

# Appendix A

## Community Engagement Strategy

# San Diego Community Power Plan Community Engagement Strategy

July 15, 2022

**Prepared for**  
San Diego Community Power

**Prepared by**  
Kearns & West in coordination with Arup

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## 1. Introduction

San Diego Community Power (SDCP), with support from Arup and Kearns & West, is developing a Community Power Plan (CPP) that will provide a decision-making framework to guide its program strategy and selection and development of local programs. Based on community needs and gaps in program offerings evaluated in a community needs assessment, the CPP will guide investments in developing local renewable generation, demand reduction, storage, and other distributed energy resources in SDCP's service territory.

SDCP is a new electricity provider for the cities of Imperial Beach, Encinitas, La Mesa, Chula Vista, San Diego, and National City, and unincorporated San Diego County. SDCP began service to these member agencies in 2021 and will complete enrollment in the first five cities by mid-2022 and National City and unincorporated San Diego County by 2023.

The purpose of this Community Engagement Strategy is to provide a framework for community engagement in SDCP's existing and emerging territory, with a focus on Communities of Concern<sup>1</sup>, during the development of the CPP. As part of developing this Community Engagement Strategy, the project team solicited input from SDCP's member agency staff and additional community leaders on best practices for engagement within their jurisdictions and communities. Input from those conversations has been considered and integrated throughout this document.

### A Note on the COVID-19 Pandemic

Given the continuing presence of the COVID-19 pandemic, engagement activities should be flexible and adaptive to public safety measures given surges in virus activity. Furthermore, communities and individuals need the flexibility to make choices that reflect their health concerns and overall levels of comfort. As such, while in-person meetings and activities should be offered and used to meet people within their communities, virtual engagement activities will need to remain a consistent option for engagement.

### Document Organization

This Community Engagement Strategy includes the following sections: Engagement Objectives, Principles of Equitable and Inclusive Engagement, Engagement Focus, Community-Based Organizations, Engagement and Planning Process Integration, Engagement Activities and Methods, and Materials and Content.

## 2. Engagement Objectives

The following objectives guide the strategy for community engagement for the CPP:

- Establish relationships and build trust with communities, raise awareness about SDCP, and set a foundation for future engagement and partnerships
- Engage and solicit input from as many community members as possible to inform the community needs assessment, with a focus on Communities of Concern and other

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<sup>1</sup> Defined as the top 25% scoring areas from CalEnviroScreen, known as Disadvantaged Communities (DACs), as well as the additional census tracts identified by the Cities of [San Diego](#) and [Chula Vista](#) through their Climate Equity Index (CEI) reports. Specifically, the City of San Diego identified these census tracts as areas with very low, low, and moderate access to opportunity, whereas the City of Chula Vista defined them as the top 25% scoring areas within its own analysis. If other member agencies were to identify additional census tracts as the cities of San Diego and Chula Vista have done, SDCP would recognize those designations under the umbrella of Communities of Concern.

communities generally considered underrepresented, marginalized, energy burdened as mapped by the [California Public Utilities Commission Socioeconomic Vulnerability Index \(SEVI\)](#), and/or disadvantaged as mapped by a score of 75% or higher on [CalEnviroScreen](#)

- Foster open and transparent communication about how input from community members will be used to inform the CPP
- Build on the recent community engagement conducted by SDCP's member agencies as part of their climate action plans and equity initiatives

### 3. Principles of Equitable and Inclusive Engagement

This Community Engagement Strategy integrates equitable and inclusive engagement principles. Equitable and inclusive engagement methods seek to acknowledge, understand, and address the implications that the differences in individuals' and communities' backgrounds, including race, culture, ability, gender, sexual orientation, religion, socio-economic status, and immigration status, have in the engagement process. Equitable and inclusive engagement is also mindful and responsive to societal inequities, underserved communities, and unequal environmental impacts on communities.

An equitable and inclusive engagement framework focuses on understanding community characteristics, historic and current challenges, barriers for effective engagement, and partnering with local organizations and stakeholders who work directly with community members and can advocate for their needs and best practices for meaningful engagement. Targeted engagement methods that complement standard engagement methods are often required.

Specific equitable and inclusive engagement principles for the CPP, informed by member agency and community leader input, are noted below:

- Engagement strategies that are responsive to people's different needs and circumstances, and/or varying experiences interacting with government agencies will be implemented. Strategies and activities will be employed to minimize obstacles to participation, including the amount of time required for participation. Maintaining flexibility and adaptability to incorporate "lessons learned" and new information during the engagement process is essential.
- Local and lived knowledge, and understanding people's priorities and initiatives for their communities, will be valued and sought out by the project team as part of soliciting input. This includes seeking perspectives about what communities are working on, their goals, and their ideas for solutions.
- Partnerships with community-based organizations, key stakeholders, and community members will be established. Through working with community members, these organizations and individuals may have a better understanding of community issues, priorities, and effective engagement methods. They may also serve as partners in community engagement.
- Recognize the multiple day-to-day challenges and pressures community members face and align subject matter to their needs and experience. Climate resiliency and decarbonization may not be top priorities for community members facing multiple types of insecurities and threats. Additionally, rising costs – specifically increasing electricity bills – and the large number of households behind on bills and at risk of service shutoffs will likely generate some initial distrust in SDCP and/or questions as to what SDCP is doing.
- Accessibility will be considered for the broadest range of community characteristics, including language, internet access, physical disability, time limitations, and subject matter

understanding. Materials and presentations should be written for broad understanding in "everyday" terms.

## Language Justice

Recognizing the power of language and the ways that it intersects with and reflects a community's history, culture, and identity is a key part of establishing trust and understanding. A language justice approach to community engagement ensures that everyone involved in the process can speak, understand, and be understood in the language(s) in which they feel most comfortable. It also includes a commitment to creating multilingual and cross-language opportunities where all communities, especially those who do not communicate in the "dominant language," can be present, heard, seen, and valued as equal participants. Language justice also supports the development of accessible and relevant communication tools and strategies that connect with the unique and varied experiences, interests, and priorities of communities.

Language justice strategies that will support an equitable and inclusive community engagement process include:

- As needed, providing interpretation and in-language facilitation at community engagement opportunities in English, Spanish, Tagalog, and other relevant languages (including listening sessions and pop-up engagement).
- Considering language parity in multilingual spaces and encouraging the inclusion of speakers, facilitators, and presenters in Spanish, Tagalog, and other languages to affirm that mainstream English is not the only language of power, knowledge, and expertise.
- Developing and translating engagement materials in Spanish, Tagalog, and English using language that is accessible, understandable, and relevant to communities.
- Soliciting and welcoming the ongoing feedback of individual participants, community-based organizations, local agencies, and other stakeholders to ensure our linguistic approach throughout the engagement process is as accessible, consistent, culturally relevant, and empowering as possible.

Estimates of the top five languages spoken by percentage of the total population for SDCP's member agencies are provided in Table 1 below.

**Table 1: Estimates of Top Five Languages<sup>2</sup> Spoken by Percentage of Total Population for SDCP Member Agencies<sup>3</sup>**

Member Agency	English	Spanish	Tagalog	Chinese	Vietnamese	Korean	Arabic
County of San Diego – Supervisor District 2 (South Unincorporated)	77%	15%	Approximately 9% Asian/Pacific Islander and Other				
County of San Diego – Supervisor District 5 (North Unincorporated)	69%	24%	Approximately 6% Asian/Pacific Islander and Other				

<sup>2</sup> Sources: Cities: [www.neighborhoodscout.com/](http://www.neighborhoodscout.com/); Unincorporated Areas: <https://datasurfer.sandag.org/>

<sup>3</sup> Percentages for languages other than English are likely higher in Communities of Concern.

San Diego	61%	22%	3%	3%	2%	*	*
Chula Vista	42%	47%	7%	*	1%	1%	*
Encinitas	83%	12%	*	*	*	*	*
La Mesa	77%	12%	*	2%	1%	*	1%
Imperial Beach	57%	34%	3%	*	*	*	*
National City	32%	52%	13%	*	1%	*	*

## 4. Engagement Focus

This Community Engagement Strategy generally focuses on Communities of Concern and input from SDCP’s member agencies and additional community leaders, with recognition that SEVI, CalEnviroScreen, and other mapping efforts do not capture more dispersed distributions of impacted community members, especially in rural environments in unincorporated San Diego County. Because of this, broader engagement techniques will be used for these areas to solicit as much input as possible.

### Communities of Concern

For the CPP, Communities of Concern are generally defined as the top 25% scoring areas from CalEnviroScreen, known as Disadvantaged Communities (DACs), as well as the additional census tracts identified by the Cities of San Diego and Chula Vista through their Climate Equity Index (CEI) reports. Specifically, the [City of San Diego](#) identified these census tracts as areas with very low, low, and moderate access to opportunity. Meanwhile, the [City of Chula Vista](#) defined them as the top 25% scoring areas within its own analysis. If other member agencies were to identify additional census tracts as the cities of San Diego and Chula Vista have done, SDCP would recognize those designations under the umbrella of Communities of Concern.

The current designations for Communities of Concern for each of SDCP’s member agencies are listed in Table 2 and Communities of Concern maps for SDCP’s service area are provided in Appendix A.

*Table 2: Communities of Concern Approaches*

Member Agency	Communities of Concern Approach
County of San Diego	Top 25% scoring areas from CalEnviroScreen
San Diego	Top 25% scoring areas from CalEnviroScreen + CEI
Chula Vista	Top 25% scoring areas from CalEnviroScreen + CEI
Encinitas	Top 25% scoring areas from CalEnviroScreen
La Mesa	Top 25% scoring areas from CalEnviroScreen
Imperial Beach	Top 25% scoring areas from CalEnviroScreen
National City	Top 25% scoring areas from CalEnviroScreen

### Dispersed Communities in Unincorporated Areas

SEVI, CalEnviroScreen, and other mapping efforts are generally less effective in identifying dispersed distributions of impacted community members, especially in rural environments in unincorporated San Diego County. Therefore, broader engagement techniques will be employed to hear the needs

and perspectives of these community members. For the sake of the engagement activities, unincorporated San Diego County will be organized into four sub-areas as displayed in Figure 1 below: North, Central, South, and Desert.

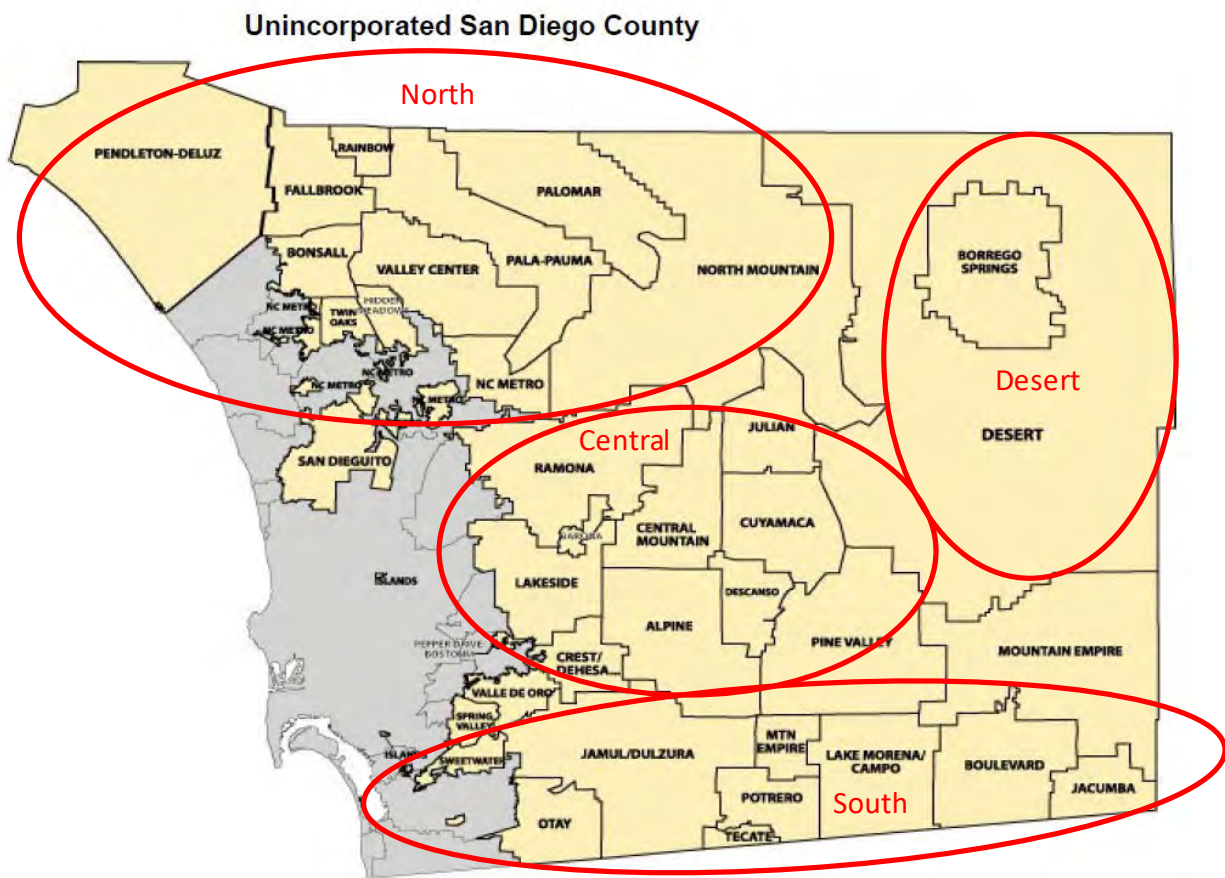


Figure 1: Unincorporated Community Sub-Areas for Engagement

## 5. Community-Based Organizations

### Role in Community Engagement Strategy

Central to the Community Engagement Strategy is coordination with community-based organizations throughout SDCP's service area. Many community-based organizations work with and support Communities of Concern around issues that intersect with power and energy, such as climate, resiliency, health, and equity. When they have capacity to help, community-based organizations can assist in connecting important programs like the CPP to their community members and engaging them in conversations that yield important input. Community-based organizations, often trusted more than government agencies by community members, are also experts in the most effective methods of engagement for their communities

### Community-Based Organization Identification

Appendix B includes a table of community-based organizations who have connections with communities and interests related to Communities of Concern throughout SDCP's service area. Announcements about upcoming engagement activities and the community needs survey link will be sent to this list of community-based organizations. In addition, select community-based organizations



have been targeted to co-host two rounds of listening sessions focused on Communities of Concern based on the following objectives reflecting geographic and demographic representation across SDCP's service area. Community-based organizations:

- need to represent residents who live in communities historically underrepresented, including those who live in Communities of Concerns as defined below or by SDCP's member agencies
- should serve communities across multiple member agencies in SDCP's service territory, when feasible
- need to geographically reach the communities they serve and have the trust of community members
- should have experience with community engagement and/or have an ongoing touchpoint with the community they serve (e.g., monthly meetings with community members)
- need to be able to gather community members for a listening session
- should have relationships and established trust with community members
- should have an organizational focus on sustainability, social equity, environmental justice, energy, climate, housing, and/or a similar field

## Compensation Approach

A total of \$20,000 has been allocated for compensation to community-based organizations as part of this Community Engagement Strategy. This compensation is envisioned to be provided to the community-based organizations that co-host the two rounds of listening sessions focused on Communities of Concern. More detailed information about the community-based organization compensation approach is outlined in Appendix C.

## 6. Engagement and Planning Process Integration

Three phases of community engagement are planned during the development of the CPP. The purpose of each phase is described in the below sections.

### Phase 1: Listening

The first phase of community engagement will focus on broad listening and information gathering on community priorities and needs and energy-related issues across different communities to inform development of the community needs survey (see Phase 2 below) and the CPP, including the community needs assessment. This phase will include three types of listening sessions to hear from a range of perspectives:

1. Listening Sessions Co-Hosted by Community-Based Organizations
2. Listening Sessions with Interest Groups
3. Community Listening Workshops

### Phase 2: Community Needs Survey

The second phase will focus on administering a community needs survey across SDCP's service area to collect input on the identification and prioritization of energy issues. Available in multiple formats and multiple languages, the survey will be coupled with many kinds of flexible outreach to maximize the number of responses.

## Phase 3: Community Needs Survey Results, Feedback, and Strategy Exploration

The third phase will focus on reporting the results of the community needs survey back to community members. This phase will include a second round of listening sessions co-hosted by community-based organizations.

## 7. Engagement Activities and Methods

This section outlines the engagement activities and methods that are planned throughout the development of the CPP, including the purpose, planning phase, and description. More detailed information regarding preparation and implementation of each engagement activity will be provided in detailed logistics plans. An important consideration to be addressed in the logistics plans is balanced geographic coverage.

### Member Agency Staff and Community Leader Meetings

- *Purpose:* To solicit input from SDCP's member agency staff and additional community leaders in SDCP's service area on best practices for community engagement in their jurisdictions and communities.
- *Planning phase:* Phase 1: Listening
- *Description:* The following meetings have been conducted with member agency staff and additional community leaders:
  - Member Agency Staff Check-In (Imperial Beach, La Mesa, Encinitas, County of San Diego)
  - County of San Diego
  - City of San Diego
  - Environmental Health Coalition
  - Greenlining Institute
  - Grid Alternatives
  - San Diego Food System Alliance

### Listening Sessions

- *Purpose:* To solicit input on community needs around energy issues from a range of community members.
- *Planning phase:* Phase 1: Listening and Phase 3: Community Needs Survey Results, Feedback, and Strategy Exploration (*Phase 3 only for Listening Sessions Co-Hosted with Community-Based Organizations*)
- *Description:* The following types of listening sessions are planned concurrently:
  - **Listening Sessions Co-Hosted with Community-Based Organizations**
    - Two rounds of virtual or in-person listening sessions co-hosted by five community-based organizations to hear perspectives of Communities of Concern. These listening sessions are envisioned to include 10-30 community participants invited by each community-based organization. The first round of listening sessions will focus on soliciting input on community needs, challenges, and gaps in program offerings to help inform the community needs assessment and content for the community needs

survey. The second round of listening sessions will focus on reporting back the results of the community needs survey to community members.

- **Listening Sessions with Interest Groups**
  - One round of virtual or in-person listening sessions with up to 10 members of interest groups. The listening sessions will focus on gathering input from stakeholders already organized around Communities of Concern for the CPP.
- **Community Listening Workshops**
  - One round of five virtual community listening workshops with an open invitation to key stakeholders, local businesses, and community members in SDCP’s service area. The community listening workshops will generally have the same format but will target different participants. Multiple sessions will be held on different days and times of the week for some of the sessions to optimize convenience for participants. The following community listening workshop sessions will be held:
    - Key Stakeholders (1 session)
    - General Business Accounts (2 sessions)
    - General Public (2 sessions)

## Community Needs Survey

- *Purpose:* To gather a wider scope of input from a broader community base on prioritization of community needs to help inform the customer programs included in the CPP.
- *Planning phase:* Phase 2: Community Needs Survey
- *Description:* A 10-15 question web-based and hard-copy survey that is administered to as many community members as possible. The community needs survey will be publicized using tabling events and other types of pop-up engagement, will be included on a direct mailer to SDCP’s first five member agencies, promoted on SDCP’s social media channels, and shared with community-based organizations, member agency staff, and community leaders to distribute to their own networks. Upon completion of the community needs survey, participants will have the option to enter a raffle to win a prize (to be determined by SDCP).

## Tabling Events and Other Targeted Engagement

- *Purpose:* To get the word out about SDCP, solicit input on community needs around energy issues from a range of community members, and publicize the community needs survey in places where community members are already gathered.
- *Planning phase:* Phase 1: Listening and Phase 2: Community Needs Survey
- *Description:* Tabling events and other pop-up engagement throughout SDCP’s service area, including partnering with the County of San Diego on engagement events that they are planning in unincorporated areas during the same timeframe.

## 8. Materials and Content

This section includes a preliminary list of materials that will be used throughout the development of the CPP. Further details will be provided in detailed logistics plans for the different engagement activities.

## Phase 1: Listening

### Materials

- Presentation slides
- Flyers (listening sessions)
- Engagement activity materials
- Tabling and pop-up engagement materials

### Promotion

- Email blasts
- Social media
- Website updates

## Phase 2: Community Needs Survey

### Materials

- Digital and hard copy surveys
- Flyers
- Tabling and pop-up engagement materials

### Promotion

- Mailer with survey link and QR code
- Email blasts
- Social media
- Website updates

## Phase 3: Community Needs Survey Results, Feedback, and Strategy Exploration

### Materials

- Presentation slides
- Flyers (listening sessions)
- Engagement activity materials

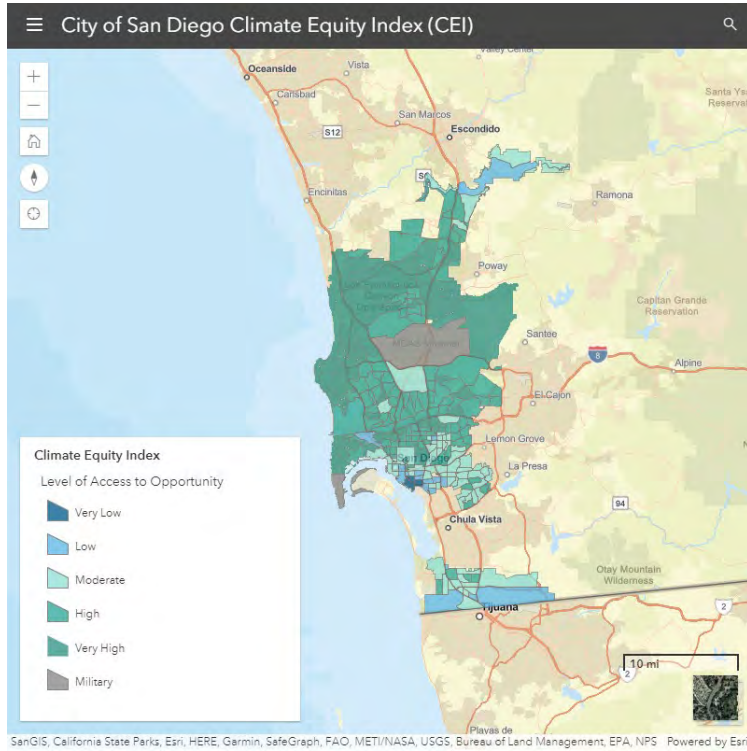
### Promotion

- Email blasts
- Social media
- Website updates

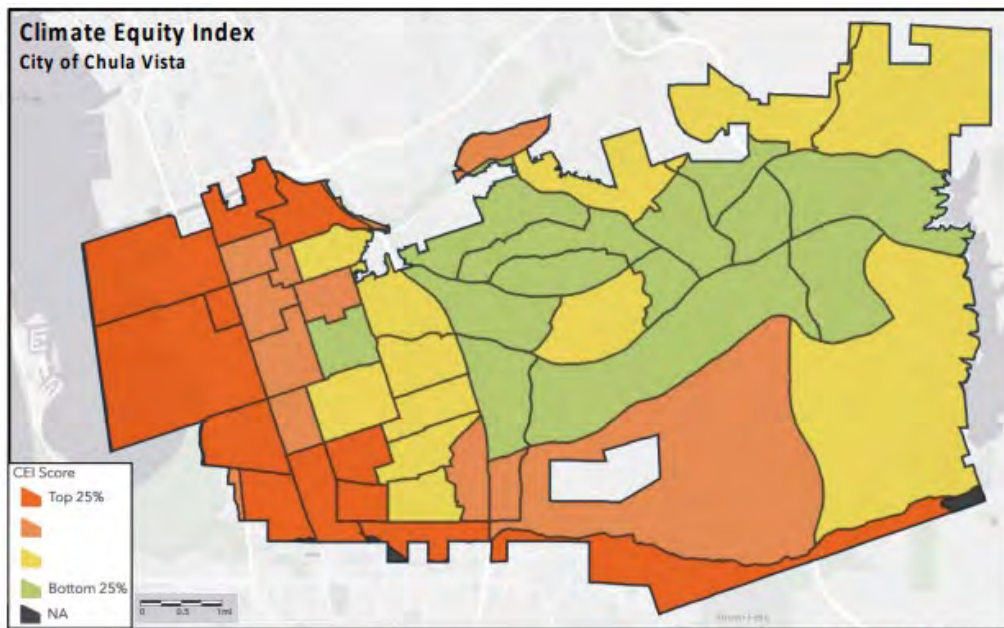
# Appendix A

## Communities of Concern Distribution

### City of San Diego



### City of Chula Vista



Energy Policy Initiatives Center, 2020

**City of Encinitas**



**City of La Mesa**



**City of Imperial Beach**



City of National City



# Appendix B

## Working List of Community-Based Organizations

Community-Based Organization
Logan Heights Community Development Corporation
City Heights Community Development Corporation
I am Green
Protect our Communities Foundation
Grid Alternatives
IBEW 569 and Local 465
San Diego & Imperial Counties Labor Council
Chula Vista Community Collaborative
South County Economic Development Council
San Diego Regional Chamber of Commerce
Unite Here Local 30
Labor Council
South Bay Community Services
South Bay Economic Development
Regional Chamber of Commerce
Environmental Health Coalition
MAAC
Greenlining Institute
Casa Familiar
San Diego Food System Alliance
San Diego Farm Bureau
San Diego 350
Family Health Center
Via International
Imperial Beach Collaborative
Suncoast Market
Feeding San Diego



San Ysidro Health
Borrego Health
United Farm Workers
Farm Worker Care Coalition
Climate Action Campaign
Mid-City Community Advisory Network
San Diego Urban Sustainability Coalition
Institute for Local Government
Project New Village
The Urban Collective
Jewish Family Services of San Diego
Escondido Education COMPACT
Vista Community Clinic
Poder Popular
Vision y Compromiso - Network of Promotoras
South Bay Community Services
El Cajon Collaborative
Newcomers Support and Development
Imperial Beach Neighborhood Center
Community Resource Center
Leichtag Foundation
Sierra Club San Diego
EcoFest
Building Electrification Coalition
City of La Mesa Adult Enrichment Center
La Mesa Chamber of Commerce
La Mesa Village Association
La Mesa Rotary
City of La Mesa Boards and Commissions
La Mesa Park and Recreation Foundation
City of La Mesa Economic Development

<b>Leucadia 101 Main Street</b>
<b>Encinitas 101 Main Street</b>
<b>Cardiff 101 Main Street</b>
<b>Encinitas4Equality</b>
<b>Encinitas Hispanic Community</b>
<b>Encinitas Chamber</b>
<b>South Bay Sustainable Communities Network</b>
<b>Community Through Hope</b>
<b>MANA de San Diego</b>
<b>County of San Diego Black Chamber of Commerce</b>
<b>Pilipino Worker Center</b>
<b>Philippine American Youth Organization</b>
<b>Solidarity Farm and Foodshed</b>
<b>Indian Health Council, Inc.</b>
<b>Goodwill Industries of San Diego County</b>
<b>California Rural Legal Assistance</b>
<b>Rotary Club of Fallbrook</b>
<b>Café Moto</b>
<b>San Diego EV Association</b>
<b>Hispanic Chamber of Commerce</b>
<b>SD County Rental Housing Association</b>
<b>SD Housing Federation</b>
<b>San Diego Tenants Union</b>

# Appendix C

## Community-Based Organization Compensation Approach

### Purpose

As SDCP commits to equitably engaging and soliciting input from as many community members as possible, with a focus on Communities of Concern, it recognizes the value and expertise shared by local leaders, residents, and community-based organizations. Community-based organizations and community members are integral to informing the community needs assessment and CPP. The approach below describes the framework for compensation for community-based organization partners for their help in co-hosting two rounds of listening sessions.

### Role of Community-Based Organization Partners in Listening Sessions

Community-based organization partners are integral to the engagement of community members during the development of the CPP. SDCP will work with community-based organization partners to co-host listening sessions to hear from community members about current energy service issues and local needs and priorities. Throughout the CPP engagement process, community-based organization partners will:

- Co-host two rounds of listening sessions, the first between July and August 2022 and the second between October and November 2022
- Help customize the listening session discussion format
- Identify a location and/or place that will be convenient and accessible
- Recruit community members to participate (at least 10 people and up to 30 people)
- Stay in communication with SDCP staff/the project team

### Selection of Community-Based Organization Partners for Co-Hosting Listening Sessions

Community-based organization partners for the listening sessions will be selected based on objectives reflecting geographic and demographic representation across SDCP's service area (i.e., Imperial Beach, Encinitas, La Mesa, Chula Vista, National City, and San Diego, and unincorporated San Diego County). Community-based organizations:

- need to represent residents who live in communities historically underrepresented including those who live in Communities of Concerns as defined below or by SDCP's member agencies
- should serve communities across multiple member agencies in SDCP's service territory, when feasible
- need to geographically reach the communities they serve and have the trust of community members
- should have experience with community engagement and/or have an ongoing touchpoint with the community they serve (e.g., monthly meetings with community members)
- need to be able to gather community members for a listening session
- should have relationships and established trust with community members
- should have an organizational focus on sustainability, social equity, environmental justice, energy, climate, housing, and/or similar field

## **Payment Amount and Schedule**

Kearns & West will field, process, track, and provide payments in the form of a grant to community-based organizations for their participation in co-hosting the listening sessions. The compensation amounts, process, and timeline are outlined below.

### Compensation Amounts

SDCP has allocated \$20,000 for compensation to community-based organizations for co-hosting the two rounds of listening sessions. The compensation amount will be divided evenly among the community-based organizations partners (e.g., \$4,000 will be given to each community-based organization if a total of five community-based organizations participate).

### Compensation Process and Timeline

Within 30 days following completion of the second listening session, Kearns & West will process and send payment.

## **Agreement Process**

Kearns & West will issue a commitment letter that establishes the terms and commitments (reflecting the components of this approach) for the community-based organization director to sign and return.

# Appendix B

**Listening Sessions Co-Hosted with  
Community-Based Organizations (Round 1)**

# San Diego Community Power Plan

## Phase 1: Listening

### Listening Sessions Co-Hosted with Community-Based Organizations Summary (Round 1)

December 5, 2022

Prepared for

San Diego Community Power

Prepared by

Kearns & West

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### Appendix

A – Casa Familiar Input

B – Project New Village Input

C – MAAC (North Session) Input

D – MAAC (East Session) Input

E – Art Produce Input

F – Chicano Federation Input

## 1. Overview

San Diego Community Power (SDCP) is developing a Community Power Plan (CPP) that will provide a decision-making framework to guide its strategy and development of local programs. Based on findings from a community needs assessment, the CPP will guide investments in developing local renewable generation, demand reduction, storage, and other distributed energy resources in SDCP's service territory.

The first phase of community engagement for the CPP focused on listening and information gathering about community priorities and needs around energy-related issues across different communities to inform the development of the community survey and CPP, including the community needs assessment. SDCP co-hosted a first round of six listening sessions with community-based organizations between July and August 2022 to hear from a range of community members in Communities of Concern<sup>1</sup>. A second round of listening sessions is planned for October/November 2022.

This summary documents the listening session objectives, community-based organization partners, when and where the listening sessions occurred, format, and the input themes from each session. Input from each listening session can be found in the appendices.

## 2. Objectives

The specific objectives for SDCP's first round of listening sessions co-hosted by community-based organizations were to:

- Introduce SDCP as a long-term community partner that is able help meet community needs, with recognition that many communities have not been able to share in the benefits of clean energy customer programs and/or have been impacted by the power utility system
- Hear input and local knowledge regarding:
  - What communities are working on right now
  - Communities' needs and challenges in general
  - How people see climate change affecting their communities, residents, local businesses, and schools
  - General concerns around electricity and power service
  - The kinds of power customer programs that could help community members meet their needs and accomplish community goals

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<sup>1</sup> Defined as the top 25% scoring areas from CalEnviroScreen, known as Disadvantaged Communities (DACs), as well as the additional census tracts identified by the Cities of [San Diego](#) and [Chula Vista](#) through their Climate Equity Index (CEI) reports. Specifically, the City of San Diego identified these census tracts as areas with very low, low, and moderate access to opportunity, whereas the City of Chula Vista defined them as the top 25% scoring areas within its own analysis. If other member agencies were to identify additional census tracts as the cities of San Diego and Chula Vista have done, SDCP would recognize those designations under the umbrella of Communities of Concern.



### 3. Community-Based Organization Partners

#### Selection Approach

In addition to the listening session objectives listed in the above section, the approach for identifying community-based organizations to partner with on the listening sessions considered a range of factors such as:

- Representation of residents who live in historically underrepresented communities, including those who live in Communities of Concern
- Service footprint with communities across multiple member agencies in SDCP's service territory, when feasible
- Experience with community engagement and/or have ongoing touchpoints with the communities they serve (e.g., monthly meetings with community members)
- Ability to gather community members for a listening session
- Relationships and established trust with community members
- Organizational focus on sustainability, social equity, environmental justice, energy, climate, housing, and/or a similar field

Using this approach, the community-based organizations that SDCP partnered with to co-host the listening sessions were the following: Art Produce, Casa Familiar, Chicano Federation, MAAC (2 sessions), and Project New Village.

#### Community-Based Organization Compensation and Roles

Community-based organization partners are integral to the engagement of community members during the development of the CPP. SDCP provided compensation to the organizations for their time spent co-hosting the listening sessions and provided additional assistance for interpretation services, children's activities, food and drinks, gift cards for compensating participants' time, transportation, and other needs as suggested by the organizations.

Compensation agreements were established which outlined the following roles for the community-based organization partners:

- Co-host two rounds of listening sessions, the first between July and August 2022 and the second between October and November 2022
- Help customize the listening session discussion format
- Identify a location and/or place that would be convenient and accessible
- Recruit community members to participate (at least 10 people and up to 30 people)
- Stay in communication with SDCP staff/the project team

### 4. When and Where

The community-based organizations determined if the listening sessions should be held in-person or virtually based on their community knowledge. Table 1 on the next page summarizes the details of the listening sessions, including the community-based organizations and the communities they represent or targeted for the listening sessions, date, time, and location of the listening sessions,

estimated attendees, and languages the listening sessions were held in, including if interpretation was offered.

**Table 1: Listening Sessions Information**

Community-Based Organization/ Geography	Date/Time	Location	Estimated Attendees	Language/ Interpretation
<b>Casa Familiar (San Ysidro)</b>	Thursday, July 28, 2022 5:00-6:00 p.m.	El Salon 114 West Hall Avenue San Ysidro, CA 92173	35	Spanish with English interpretation
<b>Project New Village (Southeastern San Diego)</b>	Saturday, July 30, 2022 12:00-1:00 p.m.	Educational Cultural Complex 4343 Ocean View Blvd San Diego, CA 92113	45	English with Spanish interpretation
<b>MAAC (North County)</b>	Tuesday, August 9, 2022 6:00-7:00 p.m.	Virtual (Zoom)	30	Spanish with English interpretation
<b>MAAC (East County)</b>	Thursday, August 11, 2022 6:00-7:00 p.m.	Virtual (Zoom)	70	English with Spanish interpretation
<b>Art Produce (Mid-City San Diego)</b>	Thursday, September 8, 2022 5:30-7:30 p.m.	Art Produce Gallery 3139 University Ave San Diego, CA 92104	15	English
<b>Chicano Federation (Portside)</b>	Wednesday, September 14, 2022 10:00-11:00 a.m.	SDCCU North Park Branch 3180 University Avenue San Diego, CA 92104	15	Spanish with English interpretation

## 5. Listening Sessions

The following sections summarize the major input themes from each of the listening sessions, with all input documented in the appendices [Appendix A: Casa Familiar, Appendix B: Project New Village, Appendix C: MAAC (North Session), Appendix D: MAAC (East Session), Appendix E: Art Produce, Appendix F: Chicano Federation]. The discussion questions varied slightly depending on the meeting formats and discussion groups but generally covered the following:

- How can SDCP help you and your community?
- When it comes to electricity and energy at your house, what issues do you face?
- What programs do you use to reduce your electricity use or your electric bill?
- How is climate change affecting you?
- What interests you about renewable energy (i.e., clean energy or green energy)?

## Casa Familiar

### Format

The Casa Familiar listening session was held in Spanish with English interpretation available and took place in person at El Salon, Casa Familiar's community theatre room. As participants entered, they were welcomed by Casa Familiar staff and the project team and asked to sign in. Participants were then invited to participate in an activity where they placed sticky dots on a board to indicate the climate and energy solutions that most interested them.

The listening session began with a short presentation about SDCP and the CPP process by SDCP staff and was followed by a Q&A and set of discussion questions. Participants were moved into three discussion groups that were facilitated mainly in Spanish by Kearns & West and SDCP staff with assistance of bilingual team members and interpreters. Participants had the opportunity to provide input verbally while the facilitators took written notes.

### Input

Major input themes from the session are summarized below with all input received included in Appendix A: Casa Familiar Input.

- Key priorities identified by participants included:
  - Reduce the cost of electricity and expand program qualifications for different income ranges
  - Improve access to information about programs and resources on how to reduce electricity use
  - Improve community safety, security, lighting, and basic needs
  - Increase access to energy-saving resources such as more energy efficient appliances and efficient electric technology
  - Expand access to solar panels for the community and schools
- Participants talked about how San Diego residents are facing high utility rates and bills, particularly low-income residents. Several expressed the need for more equity programs that are income-based and responsive to Communities of Concern.
- Access to educational resources to better understand time-of-use rates and limiting energy usage during peak periods were identified as challenges. Inconsistent energy, especially when multiple appliances are running, was identified as another key concern.
- Some talked about using the California Alternative Rates for Energy (CARE) program and other low-income assistance programs with SDG&E. Other community members noted that they are mindful of their energy use and turn off lights and appliances when possible. In general, residents noted that they currently have limited information about available programs and expressed interest in receiving more information.
- Several community members stated that they are facing higher costs due to climate change (e.g., higher utility bills due to using air conditioning more frequently with rising temperatures). Others noted increased health impacts and concerns about water availability and natural disasters.

- Community members expressed interest in accessible, affordable, and sustainable renewable energy. Several residents also highlighted the community’s ability to sell electricity and make money in the renewable energy transition.
- Community members noted general community improvements like better security, improved streetlights, improved quality of roads, lower cost public transportation, affordable cost of rent, and job training and career pathways.

## Project New Village

### Format

The Project New Village listening session was held in English with Spanish interpretation available and took place in person as part of Project New Village’s Health & Healing Summerfest event. As participants gathered, they were welcomed by Project New Village staff and the project team and asked to sign in. Participants were then invited to participate in an activity where they placed sticky dots on a board to indicate the climate and energy solutions that most interested them.

The listening session began with a short presentation about SDCP and the CPP process by SDCP staff and was followed by a Q&A portion and set of discussion questions. Participants were asked to participate in a large group discussion facilitated by Kearns & West and SDCP staff. Participants had the opportunity to write their input on sticky notes and place them on boards or provide input verbally while the facilitator took written notes.

### Input

Major input themes from the session are summarized below with all input received included in Appendix B: Project New Village Input.

- Numerous community members expressed affordability and the need to reduce the cost of electricity and energy burden for communities as major issues. Some shared that residents are limited to SDG&E’s service and that SDG&E should be a public-owned utility to lower delivery charges. Others identified peak time-of-use hours as impractical for working people.
- Several people expressed the need to create opportunities for community members to expand microgrids in their communities and/or go “off-grid” and provide education and opportunities for helping communities transition to more energy efficient appliances and technology.
- Some residents signed up for the CARE program, installed solar panels and enrolled in Net Energy Metering (NEM) through Grid Alternatives, noting the importance of partnerships with community-based organizations, community leaders, and other local efforts. They expressed the importance of expanding access to existing state programs.
- Community members expressed interest in providing support for home infrastructure upgrades and building electrification. They noted the importance of constructing underground power lines for health, safety, and aesthetics reasons.
- Some community members stated that they feel guilt from their increased energy consumption as they are using more air conditioning and energy to manage their home temperature with rising heat. Fears and anxiety were expressed about the future and impacts from natural disasters (e.g., flooding, heat, extreme weather) and the slowness of cities to act.

- Community members noted increased health impacts, such as asthma and other respiratory issues. Several community members highlighted environmental justice, financial burdens, and higher costs of water, food, and energy as a result of climate change.
- Community members expressed interest in renewable energy because it will be sustainable and healthier.

## MAAC (North Session)

### Format

The MAAC listening session targeting North County community members was held in Spanish with English interpretation available and took place virtually on Zoom. As participants joined, they were welcomed by MAAC staff and the project team.

The listening session began with a short presentation about SDCP and the CPP process by SDCP staff and was followed by a Q&A portion and set of discussion questions. Participants were moved into two breakout discussion groups; one discussion group was facilitated in Spanish with English interpretation and the other was facilitated in English with Spanish interpretation. Participants had the opportunity to provide input verbally or via chat.

### Input

The following sections summarize the major input themes with all input received included in Appendix C: MAAC (North Session) Input.

- Many community members expressed the need for education and information on what is impacting their electricity use, ways to reduce their electricity use, and how to understand their bills. Several attendees emphasized the importance of translating all materials and information provided.
- Several residents are using the CARE program and Low-Income Home Energy Assistance Program (LIHEAP), but some noted that they don't use CARE because they are homeowners or because they believe it should be used by those that need it most. Several community members expressed the need to expand the CARE program to include homeowners and to create easier and culturally responsive access to CARE and other programs. Outside of customer programs, other participants shared that they reduce their energy use by using energy efficient appliances and using electricity for less time.
- With increases in heat and extreme weather events due to climate change, participants stated that they are using more air conditioning and utilizing cool zones (e.g., malls and libraries) when it is too hot to stay home.

## MAAC (East Session)

### Format

The MAAC listening session targeting East County community members was held in English with Spanish interpretation available and took place virtually on Zoom. As participants joined, they were welcomed by MAAC staff and the project team.

The listening session began with a short presentation about SDCP and the CPP process by SDCP staff and was followed by a Q&A portion and set of discussion questions. The session was facilitated by Kearns & West and an interpreter. Participants had the opportunity to provide input throughout the session verbally, via chat, or by entering responses into a polling software (Poll Everywhere).

## Input

Major input themes from the session are summarized below with all input received included in Appendix D: MAAC (East Session) Input.

- Community members emphasized the need to create local job opportunities in the renewable energy transition.
- Numerous community members expressed the high cost of electricity as a major issue and noted the importance of customer service. Participants also noted concerns over the weather.
- Some participants are using the CARE and LIHEAP programs. Several participants shared that they try to reduce their electricity use by unplugging electronics when not in use, limiting use of high consumption appliances, and by using natural light.
- Many community members stated that they are experiencing higher temperatures from climate change, and some shared that they are using their air conditioning more and thus more energy as a result. Concerns about weather, droughts, flooding, and impacts to agriculture were noted as well.
- Community members expressed interest in renewable energy because it is a clean, stable energy source that is less polluting to the environment and provides benefits for future generations such as improved air quality, water quality, and public health benefits. They noted that more renewable energy should also result in more stable energy prices since it's reliable and not finite.

## Art Produce

### Format

The Art Produce listening session was held in English and took place in person at the Art Produce Gallery. As participants entered, they were welcomed by Art Produce staff and the project team and asked to sign in. Participants were then invited to participate in an activity where they placed sticky dots on a board to indicate the climate and energy solutions that most interested them. Additionally, participants were asked to complete the community needs survey while waiting for the presentation to begin.

The listening session began with a short presentation about SDCP and the CPP process and was followed by a Q&A portion and set of discussion questions. Participants were invited to join one of two discussion groups and had the opportunity to provide input verbally while project team members took written notes.

### Input

Major input themes from the session are summarized below with all input received included in Appendix E: Art Produce Input.

- Several community members expressed the need for reducing housing and transportation costs, including having lower rents, affordable homes for purchase, improved public transit, and access to affordable electric vehicles. Assistance with in-home panel upgrades, the need for more efficient appliances, and home weatherization was also emphasized by a few participants.

- Most participants highlighted the high cost of electricity and in-home energy efficiency upgrades as major issues. Some community members noted concerns over maintaining safe and comfortable home temperatures and working electrical outlets.
- Numerous participants shared that they try to reduce their electricity use by limiting the use of high-consumption appliances and unplugging electronics when not in use, leaving their homes and spending time at cooling centers during high-heat weather events, and using natural light and shading when possible. Several participants have installed energy efficient light bulbs, heat pumps, and solar panels to reduce their energy use.
- Some community members stated that they are experiencing higher temperatures due to climate change, and a few others shared that they are noticing a decrease in rain and available water. Increases in illnesses and health issues related to heat, air quality, and pollen were also identified by several participants. Concerns about jobs, inflation, and other economic impacts were noted as well.
- Many community members expressed interest in renewable energy because it makes them feel empowered to make positive changes, with several noting the opportunity to invest in and improve communities. Some participants shared that they are interested in renewable energy because of the technology, job creation, and feeling less guilt about energy use.

## Chicano Federation

### Format

The Chicano Federation listening session was held in Spanish with English interpretation available and took place in person at Chicano Federation's office inside of San Diego Community Credit Union's (SDCCU) North Park Branch. As participants gathered, they were welcomed by Chicano Federation staff and the project team and asked to sign in. Participants were then invited to participate in an activity where they placed sticky dots on a board to indicate the climate and energy solutions that most interested them and were asked to complete the community needs survey while waiting for the presentation to begin.

The listening session began with a short presentation about SDCP and the CPP process and was followed by a Q&A portion and set of discussion questions. Participants were asked to participate in a large group discussion facilitated by the project team and had the opportunity to provide input verbally while project team members took written notes.

### Input

Major input themes from the session are summarized below with all input received included in Appendix F: Chicano Federation Input.

- Numerous community members expressed concerns over residents living in outdated homes with poor ventilation and inefficient appliances, and a few participants highlighted specific concerns regarding renters' reliance on building owners to provide upgrades. Many emphasized the need to improve in-home ventilation and assist with energy efficiency upgrades.
- Several participants suggested creating programs to assist residents with the cost of upgrades and electricity use in general. Some shared concerns about the high costs of upgrades and specifically middle-income residents being unable to qualify for current programs. Expanding the income range qualification for programs was emphasized.

- Some participants shared that they try to reduce their electricity use by unplugging electronics when not in use, going to cooling centers to avoid using in-home cooling, and avoiding cooking to reduce the temperature in their homes. Several others noted that more information and accessibility are needed on available programs.
- and suggested sharing information about programs in electricity bills.



# Appendix A

## Casa Familiar Input

### General Questions and Comments

- Are you taking solar (power) through the panels?
- Are you also providing gas?
- Do we have two different bills?
- What is the price difference between the two?
- When did the switch to SDCP happen?
- Will there be a low-income discount?
- Some solar panels aren't working with SDG&E programs.
- How can you change to an electric vehicle?
- Some people are being sold energy upgrades they can't afford.
- Is electricity in San Diego more expensive than other areas in California?
- Will there be another meeting to inform the community when SDCP decides on programs?

### Dot Activity Results: What types of energy and climate solutions would you be most interested in?

- Solar panels: 16
- All-electric appliances: 6
- Electric transportation and charging: 9
- More efficient appliances: 8
- Improved comfort through insulation, efficient windows, or other weatherization: 11
- Smart, internet-connected thermostats: 11
- More efficient lights: 7
- Batteries (energy storage): 2
- Other: 4

### How can SDCP help you and your community?

- Change to energy-saving light bulbs for all of San Ysidro
- Ensure community members can use medical devices
- Improve access to energy-saving resources and appliances
- Improve air quality
- Improve security
- Improve the quality of roads and streets
- Job training and careers pathways

- Low-cost transportation
- Lower the cost of rent
- Make electric boilers available to help with electrifying panels
- More parking and parking structures
- More resources and technical assistance to help community members learn more about programs
- Programs for people with disabilities
- Provide solar panels to community members
- Reduce electricity use at home by using efficient appliances
- Reduce the cost of renewable energy
- Reduce the cost of transportation (electric vehicles) and provide support for community members to access electric vehicles
- Work with car dealerships to reduce costs
- Broaden the income ranges of who qualifies for programs (e.g., retired, middle income community members)
- Ensure people can access essential services such as laundry
- Improve security and police in communities
- Improve street lighting in communities
- Improve ways to help community members understand how to reduce electricity use
- Offer workshops and education on electricity use, bill reduction, tiers, and time-of-use rates
- Provide better incentives for solar panels
- Provide support for LED lightbulb transitions and a home conversion appliance replacement program
- Provide the best prices
- Educate people about green/renewable energy and how to use it
- Education about energy efficient appliances to buy
- Help community members take advantage of programs and benefits
- Keep community members informed about programs
- Lower electricity prices
- Make solar panels in homes and apartments more available to help community members save money
- Provide education on how to save money and electricity
- Provide solar panels in schools
- It is important to value community voices.

## When it comes to electricity and energy at your house, what issues do you face?

- High bills to maintain a cool home
- Inconsistent energy – stove and lights don't always work (One community member noted that they live in a trailer with an electric stove, but many community members have stoves that are gas.)
- Lights dim, shut off, and the lightbulb color is too bright
- No blackouts or brownouts
- Washers and dryers use a lot of energy.
- Community members need more equity programs that are income-based and responsive to Disadvantaged Communities.
- It is difficult to understand the tiers and higher time-of-use rates.
- Limiting the time of energy usage is challenging.
- Programs should prioritize social equity and focus on environmental justice communities.
- Car crashes into nearby light poles resulted in residents losing power. It took two years to repair the pole.
- Community members need support with buying energy saving lightbulbs.
- Some new light poles in front of residents' houses are not working.
- There should be a control on rate increases and a cap on rates.
- Transformers exploded in some communities and left them without power.
- When some customers receive their electricity bill, the rate is higher despite using the same amount of energy.
- When turning on multiple appliances, the lights dim or turn off. Some residents cannot run multiple appliances at the same time.
- All residents should qualify for lower cost (some residents that are homeowners don't qualify for programs and can't afford the bill/bill increases).
- Community members can't live without electricity (people need food in the fridge, clean clothes, etc.).
- Electricity bills have gone up.
- Some residents have to make tradeoffs between food and utilities to pay the bills.

## What programs do you use to reduce your electricity use or your electric bill?

- Disconnect appliances and chargers not in use
- Don't use hot water when the weather is hot
- Resident's children remind them to unplug anything not in use.
- Medical devices
- Residents noted that they use both gas and electric water heaters.
- Some community members' apartments pay for electricity and gas.

- Some customers are mindful of appliances aging.
- Turn off lights and appliances during peak times
- Use cool zones, or go to the pool or beach to avoid using energy in the home
- Use efficient light bulbs and windows
- Well-maintained electric plugs positively affect the operation of appliances.
- CARE program
- Family-based program
- Low-income programs
- Information about programs is important for some community members. They noted they don't have any information now.
- Live in Section 8 housing and don't have to pay for electricity
- Neighbors reduce use because of lost jobs (and inability to pay their high bills).
- Load washers with more to do fewer loads

### How is climate change affecting you?

- Air pollution increases allergies and eye irritation
- Drought; the community is drier and water is drying up
- Homes feel suffocating from the heat and some residents are using more air conditioning as a result
- Less water in the estuary
- Loss of glacial ice habitat
- Loss of species
- Many animals are leaving their habitats because they are losing habitat.
- More hurricanes and tornados
- No rain/less rain than usual
- Outlets in some homes are heating up
- Sea levels rising
- Skin issues are increasing from the sun.
- Some residents are becoming dehydrated faster. They are changing their schedules based on the sun and heat.
- The number of earthquakes is increasing (some noted this is because of the increased heat)
- The weather is not as cold during the winter; some residents use their heaters less during winter.
- Wildfires
- Air pollution is increasing from cars.

- Climate change is expensive and many community members are facing other social and income-related issues.
- Energy bill increases due to running the air conditioning more
- Heat island effect; some communities need more trees and canopy to counter this.
- Increased gas use
- Increased stress on low-income communities as a result of climate change
- Asthma and other chronic illnesses are occurring more commonly.
- Cars are overheating.
- Increased use of fans in summer and heaters during winter
- Kids get sick, are stressed out, and are upset when it is hot.
- Smog is increasing.
- Some community members haven't turned on air conditioning because it is expensive despite being very hot in the home.
- The Tijuana River and landfill smells get worse when the temperature rises.

### What interests you about renewable energy (i.e., clean energy or green energy)?

- Accessible to community
- Green energy is life.
- It recuperates the earth.
- There is less pollution as a result.
- Affordable transition
- Community's ability to sell electricity and make money
- Electric vehicle stations and access in the community
- It will be a sustainable system.
- The cheapest option is of interest.
- It seems that it will cost less.
- We need more information about renewable energy.

# Appendix B

## Project New Village Input

### General Questions and Comments

- Can there be a cap on bill/rates?
- Is SDCP advocating for customers in Sacramento?
- Is SDCP advancing local energy development to reduce transmission costs?
- SDCP needs to make the local investment.
- What is delivery charge vs. generation charge?
- Is SDCP an alternative to SDG&E? Do I still need SDG&E for delivery?
- Are you here to hear from us about where we want solar?
- Even when SDG&E is reprimanded, they keep raising rates.
- What programs will reduce my delivery fee?
- Is there a plan for policy advocacy? How does the community and those connected to it help?
- Why does SDG&E still have to be in the equation (delivery fee)?

### Dot Activity Results: What types of energy and climate solutions would you be most interested in?

- Solar panels: 8
- All-electric appliances: 5
- Electric transportation and charging: 6
- More efficient appliances: 4
- Improved comfort through insulation, efficient windows, or other weatherization: 4
- Smart, internet-connected thermostats: 2
- More efficient lights: 2
- Batteries (energy storage): 2
- Other: 4 (reasonable public transit, reduce vehicle miles)

### How can SDCP help you and your community?

- Be able to afford additional lights
- Be intentional with outreach and expand who outreach is done with
- Cooling centers so community members don't have to turn on air conditioning at home (provide cooling centers that are open after hours)
- Create programs to help customers meet challenges and help them understand bills
- Don't let San Diego renew the SDG&E 10-year franchise deal
- Help community members examine their solar options

- Expand the number of people in the conversation
- Expanding or making programs like Solar on Multifamily Affordable Housing (SOMAH) accessible to apartment owners (change the policy)
- Focus on CalEnviroScreen areas (they should be the first priority for alternative energy)
- Give money to those most in need to reduce environmental impact
- Help everyone get off the grid
- Help community members assess solar options and understand options besides the bigger companies
- Home infrastructure upgrades and panel upgrades
- Invest in building electrification
- Lowering delivery charge
- Map cooling centers
- Microgrids/off-grid solutions
- Microgrid capacity building for community-based organizations
- Microgrids in Communities of Concern
- Minimize transmission
- New construction should include renewable energy.
- Partner with environmental leaders, community leaders, and other local efforts
- Create policies to ensure a just transition
- Prioritize solar locally
- Reduce the energy burden for communities
- Sell power to SDCP (instead of buying power)
- Underground power lines in communities – it is healthier and improves aesthetics
- Help community members with understanding bills and provide technical assistance
- Ensure community members can leave lights on for safety without being afraid of high bills

### When it comes to electricity and energy at your house, what issues do you face?

- Affordability
- Residents are limited to SDG&E. Make it a public-owned utility.
- Peak time-of-use hours are not practical for working people.
- CARE program participants are excluded from time-of-use rates.
- Conduct a feasibility study for San Diego for public power and meeting the requirements

### What programs do you use to reduce your electricity use or your electric bill?

- Solar panels and Net Energy Metering (NEM) make differences in bills – used Grid Alternatives. Provide grants to help people. (2 comments)

- Grants for panel and home infrastructure upgrades (e.g., solar)
- CARE program to ensure residents have the same bill or a stable bill

### How is climate change affecting you?

- Kids have more asthma at earlier ages.
- Hotter weather and fewer cool temperatures in the evenings; it is more uncomfortable in homes, especially for residents with no air conditioning.
- Algae blooms are increasing, which impacts the drinking water. Algae blooms are affecting the water and increasing costs.
- The cost of air conditioning is too high/residents are running air conditioning more.
- Some residents are changing when they do laundry to manage costs.
- The water is warmer.
- Food insecurity due to higher prices
- Increases in wildfires
- Ecological anxiety and concerns for the future
- Some residents feel a sense of guilt for their consumption and energy use.
- Fears for the future and more people experiencing climate disasters
- Anxiety about climate change and the slowness of the City of San Diego Climate Action Plan
- Some community members are driving more because it's too hot to walk or bike.
- Flooding and extreme weather events are affecting families
- Climate change is affecting everyone through environmental justice, financial burdens, higher costs of water, food, energy, and many others.

### What interests you about renewable energy (i.e., clean energy or green energy)?

- Clean/green energy are healthier options.
- It allows for self-sustainability/ownership



# Appendix C

## MAAC (North Session) Input

### General Questions and Comments

- Is this a new project in partnership with SDG&E?
- Will all San Diego County have the option to change to this new program and starting when?

### How can SDCP help you and your community?

- Help us find ways to reduce electricity use at home with more efficient electronics.
- Bring more knowledge to community
- Interpret in different languages
- Explain the SDG&E bill
- People are not sure where all of the energy they are consuming is coming from.
- Offering community knowledge of bills and how to find ways to reduce energy bills would be very helpful.
- I agree with transparency on what's being billed.
- How can solar power be an option for schools and healthcare facilities? Creating a win-win
- I agree about knowledge.

### When it comes to electricity and energy at your house, what issues do you face?

- How to keep the level of use low when everything in our apartments is electric
- Unplug electronics when not in use and choose the right LED bulb
- Knowing whether fans or air conditioning takes more energy
- When and for how long can I use certain types of (cooling options)
- Why don't you partner with the City of Chula Vista and the Nature Center? Make it more effective even for people who pay rent on the lease?
- At times the bills are so high.

### What programs do you use to reduce your electricity use or your electric bill?

- I once bought energy efficient appliances that use less energy, like a washing machine.
- I sometimes minimize the rate at which I fast to save energy. I basically cook fast food.
- CARE program
- CARE program really helps; it's there if you need it.
- Does not use CARE; they are young and able to work, so as a family feel like they should leave those resources to people who are in even more need
- Does not use CARE
- Homeowners pay more than low-income or people who don't have low incomes. Both parties need help in the CARE program.

- Many people don't think they'll qualify and don't want to go through the hassle of getting documents.
- For a lot of communities, language is a barrier.
- LIHEAP has really been helping so far in providing assistance to low-income families.

### How is climate change affecting you?

- Using air conditioning much more
- Climate change is affecting everyone
- People go places like malls and libraries to cool down
- Extreme weather events

### What interests you about renewable energy (i.e., clean energy or green energy)?

- Really important that SDG&E promote their use of clean energy

## Appendix D

### MAAC (East Session) Input

#### How can SDCP help you and your community?

- Creation of local jobs
- To create jobs
- To have better lighting for more security within the communities (Tener mejor alumbrado para más seguridad en la comunidad)
- Creating more jobs
- It would help most low-income families with sustainability.
- Be able to give quick responses to complaints
- Make services cheaper
- Creating job opportunities
- Cleaner and renewable power to support healthier communities
- Creation of jobs
- Due attention should be given priority
- Prioritize employment of locals
- I think creating job opportunities and paying necessary attention to details

#### When it comes to electricity and energy at your house, what issues do you face?

- High cost (9 comments)
- Weather (2 comments)
- Improve electricity
- High voltage
- Large consumption rate of electricity by some machines
- Grid modernization

#### What programs do you use to reduce your electricity use or your electric bill?

- CARE program through SDG&E
- The electricity bill is included in my apartment, but we are still trying to reduce electricity usage.
- Adjust my appliances' temperature (e.g., refrigerator)
- Unplug unused electronics
- Reduce some power
- Turning off high-consumption electric appliances
- Using natural light
- LIHEAP through SDG&E
- Avoid using high energy consumption machines (e.g., washing machine)

- Turning off appliances when not in use
- Power reduction (2 comments)
- Taking shorter showers
- Use LED bulbs
- Using natural light (2 comments)

### How is climate change affecting you?

- Higher temperatures
- It is a significant impact because of the heat it requires the need to use air conditioning more often, which uses more energy.
- More health risks
- Take more showers (more water consumption)
- Seriously
- Fairly at the moment (2 comments)
- Not so much
- Not too bad
- Temperature is a bit unfriendly. It has been a bit high for me. I do not know if everyone feels the same way.
- Higher electrical bills and blackouts
- I am surely not a friend of high temperatures and that is exactly what I experienced recently. I feel a lot of discomfort.
- Climate change has led to a scarcity of water, seasons of drought, and excess flood, which affected agricultural activities and caused loss of food, and affected animals. Those in agriculture know better.
- High electricity
- Weather is unfriendly at the moment.
- High temperature

### What interests you about renewable energy (i.e., clean energy or green energy)?

- Have a better quality of energy for a better future of our children
- That it provides a path to end our dependence on fossil fuels
- Clean air
- It is absolutely clean.
- It is ecosystem friendly.
- Zero carbon emissions
- It's environmentally comfortable.
- It's certainly clean.
- No pollutants (2 comments)
- They don't emit greenhouse gasses.

- Reduces carbons emission
- Clean air and water (2 comments)
- Promote sound health
- Less polluting to the environment
- No carbon emissions polluting the atmosphere
- Green Energy: Because it creates stable energy prices
- It never runs out.
- Stability
- It is reliable
- Improve public health
- It reduces pollution and ensures a clean environment, thereby preventing some diseases that could spread due to a polluted environment.
- Has less effect on global warming
- Increase clean energy production
- It would help most low-income families with sustainability

# Appendix E

## Art Produce Input

### General Questions and Comments

- How does individual solar impact what SDCP and SDG&E are doing?
- Generally, participants noted a lack of trust in SDG&E.
- Where are the renewable power systems coming from?
- Where is SDCP getting its renewable energy?
- When requests to use less energy are sent to consumers, how does that affect amusement parks or golf courses?
- Does the CPP cover the entire San Diego region? How will it work for specific communities and their needs?
- When will SDCP report back to the community?

### Dot Activity Results: What types of energy and climate solutions would you be most interested in?

- Solar panels: 4
- All-electric appliances: 3
- Electric vehicle transportation and charging: 3
- More efficient appliances: 3
- Improved comfort through insulation, efficient windows, or other weatherization: 5
- Smart, internet-connected thermostats: 0
- More efficient lights: 0
- Batteries (energy storage): 4
- Other: 2

### What is your community working on right now?

- Safe/comfortable working conditions with heat/cold
- No money
- Resurfacing asphalt
- New power lines
- Road work
- I wish it was homelessness.
- Going electric
- Collecting rainwater

### When it comes to electricity and energy at your house, what issues do you face?

- In older homes, gathering the money to purchase more efficient appliances often leaves homes in a more wasteful cycle.

- Upgrading electrical panels for more power
- Staying cool
- Consistent and working outlets (and electrical systems)
- Mostly cost
- Efficient, affordable air conditioning
- Electrical undergrounding
- Storing energy
- SDG&E is expensive.
- Need an electric range and dryer
- Insulated walls
- Temperature control without proper insulation
- Energy is expensive.
- Efficient solar water heater or heat pump
- Electrical appliances upgrade

### How can SDCP help you and your community?

- Lower rents to help with housing costs
- Make solar panels more available
- Provide affordable homes for purchase
- Stop non-local, mass-produced energy
- Offer different types of battery storage
- Generate energy locally and use it as soon as possible (don't rely on storage)
- Combine community centers with electric vehicle charging stations
- Use solar panels to help with shading and cooling
- Activating rooftops
- Help people with upgrades, understanding how to upgrade, and why they should pay for grid upgrades
- Improve indoor air quality by helping people switch to electric from gas
- Keep electrical wires above ground unless necessary
- Affordable housing (2 comments)
- Solar panels everywhere – on garages, parking structures, etc.
- Solar water heaters
- Option for an energy provider
- Turn empty buildings into community assets
- Issues with density (housing)
- Advocacy
- Old houses are expensive to heat or cool (weatherize homes)

- Install insulation and sealant
- More education and outreach about SDCP
- Charging stations
- Affordable electric vehicles
- Usable and affordable public transit

### What programs do you use to reduce your electricity use or your electric bill?

- CARE program
- Light bulb replacement and transformers through SDG&E (but they did not take the old lightbulbs; individuals are left with the responsibility of disposing)
- Rain barrels
- It is difficult to find information about programs.
- Lower use of air conditioning
- Use heat pumps
- Insulation
- Stay in cooler rooms/use shading
- Use tree canopy for shade/cooling
- Unplug/turn off lights when not in use
- Not using electricity during peak times (4:00-9:00 p.m.)
- Air dry clothes
- Energy efficient light bulbs
- Skylights (no need to turn on lights in summer)
- Would like to install solar

### How is climate change impacting you?

- Less rain
- Excessive heat for longer periods, causing heat strokes
- Increased humidity
- Increased pollen and allergies
- Some companies are not responding to changes in the climate (i.e., aren't using shade and cooling for health and safety during heat waves).
- Impacts to jobs
- Climate migration
- Mosquitoes/bugs are migrating to the region.
- Mental health issues and trauma related to climate change
- No rain
- California is in a drought.
- Heat rises



- Seeing heat rise in other countries
- More opportunities for cooling
- Heat is hazardous to outside jobs (e.g., construction).
- Health conditions
- Not enough water
- Inflation on everything

### What interests you about renewable energy?

- Being empowered with education about opportunities
- More accessible programs
- Being a part of the change
- Cleaner air
- Addressing historical challenges
- Renewable technology
- Inflation Reduction Act money is available to help with climate justice.
- Youth are more involved.
- Being able to have these conversations and share information with communities
- Making information available for all communities (can explore hyperlocal focused groups to share information)
- Opportunities to communicate information through youth
- Ensure those that don't speak English can still participate
- Affordable housing
- Solar everywhere
- Not feeling guilty for driving
- Better public transportation
- It offers freedom and autonomy.
- No equity without renewable
- Agrivoltaics – solar generation and farming
- Invest back into the community
- Job creation

# Appendix F

## Chicano Federation Input

### General Questions and Comments

- Does SDCP offer low-income programs?
- Are people automatically transferred to SDCP?
- Does SDCP cost more than SDG&E?
- When will people begin to see the transition to SDCP?
- Will the bill still come from SDG&E, or do we have to coordinate with a new agency?
- Is SDCP working in partnership with SDG&E?
- Will there be programs to help customers pay bills (e.g., if they are late or can't pay)?
- How will people select which program they want to use?
- What are the benefits of using Power100?
- Will our consumption be represented by SDCP?
- What additional assistance will SDCP offer?
- Is the rate the same throughout the whole year?
- Will SDG&E be eliminated?
- Where is the discount for community members?
- Will SDCP offer solar panels?
- Why do we have to pay for light/electricity?

### Dot Activity Results: What types of energy and climate solutions would you be most interested in?

- Solar panels: 0
- All-electric appliances: 1
- Electric vehicle transportation and charging: 1
- More efficient appliances: 4
- Improved comfort through insulation, efficient windows, or other weatherization: 4
- Smart, internet-connected thermostats: 2
- More efficient lights: 0
- Batteries (energy storage): 2
- Other: 1 (grants + stipends to purchase electric vehicles)

### How can SDCP help you and your community?

- Homes should have more ventilation to avoid using air conditioning/fans excessively (4 comments)
- Energy efficient appliances to reduce energy use/bills
- Additional programs for discounts, even for middle-class households

- Programs to help low- and middle-income people obtain air conditioning units/heaters that keep homes at a safe temperature without using too much energy
- Efficient lights and window upgrades to make homes more energy efficient
- Keeping costs low is important
- New boilers to reduce energy use

### When it comes to electricity and energy use at your house, what issues do you face?

- Poor ventilation in homes
- Poor insulation and appliances that are not energy efficient, windows, and lights use up a lot of energy
- High bills
- What are the benefits to communities to transition to SDCP if they are still paying the same high prices?
- Middle-income communities often don't qualify for programs.
- Staying cool during heat waves
- Health issues – how can this program prioritize elders and people with health issues?
- Make appliances safe to use at all times, especially during peak times
- Heat pump air conditioners instead of heaters only in apartments
- Renters need to check with apartment owners to do upgrades – split the incentive so benefits also go to renters
- Need better cooling and to be able to pay the bills to keep homes cool
- Make programs that include all areas/allow more people to qualify
- Share information about programs to communities in their bill
- Provide programs for all income levels

### What programs do you use to reduce your electricity use or your electric bill?

- Turn off lights and appliances not in use
- Leave home/go to cooling centers to avoid using cooling (this is challenging for many low-income families)
- Limiting cooking to reduce temperatures in the home

# Appendix C

**Listening Sessions Co-Hosted with  
Community-Based Organizations (Round 2)**

# **San Diego Community Power Plan Phase 3: Report Back Listening Sessions Co-Hosted with Community-Based Organizations Summary (Round 2)**

January 14, 2023

**Prepared for**

San Diego Community Power

**Prepared by**

Kearns & West

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### Appendix

- A – Chicano Federation Input
- B – MAAC (North Session) Input
- C – Art Produce Input
- D – MAAC (East Session) Input
- E – Project New Village Input
- F – Casa Familiar Input

# 1. Overview

San Diego Community Power (SDCP) is developing a Community Power Plan (CPP) that will provide a decision-making framework to guide its strategy and development of local programs. Based on findings from a community needs assessment, the CPP will guide investments in developing local renewable generation, demand reduction, storage, and other distributed energy resources in SDCP's service territory.

Community engagement for the CPP occurred in three phases. The first phase focused on listening and information gathering about community priorities and needs around energy-related issues across different communities. This phase informed the development of the community needs survey questions and community needs assessment. Between July and August 2022, SDCP co-hosted a first round of six listening sessions with community-based organizations to hear from a range of community members in Communities of Concern<sup>1</sup>.

The second phase focused on encouraging as many people as possible to take the community needs survey and continuing to build relationships with communities in SDCP's service area. SDCP developed and distributed the community needs survey with the support of the project team (Arup and Kearns & West), staffed tables at events in SDCP's service area, and targeted engagement in National City and the unincorporated communities of San Diego County.

The third phase focused on reporting the results from the community needs assessment and hearing community perspectives on the results. Between November and December 2022, SDCP co-hosted a second round of six listening sessions with the same community-based organization partners.

This summary documents the second round of listening session objectives, community-based organization partners, when and where the listening sessions occurred, and format and input themes from each session. Input from each listening session is documented in the appendices.

## 2. Objectives

The specific objectives for SDCP's second round of listening sessions co-hosted by community-based organizations were to:

- Continue to build relationships with community-based organizations and community members, especially from Communities of Concern
- Report back on results from the community needs assessment and hear community perspectives about the results
- Encourage community members to continue to stay involved in the CPP process

## 3. Community-Based Organization Partners

The listening sessions in Phase 3 were conducted with the same community-based organizations that co-hosted sessions during Phase 1. Please refer to the Phase 1: Listening summary for information

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<sup>1</sup> Defined as the top 25% scoring areas from CalEnviroScreen, known as Disadvantaged Communities (DACs), as well as the additional census tracts identified by the Cities of [San Diego](#) and [Chula Vista](#) through their Climate Equity Index (CEI) reports. Specifically, the City of San Diego identified these census tracts as areas with very low, low, and moderate access to opportunity, whereas the City of Chula Vista defined them as the top 25% scoring areas within its own analysis. If other member agencies were to identify additional census tracts as the cities of San Diego and Chula Vista have done, SDCP would recognize those designations under the umbrella of Communities of Concern.

about the approach for selecting the community-based organizations, their roles in the listening sessions, and compensation. Participants in Phase 3 may or may not have included the same community members as Phase 1; participants were not required to attend both rounds of sessions.

## 4. When and Where

The community-based organizations determined if the listening sessions should be held in-person or virtually based on their community knowledge. Table 1 summarizes the details of the listening sessions, including the community-based organizations and the communities they represent or targeted for the listening sessions, date, time, and location of the listening sessions, estimated attendees, and languages the listening sessions were held in, including if interpretation was offered.

**Table 1: Listening Sessions Information**

Community-Based Organization/ Geography	Date/Time	Location	Estimated Attendees	Language/ Interpretation
<b>Chicano Federation (Portside)</b>	Wednesday, November 2, 2022 10:00-11:30 a.m.	SDCCU North Park Branch 3180 University Ave. San Diego, CA 92104	35	Spanish with English interpretation
<b>MAAC (North County)</b>	Tuesday, November 15, 2022 6:00-7:00 p.m.	Virtual (Zoom)	20	English with Spanish interpretation
<b>Art Produce (Mid-City San Diego)</b>	Wednesday, November 16, 2022 5:30-7:00 p.m.	Art Produce Gallery 3139 University Ave. San Diego, CA, 92104	10	English
<b>MAAC (East County)</b>	Thursday, November 17, 2022 6:00-7:00 p.m.	Virtual (Zoom)	5	English with Spanish interpretation
<b>Project New Village (Southeastern San Diego)</b>	Saturday, November 19, 2022 11:30 a.m.-12:30 p.m.	Mt. Hope Community Garden 4261 Market St., San Diego, CA 92102	15	English
<b>Casa Familiar (San Ysidro)</b>	Thursday, December 1, 2022 5:00-6:30 p.m.	San Ysidro Civic Center 212 W Park Ave., San Diego, CA 92173	30	Spanish with English interpretation

## 5. Listening Sessions

The following sections summarize the major input themes from each of the listening sessions, with all input documented in the appendices [Appendix A: Chicano Federation, Appendix B: MAAC (North Session), Appendix C: Art Produce, Appendix D: MAAC (East Session), Appendix E: Project New Village, Appendix F: Casa Familiar]. The discussion questions for each session varied slightly depending on the meeting format and discussion groups but generally covered the following:



1. Major Challenges
  - a. Any thoughts on the major challenges or issues we learned from the community?
  - b. Anything surprising, interesting, or important?
2. Energy Issues
  - a. Any thoughts on the energy issues we learned from the community?
  - b. Anything surprising, interesting, or important?
  - c. What energy issues do you feel are missing?
3. Energy Solutions
  - a. Any thoughts on the energy solutions we learned from the community?
  - b. Anything surprising, interesting, or important?
  - c. What energy solutions do you feel are missing?
4. Do you have any other questions about what we learned?

## Chicano Federation

### Format

The Chicano Federation listening session was held in Spanish with English interpretation available and took place in person at Chicano Federation's office in the North Park community of San Diego. As participants gathered, they were welcomed by Chicano Federation staff and the project team and asked to sign in.

The listening session began with a short presentation about SDCP, the CPP process, and results from the community needs assessment. A Q&A portion and set of discussion questions followed where participants were asked to take part in a large group discussion facilitated by the project team. Participants had the opportunity to write their input on sticky notes or provide input verbally while the facilitator and project team took written notes.

### Input

Major input themes from the session are summarized below with all input received included in Appendix A: Chicano Federation Input.

- Key priorities identified by participants included:
  - Reduce the cost of electricity bills
  - Support education on energy consumption and bills
  - Affordable housing initiatives and improving the quality of housing
  - Improve access to clean air by reducing air contamination
  - Improve community safety, security, lighting, and access to basic needs
  - Increase access to trees and green spaces

- Many participants said what was heard from the first round of listening sessions and community needs assessment resonated with them, particularly the input regarding the need for clean air in communities and addressing the high cost of energy, gasoline, food, and other basic needs.
- Access to educational resources to better understand bills, available programs, renewable energy, and reliable sources for solar panels, and limiting energy usage were identified as priorities by several participants.
- Numerous participants talked about affordable housing as their number one priority, along with the need to improve housing quality while not increasing rents. Participants noted general community improvements like better security and improved streetlights.
- Several community members stated that they are impacted by heat as a result of climate change and would benefit from more trees and green spaces in their community.
- Some community members expressed concerns about vehicular traffic and air pollution, as well as an interest in electric vehicles, including their benefits and how to access them.

## MAAC (North Session)

### Format

The MAAC listening session targeting North County community members was held in English with Spanish interpretation available and took place virtually on Zoom. As participants joined, they were welcomed by MAAC staff and the project team.

The listening session began with a short presentation by SDCP staff about SDCP, the CPP process, and results from the community needs assessment. This was followed by a Q&A portion and a set of discussion questions. Participants were moved into three breakout discussion groups; one discussion group was facilitated in Spanish and the other two were facilitated in English. Participants had the opportunity to provide input verbally or via chat.

### Input

Major input themes from the session are summarized below with all input received included in Appendix B: MAAC (North Session) Input.

- Key priorities identified by participants included:
  - Reduce the cost of electricity bills
  - Support education on energy consumption and bills
  - Job creation and training
  - Reliable access to energy
- Numerous community members expressed concerns about affordability and the need to reduce the cost of electricity and the energy burden for low-income communities. Some shared that residents are being double charged for electricity despite paying their bills on time.
- Several community members expressed the need to provide reliable energy to communities and ensure a backup plan in the case of emergencies.

- Some participants also noted general community improvements such as recycling and decreased food waste.
- Concerns around the reliability of electric trucks, buses, and vehicles were noted by several participants.
- Some community members stated that they are faced with challenges in securing affordable housing.

## Art Produce

### Format

The Art Produce listening session was held in English and took place in person at the Art Produce Gallery in North Park. As participants entered, they were welcomed by Art Produce staff and the project team and asked to sign in.

The listening session began with a short presentation about SDCP, the CPP process, and results from the community needs assessment, and was followed by a Q&A portion and set of discussion questions. Participants were asked to participate in a large group discussion facilitated by the project team. They had the opportunity to provide input both by writing their own notes and verbally while project team members took written notes.

### Input

Major input themes from the session are summarized below with all input received included in Appendix C: Art Produce Input.

- Key priorities identified by participants included:
  - Reduce the cost of electricity bills
  - Support job training in the energy sector
  - Provide energy education and outreach
  - Reduce energy consumption
- Many community members expressed the need for reducing energy costs and housing costs and raised the issue of accessible and affordable housing.
- Some participants also stated that tax breaks can also be more beneficial to communities than rebates.
- Numerous participants highlighted the importance of energy job training and education and noted opportunities for collaboration with existing job training programs (e.g., San Diego City College).
- Several participants emphasized the need for energy education, specifically noting the importance of understanding how to use energy efficiently beyond just reducing costs. One-on-one educational outreach was also noted, along with using devices, visuals, and fun activities to educate community members and youth.
- Some community members stated that it is important to balance the need to reduce energy costs while also reducing energy consumption. Some participants noted the need to focus on consumption from larger businesses and corporations.

- Some participants expressed concerns over the increased development of large-scale generating energy facilities in the desert and the impacts on resources and Tribes. Several questions were raised around SDCP's capacity for storing power.

## MAAC (East Session)

### Format

The MAAC listening session targeting East County community members was held in English with Spanish interpretation available and took place virtually on Zoom. As participants joined, they were welcomed by MAAC staff and the project team.

The listening session began with a short presentation by SDCP staff about SDCP, the CPP process, and results from the community needs assessment. This was followed by a Q&A portion and a set of discussion questions. Participants were asked to participate in a large group discussion facilitated by the project team. Participants had the opportunity to provide input verbally or via chat.

### Input

The following sections summarize the major input themes with all input received included in Appendix D: MAAC Input (East Session).

- Key priorities identified by participants included:
  - Support education on energy consumption and bills and in schools
  - Affordable housing initiatives and improving the quality of housing
  - Improve access to clean air by reducing air contamination and increasing green spaces and trees
  - Support job training in the energy sector
- Some community members expressed the need for education and information on what is impacting their electricity use, ways to reduce their electricity use, and how to understand their bills. Several participants noted incentives to customers that reduce their consumption.
- Numerous participants expressed concerns about affordable housing and the high rent burden among communities. Questions were raised around incentivizing affordable housing and current programs available for low-income communities.
- Several residents noted general community improvements such as open space, trees, and access to solar panels in communities. Concerns around water needed to maintain trees and green spaces were also noted.
- Some participants emphasized the importance of access to high-paying jobs in the energy sector.
- Education about energy issues in schools was also noted by several participants.

## Project New Village

### Format

The Project New Village listening session was held in English and took place in person at the Mt. Hope Community Garden in southeast San Diego. As participants gathered, they were welcomed by Project New Village staff and the project team and asked to sign in.

The listening session began with a short presentation about SDCP, the CPP process, and results from the community needs assessment by SDCP staff. A Q&A portion and set of discussion questions followed. Participants were asked to participate in a large group discussion facilitated by the project team. Participants had the opportunity to provide input verbally while the facilitator took written notes.

### Input

Major input themes from the session are summarized below with all input received included in Appendix E: Project New Village Input.

- Key priorities identified by participants included:
  - Increase access to trees, fresh food, and green spaces
  - Traffic and access to clean public transportation
  - Affordable housing initiatives and homelessness
  - Improve access to energy-efficient appliances and homes
- Many community members emphasized the need to reduce traffic by improving clean public transit across San Diego County, especially in the southern portion of the county.
- Numerous community members expressed concerns over green space, trees, and food access. Some participants noted the importance of access to fresh fruit and vegetables via fruit trees in neighborhoods. Other participants noted some concerns over tree maintenance and the need to pay residents to maintain the trees that are provided. Homeowner association (HOA) restrictions and priorities around native plants were also discussed.
- Some participants shared that while job creation is essential, there is limited information about the full details (e.g., job creation can take away space from natural spaces). Other participants highlighted the potential of worker-owned cooperative education (co-op) programs as a longer-term solution to job creation.
- Several participants noted concerns over gas infrastructure in buildings. Some suggested enforcing penalties on housing developers that choose not to decarbonize and electrify buildings.
- Within homes, some community members identified concerns over indoor air quality and a lack of access to electric appliances.

## Casa Familiar

### Format

The Casa Familiar listening session was held in Spanish with English interpretation available and took place in person at the San Ysidro Civic Center. As participants entered, they were welcomed by Casa Familiar staff and the project team and asked to sign in.

The listening session began with a short presentation about SDCP, the CPP process, and results from the community needs assessment, and was followed by a Q&A portion and set of discussion questions. Participants were asked to participate in small group discussions facilitated by the project team and Casa Familiar staff. Participants had the opportunity to write their input on sticky notes or provide input verbally while the facilitator took written notes.

### Input

Major input themes from the session are summarized below with all input received included in Appendix F: Casa Familiar Input.

- Key priorities identified by participants included:
  - Reduce the cost of electricity and expand program eligibility for different income ranges and housing types (e.g., manufactured homes/RVs)
  - Improve access to information about programs and resources on how to reduce electricity use
  - Improve community safety, security, cleanliness, lighting, and access to basic needs
  - Increase access to energy-saving resources, such as more energy-efficient appliances and efficient electric technology (e.g., solar panels) while not increasing housing costs
  - Expand access to clean public transit
- Many participants talked about how San Diego residents are facing high costs and bills. Several expressed the need for more equity programs based on income and housing and that are responsive to low-income and disadvantaged communities.
- Numerous participants noted concerns over housing costs and a lack of affordable housing in their communities.
- Access to educational resources to better understand energy use and incentives were identified as key priorities for numerous participants. Other participants noted the need for education on the benefits of renewable energy and electric vehicles.
- Some participants highlighted the need to improve community engagement and create more opportunities for people to participate in listening sessions.
- Numerous participants talked about traffic and air pollution concerns, particularly near the US-Mexico border. Some residents highlighted the need for accessible, consistent, and reliable public transportation so they won't need to be reliant on their car. Other participants highlighted successful free transit programs for the elderly in Chula Vista that should be a model for other cities in San Diego.

- Several community members noted community improvements that they would like to see, such as better lighting, more trees, green spaces in their community, and solar panels in schools. Others noted concerns over trash in San Ysidro, poor quality sidewalks and walkways, and a lack of access to handicapped parking spaces.
- Community members expressed interest in energy-efficient appliances (e.g., lightbulbs, windows, refrigerators) and upgrades in their homes while ensuring housing costs don't increase as a result. Some participants shared that home upgrades increased rent by as much as \$500 per month.
- Several community members noted the importance of increasing access to good, high-paying jobs. Some participants shared that some community members receive unreliable information about jobs, and many are unaware of how to obtain higher-paying jobs.

# Appendix A

## Chicano Federation Input

### General Questions and Comments

- More survey responses were needed.
- Communication in different languages is very important. I like having access to information in the language I speak.

### Are any of these results surprising or are they what you expected? Why or why not?

- The result on clean air is important to community members.
- Lowering bills is important.
- Better lighting is needed in communities.
- Support affordable and safe housing.
- In agreement with all the results from the survey, especially the results addressing the contamination of the air. (2 comments)
- Affordable housing should be number one. (5 comments)

### What results do you find particularly interesting or important? Why or why not?

- Contamination of the air (4 comments)
- The heat impacts and the cost of living, especially food and gasoline

### What energy issues do you feel are missing?

- There is not enough light in the streets. There needs to be a conversation about lighting.
  - Chollas View lights aren't bright; we need lighting directly on the streets.
  - Lights in parks are essential.
- Education about the consumption of energy and how we can save energy, like knowing the peak times
- Education on how to reduce my energy bill
- Too much vehicular traffic
- There is a need for more trees and plants in the community. (2 comments)
- We need better quality homes with more windows for ventilation.

### Do you have any other questions about the energy issues identified?

- I want more information on how solar panels work. (2 comments)
- We need a guide to reliable sources for solar panels. Many families have been scammed and we want government-approved companies that can help.



- I want more information about actions I can take and what financial opportunities are available to me. (2 comments)
- What benefits does an electric vehicle have apart from not contaminating the air?
- How much charge would I get with an electric vehicle and how long would the charge last? What kind of programs exist and is it flexible to buy one?
- I would like more information on the different programs available. (3 comments)
- What is my landlord's motivation to implement some of these energy-saving programs? Will it give them more reason to raise my rent?
- What kind of trash is reused?

## Appendix B

### MAAC (North Session) Input

#### General Questions and Comments

- The cost of power in homes should be income-based.

#### Any thoughts on the major challenges or issues we learned from the community? Anything surprising, interesting, or important?

- Electric trucks are a waste.
- The railroad industry has invested plenty in electric vehicles. The city of Pomona also has electric buses that do not perform well.
- I would like to be able to find housing right now. There are plenty of homes and apartments that are overpriced.
- The cost of everything is going up. How is SDCP going to help those of us that are low-income?

#### Any thoughts on the energy issues we learned from the community? Anything surprising, interesting, or important?

- Look at reducing the bill.
- Provide reliable resources.
- These energy issues sound correct.
- Energy bills are going up. People who are low-income are being double charged despite paying the electricity bill on time.

#### What energy issues do you feel are missing?

- There needs to be a program for cleaning solar panels because there is a reduction in solar output when the panels are not clean.
- Jobs should be created with a backup plan.
- Power should be provided by the government as a backup in case anyone has an emergency.

#### Any thoughts on the energy solutions we learned from the community? Anything surprising, interesting, or important?

- Parking lots would be good to use for solar panels because that's wasted space.
- Happy to see efforts like the Living Coast Discovery Center (formerly known as the Chula Vista Nature Center) that are getting people connected to nature.
- Hoping to see efforts such as recycling and less food waste in low-income areas and not just in wealthy areas.
- Need a legitimate power supply with the little resources that are available.

### What energy solutions do you feel are missing?

- People should have access to energy that will be accessible to all incomes.

### Do you have any other questions about what we learned?

- None

# Appendix C

## Art Produce Input

### General Questions and Comments

- Were the surveys sent to National City and San Diego County?
- Putting solar on commercial buildings is challenging/impossible.
- Outreach is needed on issues regarding electrical panel upgrades.
- New tax breaks for panels would be helpful.
- Does SDCP have any solutions for costs?
- Where are the opportunities for cost efficiency?
- Why are energy costs lower elsewhere in the country?
- What is the driving goal of SDCP?
- Who are the founders of SDCP?

### Any thoughts on the major challenges or issues we learned from the community?

#### Anything surprising, interesting, or important?

- These are my top priorities as well.
- Switching over to more energy-efficient appliances is a priority.
- Why not promote passive cooling improvements instead of air conditioning?
- Eliminate issues that aren't related to SDCP's core mission.
- Where are the issues related to affordable housing and energy measures?
- Training and education (e.g., vocational school)
- Energy jobs
- Connect with the community colleges and offer internships.
- Switch the order of the top two priorities. The goal is to encourage people to use less energy and address climate change.

### Any thoughts on the energy issues we learned from the community? Anything surprising, interesting, or important?

- Utilize existing programs for job training (e.g., San Diego City College training/internships).
- Does reducing energy costs cause people to use more energy?
- Keep costs lower than SDG&E rates.

### What energy issues do you feel are missing?

- Educational components (i.e., working with residents to understand how to use energy efficiently vs. just reducing costs)
- One-on-one educational outreach
- Support tax breaks vs. rebates.
- Use devices to educate about energy usage (e.g., OhmConnect).
- To avoid data overload, create visuals with educational/outreach materials, make it fun, and involve kids.

### Any thoughts on the energy solutions we learned from the community? Anything surprising, interesting, or important?

- None

### What energy solutions do you feel are missing?

- Need education for residents on reducing consumption (e.g., awnings).
- Need intensive education in all communities.
- Make education fun and interactive for kids, including classroom activities.
- Give out OhmConnect smart plugs.

### Do you have any other questions about what we learned?

- Is rooftop solar better than large-scale generating facilities?
- There are concerns about new generating facilities in the desert and impacts on resources and Tribal resources.
- What is SDCP doing to store power?
- As new homebuyers in a disadvantaged community, people are inundated with dishonest solar providers. What can be done to reduce predatory installers?
- When is it beneficial to install solar vs. buy renewable energy?
- How is SDCP working with larger businesses on their consumption?
- Why does San Diego have higher energy rates than the rest of the country?
- Check out the San Diego Green Building Council/Switch is On resources.

## Appendix D

### MAAC (East Session) Input

#### General Questions and Comments

- Regarding not having enough trees, shade or natural areas, and open spaces, we need more water. How will that be dealt with?
- Regarding lack of affordable housing, how to do it? What programs are currently available?
- Regarding reducing energy bills, there need to be more workshops on how to save energy.
- Regarding creating good, well-paying jobs in the energy sector, ensure jobs are not just minimum wage. We're facing high rents but low wages and must make decisions between paying for rent or food. There's a high rent burden. Homes in National City are old. How do you/we take action to incentivize building of more housing to lower rents?

#### Any thoughts on the major challenges or issues we learned from the community?

##### Anything surprising, interesting, or important?

- More access to solar panels

#### Any thoughts on the energy issues we learned from the community? Anything surprising, interesting, or important?

- Teach kids about energy issues at school.

#### What energy issues do you feel are missing?

- None

#### Any thoughts on the energy solutions we learned from the community? Anything surprising, interesting, or important?

- Incentives to customers for low energy consumption
- Communities would benefit from the knowledge of how to make a difference by understanding the amount of energy we consume.
- It would be very important to know how to read the energy bill. (3 comments)
- I hope SDCP has more clarity in the bills they send because that would help our community a lot.

#### What energy solutions do you feel are missing?

- For energy, there is nothing more to add because everything is based on resources.

#### Do you have any other questions about what we learned?

- None

# Appendix E

## Project New Village Input

### General Questions and Comments

- If we are automatically enrolled, does that mean we already have PowerOn (i.e., 50% renewable energy)?
- Are there currently electric buses in San Diego?
  - There are electric buses in North County, but that goes to show that it is a social justice issue because they exist in North County areas, but not in South County. It's always the lower-income neighborhoods that receive resources last.
- Is there a law about electric vehicles? Are we getting rid of gas-powered vehicles?
- Are there grants available to install solar panels?
- Many of these solar installing companies need to establish trust with communities. We worked with GRID Alternatives for our installation and found them to be highly reliable.

### Any thoughts on the major challenges or issues we learned from the community?

#### Anything surprising, interesting, or important?

- I find it interesting that all these problems are related to “our” work [architecture]. For example, shade is an equity issue and that ties very well with architects because that's a design issue.
- I recently learned why there are no fruit trees in our community. People say it attracts homeless individuals, but I think it's important to have access to fresh fruit regardless of whether you have housing or not.
  - I want to add that when I first moved here, I noticed the same thing. I was shocked there was not more access to fresh fruits.
- SDG&E has a free tree program. You get a free tree, but you have to do all the work to maintain it. Why doesn't SDG&E provide incentives like paying the stewards for taking care of it? People are already struggling to pay for things like housing, gas, and food, so provide incentives for both sides of the issue. SDG&E gets a tree, and the community gets money.
  - Homeowners Associations (HOAs) are very strict on the types of trees you can have, and this is very limiting.
  - Trees and shade are important, but we should also include native plants in the conversation.
- Too much traffic
  - When I see that as a general challenge, I don't see a major problem because I think it is solvable. We can solve that by improving public transportation.
- Homelessness is a general challenge that is missing.

## Any thoughts on the energy issues we learned from the community? Anything surprising, interesting, or important?

- People don't know the full details behind job creation. What does that mean? Many times, job creation also means taking away space from natural spaces.

## What energy issues do you feel are missing?

- Are there worker-owned cooperative education (co-op) programs that can be involved in job creation? When we think of job creation our immediate reaction is training, but worker-owned co-op models are longer term and can be a good alternative to traditional forms of employment.
- I live in student housing, so I don't have to worry about an energy bill.
- I would say it's generally very hard to find ways to reduce energy usage. It's hard to access high-quality resources.
- An energy issue missing is how [do] we deal with the gas infrastructure.

## Any thoughts on the energy solutions we learned from the community? Anything surprising, interesting, or important?

- Horticulture and indoor air quality – this is a way for families not to have to rely on all electric appliances in the home.
- There need to be incentives for developers to install all electric appliances or even a penalty on developers for those who only use gas.
  - That ties in with education for developers on affordable housing.
- I rent and don't have money to move to all electric appliances, so what do I do? What opportunities are there for existing buildings?

## What energy solutions do you feel are missing?

- How can we use the carbon credit model at the local level? What incentives exist for decarbonization at the local level? For example, removing blacktops and fake grass and replacing them with other more sustainable methods? With a local carbon credit program, it allows the community to be involved and promotes local ownership.
- There are opportunities for innovative projects. We can look at community gardens and think about how we can enhance the infrastructure of local spaces, like solar panels. Agencies can partner with these spaces and promote pilot projects.

## Do you have any other questions about what we learned?

- None



# Appendix F

## Casa Familiar Input

### General Questions and Comments

- What to do for people that want solar panels in apartments?
- What percentage of the bill does solar cover?
- Will this program help me and others that live in RVs?
- What does “clean energy” refer to?
- I have solar panels on my home. What happens to the energy that accumulates? How much energy can I sell?
- What happens if everyone has solar panels? What happens to the electricity company?
- Are there solar panels for apartments?
- Should we talk to our apartment managers about solar panels?
- Sometimes solar panels only reduce a small portion of the bill.
- Will there be more meetings in the future like this one?

### Any thoughts on the major challenges or issues we learned from the community?

#### Anything surprising, interesting, or important?

- With electric vehicles (EVs) increasing and gas cars disappearing, we need to generate enough energy for all the EVs.
- Plan in the future to sustain the energy needed to go fully electric.
- Provide enough programs for EVs/solar panels so it's affordable.
- Rents are rising and people want to live in RVs – provide solar panels for those living in RVs
- Do programs still exist to get solar panels? Are there discounts available for installation?
- Are programs available for people that live in RVs?
- Electricity costs are extremely high during high heat and extreme cold weather events. Some people pay up to \$300 for electricity during these periods.
- Refrigerators use a lot of energy. Is SDCP working to address this and help residents transition to more energy-efficient appliances?
- Renovations of homes and appliances are needed.
- Some people are paying electricity costs for electricity outside of their own home (e.g., streetlights).
- Technology is needed so that we know when energy is cheaper to use. Sometimes energy costs more when we're not using it.
- Making the trucks and buses electric is interesting.

- We're not saving money because rent and gas prices keep increasing.
- Do you offer any types of help with affordable housing?
- Can we change from SDG&E to SDCP? If SDCP worked separately from SDG&E, I would change to SDCP.
- Do you offer discounts like SDG&E does?
- If we had better-paying jobs, we would have more money to pay for electricity.
- With the pandemic, all prices have increased but salaries aren't increasing.
- Can't drive the car on certain days depending on the license plate number.
- The air pollution is bad near the US-Mexico border.
- How do you check the air quality?
- There are more concerns about air pollution as people get older.
- The places with the most traffic have the most air pollutants.
- The traffic and air pollution challenges relate to one another.
- The electric bus program done in Mexico City should also be done here.
- Landlords are not interested in clean energy/improving the quality of life for people.
- Not everyone in the community participates in sessions like these.
- There needs to be a better understanding of the benefits of solar and EVs.
- More informational programs
- Financial incentives and programs for accessing solar are needed.
- There is a lack of good lighting and green spaces. (2 comments)
- Poor quality sidewalks and pedestrian walkways
- Few handicapped parking spaces (high need for this)
- The San Ysidro community is treated like a landfill.
- There aren't enough trash cans in the community and trash is everywhere.
- There are safety concerns over large, parked vehicles/RVs that stay in the same spot.

**Any thoughts on the energy issues we learned from the community? Anything surprising, interesting, or important?**

- Gas prices and overall costs have gone up significantly. (2 comments)
- Food costs have increased significantly.
- Better paying jobs are needed to keep up with increasing costs.
- Minimum wage is not enough to pay for essentials.

- Many people are unable to pay for gas due to increasing costs.
- Community members are unaware of how to obtain good, high-paying jobs.
- Some community members receive unreliable or untruthful information about potential jobs.
- There need to be more opportunities to inform communities about these issues.
- It is important for community members that are attending these sessions to take information back to their communities.
- Take into account the mistrust of government agencies among community members.
- Communities need to support children and one another.
- The cost of the bill is the number one concern for everyone.
- If salaries aren't increasing, the prices of everything should not increase either.
- Nobody [in the community] really knows why or how stock market prices go up or down.
- What does the "keeping the power on at my home" (e.g., preventing power outages) result mean?
- When to do the laundry, for example, but the time change affects when we can do things
- The double-pane windows keep the home warm, and people can suffer without them.
- People are charged high rents for substandard housing. Can SDCP do something about the condition of the houses?
- Changing the refrigeration can sometimes help with electricity costs, but the building manager may not always let you swap appliances.
- Rents can increase with home improvements and electrical upgrades which makes it difficult to ask for these changes.
- Refrigerators can use a lot of energy. New refrigerators can save energy. Is there a way to monitor the energy that is used by each appliance?
- Provide a 50% discount to make the change so the air will be cleaner.
- Light bulbs and efficient appliances should be donated to make them more affordable for people.
- Tube lights often save the most energy, but some people don't like the light color.
- Need to focus on the basics such as costs, rent, and jobs that pay well and help the environment.
- Everyone is interested in saving energy because of the high costs to bring it here.
- If given the opportunity, people would help to generate their own energy here in San Ysidro.
- Chula Vista made transit and vans free for elderly people. Another service exists in Downtown San Diego, as well. They drive people to the grocery store and anywhere they need to go. This should be replicated in other communities.
- San Ysidro is the poorest community in San Diego.

- It would be great if public transit were cheaper and more frequent so people would not need to use their cars. In Mexico, buses come every 5 minutes, but the buses take much longer in the US.
- It would be great if not using a car was more convenient.
- The price of energy is still high.
- More discounts/financial assistance is needed.
- Better and more efficient electrical appliances are needed.
- Programs that provide more energy-efficient appliances such as microwaves and lightbulbs
- Climate change is impacting health and worsening air pollution in the area.
- It is important to build consciousness of taking care of the planet such as through recycling and throwing trash away.
- There is a focus on money but not on equity and a lack of access to renewable energy for all.

### What energy issues do you feel are missing?

- Fixing/providing lighting in public spaces and pedestrian walkways

### Any thoughts on the energy solutions we learned from the community? Anything surprising, interesting, or important?

- Put solar panels in schools.
- It is surprising that individuals can sell energy from solar panels.
- Some people are beginning to use solar panels on cars.
- More trees are needed within communities (specifically, San Ysidro) to improve air quality and reduce heat exposure.
- Old and sick trees should be removed and replaced with healthy trees.
- Electric buildings would benefit community members, but the costs and type of housing should be considered to ensure housing is still accessible.
- With more electrical upgrades, rents may increase [some people shared that their rent went up by \$500/month after electrical upgrades were completed].
- Many landlords and building owners upgrade homes to increase costs and ultimately push out previous tenants.
- Housing is scarce in San Ysidro.
- SDG&E increases prices while SDCP says they won't. How do we know that SDCP won't increase prices as well?
- People mainly care about the cost of energy more than whether it is clean. The cost is the dealbreaker, just like wanting organic vegetables but buying the cheaper vegetables because it is more accessible.
- It's good that solar panels can be used on apartments.

- There should be a committee for SDCP.
- It's good to come to listening sessions to be more informed.
- There should be solar lights at bus stops and pedestrian walkways.
- Change/remove diesel trucks to cleaner energy.
- More accessible EVs
- Phone/device chargers that use renewable energy
- Transparency over the cost of solar panels

### What energy solutions do you feel are missing?

- None

### Do you have any other questions about what we learned?

- Regarding solar panels, many people don't know there are monthly fees. How can this information be made accessible?
- How can apartment renters get access to solar panels?
- How does it help renters when building owners install solar panels? Could arrangements be made with each renter that includes benefits?
- Split incentives between renters/building owners should be addressed.
- More updates and clarification on financial benefits to consumers
- How can people focus on EVs and renewable energy when their main focus is on surviving with basic needs?
- Financial programs and access to renewable energy
- How many years has SDCP been operating?

# Appendix D

**Business, Key Stakeholders, and Public  
Listening Workshops Summary**

# **San Diego Community Power Plan**

## **Phase 1: Listening**

### **Business, Key Stakeholders, and Public Listening Workshops Summary**

September 15, 2022

**Prepared for**

San Diego Community Power

**Prepared by**

Kearns & West

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Appendix

- A – Local Businesses Input
- B – Key Stakeholders Input
- C – General Public Input



## 1. Overview

San Diego Community Power (SDCP) is developing a Community Power Plan (CPP) that will provide a decision-making framework to guide its strategy and development of local programs. Based on findings from a community needs assessment, the CPP will guide investments in developing local renewable generation, demand reduction, storage, and other distributed energy resources in SDCP's service territory.

The first phase of community engagement for the CPP focused on listening and information gathering about community priorities and needs around energy-related issues across different communities to inform the development of the community needs survey and CPP, including the community needs assessment. SDCP hosted five listening workshops between July and August 2022 to hear from a broad spectrum of community members including local businesses, key stakeholders, and the general public.

This summary documents the workshop objectives and meeting details, notification and outreach methods, format, and input themes. Input from each workshop can be found in the appendices.

## 2. Objectives

The listening workshops were targeted at three groups: local businesses (two sessions – one in the morning and one in the afternoon to allow for attendance flexibility), key stakeholders (one session), and the general public (two sessions – one in English with Spanish interpretation and one in Spanish with English interpretation). For all listening workshops, the general objective was to introduce SDCP as a long-term community partner that can help meet community needs, with a recognition that many communities have not been able to share in the benefits of clean energy customer programs and/or have been impacted by the power utility system.

The specific objectives for the **local businesses** listening workshops were to hear input and local knowledge regarding:

- What discussions local businesses are having around energy
- Energy trends in the region's business sector
- Businesses' evolving energy needs
- The kinds of power customer programs that could help local businesses meet their needs and accomplish their goals

The specific objectives for the **key stakeholders** listening workshop were to hear input and local knowledge regarding:

- What discussions major businesses/institutions are having around energy
- Energy trends in the region's business sector
- Businesses'/institutions' evolving energy needs
- The kinds of power customer programs that could help major businesses/institutions meet their needs and accomplish their goals

The specific objectives for the **general public** listening workshops were to hear input and local knowledge regarding:

- What communities are working on right now
- Communities' needs and challenges in general
- How people see climate change affecting their communities, residents, local businesses, and schools
- General concerns around electricity and power service
- The kinds of power customer programs that could help community members meet their needs and accomplish community goals

### 3. When and Where

The listening workshops were held virtually on the Zoom platform. Table 1 includes the target audience, dates, and times for each workshop, estimated attendees, and language the workshops were held in, including if interpretation was offered. Sessions were held on different days and times of the week to provide options and optimize convenience for participants.

**Table 1: Listening Workshops Information**

Workshop and Target Audience	Date/Time	Estimated Attendees	Language and Interpretation
Local Businesses Listening Workshops	Thursday, July 21, 2022 8:00-9:00 a.m.	15	English
	Thursday, July 21, 2022 4:00-5:00 p.m.	5	English
Key Stakeholders Listening Workshop	Thursday, July 21, 2022 12:00-1:00 p.m.	10	English
General Public Listening Workshops	Tuesday, July 26, 2022 6:00-7:00 p.m.	15	English with Spanish interpretation
	Wednesday, August 17, 2022 6:00-7:00 p.m.	0*	Spanish with English interpretation

*\*The second general public listening workshop, offered in Spanish with English interpretation, was originally scheduled for July 27, 2022. Due to low registration, the workshop was rescheduled to expand outreach efforts and encourage more participation. Although outreach efforts were expanded and there were registrants for the rescheduled workshop held on August 17, 2022, no members of the public attended.*

## 4. Notifications and Outreach

SDCP used a variety of methods to inform community members about the listening workshops and encourage participation, as shown in Table 2.

*Table 2: Listening Workshops Outreach Methods*

Method	Description
<b>Website</b>	Information about the listening workshops was posted on the CPP webpage, hosted by SDCP ( <a href="http://SDCommunityPower.org/ CPP">SDCommunityPower.org/ CPP</a> ).
<b>Email Invitations</b>	Invitation emails with a request to forward the listening workshops information were sent to several email lists, including SDCP's member agencies, Community Advisory Committee members, Board members, community-based organizations, and outreach partners including Chamber of Commerce's, Business Improvement District Managers, and Economic Development departments.
<b>Direct Engagement</b>	Key stakeholders were invited directly by SDCP's Account Manager.
<b>Social Media Posts</b>	Information about the listening workshops was posted on SDCP's Instagram, Facebook, Twitter, and LinkedIn accounts.
<b>Paid Social Media Ads</b>	Paid social media ads ("boosted posts") were administered for social media posts on SDCP's Instagram and Facebook

## 5. Format

Each listening workshop generally had the same format. The workshop began with a short presentation about SDCP and the CPP process by SDCP staff and was followed by a Q&A and a set of discussion questions. Participants had the opportunity to provide input verbally or via the chat box. The discussion question format for each listening workshop was adjusted based on attendance; for smaller groups, input was shared through verbal comments and the chat box, and for larger groups, input was shared through polling software in addition to verbal comments and the chat box. An online comment form was also made available via email after each workshop to provide an additional input opportunity for community members.

The discussion questions varied slightly for each workshop depending on the target audience. All questions are shown below:

### Local Businesses

- What are some of the challenges your business is facing?
- What are local businesses discussing around energy and electricity?
- What are energy concerns that local businesses in the San Diego region are facing? How do you see future legislation or regulation impacting your business?
- How are you seeing your businesses' energy needs evolve in the future?
- How is climate change impacting your business?

- What kinds of power customer programs could help your business? How can SDCP help you?

### Key Stakeholders

- What are some of the challenges your business or organization is facing?
- What tools are needed to support your efforts in creating clean energy and decarbonization goals for your organization?
- How are you seeing your businesses or organization's energy needs evolve in the future?
- How is climate change impacting your business or organization?
- What kinds of power customer programs could help your business or organization?

### General Public

- What is your community working on right now?
- How can SDCP help you and your community?
- What issues do you face when it comes to electricity and energy at your house?
- What programs do you use to reduce your electricity use or your electric bill?
- What types of energy and climate solutions would you be most interested in? For example:
  - Electric vehicles and charging
  - More efficient appliances (like air conditioners/heaters and refrigerators)
  - Solar panels
  - Batteries (e.g., energy storage)
  - All-electric appliances (like electric induction stoves and heat pumps)
  - Improved comfort through insulation, efficient windows, or other weatherization
  - More efficient lights (like switching to LED bulbs)
  - Smart, internet-connected thermostats
- How is climate change affecting you?
- What interests you about clean energy or green energy?

## 6. Input

The following sections summarize the major input themes by target audience. All input is documented in the appendices (Appendix A: Local Businesses, Appendix B: Key Stakeholders, and Appendix C: General Public).

### Businesses and Stakeholders

- Businesses, like residents, are facing an energy affordability crisis with energy costs rising quickly and unpredictably. This is in addition to the challenging business environment created by the Covid-19 pandemic and rising business costs.

- The increasing cost of living and energy costs cause strain on San Diego residents and businesses. Reduction of energy costs is a priority.
- Many homes and businesses need infrastructure additions and upgrades, such as adding air conditioning units and switching to more energy-efficient appliances and equipment.
- Electrification will lead to significant upgrades not only to the electrical grid but also facility infrastructure and will require a reliable source of qualified maintenance resources for when issues arise. It would be helpful if SDCP could provide assistance to businesses and organizations to support cleaner construction projects and more energy efficient infrastructure upgrades.
- Solar panels are an asset to renewable energy except for their low battery storage capabilities. Investing in long-lasting battery storage for renewable energy will extend its usage window.
- Businesses and organizations are developing sustainability goals or have existing goals to reduce greenhouse gas emissions and meet sustainability targets. Renewable energy is a high priority in achieving their goals and there is a need for public-private partnerships to help meet sustainability goals.
- As reliance on the grid intensifies due to electrification, more energy storage options may be needed for backup power. Businesses and organizations are looking for alternatives and diverse sources of energy to large scale backup power plants and diesel generation.
- Educating residential and business customers about SDCP's rates and services offered, in addition to the benefits of transitioning to renewable energy, should be prioritized. There's a need for correct and clear information to be provided to overcome misinformation and misleading facts.

## General Public

- With increasing electricity costs, reducing electric bills is a high priority for community members.
- Residents are interested in ways to transition to 100% renewable energy. SDCP should invest in programs that help communities access clean, renewable, and affordable energy, especially low-income communities. The community noted the importance of converting from [natural] gas to electric and expressed interest in heat pump technology and electric appliances such as [induction] stovetops, especially for renters and the need for financial assistance.
- The community is concerned about health impacts (e.g., increased asthma rates and allergies), rising temperatures due to worsening air pollution, less rainfall, and increased heat related events. The need for cooling (air conditioning) and the importance of weatherization programs were noted.
- Infrastructure additions, adding rooftop solar to complexes and homes, expanding electric vehicle charging stations (especially at apartments), and adding battery energy storage needs to be supported for renters as well as homeowners. Energy efficiency upgrades should be expanded for renters.
- In addition to offering SDCP-specific energy rebates and bill reduction programs, partnerships with existing discount programs should be considered, such as OhmConnect and Solar on Multifamily Affordable Housing (SOMAH), to help residents with utility bills.

- The community also noted the importance of increasing access to electric vehicles for low-income residents, access to electric bikes (e-bikes), and creating transportation hubs to decrease traffic speed and increase road safety.

# Appendix A

## Local Businesses Input

### General Questions and Comments

- Could you explain what the options are with renewable energy battery storage systems?
- For a business that might be on the fence about opting into Power100, what are the talking points you might use to help the business understand that it is beneficial?
- What plans are there to invest in nuclear power using uranium or thorium, so you can provide less expensive and more reliable power?

### What are some of the challenges your business is facing?

- Lower enrollment compared to pre-Covid-19 enrollment numbers
- Outrageous electric bills
- Achieving sustainability goals, reducing air emissions, and cleaner energy
- Getting correct and clear information, not “misleading” facts about SDCP
- Safety
- High energy costs
- Deciding between different options to best meet our corporate sustainability goals
- Energy costs are rising very quickly
- The electrical union is always looking for people for apprenticeship programs and getting journeymen electricians. Educating and reaching out to the community about electrician vocational careers, especially to students in the County of San Diego’s Communities of Concern.

### What are local businesses discussing around energy and electricity?

- High cost and alternative sources of energy
- More dialogue about getting the chambers involved
- What can we do to reduce electricity costs and upgrade the efficiency of our current equipment?
- Are heat pump water heaters considered another form of energy storage?
- Adding a white coat sealant on the roof to reflect off some of the heat to make systems work better, adding two more air conditioning units, and replacing light switches to try to reduce the energy bill
- The cost of living in San Diego County is the highest in the nation. Residents want lower energy costs. How can SDCP help with that?

### What are the energy concerns that local businesses in the San Diego region are facing?

- The drastic increase in costs seems to be the biggest concern

- High costs
- Is enough power being produced for everyone to enroll and still get the amount they need?

### How are you seeing your businesses' energy needs evolve in the future? How do you see future legislation or regulation impacting your business?

- Climate change affects the need for heating and cooling due to shifts in weather.
- Electrification of building requirements
- With the potential for more electric vehicles, adding charging stations will be important to bring in customers and support employees.
- More appliances and more air conditioning units are needed for tenants
- Replacing appliances with appliances that are energy efficient; added solar systems but still working on the energy storage capabilities

### How is climate change impacting your business?

- Infrastructure is beginning to fail for coastal businesses due to flooding, sinkholes, and disrupted roads to and from businesses.
- Removing valuable resources
- Now installing air conditioning units at beach properties as more people are concerned about making sure they can control their environments
- The local, state, and federal governments have guidelines and goals for decarbonization and moving to electrification. Electrification is not the whole answer; there are alternative energy sources such as hydrogen. However, with electrification comes upgrades to the electric grid and increased partnerships with solar and wind power.

### What kinds of power customer programs could help your business? How can SDCP help you?

- Save on costs
- Anything to reduce electric bills
- Solar power and battery storage
- Learning more about the benefits of Power100
- Grants for upgrading infrastructure and equipment
- Reliable maintenance if issues arise with equipment
- Can battery storage be used to store energy during off-peak time and run equipment during peak times?



## Appendix B

### Key Stakeholders Input

#### What are some of the challenges your business or organization is facing?

- The cost of energy and the volatility of that cost in the USA and Europe
- The erosion of success in creating green spaces
- There are challenges from every business area such as overhead costs, staffing, and supplies. For every dollar that businesses can save on energy, it goes back into the community.
- Reducing energy costs and greenhouse gas emissions
- Hoping that SDCP can offer rebates and discounts that are like SDG&E
- A rise in Covid-19 cases
- Working around construction and infrastructure projects, particularly with the cost of capital
- We are extremely sensitive to electricity costs. Proud customer of SDCP's Power100 program.
- Being active in decarbonization efforts
- Getting creative with grant funding opportunities
- The public is becoming more interested in how energy works. The dispersal of energy information and where energy comes from will become vital as SDCP continues to provide services.
- We are looking at becoming a Power100 customer. There is a balance between staying profitable as an organization while also being aware of the external pressures to reduce gas emissions.
- Making upgrades to facility infrastructure
- How can SDCP partner with large organizations and companies in their efforts to reduce their carbon footprint? Being a local agency is a benefit to connecting with the community and helping local companies meet their sustainability goals.

#### What tools are needed to support your efforts in creating clean energy and decarbonization goals for your organization?

- Educating company executives that clean energy should be a high priority
- Clear understanding of SDCP's rates in comparison to SDG&E's rates; SDCP can provide healthy competition to SDG&E.
- Explaining the benefits of investing in renewable energy to a company's bottom line

#### How are you seeing your businesses or organization's energy needs evolve in the future?

- A few other Community Choice Aggregations are working on battery storage programs: <https://cal-cca.org/cca-programs/#toggle-id-10>

- As more facilities are electrified and electric vehicles become more common, reliance on the electric grid intensifies. These changes create a need for backup generators. It opens the door for looking into energy storage and long-lasting batteries.
- Many people do not want to hear that adding too much electricity to the system could lead to more problems someplace else.
- Under Navy regulations, there is an emphasis on emergency preparedness, resulting in a large diesel generator at the San Diego Port. Interested in alternative solutions to a diesel generator and would like to diversify its sources of energy.
- Creating large-scale plants for backup power

### How is climate change impacting your business or organization?

- The San Diego International Airport has a resiliency plan that looks at heat and sea level rises, but it also looks at airplanes' effects on climate change. It is an idea called flight shaming. A Good Traveler program has been implemented that helps passengers consider the impacts of climate change and offset their carbon footprint.
- Due to the pandemic, many employees are still working at home, which decreases the cost of buildings and their operations.
- The health of people is inherently tied to the health of the environment. Pollution, mosquitos, food supply shortages, etc. all have a ripple effect on the health of the population.

### What kinds of power customer programs could help your business or organization?

- Funding infrastructure projects that reduce energy usage
- Prioritizing clean construction projects
- Educating customers on the benefits and structure of SDCP's services
- Moving to electric-only is a time-consuming and costly process. Programs that help companies convert their infrastructure to electric or take advantage of discounts and rebates as part of this journey.

# Appendix C

## General Public Input

### General Questions and Comments

- Please describe the structure of SDCP in more detail. Particularly, who is the customer paying – SDCP or SDG&E?
- Can SDCP explain more about the projected \$10 million reinvestment back into the community? What is the breakdown of sources between SDCP revenue, grants, and state or federal funding that makes up the \$10 million?
- Is SDCP well situated to compete for state and federal funding compared to other utility companies?
- What is the difference between the services SDCP offers now and the CPP?
- Are there going to be opportunities for customers to take advantage of programs that reduce electricity bill costs, such as OhmConnect, through SDCP?
- Is SDCP able to share how many have signed up for Power100 so far?

### What is your community working on right now?

- As an advocate in National City, residents in affordable housing want to participate in the Solar on Multifamily Affordable Housing (SOMAH) program and get solar on these housing complexes.
- Awareness of increases in utility bills, solar affordability, and accessing electric vehicles for low-income residents
- Creating transportation hubs to encourage slow-speed streets and bike safety
- Transition to 100% clean energy by 2035 in our city
- Converting from gas to electric

### How can SDCP help you and your community?

- Reduce costs of electricity
- Invest in clean energy jobs and businesses
- Prioritize community-based organization informed programs for under-resourced communities
- Help secure city, regional, and state funding
- Financial support for putting in electric vehicle charging stations for renters
- Easier access to e-bikes
- Provide competition to SDG&E to reduce costs
- Invest in programs that help low-income communities access clean, renewable, and affordable energy

- Keeping rooftop solar beneficial to households (single family)

### What issues do you face when it comes to electricity and energy at your house?

- Keeping it cool amidst rising utility costs
- Trying to conserve energy due to high prices
- Unpredictable costs in the future with SDG&E rates
- There are limited efficiency upgrades or options when renting a home.
- The need to keep the air conditioning on during hot days
- Energy rates are continuing to increase while many residents are on fixed incomes
- Want the cleanest energy possible for an affordable price
- Renters struggle with staying warm in the winter without good heating and staying cool in the summer without air conditioning.

### What programs do you use to reduce your electricity use or your electric bill?

- OhmConnect – a program to reduce energy when it is most expensive and start saving on electricity bills
- Using cooling strategies such as closing the windows and shades or blinds to keep the stifling air and sunlight out during hot days
- Turning off the lights when not in the room
- Putting solar on the rooftop
- Energy discount programs from SDG&E

### What types of energy and climate solutions would you be most interested in?

*For example, 1) Electric vehicles and charging; 2) More efficient appliances (like air conditioners/heaters and refrigerators); 3) Solar panels; 4) Batteries (aka energy storage); 5) All-electric appliances (like electric induction stoves and heat pumps); 6) Improved comfort through insulation, efficient windows, or other weatherization; 7) More efficient lights (like switching to LED bulbs); and 8) Smart, internet-connected thermostats.*

- All the above examples
- Rooftop solar and heat pumps
- Solar and zero electric vehicles
- All-electric appliances
- Storage of batteries
- Batteries and more energy-efficient appliances
- Solar and battery storage in municipal-owned facilities to serve as a resilience hub and/or cooling centers
- Adding electric vehicle charging stations at apartment buildings

- Helping to pay for electric appliances such as stovetops, especially for renters
- Energy-efficient heat pumps
- Weatherization programs for buildings, electric vehicle charging, and battery storage
- Battery storage by utility services
- Financial assistance to support electrifying homes

### How is climate change affecting you?

- Hotter days mean worse air pollution, which triggers allergies.
- Water conservation
- Drought
- Getting so hot that the air conditioning must be on 24/7
- Concerned how the rising heat will impact children, plants, and animals
- Concerned about wildfires and drought
- It is getting hotter and drier with less rainfall. More water use is needed for landscaping.
- Residents in National City are suffering from poor air quality resulting in extremely high rates of asthma.
- Habitability of certain areas moving forward will decrease.

### What interests you about clean energy or green energy?

- Clean energy will help ensure a future for me and my community.
- How can our cities rapidly transition to 100% clean energy?
- Survival for future generations
- Achieving 100% clean energy
- Leaving a healthier planet for our children and future generations
- Reduce household greenhouse gas emissions
- Energy usage to be at least mostly clean
- Creating electric grid resiliency
- How can we promote localized, community-based energy programs?
- It is an environmental justice issue. A healthy, clean, and sustainable environment is a human right, not just for affluent communities.
- How can we pull from multiple sources and use energy storage to achieve 100% clean energy?
- Will new clean energy jobs pay livable wages?
- Integrating 100% clean energy for low-income and government housing for free

- Need to avoid ruining our habitat

# Appendix E

## Unincorporated Communities Pop-Up Engagement Summary

# **San Diego Community Power Plan**

## **Phase 1: Listening**

### **Unincorporated Communities Pop-Up Engagement Summary**

September 15, 2022

**Prepared for**

San Diego Community Power

**Prepared by**

Kearns & West



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## Appendix

- A – Borrego Springs Input
- B – Dulzura Input
- C – Julian Input
- D – Lakeside Input
- E – Ramona Input
- F – Valley Center Input

## 1. Overview

San Diego Community Power (SDCP) is developing a Community Power Plan (CPP) that will provide a decision-making framework to guide its strategy and development of local programs. Based on findings from a community needs assessment, the CPP will guide investments in developing local renewable generation, demand reduction, storage, and other distributed energy resources in SDCP's service territory.

The first phase of community engagement for the CPP focused on listening and information gathering about community priorities and needs around energy-related issues across different communities to inform the development of the community survey and CPP, including the community needs assessment. SDCP conducted six pop-up engagements throughout unincorporated San Diego County between July and August 2022 to get the word out about SDCP and hear from a range of community members who have not yet been enrolled in SDCP's service.

This summary documents the pop-up engagement objectives, when and where the pop-up engagements occurred, format, and input themes. Input from each pop-up engagement can be found in the appendices.

## 2. Objectives

The specific objectives for conducting pop-up engagement in unincorporated San Diego County during Phase 1: Listening were to:

- Begin to build relationships and communication channels with communities in the unincorporated areas, including learning about their goals, priorities, and needs
- Introduce SDCP and its 2023 rollout
- Solicit input for the development of the community needs assessment and CPP
- Target engagement of Communities of Concern<sup>1</sup> and seek engagement across the unincorporated areas, recognizing that goals, priorities, and needs may vary geographically

## 3. When and Where

For the purposes of pop-up engagement, unincorporated San Diego County was organized into four sub-areas as displayed in Figure 1: North, Central, South, and Desert. At least one pop-up engagement was planned in each sub-area for geographic representation. Most pop-up engagements took place at County libraries on busy days recommended by library staff or during food distribution events to target individuals from Communities of Concern. Table 1 includes the pop-up engagement locations by sub-area, dates and times, event information, estimated engagement number, and if a bilingual outreach team was present.

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<sup>1</sup> Defined as the top 25% scoring areas from CalEnviroScreen, known as Disadvantaged Communities (DACs), as well as the additional census tracts identified by the Cities of [San Diego](#) and [Chula Vista](#) through their Climate Equity Index (CEI) reports. Specifically, the City of San Diego identified these census tracts as areas with very low, low, and moderate access to opportunity, whereas the City of Chula Vista defined them as the top 25% scoring areas within its own analysis. If other member agencies were to identify additional census tracts as the cities of San Diego and Chula Vista have done, SDCP would recognize those designations under the umbrella of Communities of Concern.

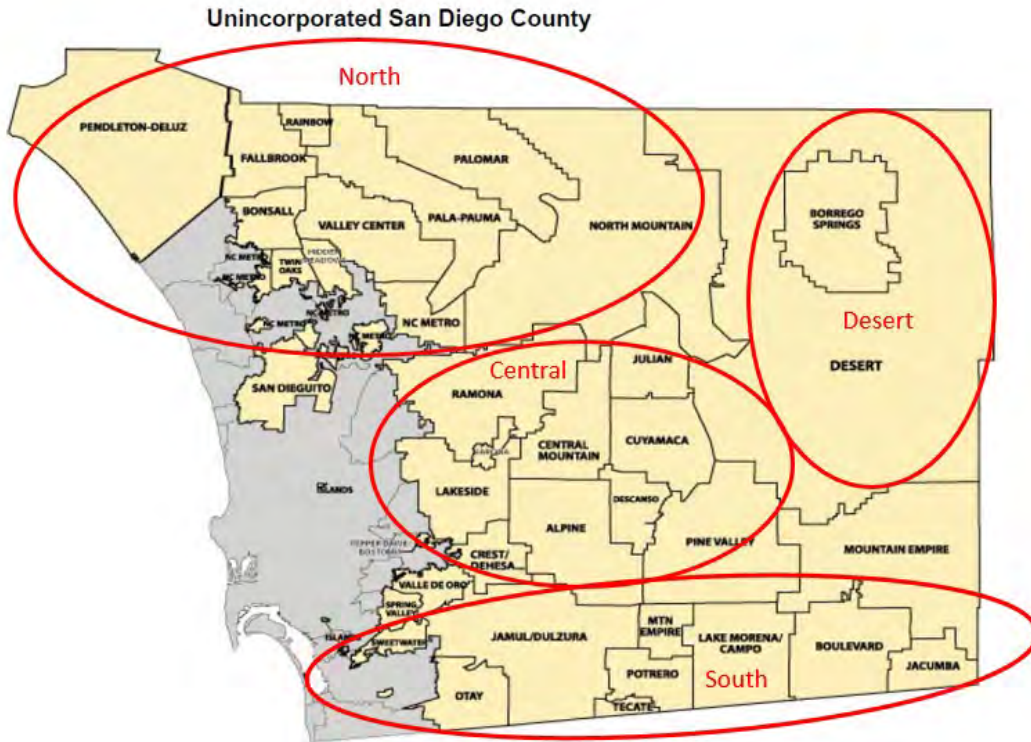


Figure 1: Pop-Up Engagement Sub-Areas

Table 1: Pop-Up Engagement Details

Sub-Area	Location	Date/Time	Event	Estimated Engagement Number	Bilingual Outreach Team
Desert	<b>Borrego Springs Library</b> 2580 Country Club Rd. Borrego Springs, CA 92004	Tuesday, August 2, 2022 12:00-5:00 p.m.	General Tabling and Presentation	10 members of the public	Yes
South	<b>Dulzura Mini Market/Post Office</b> 17023 Highway 94 Dulzura, CA 91917	Saturday, July 23, 2022 12:00-3:00 p.m.	General Tabling	15 members of the public	Yes
Central	<b>Julian Library</b> 1850 Highway 78 Julian, CA 92036	Wednesday, July 27, 2022 9:00-11:00 a.m.	Tabling during Food Distribution	20 members of the public	Yes
Central	<b>Lakeside Library</b> 9839 Vine St. Lakeside, CA 92040	Thursday, July 21, 2022 1:00-4:00 p.m.	General Tabling	25 members of the public	Yes

Central	<b>Ramona Library</b> 1275 Main St. Ramona, CA 92065	Tuesday, July 26, 2022 2:00-5:00 p.m.	Tabling during Food Distribution	25 members of the public	No
North	<b>Valley Center Library</b> 29200 Cole Grade Rd. Valley Center, CA 92082	Wednesday, August 3, 2022 12:00-3:00 p.m.	Tabling during Food Distribution	5 members of the public	Yes

## 4. Format

Each pop-up engagement had the same format. An outreach team set up flipcharts with discussion questions and a table with information about SDCP and giveaways. Team members recorded input from community members on the flipcharts. A form was also made available if community members preferred to write their answers to the discussion questions.

The following questions were asked during the pop-up engagements:

- What is your community working on right now?
- When it comes to electricity and power at your house, what issues do you face?
- What kinds of customer energy programs could help you and your community?

## 5. Input

The following sections summarize the major input themes from each of the pop-up engagements, with all input documented in the appendices (Appendix A: Borrego Springs, Appendix B: Dulzura, Appendix C: Julian, Appendix D: Lakeside, Appendix E: Ramona, Appendix F: Valley Center).

### Borrego Springs

- It is very hot in Borrego Springs during the summer months leading residents to flee the area. Fulltime residents may be faced with health risks if they do not keep their air conditioners on, resulting in very high energy bills due to increased energy use and summer rates. People want SDCP to support switching to efficient air conditioning appliances like mini-split heat pumps.
- Many residents cannot afford increased bills. Education about how energy use affects bills would be helpful.
- Residents want to see programs that support lower energy bills (e.g., summer energy bill rebates, smart thermostats, energy efficient appliances, affordable solar).
- Power outages are a frequent issue, causing residents to be without power for hours at a time. People expressed interest in rebates for backup generators and solar batteries, as well as going off-grid entirely.

### Dulzura

- Dulzura is on a well water system and there are concerns over limited water availability with population growth and new development.

- The main issues that people face are high energy costs, wildfire threat, and power outages that can last for days when a wildfire is in the vicinity.
- Residents are interested in solar assistance programs. There are concerns about the right available options, interconnection, and solar for apartments.
- People expressed interest in electric vehicles and charging stations. There is specific interest in larger electric vehicles and electric vehicles that have extended range and increased towing capacity.

## Julian

- Power outages can last for days when a wildfire is close by, affecting residents' access to services, some of which are already limited due to Julian being a small town (e.g., losing food in freezers, access to well water, gas stations closing, ATMs not functioning).
- Barriers for accessing solar include the high price of solar installation, not having a suitable property due to too much shade, living in a mobile home, and being a renter.
- Residents noted that they are seeing many problems and scams related to solar and want a trusted source for solar installers.
- Residents are interested in assistance programs for backup generators, battery storage, electric vehicles and charging stations, and solar.
- Residents also noted the need for improved public transportation service.

## Lakeside

- The main issues people face relate to high and unstable energy bills. Low-income residents aren't able to afford their monthly bills.
- There are concerns associated with electric vehicles (e.g., electric vehicles not having enough range, high replacement battery costs, and lack of charging stations).
- Housing costs are high and renters are not able to access solar or take advantage of energy savings programs.
- Residents are interested in programs that provide energy discounts, incentivize solar, energy efficient appliances, access to electric vehicle adoption, and recycling/composting.
- Lower housing and public transit costs were also identified as interests.

## Ramona

- Many residents face high energy bills and rate increases, especially during the summer months. Air conditioning is necessary, but some are forced by financial constraints to not use their air conditioners and suffer in the heat to limit their energy bills.
- Power outages are an issue. Some people are interested in additional support being provided during blackouts/brownouts (e.g., medical aid).
- People expressed interest in programs for low-income residents that provide bill discounts and incentivize energy efficient appliances, as well as programs aimed at saving energy during the summer.

- Residents are interested in incentivizing solar for homeowners and renters.

## Valley Center

*Please note that engagement was very low at the Valley Center event and therefore the input does not reflect a range of community perspectives.*

- The Valley Center community is working on water access and resiliency efforts for drought.
- Residents face issues with solar panels and not having access to solar on mobile homes.
- One person was interested in direct solar installation from SDCP instead of having to go through solar companies.

# Appendix A

## Borrego Springs Input

### What is your community working on?

- Being off the grid completely
- Residents and businesses leave in the summer because rates are so high; it is cheaper to rent a place elsewhere.
- Helping the food banks with donations

### When it comes to electricity and power at your house, what issues do you face?

- High power bill and increasing costs
- Costs of bills
- Hot and have to keep the air conditioning running, resulting in \$1,000 monthly bills
- Too expensive
- Don't know when electricity is more expensive during the day (Time-of-Use rates)
- Power outages
- Solar for renters
- Costs

### What kinds of customer energy programs could help you and your community?

- Backup generator rebate programs
- Solar programs that are affordable
- If I knew more about programs, I would apply.
- Smart thermostat programs
- Energy saving programs/education
- Backup power for cool zones (e.g., library) during planned outages
- Solar battery rebate programs

### Presentation Input

- SDCP should offer programs specifically to help subsidize summer energy costs for fulltime Borrego Springs residents. Air conditioning is lifesaving, and many cannot afford to turn it off during summer for health reasons. Some will turn off their air conditioning to save power but it's a huge health risk because of the heat (e.g., strokes).
- Rebates could go a long way in helping residents (only about 1,500 people who live in Borrego Springs full-time).
- SDCP could help support people switching to more efficient air conditioning units such as mini splits.

- Some people are willing to pay for energy costs, but Borrego Springs residents might not be able to take on additional cost increases.
- Energy bills are not clear; concern for people who cannot afford electricity – with inflation, gas prices, etc., people are having trouble paying for food. Want to make sure that bills do not rise above what people are already paying.
- Suggested doing more outreach in the fall to connect with more people (many people leave during the summer) – “Borrego Days” hosted by the Chamber of Commerce (October 22<sup>nd</sup> and 23<sup>rd</sup> this year) is a huge event that brings in a lot of people from the backcountry.
- Interested in if SDCP would support Borrego Springs getting off the grid entirely (referenced a community in Julian that is complete off the grid)
- There are a lot of power outages – sometimes there are up to 4-hour or longer delays for the power to turn back on since SDG&E does not have someone stationed in Borrego Springs (transmission issue, not generation). It would be helpful for residents to have backup home batteries for outage events.
- Resiliency is connected to heat and impacts to health.
- SDG&E did offer a program for people to purchase home generators, but the cost was not affordable.
- Suggestion for SDCP to present to the Infrastructure Committee in the fall

### Additional Notes

- None



## Appendix B

### Dulzura Input

#### What is your community working on?

- Fire readiness and informational programs where people assess residential properties and offer grant funding
- People living the best they can while dealing with rising prices (“Bidenomics”)
- Shaping the cowboy culture of the Old West
- Leaving food donations at the post office
- Dulzura is on a well and there is only so much available water before there is a need to go deeper.
- With population growth, natural resources such as water are limited.
- Concern that the new Border Patrol Station will be taking all the water
- Population growth is an issue.

#### When it comes to electricity and power at your house, what issues do you face?

- Purchased solar and having trouble hooking it up
- Don't like SDG&E's agenda
- Whether or not to hook-up the jacuzzi
- Concern about which solar option to go with
- Cost is way too high
- Cost of power is up
- Brownouts/blackouts
- Accessing solar on apartments
- Comfort while sleeping (need air conditioning during summer)
- Live in an RV, but will pass along SDCP's information to tenants
- High price of electricity
- Another person who owns solar
- Blackouts that could last for days every time there is a fire in close vicinity

#### What kinds of customer energy programs could help you and your community?

- Assistance getting solar – specifically interested in receiving clean energy
- Feed-In Tariff program
- Extended range for electric vehicles
- Large electric vehicles

- Towing capacity of electric vehicles
- More charging stations
- We are far behind in requiring solar on new buildings.
- Excited that they won't be relying on SDG&E
- General interest in the types of renewable energy SDCP is using
- Opted out of SDCP

### **Additional Notes**

- Encountered many homeowners with solar panels (5+)
- Post office patrons were easier to engage than people who showed up to the market for lunch.

## Appendix C

### Julian Input

#### What is your community working on?

- More bike trails
- County took over Jess Martin Park
- Volunteer who helps feed veterans and offers repairs to their homes
- Julian and Borrego Springs recently received a Dark Sky Place designation – the initiative supports maintaining a dark sky by limiting lighting and encouraging programs to reduce energy so that people can enjoy the stars and the initiative supports wildlife
- Julian Natural Wonderfest on August 20<sup>th</sup> – astronomy/educational event with a lot of environmental organizations represented
- Recent designation of Volcan Preserve

#### When it comes to electricity and power at your house, what issues do you face?

- Power outages
- Lost freezer during brownout
- Wanted solar but has too much shade on their property
- Power outages lead to not being able to access water from wells, medical issues, inability to feed animals, gas stations closing, and ATMs not working – very unsettling issues
- Investment in generators
- Power outages
- SDG&E will turn off power for days in a heartbeat with concerns of fire
- Crop season looks two months ahead, blooming sooner and then drying up
- Choosing to move and scale down house to get solar
- High costs and not being able to access solar as renters
- Received a free SDG&E generator, which offers peace of mind for animals, food, etc. – although have heard other people in Julian say they don't qualify for the free generator
- Rely heavily on air conditioning during the summer months

#### What kinds of customer energy programs could help you and your community?

- Limited by only one gas station
- When electricity goes out, gas stations and ATMs close.
- Would like a generator
- Switch to 100% LED bulbs
- Backup battery

- Mobile homes can't access solar
- Better bus service
- Replace solar panels that have reached their lifeline
- Battery storage to reduce energy
- Ability to be off the grid during peak hours to save money
- Fee reduction
- Solar programs for renters
- Electric vehicle charging stations
- Solar companies you can trust – people are facing too many problems and scams.
- Proudly off the grid (Cuyamaca Woods is not connected to SDG&E)
- Buying a house and can't afford solar
- As an uneducated senior, paying bills on public assistance is very difficult.
- Wish they could afford an electric vehicle
- Invest in sand batteries

### Additional Notes

- Residents were friendly, talkative, and easy to engage with and outreach team was well received by library staff.

## Appendix D

### Lakeside Input

#### What is your community working on?

- Electronics recycling at Albertsons
- Supporting the homeless by personally giving food away
- Upgrades to lake
- Electric car stations at Lakeside Library
- New zero-emission Lakeside Library
- A lot of people have invested in solar in Lakeside.

#### When it comes to electricity and power at your house, what issues do you face?

- High bills
- How much they will owe now that their household is on solar
- There isn't always power available while camping.
- Financial support
- We don't want to pay more on our bill.
- Electric vehicles don't have enough range.
- Electric vehicle cost for battery replacement is not sustainable.
- Not enough electric vehicle charging stations
- Inefficient and wasteful (referencing solar/clean energy)
- Being a renter is a barrier to solar.
- Low-income resident can't afford their monthly bill.
- Renter can't take advantage of energy savings programs because property owner isn't interested
- Net energy metering – tax on solar
- Cost – they have their energy on all the time
- Excessive energy use for cooling and medical needs

#### What kinds of customer energy programs could help you and your community?

- They saved for a long time to purchase solar infrastructure and took advantage of tax savings.
- Afraid of roof issues connected to solar
- Putting up windmills and solar panels
- We have solar and have no complaints – it's a major cost savings.

- Composting
- Incentive to replace water heater
- Not enough incentives for solar
- Planting trees
- Rebates on electric vehicles
- Bringing portable solar panel batteries while out
- Maintaining low-income discounts with SDCP's service
- Financial support and distribution of solar panels
- Can't get through to the support programs that they qualify for
- More efficient energy appliances
- Community grants for access to electric vehicles
- Ways to recycle that are more ecological
- Getting surcharge for electric vehicle registration
- Lowering rent
- Investing in home solar power
- Solar for low-income individuals
- Public transit should be more affordable
- Caps on rent
- Expansion on community engagement/town hall for ideas

### Additional Notes

- At least 6-8 homeowners that we spoke to have solar.
- Staff members at the library received the outreach team very well.

# Appendix E

## Ramona Input

### What is your community working on?

- I don't know.
- Building more homes and stores
- Proposal for a skate park
- Schools providing meals
- Library is the hub of the town, a lot of resource groups come here to table
- Celebrating National Night Out soon with a safety/police focus
- PATH is providing resources for those who are unsheltered and families in need
- Senior Center and Boys & Girls Clubs provide community activities and support

### When it comes to electricity and power at your house, what issues do you face?

- Tries to keep energy off as much as possible
- Bills decreased from \$250 to \$45 in one month since they hardly keep the energy on (i.e., they are financially forced not to)
- Has no money to pay the energy bill
- High price
- Cost
- The need for air conditioning and heat, but it is too expensive
- Not happy about rate hikes
- They have solar, but even with a tenant, the cost is too high.
- On low-income program and not able to use electricity between 4:00-9:00 p.m. – their monthly bill was \$433
- The price
- The bills are going up, especially during this heat. In years past, they could pay their bill, but now they choose to endure and suffer by not using electricity/air conditioning.
- Charging stations for electricity
- High electric bill – they are 83 years old and keep their air conditioning off until they can't handle it to save money.
- Has solar and updated air conditioning to connect with solar
- Medical dependency; power outage concerns
- With all electric appliances, the bill is too high. With a 9-5 job, you come home at peak hours and using electricity can't be avoided.
- It's pricey, especially during summer and winter and with tenants driving up the prices.

- As a landlord, there may be limited space for installing solar.

### What kinds of customer energy programs could help you and your community?

- Summer programs that support energy savings
- Medical aid during power outages
- Economic support
- Information on how to save energy – targeting the Latino community
- Would like to see SDG&E go out of business
- Solar and wind energy
- Level Pay Program roll-over
- Programs that are severely discounted and handle back payments
- Energy efficient appliances – recommendations of brands on heaters and portable air conditioning units
- Programs for low-income residents
- Landlords incentivized to install solar
- Upgrade with energy efficient appliances
- Financial support for solar
- LED flood lights
- Free solar
- Support during brownouts/blackouts
- Want to feel the difference in price
- No change to SDG&E CARE Program, even though it was \$433 last month
- Access to solar panels for renters
- Financial support for solar
- More credible solar companies – company messed up their roof and isn't taking responsibility
- Homeowner would like solar
- Wants clean energy as long as all of the other pieces are thought through
- As long as SDCP doesn't affect the bill
- Protection from SDG&E surcharges/unknowns
- Would like landlord to invest in solar as a renter

### Additional Notes

- Overall great outreach event – outreach during food distributions allowed for even more engagement.
- A couple of people mentioned that they are locked out of their electricity during peak hours.



- Librarian who also played the role as the food pantry host introduced incoming people to the outreach team as their community partner.

## Appendix F

### Valley Center Input

#### What is your community working on?

- Water access and resiliency efforts for drought

#### When it comes to electricity and power at your house, what issues do you face?

- Mobile/manufactured home, can't add solar
- Solar
- Solar panel issues

#### What kinds of customer energy programs could help you and your community?

- For SDCP to provide solar directly, provide direct installation from SDCP to avoid having to work with solar companies

#### Additional Notes

- None

# Appendix F

## Community Needs Survey Instrument



## Community Needs Survey

### Welcome!

This survey is only opened to residents and businesses in the San Diego, CA region. This survey will take 5-10 minutes to complete and is available in English, Spanish and Filipino. Change your language preferences in the upper right-hand corner of the survey.

Esta encuesta es solo para residentes y negocios en la región de San Diego, CA. Esta encuesta le tomará entre 5 y 10 minutos para completar y está disponible en Español, Inglés, y Filipino. Cambie sus preferencias de idioma en la esquina superior derecha de la encuesta.

Ang survey na ito ay para lamang sa mga residente at negosyo sa rehiyon ng San Diego, CA. Ang pagsagot sa pagsusuring ito ay tatagal ng 5-10 minuto at maaaring masagutan gamit ang mga leguaheng Filipino, Ingles, at Espanyol. Maaaring baguhin ang iyong napiling lenguahe sa kanang sulok sa itaas.

**\* Are you a residential or business customer?**

- Residential (I receive an energy bill for my home)
- Business (I receive an energy bill for my work)

**\* Do you know if you are currently a San Diego Community Power (SDCP) customer?**

- Yes, I am a SDCP customer
- No, I am not a SDCP customer
- Not sure



## Community Needs Survey

### Residential Customers

**So that we can understand our communities a bit more, please tell us a little bit about yourself. Please answer the following questions as a residential customer.**

**We want to note that all information submitted is strictly confidential and anonymous and will only be used to confirm that we have received a representative sample from our communities.**

**SDCP will not sell this information or use it for any marketing purposes.**

**\* What is your home ZIP code?**

**\* Do you rent or own your home?**

- Rent
- Own
- Prefer not to answer

**\* What best describes your housing?**

- Single family home (*e.g., house*)
- Multi family home (*e.g., duplex, apartment, condo*)
- Manufactured home (*e.g., mobile home, trailer*)
- Other (please specify)

**\* What is your age?**

- Under 18 years
- 18-34 years
- 35-44 years
- 45-54 years
- 55-64 years
- 65+ years
- I prefer not to answer

**\* What is your race or ethnicity?** *Select all that apply.*

- American Indian or Alaskan Native
- Asian or Asian Indian
- Black or African American
- Hispanic/Latinx
- Middle Eastern or North African
- Native Hawaiian or Other Pacific Islander
- White
- I prefer not to answer
- Other (please specify)

**\* What is your annual household income?**

- Less than \$10,000
- \$10,000 to \$14,999
- \$15,000 to \$24,999
- \$25,000 to \$34,999
- \$35,000 to \$49,999
- \$50,000 to \$74,999
- \$75,000 to \$99,999
- \$100,000 to \$149,999
- \$150,000 to \$199,999
- \$200,000 or more
- I prefer not to answer



## Community Needs Survey



















### Understanding Community Needs, Challenges, and Opportunities

**We want to understand about the needs, challenges, and opportunities you and your community are facing.**























**\* What are the major challenges or issues you are facing in your community? Select all that apply.**

- Paying for essentials like food and gas
- Finding housing that is affordable
- Wildfires
- Air pollution
- Health problems and diseases
- Too much traffic
- New construction and development
- Not enough trees, shade or natural areas and open spaces
- Other (please specify)

**\* What energy issues are most important to you?** *Re-order from most important [top] to least important [bottom] by dragging and dropping or by selecting a number.*

-   Creating good, well-paying jobs in the energy sector
-   Reducing my energy bill
-   Getting rewarded to adjust when I use energy
-   Addressing climate change by reducing greenhouse gas emissions
-   Breathing cleaner air in my home (*e.g., by replacing air polluting appliances*)
-   Reducing air pollution in my community
-   Creating opportunities to participate in the clean energy transition for low-income households or Communities of Concern (*i.e., historically underserved, underinvested and excluded communities*)
-   Building more local energy generating systems (like solar panels) on rooftops instead of large systems in remote areas
-   Keeping the power on at my home (*e.g. preventing power outages*)

**\* What types of solutions to energy issues do you most want to see in your community?** *Re-order from most important [top] to least important [bottom] by dragging and dropping or by selecting a number.*

-   Improving indoor air quality by making buildings all-electric
-   Improving outdoor air quality by increasing the number of electric cars, trucks and buses
-   Building more large-scale renewable energy generating systems in the San Diego region
-   Installing renewable energy generating systems on rooftops or parking lots
-   More efficient buildings that use less energy to reduce energy bills
-   More comfortable buildings (*e.g., improvements to keep buildings cool or warm*)
-   Access to & training for well-paying jobs in the clean energy sector
-   Helping low-income families pay or reduce their energy bills
-   Access to technical experts to give you advice on energy saving projects
-   Backup power during outages
-   Better awareness & control of when to use energy to save cost and reduce emissions



**\* Have you made any of the following energy improvements to your home? Select all that apply.**

- Installed electric vehicle charging stations
- Purchased more efficient appliances (*e.g., air conditioner, water heater, refrigerator, etc.*)
- Switched from natural gas to electric appliances/equipment (*e.g. electric heat pumps or water heaters, electric stoves, etc.*)
- Installed solar panels
- Installed battery storage
- Other (please specify)
- Improved insulation, windows or other weatherization
- Installed LED lights or other efficient lighting
- Installed a smart thermostat
- Completed an energy audit
- I have not made any energy improvements



## Community Needs Survey

### Understanding Your Program Needs

**We want to understand what programs, if any, you have participated in or are currently participating in.**

**\* Are you aware of any of the following types of local programs that may be available to you? Select all that apply.**

- Solar incentives to install solar panels on buildings
- Energy efficiency incentives like savings on lighting, appliances, and equipment
- Electric heat pump or water heater incentives to replace natural gas equipment with all electric
- Electric vehicle incentives & rebates
- Energy demand management, smart thermostat or time of use incentives to provide lower energy rates for energy used during off-peak hours
- Green rates or programs that allow customers who are unable to install solar panels to benefit from large scale clean energy via discounts
- Weatherization programs to provide direct installation of energy saving measures such as installation or efficient equipment in order to reduce bills
- Technical assistance to enable customers to take advantage of energy incentives or energy efficiency measures
- I am not aware of any local programs
- Other (please specify)

**\* Have you participated in any of the following types program types? *Select all that apply.***

- Solar incentives to install solar panels on buildings
- Energy efficiency incentives like discounts on lighting, appliances, and equipment
- Electric heat pump or water heater incentives to replace natural gas equipment with all electric
- Electric vehicle incentives & rebates
- Energy demand management, smart thermostat or time of use incentives to provide lower energy rates for energy used at specific times of day
- Green rates or programs that allow customers who are unable to install solar panels to benefit from large scale clean energy
- Weatherization programs to provide direct installation of energy saving measures such as installation or efficient equipment in order to reduce bills
- Technical assistance to help customers to take advantage of energy incentives or energy efficiency measures
- I have not participated in any type of program
- Other (please specify)

**\* Why would you not participate in any energy programs? *Select all that apply.***

- I am not aware of these programs
- The process for applying is too complicated
- Even with the programs, the technology is still too expensive
- I have not had time to research
- I'm ineligible to take advantage of a program
- The program ended or incentives ran out by the time I was ready to participate
- Other (please specify)

**\* Where do you get information about local programs?** *Select all that apply.*

- Website
- Social media
- Word of mouth (friends, neighbors, colleagues)
- Emails
- Advertisements (online, print, billboards, or radio)
- Utility bill inserts
- Newspaper stories
- From a community organization
- From my elected officials newsletters
- From my city or county
- Other (please specify)



Community Needs Survey

Final Thoughts

**Share with us any final thoughts that will help us “create an equitable and sustainable future for the San Diego region”**

**Over the next 5 years, what would be your vision for a clean energy community?**

**Is there anything else you would like SDCP to know in order to best serve you?**

**\* Would you like to enter for a chance to win a \$50 gift card?**

Yes

No



Community Needs Survey

Gift Card Drawing

**To enter for a chance to win a \$50 gift card, please enter your contact information.**

<b>Full Name</b>	<input type="text"/>
<b>Service Address</b>	<input type="text"/>
<b>Service Address 2</b>	<input type="text"/>
<b>City/Town</b>	<input type="text"/>
<b>State/Province</b>	-- select state -- <input type="button" value="v"/>
<b>ZIP/Postal Code</b>	<input type="text"/>
<b>Email Address</b>	<input type="text"/>
<b>Phone Number</b>	<input type="text"/>

*No purchase or payment of any kind is necessary to enter or win. A purchase or payment will not improve chances of winning.*

*By entering this drawing, you accept and agree to be bound by the Official Rules found at [SDCommunityPower.org/CP](http://SDCommunityPower.org/CP).*



## Community Needs Survey

### Business Customers

**So that we can understand our communities a bit more, please tell us a little bit about yourself. Please answer the following questions as a business customer.**

**We want to note that all information submitted is strictly confidential and anonymous and will only be used to confirm that we have received a representative sample from our communities.**

**SDCP will not sell this information or use it for any marketing purposes.**

**\* What is your business ZIP code?**

**\* Do you lease/rent or own your place of business?**

- Rent or lease
- Own
- Prefer not to answer
- Other (please specify)

**\* What best describes your business environment?**

**About how many employees work for you?**



## Community Needs Survey

### Understanding Our Businesses Needs, Challenges, and Opportunities



















**We want to understand the needs, challenges, and opportunities your business and community are facing.**

**\* What are the major challenges or issues you are facing in the community?** *Select all that apply.*





























- Increased cost of goods and services
- Wildfires
- Air pollution
- Cost of new construction and development
- Employee recruitment and retention
- Reliability of infrastructure
- Misinformation
- Safety
- Recovery from the pandemic
- Supply chain issues/disruptions
- Other (please specify)



**\* What energy issues are most important to your business?** *Re-order from most important [top] to least important [bottom] by dragging and dropping or by selecting a number.*

-   Creating good, well-paying jobs in the energy sector
-   Reducing my business energy cost (*e.g., demand charge reduction or energy efficiency improvements*)
-   Getting compensated for when my business uses energy (*e.g., load management*)
-   Addressing climate change by reducing greenhouse gas emissions
-   Breathing cleaner air in my building (*e.g., by replacing air polluting appliances*)
-   Reducing air pollution in my community
-   Creating opportunities to participate in the clean energy transition for low-income households or Communities of Concern (*i.e., historically underserved, underinvested and excluded communities*)
-   Building more local energy generating systems (like solar panels) on rooftops instead of large systems in remote areas
-   Keeping the power on at my business (*e.g. preventing or weathering power outages*)

**\* What types of solutions to energy issues would you most want to see in the community?** *Re-order from most important [top] to least important [bottom] by dragging and dropping or by selecting a number.*

-   Improving indoor air quality by making buildings all-electric
-   Improving outdoor air quality by increasing the number of electric cars, trucks and buses
-   Building more large-scale renewable energy generating systems in the San Diego region
-   Installing renewable energy generating systems on rooftops or parking lots
-   Improve energy efficiency in buildings to use less energy to reduce energy bills
-   More comfortable buildings (*e.g., improvements to keep buildings cool or warm*)
-   Access to a trained workforce in the clean energy sector
-   Helping low-income families pay or reduce their energy bills
-   Access to technical experts to get advice on energy saving projects
-   Backup power during outages
-   Better awareness & control of when to use energy to save cost and reduce emissions
-   Compensation for managing our energy use and demand
-   Support for electrification initiatives
-   Support for infrastructure upgrades and assistance with timely interconnection

**\* Have you made any of the following energy improvements to your business? Select all that apply.**

- Installed electric vehicle charging stations
- Upgraded to more efficient equipment/systems (*e.g., heating and ventilation, water heating, refrigeration, etc.*)
- Improved the operating efficiency of my equipment/systems (*e.g., tuning equipment, retrocommissioning*)
- Switched from natural gas to electric appliances/equipment (*e.g. electric heat pumps or water heaters, electric stoves, etc.*)
- Installed solar panels
- Installed battery storage
- Improved insulation, windows or other weatherization
- Upgraded to efficient lighting (*e.g., installed LED lights or other*)
- Installed or upgraded a building management system
- Completed an energy audit or retrofit
- I have not made any energy improvements
- Other (please specify)



## Community Needs Survey

### Understanding Your Business Program Needs

**We want to understand what programs, if any, you have participated in or are currently participating in.**

**\* Are you aware of any of the following types of local programs that may be available to you? Select all that apply.**

- Solar incentives to install solar panels on buildings
- Energy efficiency incentives like savings on lighting, appliances, and equipment
- Electric heat pump or water heater incentives to replace natural gas equipment with all electric
- Electric vehicle charging equipment incentives & rebates
- Energy demand management, demand response, or time of use incentives to provide lower energy rates for energy used during off-peak hours
- Green rates or programs that allow customers who are unable to install solar panels to receive renewable energy
- Weatherization programs to provide direct installation of energy saving measures such as installation or efficient equipment in order to reduce bills
- Technical assistance to enable customers to take advantage of energy incentives or energy efficiency measures
- Energy usage or demand management
- I am not aware of any local programs
- Other (please specify)

**\* Have you participated in any of the following types of programs? *Select all that apply.***

- Solar incentives to install solar panels on buildings
- Energy efficiency incentives like savings on lighting, appliances, and equipment
- Electric heat pump or water heater incentives to replace natural gas equipment with all electric
- Electric vehicle charging equipment incentives & rebates
- Energy demand management, demand response, or time of use incentives to provide lower energy rates for energy used during off-peak hours
- Green rates or programs that allow customers who are unable to install solar panels to receive renewable energy
- Weatherization programs to provide direct installation of energy saving measures such as installation or efficient equipment in order to reduce bills
- Technical assistance to enable customers to take advantage of energy incentives or energy efficiency measures
- Energy usage or demand management
- I have not participated in any type of program
- Other (please specify)

**Why would you not participate in any energy programs? *Select all that apply.***

- We are not aware of these programs
- The process for applying or participating is too complicated
- Even with the programs, the technology/initiative is still too expensive
- I have not had time to research
- I'm ineligible to take advantage of a program
- The program ended or incentives ran out by the time I was ready to participate
- Was not budgeted (*e.g., not in the capital improvement plan*)
- We do not have the resources or personnel to participate
- Other (please specify)

**\* Where do you get information about local programs? Select all that apply.**

- Website
- Social media
- Word of mouth
- Emails
- Advertisements (*e.g., online, print, billboards, or radio*)
- Utility bill inserts
- Newspaper stories
- From my utility representative (*i.e., Account Manager*)
- From a community organization
- From my business association (*i.e., chambers, business districts, etc.*)
- From my elected officials newsletters
- From my city or county
- Other (please specify)



Community Needs Survey

Final Thoughts

Share with us any final thoughts that will help us *“create an equitable and sustainable future for the San Diego region”*

Over the next 5 years, what would be your vision for a clean energy community?

Is there anything else you would like SDCP to know in order to best serve you?

\* Would you like to enter for a chance to win a \$50 gift card?

Yes

No



## Community Needs Survey

### Gift Card Drawing

**To enter for a chance to win a \$50 gift card, please enter your contact information.**

<b>Full Name</b>	<input type="text"/>
<b>Company</b>	<input type="text"/>
<b>Address</b>	<input type="text"/>
<b>Address 2</b>	<input type="text"/>
<b>City/Town</b>	<input type="text"/>
<b>State/Province</b>	<input type="text" value="-- select state --"/>
<b>ZIP/Postal Code</b>	<input type="text"/>
<b>Email Address</b>	<input type="text"/>
<b>Phone Number</b>	<input type="text"/>

*No purchase or payment of any kind is necessary to enter or win. A purchase or payment will not improve chances of winning.*

*By entering this drawing, you accept and agree to be bound by the Official Rules found at [SDCommunityPower.org/PPP](http://SDCommunityPower.org/PPP).*



# Appendix G

## Organizational Engagement Summary

## San Diego Community Power

Community Power Plan

Organizational Engagement Summary

September 26, 2022

This report takes into account the particular instructions and requirements of our client. It is not intended for and should not be relied upon by any third party and no responsibility is undertaken to any third party.

Job number 287473

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## 1. Overview

San Diego Community Power (SDCP) is developing a Community Power Plan (CPP) that will provide a decision-making framework to guide its strategy and development of local programs. Based on findings from a community needs assessment, the CPP will guide development of local programs available to customers in SDCP's service territory.

The first phase of community engagement for the CPP focused on listening and information gathering about community priorities and needs around energy-related issues across different communities to inform the development of the community needs survey and CPP, including the community needs assessment. The initial key findings of the community needs assessment are noted in other summaries provided by Kearns & West.

The organizational engagement focused on listening and information gathering from SDCP Board members, SDCP staff, and SDCP's Community Advisory Committee (CAC) about priorities and needs around energy-related issues across their represented communities. The goals and priorities of SDCP, along with the needs of the community will directly inform the approach to program prioritization, selection, and recommendations in the final draft of the CPP.

The consultant team along with SDCP's Director of Programs and Program Manager hosted four interviews with SDCP Board members, one workshop with SDCP staff, and one workshop with SDCP's CAC between July and September 2022.

This summary documents the interview and workshop objectives, meeting details, format, and input themes. Input from each interview and workshop can be found in the appendices.

## 2. Objectives

For all the organizational engagement interviews and workshops, the general objective was to hear specifically about the goals, priorities, and expectations for programmatic offerings from those who work most closely with SDCP and intimately know the community choice aggregator (CCA) business model and structure. These sessions are in addition to the broader engagement with community-based organizations, the public, and other stakeholders to understand their key issues and priorities. Understanding how organizational goals, priorities, and expectations align with community needs and priorities will inform the initial program suite considered in the CPP.

For SDCP Board members, the specific objectives were to hear input and knowledge regarding:

- Board member's priorities for how SDCP programs can best meet the needs of the communities they represent
- Board member's priorities related to the growth and development of SDCP as an organization
- How customer programs fit into the larger context of delivering SDCP's mission

For SDCP staff, the specific objectives were to hear input and knowledge regarding:

- Overarching business strategies for SDCP as an organization
- How customer programs fit into the larger context of SDCP's operations and investments

For SDCP's CAC, the specific objectives were to hear input and knowledge regarding:

- The driving concerns that CAC members are hearing from their respective communities
- What CAC members hope that customer programs will accomplish in their communities

### 3. When and Where

The interviews with SDCP Board members and workshop with SDCP’s CAC were held virtually on the Zoom platform, while the workshop with SDCP staff was held in person at SDCP’s office in San Diego, California. Table 1 outlines information about the interviews and workshops, including the dates, times, and attendees (not including consultant and project team members).

**Table 1: Interviews and Workshops Information**

<b>Event</b>	<b>Date/Time</b>	<b>Attendees</b>
<b>SDCP Board Member Interviews</b>	Tuesday, July 19, 2022 9:00-10:00 a.m.	1
	Monday, July 25, 2022 2:00-3:00 p.m.	1
	Friday, August 5, 2022 10:00-11:00 a.m.	1
	Tuesday, August 16, 2022 3:00-4:00 p.m.	1
	Tuesday, September 20, 2022 11:00 a.m.-12:00 p.m.	1
<b>SDCP Staff Workshop</b>	Monday, August 15, 2022 1:00-2:30 p.m.	8
<b>SDCP CAC Workshop</b>	Friday, August 12, 2022 1:30-3:00 p.m.	13

## 4. Format

### 4.1 SDCP Board Member Interviews

Each SDCP Board member interview had the same format. The interview began with introductions, an overview of the CPP, and the goal of the session by SDCP staff. This was followed by a set of discussion questions facilitated by Arup staff that had previously been shared with the Board member. Held as one-on-one interviews, Board members had the opportunity to provide input verbally. The discussion questions are shown below:

- What are the most pressing issues in your community?
- How does SDCP fit into local planning or policy initiatives?
- What are your priorities for SDCP's programs? What do you want to see?
- How would you describe SDCP's business strategy?
- What are your priorities in terms of SDCP's investments?

### 4.2 SDCP Staff Workshop

The SDCP staff workshop began with introductions, an overview of the CPP, and the goal of the session by SDCP staff. This was followed by a set of discussion questions facilitated by Arup staff. Held as an in-person group activity, participants had the opportunity to provide input verbally. The discussion questions are shown below:

- How would you describe SDCP's business strategy?
- What are your priorities in terms of SDCP's investments for the next two years? Next five years?
- What are the biggest opportunities you see on the horizon in the next two years? Next five years?
- What are the biggest challenges you see for SDCP over the next two years? Next five years?
- What does a "program" mean to you?
- What are your expectations for SDCP's programs?
- What metrics should be used to measure programs? How would you rank them?
- Thinking five years from now, what do you hope SDCP has accomplished?

### 4.3 SDCP Community Advisory Committee Workshop

The SDCP CAC workshop took place as an agenda item during their regularly scheduled meeting in August 2022. The workshop began with introductions of the project team to the CAC, followed by an overview of the CPP and the goal of the session. Arup staff then facilitated feedback with a set of discussion questions, using the Mentimeter platform to capture live feedback from CAC members in open-ended comment boxes and word clouds. Participants had the opportunity to provide input through Mentimeter as well as expand on

their feedback verbally within the Zoom platform. The workshop was recorded and is available publicly. The discussion questions are shown below:

- What community do you represent?
- What issues are you hearing about from your community?
- What energy issues are most important to your community?
- What do you most think SDCP's programs should accomplish for your community?
- What customer programs are you most interested in?
- Why are you interested in those program types?
- What energy solutions will work best in your community?
- Over the next five years, what would be your vision for a clean energy community?
- What else is on your mind that you want the project team to know about?



## 5. Input

The following sections summarize the major input themes from each of the interviews and workshops. All input is documented in the appendices.

### 5.1 SDCP Board Members

- Deliver a transparent, evaluative framework for programs based on what we are hearing from the community. Create a diverse suite of programs that measurably contributes to goals/priorities and that benefits most people and contributes toward SDCP and its member agencies' greenhouse gas emissions reduction commitments.
- Investment in programs needs to be done in the context of building financial solvency, building up reserves, and remaining competitive. Focus should be on building enrollment, keeping rates competitive, and building programs with external sources of funding. Financial responsibility in the near-term will allow SDCP to invest additional resources toward programs in the future.
- SDCP needs to be authentic, accountable, and transparent. It needs to deliver on its promises and reasons for formation. SDCP should add value and go above and beyond traditional utilities including providing customer advocacy at the State level.
- Prioritize support for Communities of Concern and those who are struggling the most. Recognize that people are struggling financially, and that these same people will struggle the most with the impacts of climate change. Keeping energy affordable for our customers is critical right now.
- Focus on projects within the community that are visible and show people that SDCP is showing up for them and delivering benefits locally. SDCP needs to be more than a renewable energy provider—be a community partner by investing profits back into communities in ways that provide broad benefits (e.g., job creation, accessible housing options, public health). Community buy-in is critical.
- SDCP should help communities achieve their climate action plans, reduce greenhouse gas emissions by supporting building and transportation electrification, and support renewable energy growth locally by investing in distributed energy sources.
- SDCP should cultivate partnerships with regional agencies and the private sector on energy and education projects.
- Communities across the San Diego region are struggling with issues that are outside of the scope of SDCP but are related to or impact energy, such as affordable housing, cost of living, inflation, supply chain issues, aging infrastructure, economic disparity, and homelessness.

### 5.2 SDCP Staff

- SDCP was developed by and for the community. Customers are the cornerstone of the organization. Customers must be well served with competitive rates and programs that work for them locally.

- To create a stable foundation, SDCP must put profits toward growing reserves over the next few years. A conservative budget has been allocated for customer programs. Additional program resources must come from other sources. As reserves grow and SDCP's credit rating is stabilized, additional resources from profits can go toward programs.
- Prioritize programs that have a multiplier effect—those that can enable additional funding, that also support procurement goals, or that can be leveraged in other ways.
- Have a positive impact on equity, especially in Communities of Concern. Develop deep and lasting partnerships with community-based organizations to build trust in communities over time. Education and partnerships are essential.
- The market is dynamic and complex. Lay a strong foundation that meets the needs of our customers and that we can build from. Be smart, strategic, and flexible to leverage opportunities as they arise.

### 5.3 SDCP Community Advisory Committee

- People are struggling with a lot of issues right now; these are challenging times for many. People are concerned about energy, but it isn't always the top concern when communities are thinking about inflation, affordability, homelessness, employment, and federal politics. Keeping energy affordable is key.
- A lot of people are confused about their energy bills, and about what SDCP is. Education is important to make energy issues more accessible and enable more people to participate in things like energy programs.
- Electrification of buildings, energy efficiency upgrades, and rooftop solar, especially in low-income housing, rose as a priority.
- Invest profits back into communities in ways that provide local benefits, particularly around supporting low-income housing, good jobs, and reducing energy bills.
- Prioritize equity and meet communities where they are. Add people into the conversation from diverse socioeconomic backgrounds and cultures and develop lasting partnerships.

### What are the most pressing issues in your community?

- Affordable housing
- Cost of living
- Inflation
- Unemployment
- Uncertainty around pandemic
- Supply chain issues
- Aging infrastructure
- Homelessness
- War abroad
- Economic disparity (higher income, low income)
- Mobility, connectivity, transportation (car centric, bicycle injuries)
- Climate action (flooding, bluff instability, fires, heat days, water)
- Environmental issues
- Crime (perception it's higher than what objective data reports)
- Safety

### How does SDCP fit into local planning or policy initiatives?

- Climate Action Plan initiatives (would not be able to reach goals without SDCP)
- Engage residents/business owners to SDCP's 100% renewable energy plan (i.e., Power100)
- Priority to align energy use with environmental values of constituents
- Reduce greenhouse gas emissions
- Support renewable energy growth
- Generate energy locally
- Help low-income communities convert to all-electric (city initiative)
- Recognize and validate work community is already doing – use that lens to help climate action goals

## What are your priorities for SDCP's programs? What do you want to see?

- Transparent tool that measures the tensions across goals and evaluates the trade-offs; evaluative framework/matrix (here are all the factors we'll put a value on, we'll look at this suite of things; here are the things we're going to consider and why)
- Look at different kinds of program options based on data (not a preference for a kind of technology, strategy, or location – that falls out of exercise)
- A strategic plan for how to overlay program priorities and funding
- Develop programmatic strategy that's really a strategy and not a grab bag of programs, but focused on what the goals of the program are and what they accomplish
- Don't outpace promises
- Consider rate of technological change
- Community buy-in is critical. We need to show people how SDCP is showing up for them.
- Impact (mostly good for most people, maximum impact toward policy goals of reducing greenhouse gas emissions and growth of renewable sources, etc.)
- Being cutting edge and pilot projects are fun, but not the priority unless direct alignment with policy goals
- Don't pick every little fight, die on every hill, avoid cultivating opposition that's not needed; cultivate allies, build momentum
- Based on what we are hearing from the community, provide a diverse suite, broad spectrum, mix of programs
- Be more than providing renewable energy to our residents
- Provide advocacy at the State level to shift policy and discussion throughout entire region and state of California, influence legislation
- Enable SDCP as a force for doing something good for climate change
- Lower energy bills for customers
- Investment in Communities of Concern
- Advancing objectives like justice, equity, diversity, and inclusion; Equity is central to our programmatic strategy
- Communities are interested in distributed energy (i.e., rooftop solar, community solar, storage)
- Program support for our customers—property owners and renters—to transition to rooftop and infill solar and battery storage
  - Reduce barriers like understanding which vendors are available and reputable
  - Make eligible Inflation Reduction Act (IRA) funding accessible to our community

- Partner with companies that use union labor
  - Think flexibly around battery storage programs beyond back-up power such as extending usefulness of solar energy after dark, supporting vehicles as batteries for grid or buildings including pilots for buses, and investing in ways that can avoid resource adequacy payments
  - Create a path to produce energy that doesn't take up open space or affect the natural environment, delivers savings to customers (i.e., cheaper energy), weans reliance on fossil fuels, and avoids transmission costs and reliance on increasing transmission lines
- Communities are less interested in utility scale projects in neighborhoods
  - Building decarbonization (i.e., could do more with city-owned facilities and help people convert to all-electric)
  - Support multifamily housing
  - Energy efficiency
  - Electric vehicle charging stations
  - Move market for geothermal power
  - Support innovation in technology (to be ready for 100% renewable energy)
  - Ensure no one is left behind
  - Help achieve climate action goals
  - Enable good paying jobs that allow people to live in our region (set expectation on how many jobs to do installation and maintenance, couple hundred, couple hundred thousand? Clarify not taking transmission and distribution jobs from SDG&E)
  - Enable workforce development (re-education, opening lines to say have you ever thought about this?)
  - Partner with private sector and regional agencies (e.g., San Diego Metropolitan Transit System and North County Transit District)
  - Partner for land access for community solar and storage (e.g., right of ways held by wastewater agency could be the place to add energy storage on vacant parcels)
  - Partner with agencies on education (e.g., energy literacy and customer education, tell a story and emotionally connect with people, have it make sense, energy bill 101)
  - Show how it's better (e.g., community has peaker plants, be able to show distributed solar and storage is cleaner than the peaker plants, show what it's for)

### How would you describe SDCP's business strategy?

- Motivation to start SDCP stemmed from frustration with investor-owned utilities (IOUs) and lack of clarity/cost increases around electricity rates

- Authenticity, accountability, transparency
- Provide community with choices, provide community energy at competitive costs
- Deliver 100% renewable energy, with reliable sources on a consistent basis, at a level price point
- Procure power in bulk on behalf of the community
- Emphasis on cost competitive, remaining solvent, and educating people—we're going to need community support, political support at every level, knowledge helps us achieve what we need to do
- Investing in programs that can create loyal customers, tangible immediate impact, brand loyalty, meet customer needs, meet climate goals, and have long-term strategic implications for ratepayers lessening dependence on transmission and resource adequacy

### **What are your priorities in terms of SDCP's investments?**

- Conservative approach in beginning to build organization, prioritize financial solvency, building up reserves, remain competitive, still in start-up mode (still need to enroll two jurisdictions), solidify and maintain level of enrollment
- Fulfill promises of reinvesting in the community
- Attract external funding (i.e., regional, state, federal, other)
- Need some products (i.e., rates) less than the IOU alternative
- Mission is not solely race to bottom, cheapest agency out there, it has to be adding value; challenge to always be the lowest out there if offering premium products
- Go above and beyond IOUs (e.g., provide innovation and programs that ensure people aren't left behind)

**How would you describe SDCP's business strategy?**

- Reach 100% renewable energy by 2035 while prioritizing investments in communities
- Customers are the cornerstone: retain customers, keep customers happy, keep customers as cornerstone
- Run efficient utility to use profits that enable impact for communities in a positive way

**What are your priorities in terms of SDCP's investments for the next two years? Next five years?**

- Build up reserves and rate stabilization fund, enable more affordable rates, stabilize organization and credit rating. That will then enable programs that reduce cost and make more funds available for programs. The quicker reserves are built up, the more programs SDCP can launch.
- Need to compete with rates and maintain advantage
- Targets set for cash on hand to obtain credit rating (90-day target - projected to hit November 2024, 180-day target - projected to hit 2025/2026) which opens financial doors/allows borrowing money at a lower cost
- Two to three years from now, different strategy for programs after those targets are reached; current first order of hierarchy is to exist for a few years and build reserves, then invest in program offerings
- Will spend money on procuring power, makes sense to spend money on programs that have a multiplier effect (e.g., peak load reduction, resource adequacy needs, enable match funding); how can programs allow more risk in hedge strategy for procurement which saves money for SDCP
- Dollars could go to budget, reserves, programs, and procurement; volatile market, fluid, dynamic analysis year-to-year; more than simple 1 in 4 buckets, investment vehicles for reserves receive earnings, invest those earnings into programs
- Chase external funding, such as funds from the California Public Utilities Commission, add weight to programs that have that available
- Consider how to leverage SDCP money to partner and attract outside funds (admin fee and cost to apply for external funding), "funnel" to match funds and do something good
- Assume every year budget for programs can grow, but by how much gets flushed out in budget process
- Get contractors on board in order to move the market. We won't directly provide many jobs through hiring, but we can support labor through training and demand.

- Develop a pipeline of pilot efforts that become programs, and eventually the best programs become a service

### What does a “program” mean to you?

- Something that is offered
- Has direct or indirect benefit to our customers
- Measurable
- Intervention
- Enables market change
- Supports Communities of Concern
- Helps SDCP achieve goals set out in strategic plan
- Tries something new
- Distinct from service offerings (i.e., PowerOn, Power100) and rates
- Some defining still needed (i.e., net energy metering is a program and also a service, California Alternate Rates for Energy (CARE) is a rate and a program, a pilot rate for a DC fast charger could be a program that if successful becomes a service)
- Could become a form of service like “Healthy Homes” that have multiple programs under it (e.g., induction cooktop, electric vehicle charging, etc.) or a combination (e.g., energy audit, assess for electrical upgrades, electric vehicle chargers)

### What metrics should be used to measure programs? How would you rank them?

- Utilization by customers (not always aligned with overall usage reduction if focuses on major users) define metric for success (e.g., 10 customers may be successful if major commercial while 10,000 customers may be if light bulb program)
- Money is being spent (avoid barrier in program design if people are kept from accessing it)
- Investment in community
- Diversity of metrics to meet customer needs, support Communities of Concern, equitable
- Visibility for the organization
- Does it save customer money through bill reduction?
- Does it enable electrification, lower greenhouse gas emissions, improve air quality?
- Scalability
- Leverage-ability
- Readiness (time to get up and running)



- Feasibility
- Cost-effectiveness
- Level and quality of service
- Solve multiple problems at once/co-benefits

**What issues are you hearing about from your community?**

- Inflation, increasing costs, affordability
- Environmental justice, water quality, air quality
- Insurrection, future of democracy
- Covid-19, health and wellness, mental health services
- Equity, social justice, systemic racism, police brutality
- Employment, livable wages, green jobs
- Homelessness, affordable housing, cost of housing
- Local, clean energy, state regulations, bold climate action
- Climate crisis, wildfires, food shortages, high temperatures
- Long commutes, public transportation
- Cannabis store locations
- Gentrification

**What energy issues are most important to your community?**

- Costs, saving money, affordability, increased prices
- Bill confusion, not understanding “CCA charge”
- 100% clean, local energy
- Rooftop solar
- Energy storage, lithium production
- Charging stations, electric vehicles
- Clean transportation, electric shuttles, reduced vehicles miles traveled
- Building electrification, heat pumps, reach code to ban gas
- Energy equity, access to electricity, opportunity access
- Climate action, greenhouse gas emissions reductions
- Heat
- Clean air, pollution beyond borders
- Resiliency
- Workforce development, good, local jobs

- Burying electric wires
- Power Charge Indifference Adjustment (PCIA) charge

### **What do you most think SDCP's programs should accomplish for your community?**

- Affordable, accessible, abundant, 100% clean, local electricity with smooth transition
- Maximize rooftop solar and storage
- Low cost, reduced bills, lower cost for low-income families, investing profits back to power low-income and government housing
- Electrify low-income/disadvantaged housing without increasing bills
- Workforce and career development, good paying jobs, job training, local green jobs, focus on meaning: Black, Indigenous, and People of Color
- Educational programs, combat misinformation on SDCP "wonderful new energy alternative"
- Easy upgrades for residential homes and apartments, good service
- Equitable programs, energy equity
- Encourage less energy use, increase energy efficiency, energy audits
- Prevention of wildfires
- Cleaner air
- Resilience
- Lower greenhouse gas emissions
- More green space

### **What customer programs are you most interested in?**

- Electrification of low-income housing with bill assistance
- Free energy for low-income housing
- Financial incentives/direct install programs for low-income areas
- Ongoing outreach, especially to Communities of Concern
- Encourage higher income areas/motivate customers to adopt Power100
- Demonstration homes/projects with job/technology events (customers visit, ask questions, get detailed information of examples with clean energy), marketing/outreach events for higher income areas
- Cost effective energy efficiency solutions, on-bill financing
- Help with transitioning building electrification, heat pumps

- Solar and storage, rooftop, community solar and microgrids (upfront rebates, solar shares, solar subscription)
- E-bike, electric vehicle rebates, vehicle-to-grid and vehicle-to-home
- Workforce development, electrician trade education
- Time-of-use rates understanding function and benefit
- Easier changes to facilities, easier permits

### **Why are you interested in those program types?**

- Improve lives of neighbors
- Improve the environment
- Improve air quality
- Beneficial economics, reduces cost, supports local economy and jobs
- Improve health
- Solve for heat waves when low-income communities can't afford air conditioning
- There's only one planet
- Empower all community members to lower greenhouse gas emissions
- Economic, climate, racial, and social justice
- Enable new technologies while avoiding increase in energy use through efficiency

### **What energy solutions will work best in your community?**

- Community solar, rooftop solar, community storage, microgrids
- Electric vehicle and bike charging
- Building electrification, geothermal
- Financial solutions, affordable programs
- Shade trees at bus stops
- Keeping power on during safety shutoffs
- Lower costs
- Climate resilient infrastructure
- Create jobs, support local business, workforce development
- Education
- Outreach to Communities of Concern, focus on equity

- Community ownership

### **Over the next five years, what would be your vision for a clean energy community?**

- Community ownership
- Non-profit
- SDCP as a household name
- Affordable
- Free energy in environmental justice communities
- Local, equitable, distributed 100% renewable energy
- Residents choose Power100
- On-track with California Air Resources Board goals
- Microgrids
- Electric vehicles and charging stations
- Walking, biking
- Reduced greenhouse gas emissions
- Less heat days
- Resiliency
- Education
- Just transition

### **What else is on your mind that you want the project team to know about?**

- All voices represented, continue to get community feedback
- Prioritize equity and Communities of Concern, meet communities where they are, add folks into conversation from other socioeconomic backgrounds and cultures
- Be bold, set the standard, lead
- Participate in state and local fights on clean energy future
- Get to zero carbon as soon as possible
- Deliver on pitch as alternative to SDG&E
- Free energy in low-income and governmental housing
- Invest in local economies, create jobs
- Customer service and customer satisfaction (be very responsive, build trust, encourage to take advantage of programs outside of baseline service)

- Educate about reliable, clean energy that reduces carbon footprint and how to conserve energy
- Staff field trips
- Streamline process to deploy clean energy technology
- 24-hour solution for solar and storage
- Involve students in local outreach and engagement
- Explore new technologies, be involved, track, share knowledge about innovations, accelerate solutions like geothermal
- Support carbon fees and give dividends back to families

# Appendix H

## Program Types Assessment

## San Diego Community Power

Community Power Plan

Program Types Assessment

April 24, 2023

This report takes into account the particular instructions and requirements of our client. It is not intended for and should not be relied upon by any third party and no responsibility is undertaken to any third party.

Job number 287473

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## 1. Overview

Through the market assessment, the team analyzed more than 200 programs offered by various community choice aggregators (CCAs) and the State via various organizations. From this list, the team broke each program into its various technical elements, delivery mechanisms, and market segments to consolidate programs that had similar delivery mechanisms or target actions. Through this program consolidation, the team created a new list of more than 70 potential different program offerings for consideration for SDCP. This list focused on programs that could fill gaps in what is already available to SDCP customers, programs similar to what other CCAs are providing, and potential new programs that could help fill gaps. The list of programs evaluated was tailored to address gaps in the current program market in SDCP's service territory in the following ways:

- **Technical elements:** The team analyzed programs or actions that would support community needs that are not available to SDCP customers through current programs. In some cases, new programs were added to introduce new technical elements such as electrification of industrial equipment.
- **Delivery mechanisms or market segments:** The team analyzed programs that might be available locally but are not accessible to some customers (*particularly Communities of Concern*) because of the incentive type offered or other barriers. In these cases, new programs were added to deliver technical elements via different delivery mechanisms (*e.g., up-front incentives instead of rebates*) or to additional market sectors (*e.g., residential or multi-family*).
- **Existing programs with high alignment but potential for increased participation:** The team analyzed programs that are currently available, such as energy efficiency programs offered through San Diego Gas & Electric. Programs like these were included for consideration as “application assistance” programs meaning that SDCP could assist customers with applications to help them receive the benefits of existing programs.

## 2. Program List

Each of the below programs were evaluated for the three market sectors: residential single-family, residential multi-family, and commercial. Programs relating to electric agricultural equipment, electric industrial equipment, and medium- and heavy-duty vehicles were only evaluated for the commercial market sector.

### Building Electrification Programs

1. Electric Cooking Appliances Free Equipment/Service for Communities of Concern Customers
2. Electric Cooking Appliances Incentive for Any Customers
3. Electric Laundry Appliances Free Equipment/Service for Communities of Concern Customers
4. Electric Laundry Appliances Incentive for Any Customers

5. Electric Panel Upgrades Free Equipment/Service for Communities of Concern Customers
6. Electric Panel Upgrades Incentive for Any Customers
7. Heat Pump - HVAC Application Assistance for Any Customers
8. Heat Pump - HVAC Application Assistance for Communities of Concern Customers
9. Heat Pump - HVAC Free Equipment/Service for Communities of Concern Customers
10. Heat Pump - HVAC Incentive for Any Customers
11. Heat Pump - Water Heating Application Assistance for Any Customers
12. Heat Pump - Water Heating Application Assistance for Communities of Concern Customers
13. Heat Pump - Water Heating Free Equipment/Service for Communities of Concern Customers
14. Heat Pump - Water Heating Incentive for Any Customers

### **Codes and Standards Programs**

15. Reach Code Grants/Funds for Any Customers
16. Reach Code Technical Assistance for Any Customers

### **Demand Response Programs**

17. Behavior - Peak Management Application Assistance for Any Customers
18. Behavior - Peak Management Bill Credit for Any Customers
19. Behavior - Peak Management Incentive for Any Customers
20. Smart Device - Peak Management Application Assistance for Any Customers
21. Smart Device - Peak Management Bill Credit for Any Customers
22. Smart Device - Peak Management Incentive for Any Customers

### **Distributed Energy Resources Programs**

23. Battery Storage Application Assistance for Any Customers
24. Battery Storage Application Assistance for Communities of Concern Customers
25. Battery Storage Incentive for Any Customers
26. Battery Storage Incentive for Communities of Concern Customers
27. Battery Storage Rate for Any Customers
28. Community Solar Green Tariff (CSGT)
29. Disadvantaged Communities Green Tariff (DAC-GT)
30. Feed in Tariff Rate for Any Customers
31. Net Energy Metering Rate for Any Customers

32. Onsite Solar Application Assistance for Any Customers
33. Onsite Solar Application Assistance for Communities of Concern Customers

### **Education and Training Programs**

34. Public Education Grants/Funds for Any Customers
35. Public Education Grants/Funds in Communities of Concern Customers
36. Public Education Incentive for Any Customers
37. Public Education Incentive in Communities of Concern Customers
38. Public Education Training for Any Customers
39. Public Education Training in Communities of Concern Customers
40. Tech Incubators Grants/Funds for Any Customers
41. Tech Incubators Grants/Funds in Communities of Concern Customers
42. Tech Incubators Incentive for Any Customers
43. Tech Incubators Incentive in Communities of Concern Customers
44. Tech Incubators Training for Any Customers
45. Tech Incubators Training in Communities of Concern Customers
46. Workforce Development Grants/Funds for Any Customers
47. Workforce Development Grants/Funds in Communities of Concern Customers
48. Workforce Development Incentive for Any Customers
49. Workforce Development Incentive in Communities of Concern Customers
50. Workforce Development Training for Any Customers
51. Workforce Development Training in Communities of Concern Customers

### **Energy Efficiency Programs**

52. Energy Efficiency Application Assistance for Any Customers
53. Energy Efficiency Application Assistance for Communities of Concern Customers
54. Energy Efficiency Free Equipment/Service for Communities of Concern Customers
55. Energy Efficiency Incentive for Any Customers

### **Equipment Electrification Programs**

56. Electric Agricultural Equipment Incentive for Any Customers
57. Electric Agricultural Equipment Technical Assistance for Any Customers
58. Electric Industrial Equipment Incentive for Any Customers
59. Electric Industrial Equipment Technical Assistance for Any Customers
60. Electric Landscaping Equipment Incentive for Any Customers

61. Electric Landscaping Equipment Technical Assistance for Any Customers

### **Transportation Electrification Programs**

62. Electric Bicycle Free Equipment/Service for Communities of Concern Customers

63. Electric Bicycle Incentive for Any Customers

64. Electric Vehicle Charger Application Assistance for Any Customers

65. Electric Vehicle Charger Application Assistance for Communities of Concern Customers

66. Electric Vehicle Charger Incentive for Any Customers

67. Electric Vehicle Charger Incentive for Communities of Concern Customers

68. Electric Vehicle Charger Rate for Any Customers

69. Light Duty Electric Vehicle Application Assistance for Any Customers

70. Light Duty Electric Vehicle Application Assistance for Communities of Concern Customers

71. Light Duty Electric Vehicle Incentive for Any Customers

72. Light Duty Electric Vehicle Incentive for Communities of Concern Customers

73. Medium-Duty and Heavy-Duty Electric Vehicle Incentive for Any Customers

74. Medium-Duty and Heavy-Duty Electric Vehicle Incentive for Communities of Concern Customers

75. Medium-Duty and Heavy-Duty Vehicle Application Assistance for Any Customers

76. Medium-Duty and Heavy-Duty Vehicle Application Assistance for Communities of Concern Customers

# Appendix I

## Community Choice Aggregator Listening Tour Summary

## San Diego Community Power

Community Power Plan

Community Choice Aggregator Listening Tour Summary

April 27, 2023

This report takes into account the particular instructions and requirements of our client. It is not intended for and should not be relied upon by any third party and no responsibility is undertaken to any third party.

Job number 287473

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## 1. Overview

To meet ambitious State and local climate targets requires a paradigm shift in energy consumption of customers. The technological shift is clear—increasing energy efficiency, electrifying the building and transportation sectors, deploying solar and energy storage, and expanding demand management capabilities. Bringing these strategies to energy customers at scale in an equitable way is less clear. New approaches are needed to prioritize, design, and deploy customer energy programs that help meet and support the needs of local populations.

As local, not-for-profit public agencies, community choice aggregators (CCAs) like San Diego Community Power (SDCP), play a key role in supporting a just energy transition, with an opportunity to innovate new approaches to customer energy programs. During the process of supporting SDCP in developing its Community Power Plan (CPP), a five-year strategic plan for customer energy programs, Arup conducted listening sessions with other CCAs and program implementers across California to see what lessons learned and best practices they could impart on SDCP and other CCAs starting their program delivery process. Ten listening sessions took place between September and October 2022. This summary documents the objectives, format, and key themes of the listening sessions.



## 2. Objectives

For all the CCA listening sessions, the general objective was to hear about lessons learned from other CCAs to inform the market assessment and prepare a CPP that will serve as a roadmap for SDCP's program offerings. These sessions were in addition to SDCP organizational engagement and external community engagement which gathered community and stakeholder input on key issues and priorities.

The objectives of the CCA listening sessions were to:

- Determine programmatic pressures CCAs face
- Understand which programs CCAs have deployed and their purpose
- Learn what has worked and has not worked and how to measure the success of customer programs
- Understand funding opportunities and assess the pros and cons of local, State, and federal funding opportunities versus internal revenue
- Discover opportunities for innovative approaches
- Identify how programs can better serve community needs and identify how to increase customer participation in energy programs
- Gain insight on key elements needed to design and implement impactful customer programs that result in positive customer experiences
- Inquire about how to reach Communities of Concern when designing, implementing, and evaluating customer programs

### 3. Format

Each CCA listening session was conducted in a similar format and approach. The sessions included introductions, a brief overview of the CPP, the goals and objectives of the session, and a Q&A with a predetermined set of discussion questions.

The sessions were held as one-on-one or small group interviews with Program Directors (or equivalent) and/or Program Managers. Each participant had the opportunity to provide input verbally in a free-flowing conversation. Each participant was informed that they would maintain anonymous and that their respective CCAs would not be mentioned specifically. The conversation was guided by the following discussion questions:

- What are the key ingredients to designing and implementing impactful customer programs and positive customer experiences?
- If you could do it all over again, what are some of the things you would have done differently?
- What are the biggest challenges in terms of program design and implementation?
- How did you fund your programs? Internal budget vs. outsourced? What are the pros and cons of using external funding for programs?
- How are you balancing investment in programs vs. procurement vs. rates vs. reserves? How has that evolved over time?
- How do you address disadvantaged, historically excluded, or marginalized communities when designing, implementing, and evaluating programs?
- How did you prioritize programs and which to roll out first? Did you solicit community input?
- How are you receiving community feedback?
- What are the most successful programs?
- How are you measuring success?

## 4. Summary of Key Themes

Because each CCA responds to the unique needs of its stakeholders and communities, priorities and strategies for customer energy programs portfolios can vary considerably. Yet, there were evident patterns that emerged related to best practices and lessons learned that make programs more impactful. The below themes summarize the feedback received during the CCA listening sessions.

### **Balancing ambition with pragmatism**

As SDCP finalizes its community-facing process to develop its five-year strategic plan for customer energy programs, community stakeholders will push SDCP to develop a full suite of programs at a rapid pace. All CCAs interviewed cautioned that getting programs up and running correctly takes time and patience. A common theme was the need to balance ambition with pragmatism. CCAs shared lessons about attempting to offer a wide variety of programs all at once, only to find that they didn't have the resources and staff capacity to grow and maintain these programs successfully. Many CCAs affirmed that they scaled back on program offerings over time to maintain quality control. Others found it advantageous to pair the launch of new programs with targeted hiring of staff with relevant experience to foster continued growth and adequate coverage.

### **Bridging planning and implementation**

Strategic planning is important, but it must enable action rather than delay it. CCAs vary in the amount of strategic planning they perform; some develop extensive plans and work to align programs with core policy goals, while others are more opportunistic and pursue program funding opportunities as they arise. While approaches differ, the CCAs noted that being clear about objectives and maintaining alignment on goals and objectives amongst the team are key to customer program success. One CCA shared that when they began rolling out programs, they developed three separate roadmaps, but concluded that they would have been better off if they had only developed one plan and started implementing programs more quickly.

Many CCAs stressed the importance of running early pilot programs as they can be a good way for CCAs to learn how to run programs, establish internal programmatic infrastructure, and establish visibility while also learning what works well in their communities. One CCA shared that they ran six pilot programs for \$65,000 each. From there, they found that their pilot program focused on healthy home upgrades was the most successful. As a result, they moved forward with developing a full-scale program offering. Another CCA said that in the beginning, it was challenging for staff to identify priorities amongst the community, therefore they used pilot programs to figure it out. For example, an electric vehicle rebate was offered as an incentive to low-income residential customers. While customer participation was high, it was later learned that the majority of electric vehicles purchased due to the incentive were being purchased outside of their service territory. This diluted the community reinvestment as the benefits weren't borne out by their customers entirely. As a result, they adjusted their program to ensure that to be eligible for incentives, customers had to purchase their electric vehicle from a local dealership. For SDCP, implementing pilot programs can be an excellent method to test out innovative ideas, and delivery mechanisms, fill in gaps, and/or bring in funding.

## Defining clear program objectives

SDCP developed an unprecedented understanding of community needs and priorities through its community needs assessment. While many program types can yield significant co-benefits, not every program needs to address all community needs. CCAs cautioned against stacking too many objectives into each program. They emphasized keeping it simple. Many CCAs noted the challenge of simultaneously designing programs that reduced overall greenhouse gas emissions per dollar and maximizing social equity. In general, many low-income communities of color, tribes, small businesses, and affordable and multi-family housing have been historically left out of customer energy programs. Reaching these segments will take a combination of concerted effort, paired with resources to overcome barriers to participation, build trust and increase overall participation. As a result, programs designed to serve these populations may have lower total greenhouse gas emission reductions per dollar spent. However, greenhouse gas emission reduction is one of many criteria to evaluate the efficacy of a program. Programs that improve the quality of life of Communities and Concern but don't result in significant emission reduction can still be equally effective and impactful. In fact, if well designed, these programs can produce the greatest market transformation, because they can act as a catalyst to support customers in taking action that may not have otherwise. Equity centric programs can successfully fulfill other goals such positive market change and increased social equity that other programs may struggle to accomplish. Developing a clear set of measurable and attainable objectives for each program that align with the CCAs' mission, vision, and values will enable a more comprehensive program evaluation.

Several CCAs noted that the goal of programs is to spur market transformation. One pointed to a program that was considered highly successful and provided over 3,000 rebates, but only touched 11% of furnace replacement projects in the area. The key is for those rebates to expand the market overall, or in some cases to make technologies available to customers who might not otherwise have access. A prime example is the solar incentive provided by the State of California that spurred expansion of the market to the extent that solar is now included in policies and codes. In this way, programs can work closely with policy to drive and accelerate change in an area.

## Designing programs for the actual market

SDCP needs to be mindful and avoid programs that do not accurately meet customer needs even if it sounds or seems like a good idea. One CCA shared a story of a program that was developed to provide solar panels for mobile homes, but when they went to implement the program, they discovered that there were many technical challenges related to energy meters and controls. They also found that residents of mobile homes would have preferred support to improve energy efficiency rather than adding solar. Talking to these customers first could have helped them design a program that was more relevant, impactful, and utilized to increase their overall quality of life.

Similarly, other CCAs shared stories of programs that were unsuccessful because they did not match what the local workforce was able to provide, or what systems were available locally on the market. Spending time investigating the local market can lead to more effective and targeted programs. If technologies are not being adopted, providing training to contractors and suppliers, or offering technical support to customers may be more impactful than offering downstream incentives. Understanding local market barriers can help CCAs

combine the right technologies, delivery mechanisms, and funding streams to overcome them.

CCAs vary in the amount of direct community engagement they conduct. For some, working with communities to understand local needs is central to their approach to programs. They go to the community to avoid having program selection driven by what seems appealing and “needed” by internal staff. Other CCAs focus more on program funding opportunities as they become available, rather than trying to address specific gaps or needs. While there is notable variety within CCAs at the program planning stages regarding community engagement, most CCAs shared that they do conduct some level of customer engagement while programs are implemented to improve the programs themselves over time. Some reach out to customers directly, while others collaborate with key stakeholders, such as community-based organizations, to gather insight on the experience of targeted customers or community segments.

Several CCAs noted that demand response programs are the hardest kind of program to promote. Demand response can be highly valuable to CCAs and to the grid overall by reducing usage during peak hours and increasing resilience, but behavioral change is hard to drive, and it can be difficult to dispel myths about government intrusion associated with remote signals/controls. Strong messaging about program benefits and customer choice in participating is needed to overcome these hurdles and grow the market.

### **Prioritizing equity**

How CCAs prioritize equity is largely driven by direction from their Board of Directors. Some Boards are specifically focused on greenhouse gas emission reductions. CCAs noted that programs for low-income customers tend to not generate as much revenue and thus tend to fall lower in priority. Others care deeply about co-benefits and leveraging investment in energy to support a variety of equitable outcomes in the community. These CCAs noted that targeting low-income customers can open new revenue streams from grants and other funding sources.

Several CCAs target a percentage of investment across a portfolio of programs toward equity goals or low-income set-asides. For some, that means making sure that a proportion of program participants are low-income. For others, it means designing programs from the ground up to meet specific needs of marginalized communities. CCAs noted that increasing rebate amounts for low-income/income-qualified customers does not actually lead to equity because many are unable to access the up-front capital required to participate in rebate programs. One CCA shared that they launched a program providing heat pump rebates for both space and water heating. The program was marketed to all customers, but only those from higher income communities applied, therefore the program was not effective in reaching low-income customers.

Several CCAs noted that prioritizing equity requires more than set-asides—programs must be designed from the ground up to overcome barriers to participation. In addition to limited access to up-front capital, low-income and/or disadvantaged customers (what SDCP defines as Communities of Concern) also face other barriers. Interviewees noted that key barriers include lack of awareness about customer energy program offerings and limited capacity to manage complex application processes. Additionally, split incentives between home and building owners and renters create a barrier for multi-family residents. CCAs noted that multi-family affordable housing providers and tenants generally face the toughest barriers, given

their uniquely complicated financial and regulatory context, as well as a backlog of maintenance needs that may take priority over clean energy projects. Reaching these customers, such as renters, requires a comprehensive approach that streamlines, and bundles grants and provides application assistance and technical support. Even though the initial effort to reach projects is higher and the amount of greenhouse gas emission reductions per dollar spent may be lower because the amount of subsidy required is greater, supporting equity-focused programs such as retrofitting affordable housing can have greater market transformation benefits.

CCAs are able to leverage multiple funding streams and aggregate resources to tackle challenges holistically, such as electrification programs that include panel upgrades or solar installation programs that include potential funding for roof repairs. This can help make programs accessible and simple for customers, increasing the likelihood of success. Aggregating funding sources will increase complexity for CCA staff but can boost program participation and improve results.

### Reaching targeted populations

As previously noted, some CCAs engage directly with their communities; however, many rely on their member agencies (jurisdictions that voted to join a CCA) to do this work. Several CCAs noted the importance of working with community-based organizations as partners. In some communities, particularly low-income, communities of color, rural communities, and tribes, there can be a high level of distrust for government.

Community-based organizations that have established relationships with communities can serve as a bridge between CCAs and community members; This can help CCAs better understand the needs of the community and community members can gain better access to customer energy programs and receive their benefits. CCAs pointed out that community-based organizations are often under-resourced, and their time should always be respected and compensated. In addition, programs can be designed in partnership with community-based organizations to better reach targeted communities and leverage resources for better outcomes. For example, one CCA noted that a program that provided large grants to community-based organizations to acquire a plug-in electric vehicle to use as a “fleet” vehicle for the organization resulted in co-branding opportunities by placing both the CCA and organization’s logos on the vehicle. This subtle level of marketing and branding can help spread awareness, build trust, and support enrollment.

The CCAs who highlighted that building trust in Communities of Concern takes a concerted effort and time. They stressed the need for investing in building relationships and showing that a CCA is a longtime partner. Doing so can create pathways for feedback and on-going dialogue which allows adjustments over time to programs and program delivery to improve the success of a program.

### Keeping it simple

A key to reaching any customer, and especially harder-to-reach customers, is to keep programs simple. Complex application processes create barriers to participation. Simple, easy-to-navigate websites and clear messaging can help customers find and enroll in programs. Several CCAs stressed this as one of the most important factors in program success. Ideally, common application processes that link to multiple programs can help customers get the full range of resources needed to move forward. Bundling programs

together from multiple funding sources and multiple project types (e.g., incentives for energy efficiency and solar along with technical support) can help customers implement a full suite of strategies and reap the benefits. CCAs noted that while this can add complexity for CCA staff, who need to separate out program resources and processes on the back end, it resulted in greater program success overall and was therefore worth it. This additional staff time should be factored in during program design.

### **Greening the workforce**

A CCA's investment in programs and other activities can support green jobs and workforce development, which are important drivers for many. Several CCAs noted that there are workforce gaps (especially related to heat pumps) and that contractor training is key.

Customers often reach out to CCAs looking for contractor referrals. CCAs handle this differently because direct endorsements of contractors can lead to liability issues and as public agencies, they are prohibited. Some CCAs simply target their training only to licensed contractors but provide no additional information to customers. Others list all the contractors who went through their training on their website without endorsement. Some CCAs require all trainees to sign a basic and non-binding agreement which allows customers to file a complaint with the CCA, who can then investigate and remove contractors from the website if appropriate. Other CCAs work with programs like TECH Clean California that enrolls contractors and provides workforce development. In rural and remote areas, CCAs must work with the contractors that are available, as few qualified contractors might be available or willing to serve areas that require more travel time.

### **Securing funding**

CCAs use different strategies to secure funding and utilize internal resources. Some allocate a percentage of revenue to programs from the outset prior to building financial reserves, while others allocate more to reserves first to increase financial stability and credit standing. Some only use internal funding for programs to maximize flexibility, while others prioritize external funding from state and federal sources. Most use a combination, leveraging their own funds to expand reach or fill gaps beyond what external sources allow, or what investor-owned utilities provide in their service territory.

Some CCAs avoid federal funding due to the complexity of the application and reporting requirements, while others specifically target and successfully administer federal funding. Many CCAs prioritize maintaining low rates and as a result have less funding to allocate to customer programs. There is not one strategy that works best across the board; as its name implies, each CCA responds uniquely to the needs of its community. The key is to align around clearly defined organizational and operational goals, and to make sure any programs are designed to achieve those goals.

### **Identifying ingredients of a successful program**

Overall, CCAs vary widely in their strategies, priorities, and approaches to funding. However, there was strong alignment around the key ingredients of successful programs.

The best programs:

- are based on a strong understanding of the market segment that the program is trying to influence, including the needs of customers and the readiness of the local workforce;

- have clear and specific objectives of what they are trying to achieve, with targeted metrics associated with each objective, and strong buy-in and support from the CCA's Board of Directors;
- solicit input from targeted customers early and often, including during program inception and design as well as throughout implementation;
- are simple and accessible to customers, with easy-to-navigate websites and streamlined applications;
- have strong and clear messaging and framing to communicate the benefits to the targeted customers, often delivered through trusted partners; and
- are designed from the beginning to enable data collection to evaluate and improve over time.

These key ingredients were common to all the CCAs' most successful programs and were more important predictors of success than the program size or funding source. By leveraging their locally focused missions, CCAs are delivering community change through customer energy programs.