

AGENDA

Community Advisory Committee San Diego Community Power (SDCP)

October 9, 2020

1:00 p.m.

Due to the Stay at Home Order in California and in according with the Governor's Executive Orders N-25-20 and N-29-20, members of the Community Advisory Committee will be participating remotely for this meeting and there will be no location for in-person attendance. SDCP is providing alternatives to in-person attendance for viewing and participating in the meeting. Further details are below.

Note: Any member of the public may provide comments to the San Diego Community Power (SDCP) Community Advisory Committee on any agenda item or on a matter not appearing on the agenda, but within the jurisdiction of the Committee. **Written public comments or requests to speak during the meeting must be submitted at least one (1) hour before the start of the meeting by using this ([web form](#)).** Please indicate whether your comment is on a specific agenda item or a non-agenda item when submitting your comment or requesting to speak. When providing comments to the Committee, it is requested that you provide your name and city of residence for the record. Commenters are requested to address their comments to the Committee as a whole through the Chair. Comments may be provided in one of the following manners:

1. **Written Comments.** All written comments received at least one (1) hour before the meeting will be provided to the Committee members in writing. In the discretion of the Chair, the first ten (10) submitted comments shall be stated into the record of the meeting. Comments received after the one (1) hour limit will be collected, sent to the Committee members in writing, and be part of the public record.
2. **Requests to Speak.** Members of the public who have requested to speak at least one (1) hour before the meeting will be recognized at the appropriate time during the meeting. To allow the Chair to call on you, please provide the following minimum information with your request to speak: your name (if attending by videoconference) or telephone number (if attending by phone).

Comments shall be limited to either 400 words, or 3 minutes when speaking. If you have anything that you wish to be distributed to the Committee, please provide it via info@sdcommunitypower.org, who will distribute the information to the Members.

The public may participate using the following remote options:

Teleconference Meeting Webinar

<https://zoom.us/j/98031507926>

Telephone (Audio Only)

1. Welcome
2. Roll Call
3. Public Comment for Items Not on the Agenda
4. Items to be Added, Withdrawn, or Reordered on the Agenda

REGULAR AGENDA

5. Introduction by Bill Carnahan, SDCP's new Interim CEO
6. Presentation from Erika Morgan with the California Alliance for Community Energy
7. Overview of SDCP Sponsorships Guiding Outline
8. Overview of SDCP Messaging and Brand Identity
9. Provide Input on CAC Community-Member Communications Guide
10. Recommendation to SDCP Board regarding the Inclusive and Sustainable Workforce Policy
11. Committee Member Announcements
Committee Members may briefly provide information to other members and the public. There is to be no discussion or action taken on comments made by Directors unless authorized by law.
12. Adjournment

Availability of Committee Documents

Copies of the agenda and agenda packet are available at www.sdcommunitypower.org/committees. Late-arriving documents related to a Committee meeting item which are distributed to a majority of the Members prior to or during the Committee meeting are available for public review as required by law. Until SDCP obtains offices, those public records are available for inspection at the City of San Diego Sustainability Department, located at 1200 Third Ave., Suite 1800, San Diego, CA 92101. However, due to the Governor's Executive Orders N-25-20 and N-29-20 and the need for social distancing, that is now suspended and can instead be made available electronically at info@sdcommunitypower.org. The documents may also be posted at the above website. Late-arriving documents received during the meeting are available for review by making an electronic request via info@sdcommunitypower.org.

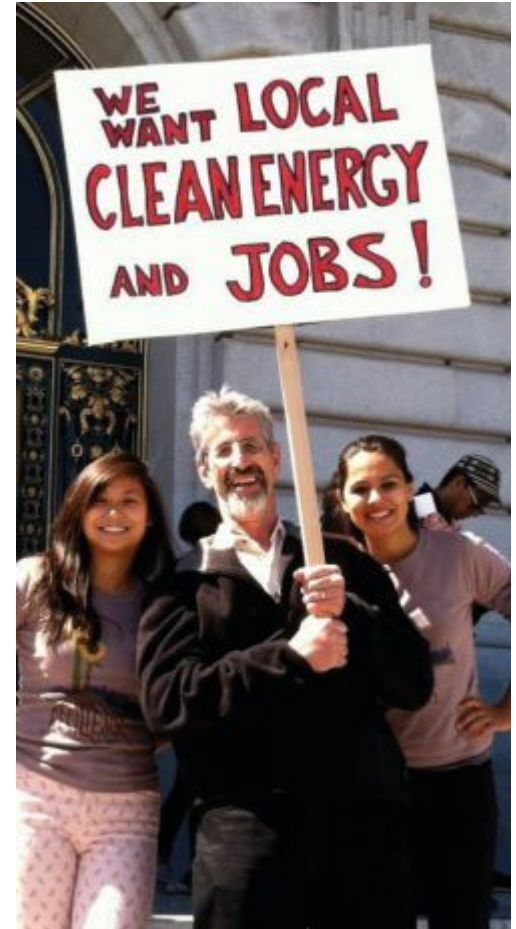
Introducing: California Alliance for Community Energy



California Alliance
for Community Energy

Our Mission

“To support and defend Community Choice programs in California that advance local clean energy for the environmental, economic, and social justice benefits of our communities”.



Advocating for “Community-Driven” Community Choice

WHY:

Commissioner Liane M. Randolph
California Public Utilities Commission
Via email
June 9, 2020

RE: R 19-09-009 – Proposed Decision Microgrid Deployment

Dear Commissioner Randolph,



WHAT:

Our Position on Community-Driven Energy Resilience (August 2020)

Wildfires. Climate change. Power shutoffs. All increase interest in community-based microgrids. The Alliance feels strongly that the movement to deploy these technologies must be led by the communities themselves. This position paper frames the Alliance's campaign to support microgrid deployment at the CPUC and in legislative venues, while advancing the critical engagement of the communities most at risk and most impacted by power shutoffs.

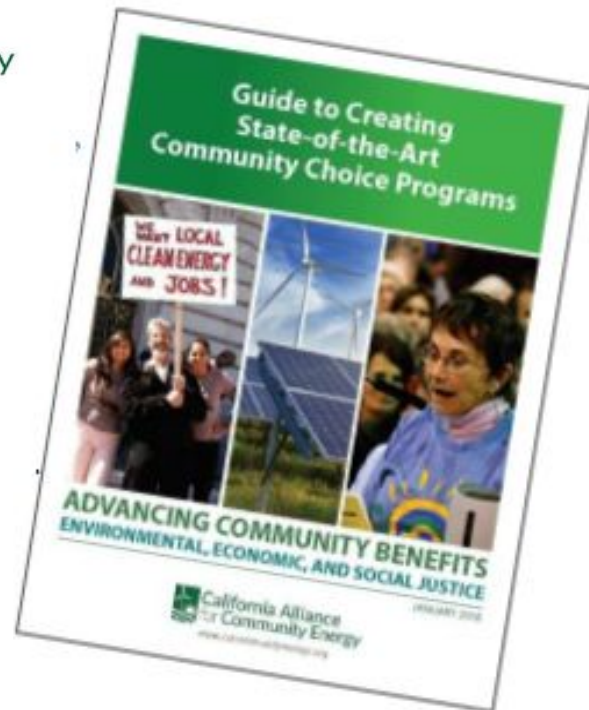
HOW:

Erika Morgan. Operations Coordinator

erika@cacommunityenergy.org

www.cacommunityenergy.org

619-894-6707



SAN DIEGO COMMUNITY POWER EVENT SPONSORSHIP GUIDELINES

Budget for FY2021: \$25,000

- \$15,000 regional events
- \$10,000 member cities (\$3,000 for San Diego community events, \$1,750 for other member city community events)

Questions/Criteria:

- Is it within our budget?
- Is the organization's mission aligned with SDCP?
- Does the target audience of the event align with the audience we are targeting at this time? (e.g. if we are targeting commercial, perhaps we focus on political/professional events rather than community events)
 - BONUS: Does the event fall within 60 days before or after the respective rollout for the targeted audience?
- Does the event feature SDG&E as a title sponsor? If so, consider declining.
- What promotional exposure does the sponsorship provide above and beyond the event itself?
- Attendance parameters
 - Regional community event: 30,000+
 - Member city community event: 5,000+
 - Political/Business/Awards event: 500+

San Diego Community Power

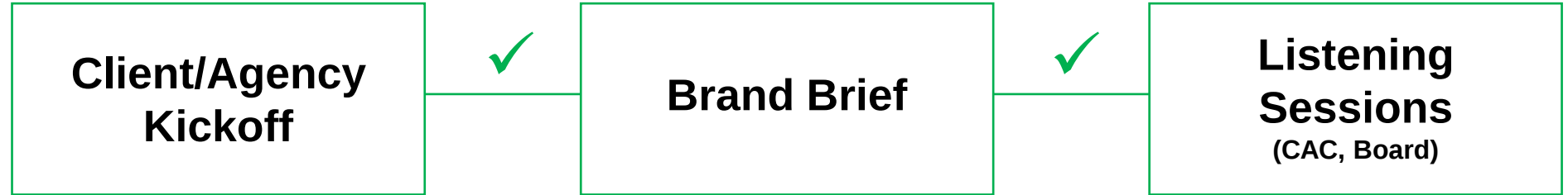
October CAC Update

Today

- **Messaging Platform**
- **Brand Identity (Logo)**
- **Communications Guide**
- **Next Steps**

The Approach

Discovery



Design



Messaging



Message Platform

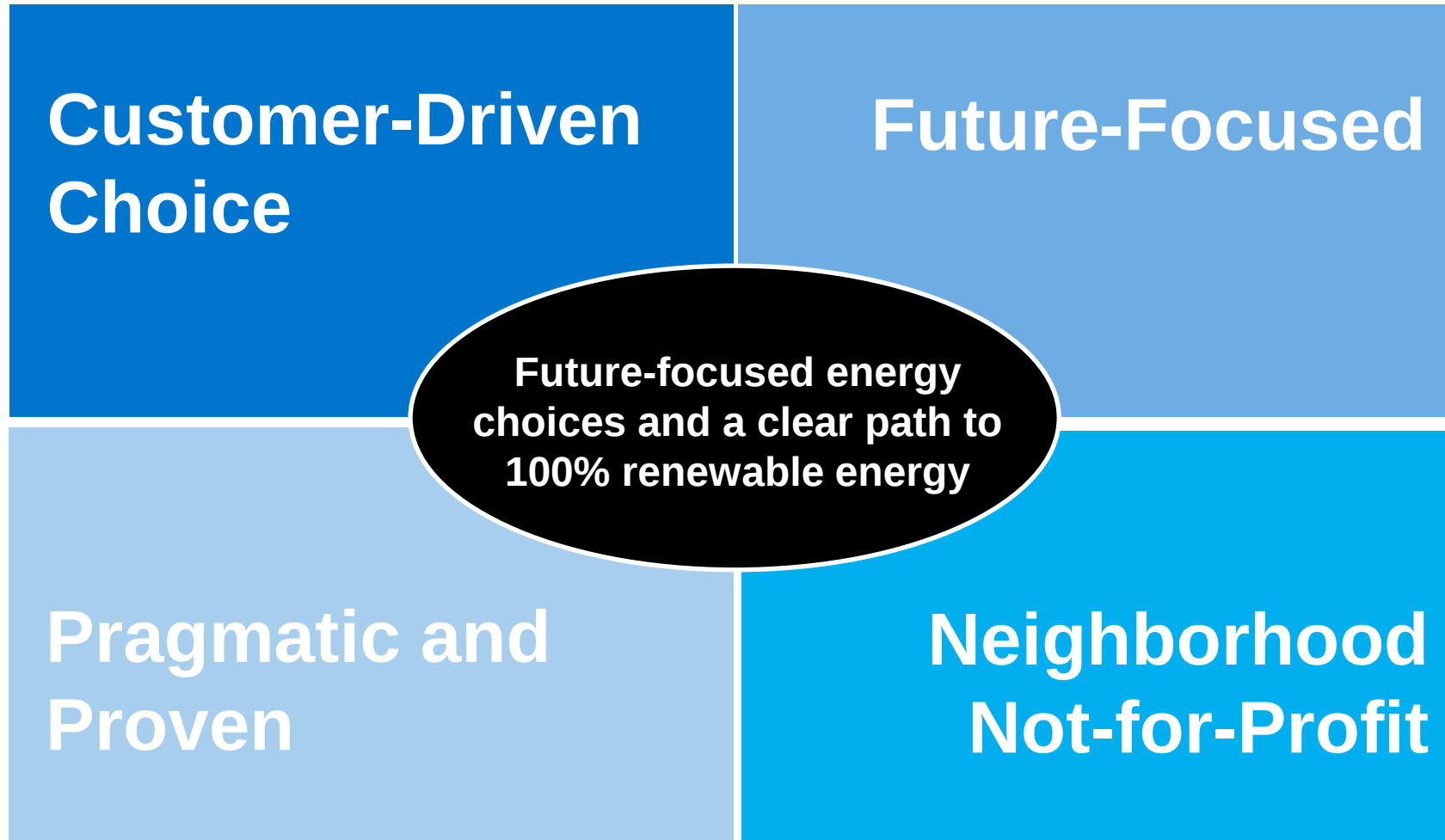
Positioning and Messaging Goals

- Support business goals and objectives
- Communicate the benefits of SDCP and its offerings
- Establish credibility and trust
- Position SDCP as a regional CCA thought leader
- Shift perceptions from current state to desired state utilizing consistent proof points in all external communications
- Mitigate impact of worst perceptions and plan around barriers

Umbrella Positioning Statement

As a neighborhood not-for-profit,
SDCP provides future-focused
energy choices and a clear path
to 100% renewable energy –
**for today and as a legacy
for future generations.**

Key Messaging Structure



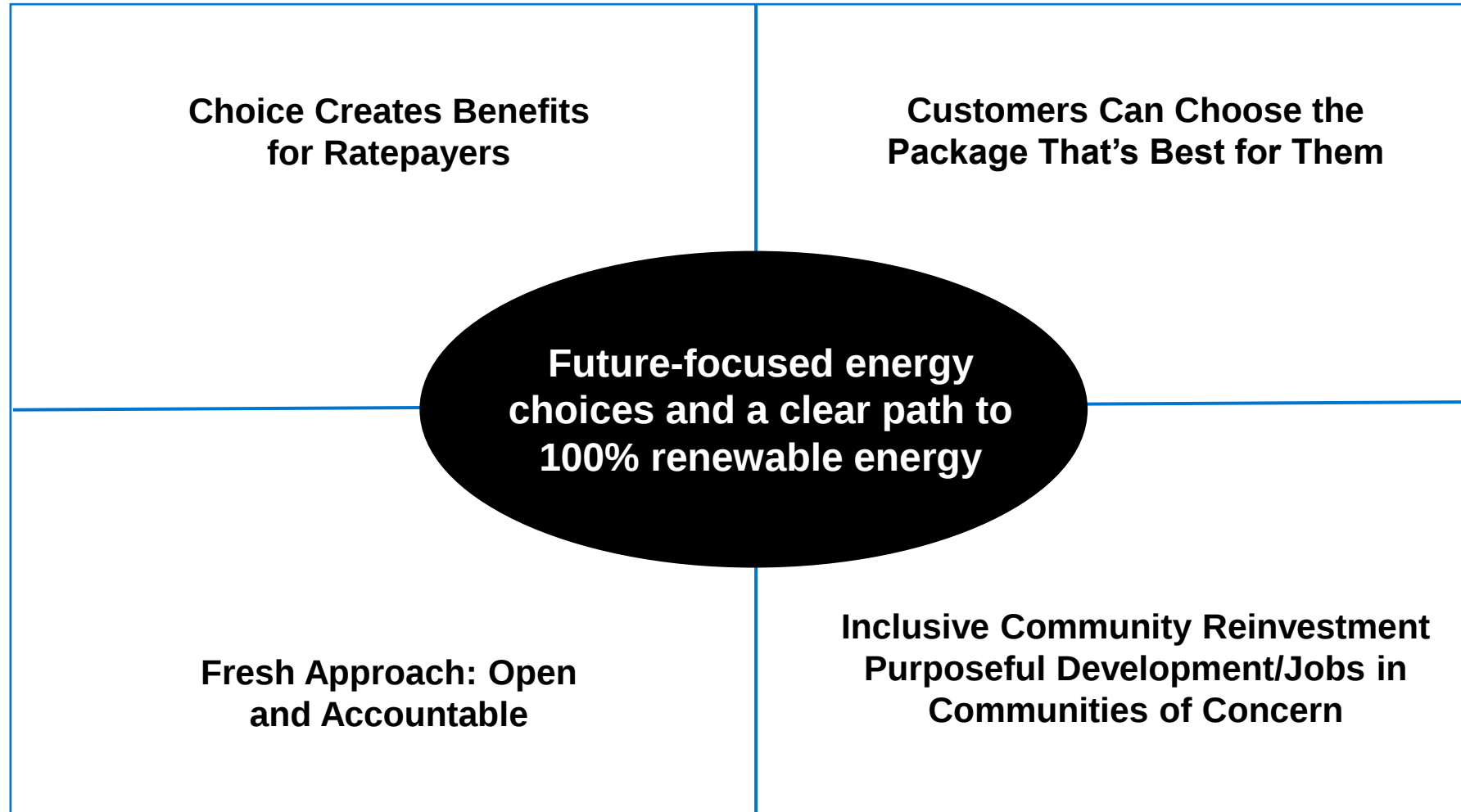
Customer-Driven Choice

Customer-Driven

Future-Focused

Proven

Not-for-Profit



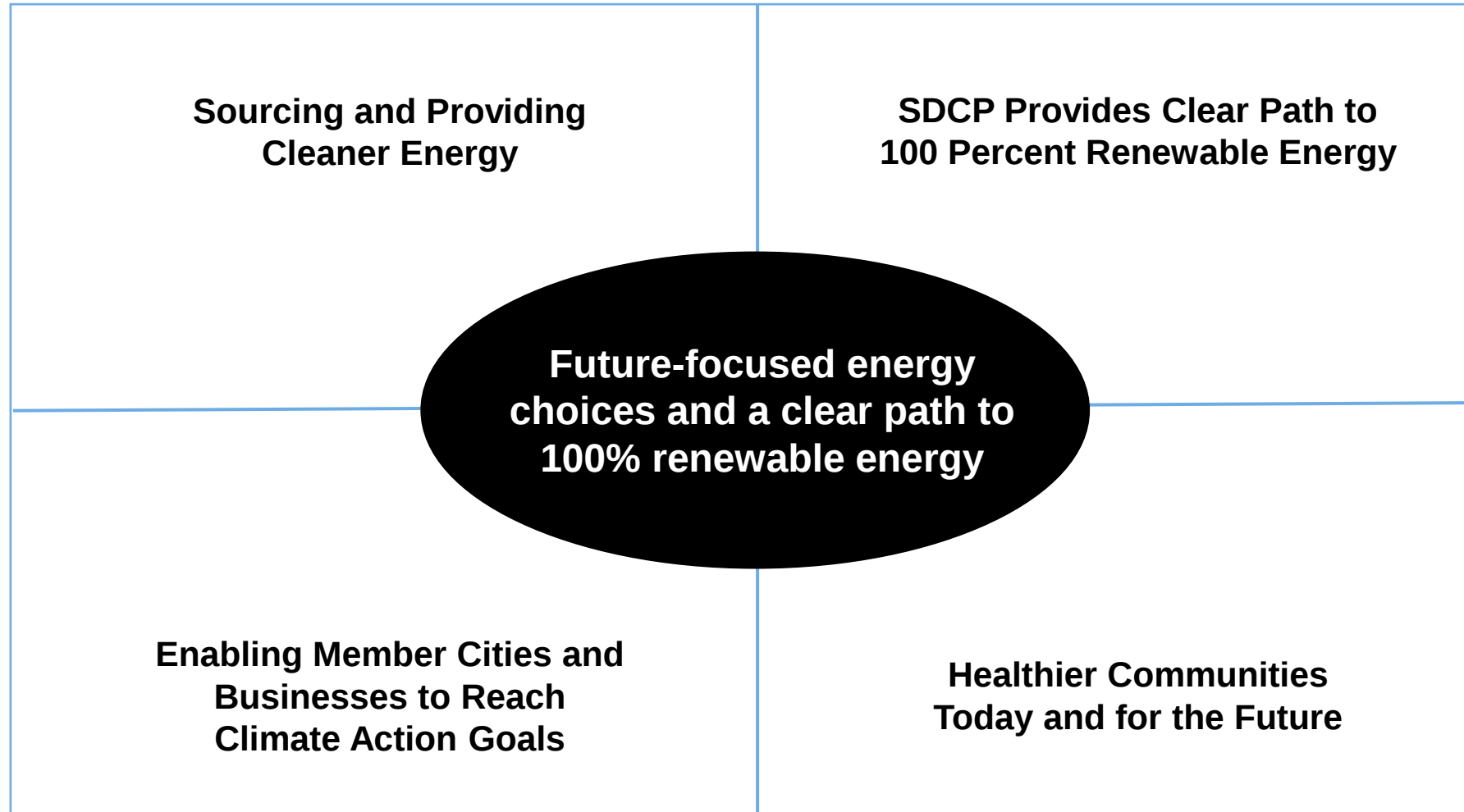
Future-Focused

Customer-Driven

Future-Focused

Proven

Not-for-Profit



Pragmatic and Proven

Customer-Driven

Future-Focused

Proven

Not-for-Profit

**CCA's are Not New, They are
Succeeding Across the State/Country**

**Investing in Clean Tech
Supports Local Jobs**

**Future-focused energy
choices and a clear path to
100% renewable energy**

**Ratepayers can Choose to Save
Money and the Environment**

**CCA's Support Overall
Community Economic Vitality**

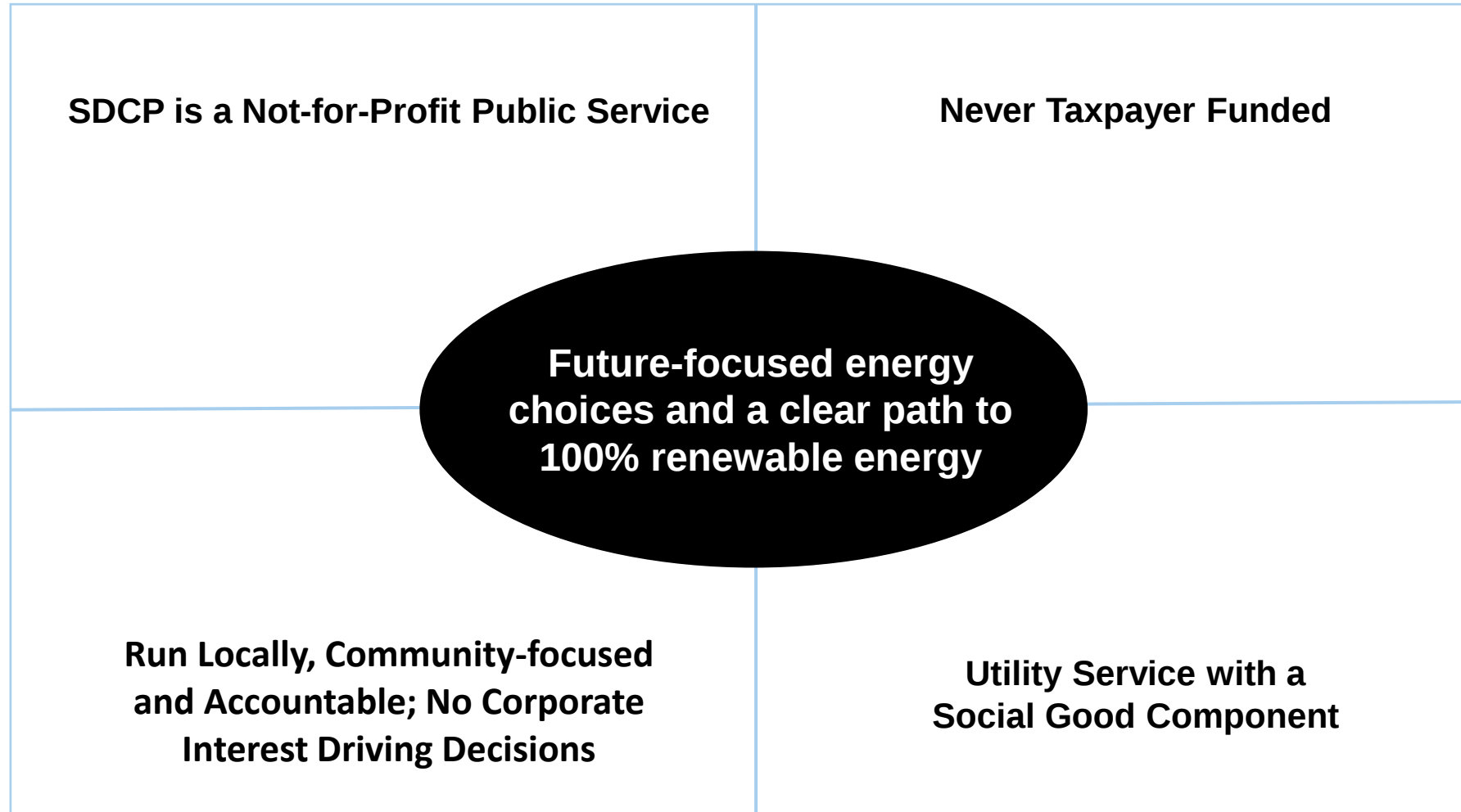
Neighborhood Not-for-Profit

Customer-Driven

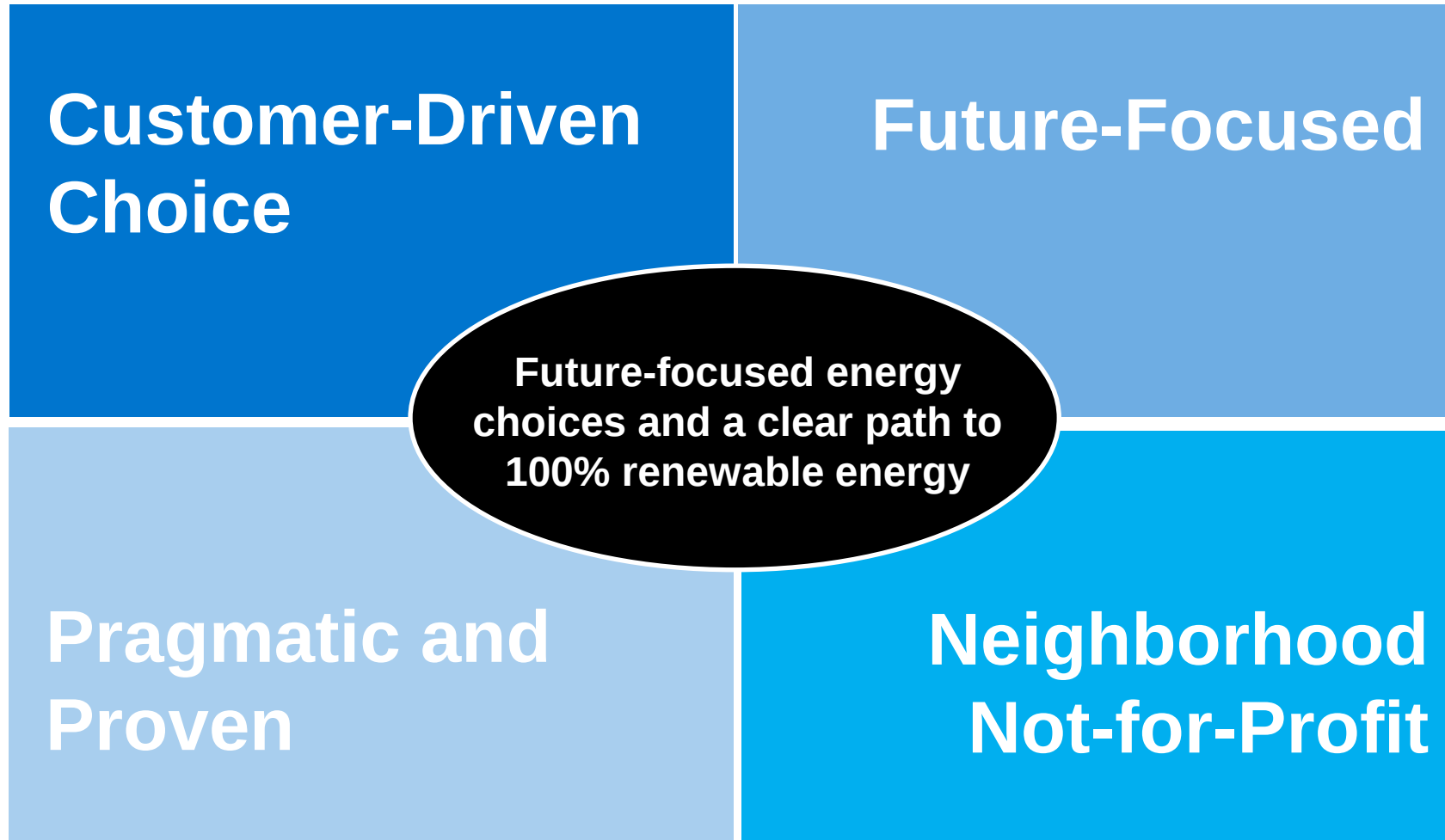
Future-Focused

Proven

Not-for-Profit



Key Messaging Structure



Brand Identity

The Direction

We need to build a brand and campaign which educates constituents about clean energy and sparks a sense of collective pride for the difference we can make as a community.

The Direction

Proud
Trustworthy
Fresh
Local
Visionary

Research – Industry Brands

Some common themes exist:
suns, leaves, and light bulbs



CleanPowerSF

 **Sonoma
Clean Power**



CPA CLEAN
POWER
ALLIANCE



SAN JOSE 
CLEAN ENERGY
A Program of the City of San José

Research – Industry Brands

Once you add color, a sea of sameness arises – SDCP has an opportunity to stand out

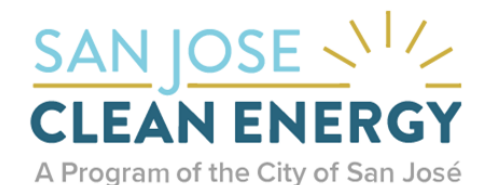


CleanPowerSF

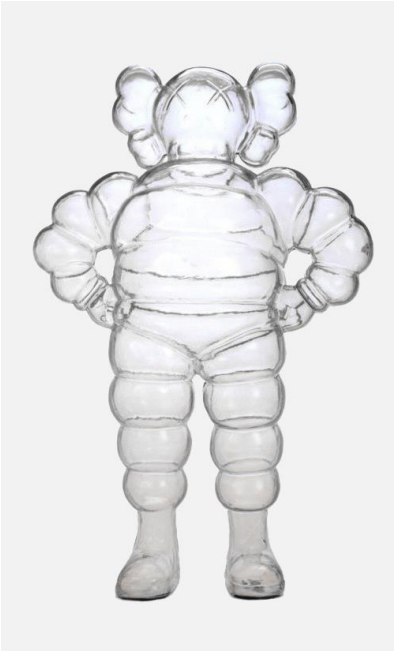
Sonoma
Clean Power



CPA CLEAN
POWER
ALLIANCE



Mood Board



Mood Board (cont'd)



Power Up



SAN DIEGO
**COMMUNITY
POWER**

Questions?

Next Steps

- Develop launch collateral for partner use
- Create brand guidelines

Thank you!



San Diego Community Power
Community-Member Communications Guide
As of October 5, 2020

Thank you for all you have done and continue to do to help San Diego Power build towards the launch of the state's second largest CCA. Every day the goal of 100 percent renewable energy grows closer! As a neighborhood not-for-profit, SDCP relies on its members and advisory partners for support, insights and advocacy. This guide outlines our path for sharing information, gathering community feedback and ensuring we all speak with the same voice, sharing the same messages, as we move towards our common goal.

Information Sharing

As we begin launching service, our goal will be to create a framework for consistent, long-term community and stakeholder engagement. To that end, we are building several two-way communications channels to ensure our partners are connected to the latest news and have the tools to easily share news and updates.

- **Communications Channels: SDCP to Members and the Community**

Partner Email Database

Our first step will be ensuring all of relevant member city staff and CAC members are included in our partner email database. This group will automatically receive updates regarding company news, events and materials provided for community outreach.

Partner Landing Page and Toolkits

SDCP will be creating a partner news landing page as part of the website update. This page will be a one-stop-shop for basic materials such as our logos and fact sheets. This will also be where we post Partner Toolkits for all of our major news announcements. These e-toolkits will include artwork, promotional flyers, and suggested copy for outreach such as emails, social media content, newsletter articles, infographics, videos and calls to action. Your participation, information sharing, and advocacy is a key factor in our success, and we will do our best to make it easy for you to share our news with your contacts and constituents.

- **Communications Channels: Members and Community Back to Dedicated CAC**

Google Drive

We will be creating and posting real-time feedback documents to a Google Drive accessible online 24/7. Once we send the link, this will be the primary location to provide your feedback, insights and needs. The SDCP/Civilian team will review all posted updates and requests weekly and any group discussion items will be added as an agenda item for regularly scheduled meetings. The Google Drive will include four separate documents:

1. **Information or materials requests** – form to be used to request materials from SDCP such as logos, artwork, presentations, etc.
2. **Requests to speak at or sponsor community events**– used to invite an SDCP staffer to present at a community event, alert us to opportunities to participate in community events or to request approval for the CAC Chair to speak on SDCP matters to local community (This includes the approval of talking points and

presentation slides). As a reminder, other CAC members may speak as individual members of the CAC, but may not represent themselves as speaking on behalf of the CAC as a body or on behalf of SDCP as an entity unless the CAC took a collective vote on a certain action.

3. **Opposition activity or messaging** – an open forum word document designed to capture feedback, comments and questions you encounter as you engage in community events and special projects. Posts could include comments/questions from community meetings, data shared by our competition at open meetings, details on upcoming industry or IOU sponsored events, or a flag for the team to check out a new story or social discussion.
4. **Identification of community needs** – this document enables the CAC and City staff to post ideas and feedback regarding any unmet community needs that could be applicable to future SDCP outreach or special projects.

CAC Contact Information Posting on City Websites:

As our official Ambassadors in the community, we would love for residents and local businesses to be able to find their CAC representative easily on City websites. We request that member city staff ensure SDCP information is up-to-date and that each member city website includes contact information for their CAC contact.

Centralized Communications Guidelines

- **Approved Messaging and Talking Points**

We are in the process of finalizing our messaging and will be created and distributing a set of talking points for your use when having conversations with your contacts and constituents. It is vitally important that we speak with a single voice in the community, so we ask that you stick as close as possible to the talking points while making them your own.

- **Media and Speaking Requests**

We will centralize our response to any media or speaking requests an email account accessible internally as well as by Civilian. As soon as you receive an inquiry please forward the following information to news@sdcommunitypower.org for vetting and confirmation of next steps, and in alignment of the adopted CAC Operating Procedures. Civilian will then handle internally as appropriate or reach out with approvals and any necessary materials.

Again thank you for being an ambassador for SDCP and community choice power. If you have any questions, please let us know.

San Diego Community Power

Inclusive and Sustainable Workforce Policy

Purpose

The purpose of this Policy is to further the purposes of San Diego Community Power (“SDCP”) Joint Powers Agreement, including: (1) demonstrating quantifiable economic benefits to the region, including prevailing wage jobs and local workforce development; (2) supporting a stable, skilled, and trained workforce; and (3) promoting supplier and workforce diversity including returning veterans and those from regional disadvantaged and under-represented communities of concern.

SDCP intends that this Policy will be updated as SDCP grows and becomes more established.

Policy

1. Inclusive Workforce

- a. SDCP Staff – To help enable a diverse and inclusive staff, SDCP will:
 - i. Engage in broad outreach in diverse and minority communities to ensure a diverse pool of candidates for open positions;
 - ii. Provide fair compensation that aligns with regional market indicators for compensation levels for each position;
 - iii. Be transparent about these practices and lessons learned; and
 - iv. Provide contact information for staff who can answer questions about this Policy.
- b. Supply Chain (Goods and Services) – SDCP’s commitment to inclusion also extends to its supply chain. Where and from whom SDCP purchases goods and services have important consequences for businesses, customers, and their communities. Where appropriate, an inclusive supply chain is an important driver for successful delivery of SDCP’s services to its customers, and of fair and equitable economic development generally.

Where appropriate, and consistent with applicable law and other SDCP policies, including but not limited to its Procurement Policy, to support a diverse and inclusive supply chain, SDCP will strive to:

- i. Use local businesses and provide fair compensation in the purchases of services and supplies;
- ii. Proactively seek services from local businesses and from businesses that are taking steps to protect the environment;

- iii. Engage in efforts to reach diverse and minority communities to ensure an inclusive pool of potential suppliers;
- iv. Collect information from vendors and developers on their status as a women, minority, disabled veteran, and/or LGBT business enterprise (see Section 3 below; Cal. Pub. Util. Code § 366(m));
- v. Include questions about supplier inclusivity in requests for proposals (RFPs) for services;
- vi. Encourage reporting from developers and vendors on inclusivity in business staff (see Section 3 below);
- vii. Be transparent about these practices and lessons learned; and
- viii. Provide contact information for staff who can answer questions about this Policy.

c. Inclusive Business Practices – In representing the communities that make up San Diego Community Power, SDCP will endeavor to ensure that its services and information are accessible to everyone. Therefore, SDCP will strive to:

- i. Provide information on SDCP's services in multiple languages commonly spoken in SDCP's service area (including mailers, tabling materials, customer service, call center, workshops and outreach events, advertisements, and other means of customer engagement);
- ii. Conduct marketing and outreach in diverse communities to increase awareness of SDCP's services and programs;
- iii. Attend multi-cultural community events with multi-lingual materials and speakers; and
- iv. Share information about activities and initiatives that promote inclusion, access, and diverse engagement in the community.

d. Non-Discrimination Pledge – SDCP will not discriminate, and will require its contractors to not discriminate on the basis of race, gender, gender expression, gender identity, religion, national origin, ethnicity, sexual orientation, age, or disability in the solicitation, selection, hiring, or treatment of subcontractors, vendors, or suppliers. Contractor shall provide equal opportunity for subcontractors to participate in subcontracting opportunities.

2. Sustainable Workforce

- a. PPAs – San Diego Community Power will encourage the submission of information from respondents to any bidding and/or RFP/RFO process regarding planned efforts by project developers and their contractors to:
 - i. Employ workers and use businesses from San Diego and Imperial County;
 - ii. Employ properly licensed contractors and California certified electricians;

- iii. Utilize local apprentices, particularly graduates of San Diego and Imperial County pre-apprenticeship programs;
 - iv. Pay workers the prevailing wage rates for each craft, classification and type of work performed;
 - v. Display a poster at jobsites informing workers of prevailing wage requirements;
 - vi. Provide workers compensation coverage to on-site workers; and
 - vii. Support and use of State of California approved apprenticeship programs.
- b. Owned Generation – *[Reserved – section will be updated to support the purposes described in this Policy once programs are further developed.]*
- c. Feed-in-Tariffs – *[Reserved – section will be updated to support the purposes described in this Policy once programs are further developed.]*
- d. Energy Efficiency/Programs – *[Reserved – section will be updated to support the purposes described in this Policy once programs are further developed.]*
- e. Union Neutrality - SDCP will remain neutral regarding whether its employees choose to join or support labor unions and will not interfere with decisions by its contractors' and suppliers' employees about whether to join or support labor unions.
3. Reporting on Diverse Business Enterprises and Inclusive and Sustainable Workforces – Pursuant to California Public Utilities Code section 366(m), vendors and developers under contract with SDCP shall be required to report on their status as women, minority, disabled veteran, and/or LGBT business enterprises, as defined in Public Utilities Code section 8282. Reporting shall occur within one (1) month of contract execution and every January during the term of the contract, or as otherwise required by the California Public Utilities Commission. In addition, vendors and developers shall report on the number of women, minority, disabled veteran employees performing work for SDCP and the workforce level of these groups which may include administrative assistants, technicians, and executive staff.
4. Legal Compliance – In the event that the application of this Policy to a specific SDCP project or program is limited or proscribed pursuant to applicable state or federal law, or as a condition of the receipt of state or federal funds, such law or funding condition shall control. In addition, any information collected or received under this Policy shall be used only in a manner consistent with applicable law and SDCP policies.