

Regular Board Meeting

February 18, 2021

Hosted by the City of Solana Beach
(Virtual Meeting)

Item 6: Clean Energy Alliance Customer Outreach Strategy

Item 6: CEA Customer Outreach Strategy

- Recommendation:
 - Approve Customer Outreach Strategy.

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- Two Goals:
 - Regulatory Compliance
 - Communicate Benefits of CEA

Item 6: CEA Customer Outreach Strategy

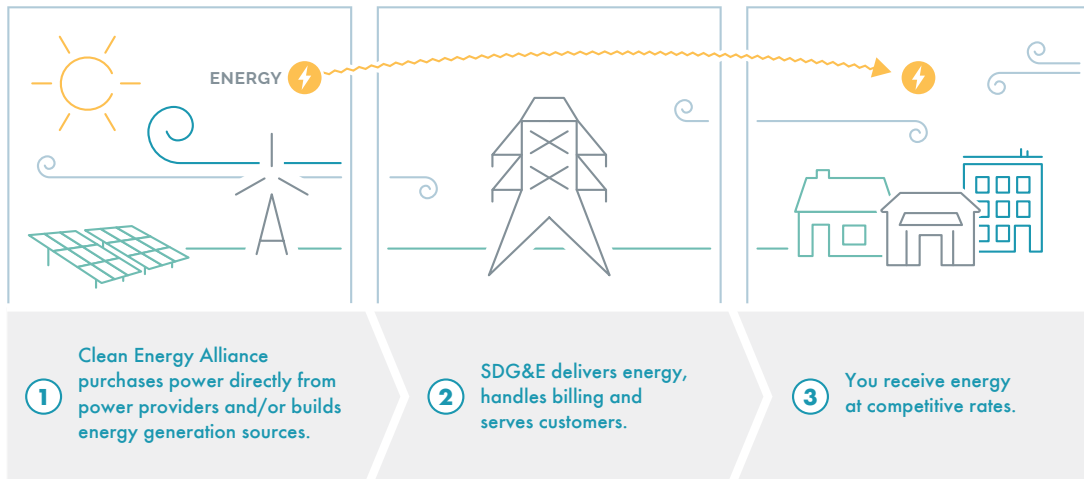
- Regulatory Compliance:
 - 4 Notices
 - Advising Customers of Automatic Enrollment
 - Information regarding CEA power supply options
 - Terms & Conditions of CEA service
 - Information regarding right to opt out
 - Schedule:
 - May Enrollment
 - March/April/June/July
 - June Enrollment
 - April/May/July/August

CEA Notice #1

CLEAN ENERGY. MORE CHOICES. LOCALLY CONTROLLED.

On May 1, 2021, residents of Carlsbad, Del Mar and Solana Beach 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 was formed by the cities of Carlsbad, Del Mar and Solana Beach to help meet the goals of each municipality's Climate Action Plan. The program will be locally managed and available exclusively to residents and businesses within the three 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 CleanEnergyAlliance.org or call **(###) ###-####**.

Si le gustaría recibir este aviso en español, visite TheCleanEnergyAlliance.org/espanol o llame **(###) ###-####**

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. By default, customers will be enrolled in a base 50% renewable energy plan with the option to opt up to a 100% renewable energy plan. 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 **(###) ###-####**.

Si le gustaría recibir este aviso en español, visite TheCleanEnergyAlliance.org/espanol o llame (888) 888-8888.

Clean Energy Alliance will become the Default Electric Provider in the cities of Carlsbad and Del Mar (Beginning May 2021)

Attention Carlsbad and Del Mar Residents & Businesses

In May 2021, Clean Energy Alliance (CEA) will replace San Diego Gas & Electric (SDG&E) as your default provider for the power generation portion of your electric service. CEA is a local power supply program that will work in partnership with SDG&E to bring you electricity from renewable sources. SDG&E will continue to deliver power to your home or business, maintain the grid and all equipment, open and close accounts, provide billing and collection of payments, and provide customer service and field service (including during power outages). There will be no change to automatic payments or level rate pay plans.

ENROLLMENT: Beginning May 2021, CEA will become the default electric power provider within the cities of Carlsbad and Del Mar. You will be automatically enrolled in CEA's default program on that date.

If you would like to continue as an SDG&E customer for energy and do not want to be automatically enrolled with CEA, you must opt out of the automatic enrollment. To opt out, without penalty, you must call (888) 888-8888 or visit our website at www.TheCleanEnergyAlliance.org by within 60 days of starting service with CEA. You may also call or visit our website for additional information. You only need to take action if you want to opt out and remain an SDG&E customer.

OPT OUT: You have the right to opt out of CEA. If you decide to opt out and return to SDG&E after the 60-day opt out period, SDG&E will charge a one-time account processing fee. By opting out, you will also be subject to SDG&E's then current rates and terms and conditions of service. For details on SDG&E's rates and terms and conditions, please visit SDG&E.com. You will not be charged any fees if you opt out within the first 60 days after your automatic enrollment with CEA or if you cancel electric service altogether (for example, if you move). If you opt out, you will still be charged for all electricity you used before the transfer of electric service. Accounts will be transferred on the day the electric meter is read and cannot be transferred during the middle of a billing cycle. In order for your request to be processed on your next meter read date, your request must be received at least 5 business

days prior to the date on which the meter is read. To opt out, please call CEA or visit TheCleanEnergyAlliance.org. Have your electric bill handy so that we can process the request.

BILLING: Each month, CEA customers receive a single monthly bill from SDG&E. This bill includes all recent electric charges, including CEA's power generation charges. For your convenience, SDG&E forwards the power generation portion of the payment to CEA. SDG&E will continue to charge you for the transmission and delivery services they provide.

FAILURE TO PAY: CEA may transfer your account back to SDG&E upon 14 calendar days' written notice to you if you fail to pay any portion of the CEA charges on your bill. If your service is transferred, you may be subject to additional requirements by SDG&E.

CARE PROGRAM: If you are currently enrolled in the California Alternative Rates for Energy (CARE) program, you will continue to receive all CARE benefits and discounts upon enrollment in CEA. If you are interested in joining the CARE program for low-income adults, please visit SDG&E.com

TERMS AND CONDITIONS OF SERVICE: CEA electric generation rates can be reviewed at TheCleanEnergyAlliance.org or by calling (888) 888-8888. Any changes to CEA rates will be adopted at duly noticed public meetings of the Clean Energy Alliance.

SDG&E also charges CEA customers authorized fees for delivering power to your home or business and for providing other services. These components of your electric bill are the same whether you buy electricity from CEA or SDG&E.

CLEAN ENERGY ALLIANCE
1200 Carlsbad Village Drive
Carlsbad, CA 92008

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U.S. POSTAGE
PAID
MINUTEMAN
PRESS

Item 6: CEA Outreach Strategy

- Communicate Benefits of CEA
 - Why cities established CEA and is implementing CCA
 - Meet Climate Action Plan Goals
 - Implement Local Program
 - Support Local Businesses
 - Power supply options
 - How CEA compares to SDG&E
 - Cleaner energy
 - Cost comparison
 - Address typical concerns
 - e.g. why automatically enrolled

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- Community Advisory Committee Discussed Outreach Strategy
 - Identify key stakeholder groups to schedule meetings/presentations
 - Sierra Club
 - School Districts
 - Chamber of Commerce - Green Business Committee
 - HOAs
 - Monitor Social Media
 - Focus on benefits of CEA

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- Talking Points for Board/CAC
 - Address typical questions/concerns
- Regular posts to CEA Social Media Accounts
 - “Did you know...” or FAQs
- Town Hall virtual meetings - hosted by Board Member
- 1:1 meetings with top commercial customers
- Other ideas?

Board Questions/Discussion