



# 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

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- 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

MEETING DATE	WORK PLAN/TOPICS
December 2020	Overview of Brown Act Requirements and Conflicts of Interest Form 700 Community Choice Aggregation Overview CEA Implementation & Goals
March 2021	Community Outreach Plan to support CEA Implementation
June 2021	CEA FY 21/22 Budget Overview & Goals
September 2021	Overview & Discussion of Member Agency Climate Action Plans & Goals
December 2021	Overview of Programs offered by CCAs throughout the State

# 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

MEETING DATE	WORK PLAN/TOPICS
February 3, 2022	Review CEA Website & Provide input for Update
April 7, 2022	Receive report from CEA Board Budget Workshop
June 2, 2022	Review CEA Draft FY 2022/23 Budget
August 4, 2022	Marketing and Outreach Strategy for Escondido & San Marcos Launch
October 6, 2022	Education, Outreach and Training Plan re: GHG Emissions Reductions Strategies
December 1, 2022	2022 Achievements and 2023 Workplan Suggestions for Board Consideration

# 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

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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](http://www.TheCleanEnergyAlliance.org/Your-Options)
  - Call Center: 833-232-3110

# Questions/Discussion