



An Introduction to your CPUC Local Government & Community Liaison

***San Diego Community Power
Community Advisory Committee***



Agatha Wein

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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.

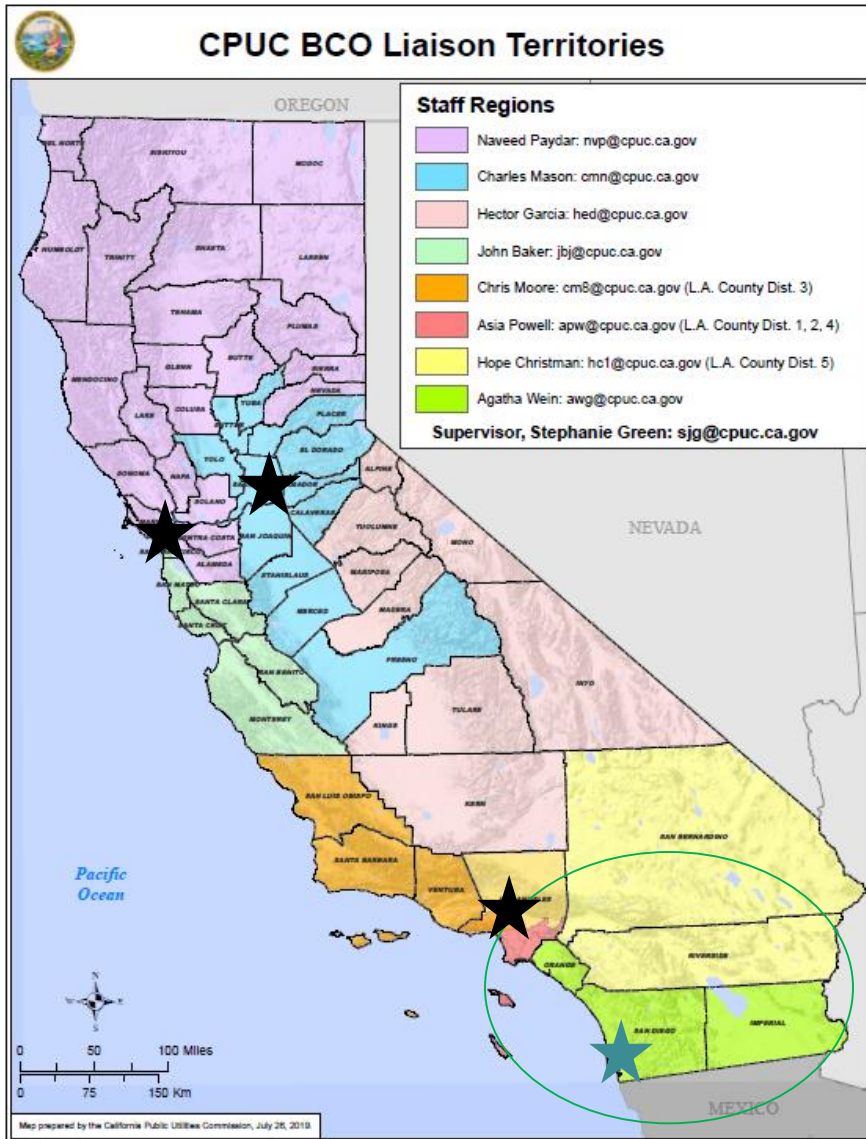




Local Government & Community Liaison Team

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

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 (213) 266-4713





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
- 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





Questions?



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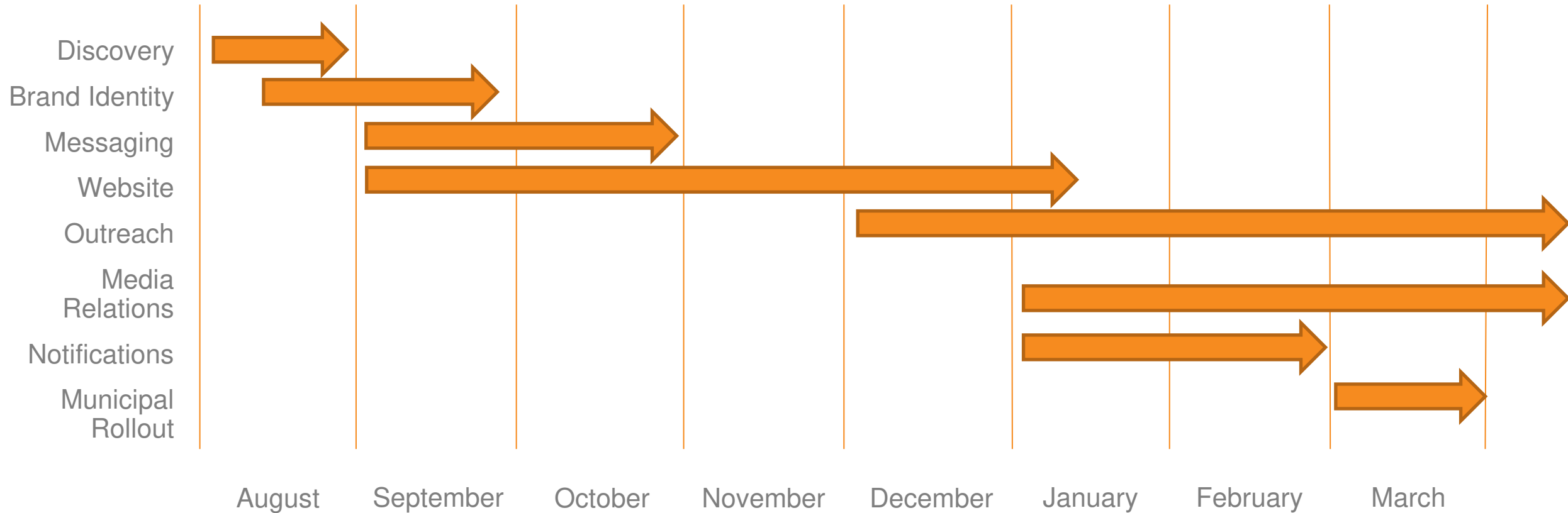
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Marketing and Messaging.

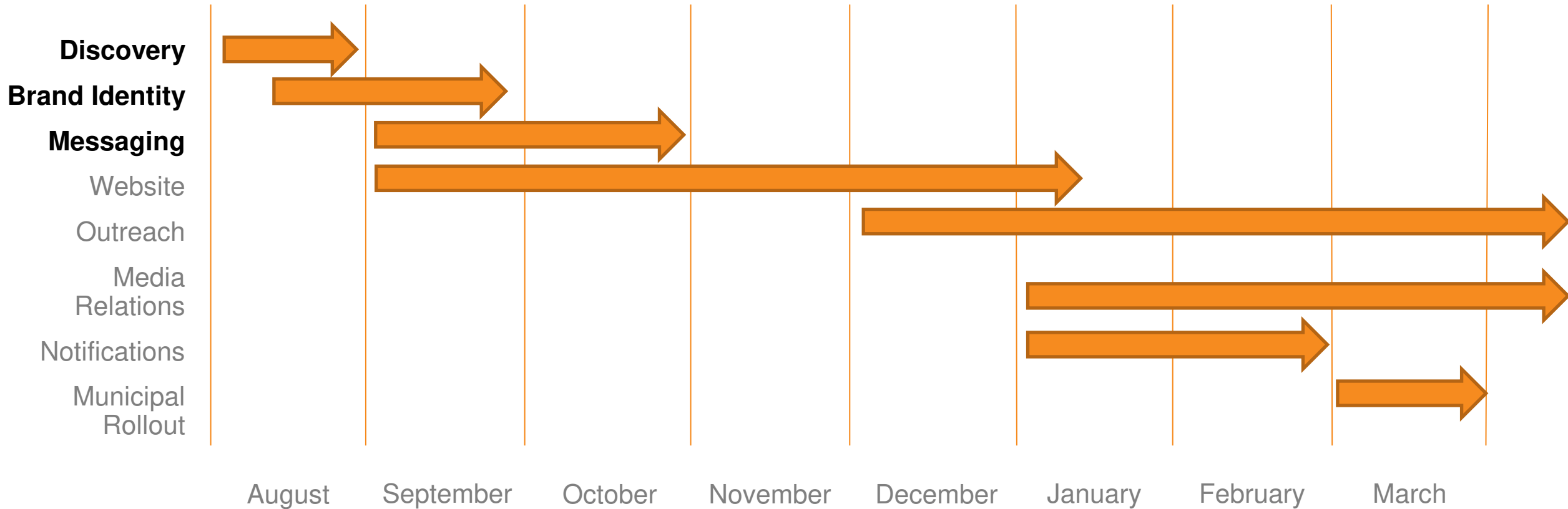


Road Map.

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.



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