

# Community Advisory Committee

Thursday, October 10, 2019

1:00 p.m.

# I. **Welcome & Roll Call**

# **II. General Public Comment**

# III. Consent Agenda

# **IV. Regular Agenda**

# Item 3

Discuss Possible Frameworks for Regional, Sub-Regional, and Local Program Funding Distribution

## Questions to Consider

1. How should local programs address the unique “hyper-local” priorities of CPA’s member communities, while balancing the need to also offer regional (service territory) benefits and sub-regional (e.g. Gateway, San Gabriel Valley, South Bay, Westside, Ventura County) benefits?
2. What differences / similarities in approach should CPA consider when launching mass market programs (i.e. residential), partnering with jurisdictions to start new initiatives, and facilitating co-investment opportunities for existing municipal programs?
3. How can CPA promote equity in resource distribution between members agencies with resources and staff capacity to co-invest and member agencies that are more resource constrained but that have a customer base with a high need for services?

# Item 4

Discuss and Provide Feedback on 2019-20  
Marketing and Outreach Plan



# 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



## 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

# **V. Committee Member Comments**

# **VI. Items for Future Agendas**

# **VII. Adjourn**

**Next Meeting – November 14, 2019**

