



MEETING of the Community Advisory Committee of the Clean Power Alliance of Southern California

Thursday, September 12, 2019

1:00 p.m.

**555 W. 5th Street, 35th Floor,
Los Angeles, CA, 90013**

Meetings are accessible to people with disabilities. Individuals who need special assistance or a disability-related modification or accommodation to participate in this meeting, or who have a disability and wish to request an alternative format for the meeting materials, should contact Christian Cruz at least two (2) working days before the meeting at ccruz@cleanpoweralliance.org or (213) 269-5870. Notification in advance of the meeting will enable us to make reasonable arrangements to ensure accessibility to this meeting and the materials related to it.

PUBLIC COMMENT POLICY: *The General Public Comment item is reserved for persons wishing to address the Committee on any Clean Power Alliance-related matters not on today's agenda. Public comments on matters on today's Consent Agenda and Regular Agenda shall be heard at the time the matter is called. Comments on items on the Consent Agenda are consolidated into one public comment period. As with all public comment, members of the public who wish to address the Committee are requested to complete a speaker's slip and provide it to Clean Power Alliance staff at the beginning of the meeting but no later than immediately prior to the time an agenda item is called.*

Each speaker is limited to two (2) minutes (in whole minute increments) per agenda item with a cumulative total of five 5 minutes to be allocated between the General Public Comment, the entire Consent Agenda, or individual items in the Regular Agenda. Please refer to Policy No. 8 – Public Comment for additional information.

In addition, members of the Public are encouraged to submit written comments on any agenda item to publiccomment@cleanpoweralliance.org. To enable an opportunity for review, written comments should be submitted at least 72 hours but no later than 24 hours in advance of the noticed Committee meeting date. Any written materials submitted thereafter will be distributed to the Committee at the meeting. Any written

Clean Power Alliance Community Advisory Committee
September 12, 2019

submissions must specify the Agenda Item by number, otherwise they will be considered General Public Comment.

Members of the public may also participate in this meeting remotely at the following addresses:

Ventura County Government Center
Channel Islands Conference Room, 4th Floor Hall of Administration
800 South Victoria Avenue, Ventura, CA 93009

Whittier City Hall – Admin Conference Room
13230 Penn Street, Whittier, CA 90602

I. WELCOME AND ROLL CALL

II. GENERAL PUBLIC COMMENT

III. REGULAR AGENDA

1. Approve Minutes from July 11, 2019 Community Advisory Committee Meeting
2. Staff Update on Operational Activities including Voyager Scholarship Program, Financial Performance, Energy Procurement, and Customer Billing
3. Discuss 2019/2020 Marketing and Outreach Plan

IV. COMMITTEE MEMBER COMMENTS

V. ITEMS FOR FUTURE AGENDAS

VI. ADJOURN – NEXT MEETING ON OCTOBER 10, 2019

Public Records: *Public records that relate to any item on the open session agenda for a regular Committee Meeting are available for public inspection. Those records that are distributed less than 72 hours prior to the meeting are available for public inspection at the same time they are distributed to all, or a majority of, the members of the Committee. The Board has designated Clean Power Alliance, 555 W. 5th Street, 35th Floor, Los Angeles, CA 90013, as the location where those public records will be available for inspection. The documents are also available online at www.cleanpoweralliance.org.*

MEETING of the Community Advisory Committee of the
Clean Power Alliance of Southern California
Thursday, July 11, 2019, 1:00 p.m.

MINUTES

*555 W. 5th Street
Los Angeles, CA 90013*

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I. WELCOME AND ROLL CALL

Vice Chair Angus Simmons called the meeting to order and Christian Cruz, Community Outreach Manager, conducted roll call.

East Ventura/West LA County	Angus Simmons (Vice Chair)	Present
East Ventura/West LA County	Laura Brown	Absent
East Ventura/West LA County	Rocio Gonzalez	Absent
San Gabriel Valley	Richard Tom	Absent
San Gabriel Valley	Robert Parkhurst (Vice Chair)	Present
West/Unincorporated Ventura County	Lucas Zucker	Remote
West/Unincorporated Ventura County	Steven Nash	Remote
South Bay	Vacant	
South Bay	Vacant	
Gateway Cities	Jaime Abrego	Remote

Gateway Cities	Jordan Salcido	Absent
Westside	Cris Gutierrez	Present
Westside	David Haake (Chair)	Absent
Unincorporated Los Angeles County	Neil Fromer	Present
Unincorporated Los Angeles County	Kristie Hernandez	Absent

II. GENERAL PUBLIC COMMENT

There were no general public comments.

III. REGULAR AGENDA

1. Approved Minutes from June 13, 2019 Community Advisory Committee Meeting

Motion: Cris Gutierrez, Westside

Second: Neil Fromer, Unincorporated Los Angeles County

Vote: Item 1 was approved by unanimous roll call vote.

2. Received staff update on bills in 2019/2020 Legislative Session

Gina Goodhill, Policy Director, provided a brief update on the 2019/20 legislative session. Ms. Goodhill highlighted SB 355 by Senator Portantino, which is a CPA-sponsored bill that would allow non-elected alternate members on CPA's Board of Directors to participate in closed sessions. This bill does have support from the statewide association of Joint Powers Authorities (JPA), as this bill has the potential to benefit other JPAs. Ms. Goodhill also highlighted SB 155 by Senator Bradford, which gives the California Public Utilities Commission (CPUC) new power to enforce the Integrated Resource Plan (IRP) process for CCAs. CPA had adopted an "Oppose, unless amended" position on SB 155, and the bill was recently amended. With the amendments, SB 155 now clarifies that the CPUC will not have the previously stated enforceable powers over the IRP process

and CCAs will still make their own procurement decisions. As such, staff will be going to the Board to amend CPA's position to "Neutral." Additionally, Ms. Goodhill discussed AB 1144 by Assembly Member Friedman, which requires the CPUC to reserve 10% of funds collected from the self-generation incentive program (SGIP) for pilot projects to create community storage within fire prone communities.

Committee member Gutierrez asked if CPA would participate in the pilot and find partners to jointly apply for funds. Ms. Goodhill did state that the details of this pilot program have not been clarified, but CPA could potentially leverage these funds. Committee member Zucker asked if CPA will be involved on the implementation side of AB 1054 by Assembly Member Holden, which is a \$21 billion liquidity fund. Ms. Goodhill did say there is no role for CPA at this point, but staff would look into what type of role CPA would take, if any. Vice Chair Parkhurst asked about current electric vehicle (EV) bills. Ms. Goodhill mentioned SB 676 by Senator Bradford, which would require CCAs and utilities to ensure that vehicle to grid integration is a more robust part of our plans and portfolio. Originally, this bill would have given the CPUC authority over rates, because that is the main way to do vehicle to grid integration. This bill was amended and only requires CCAs to look at vehicle to grid integration through their boards and not the CPUC.

3. Provide Input on Distributed Energy Resource (DER) Pilot Program

Tyler Aguirre, Account Services Manager, provided a brief presentation/update on the DER Pilot Program. For this pilot program, staff is looking at many factors including making sure future DER programs offered to CPA customers during the pilot are scalable in the future. Ms. Aguirre highlighted the four pillars of the program: EV Charging, Solar Storage, Smart Home, and Disadvantaged Communities (DAC) Community Solar. Additionally, Ms. Aguirre indicated that staff is currently working with its program consultant, Olivine, to do a deeper dive on the financials of each

of the proposed programs within the DER pilot, to ensure these programs are fiscally responsible.

Committee member Fromer asked whether a customer who has rooftop solar but no storage, if they would be able to participate in this program. Ms. Aguirre stated that this program would target approximately 1,000 residential customers with the analysis focusing on customers with both solar and storage. Committee member Nash asked how CPA arrived at the participation number for this program. Ms. Aguirre clarified that its based on the allocated budget and proportional load.

For the Smart Home program, Ms. Aguirre indicated that a \$50 incentive would be provided for customers to participate and \$75 enrollment incentive for additional smart home controls. Vice Chair Parkhurst asked how the smart plug incentive will work for optional controls. However, staff indicated that at this time the details are still being worked out.

Committee member Fromer requested that CPA think about and consider how these programs will be implemented throughout CPA territory and ensure that they are not just accessible to one geographic subregion, but to the entire service territory, which would help avoid any equity concerns. Committee member Gutierrez also pointed that as we roll out this pilot project, we consider equity, as we reach out to potential participants in the program. In addition, working or partnering with community groups to help engage with the various communities.

4. Received staff update on CPA's Residential (Phase 3) and Non-Residential (Phase 1, 2, and 4) Rollout, Financial Dashboard, Recent Power Purchase Agreements (PPAs), and Other Activities

Ted Bardacke, Executive Director, provided an update on current opt-out

rates overall and opt-outs with the 1,800 subset of commercial customers that were impacted by rates outside of the Board-approved rate comparison ranges. Currently, the overall opt-out rate for all CPA customers is at 4.26%. On a load basis it is 9.5%, which is still below the 10% planning criteria for opt-outs. Vice Chair Parkhurst asked what the financial impact is if CPA exceeds the 10% threshold. Mr. Bardacke indicated that during the enrollment period CPA is 100% hedged to ensure there is no significant fiscal impact, should that happen. For the 1,800 subset customers who's cost for power will be out of the rate ranges, it is expected that 40-50% of those customers will opt-out. Additionally, CPA's member jurisdictions took various actions on their municipal accounts that were affected by the subset issue. Jurisdictions fell into four categories in terms of their actions to the subset issue, as follows: some did not opt-out any of their accounts, some opted out all affected subset accounts, some opted out only their streetlight accounts, and some did a combination of the previously mentioned actions.

Committee member Nash asked about when the PCIA sunsets and if there will be a reduction in customer bills. Mr. Bardacke indicated that there will be a reduction, and the one-time PCIA, which began in April 2019 and will sunset in March 2020. However, there is a long-term PCIA in addition to the one-time PCIA, which will continue for significant amount of time. Staff does expect there will be a rate reduction once the one-time PCIA sunsets.

Mr. Bardacke also provided an update on the SCE billing issue that has affected CPA customers. SCE had billing system malfunctions that affected all CCAs in Southern California. The customer impact includes either not receiving one or more bills or getting partial charges. Mr. Bardacke the state that this has caused some opt-outs by customers. Mr. Bardacke highlight that there will be joint communications on SCE and CPA websites and talking points at each call center to inform and assist customers. Vice Chair Parkhurst asked if the CPUC can help with holding SCE responsible. Mr.

Bardacke clarified that the CPUC process would take a significant amount of time and attorneys fees would be more than what the financial impact is because of the billing issue.

IV. COMMITTEE MEMBER COMMENTS

Committee member Steven Nash requested that the CAC continue to be informed about the local programs process. Vice Chair Parkhurst also announced he was just appointed to the Energy, Environment and Natural Resources Committee for the City of Sierra Madre.

V. ITEMS FOR FUTURE AGENDAS

There was no discussion on future agenda items.

VI. ADJOURN

Vice Chair Angus Simmons adjourned the meeting.

Item 2

To: Clean Power Alliance (CPA) Community Advisory Committee
From: Ted Bardacke, Executive Director
Subject: Staff Update on Operational Activities
Date: September 12, 2019

Billing System Update

As reported at the July CAC meeting, beginning in late May and into June, SCE identified several issues with its billing system that caused delays in the issuance of bills, or the issuance of incomplete bills, to CPA and other CCA customers.

As of mid-June, 110,000 accounts were issued bills with SCE charges but without CPA charges. In addition, SCE did not report usage to CPA on as many as 47,000 discrete account billing cycles resulting in some customers not receiving bills at all for one or more billing cycles.

For the first group, during July and August, CPA's data manager Calpine resubmitted all charges on a daily basis in cadence with normal billing cycles so that make up charges were on customers' regular bills – not a separate bill. That process was completed on August 19 and while there are still a few accounts that need some manual intervention, the vast majority of the accounts in this category have received bills that are up to date. There are an additional approximately 10,000 accounts with missing SA2 charges that accumulated after SCE's major systemic fixes; those accounts are expected to be rebilled by the end of September.

For the second group, the number of unbilled accounts has been reduced to approximately 10,000. Progress was initially slow in resolving these accounts, but SCE cleared 7,000 in the last week of August. CPA has not been given an ETA on when this backlog will be cleared.

While the billing issues are not fully resolved, enough progress has been made to identify some trends:

- Cash receipts have recovered to be more in line with projections, increasing by an average of \$1.5 million daily compared to June.
- There was a significant increase in call center contacts, rising from almost 7,000 in June to over 14,000 in July and nearly 10,000 in August.
- Opt-outs and Opt-Actions: 1.1% of the impacted customers have opted-out of CPA . Even more (1.4%) have taken the opportunity to change their rate plan -- 81% changed to Lean Power, 13% changed to Clean Power, and 6% opted-up to 100% Green Power

Financial Performance

CPA's financial performance through May remained ahead of projections, with positive financial results compared to the approved amended budget. Year-to-date revenues were 2% higher than amended budget revenue forecasts and energy costs were 7% below budgeted energy costs. Net income was \$12.7 million greater than budgeted. CPA's monthly financial dashboard for May is attached to this report.

Financial performance in June, when new summer rates took effect, was at the lower end of projections. Two interrelated factors contributed to these less favorable monthly results – cooler weather, which reduces revenues and lower power prices, which makes CPA's forward energy purchases less valuable. Final results for June, which is the last month of CPA's fiscal year, will be available later in the fall due to a lag in closing out the fiscal year and engaging with CPA's independent auditor.

In mid-August, CPA fully paid down its private bank credit line. The \$10 million LA County start-up loan remains outstanding.

Opt-Actions

As of August 26, CPA's commercial (Phases 1, 2, and 4) opt-out rate is 5.17%. Opt-outs among commercial customers began to slow during the latter half of August, though commercial customers in the 100% Green default jurisdictions continue to opt-out in higher numbers than any other customer type. CPA expects to reach steady state with small and medium sized commercial customers by the end of the year. The reopening of Direct Access in 2020 adds some medium-term uncertainty to opt-out rates among larger commercial customers. The opt-out rate for new commercial customers who have started accounts since CPA's initial enrollment is 1.10%.

CPA's Residential (Phase 3) opt-out rate is 4.85% and is close to reaching steady state. Opt-out rates among new residential move-ins is significantly lower at 1.37%. A summary of opt-action data by jurisdiction is attached.

Total opt-out by load is estimated to be 13.5%. CPA is in the process of revising its overall load forecast based on new historic load information received from SCE and data on customer behavior over the course of the summer.

Voyager Scholarship Program

Staff has been working with each of the seven participating community colleges to implement the scholarship program for the 2019/20 academic year. Currently, staff is working on establishing agreements with each of the colleges to lay out the scholarship parameters and fund distribution mechanisms, and anticipates having this task completed in September. Once the agreements are finalized, CPA intends to disburse the funding to each individual college for allocation to the student recipients of the scholarship awards. Additionally, Oxnard College notified the CPA that it will match the scholarship dollar for dollar. This match will provide an additional \$12,500 in scholarship funds for students.

Customer Communications

In late September CPA will be mailing its final 2018 Power Content Label, approved by the California Energy Commission, to all customers who took service from CPA during 2018. CPA staff continue to conduct outreach and provide informational presentations to residential and commercial customer groups across its service territory. Outreach to CPA's key commercial accounts has increased with an emphasis on enrolling business customers at the 100% Green Power level in the Green Leader Program. The Green Leader Program flyer is attached.

Staffing Update

CC Song has been hired as CPA's Director of Regulatory Affairs. CC comes to CPA from Marin Clean Energy, where she was a member of the regulatory affairs team for four years, eventually rising to Manager. CC is a graduate of UCLA's Luskin School of Public Affairs and previously worked for the Greenlining Institute. She begins at CPA on September 26.

Rigoberto Garcia joined CPA on August 30 as Board Secretary. Rigo comes to CPA with over 15 years of public agency service, including most recently serving as the Assistant City Clerk for the City of Whittier, a CPA member agency.

Upcoming Events

November 6-7, 2019 CalCCA Annual Meeting: CPA is the co-host for this year's annual CalCCA Conference which will take place in Redondo Beach. The Conference will include a special luncheon for elected officials on Wednesday, November 6. More information, including a draft agenda to be released soon. Please contact Jennifer Ward at jward@cleanpoweralliance.org if you plan to attend the 2019 CalCCA Annual Meeting.

Attachments:

- 1) May 2019 Financial Dashboard
- 2) Customer Opt-Actions Report
- 3) Green Leader Flyer



Financial Dashboard

Summary of Financial Results

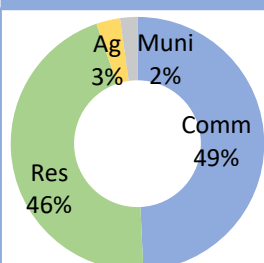
in \$000,000's	May				Year-to-Date			
	Actual	Budget	Variance	%	Actual	Budget	Variance	%
Energy Revenues	\$38.3	\$29.1	\$9.2	32%	171.3	173.0	-1.7	-1%
Cost of Energy	\$37.4	\$27.0	\$10.5	39%	158.9	170.5	-11.6	-7%
Net Energy Revenue	\$0.9	\$2.1	-\$1.2	-58%	12.3	2.5	9.8	396%
Operating Expenditures	\$1.6	\$3.5	-\$1.9	-55%	9.9	12.8	-2.8	-22%
Net Income	-\$0.7	-\$1.3	\$0.7		2.4	-10.3	12.7	

Active Accounts

1,054,000

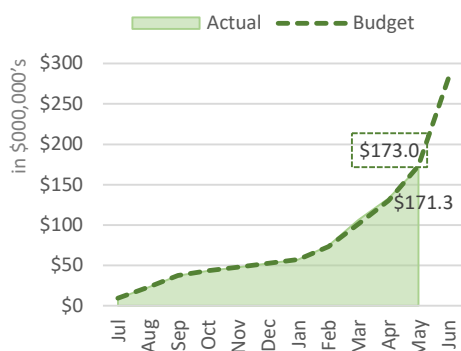
Opt-Out %

3.8%

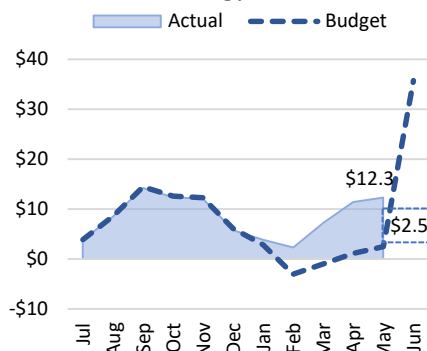
YTD Sales Volume
2,907 GWh

- CPA recorded near break-even financial results for the month. Expenditures remain within authorized budget limits.
- For year-to-date:
 - Revenues of \$171 million were 2% below amended budget revenues.
 - Cost of energy of \$159 million was 7% below budgeted energy costs.
 - Operating expenditures of \$9.9 million were 22% lower than budgeted primarily due to lower than budgeted staffing, legal services, and Data & SCE service fees.
 - Net income of \$2.4M was \$12.7 million greater than budgeted net loss of \$10.3M.
 - Management believes that available liquidity and bank lines of credit are sufficient for CPA to continue to meet its obligations.

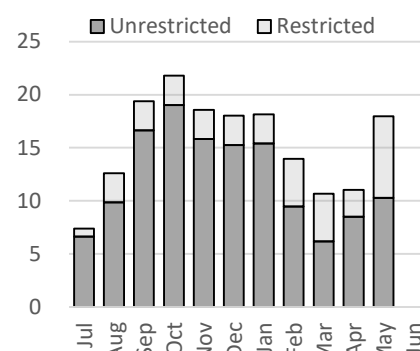
Cumulative Revenue



Net Energy Revenue



Cash & Cash Equivalents



Definitions:

Accounts: Active Accounts represent customer accounts of active customers served by CPA

Opt-out %: Customer accounts opted out divided by eligible CPA accounts

YTD Sales Volume: Year to date sales volume represents the amount of energy (in gigawatt hours) sold to retail customers

Revenues: Retail energy sales less allowance for doubtful accounts

Cost of energy: Cost of energy includes direct costs incurred to serve CPA's load

Operating expenditures: Operating expenditures include general, administrative, consulting, payroll and other costs required to fund operations

Net income: Net income represents the difference between revenues and expenditures before depreciation and capital expenditures

Cash and Cash Equivalents: Includes cash held as bank deposits.

Year to date (YTD): Represents the fiscal period beginning July 1, 2018

Clean Power Alliance - Non-Residential Customer Status Report - As of August 26, 2019

		Opt Percentage by City & County				
CPA Cities & Counties	Default Tier	Total Eligible Accounts	Opt Up %	Opt Mid %	Opt Down %	Opt Out %
AGOURA HILLS	Lean Power	1,582	0.00%	0.00%	0.00%	5.25%
ALHAMBRA	Clean Power	5,007	0.00%	0.00%	0.50%	6.59%
ARCADIA	Lean Power	3,681	0.00%	0.11%	0.00%	2.80%
BEVERLY HILLS	Clean Power	4,431	0.02%	0.00%	0.59%	2.23%
CALABASAS	Lean Power	1,274	0.00%	0.00%	0.00%	8.01%
CAMARILLO	Lean Power	5,165	1.28%	0.17%	0.00%	6.78%
CARSON	Clean Power	4,941	0.00%	0.00%	0.61%	6.03%
CLAREMONT	Clean Power	1,617	0.06%	0.00%	0.87%	5.01%
CULVER CITY	100% Green Power	3,529	0.00%	0.71%	1.42%	3.80%
DOWNEY	Clean Power	4,769	0.00%	0.00%	0.50%	3.46%
HAWAIIAN GARDENS	Clean Power	584	0.00%	0.00%	0.51%	0.86%
HAWTHORNE	Lean Power	4,113	0.00%	0.00%	0.00%	2.59%
LOS ANGELES COUNTY	Clean Power	29,541	0.03%	0.00%	0.64%	2.20%
MALIBU	Clean Power	1,388	3.96%	0.00%	0.00%	4.18%
MANHATTAN BEACH	Clean Power	2,004	4.84%	0.00%	0.60%	4.04%
MOORPARK	Clean Power	1,895	1.11%	0.00%	0.53%	6.60%
OJAI	100% Green Power	828	0.00%	1.57%	3.02%	5.80%
OXNARD	100% Green Power	8,740	0.00%	0.15%	8.14%	7.38%
PARAMOUNT	Lean Power	3,155	0.03%	0.00%	0.00%	3.87%
REDONDO BEACH	Clean Power	4,970	0.00%	0.00%	0.80%	3.02%
ROLLING HILLS ESTATES	Lean Power	528	5.11%	0.19%	0.00%	7.95%
SANTA MONICA	100% Green Power	9,140	0.00%	0.66%	2.98%	4.22%
SIERRA MADRE	Clean Power	515	0.00%	0.00%	2.14%	2.72%
SIMI VALLEY	Lean Power	5,890	0.20%	0.03%	0.00%	5.72%
SOUTH PASADENA	Clean Power	1,422	0.07%	0.00%	1.13%	1.20%
TEMPLE CITY	Lean Power	1,427	0.00%	0.00%	0.00%	0.98%
THOUSAND OAKS	100% Green Power	7,501	0.00%	0.19%	2.73%	10.67%
VENTURA	100% Green Power	8,659	0.00%	1.44%	3.81%	7.54%
VENTURA COUNTY	100% Green Power	7,110	0.00%	1.34%	3.05%	17.05%
WEST HOLLYWOOD	100% Green Power	4,111	0.00%	0.22%	1.29%	2.41%
WHITTIER	Clean Power	4,229	0.00%	0.00%	0.61%	2.77%
Total		143,766	0.23%	0.26%	1.60%	5.17%

Opt Percentage by Default Tier					
Default Tier	Total Eligible Accounts	Opt Up %	Opt Mid %	Opt Down %	Opt Out %
100% Green Power	49,618	0.00%	0.71%	3.75%	8.02%
Clean Power Power	67,313	0.27%	0.00%	0.63%	3.25%
Lean Power	26,835	0.40%	0.06%	0.00%	4.70%
Total	143,766	0.23%	0.26%	1.60%	5.17%

Clean Power Alliance - Residential Customer Status Report - As of August 26, 2019

		Opt Percentage by City & County				
CPA Cities & Counties	Default Tier	Total Eligible Accounts	Opt Up %	Opt Mid %	Opt Down %	Opt Out %
AGOURA HILLS	Lean Power	7,405	0.38%	0.20%	0.00%	6.36%
ALHAMBRA	Clean Power	30,641	0.11%	0.00%	0.82%	2.26%
ARCADIA	Lean Power	19,767	0.12%	0.08%	0.00%	2.47%
BEVERLY HILLS	Clean Power	15,208	0.15%	0.00%	1.10%	1.50%
CALABASAS	Lean Power	9,094	0.18%	0.12%	0.00%	3.09%
CAMARILLO	Lean Power	25,941	0.39%	0.27%	0.00%	8.00%
CARSON	Clean Power	25,185	0.09%	0.00%	0.77%	2.23%
CLAREMONT	Clean Power	11,779	0.46%	0.00%	1.61%	7.10%
CULVER CITY	100% Green Power	16,402	0.00%	1.22%	3.17%	3.49%
DOWNEY	Clean Power	33,990	0.05%	0.00%	0.82%	2.62%
HAWAIIAN GARDENS	Clean Power	3,198	0.03%	0.00%	0.78%	1.50%
HAWTHORNE	Lean Power	25,145	0.13%	0.03%	0.00%	1.31%
LOS ANGELES COUNTY	Clean Power	283,636	0.12%	0.00%	1.07%	2.89%
MALIBU	Clean Power	5,644	0.21%	0.00%	1.38%	2.73%
MANHATTAN BEACH	Clean Power	14,269	0.54%	0.00%	1.96%	2.78%
MOORPARK	Clean Power	11,513	0.29%	0.00%	2.62%	13.80%
OJAI	100% Green Power	3,113	0.00%	1.09%	4.24%	7.45%
OXNARD	100% Green Power	50,700	0.00%	0.45%	2.35%	5.57%
PARAMOUNT	Lean Power	12,851	0.04%	0.02%	0.00%	1.28%
REDONDO BEACH	Clean Power	29,732	0.31%	0.00%	1.54%	2.39%
ROLLING HILLS ESTATES	100% Green Power	2,949	0.00%	1.97%	6.44%	5.60%
SANTA MONICA	100% Green Power	47,998	0.00%	0.64%	2.69%	5.20%
SIERRA MADRE	Clean Power	4,871	0.64%	0.00%	1.68%	4.04%
SIMI VALLEY	Lean Power	41,820	0.15%	0.14%	0.00%	9.06%
SOUTH PASADENA	100% Green Power	10,828	0.00%	0.61%	2.38%	3.34%
TEMPLE CITY	Lean Power	11,681	0.10%	0.06%	0.00%	2.45%
THOUSAND OAKS	100% Green Power	45,559	0.00%	1.74%	6.32%	16.05%
VENTURA	100% Green Power	39,562	0.00%	1.09%	3.71%	9.54%
VENTURA COUNTY	100% Green Power	31,214	0.00%	0.84%	4.31%	10.73%
WEST HOLLYWOOD	100% Green Power	23,375	0.00%	0.40%	1.68%	1.93%
WHITTIER	Clean Power	28,439	0.14%	0.00%	1.22%	3.60%
	Total	923,509	0.12%	0.29%	1.67%	4.87%

Opt Percentage by Default Tier					
Default Tier	Total Eligible Accounts	Opt Up %	Opt Mid %	Opt Down %	Opt Out %
100% Green Power	271,700	0.00%	0.91%	3.56%	7.93%
Clean Power Power	498,105	0.16%	0.00%	1.14%	3.12%
Lean Power	153,704	0.18%	0.12%	0.00%	5.13%
Total	923,509	0.12%	0.29%	1.67%	4.87%



Clean Power Alliance's Green Leader Program

Get Recognition for Going 100% Green!

Are you a 100% Green Power business or organization? If so, you have taken a major step to support your organization's sustainability goals, and we want to help you get credit for it!

Choosing 100% Green Power ensures your business receives Green-e® certified renewable energy to meet your greenhouse gas reduction goals, LEED requirements, and other sustainability metrics. You are directly contributing to local renewable energy development and building a thriving green economy.

Benefits Include:

- Decals, web badges and other promotional materials for display and marketing
- Co-promotion via member agencies and other green business programs
- Recognition in media and at community events and networking with other Green Leaders
- Assistance developing and promoting your business' greenhouse gas reduction metrics
- Listing in our Green Leaders directory
- Featured profiles of your business on Clean Power Alliance's website and social media

Participation Is Easy!

1. If you aren't already enrolled in 100% Green Power, opt up at cleanpoweralliance.org/rates.
2. Fill out the simple Green Leader online form at cleanpoweralliance.org/join.
3. Enjoy free web and social marketing! Contact us at greenleader@cleanpoweralliance.org or visit cleanpoweralliance.org/greenleader for more information.

Green Leader Spotlight:

Jack Dyer, Topa Topa Brewing Company

Jack and his two co-founders built their microbrewery in Ventura County on quality, craftsmanship, and sustainability. Topa Topa became a Green Leader to showcase their green values and enjoy the perks of extra marketing.

From reducing energy consumption during brewing, to shrinking their carbon footprint with only local deliveries, to using 100% Green Power, Topa Topa is a leader in the business community.

"For us, it's the right thing to do," says Jack.

"The premium we'll be paying is reasonable for our business and it's the next best thing to getting off the grid. Our vision is to be around for the next 100 years, so we need to make sure our planet is inhabitable and as sustainable as our business."



Item 3

To: Clean Power Alliance (CPA) Community Advisory Committee

From: Jennifer Ward, Director of External Affairs

Approved By: Ted Bardacke, Executive Director

Subject: CPA Marketing and Outreach Plan

Date: September 12, 2019

BACKGROUND

July 2019 marked the conclusion of CPA's mass-enrollment of nearly 1 million customers across our 31 member jurisdictions in Los Angeles and Ventura counties in our energy supply service. This launch process commenced in February 2018 and involved a comprehensive marketing and outreach effort; customer notices and mailings, media engagement, discussions at member City Council and Board of Supervisors meetings, and numerous community outreach presentations. CPA's start-up phase unveiled many lessons learned in terms of how we interact with both our customers and our stakeholders. With the formation of our inaugural Community Advisory Committee (CAC) in early 2019, CPA gained another tool in our marketing and outreach toolbox, leveraging the diverse expertise of our CAC members to adapt our external messaging and engagement to better resonate with our target audiences.

CPA is now transitioning its external focus away from the nuts and bolts of enrolling customers in CCA service and more towards establishing our mid- and long-term role in the communities we serve, which will involve rolling out dedicated programs for our customers and strengthening our community relationships, and engaging hard-to-reach populations traditionally marginalized from the planning and policy process. We are seeking to continue to build additional trust and support among our customer base and

to activate our network of community partners. Following is a discussion of CPA's overarching marketing and outreach goals for the coming year. Staff is seeking feedback from the CAC on tactics to achieve these goals and on how the CAC's role can expand in serving as an extension of CPA into the community and vice versa.

FY 19/20 MARKETING AND OUTREACH PLAN

CPA is in the process of expanding our marketing and outreach efforts significantly over the next year, particularly, with the advent of new customer programs. Our marketing plan reflects our two main objectives: 1) Engaging customers in new actions and 2) Expanding our presence and growing our audience.

Objective 1

Efforts to engage customers in new actions will include program enrollment and customer education tailored towards diverse customer segments. CPA aims to target residential customers, including underserved and hard to reach populations, as well as commercial customers, whose needs vary by industry.

Targets for customer program enrollment would be divided into the following three categories: 1) Boosting CARE/FERA financial assistance program participation; 2) Enrolling customers in CPA's Distributed Energy Resources (DER) and Community Solar pilot programs; and 3) Engaging customers in FY 20/21 in new CPA customer programs (as identified via the Local Programs Goals & Priorities process).

Objective 2

Efforts to expand CPA's presence and audience will include proactively establishing longer-term community partnerships and positioning CPA as an industry and policy leader within the clean energy and community choice spheres. During its start-up phase, CPA identified a robust support network of community, environmental, and legislative partners. Now CPA seeks to better activate this network around tangible activities and programs.

Attachment: 1) CPA Marketing and Outreach Plan Presentation

Marketing & Outreach Plan: FY 19-20

September 12, 2019 CAC Meeting

Marketing & Outreach Plan – 2019/2020

OBJECTIVES

**Engage customers
in new actions**

**Expand external
presence and grow
audience**

Marketing & Outreach Plan – Objective #1: Engage Customers in New Actions

What would this look like?

- Encourage more opt ups / Green Leaders
- Enroll commercial and residential customers in DER, Community Solar, and local programs
- Show tangible benefits of CPA to local communities
- Boost CARE and FERA enrollment



How can CPA best achieve that? (A few examples are below)

- Educate customers and solicit their enrollment in DER pilot and Local Programs to hit our program target goals
- Leverage CAC, cities, stakeholders, & Community Based Organizations (CBO Program)
- Promote opt up campaign

Marketing & Outreach Plan – Objective #2:

Expand presence and grow audience

What would this look like?

- Build proactive and long-term community partnerships
 - Partner with and engage customers and organizations
 - Organize / activate broader support network
 - Engage with and ensure underserved and low-income customers benefit from our programs
 - Marketing support for commercial customer engagement and partnerships
- Position ourselves as industry and legislative/ regulatory policy leaders

How can CPA best achieve that? (A few examples are below)

- Strengthen relationships with legislators through one-on-one meetings
- Become a member of influential organizations
- Launch more stakeholder facing communications – e.g. CPA “e-newsletter”

Marketing & Outreach Expansion Timeline 2019-2020

