



San Diego Community Power

CEA Board Meeting

January 21, 2021



Update

- About Us
- Startup Activities
- Launch

About Us

Agreement and Goals

- 100% renewable energy by 2035 or sooner
- Offer competitive rates
- Achieve GHG reduction goals
- Prioritize local renewable and distributed energy resources
- Demonstrate local economic benefits, local workforce development, and innovative energy programs
- Promote investment in communities of concern and programs centered on economic, environmental, and social equity
- Be financially sound

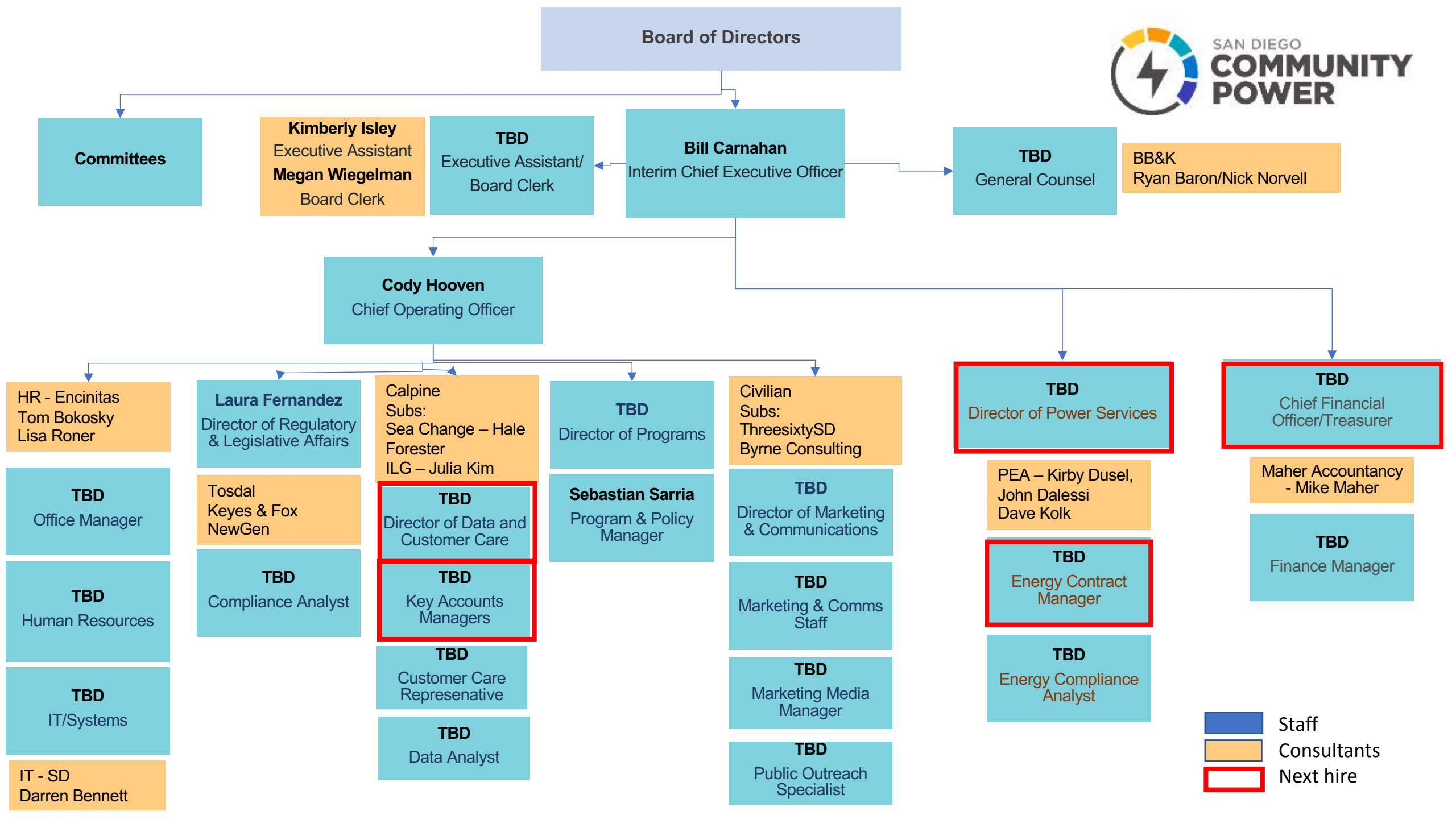
Financing

Task	Estimated Cost	Funding Source
Pre-formation	\$500,000	City of SD Budget (FY20 only)
Start Up: Operations and admin expenses	\$5M	JPA start-up loan (backed by private collateral)
Program launch and initial operations	\$30M	Working capital loan + initial revenues to back power purchases

Key Stats

Phase	Timing	Approximate Number of Customers (# of accounts)	Approximate Percentage of Annual Load	Total Load (GWh)
Municipal	March 2021	700	3%	200
Commercial & Industrial	June 2021	72,00	59%	3800
Residential	Jan. 2022*	695,000	38%	2470
TOTAL	-	695,000	100%	6470

*Timing subject to change



Startup Activities

Rates

SDCP rates have same structure as SDG&E rates

- Dozens of rate schedules to align with SDG&E service offerings; same time-of-use periods, mix of energy and demand charges
- Ensures rate comparability and compatibility with SDG&E's billing process
- Equal scaling to recover targeted revenue requirement
- Power100 (100% renewable energy) rate would include a cost-based premium of 0.75 cents per kWh

Compare Products

- 31.3% Renewable*
- 7.8% unbundled RECs*



*Per 2019 Power Content Label

- 50% Renewable
- 5% greenhouse gas free**



**Total = 55% Carbon free base portfolio

SDCP Products

PowerOn 50% Renewable

\$87.92

average cost

\$55.72
SDG&E Electric Delivery

\$22.05
SDCP Electric Generation

\$10.15
SDG&E Added Fees

No Action Needed

Power100 100% Renewable

\$90.18

average cost

\$55.72
SDG&E Electric Delivery

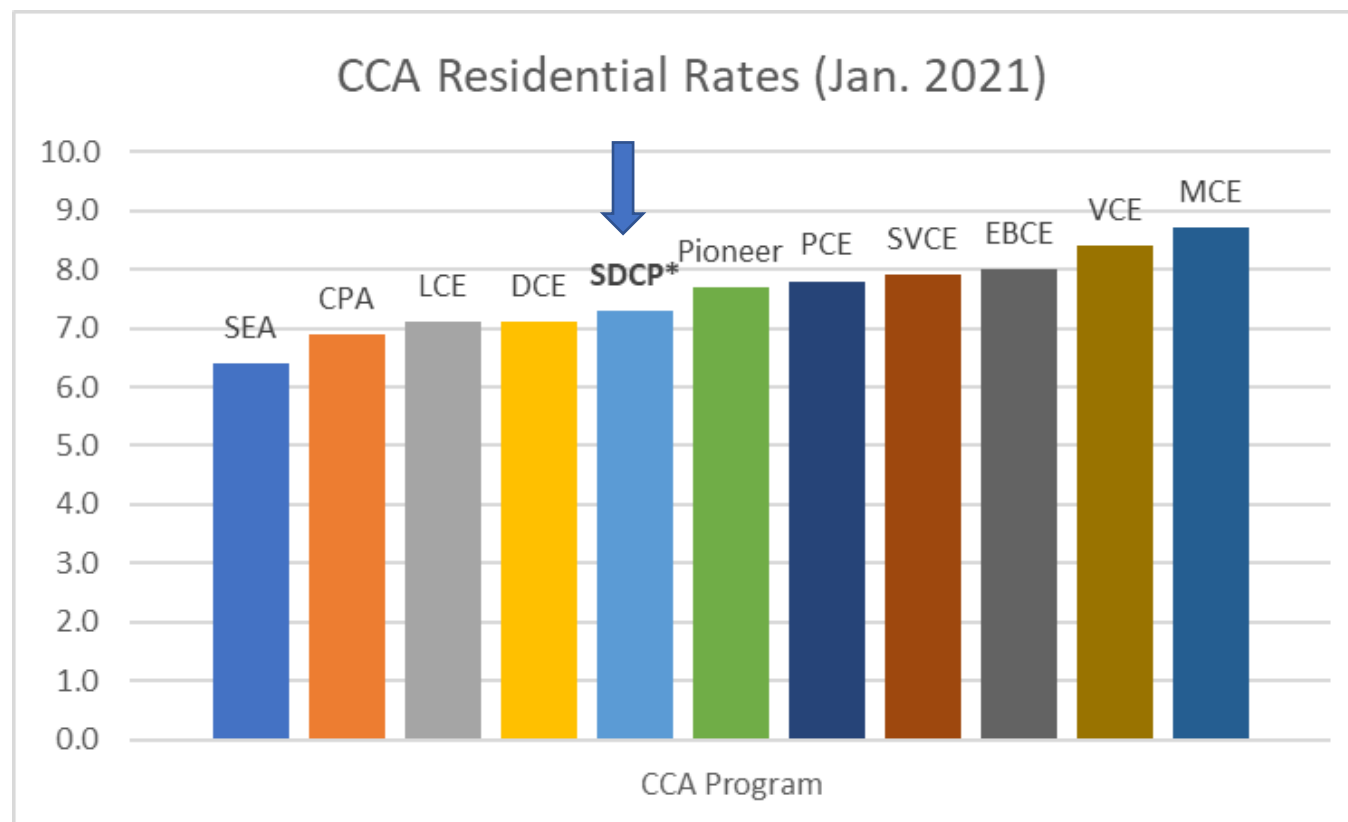
\$24.31
SDCP Electric Generation

\$10.15
SDG&E Added Fees

Opt Up To Power100

Compare Rates – CCA Peers

Proposed SDCP rates are in line with other CCA programs



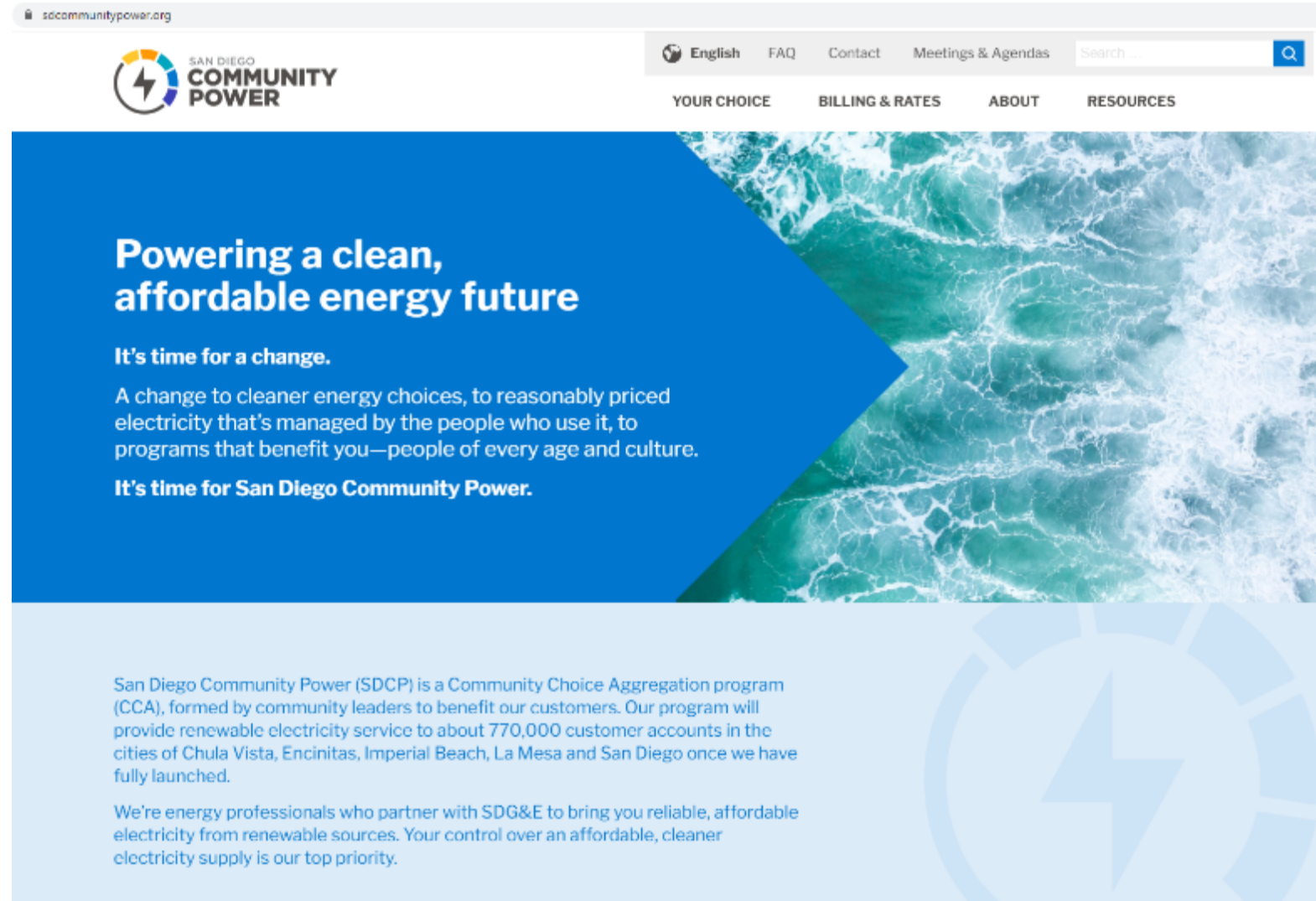
* Proposed SDCP default residential rate (Schedule DR)



Launch

Marketing

- Refresh website with customer interface functionality
- English, Spanish, Tagalog



Mailers

San Diego Community Power



San Diego Community Power (SDCP) is a Community Choice Aggregator (CCA) that will serve your community and it's your chance to choose cleaner electricity at competitive rates. We put our communities first, helping you take a giant step toward a more sustainable energy future.

Community Choice programs are changing the way Californians buy their electricity. These locally managed, not-for-profit programs are growing across the state, because they focus on what families need and want most, rather than on shareholder profits.



SDCP	SDG&E	YOU GET
Buys electricity from renewable resources	Delivers power and maintains the grid	Cleaner power, local control and competitive rates

Beginning in March 2021, San Diego Community Power will become your default electric generation service. You will be automatically enrolled in our standard program tier, **PowerOn**. Allowing you to do the right thing without doing a thing.

Terms & Conditions of Service

San Diego Community Power electric generation rates are managed with the intention of providing cleaner electricity at competitive rates. Any changes to SDCP rates will be adopted at duly noticed public hearings of the San Diego Community Power Board of Directors. Changes to SDG&E or SDCP rates will impact cost comparisons between SDCP and SDG&E. SDG&E charges SDCP customers a monthly Power Charge Indifference Adjustment (PCIA) and Franchise Fee Surcharge. SDCP has already accounted for these additional charges in calculating rates. View SDCP rates and SDG&E cost comparisons online at SDCommunityPower.org or by calling 1-888-382-0169.

BILLING: You will receive a single monthly bill from SDG&E that includes SDCP's electric generation charges. SDCP's electric generation charge replaces SDG&E's electric generation charge. SDCP's charge is not a duplicate charge or extra fee. SDG&E will continue to charge you for electric delivery services. If you opt out of SDCP, SDG&E will resume charging you for electric generation.

ENROLLMENT: As the default electricity provider for the cities of Chula Vista, Encinitas, Imperial Beach, La Mesa, and San Diego, you will be automatically enrolled into San Diego Community Power service unless you opt out at least five business days before your meter read date during the enrollment month. Accounts will be enrolled in SDCP's PowerOn on your regularly scheduled meter read on or after the first day of the enrollment month. You may choose to opt-up to Power100, which provides 100% renewable energy service at a slight premium.

To sign up for the Power100, please visit SDCommunityPower.org or call SDCP at 1-888-382-0169.

Here are the benefits that you can expect from San Diego Community Power:

- **Cleaner power at competitive prices** with tiered energy programs to support healthier communities
- **Local control by community representatives** who prioritize people and program transparency
- **Reinvestment of revenues into community programs** that support economic vitality
- **Local job creation** through funding of renewable energy projects close to home
- **Proven success**—more than 170 communities in the state are already saving money while reaching their climate action goals

To learn more, visit our website: www.SDCommunityPower.org or call 1-888-382-0169

Para obtener más información,
www.SDCommunityPower.org



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IT'S TIME FOR A CHANGE.

It's time for San Diego Community Power.



Outreach & Engagement

Phase 1 Muni March 2021	Phase 2 Commercial/Industrial June 2021	Phase 3 Residential Jan 2022 (tentative)
Media/PR	Media/PR	Media/PR
Website launch	One-on-One Customer Engagement	Community Events
One-on-One Customer Engagement	Clean Energy Incubator	Advertising Campaign
Media	Advertising Campaign	Social Media Content/Engagement
Launch Event (virtual)	Social Media Content/Engagement	Stakeholder Presentations
SDCP Academy	Stakeholder Presentations	CBO Grant Program
Board + City Briefings/Presentations	Community Events	Public Workshops/Webinars
Social Media Content/Engagement		Launch Event
Stakeholder Presentations (Associated Students of SDSU, etc)		



Thank You

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