



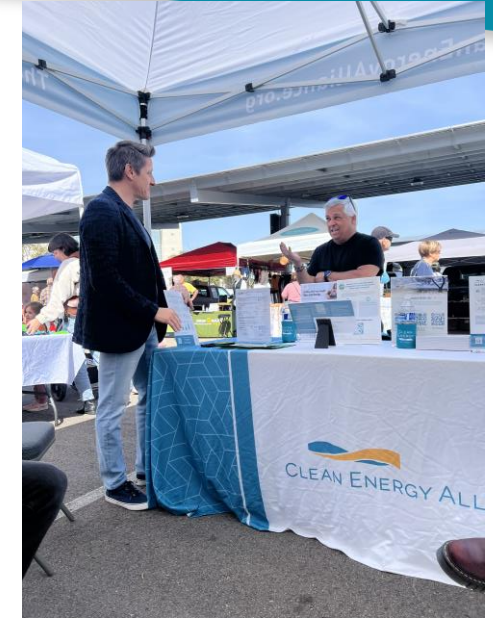
# Community Advisory Committee

August 8, 2024

# Item 1: City of Oceanside and Vista Enrollment Recap

# Outreach & Engagement

- In-person events (March – July 2024)
  - 43 events – presentations, booths
  - and sponsorship events
    - 11 events in Oceanside
    - 16 events in Vista
    - 1 in-person Spanish language event
  - Reached approximately 1,700 people
- Mailers
  - Sent over 330,000 mailers to customers

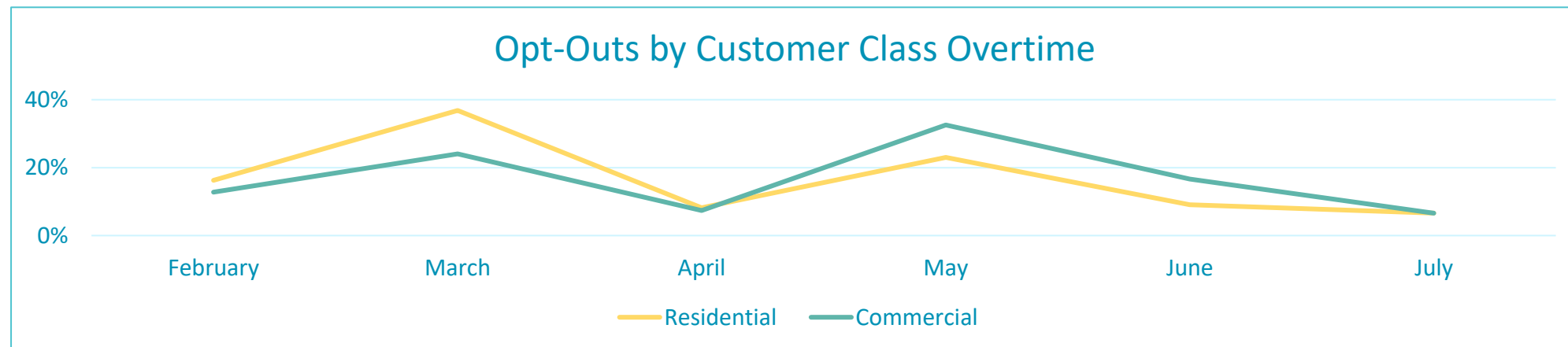


# Outreach & Engagement

- Advertisements
  - Coast News, Vista Press, The Moonlight, Google/Facebook, etc.
    - In total, published 18 Advertisements and 3 digital campaigns
- Social Media
  - Ran a #Oceanside/VistaLaunch campaign, which garnered 13,813 impressions and 654 engagements (4.7% engagement rate)
  - Facebook was the most effective platform for engaging during the launch period.
    - Top posts were related to mailers being sent out.

# Oceanside & Vista Enrollment Stats

- Call Center Operations (Feb – July 2024)
  - Received a total of 5,540 calls
    - Approx. 66% of calls were from Oceanside & Vista Customers
  - 96% of calls were answered by a live Agent
    - On average, calls were answered by a live Agent in 39 seconds



# Oceanside & Vista Enrollment Stats

City	# of Eligible Customers	# of Opt-Downs	% of Opt-Downs	# of Opt-Ups	% of Opt-Ups	# of Opt-Outs	Participation Rate
Oceanside	66,774	161	0.2%	62	0.1%	3,152	95.1%
Vista	35,945	66	0.2%	260	0.7%	1,266	96.4%
<b>TOTAL</b>	<b>102,719</b>	<b>227</b>	<b>0.2%</b>	<b>322</b>	<b>0.3%</b>	<b>4,418</b>	<b>95.5%</b>

# Questions/Discussion

# Item 2: Subcommittee Updates



# Questions/Discussion

# Item 3: Website Review

# Scam Alert:

The screenshot shows the Clean Energy Alliance website with a teal header. A banner at the top reads "Become a Green Impact Champion – opt up to 100% renewable energy! Opt-Up Now". Below the header is a navigation bar with social media icons, a language dropdown set to "English", and links for "Sign Up for Email Updates", "Solicitations", "Future Member Agencies", "Job Opportunities", and "FAQs". The main navigation menu includes "About", "Meetings & Agendas", "Your Options", "Billing & Rates", "Key Documents", "Resources", "Programs", and "Contact". A prominent pop-up box titled "Important Notice: Beware of Scam Calls" is overlaid on the page. The pop-up text states: "We have been notified of increased scam calls targeting CEA community members. Remember:" followed by a bulleted list: "• CEA will never call you unprompted", "• Never provide your personal information or payments to a caller claiming to represent CEA", and "• CEA will never ask for sensitive information or payments via unsolicited phone calls". A yellow button below the list says "Learn more about avoiding scam calls". The background of the website features a large image of a coastal building on a rocky cliffside.

**Clean Energy. More Choices. Locally Controlled.**

Clean Energy Alliance is the new default power provider for the cities of Carlsbad, Del Mar, Escondido, Oceanside, San Marcos, Solana Beach and Vista bringing residents and businesses clean power at competitive rates.

[Learn More](#)

- Added a pop-up notification regarding scam calls that look like they are from CEA

## Background

# Background:

- Added history of CCE's in California
- Added a timeline of when we began servicing our member cities

Over the past two decades, Community Choice Aggregators (CCAs) have revitalized California's energy landscape, providing local choice, electricity rate control and accelerated climate action in communities across the state.

In 2002, the passage of Assembly Bill 117 legalized the creation of CCAs, allowing local governments to procure electricity on behalf of local residents and businesses. In 2008, Marin Clean Energy (MCE) became California's first CCA, offering a higher percentage of renewable energy than its investor-owned utility, Pacific Gas and Electric.

Soon thereafter, MCE's success inspired the rapid proliferation of CCAs across the state. In 2016, six CCAs founded CalCCA to support community choice electricity providers at the state level. Now, more than 200 towns, cities and counties throughout California participate in CCAs to procure their energy. These 25 CCAs serve more than 14 million electric customers, providing local transparency, distributing cleaner energy portfolios and driving economic development in their communities.

Based on a feasibility study completed in April 2019, the cities of Carlsbad, Del Mar and Solana Beach partnered in November 2019 to form the Clean Energy Alliance (CEA), a new public entity that will operate a Community Choice Energy program to provide alternative energy resources within the communities' service territories. In December 2021, the City of Escondido and the City of San Marcos joined as CEA's first new members. In July 2022, CEA expanded into the City of Oceanside and City of Vista.

- 1 In 2019, the cities of Carlsbad, Del Mar and Solana Beach joined together to form CEA.
- 2 Energy services began in Carlsbad, Del Mar and Solana Beach in May 2021.
- 3 Escondido and San Marcos joined CEA's service area in April 2023.
- 4 Oceanside and Vista joined CEA's service area in April 2024.

# What's New:

- Added a “What’s New” section to the home page which highlights new programs and other topics covered in the news. We also incorporated graphics to these posts to make them more visually appealing.

## What's New



**Clean Energy Alliance to Participate in Launch Event in City of Vista**  
By Kendall Lowery | April 3rd, 2024 | Categories: CEA News

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[Read More >](#) [Comments Off](#)



**Clean Energy Alliance Began Serving the Cities of Oceanside and Vista on April 1**  
By Kendall Lowery | April 1st, 2024 | Categories: CEA News

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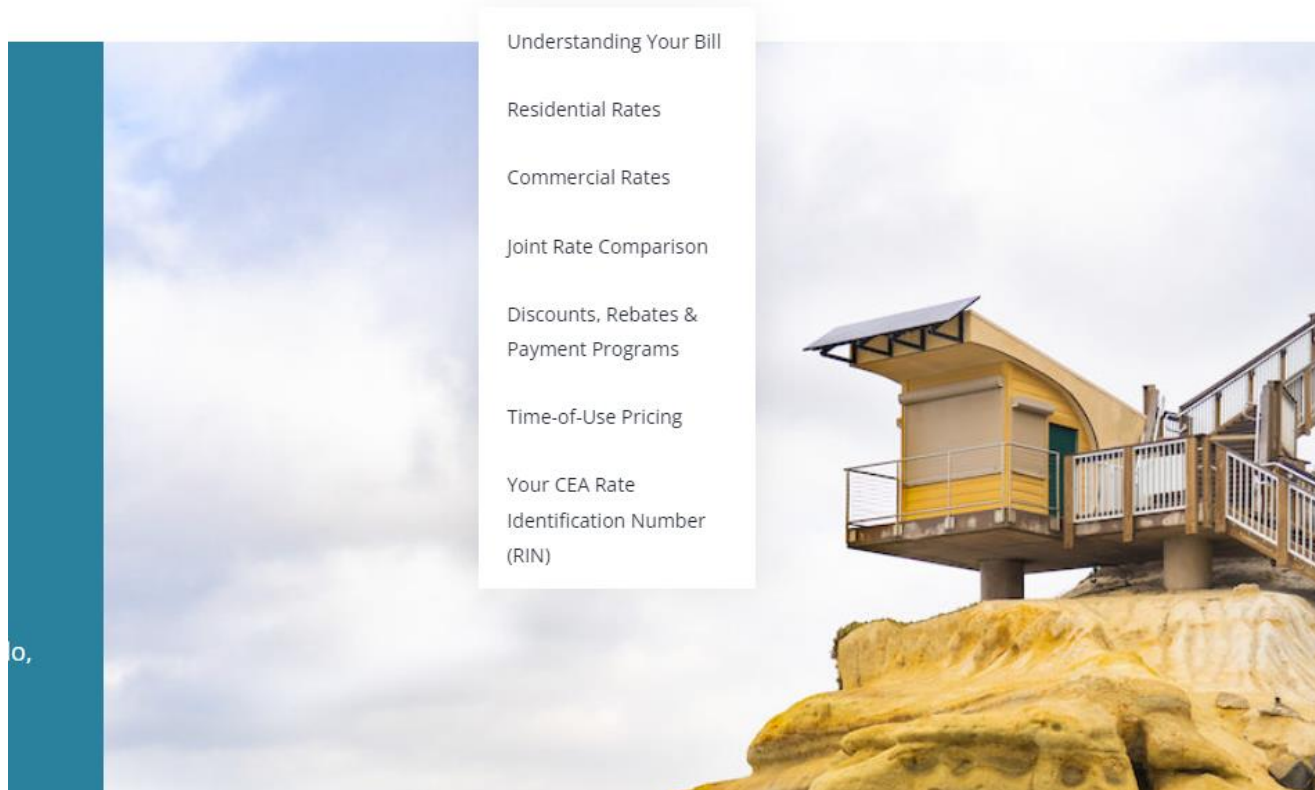
**Clean Energy Alliance Strengthens Team With Strategic New Hires**  
By Kendall Lowery | March 4th, 2024 | Categories: CEA News

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[Read More >](#) [Comments Off](#)

# Understanding Your Bill:

Meetings & Agendas   Your Options   **Billing & Rates**   Key Documents   Resources   Programs   Contact



- Moved the “Understanding Your Bill” to the top of the “Billing & Rates” drop down menu. This is a common question, and we have now made this resource more easily accessible.

# Green Impact Champions:

## – What is the Green Impact Champions program?

CEA's Green Impact Champions program celebrates customers who choose 100% renewable energy. Program benefits for business customers include:

- Promotion of your business on our website with your logo and a link to your website
- Social media announcement recognizing your business
- Window decal to highlight your participation to your customers

Residential customers who participate in the program receive window decals to celebrate their commitment to sustainability.

- Added a question regarding Green Impact Champions program to the FAQ's

# Upcoming changes:

- New photos featuring landmarks of all our member cities
- Rotating homepage and visuals
- Begin to feature different Green Impact Champions across the community on our social media platforms



# Questions/Discussion