



# Community Advisory Committee Meeting

August 14, 2025

# Item 1: CEO Update

# CEA Enrollment Stats

| Member City  | Eligible Accounts | Clean Impact – 50% Renewable | Clean Impact Plus - 75% Carbon Free | Green Impact – 100% Renewable | Participation Rate |
|--------------|-------------------|------------------------------|-------------------------------------|-------------------------------|--------------------|
| Carlsbad     | 54,883            | 177                          | 49,520                              | 233                           | 91%                |
| Del Mar      | 3,019             | 11                           | 2,750                               | 73                            | 94%                |
| Escondido    | 57,024            | 148                          | 53,271                              | 71                            | 94%                |
| Oceanside    | 74,023            | 199                          | 68,788                              | 101                           | 93%                |
| San Marcos   | 36,994            | 110                          | 34,394                              | 75                            | 93%                |
| Solana Beach | 7,749             | 14                           | 6,892                               | 161                           | 91%                |
| Vista        | 39,435            | 82                           | 36,949                              | 324                           | 95%                |
| <b>TOTAL</b> | <b>272,910</b>    | <b>738</b>                   | <b>252,318</b>                      | <b>1,025</b>                  | <b>93%</b>         |

CEA serves a total of 254,081 customer accounts across its seven member agencies

# Staffing Update & Introductions

- Recruitment for Six (6) positions completed and positions filled:
  - Ana Alarcon – Clerk to the Board/Executive Assistant
  - Karen Villasenor – Programs Analyst
  - Tiffany Reynolds – Key Accounts Analyst
  - Sophia Alcazar – Energy Contracts & Compliance Analyst
  - Wunnam Yakubu – Energy Analytics & Risk Manager
  - Amy Williams – Executive Assistant/Office Manager
- Eleven (11) full-time employees (FTEs)
- Budget anticipates 16 FTEs in FY2026

# Completed Community Events

| DATE           | DESCRIPTION   |
|----------------|---|
| June 18, 2025  | Coastal Business Expo, Oceanside Chamber                |
| June 21, 2025  | North County NAACP Juneteenth Festival                  |
| July 19, 2025  | Solar Saturday Workshop                                 |
| July 19, 2025  | Pride Parade Mixer                                      |
| July 24, 2025  | Escondido Downtown Business Association Merchant Mixers |
| August 9, 2025 | Boys & Girls Club San Marcos Flapjacks for Backpacks    |
| August 9, 2025 | 2nd Annual Back 2 School: An Artful Start               |

# Upcoming Community Events

| DATE               | DESCRIPTION                                 |
|--------------------|---|
| August 25, 2025    | Del Mar Sustainability Advisory Committee   |
| August 27, 2025    | Vista Environmental Commission              |
| September 13, 2025 | Climate Action Campaign 10th Anniversary    |
| August 17, 2025    | San Diego Regional Energy Academy           |
| September 26, 2025 | Oceanside Heroes Banquet                    |
| September 27, 2025 | City of Vista - Cyclovia                    |
| October 7, 2025    | CPUC Small & Diverse Business Expo          |
| October 8, 2025    | CPUC 23rd Annual Supplier Diversity En Banc |

# Solar Plus & Battery Bonus Update

| Member City  | Solar Plus |          | Solar Plus Connect |          | Battery Bonus |          | Battery Bonus Connect |          |
|--------------|------------|----------|--------------------|----------|---------------|----------|-----------------------|----------|
| Status       | Active     | Complete | Active             | Complete | Active        | Complete | Active                | Complete |
| Carlsbad     | 3          | 1        | 2                  | 0        | 0             | 0        | 9                     | 0        |
| Del Mar      | 0          | 0        | 1                  | 0        | 0             | 0        | 1                     | 0        |
| Escondido    | 11         | 0        | 14                 | 0        | 0             | 0        | 11                    | 0        |
| Oceanside    | 2          | 1        | 6                  | 0        | 0             | 0        | 17                    | 0        |
| San Marcos   | 1          | 0        | 2                  | 0        | 0             | 0        | 8                     | 0        |
| Solana Beach | 2          | 0        | 0                  | 0        | 0             | 0        | 1                     | 0        |
| Vista        | 4          | 1        | 8                  | 0        | 0             | 0        | 11                    | 0        |
| TOTAL        | 23         | 4        | 35                 | 0        | 0             | 0        | 58                    | 0        |

Data as of 8/12/25

# PeakSmart Savers Update

| Member City  | PeakSmart Savers Signups |
|--------------|--------------------------|
| Carlsbad     | 0                        |
| Del Mar      | 2                        |
| Escondido    | 3                        |
| Oceanside    | 5                        |
| San Marcos   | 0                        |
| Solana Beach | 0                        |
| Vista        | 5                        |
| TOTAL        | 15                       |

- Data as of 8/12/2025
- First PeakSmart event called on 8/7/25

# New Meeting Location

- Leucadia Wastewater District at 1960 La Costa Avenue in Carlsbad
- First meeting will be the September 25<sup>th</sup> Board Meeting



# Federal Budget Reconciliation Bill

- Signed on July 4, 2025
  - Phases out PTC and ITC for wind and solar projects
  - Introduces “prohibited foreign entities” rules
  - Ends 30% Residential Tax Credit on December 31, 2025
- Compromise regarding the phase-out of PTC and ITC
  - Some wanted immediate phaseout
  - Others wanted to provide a window
  - Compromise reached based on beginning of construction
- July 7, 2025 EO requires Treasury to issue new or modified guidance regarding beginning of construction

# Federal Budget Reconciliation Bill

- **Residential 30% Clean Energy Credit**
  - Ends on December 31, 2025
  - Under 2022 IRA this solar tax credit was set to remain 2032, then phase down and expire in 2034.
  - Systems installed and operational by December 31, 2025.
- **Third-Party Owned Systems (Leases and PPAs)**
  - Tax credits for residential solar leases and Power Purchase Agreements (PPAs) are governed by a different tax credit (Section 48E), which remain available for systems placed in service before December 31, 2027
- **Battery Storage**
  - Batteries installed with solar may be eligible for the tax credit if installed by December 31, 2025. [The EnergySage website](#) notes that if you lease battery storage for a system, it may qualify for tax credits until 2036.

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# Federal Budget Reconciliation Bill

- For a wind or solar facility to qualify for PTC credit:
  - If construction of a qualified facility begins **after July 4, 2026**, facility must be placed in service on or before December 31, 2027
  - If construction of a qualified facility begins **before July 4, 2026**, placed-in-service deadline does not apply (but normal beginning of construction rules apply, including 4-year continuity safe harbor)
- Adds “prohibited foreign entities” restrictions

# Federal Budget Reconciliation Bill

- For a wind or solar facility to qualify for ITC credit:
  - If construction of a qualified facility begins **after July 4, 2026**, facility must be placed in service on or before December 31, 2027
  - If construction of a qualified facility begins **before July 4, 2026**, placed-in-service deadline does not apply (but normal beginning of construction rules apply, including 4-year continuity safe harbor)
- Adds “prohibited foreign entities” restrictions
- Accelerated phase-down does not apply to batteries
- Adds “prohibited foreign entities” restrictions, which apply to all technologies (including batteries)
  - Applies to any project construction that begins after December 31, 2025

# Questions/Comments

- CAC Member comments on CEA activities
- Other events, actions or announcements in Member Cities

# Questions/Discussion – Item 1

# Item 2: Update on outside organization collaboration

# 2024-2025 CEA Participation

| Member Agency | # of Events Attended* | % of total events | # of Contacts | % of total contacts |
|---------------|-----------------------|-------------------|---------------|---------------------|
| Carlsbad      | 11                    | 14.86%            | 520           | 17.09%              |
| Del Mar       | 3                     | 4.05%             | 20            | 0.66%               |
| Escondido     | 7                     | 9.46%             | 435           | 14.29%              |
| San Marcos    | 7                     | 9.46%             | 390           | 12.81%              |
| Solana Beach  | 3                     | 4.05%             | 50            | 1.64%               |
| Oceanside     | 20                    | 27.03%            | 915           | 30.05%              |
| Vista         | 23                    | 31.08%            | 715           | 23.48%              |
| <b>Total</b>  | <b>74</b>             | <b>100%</b>       | <b>3,045</b>  | <b>100%</b>         |

\*1/1/2024 to 8/13/2025



Escondido Street Festival, 2025

# 2024- 2025 Sponsorships

- 2025 Sponsorship Total - **\$27,760** (includes future events)
  - Boys & Girls Club Flapjacks for Backpacks (San Marcos)
  - 2nd Annual Back 2 School: An Artful Start (Escondido)
  - MLK Scholarship Fund Garden Reception (Oceanside)
  - San Diego Regional Energy Academy (County-wide)
- 2024 Sponsorship Total - **\$16,200**
  - Moonlight Amphitheatre (Vista)
  - San Diego County Farm Bureau, Graze at the Fields (Carlsbad)
  - San Diego Equality Awards (County-wide)
  - Heroes of Oceanside and Camp Pendleton (Oceanside)

# Member Agency Engagement

- Presentations
  - Sustainability Advisory Committee (Del Mar)
  - Environmental Commission (Vista)
  - Climate Action Plan Citizens Advisory Committee (San Marcos)
  - Climate Action Commission Meeting (Solana Beach)
  - City council meetings
- Chamber of Commerce engagements
  - Green Business Committee (Carlsbad)
  - Young Professionals Network (Oceanside)
  - Government Affairs Committee (Vista)
  - Emerging Issues Forum (Oceanside)
  - North SD Business Chamber Sustainability Advisory Council (Regional)

# Community-Based Organization Engagement

- Solar Plus Referral Program
  - Collaborated with trusted organizations to spread the word about the Solar Plus & Solar Plus Connect programs
  - Participate.Energy donates back \$500 to CBO for each system installed using individual CBO referral codes
  - Program information shared with 30+ CBOs
- Regular attendance at CBO meetings
  - San Diego Farm Bureau
  - Oceanside Community Safety Partnership
  - Mainstreet Oceanside
  - North San Diego County NAACP

# Regional Engagement & Working Groups

- San Diego County Office of Sustainability and Environmental Justice
  - Energy Access, Resilience and Capacity Study (Energy ARC)
- SANDAG bimonthly interagency meetings
  - Comprehensive Climate Action Plan
- San Diego Regional Energy Network (SDREN)
- Southern California Regional Energy Network (SoCal REN)
- California's Fifth Climate Change Assessment: San Diego Region Report
- North County Climate Change Alliance
- San Diego Regional Energy Academy
- San Diego Regional Climate Collaborative

# Questions/Discussion – Item 2

# Item 3: Social Media Marketing Feedback

# 2025 Social Media & Marketing Goals

- Build brand awareness and strengthen position as a partner to the communities we serve
- Increase engagement and reach on all platforms through:
  - Video content
  - Paid advertising
  - Collaboration with member agencies
- Highlight CEA mission, expertise, and commitment to customer advocacy and service.
- Emphasize education around clean energy topics through approachable storytelling

# Strategic Plan Goals

- 1(b) Highlight customers who have opted up to CEA's 100% renewable energy Green Impact product.
- 3(d) Encourage participation in State funded income-based assistance programs.
- 5(a) Increase CEA's presence in communities and provide accurate information to customers
- 5(b) Promote CEA as the preferred customer-focused renewable energy service provider in North San Diego County
- 5(c) Engage with CEA customers to provide information to and increase awareness of CEA's programs, services and benefits.
- 5(d) Develop a comprehensive customer communications strategy to reach CEA's diverse communities.

# Current Social Media Strategy

- Social Media Platforms
  - LinkedIn (915 followers)
  - Instagram (370 followers)
  - Facebook (202 followers)
  - X (136 followers)
  - YouTube (124 subscribers)
- 3-4 posts per week per platform
- Topics include
  - Programs, events, education, reminders
  - Shifting towards people-centric imagery

**Clean Energy Alliance**  
915 followers  
2w • 🌱

🌱 Thinking about installing solar panels and/or battery storage?  
#CleanEnergyAlliance (CEA) offers renewable energy solutions that can lower your electricity rates while helping power a cleaner future for our community. ...more

**Swipe Now!**

**Solar & Battery Programs Menu**

|                | Details                  | Solar Plus | Solar Plus Connect | Battery Bonus | Battery Bonus Connect |
|----------------|--------------------------|------------|--------------------|---------------|-----------------------|
| Eligibility    | CEA customer             | ✓          | ✓                  | ✓             | ✓                     |
|                | Homeowner                | ✓          | ✓                  | ✓             | ✓                     |
|                | Income-qualified         |            | ✓                  |               | ✓                     |
| Cost           | Financing \$/kw          |            |                    | ✓             | ✓                     |
|                | No cost to customer      |            |                    |               | ✓                     |
| System Offset  | Financial credit         | ✓          | ✓                  | ✓             |                       |
|                | Solar & Battery          | ✓          | ✓                  |               |                       |
| Term           | Battery only             |            |                    | ✓             | ✓                     |
|                | Buyout at any time       | ✓          |                    | ✓             |                       |
| Agreement Term | 10 years                 |            |                    |               | ✓                     |
|                | 15 years                 | ✓          | ✓                  | ✓             |                       |
| Availability   | First come, first served |            | ✓                  | ✓             | ✓                     |
|                | Ongoing                  | ✓          |                    | ✓             |                       |

Learn more about how you can get extra savings with Solar Plus & Battery Bonus programs

Clean Energy Alliance

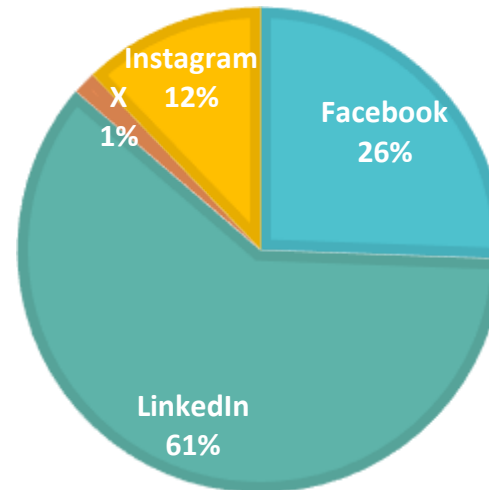
# Annual Metrics 2024-2025

## Key Takeaways

- 47.5K impressions and 3.5K engagements from 619 posts
- LinkedIn is the top performer in terms of visibility, engagement, and click-rates
- Continue leveraging Facebook for community-level engagement
- New Summer/Fall strategy is being implemented to boost metrics

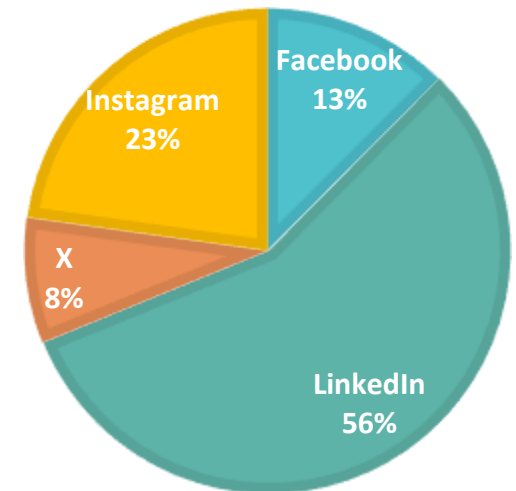
### ENGAGEMENTS

Facebook LinkedIn X Instagram



### AUDIENCE GROWTH

Facebook LinkedIn X Instagram

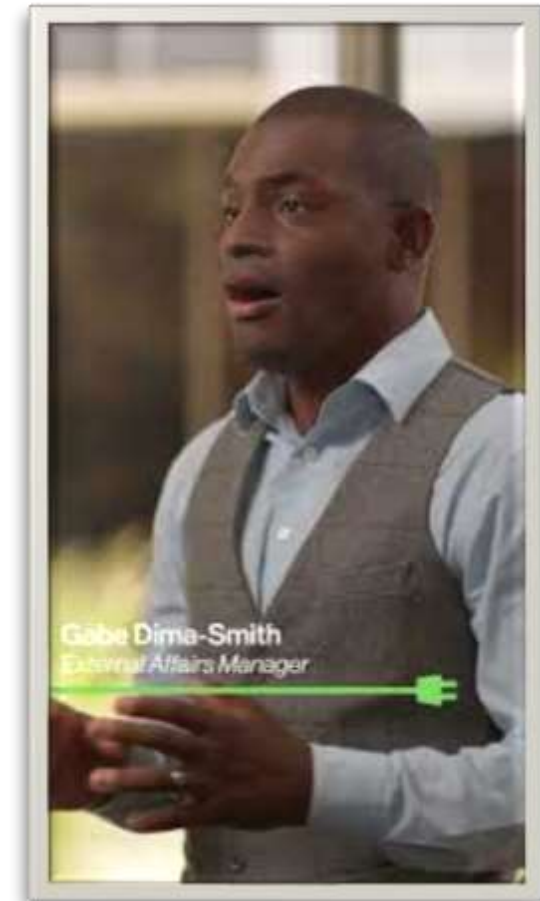


Data from 7/30/2024-7/30/2025

# Across the Region

- CCA's average between 500-2,000 Instagram followers
- CCA's post educational clips on frequently asked questions

| Community Choice Aggregators  | Year Established | Instagram Following (% of total customers) | LinkedIn Following (% of total customers) |
|-------------------------------|------------------|--|---|
| Marin Clean Energy            | 2008             | 0.32%                                      | 1.39%                                     |
| Sonoma Clean Power            | 2012             | 0.84%                                      | 0.76%                                     |
| Peninsula Clean Energy        | 2016             | 0.24%                                      | 1.94%                                     |
| Silicon Valley Clean Energy   | 2016             | 0.54%                                      | 1.49%                                     |
| Ava Community Energy          | 2018             | 0.20%                                      | 0.76%                                     |
| Clean Energy Alliance         | 2019             | 0.14%                                      | 0.37%                                     |
| Orange County Power Authority | 2021             | 0.42%                                      | 1.05%                                     |



Orange County Power Authority

# Summer/Fall Strategy

- CEA expansion updates
  - New staff highlights
- Increased video content
  - Tiny-mic series
  - 60-90 second videos
    - Meet the Board
    - Meet CEA Staff
    - Meet CAC Representatives
- Share community event photos
- Follow additional organizations & environmental groups



# Additional Marketing Outreach

- Physical mailers for Solar Plus Connect/Battery Bonus Connect programs
  - English and Spanish available
- Email marketing to eligible program participants
- Continue attending/sponsoring community events
  - Educational flyers, sustainable or energy related swag
- Continue partnerships with CBOs
- Press releases
- Podcasts

# Future Key Accounts Program

- Create a mission and vision statement to guide strategic key account customer outreach
- Define the criteria to identify key account customers
- Establish and maintain a list of key accounts
- Increase brand awareness for CEA by engaging with key account customers strategically
- Enhance community engagement by developing collaborative partnerships with key accounts

# Questions/Discussion – Item 3

# Item 4: 2025 Work Plan Discussion and Possible Ad-Hoc CAC Subcommittee Formation

| MEETING DATE   | WORK PLAN/TOPICS  |
|--|---|
| February 13, 2025<br>1 pm – 3 pm<br>Oceanside Council Chambers | Board Organization Update<br>CAC Orientation/Brown Act Review<br>Review Strategic Plan/Organizational Update<br>Ad-Hoc CAC Subcommittees Discussion |
| April 10, 2025<br>1 pm – 3 pm<br>Oceanside Council Chambers    | CEA Budget Update<br>Energy Program Plan Input<br>Rate Premiums   |
| June 12, 2025<br>1 pm – 3 pm<br>Oceanside Council Chambers     | Review CEA Draft FY 2025/26 Budget<br>Programs Update   |
| August 14, 2025<br>1 pm – 3 pm<br>Oceanside Council Chambers   | Update on outside organization collaboration<br>Social Media Marketing Feedback   |
| October 9, 2025<br>1 pm – 3 pm<br>Oceanside Council Chambers   | 2025 Achievements and 2026 Workplan Suggestions<br>Climate Action Plan Updates  |

# Questions/Discussion – Item 4