Regular Board Meeting
January 27, 2022
Item 7: Direction related to In Person Board Meeting Location
Item 7: Direction re: In Person Meeting Location

• Recommendation:
  • Provide direction related to in person CEA Board Meeting Location
Background

• Section 4.8 of CEA JPA
  • Date, hour, and place of regular meeting shall be fixed annually by resolution of the Board
  • Location of regular meetings may rotate, subject to Board approval and availability of appropriate meeting space

• Resolution 2010-010 Set time & place for July 2021 – June 2022 Regular Meetings
  • Meetings remote through March 2022 pursuant to AB361
    • April 2022 – Carlsbad
    • May 2022 – Del Mar
    • June 2022 – Solana Beach
Direction from Board

• Change scheduled regular meetings through June 2022?
  • Would require regular meetings be canceled and special meeting noticed for new location

• Preference for meeting schedule and location for July 2022 – June 2023
  • Staff will confirm with preferred locations appropriate meeting space, technology and availability and report back to Board by March
Questions/Discussion
Item 8: Declare Openings & Applications for CAC the Cities of Escondido and San Marcos
Item 8: CAC Members Escondido & San Marcos

• Recommendation:
  • Declare openings and direct application process for CEA Community Advisory Committee members for Escondido and San Marcos.
Item 8: CAC Members Escondido & San Marcos

• Background:
  • CEA Community Advisory Committee Policy
    • Two appointees from each CEA member agency
      • Serve three year staggered terms
      • Inaugural year one appointee serves two years
    • One Board Alternate to serve as chair
  • CAC requirements:
    • Residents (property owners or renters) or business owners within service territory and in city representing
    • Subject to Conflict of Interest & file Form 700
Item 8: CAC Members Escondido & San Marcos

• CAC Members:
  • Have relevant background, or expertise related to:
    • Electricity, community outreach, or policy advocacy
  • Expected to maintain a good attendance record
  • Will be removed after two consecutive unexcused absences or have unexcused absences for more than 25% in calendar year

• CAC Meetings:
  • Pursuant to Brown Act
  • Currently remote but will return to in person – location TBD
Item 8: CAC Members Escondido & San Marcos

• Application Process
  • Open through February 25
  • Advertise through media, social media outlets
  • Available on CEA website
  • Escondido & San Marcos Board members will receive applications for their community
  • Board Member to nominate to applicants for full Board consideration at March 31, 2022 Board meeting
Questions/Discussion
Item 9: 2022 CAC Schedule and Workplan
Item 9: 2022 CAC Schedule and Workplan

- Recommendation:
  - Consider approval of 2022 CAC Schedule and Workplan.
Item 9: 2022 CAC Schedule and Workplan

- **Background:**
  - CAC Policy – Board sets CAC schedule and workplan annually
- **2021**

<table>
<thead>
<tr>
<th>MEETING DATE</th>
<th>WORK PLAN/TOPICS</th>
</tr>
</thead>
<tbody>
<tr>
<td>December 2020</td>
<td>Overview of Brown Act Requirements and Conflicts of Interest Form 700</td>
</tr>
<tr>
<td></td>
<td>Community Choice Aggregation Overview</td>
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<tr>
<td></td>
<td>CEA Implementation &amp; Goals</td>
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<tr>
<td>March 2021</td>
<td>Community Outreach Plan to support CEA Implementation</td>
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<tr>
<td>June 2021</td>
<td>CEA FY 21/22 Budget Overview &amp; Goals</td>
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<tr>
<td>September 2021</td>
<td>Overview &amp; Discussion of Member Agency Climate Action Plans &amp; Goals</td>
</tr>
<tr>
<td>December 2021</td>
<td>Overview of Programs offered by CCAs throughout the State</td>
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</tbody>
</table>
Item 9: 2022 CAC Schedule and Workplan

• CAC Input for Board consideration
  • Schedule - CAC meet every other month
  • Workplan
    • Marketing and Outreach Strategy re: Escondido and San Marcos Launch
    • Review/Input CEA’s 2022/23 budget and goals
    • Update CEA’s website – topics related to achieving CAP goals
  • Programs
    • EV Charging Infrastructure
    • Community Solar
    • Relationship with University of San Diego’s Center for Energy Research for potential partnership opportunities
    • Education/outreach re: reduction of GHG Emissions
## Item 9: 2022 CAC Schedule and Workplan

Proposed 2022 Schedule and Workplan based on CAC Input

<table>
<thead>
<tr>
<th>MEETING DATE</th>
<th>WORK PLAN/TOPICS</th>
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</thead>
<tbody>
<tr>
<td>February 3, 2022</td>
<td>Review CEA Website &amp; Provide input for Update</td>
</tr>
<tr>
<td>April 7, 2022</td>
<td>Receive report from CEA Board Budget Workshop</td>
</tr>
<tr>
<td>June 2, 2022</td>
<td>Review CEA Draft FY 2022/23 Budget</td>
</tr>
<tr>
<td>August 4, 2022</td>
<td>Marketing and Outreach Strategy for Escondido &amp; San Marcos Launch</td>
</tr>
<tr>
<td>October 6, 2022</td>
<td>Education, Outreach and Training Plan re: GHG Emissions Reductions Strategies</td>
</tr>
<tr>
<td>December 1, 2022</td>
<td>2022 Achievements and 2023 Workplan Suggestions for Board Consideration</td>
</tr>
</tbody>
</table>
Questions/Discussion
Item 10: Green Impact Marketing Program
Item 10: Green Impact Marketing Program

• Recommendation:
  • Approve Green Impact marketing program name
    • Green Impact Champions
  • Select Green Impact Champions Logo
  • Approve Business and Residential Green Impact Champions programs

• On agenda at Board request
Item 10: Green Impact Marketing Program

- CEA Power Supply Product
  - Clean Impact – minimum 50% renewable
  - Clean Impact Plus – 75% carbon free
    - Default Carlsbad, Del Mar, Solana Beach
    - $.001/kWh premium – $.35 per month based on average residential usage
  - Green Impact – 100% renewable
    - $.0075/kWh premium - $2.65 per month based on average residential usage
  - Escondido & San Marcos to consider default in September 2022

- Individual customer options:
  - Opt up to Green Impact
  - Opt Down to Clean Impact
  - Out out and return to SDG&E
Item 10: Green Impact Marketing Program

• Current statistics
  • Green Impact Opt Ups
    • 365 Account
      • City of Del Mar Municipal Accounts
      • City of Solana Beach Municipal Accounts
      • Residential – 266
      • Non-Residential – 20
        • Encina Wastewater Authority and Leucadia County Water District have opted up
  • Clean Impact Opt Downs
    • 115 Accounts
      • Residential – 110
      • Non-Residential – 5
Item 10: Green Impact Marketing Program

• Effectiveness on enrollments of marketing campaigns
  • Research indicated limited effectiveness based on cost/time effort
  • Marin Clean Energy (MCE) data
    • Marin serves 540,000 service accounts
    • Opt ups to 100% renewable – 12,000 (2% of customers)
    • 5 separate campaigns 2015 – 2020
    • Cost: ~ $1k - $10k; range from limited staff time – extensive
    • Effectiveness: 50 – 1,000 new enrollments
Item 10: Green Impact Marketing Program

• Staff recommendation
  • Program with little cost & little staff time
  • Focus on “getting word out” on Green Impact; recognition of program participants for voluntary enrollment

• Brand – Green Impact Champions
• Logo Selections
Item 10: Green Impact Marketing Program

- Option A

- Option B
Item 10: Green Impact Marketing Program

• Media Campaign
  • Focus Social Media outlets
    • Benefits, cost, enrollment options
  • Green Impact Champion Customer “Spotlight”
  • Letters to prior SDG&E EcoChoice customers not enrolled in Green Impact
Item 10: Green Impact Marketing Program

- Business Recognition
  - Window Cling for Business Use
  - CEA Website with links to businesses enrolled in Green Impact (authorized by businesses)
  - Research feasibility of business using CEA Green Impact logo on the business website and marketing

- Residential Customer Recognition
  - Monthly drawing of enrolled customers
    - Credit monthly premium for 1 year
      - Average monthly cost less than $3/month
Item 10: Green Impact Marketing Program

- Business Recognition
  - Window Cling for Business Use
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  - Monthly drawing of enrolled customers
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Item 10: Green Impact Marketing Program

- Estimated cost of proposed program - $3,000
  - Funds available in current budget
- To enroll
  - www.TheCleanEnergyAlliance.org/Your-Options
  - Call Center: 833-232-3110
Questions/Discussion