

AGENDA

ORANGE COUNTY POWER AUTHORITY MEETING OF THE MARKETING AND COMMUNICATIONS COMMITTEE

**Thursday, February 29, 2024
11:00 a.m.**

This meeting will proceed as an in-person meeting at **3349 Michelson Drive, Irvine, CA 92612, Snyder Room (M-08) in Suite 200**. In addition, as a convenience to the public, the Orange County Power Authority is also providing an option for members of the public to remotely view and participate in the meeting. Further details are below. Please note that, in the event of a technical issue causing a disruption in the remote participation option, the meeting may continue unless otherwise required by law.

Note: Any member of the public may provide comments to the Committee on any agenda items by requesting to speak during Item 4, or on any matter not appearing on the agenda but within the jurisdiction of the Committee by requesting to speak during Item 5. 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 the following manner:

To provide comments during the meeting, in-person attendees, please fill out the public speaker slip and provide it to the clerk at the beginning of the meeting. Before Items 4 and 5, the Chair or Clerk will ask members of the public to join the queue to provide public comment. The queue will remain open for a reasonable amount of time to allow members of the public sufficient time to request to speak and inform the Committee of the number of speakers. After such time, the queue will be closed and the members of the public who have joined the queue to speak will be recognized at the appropriate time may speak. To join the queue on Zoom video conference by computer or mobile phone, use the “Raise Hand” feature. If joining the meeting using the Zoom dial-in number, you can raise your hand and join the queue by pressing *9. Members of the public will not be shown on video but will be able to speak when called upon.

Comments shall generally be limited to three minutes when speaking, provided that the Chair may equally reduce each speaker’s time to accommodate a large number of speakers or a large number of agenda items. If you have anything that you wish to be distributed to the Committee, please provide it via comments@ocpower.org, who will distribute the information to the Members.

The public may participate using the following remote options:

ZOOM WEBINAR

Please click the link below to join the webinar:

[Launch Meeting - Zoom](#)

Dial-in: 1-669-900-6833

Webinar ID: 863 3137 7459

1. **CALL TO ORDER**

2. **PLEDGE OF ALLEGIANCE**

3. **ROLL CALL**

4. **PUBLIC COMMENTS ON AGENDA ITEMS**

Opportunity for members of the public to address the Committee on any items on the agenda.

5. **PUBLIC COMMENTS ON NON-AGENDA ITEMS**

Opportunity for members of the public to address the Committee on any items not on the agenda but within the jurisdiction of the Committee.

6. **COMMITTEE MEMBER ANNOUNCEMENTS**

Committee Members may briefly provide information to other members of the Committee and the public, ask questions of staff, or report on conferences, events, or activities related to Authority business. There is to be no discussion or action taken on comments made by Committee Members unless authorized by law.

7. **CONSENT CALENDAR**

The following items call for discussion or action by the Committee. The Committee may discuss and/or take action on any item listed below if the Committee is so inclined.

1. **MINUTES FOR THE MARKETING AND COMMUNICATIONS COMMITTEE MEETING OF SEPTEMBER 8, 2023**

Recommended Action:

Approve as submitted.

8. **REGULAR CALENDAR**

The following items call for discussion or action by the Committee. The Committee may discuss and/or take action on any item listed below if the Committee is so inclined.

1. **ADOPT 2024 CALENDAR**

Recommended Action:

Adopt 2024 Calendar.

2. **MARKETING, COMMUNICATIONS, AND PUBLIC ENGAGEMENT UPDATE, INCLUDING UPDATE FISCAL YEAR 2024-2025 MARKETING OUTREACH**

Recommend Action:

Receive and file.

9. **ADJOURNMENT**

Compliance with the Americans with Disabilities Act

OCPA meetings comply with the protections and prohibitions of the Americans with Disabilities Act. Individuals with a disability who require a modification or accommodation, including auxiliary aids or services, in order to participate in the public meeting may contact 949-263-2612. Requests for disability-related modifications or accommodations require different lead times and should be provided at least 72-hours in advance of the public meeting.

Availability of Documents

Copies of the agenda and agenda packet are available at www.ocpower.org. Late-arriving documents related to a Committee meeting item which are distributed to a majority of the Committee prior to or during the Committee meeting are available for public review as required by law. Public records, including agenda-related documents, can be requested electronically at clerk@ocpower.org or by mail to 15642 Sand Canyon Avenue, P.O. Box 54283, Irvine, CA 92619-4283. The documents may also be posted at the above website. Such public records are also available for inspection, by appointment, at 3349 Michelson Drive, Suite 200, Irvine, CA 92612. Please contact clerk@ocpower.org to arrange an appointment.



**MINUTES
REGULAR MEETING
MARKETING AND COMMUNICATIONS COMMITTEE
ORANGE COUNTY POWER AUTHORITY**

Friday, September 8, 2023

1. CALL TO ORDER

Chair Jung called to order the Regular Meeting of the Marketing and Communications Committee at 11:00 a.m. on Friday, September 8, 2023.

2. PLEDGE OF ALLEGIANCE

Director Sonne led the Pledge of Allegiance.

3. ROLL CALL

Present:	Chair Fred Jung	City of Fullerton
	Director Susan Sonne	City of Buena Park

4. PUBLIC COMMENTS ON AGENDA ITEMS

None

5. PUBLIC COMMENTS ON NON-AGENDA ITEMS

None

6. COMMITTEE MEMBER ANNOUNCEMENTS

Chair Jung welcomed Director Sonne and thanked Director Castaneda for his service on both committees.

7. CONSENT CALENDAR

**1. MINUTES FOR THE MARKETING AND COMMUNICATION MEETING
OF APRIL 7, 2023**

Moved by Director Sonne and seconded by Chair Jung to approve the April 7, 2023, Minutes.

The motion carried unanimously by the following vote:

Ayes:	Chair Jung, Director Sonne
Noes:	None
Absent:	None

8. REGULAR CALENDAR

1. MARKETING & COMMUNICATIONS UPDATE, INCLUDING UPDATE ON SURVEY AND RESEARCH FINDINGS

Interim Chief Executive Officer, Joe Mosca, and Tom Patras, Principal at EMC research provided a summary of the presentation on this item.

Action Taken:

Received and Filed.

8. ADJOURNMENT

There being no further business to come before the Committee, Chair Jung adjourned the meeting at 12:23 p.m. The next OCPA Marketing and Communications Regular meeting will be on November 3, 2023.

Submitted by:

Pat Jacquez-Nares, Board Authority Secretary

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ORANGE COUNTY POWER AUTHORITY
Staff Report – Item 8.1

To: Orange County Power Authority Marketing and Communications Committee

From: Joe Mosca, Interim Chief Executive Officer

Subject: ADOPT 2024 CALENDAR

Date: February 29, 2024

RECOMMENDED ACTION

Adopt 2024 Calendar.

BACKGROUND

After an extensive review of holidays, and meeting dates and times of member agencies, staff recommend Marketing and Communications Committee meetings be held at 11:00 a.m. on the dates below. These dates were chosen to reduce any conflicts with other meetings and holidays.

Thursday, April 4, 2024
Thursday, July 25, 2024
Thursday, November 21, 2024

FISCAL IMPACT

None

ATTACHMENTS

None

ORANGE COUNTY POWER AUTHORITY
Staff Report – Item 8.2

To: Orange County Power Authority Marketing & Communications Committee

From: Joe Mosca, Interim Chief Executive Officer

Subject: MARKETING, COMMUNICATIONS, AND PUBLIC ENGAGEMENT
UPDATE, INCLUDING UPDATE FISCAL YEAR 2024-2025 MARKETING
OUTREACH

Date: February 29, 2024

RECOMMENDATION

Receive and file.

BACKGROUND

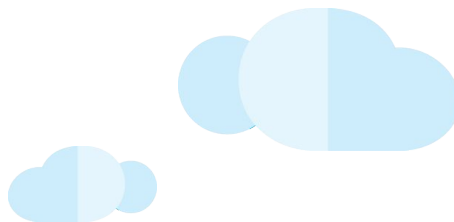
Staff will provide a marketing, communications, and public engagement update on their past and upcoming activities. Staff will also provide Fiscal Year 2024-2025 Marketing & Public Outreach Plan.

FISCAL IMPACT

None

ATTACHMENT

None



FY24-25 MARKETING & PUBLIC OUTREACH PLAN



Agenda

- **Public Outreach Update**
- **Research**
- **Brand Color Strategy**
- **Advertising Creative**
- **Media Plan**
- **Public Outreach Plan**

Public Outreach Update

October 2023 - February 2024



Public Outreach Highlights

One-Year Anniversary Campaign

- Implemented ad campaign for one-year anniversary of residential service
- Hosted anniversary media/photo opportunities in member communities; including chalk art activation in Irvine and tree plantings in Fullerton and Buena Park
- Launched one-year anniversary campaign video
- Hosted e-bike giveaway; increased newsletter subscribers by 798

Media Relations

- Hosted 4 deskside briefings with media
- Demonstrated continued improvement in positive/neutral media sentiment
- Hosted multicultural media briefing
- Placed front-page stories in The Orange County Register and North County News-Tribune
- Announced six new hires
- Announced new rate design and energy plans



Public Outreach Highlights (cont.)

Community Outreach

- Participated in 28 community outreach events and made 3 presentations to the Orange City Council, the Fountain Valley City Council and the Irvine Electrification 101 Workshop
- Launched the OCPA Marketplace; conducted OCPA Marketplace and OhmConnect marketing campaigns

Digital Media

- Released three community newsletters (October, December, February)
- Published 10 blog posts
- Produced Year in Review infographic
- Launched campaign for the Explainer video
- Launched campaign for “Sustainably Speaking with Joe Mosca” Episodes 1-3, featuring Chair Fred Jung, Ayn Craciun, and Director Kathleen Treseder
- Launched campaign for “Picturing a Better Tomorrow” video featuring Director Tammy Kim



Public Outreach Highlights (cont.)

Direct Mail

- Mailed Power Content Label to all customers
- Distributed OCPA Marketplace postcard for Black Friday sale in partnership with Google
- Completed new series of post-enrollment letters

Awards

- Received honoree recognition in the *Orange County Business Journal* 2023 Embracing Environmental, Social & Governance Special Report; produced an ad and advertorial
- Recognized as “Top U.S. Green Power Provider” by the National Renewable Energy Laboratory
- OCPA Board of Directors honored as “Sustainability Advocate of the Year” by the Asian Business Association of Orange County
- Received Elevate award from the Filipino American Chamber of Orange County

Marketing Plan



Survey

OCPA commissioned a baseline survey of 1,800 registered voters countywide in August 2023. Key findings:



Nearly half of area voters are unfamiliar with OCPA. Among those who are familiar, ratings of the organization are low, including from current OCPA customers.



Voters in Buena Park have higher awareness and more positive opinions of OCPA than other areas. Awareness and negative ratings are higher in Irvine, Huntington Beach, and Fullerton.



Messaging about OCPA caused a significant shift in positive ratings, indicating potential opportunity to significantly improve brand ratings and awareness.



Most area voters believe climate change is a very serious threat and that individual efforts can make a difference, though there are large partisan differences in these attitudes.



Recommendations

- Despite negative initial ratings on overall brand and brand attributes, there was a significant positive shift following messaging about OCPA.
- This suggests there is an opportunity to **improve overall awareness of OCPA** and **provide positive brand lift** with an effective messaging and outreach effort.
- Focus outreach efforts on **existing customers**. Currently, OCPA customers' ratings of the organization are only slightly better than non-customers and are generally net-negative overall.
- Improving the organization's standing among current customers could help create **potential advocates** for OCPA.

Strategy

Be first to provide accurate information to target audiences; control the narrative and ensure customers have clarity about who OCPA is, what it does, how community energy works, the benefits and how the tiered rate program works. Instill community pride in the efforts of member communities to achieve climate goals by bringing community energy to their cities.



2024 Objectives

The marketing and public outreach efforts will continue to be tracked and reported out on a monthly basis to demonstrate progress and measure success. This will also help identify whether any activities need to be retooled to ensure maximum return on investment.

Business Objectives



Ensure seamless transition of Huntington Beach customers back to SCE



Generate strong interest from new communities



Sustain financial strength to further reinvestment in local communities and a rate design that is lower than SCE



Marketing & Public Outreach Objectives

Tracking Survey (research to be conducted in July/August)

-  Improve awareness by 10%
-  Improve favorable opinion by 10%

Customer Survey (research to be conducted in July/August)

-  Establish baseline metrics

Board & Government Relations

-  Produce Board handbook
-  Prepare a Community Advisory Committee orientation program and handbook
-  Host 1 annual staffers luncheon
-  Facilitate media training for individual Board members (Chair and Vice Chair)

Advertising

-  Deliver more than 150M impressions
-  Generate 15,000 landing page and donated giveaway blog page visits
-  Increase social media followers to 1,000+ on Meta platforms (Facebook & Instagram)

Marketing

-  Mail 2 post-enrollment notifications to all new customers
-  Distribute 6 community newsletters (every other month) and increase newsletter increase subscribers to 5,000 by end of FY24 and 8,000 by end of FY25
-  Cultivate 10 commercial customers that will engage in communications efforts

Coalition Building

-  Cultivate 25 “Sustainability Champions”
-  Cultivate strong relationships with 8 community-based organizations

Speakers Bureau

-  Make 24 presentations to groups and organizations

Member Agency Community Events & Sponsorships

-  Participate in 24 events in member communities

Media Relations

-  Host 2 media briefings with local and multicultural media
-  Achieve balanced or positive media coverage in 80% of news stories



Marketing & Public Outreach Objectives

Social Media

-  Produce 6 organic content calendars for social media audiences
-  Increase positive engagement and total net audience growth on social media platforms by 10%

Content Development

-  Create 2 episodes of “Sustainably Speaking”
-  Create a new series of short-form Q&A videos

Awards

-  Win/earn four awards recognizing OCPA's accomplishments



Research (July/August 2024)

2024 County-Wide Tracking Survey

-  **Methodology using a multi-modal phone, email-to-web, and text-to-web survey**
-  **Total sample size of 600** which will be demographically and geographically representative of Orange County's voter population, excluding Anaheim
-  **An average interview length of approximately 15 minutes**



Research (July/August 2024)

2024 Baseline Customer Survey

-  An online survey via email to a customer list provided by OCPA.
-  Final sample size would depend on the robustness of OCPA's customer database and the contact information available.
-  If email addresses are not available, an additional option is to distribute a postcard mailing to OCPA customer households driven to an online survey.



Target Audiences

Additional customer insights from the research:

Primary Target Audience

All current customers

Democrats

(show the biggest shift in opinions after hearing more about OCPA)

Younger Women

(ages 25-49)

Hispanic/Latino

(highest favorability toward OCPA – 24%)

Chinese

(show the biggest shift in opinions after hearing more about OCPA)

Vietnamese

(most willing to pay more for electricity – 61%)

Buena Park Residents

(higher awareness and more positive opinions)

Local elected officials in prospective member cities

Secondary Target Audience

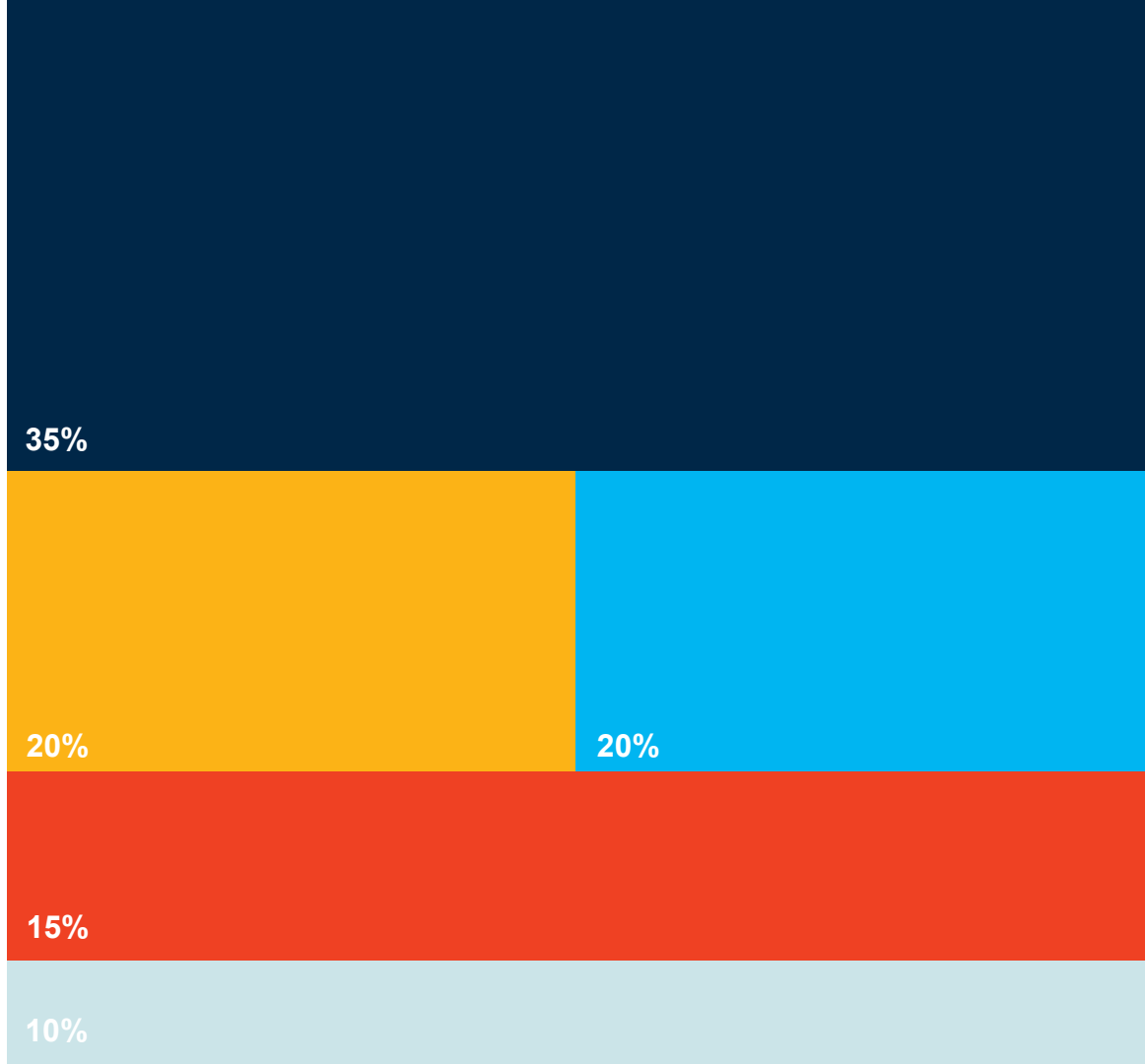
Residents and business owners countywide

Brand Color Strategy Update



**COLOR
BREAKDOWN**

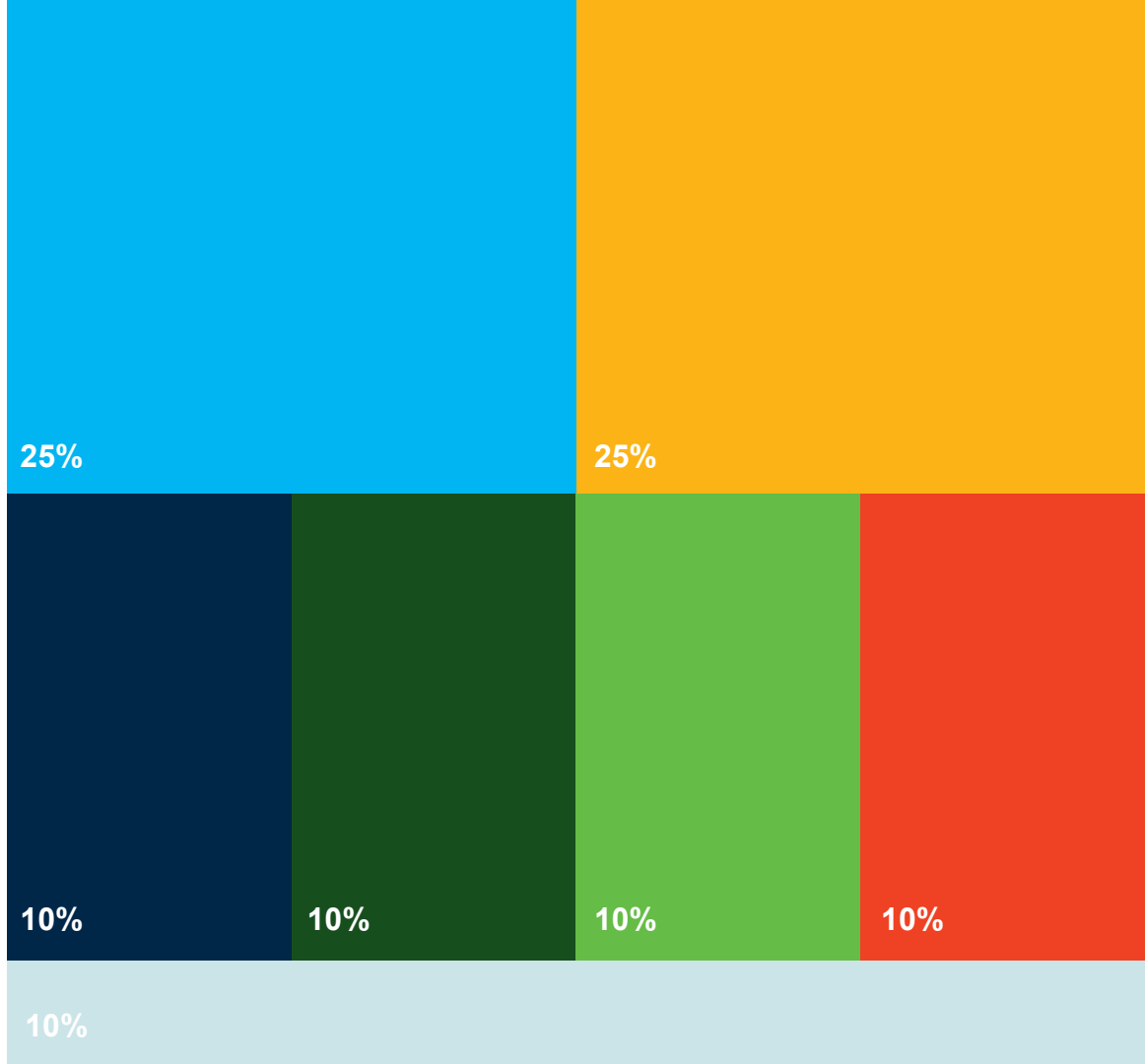
Original Palette





**COLOR
BREAKDOWN**

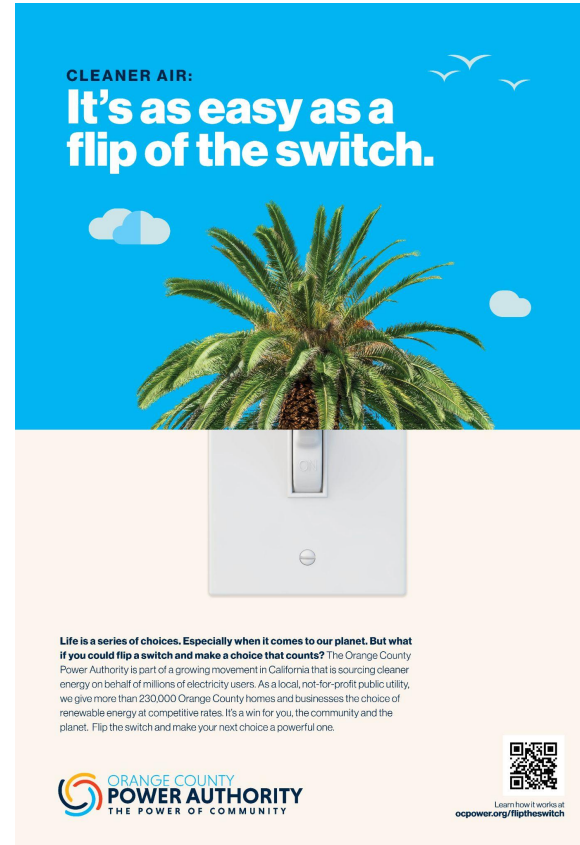
Updated Palette



Advertising Creative

Ad Creative

Life is a series of choices. Especially when it comes to our planet. But what if you could flip a switch and make a choice that counts? The Orange County Power Authority is part of a growing movement in California that is sourcing cleaner energy on behalf of millions of electricity users. As a local, not-for-profit public utility, we give more than 230,000 Orange County homes and businesses the choice of renewable energy at competitive rates. It's a win for you, the community and the planet. Flip the switch and make your next choice a powerful one.



CLEANER AIR:
It's as easy as a flip of the switch.

Life is a series of choices. Especially when it comes to our planet. But what if you could flip a switch and make a choice that counts? The Orange County Power Authority is part of a growing movement in California that is sourcing cleaner energy on behalf of millions of electricity users. As a local, not-for-profit public utility, we give more than 230,000 Orange County homes and businesses the choice of renewable energy at competitive rates. It's a win for you, the community and the planet. Flip the switch and make your next choice a powerful one.

 **ORANGE COUNTY POWER AUTHORITY**
THE POWER OF COMMUNITY

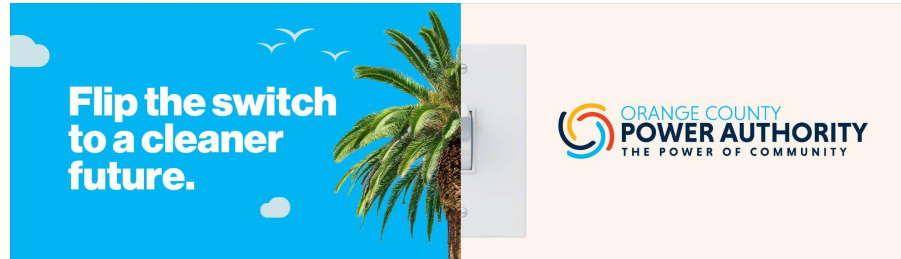

Learn how it works at
ocpower.org/fliptheswitch

Image Option

BUS SHELTER



BILLBOARD



Commercial

COMMERCIAL GOES HERE

Media Plan

AWARENESS MEDIA

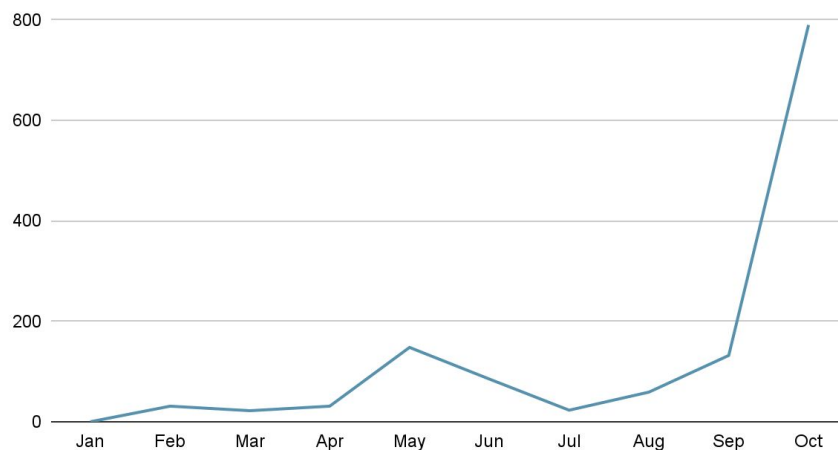
- Support new campaign video on TV, Cinema screen, GymTV and digital
- Support new campaign images through Outdoor and Print placements
- Where possible direct traffic to website
- 97% increase in website traffic in October 23
 - 229 Avg. visitors/day during Anniversary campaign vs. pre/post trend of 116 visitors/day
- Targeting 150M Impressions Jan24-Jun25



EXPAND COMMUNICATION CHANNELS

- We can deploy paid social campaigns without having a large organic following
- However, social followers can be seen as proxy for 'buy in' with a company
- Over time, email and boosting organic social is lowest cost to regularly communicate
- In October 23 we saw spike of newsletter signups (+790, or 60% of 2023 YTD signups) during eBike giveaway, local events and Anniversary campaign

eNewsletter Sign-Ups



LINEAR CABLE / CONNECTED TV

- Two zones of Spectrum Cable: #1716 & #1563 to cover Irvine, Buena Park & Fullerton – includes Cox Cable subscribers in Irvine (25% coverage)
- Overlay of Connected TV with Spectrum Reach to include cord-cutters who get TV through Internet provider
- 0:30 brand video ads
- Months: Apr-May 24, Jul-Aug 24, Jan-Feb 25
- Networks skewed to those with high index to OCPA target
- 2M estimated Impressions

Sample Networks: High Index to OCPA Target



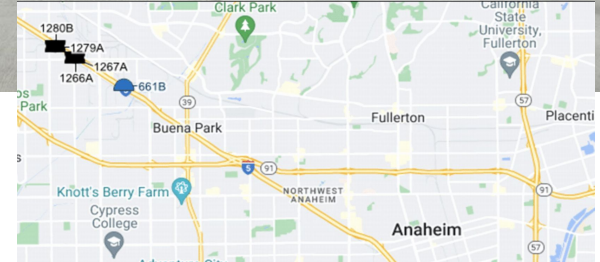
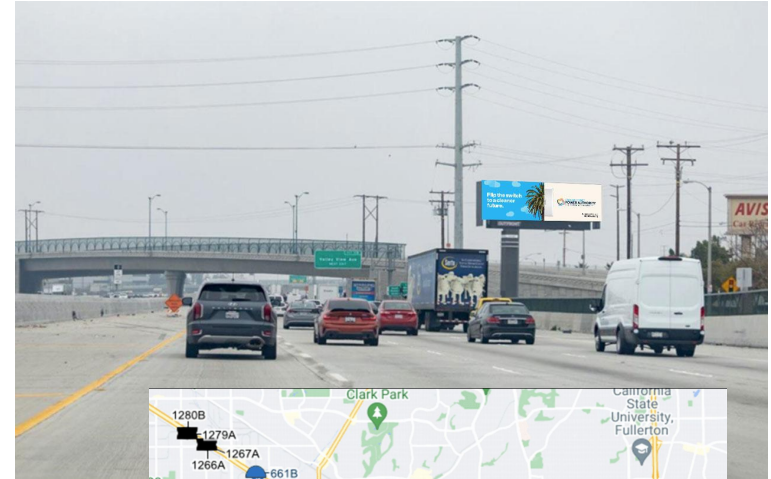
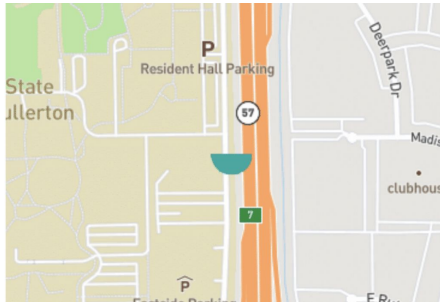
CINEMA

- Irvine Spectrum 20 with IMAX and Fullerton 20 (no available theaters in Buena Park)
- 0:30 brand video ads
- Months: Apr-May 24, mid-Jul-Aug 24, Jan-Feb 25
- 556K estimated Impressions



OUTDOOR: FREEWAY DIGITAL

- I-5 showing to Southbound traffic at Valley View approaching Buena Park
- 57 Freeway showing to Southbound traffic at Nutwood next to Cal State Fullerton
- 14'x48', 0:08s static image, rotated
- Months: Apr-May 24, Jul-Aug 24, Jan/Feb 25
- 24M estimated Impressions



OUTDOOR: MULTICULTURAL DIGITAL

- Digital signage at two malls frequented by high Asian/ethnic customer traffic
- The Source digital billboard (25' x 48') showing to I-5 freeway (Buena Park)
- Diamond Jamboree digital poster (42.7" x 74.6") near Instagram backdrop (Irvine)
- Months: Apr-May 24, Jul-Aug 24, Jan-Feb 25
- 21.9M estimated Impressions



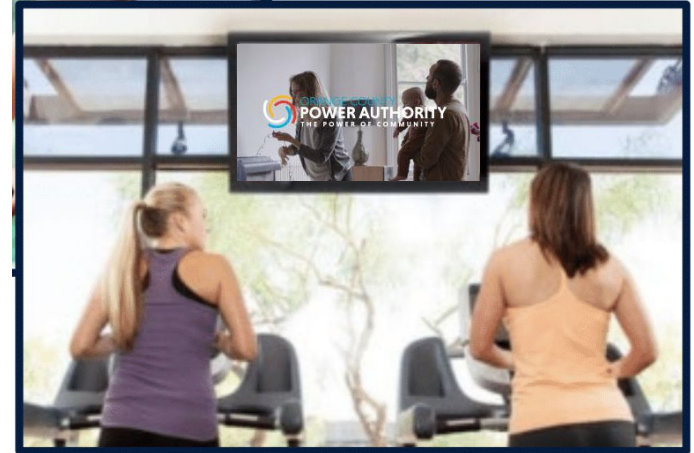
OUTDOOR: BUS SHELTERS

- 10 bus shelters per month in Irvine, Buena Park and Fullerton
- Months: Apr-Aug 24 (to avoid re-post), Jan-Feb 25
- Heavy up of 5 extra bus shelters in Irvine during April around UC Irvine and Irvine Valley College to to promote May bicycle event
- Investigating pilot program in Irvine to convert 3 shelters to new “Showcase Shelter” larger unit
- 67.6M estimated Impressions



GYM TV

- 7 gyms in Irvine, average of 5 screens per gym @ Planet Fitness, LA Fitness, 24 Hour Fitness, and Team Oyama Fitness
- Helps reach female target in Irvine to compensate for lack of outdoor billboards
- 0:15 Spot, Full-Motion Video or Static Digital
- Months: Apr-May 24, Jul-Aug 24
- 12.5% SOV (1 minute per hour, rotating between max of 8 advertisers)
- 1.1M estimated Impressions



PRINT

- Bi-weekly ½ page insertions in community print for Apr-May 24, Jul-Aug 24, Jan-Feb 25
 - Fullerton Observer (Fullerton)
 - Irvine World News (Irvine)
 - North County News Tribune (Buena Park & Fullerton)
- 1 market-wide ½ page insertion + advertorial in OCBJ's ESG issue for Nov 24
- Ads to carry QR code linking to landing page
- 1.2M estimated Impressions

ORANGE COUNTY
BUSINESS JOURNAL

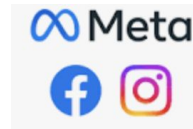
 Fullerton Observer

IRVINE
WORLD NEWS

NORTH COUNTY
News-Tribune

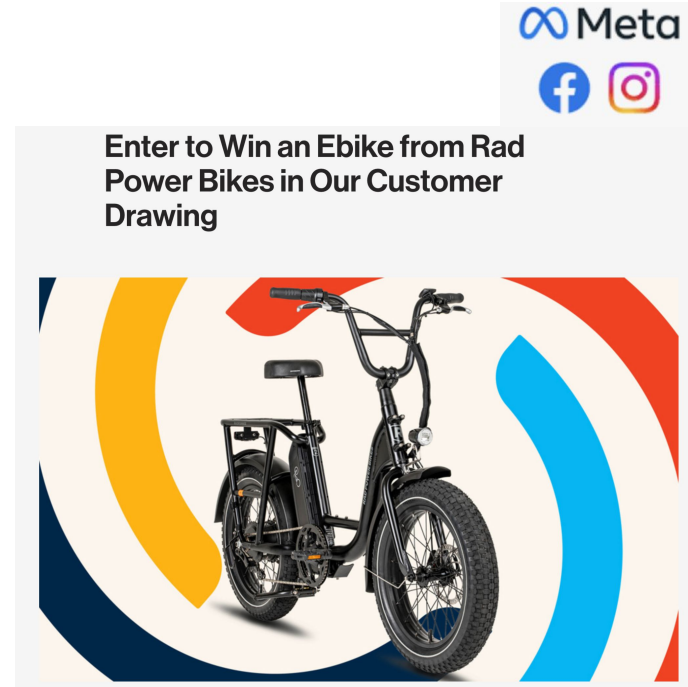
OMNIPRESENT META CAMPAIGNS

- Omnipresent campaigns are a tactic on Meta (Facebook/Instagram) where your target audience gets 1-2 sponsored ads per day in their newsfeed
- Goal is to build followers and engagement
- Test late Jan thru May 24, then bring back the best-performing ads Sep-Nov 24 and Mar-May 25
- 5.3M estimated Impressions



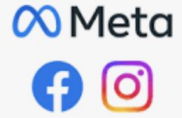
DONATED GIVEAWAYS

- Continue to build newsletter list by bringing back eBike giveaway on Meta twice per year
- Seek to get donated vehicles from a local e-bike retailers
- If budget becomes issue, could giveaway a Nest system (likely less motivating than eBike)
- Update social ads and website page for:
<https://www.ocpower.org/newsroom/blog/e-bike-giveaway/>
- 5M estimated Impressions



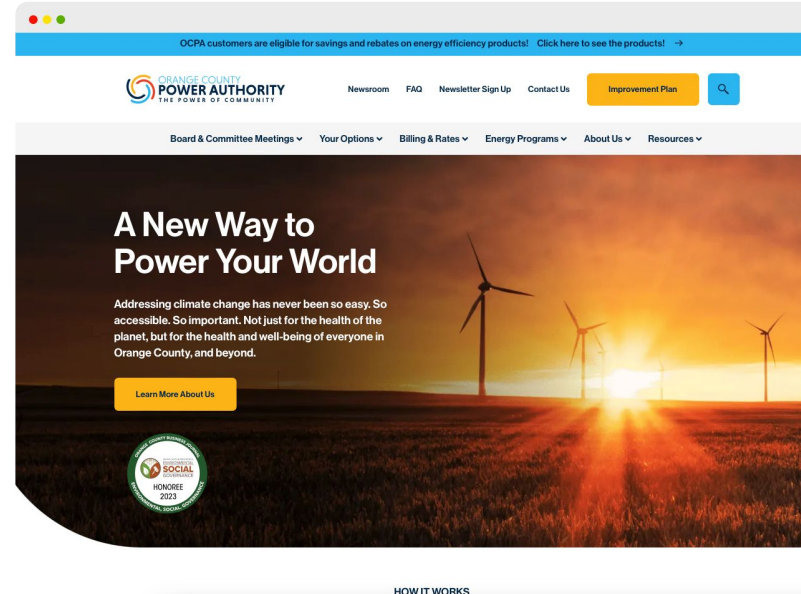
VIDEO & MULTICULTURAL SUPPORT

- Include layer of video support on Meta for English and all 7 supported languages during the Awareness time periods
- Specifically target residents in Buena Park, Fullerton and Irvine who have their social network preferences set to their native language
- Would use 0:30 new campaign – with in-language VO or subtitles – directed to versioned landing pages with translated copy, Explainer video and FAQs
- English versions will not run Apr-May 24 so as not to compete with Omnipresent social campaign
- 5.1M estimated Impressions



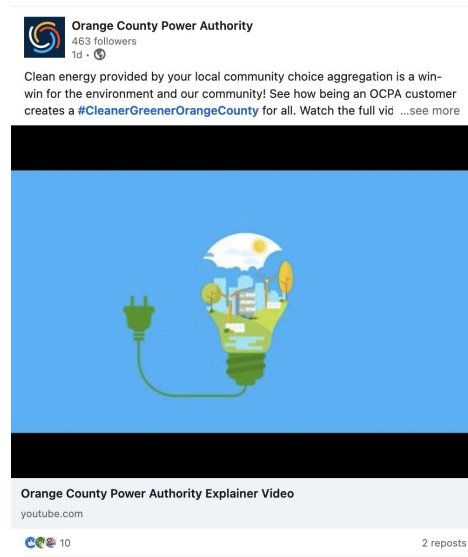
LANDING PAGE STRATEGY

- English + 7 versions for all supported languages
- Have “Sign Up For Newsletter” at top of page
- Pre-loaded with Explainer videos in the appropriate language
- Include FAQs in-language
- Make “Follow Us On Social” links more prominent
- Link to ‘Understand Your Bill’ and plan upgrades



YOUTUBE & LINKEDIN

- Use existing content or new episodes of “Sustainably Speaking”
- 12.8M estimated Impressions
- Continue boosting posts on LinkedIn



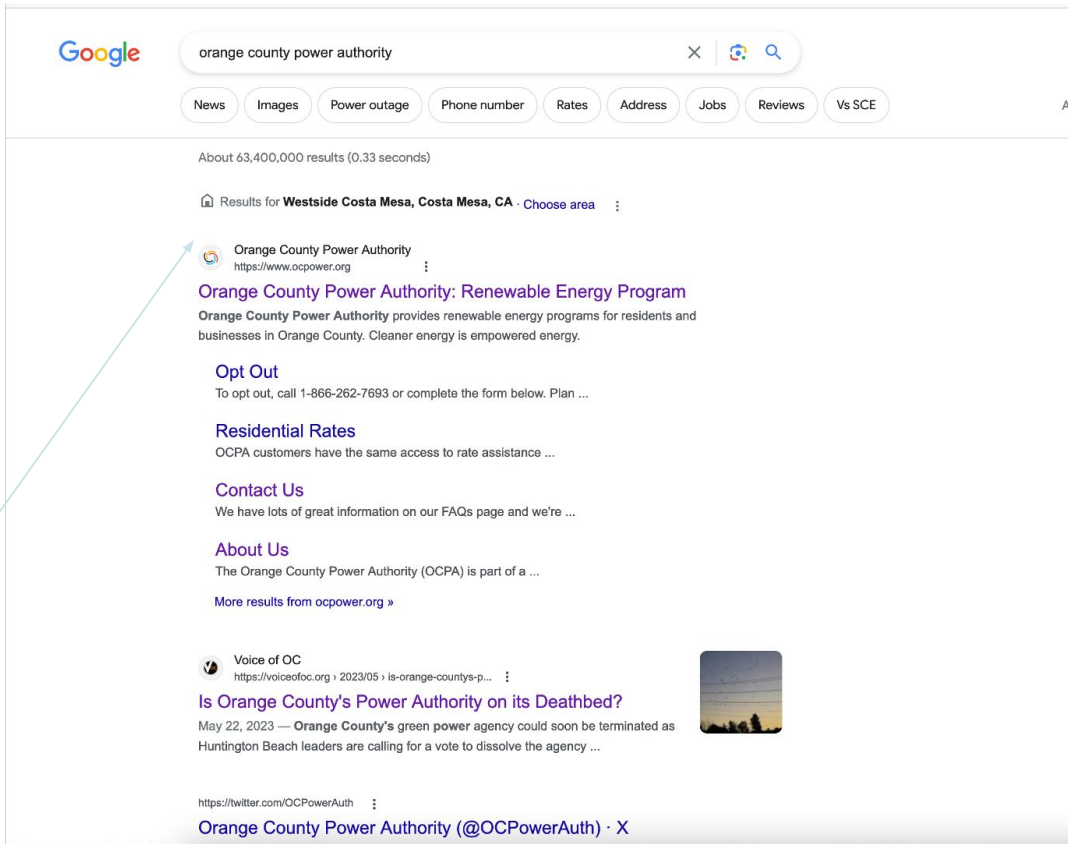
PAID SEARCH

- Defensive tactic to push down links to negative articles on search results
- Low search volume around OCPA keywords, so budgets around \$500/mo.
- Only paying when resident clicks on the sponsored search ad

OCPA | Orange County Power Authority | The Power of Community

Ad www.ocpower.org

OCPA is giving 230,000+ Orange County homes and businesses the choice of renewable energy. Clean energy plans at 44%, 72% and 100% renewable.
Neighborhoods: Buena Park, Fullerton, Irvine



The screenshot shows a Google search for "orange county power authority". The search bar is at the top with the Google logo. Below the search bar are filters for News, Images, Power outage, Phone number, Rates, Address, Jobs, Reviews, and Vs SCE. The search results show "About 63,400,000 results (0.33 seconds)". The first result is for "Orange County Power Authority" with the URL "https://www.ocpower.org". Below this is a link to "Orange County Power Authority: Renewable Energy Program" with a description: "Orange County Power Authority provides renewable energy programs for residents and businesses in Orange County. Cleaner energy is empowered energy." Below this are links for "Opt Out", "Residential Rates", "Contact Us", and "About Us". The second result is for "Voice of OC" with the URL "https://voiceofoc.org" and a link to "Is Orange County's Power Authority on its Deathbed?" with a description: "May 22, 2023 — Orange County's green power agency could soon be terminated as Huntington Beach leaders are calling for a vote to dissolve the agency ...". Below this is a link to "Orange County Power Authority (@OCPowerAuth) · X" with the URL "https://twitter.com/OCPowerAuth". A blue arrow points from the "Opt Out" link in the first result to the "OCPA | Orange County Power Authority | The Power of Community" ad in the bottom left.

Google

orange county power authority

News Images Power outage Phone number Rates Address Jobs Reviews Vs SCE

About 63,400,000 results (0.33 seconds)

Results for Westside Costa Mesa, Costa Mesa, CA - Choose area

Orange County Power Authority
https://www.ocpower.org

Orange County Power Authority: Renewable Energy Program
Orange County Power Authority provides renewable energy programs for residents and businesses in Orange County. Cleaner energy is empowered energy.

Opt Out
To opt out, call 1-866-262-7693 or complete the form below. Plan ...

Residential Rates
OCPA customers have the same access to rate assistance ...

Contact Us
We have lots of great information on our FAQs page and we're ...

About Us
The Orange County Power Authority (OCPA) is part of a ...

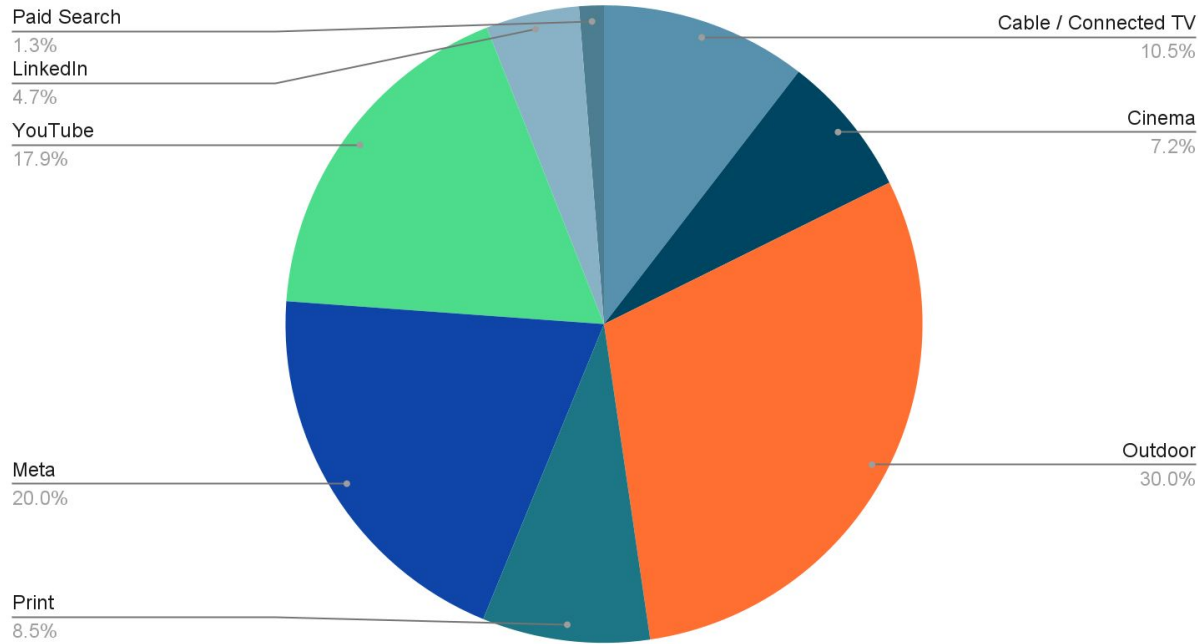
More results from ocpower.org »

Voice of OC
https://voiceofoc.org › 2023/05 › is-orange-countys-p...
Is Orange County's Power Authority on its Deathbed?
May 22, 2023 — Orange County's green power agency could soon be terminated as Huntington Beach leaders are calling for a vote to dissolve the agency ...

https://twitter.com/OCPowerAuth
Orange County Power Authority (@OCPowerAuth) · X

MEDIA MIX

Media Mix



DRAFT

PUBLIC OUTREACH PLAN

JANUARY - JUNE 2024





Elected Officials & Prospective Member Cities



Annual Staffers Luncheon

Timing: April 2024



Introduction & Overview Presentations to League of California Cities, Orange County Chapter, Association of California Cities Orange County and the Orange County City Managers Association

Timing: January-June 2024



State of the Agency Presentations to Member City Councils

Timing: October 2024



Prospective Member Cities

Timing: Ongoing



Direct Mail

Post-Enrollment Mailings

Joint Rate Mailer

Power Content Label (October 2024)

**ORANGE COUNTY
POWER AUTHORITY**
P.O. Box 64283
Irvine, CA 92699-4283

Thank you for the privilege of being your renewable energy provider.

THANK YOU FOR REDUCING YOUR CARBON FOOTPRINT.

We have accomplished a lot during our first year of service:

- 200K+** residential customers served
- 188,883** customers choosing 100% renewable energy – 24% carbon pay
- 31K+** commercial customers served
- 90 MW** solar production power purchase agreement with Orange County Energy Center LLC, Orange County Energy Center is developing solar capacity in Riverside County. Hybrid production up to power 40,000 homes, which is 30 MW utility storage capacity with fast energy prices over a 25-year term
- 5** types of renewable energy purchased – biomass, agricultural hydro, geothermal, solar and wind
- 4** member communities joined: Santa Ana, Fullerton, Huntington Beach and Irvine
- 3** energy plans that allow customers to choose how much renewable energy they want OCPA to purchase on their behalf
- 2% less** Base Choice rate (100% renewable energy costs less than SCE's equivalent generation rate)

With Orange County Power Authority (OCPA) as your electricity provider, you are reducing your carbon footprint and helping to make a measurable impact on climate change. We are pleased to share our first annual Power Content Label (PCL) below on the back side of this mailer, which demonstrates the renewable energy purchased on behalf of our customers and the reduction in greenhouse gas emissions.

As we celebrate the first anniversary of residential service – we are grateful to you for choosing renewable energy through OCPA and a healthier, more resilient future. You are a climate hero.

If you previously opted out and would like to have an OCPA plan, please call at (866) 262-7693 or email at enroll@ocpower.org and we'll get you thought.

To sign up for OCPA's new electricity, scan the QR code.

**ORANGE COUNTY
POWER AUTHORITY**
THE FORCE OF COMMUNITY

This is Orange County Power Authority's (OCPA) first Power Content Label (PCL) as the PCL reports on the year prior, and OCPA launched service in 2023. OCPA's first PCL demonstrates that OCPA is amongst the greenest/lowest-emission Community Choice Aggregators in California. OCPA exceeded the mandatory state requirements for the purchase of renewable energy and also exceeded its voluntary renewable energy goals for each retail service offering during the first year.

Under the California Energy Commission Power Source Disclosure Program, retail suppliers – including OCPA – are required to annually disclose to their retail customers the mix of sources used to provide electricity services during the previous calendar year. The information reported in the PCL is reviewed by the California Energy Commission and must be presented according to the highly prescriptive regulations related to California's Power Source Disclosure Program.

2022 POWER CONTENT LABEL Orange County Power Authority https://www.ocpower.org/newsroom/energy/documents/									
Greenhouse Gas Emissions Intensity (lbs CO ₂ /MWh)		Energy Resources		2022 OCPA Basic Choice Power Mix	2022 OCPA Smart Choice Power Mix	2022 OCPA 100% Renewable Power Mix	2022 CA Power Mix		
2022 OCPA Basic Choice (2022 OCPA Smart Choice)	2022 OCPA Smart Choice (2022 OCPA 100% Renewable)	2022 OCPA Basic Choice (2022 OCPA Smart Choice)	2022 OCPA Smart Choice (2022 OCPA 100% Renewable)	2022 OCPA Basic Choice (2022 OCPA Smart Choice)	2022 OCPA Smart Choice (2022 OCPA 100% Renewable)	2022 OCPA Basic Choice (2022 OCPA Smart Choice)	2022 OCPA Smart Choice (2022 OCPA 100% Renewable)	2022 CA Power Mix	2022 CA Power Mix
563	199	422	422	100.0%	100.0%	100.0%	100.0%	55.8%	55.8%
Eligible Renewable		Eligible Renewable		Eligible Renewable		Eligible Renewable			
18.5%		18.5%		18.5%		18.5%		18.5%	
Geothermal		Geothermal		Geothermal		Geothermal		Geothermal	
0.0%		0.0%		0.0%		0.0%		0.0%	
Eligible Hydroelectric		Eligible Hydroelectric		Eligible Hydroelectric		Eligible Hydroelectric		Eligible Hydroelectric	
0.0%		0.0%		0.0%		0.0%		0.0%	
Solar		Solar		Solar		Solar		Solar	
10.1%		10.1%		10.1%		10.1%		10.1%	
Wind		Wind		Wind		Wind		Wind	
89.5%		89.5%		89.5%		89.5%		89.5%	
Coal		Coal		Coal		Coal		Coal	
0.0%		0.0%		0.0%		0.0%		0.0%	
Large Hydroelectric		Large Hydroelectric		Large Hydroelectric		Large Hydroelectric		Large Hydroelectric	
0.0%		0.0%		0.0%		0.0%		0.0%	
Natural Gas		Natural Gas		Natural Gas		Natural Gas		Natural Gas	
25.3%		25.3%		25.3%		25.3%		25.3%	
Nuclear		Nuclear		Nuclear		Nuclear		Nuclear	
0.0%		0.0%		0.0%		0.0%		0.0%	
Other		Other		Other		Other		Other	
0.0%		0.0%		0.0%		0.0%		0.0%	
Unspecified Power*		Unspecified Power*		Unspecified Power*		Unspecified Power*		Unspecified Power*	
0.0%		0.0%		0.0%		0.0%		0.0%	
TOTAL		TOTAL		TOTAL		TOTAL		TOTAL	
100.0%		100.0%		100.0%		100.0%		100.0%	
Percentage of Retail Sales Covered by Retired Unspecified RECs*		Percentage of Retail Sales Covered by Retired Unspecified RECs*		Percentage of Retail Sales Covered by Retired Unspecified RECs*		Percentage of Retail Sales Covered by Retired Unspecified RECs*		Percentage of Retail Sales Covered by Retired Unspecified RECs*	
0%		0%		0%		0%		0%	

*This eligible renewable percentage above does not reflect RECs conditions, which is determined using a different methodology. Unspecified power is electricity that has been purchased through open market transactions and is not traceable to a specific generation source. Renewable energy credits (RECs) are trading instruments issued for renewable generation. Unretired renewable energy credits (RECs) represent renewable generation that was not delivered to serve retail sales. Unretired RECs are not reflected in the power mix or GHG emissions intensity above.

For the purpose of comparison, OCPA's overall portfolio reports a Greenhouse Gas Emissions Intensity of 185 lbs CO₂/MWh and SCE reports Greenhouse Gas Emissions Intensity of 563 lbs CO₂/MWh in the 2022 PCL. Even OCPA's Basic Choice plan (500 lbs CO₂/MWh) has a 6.7% lower emissions rate than SCE.

TYPES OF RENEWABLE ENERGY PURCHASED BY OCPA

SOLAR uses technology to convert sunlight into electricity by using the photovoltaic (PV) panels or through mirrors that concentrate solar radiation.

WIND turbines turn wind into electricity by using the aerodynamic force from the rotor blades, which work like an airplane wing or helicopter rotor blades.

BIOMASS is matter from living or recently living organisms. Some examples are wood, crop residues, landfill gas and municipal waste.

ELIGIBLE SMALL HYDROPOWER relies on the endless, constantly recharging system of the water cycle to produce electricity.

GEOTHERMAL energy is heat stored in the earth – reservoirs of hot water that exist at various depths and temperatures below the Earth's surface.



Community Newsletter



Continue newsletter distribution

Timing: every other month

- February (completed)
- April
- June
- August
- October
- December





Key Customer Outreach: 100% Renewable Commercial Customer Program

Toolkit:

- Digital badge for website and social media
- Social graphics
- Employee newsletter content
- Testimonial video for OCPA's social channels
- Guest post on OCPA blog
- Web content for company site
- Printed certificate
- Window decal





Multicultural Outreach



Host informational, relationship-building briefings with key multicultural organizations

ABRAZAR

Asian Americans in Action

Asian American Senior Citizens Service Center

Cambodian Family Association

Coalition of Chinese American Cultural Association

Ektaa Center

Irvine Multicultural Association

Japanese American Association of Orange County

Latino Health Access

MECCA - Multi-Ethnic Collaborative of Community Agencies

OMID Multicultural Institute for Development

Orange County Asian Pacific Islander Community Alliance

Orange County Chinese Indian Association

Orange County Indian Women's Association

Orange County Korean American Health Information & Education Center



Health Care Outreach

-  Outreach to the health care community to inform physicians about the benefits of OCPA in reducing greenhouse gas emissions – and create advocates
-  Host informational breakfasts or receptions with health care professionals to educate about OCPA and the connection to pollution and asthma. Potential targets include:

American Lung Association of Orange County

American Pediatric Association of Orange County

Asthma Community Network

Latino Health Access

Orange County Asian Pacific Islander Community Alliance

Orange County Korean American Health Information & Education Center

Pulmonologists



Low-Income Neighborhood and Older Adults Outreach



Conduct public outreach to residents in members communities who may qualify for CARE/FERA aid through community-serving groups.

ACCESS California Services

Buena Park Collaborative

Coalition of Community Health Centers

Fullerton Collaborative

Latino Health Access

Meals on Wheels Orange County

OC Food Bank

Save Our Youth

Senior Centers

Southland Integrated Service



Speakers Bureau



Proactively outreach to organizations to strengthen existing relationships, build new relationships and secure speaking opportunities.

Buena Park Noon Lions Club
Buena Park Rotary Club
Canyon Democrats
Climate Action Campaign / OC Climate Change Coalition
Crossroads Exchange Club of Orange County
Environmental and sustainability studies/sciences classes at University of California, Irvine, Cal State Fullerton, Chapman University and Concordia University
Fullerton Breakfast Lions Clubs
Fullerton Rotary Club

Habitat and coastal protection/conservation organizations
Irvine Green Ribbon Environmental Committee
League of Women Voters of North Orange County
OC Goes Solar
Orange County Coastkeeper
Orange County Environmental Justice
Orange County For Climate Action
Rotary Club of Huntington Beach
Rotary Club of Irvine
Sierra Club Angeles Chapter | Orange County Group
Surfrider Foundation North Orange County



Member Agency Community Events & Sponsorships

- Continue to attend community events in member cities where OCPA can have a presence, build relationships, and reach its target audiences and beyond.





Member Agency Community Events & Sponsorships (cont.)

Buena Park

MAY | Buena Park State of the City

MAY | Love Buena Park

SUMMER | Summer Concert Series

AUGUST | Buena Park's Super Senior Resource Fair

SEPTEMBER | Buena Park CultureFest

OCTOBER | Buena Park Silverado Days

DECEMBER | Buena Park Christmas Tree Lighting

Fullerton

MARCH | Fullerton State of the City, March

MAY | SHE Influences Conference & Business Expo

MAY | Fullerton Mayor's Prayer Breakfast

JUNE | Fullerton Day of Music

SEPTEMBER | Tommy Lasorda Day

SEPTEMBER | "Korea Day Harmony & Respect" Annual Festival

DECEMBER | City of Fullerton Tree Lighting Ceremony



Member Agency Community Events & Sponsorships (cont.)

Irvine

APRIL | Irvine Earth Day at Quail Hill

MAY | Irvine Korean Cultural Festival

Pretend City's "Meet Me at the Museum"

JUNE | Celebrate Irvine, June

JUNE | Cool Irvine Sustainability Fair

AUGUST | City of Irvine's Tae Kwon Do Day

SEPTEMBER | Fiesta Latina en Irvine

SEPTEMBER | OC Iranian Chamber of Commerce's Mehregan Festival

JUNE | Sustain SoCal Driving Mobility

SEPTEMBER | Mid-Autumn Festival

OCTOBER | Irvine Global Village Festival

OCTOBER | Ektaa Diwali Fest

DECEMBER | City of Irvine Holiday Tree Lighting

Other

MARCH | Caltrans Clean California Day

OCTOBER | SoCal VegFest



Special Events

April	May	June	October
Participate in Earth Day events in member communities	Sponsor and participate in Cyclolrvine on May 4	Host a New Office Open House OC Forum on Renewable Energy	Hold a marquee event celebrating OCPA Plug in America test-drive EV

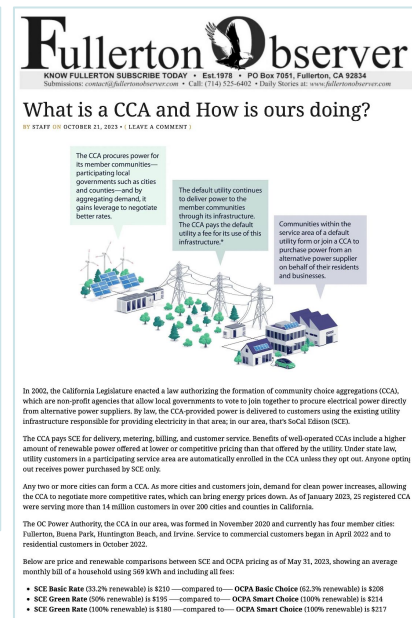


Media Relations



Actively engage with all media outlets covering OCPA

- **Orange County Business Journal** - Leaderboard during Earth Month
- **Los Angeles Times** - Deskside briefing with new CEO and Sammy Roth, Climate Columnist
- **The Orange County Register** - Continue engaging Brooke Staggs, environmental editor
- **Multicultural Media** - Continue multicultural media briefings





Social Media

Seven Content Pillars

OCPA
News +
FAQs

Renewable
energy,
community
energy
information

Partner/peer
organization
highlights
and wins

Customer
highlights &
testimonials

Expert
voices +
articles

Relevant
awareness
days/months

Community
Events

Tone of Voice

Transparent and authentic, speaking with warmth as a smart, informative, trusted

Neighbor who cares passionately about renewable energy



Blog Content

Potential guest experts:

-  Academics
-  Climate Researchers
-  Cleantech Business Leaders
-  Building Electrification
-  Youth and Education Climate Advocates
-  Environmental Groups

Newsroom

Categories

[Blog](#)[Media Releases](#)[Newsletters](#)

Power of Community Blog

[View All →](#)

February 8, 2024

Views from Cool OC & Cool Irvine

Patty Oh, program manager for the Cool Irvine program under the nonprofit Cool OC – a local grassroots...



January 5, 2024

Clean Energy is a Smart Business Strategy

Climate change is the top risk businesses face over the next decade, according to Deloitte. At the same...



January 2, 2024

New Year's Resolution Ideas To Protect the Planet

New Year's resolutions come and go but some may have a lasting impact on our environment, health, comfort...



Video



Sustainably Speaking with Joe Mosca

Dr. Shahir Foud Masri, ScD, assistant specialist in air pollution exposure assessment and epidemiology at the UC Irvine Program in Public Health, where he conducts research on air pollution exposure modeling and climate change.



“OCA Unplugged” Short-Form Video Series

Featuring OCA Board members and staff answering frequently asked questions.

Sustainably
with Joe Mosca
Speaking





Awards

Potential award opportunities include:

-  Southern California Association of Governments Sustainability Awards (submitted, event is in May)
-  Cal-CCA Climate Impact Awards (submitted, event is in May)
-  Orange County Business Journal CFO of the Year (submitted event is in May)
-  Irvine Chamber 40 Under 40 (event in September)
-  Orange County Business Journal Women in Business (event in August)
-  Public Relations Society of America, Orange County Chapter PROTOS (due in May)
-  Orange County Business Council - Turning Red Tape into Red Carpet (Fall)
-  PRWeek Awards (due in September)
-  Orange County Business Journal ESG Issue (due in September)
-  SABRE [public relations] (due in December)
-  Public Relations Society of America Silver Anvil (due in January 2025)



Huntington Beach Transition

OCPA customers in the City of Huntington Beach will be ending service in 2024 and returning to SCE for both the electric generation and distribution service. OCPA has already begun the various customer compliance communications.

Remaining Customer Mailings

- **NEM customers** – January 29, 2024 (60 days prior to their April transition) - Completed
- **Non-NEM customers** – April 2, 2024 (60 days prior to their June transition)

Website Updates

Thank you