

San Diego Regional Community Choice Energy Authority 24 Month Implementation Budget: January 1, 2020-December 31, 2021	2020 Estimate	2021 Estimate
<b>Organizational/Admin.</b>		
Professional Services/Consulting (LEAN Energy, Accounting, Other)	\$125,000	\$ 200,000
JPA Board Meeting Costs	\$25,000	\$ 25,000
Staffing (6-8 ppl for ~6-7 months in 2020; 16-20 ppl for full year in 2021)	\$1,000,000	\$ 4,500,000
G&A costs (office rent, deposits, equipment, software, insurance, etc.)	\$500,000	\$ 800,000
<b>TOTAL:</b>	<b>\$1,650,000</b>	<b>\$ 5,525,000</b>
<b>CAISO/CPUC/Utility Fees</b>		
CAISO deposit (to be a CRR holder; one time payment)	\$0	\$ 500,000
Financial Security "Bond" (CPUC; one time payment)	\$150,000	\$ -
SDG&E billing service fees (@\$0.28 per account/month)	\$0	\$505,562
<b>TOTAL:</b>	<b>\$150,000</b>	<b>\$ 1,005,562</b>
<b>Technical/Energy Services</b>		
Power contracting, portfolio and rate design, scheduling, CRR management, et al	\$600,000	\$ 1,600,000
Integrated Resource Plan/Long-Term Procurement	\$0	\$ 650,000
<b>TOTAL:</b>	<b>\$600,000</b>	<b>\$ 2,250,000</b>
<b>Communications/Customer Enrollment</b>		
Marketing strategy and brand development	\$75,000	\$ 50,000
Website 1.0/2.0	\$45,000	\$ 20,000
Collateral Design/Video	\$60,000	\$ 25,000
PR/Advertising Campaign -- print, social, paid and earned media	\$175,000	\$ 350,000
Materials for tabling and events (design/print)	\$30,000	\$ 50,000
Customer Notifications (4 x 720k @ \$ 0.80 each)*	\$0	\$ 2,304,000
Community Sponsorships, etc.	\$0	\$ 50,000
<b>TOTAL:</b>	<b>\$385,000</b>	<b>\$ 2,849,000</b>
<b>Data Management/Call Center</b>		
Data Management/Call Center (\$1.00/account/month)	\$0	\$1,805,578
<b>TOTAL:</b>	<b>\$0</b>	<b>\$ 1,805,578</b>
<b>Legal</b>		
General Counsel Services	\$120,000	\$ 180,000
Legal review of power supply and other vendor contracts	\$150,000	\$ 200,000
<b>TOTAL:</b>	<b>\$270,000</b>	<b>\$ 380,000</b>
<b>Regulatory/Legislative</b>		
Cal-CCA Membership	\$50,000	\$ 350,000
Regulatory Monitoring and Reporting	\$120,000	\$ 144,000
Participation in Regulatory Proceedings /Compliance Matters	\$90,000	\$ 200,000
Lobbyist	\$0	\$ 120,000
<b>TOTAL:</b>	<b>\$260,000</b>	<b>\$ 814,000</b>
<b>O&amp;M/G&amp;A TOTAL:</b>	<b>\$3,315,000</b>	<b>\$ 14,629,140</b>

\*Assumes 4 notices to ~720,000 customers in SDRCCCE service territory (design, print, mail)

Budget to be considered tentative until credit and baking services are secured. Budget does NOT include: 1) Cost of Power, 2) Reimbursable expenses for City of San Diego or other Founding Members, 3) Banking fees, debt service or interest, 4) Local Programs.