

Community Advisory Committee

March 14, 2024

Item 1: CEO Update

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- 2/29/24 CEA Board Meeting Recap
 - Amended JP Morgan line of credit (LOC)
 - Board approved Resolution 2024-001
 - Increased LOC to accommodate Oceanside & Vista launch
 - LOC was increased from \$25MM to \$40MM with an additional \$10MM LOC available.

Solar Plus – Solar + Battery Storage

- Affordable – \$0 Upfront Costs
- Equitable Access – No Credit Application
- Energy Cost Savings – Maximize use of battery to avoid generation & delivery costs
- GHG Reductions – Increased renewable energy in CEA
- Reliability – Use of battery during power shut offs and/or peak demand times

Solar Plus – Solar + Battery Storage

- Soft Launch during March
- Wider scale roll out once Soft Launch is complete
- www.TheCleanEnergyAlliance.org/Solar-Plus
 - Program also accessible directly from Tesla.com/solarpanels

Questions/Discussion

Item 2: Clean Energy Recognition Program

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- Green Impaction Champion Recognition Program
 - Welcome letters are sent to residential & business customers
 - Include window clings
 - Business customers receive:
 - Promotion on CEA website with their logo and website link
 - Social media announcement recognizing the business
- Suggested Changes to Program?



Questions/Discussion

Item 3: Oceanside & Vista Marketing Outreach Strategy

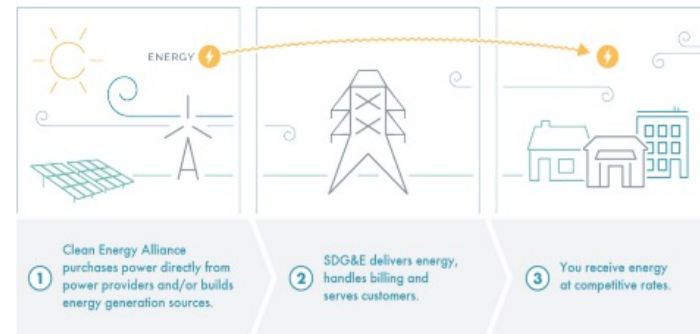
Notice Schedule

- February
 - Pre-enrollment Postcard
- March
 - Pre-enrollment Postcard
- May
 - Welcome Letter
- June
 - Post-enrollment Postcard

CLEAN ENERGY. MORE CHOICES. LOCALLY CONTROLLED.

On April 1, 2024, residents and businesses of Oceanside and Vista will have a new default energy provider: Clean Energy Alliance (CEA). CEA, a locally controlled not-for-profit entity also known as a Community Choice Energy program, will offer clean power at competitive rates.

CEA also includes the cities of Carlsbad, Del Mar, Escondido, San Marcos and Solana Beach and was formed to help meet the goals of each municipality's Climate Action Plan. The program is locally managed and available exclusively to residents and businesses within member cities. The program is governed by the CEA Board of Directors, made up of elected officials from each city.



For more information, please visit our website at TheCleanEnergyAlliance.org or call (833) 232-3110.

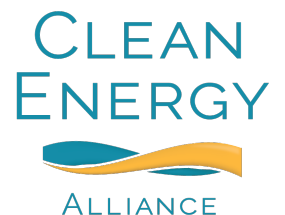
Si le gustaría recibir este aviso en español, visite TheCleanEnergyAlliance.org/Espanol o llame (833) 232-3110.

How it Works

CEA buys electricity and San Diego Gas and Electric (SDG&E) continues to deliver it to your home. Local control over buying energy allows CEA to make better investments in clean power. SDG&E will continue to handle billing and delivery to homes and businesses.

Benefits

Because CEA is a locally managed, not-for-profit entity, any excess revenue generated by CEA will be reinvested in the community through innovative energy projects, rebate programs and other incentives. CEA is designed to empower the local community through local control, clean power, competitive rates, reduced greenhouse gas emissions and more. CEA offers 3 power supply products: Clean Impact 50% renewable; Clean Impact Plus 75% Carbon Free and Green Impact 100% Renewable. Each city has selected Clean Impact Plus as the default for their community, but customers still have the option to select from the other two options. Customers may also choose to opt out and remain with SDG&E. For more information on how to opt up or opt out, please visit TheCleanEnergyAlliance.org or call (833) 232-3110.



Print & Social Media Communications

- Coast News – Oceanside
 - 200,000 readers
- Coast News Inland Edition – Vista
 - 10,000 readers
- Vista Press
 - 25,000 subscribers
- North County Daily Star – Vista & Oceanside
 - 650,000 residents in distribution area
- Vista Magazine
- Oceanside Magazine
- Google, Facebook, Instagram Ads

The Vista Moonlight Amphitheater Sponsorship

- Logo recognition on Moonlight website & social media
- CEA name/logo listed in 70,000 summer season show programs
- Quarter-page advertisement in 70,000 summer show programs
- Custom banner on Moonlight Amphitheatre North & South entrances
- Full-page digital ad on Moonlight Amphitheatre billboard during all Moonlight Stage Production events

Item 3: Oceanside & Vista Marketing & Outreach Strategy

CAC Volunteer Opportunities:

Event	Date
Oceanside Chamber of Commerce, Meet the City	3/21/24 5pm – 7pm
MainStreet Oceanside, Sunset Market	3/28/24 5pm – 9pm
Vista Business Breakfast	4/3/24 8am – 10am
Vista Chamber of Commerce, Government Affairs	4/7/23 12pm – 1:30pm
San Marcos Chamber of Commerce, Spring Fling	4/7/24 9am – 5pm

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CAC Volunteer Opportunities:

Event	Date
Alta Vista Botanical Gardens, Earth Day	4/20/24 10am – 3pm
Sony Electronics, Earth Day Fair	4/23/24 11:30am – 1:30pm
Carlsbad Chamber of Commerce, Green Business Expo	4/27/24 9am – 1pm
Ocean Hills Country Club, Senior Expo	5/18/24 10am – 2pm
Escondido Downtown Business Association, Street Festival	5/19/24 10am – 6pm
Vista Strawberry Festival	5/26/24 8am - 6pm

Questions/Discussion

Item 4: Identify Ad-Hoc CAC Subcommittees

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- Current Subcommittees
 - School Outreach
 - Debra Schade – Chair
 - Lynda Daniels
 - Paige DeCino
 - Mo Lahsaiezadeh
 - Jennifer Kerschbaum
 - Nanci Oechsle
 - Green by 2035
 - Dolores Davies Jamison – Chair
 - Debra Schade
 - Tracy Reed

Questions/Discussion

CAC 2024 Workplan

MEETING DATE	WORK PLAN/TOPICS
March 14, 2024 1 – 3pm Oceanside Council Chambers	Discuss a Clean Energy Recognition Program for Board consideration Review Oceanside & Vista Marketing & Outreach strategy for input and CAC Assistance Assignment; Identify Ad-Hoc CAC Subcommittees - purpose and CAC assignments
April 11, 2024 1 – 3pm Oceanside Council Chambers	Review FY 2024/25 CEA Budget Projection and Provide Input for Board Consideration Solar Plus Update
June 13, 2024 1 – 3pm Oceanside Council Chambers	Review CEA Draft FY 2024/25 Budget Review Website
August 8, 2024 1 – 3pm Oceanside Council Chambers	Oceanside/Vista Enrollment Recap
October 10, 2024 1 – 3pm Oceanside Council Chambers	Review Ad-Hoc Subcommittee Work for Preparation to Present to Board 2024 Achievements and 2025 Workplan Suggestions for Board Consideration in January
TBD If needed 1 – 3pm Oceanside Council Chambers	