



# An Introduction to your CPUC Local Government & Community Liaison

*San Diego Community Power  
Community Advisory Committee*



**Agatha Wein**  
*August 21, 2020*





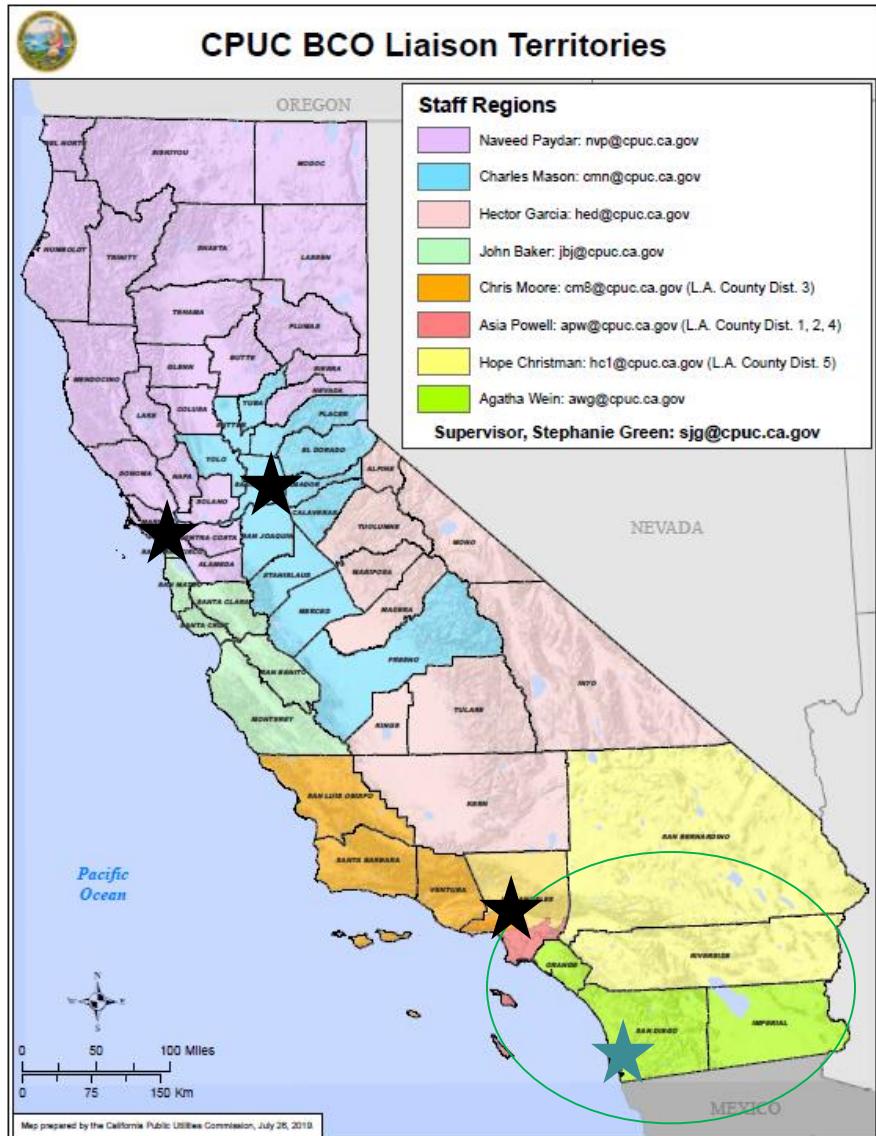
# California Public Utilities Commission

The CPUC regulates services and utilities, protects consumers, safeguards the environment, and assures Californians' access to safe and reliable utility infrastructure and services. The essential services regulated include electric, natural gas, telecommunications, water, railroad, rail transit, and passenger transportation companies.





# Local Government & Community Liaison Team



- 8 Liaisons covering state
- Offices in SF, Sacramento, LA

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# Hi I'm Your Outreach Liaison

Build relationships with stakeholders to implement the CPUC's policies externally and help shape policy internally.

Outreach Liaisons **partner with:**

- [Community Advisory Groups & Advocates](#)
- Community Based Organizations
- Local Elected Officials
- City and County Agencies (*Public Works, OES*)
- Regional Governmental Bodies (*SANDAG, San Diego County Water Authority, Port of San Diego*)
- Local Business Groups & Chambers of Commerce
- Diverse Organizations





# CPUC & Local Government



- CCAs
- Public safety power shutoffs (PSPS)
- Wildfire safety
- Rail crossings & safety
- Utility line undergrounding
- SDG&E pilot programs
  - Microgrids
  - Pumped water storage
  - Electric vehicle charging infrastructure





# How to Get Involved

- **Become a Party** to a Proceeding
  - [www.cpuc.ca.gov/Party\\_to\\_a\\_Proceeding](http://www.cpuc.ca.gov/Party_to_a_Proceeding)
- File a Formal **Complaint** against a regulated entity
- Submit Formal **Comments**
  - on **proceedings**
  - on **staff reports** and **proposals**

*When and how you communicate matters*

Contact the **Public Advisor's Office**:

<https://www.cpuc.ca.gov/pao/>

Telephone: 1-866-849-8390

E-mail: [public.advisor@cpuc.ca.gov](mailto:public.advisor@cpuc.ca.gov)



# Questions?



**Agatha Wein**

**Local Government & Community Liaison**

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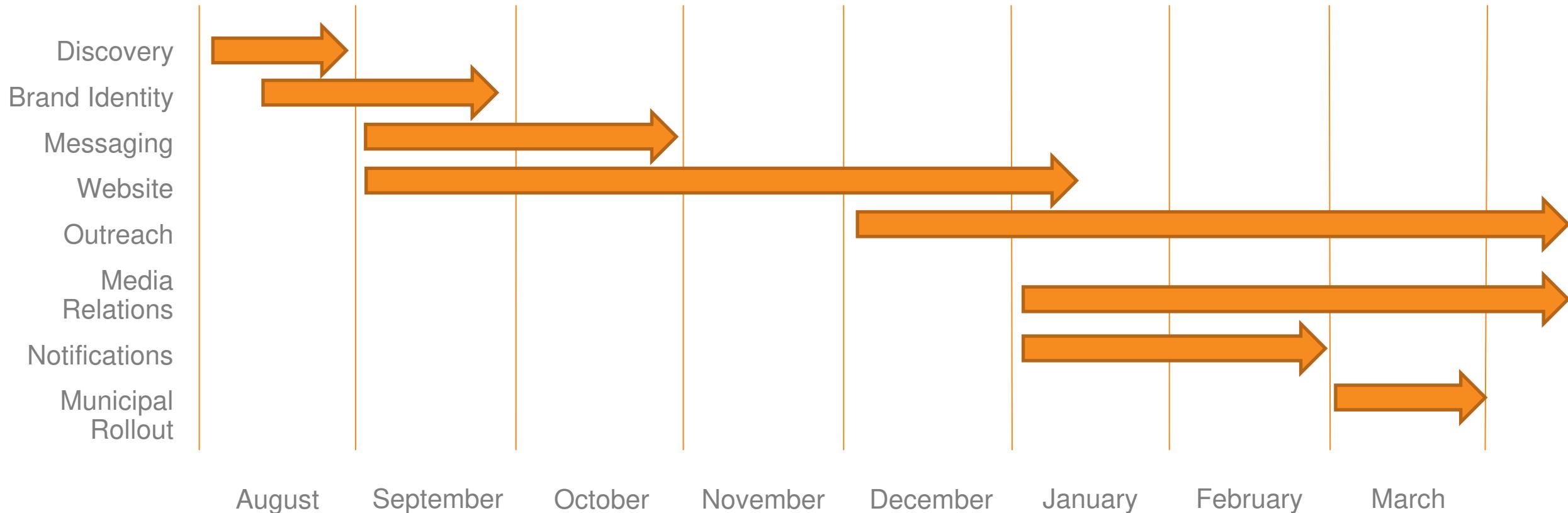
# Marketing and Messaging.



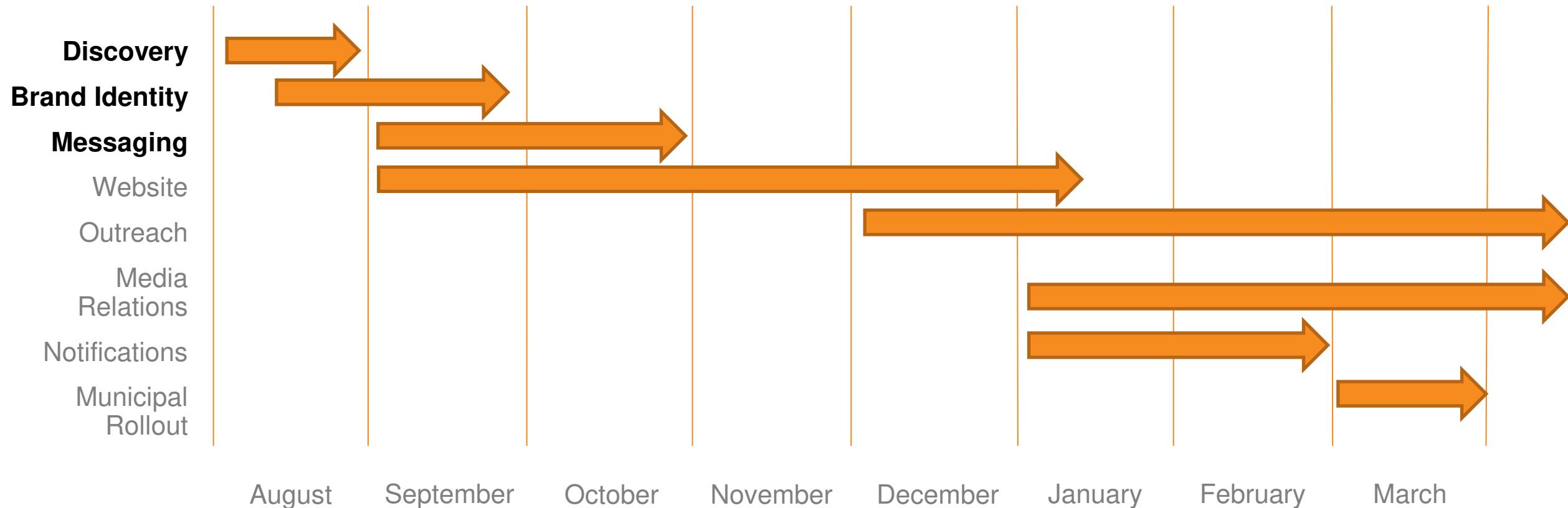
**THREESIXTY**  
PUBLIC STRATEGIES

# Road Map.

# Our Process



# Today's Focus



# Objectives.



# Brand Attributes.

# What are brand attributes?

*A set of characteristics that identify the physical, character, or personality traits of the brand, similar to the attributes that allow us to consistently identify individuals.*

# Exercise.



Transparency  
Good Products  
Emerging Market  
Intelligent  
Competent  
Stable  
Leader  
Well Known  
Global  
Currencies  
Equities  
Japan  
Innovative  
Secure  
Reliable  
Good Performance  
Fixed Income  
Good Brand  
Good Value  
Track Record  
Professional  
Excellence  
Growth  
Diversified  
Wide Range of Products

**Trusted**

Active  
Strong  
Good Team  
Quality  
Respected  
Stable

# Messaging.

**What did the fight for community choice  
teach us about...**

What did the fight for community choice  
teach us about...

...communicating with the public?

What did the fight for community choice  
teach us about...

...communicating with advocates?

What did the fight for community choice  
teach us about...

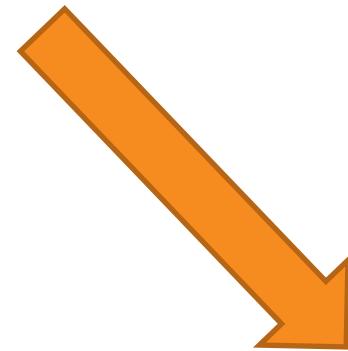
...communicating with electeds?

What did the fight for community choice  
teach us about...

...opposition messaging?

# Let's talk perception.

Current



Desired

# Next Steps.

# What's on deck.

- Research findings, October
- Message platform, November
- Collateral/toolkit, December