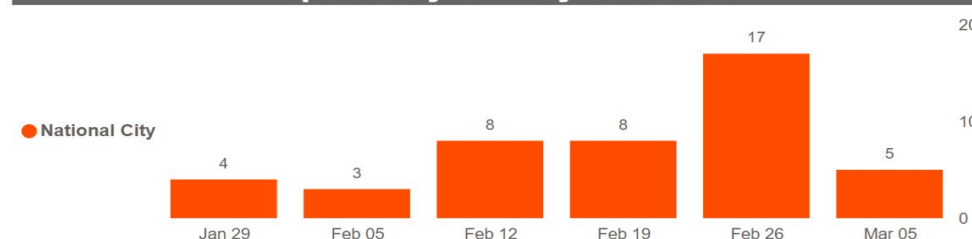
## Opt Out Method



## Opt Outs by Territory and Phase

Territory	P4	Total
National City	45	45
<b>Total</b>	<b>45</b>	<b>45</b>

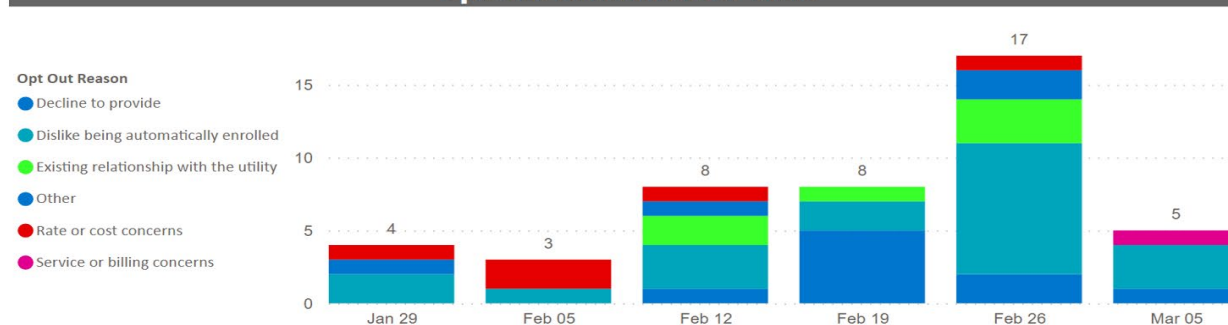
## Opt Outs by Territory over Time



## Opt Out Reasons by Phase

Opt Out Reason	P4	Total
Dislike being automatically enrolled	20	20
Decline to provide	9	9
Existing relationship with the utility	6	6
Rate or cost concerns	5	5
Other	4	4
Service or billing concerns	1	1
<b>Total</b>	<b>45</b>	<b>45</b>

## Opt Out Reasons over Time



# Item 10

## **Review and Provide Input on San Diego Community Power's Sponsorship Policy**

Presenter:

Rachel Hommel, Strategic Initiatives Manager

# Background & Purpose

This **Sponsorship Policy** establishes a standardized process for San Diego Community Power (SDCP) to evaluate a business, organization, or individual seeking sponsorship fairly and objectively from SDCP.

- This policy provides the framework for SDCP's Board of Directors and staff to ensure SDCP's sponsorship development and implementation process remains **transparent, fiscally responsible and centered on the customer.**

Events to be considered are ones that contribute to and are supportive of SDCP's Mission, Vision, Core Values, and Goals, as adopted by the SDCP Board of Directors on June 23, 2022.

- These include goals for ***cleaner renewable power, investment into communities of concern, climate justice and equity, promoting electrification and decarbonization, energy education, and community outreach, and workforce development.***





# Sponsorship Criteria

## Definitions

- **Sponsorship:** A sponsorship is any financial or in-kind support from SDCP to a business, organization, or individual that helps offset the costs of an event hosted by the business, organization or individual.
- **Sponsorship Event:** A celebration, fundraiser, or educational activity that demonstrates a public benefit that meets the criteria established below.
- **Sponsorship Agreement:** A negotiated agreement between SDCP and a company, organization, or individual.

## Restrictions

- Religious organizations and organizations whose purposes include support of or opposition to candidates for political office, political parties, or ballot measures
- Businesses, organizations or individuals whose primary products are firearms, tobacco, alcohol, fossil fuels and/or any other subject matter not deemed appropriate by the Chief Executive Officer, or designee.
- SDCP reserves the right to reject any and all sponsors and sponsorship proposals.

## Event Types

- Events that contribute to and are supportive of SDCP's Mission, Vision, Core Values, and Goals
  - Cleaner renewable power
  - Investment into communities of concern, climate justice and equity
  - Promoting electrification and decarbonization, energy education, and community outreach, and workforce development
- Events that contribute positively to the recognition and image brand awareness of SDCP;
- Events that are open to the general public, or, if exclusive, then located within the San Diego region

# Questions to Consider

**The following questions are the major guiding principles of this policy and should be addressed prior to soliciting potential sponsors or reviewing submitted sponsorship requests:**

- Is the sponsorship reasonably related to the Mission, Vision, Core Values, and Goals of SDCP?
- What are the real costs, including administrative time, of the sponsorship?
- Has SDCP previously sponsored this organization?
- Will this sponsorship lead to a longer-term partnership?
- Will this sponsorship have a significant impact on SDCP's goal to equitably distribute resources across all SDCP's member agencies?





# SDCP Out & About In The Community

*Since FY23, we have sponsored 19 unique events, committing over \$44,000 to reinvesting back into the communities we serve*



# How to Request & Tracking

## Sponsorship Form

Our Sponsorship Form will collect critical data, including names, addresses, phone numbers, emails, and the amount of money committed.

This is crucial for both **record-keeping** and **delivering consistent communication**. To maximize ease of use, a digital sponsorship form will be hosted on the SDCP website.

## Tracking Sponsorships on Monday.com Board

Each sponsorship will be tracked annually to ensure cross-collaboration and reinvestment with all member agencies.

The screenshot displays a Monday.com board titled "Sponsorships 2023". The board has tabs for "Main Table", "Calendar View", "Form", "Chart", "Kanban View", and "Gantt View". The "Main Table" tab is active, showing a table with columns: Sponsorship, Date, Amount, Area, Sponsor Benefit, Organization, Org. Type, and Location. The table is divided into two sections: "Annual Events Sponsorship" and "January".

**Annual Events Sponsorship Table:**

Sponsorship	Date	Amount	Area	Sponsor Benefit	Organization	Org. Type	Location
2023 Event Sponso...	Jan 1	\$2,500	Online/ Other		The Association of ...	501 (c) (3)	N/A
+ Add Sponsorship							
Jan 1		\$2,500 sum					

**January Table:**

Sponsorship	Date	Amount	Area	Sponsor Benefit	Organization	Org. Type	Location
Lung Force Walk	Jan 29	\$5,000	City of SD	Tabling	American Lung Ass...	501 (c) (3)	Liberty Station
+ Add Sponsorship							
Jan 29		\$5,000 sum		Tabling			

The bottom section of the screenshot shows a Kanban board titled "Sponsorships 2023" with columns for tracking the status of sponsorships: "Idea / 2", "Registered / 0", "In Design / 0", "Needs review / 0", and "Approved / 3".

**Idea / 2 Column:**

- Green Summit
- Carnival for Climate
- + Add Sponsorship

**Approved / 3 Column:**

- Earth Day Fair
- Fallbrook Avocado Festival
- South Bay Earth Day Festival
- + Add Sponsorship



**Questions?**

# Item 11

## Standing Item: Update on CAC FY 22-23 Work Plan

Presenter:

Victoria Abrenica, Public Outreach Associate

# Community Advisory Committee (CAC) Work Plan for Fiscal Year 2022 – 2023

- Equity Overview
- CAC Educational Presentations
- Legislative/ Public Policy/ Regulatory
- Equitable, Inclusive and Sustainable Workforce Policy
- Energy Bid Evaluation Criteria
- Marketing and Communications Efforts
- Power Procurement Efforts
- Community Power Plan (CPP)
- Staff and Board Initiated Items
- Community Solar Program (DAC-GT & CS-GT)

# Item 12

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



# **Regular Meeting Agenda**

**Committee Member  
Announcements**

**Adjournment**



# Community Advisory Committee

**Next Meeting**

April 14, 2023