

AGENDA

ORANGE COUNTY POWER AUTHORITY MEETING OF THE MARKETING AND COMMUNICATIONS COMMITTEE

Monday, March 3, 2025

4:30 p.m.

This meeting will proceed as an in-person meeting at 15310 Barranca Parkway, Suite 250, Irvine, CA 92618. 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: 853 1752 1483

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 5, 2024**

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 2025 CALENDAR**

Recommended Action:
Adopt the 2025 meeting calendar.

2. **MARKETING AND COMMUNICATIONS UPDATE FOR JANUARY-FEBRUARY 2025**

Recommended 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 15310 Barranca Parkway, Suite 250, Irvine, CA 92618. Please contact clerk@ocpower.org to arrange an appointment.



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

Thursday, September 5, 2024

1. CALL TO ORDER

Vice Chair Sonne called to order the Regular Meeting of the Marketing and Communications Committee at 3:00 p.m. on Thursday, September 5, 2024.

2. PLEDGE OF ALLEGIANCE

Vice Chair Sonne led the Pledge of Allegiance.

3. ROLL CALL

Present:	Vice Chair Susan Sonne	City of Buena Park
	Director Tammy Kim	City of Irvine

4. PUBLIC COMMENTS ON AGENDA ITEMS

None

5. PUBLIC COMMENTS ON NON-AGENDA ITEMS

None

6. COMMITTEE MEMBER ANNOUNCEMENTS

None

7. CONSENT CALENDAR

Moved by Director Kim and seconded by Vice Chair Sonne to approve the Consent Calendar.

The motion carried unanimously by the following vote:

Ayes:	Vice Chair Sonne, Director Kim
Noes:	None
Absent:	None

**1. MINUTES FOR THE MARKETING AND COMMUNICATIONS
COMMITTEE MEETING OF FEBRUARY 29, 2024**

Action Taken:

Approved as submitted.

8. REGULAR CALENDAR

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

Director of Communications and External Affairs Henderson provided a summary of the presentation for this item

Director Kim requested to be invited to all P100NEER events in Irvine, and she would be available to attend. She also requested information on the target audience and data on the people viewing our content.

Director Henderson stated that the target audience is our member cities.

Director Kim stated that e-bikes were a big issue in Irvine and many cities.

Vice Chair Sonne stated that Buena Park had e-bikes on the agenda for discussion. She thought it was a great presentation and was excited about the positivity around OCPA. She appreciated all the staff's hard work.

Director Kim supported the candidate forums and asked if this would start this election cycle. The forums are a good way to provide education on OCPA to the candidates.

Vice Chair Sonne also believed the forum would be good in Buena Park. She also recommended to do this type of forum for the County, State Assembly, and Senate candidates.

Action Taken:
Received and filed.

9. ADJOURNMENT

There being no further business to come before the Committee, Vice Chair Sonne adjourned the meeting at 3:36 p.m.

Submitted by:

Pat Jacquez-Nares, Board Authority Secretary

ORANGE COUNTY POWER AUTHORITY
Staff Report – Item 8.1

To: Orange County Power Authority Marketing and Communications Committee

From: Jacquie Henderson, Director of Communications and External Affairs

Approved By: Joe Mosca, Chief Executive Officer

Subject: ADOPT 2025 CALENDAR

Date: March 3, 2025

RECOMMENDED ACTION

Adopt the 2025 meeting calendar.

BACKGROUND

After reviewing the holidays, and meeting dates and times of member agencies, staff recommend Marketing and Communications Committee meetings be held at 2:30 p.m. on the dates below. These dates were chosen to reduce any conflicts with other meetings and holidays.

Thursday, June 5, 2025
Thursday, September 4, 2025
Thursday, December 4, 2025

FISCAL IMPACT

None

ATTACHMENTS

None

ORANGE COUNTY POWER AUTHORITY
Staff Report – Item No. 8.2

To: Orange County Power Authority Board of Directors

From: Jacquie Henderson, Director of Communications & External Affairs

Approved by: Joe Mosca, Chief Executive Officer

Subject: MARKETING AND COMMUNICATIONS UPDATE FOR JANUARY-FEBRUARY 2025

Date: March 3, 2025

RECOMMENDED ACTION

Receive and file

BACKGROUND

The Orange County Power Authority (OCPA) Marketing and Communications Committee meets quarterly to review the agency's outreach and engagement activities over the previous two to three months. This report will provide details on the success of notable outreach efforts over the past two months, and key future happenings.

ANALYSIS AND DISCUSSION

The beginning of the year has been an exciting and accomplishment-filled time for OCPA, and January-February marketing and communications efforts were dedicated to sharing good news and connecting with the community. The organization has been providing information on OCPA community programs and the 2025 energy plan offerings to customers, while continuing to build relationships with city and community stakeholders across a wide variety of channels. Highlights are outlined below:

New Ad Campaign

At the beginning of the new year, OCPA launched a new brand campaign with an updated theme now that OCPA has two years of success under its belt. The concept has been updated from "Flip the Switch," which promoted the ease with which customers can choose renewable energy, to "Powering a Brighter Future," that highlights how OCPA is making a difference in Orange County communities. A new :30 commercial has been running digitally and on cable / connected TV that showcases diverse representation and was filmed in member communities. To date, the ad has received over one million impressions. OCPA also updated its tagline from "The Power of Community" to "Your Clean Energy Choice." The new tagline better defines OCPA as an

organization and highlights renewable energy where this mention was previously lacking. The new commercial and details on the campaign are available in Attachment A.

Direct Mail in Member Cities

To ensure OCPA customers are consistently informed about the organization and their renewable energy account, mailers were sent to all 100% Renewable customers in the City of Irvine letting them know that the City has updated the default energy plan to Basic Choice and that their account will be automatically updated on their February meter read date. An email was also sent to all the customers with an email address associated with their account, to ensure communication was provided as broadly as possible. Mailers were also sent to all 100% Renewable customers in Buena Park letting them know that the City has updated the default energy plan to Smart Choice and that their account will be automatically updated on their March meter read date. Second mailers will go out in March for Irvine customers and April for Buena Park customers. Visuals of the mailer are included in Attachment A.

Community Engagement

Community outreach included a successful Community Leaders briefing attended by 25 leaders representing Orange County multicultural, community, and business organizations. The event was covered by multicultural news outlets including Little Saigon TV and US News Express. OCPA also launched an art contest for K-6 grade students residing in or attending schools in member communities. The “Picturing a Better Tomorrow” contest asked students to use their creativity to imagine ways of protecting the planet, reducing reliance on fossil fuels, and embracing renewable energy for future generations. The contest received over 100 entries from kids across OCPA member cities! Additional events are outlined in Attachment A.

Upcoming Events

In the coming month, OCPA staff looks forward to numerous community-facing events and opportunities to connect with customers, including future customers in Fountain Valley. OCPA will be providing an introduction for the Fountain Valley Community Foundation on March 20th, and is in the planning stages of pop-up events to provide information and answer questions in all member cities. Details on the pop-up events will be distributed as they are confirmed in an effort to connect with as many community members as possible. More details are available in Attachment A and will be presented at the committee meeting.

FISCAL IMPACT

None

ATTACHMENT

Attachment A: OCPA Marketing and Communications Update_03.25

Marketing and Communications Update

January – February 2025





HIGHLIGHTS

Branding / Marketing

- Updated tagline to “Your Clean Energy Choice” for OCPA logo to better highlight OCPA's brand promise or offering
- Launched updated brand advertising awareness campaign, “Powering a Brighter Future” across member cities
- Distributed rate change direct mail pieces to Irvine and Buena Park and emailed all Irvine residents
- Ad placed on the back cover of Fountain Valley Living magazine

Media Relations

- Distributed three news releases announcing new Board members and leadership, the Community Power Plan Request for Qualifications and the Calpine Community Benefit Grants recipients

Community Outreach

- Hosted a Community Leaders Briefing attended by 25 leaders from Orange County multicultural, community and business organizations
- Received over 100 submissions for the “Picturing a Better Tomorrow” K-6 art contest from students residing in or attending schools in member communities
- Participated in numerous community outreach and networking events
- Sponsored the Stewardship Award for the Miss Fountain Valley Scholarship Foundation Pageant

Digital Communications

- Released bi-monthly community newsletter (February) and published two blog posts
- Received 24K video views of Sustainably Speaking with guest Dr. Lorenzo Gonzalez from Latino Health Access

Branding & Marketing



NEW LOGO TAGLINE

- Refreshed logo with an updated tagline to highlight “Your Clean Energy Choice” for OCPA logo to better highlight OCPA's brand promise or offering





BRAND AWARENESS CAMPAIGN

- Launched new brand advertising awareness campaign, “Powering a Brighter Future” across member cities
 - Billboards
 - Bus Shelters
 - Hyper-Local Newspapers
 - Multicultural Newspapers
 - Cable TV / Connected TV / Cinema
 - YouTube + Meta





BRAND AWARENESS CAMPAIGN



Digital

- YouTube
- Meta

YouTube Video Views

72K

Impressions

21K

Cable TV / Connected TV / Cinema

- Spectrum Cable Includes COX in Irvine)
- Irvine Spectrum & Fullerton Movie Theaters
- Krikorian Theater Buena Park

Impressions

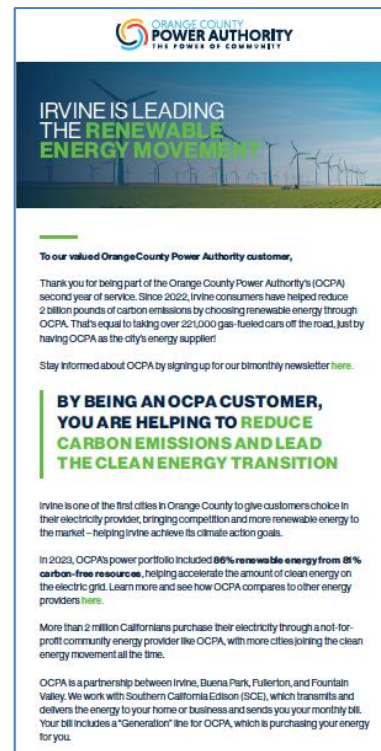
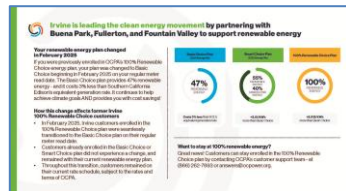
940k





DIRECT MAIL

- Distributed rate change direct mail pieces to Irvine and Buena Park and emailed all Irvine residents
 - Email sent to 79,807 customers
 - 69.3% open rate
- Second Irvine mailer being sent starting March 3rd.





FOUNTAIN VALLEY LIVING

- Consistently advertising on back cover of *Fountain Valley Living* magazine



A new way to power Fountain Valley

Orange County Power Authority is OC's community clean energy provider.

Fountain Valley will begin offering residents and businesses a choice in electricity generation with the option to purchase more renewable energy for a healthier, more resilient community.

Coming October 2026

1-866-2-OCPOWER (1-866-262-7693)
info@ocpower.org
Learn more at ocpower.org/fountainvalley

[f](#) [in](#) [x](#) [@](#) [v](#)

Cleaner power at competitive rates

Reinvesting into our communities

Locally controlled by community leaders

ORANGE COUNTY POWER AUTHORITY
YOUR CLEAN ENERGY CHOICE

Media Relations



MEDIA RELATIONS

Distributed news releases announcing:

- Calpine Community Grant recipients
- New 2025 Board member appointments
- Community Power Plan Request for Qualifications
- Picturing a Better Tomorrow Art Contest



Irvine Vice Mayor Mai and Councilmember Go Appointed to Orange County Power Authority Announces 2025 Board of Directors



Irvine Vice Mayor James Mai and Councilmember William Go have been appointed to serve on the **2025 Board of Directors of the Orange County Power Authority**, a local energy provider. Mai serves as the Board's Vice Chair and Buena Park Councilmember Susan Sonne as Chair. Also on the Board are Fountain Valley Councilmember Glenn Grandis and Fullerton Mayor Fred Jung.

[read more](#)

AROUND TOWN

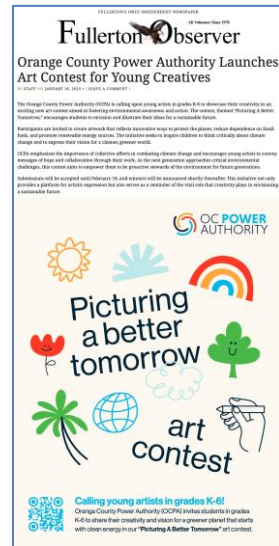
► City to become OC Power Authority member

The Orange County Power Authority (OCPA) Board of Directors has adopted a resolution approving membership for the city of Fountain Valley. OCPA will now submit a request to the California Public Utilities Commission (CPUC) for Fountain Valley's membership certification.

"We appreciate that Fountain Valley's leaders want to bring renewable energy at competitive rates to their residents and businesses," said Fred Jung, OCPA board chair. "By offering electricity customers a choice in their energy provider and how much renewable energy they want procured on their behalf, Fountain Valley will be supporting a healthier, more sustainable future for all who call the city, 'a nice place to live'."

The City Council on Nov. 5 adopted a resolution expressing intent to join OCPA and approved an ordinance to implement the OCPA community choice aggregation program. Once the request to amend OCPA's Joint Powers Agreement to include the city of Fountain Valley is approved by the CPUC, the years-long onboarding process will begin.

The process to onboard a new member city takes approximately two years. Once approved by the CPUC, OCPA expects to launch service in Fountain Valley in October 2026.



Community Outreach



COMMUNITY LEADERS BRIEFING

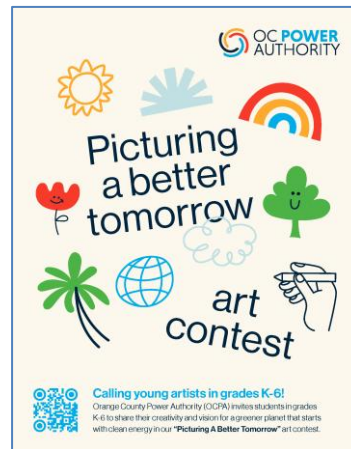
- OCPA hosted a Community Leaders briefing that brought together 25 leaders from multicultural, community and business organizations.





PICTURING A BETTER TOMORROW K-6 ART CONTEST

- Hosted “Picturing a Better Tomorrow” K-6 art contest for students residing in or attending schools in member communities
- Received over 100 entries from across member cities
- Contest flyer was distributed across the following:
 - Irvine – 25 before/after school programs; 7 private schools
 - Fullerton – 15 before/after school programs; 2 private schools
 - Buena Park – 7 before/after school programs; 3 private schools
 - Fountain Valley – 7 after school programs; 2 private schools
- News of the contest was published in the *Fullerton Observer* and the Orange County Department of Education newsletter





COMMUNITY EVENTS

- Participated in numerous community outreach events
 - Fountain Valley Mayor Ted Bui's first Mayor's Breakfast of the year
 - Buena Park Community Town Hall
 - Asian American Business Association of Orange County's Lunar New Year Celebration and Seniors Luncheon in Irvine
 - Sponsored the Miss Fountain Valley Stewardship Award, which recognizes an individual committed to sustainability and making a lasting impact





UPCOMING EVENTS

March 4: Ba.Wa Remote Operating Control Center tour (Carlsbad)

March 7: South OC Economic Chamber Meet the Mayors event

March 25: OCPA Local, State, and Federal Staffers Luncheon

March 27: OC Council of Governments Annual Conference

April 28-30: CalCCA annual conference



Digital Communications

COMMUNITY NEWSLETTER - FEBRUARY

- Developed and distributed one community newsletter
- 4,621 emails sent



ORANGE COUNTY
POWER AUTHORITY
THE POWER OF COMMUNITY



Powering a brighter future.

Powering a Brighter Future!

OCPA is Orange County's source for providing cleaner electricity at rates that work for everyone. Thanks to YOU, our customers, the clean energy future is getting closer and closer with every day that we procure renewable energy on your behalf! Check out our latest campaign video and help us share the opportunity to join the movement in Orange County!

[Watch Here »](#)



From left: Dennis W. Hines, David J. Hines, Susan Sonne, James Mai, and David J. Hines.

New OCPA Chair, Vice Chair and Board Members Appointed

OCPA is honored to announce the dedicated local leaders serving on the 2025 Board of Directors. Buena Park Councilmember Susan Sonne has been appointed as the new Board Chair and Irvine Vice Mayor James Mai as Vice



BLOG POSTS

- Why Everyone Should Rally Behind Clean Power
- Views from a Physician: Bridging Clean Energy and Public Health in Underserved Communities



February 1, 2025

Why Everyone Should Rally Behind Clean Power

By Dominic Bendinelli Orange County Power Authority Community Advisory Committee Member, NASA Jet Propulsion Laboratory Analyst and Citizens'...



January 9, 2025

Views from a Physician: Bridging Clean Energy and Public Health in Underserved Communities

Featuring Lorenzo Gonzalez, M.D., and board member for Latino Health Access, Climate Resolve, and Physicians for Social Responsibility...



VIDEOS

- Received 24K videos views of Sustainably Speaking with guest Dr. Lorenzo Gonzalez from Latino Health Access



Thank You



Appendix

2024-2025

Brand Campaign Report

Paid Ad Campaign



Public Outreach & Marketing

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.

BULLSEYE APPROACH

PRIORITY #1

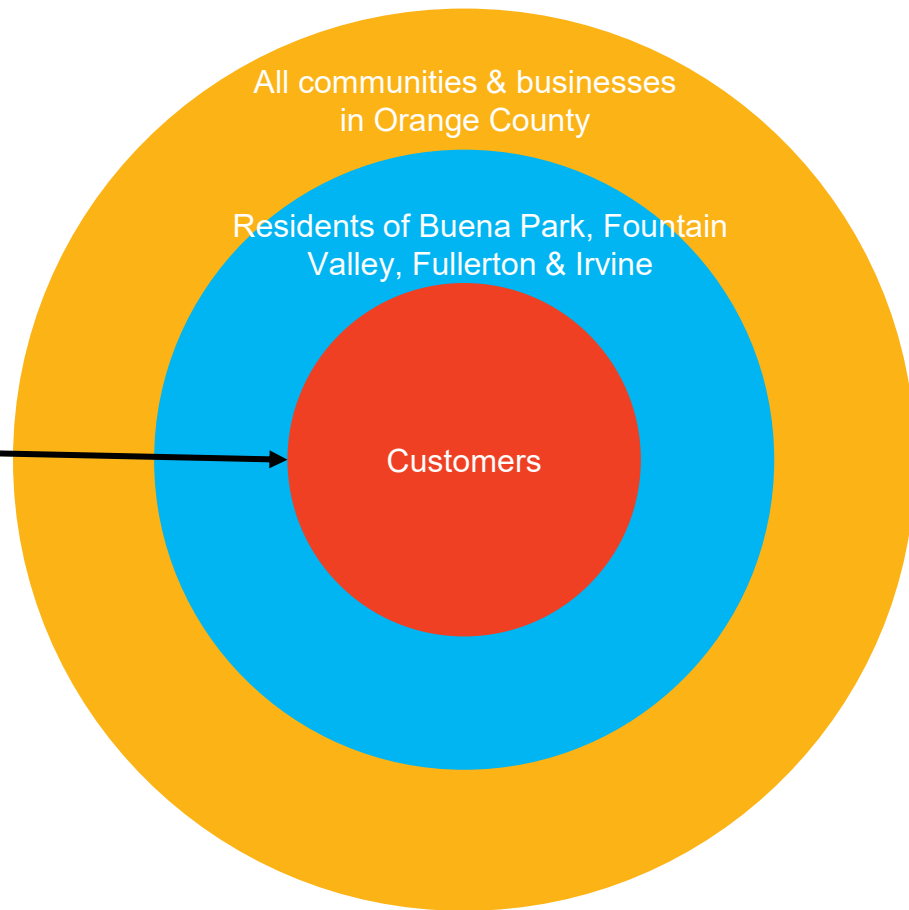
Focus on **Customers** to share why switching to renewable energy is good for the planet and help them feel they are contributing in a positive and meaningful way

PRIORITY #2

All **Residents** of Buena Park, Fountain Valley, Fullerton & Irvine

PRIORITY #3:

All **Communities & Businesses** in Orange County (excluding Anaheim).





Brand Campaign

OCPA Made an Impact: Cumulative Performance

FY24-25 Brand Campaign Performance Indicators:

Impressions

112M

Landing Page Visits

39K

Newsletter Subscribers

4.6K

Total Followers

5.1K

FY24-25 Total Target Performance Indicators:

Impressions

150M

Landing Page Visits

15K

Newsletter Subscribers

5K

Total Followers

3K

Media Plan

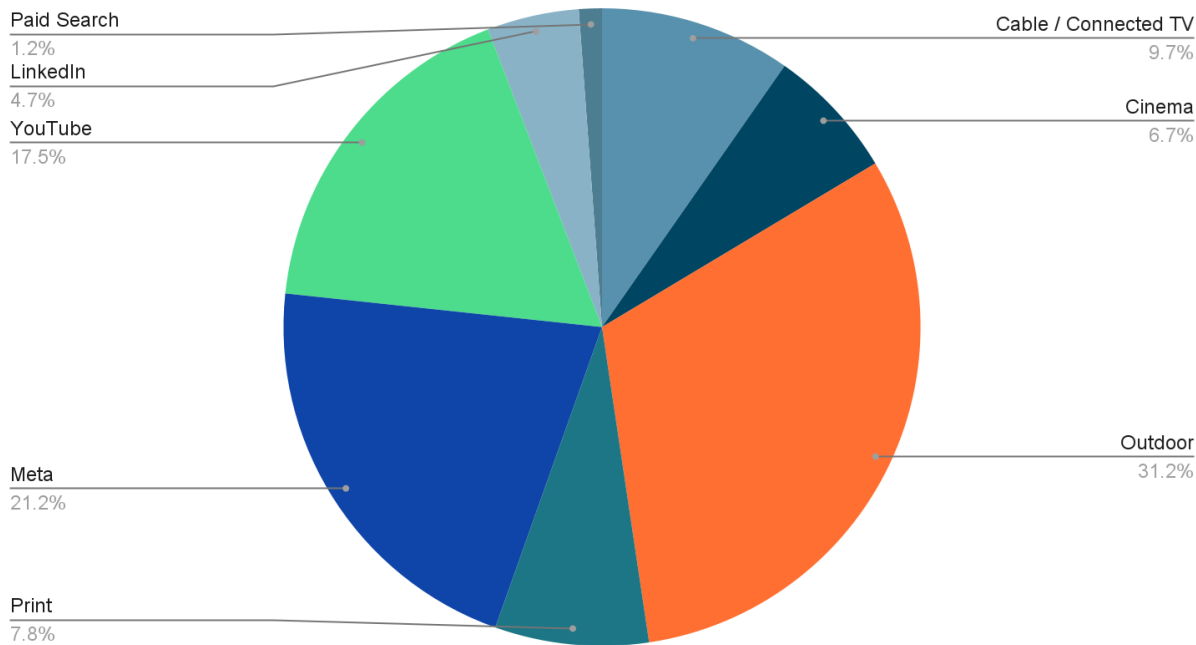
ROTATING TIME PERIODS

FY24						FY25											
Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Expand Communication			Awareness			Awareness		Expand Communication			Awareness		Expand Communication				
Sustaining Media																	

- The projected media budgets allow for 2 months of higher-cost Awareness media every 6 months
- Between those Awareness periods, running lower-cost paid social campaigns
- Additional layer of “always on” sustaining media for YouTube, LinkedIn and Paid Search

MEDIA MIX

Media Mix



2024 Campaign Performance



April-August 2024

Brand Campaign: Out Of Home



Out of Home Buy:

- Digital Billboard I-5 (Buena Park/Fullerton)
- Digital Billboard 57 (Fullerton)
- Marquee billboard at The Source in Buena Park
- (10) Irvine Bus Shelters
- (10) Fullerton Bus Shelters
- (10) Buena Park Bus Shelters
- Digital poster boxes Diamond Jamboree Irvine
- Gym TV

Impressions

70M

2024

Brand Campaign: Hyper-Local Print



Irvine World News

- Half Page - 4/4
- Half Page - 4/18
- Half Page - 5/2
- Half Page - 5/16
- Half Page - 7/4
- Half Page - 7/18
- Half Page - 8/1
- Half Page - 8/15

North County News Tribune

- Half Page - 4/4
- Half Page - 4/18
- Half Page - 5/2
- Half Page - 5/16
- Half Page - 7/4
- Half Page - 7/18
- Half Page - 8/1
- Half Page - 8/15

Impressions
439K

2024

Brand Campaign: Hyper-local Print



Orange County Register

- Half Page + Banner - 4/4
- Half Page + Banner- 5/2
- Half Page + Banner- 7/4
- Half Page + Banner - 8/1

OCBJ

- Half Page + Half Page Adv - 11/11

Fullerton Observer

- Half Page - 4/1
- Half Page - 4/15
- Half Page - 4/29
- Half Page - 5/13
- Half Page - 5/27
- Half Page - 7/1
- Half Page - 7/29

Impressions

439K



2024

Brand Campaign: Multicultural Print



- Ngươi Viet Daily News - Half Page – 4/18, 5/2, 7/11
- World Journal (Chinese Daily) - Half Page – 4/4, 7/7
- Korea Times - Half Page – 4/4, 7/11
- Korea Daily - Half Page – 4/4, 7/11
- US News Express - Digital Banner Ad – 4/4, 7/11

Impressions

410K



***Digital Banner Ad

2024

Brand Commercial: Flip the Switch



Cable TV / Connected TV / Cinema

- Spectrum Cable Includes COX in Irvine)
- Irvine Spectrum & Fullerton Movie Theaters
- Krikorian Theater Buena Park

Impressions
1.8M



2024

Brand Commercial: Flip the Switch



Digital

- YouTube
- Meta

Impressions
3.4M

YouTube Video Views
780K

2025 Campaign Performance

January - February 2025

Brand Campaign: Out Of Home



Out of Home Buy:

- Marquee billboard at The Source in Buena Park
- Digital poster boxes Diamond Jamboree Irvine
- (10) Irvine Bus Shelters
- (10) Fullerton Bus Shelters
- (10) Buena Park Bus Shelters

Estimated Impressions

35M

2025

Brand Campaign: Hyper-Local Print



Irvine World News

- Half Page – 1/16/25
- Half Page – 1/30/25
- Half Page – 2/13/25
- Half Page – 2/27/25

North County News Tribune

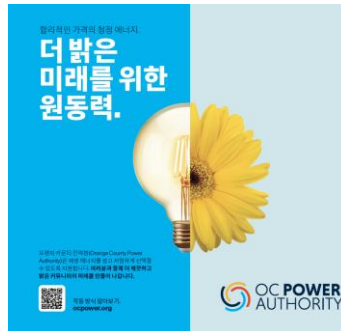
- Half Page – 1/16/25
- Half Page – 1/30/25
- Half Page – 2/13/25
- Half Page – 2/27/25

Impressions

219K

2025

Brand Campaign: Multicultural



- Ngugi Viet Daily News - Half Page – 1/17/25
- World Journal (Chinese Daily) - Half Page – 1/16/25
- Korea Times - Half Page – 1/16/25
- Korea Daily - Half Page – 1/16/25
- US News Express - Digital Banner Ad - 1/16/25

Impressions

205K

***Digital Banner Ad

2025

Brand Commercial: Powering a Brighter Future



Cable TV / Connected TV / Cinema

- Spectrum Cable Includes COX in Irvine)
- Irvine Spectrum & Fullerton Movie Theaters
- Krikorian Theater Buena Park

Impressions

940K



2025

Brand Campaign: Powering a Brighter Future



Digital

- YouTube
- Meta

Impressions

21K

YouTube Video Views

72K

2024-2025

NEW Targeting: Fountain Valley



A new way to power **your** world

Orange County Power Authority is OC's
community clean energy provider.

We offer the chance to choose your electricity
provider, and support a cleaner, more sustainable
future at competitive rates.



Cleaner power at
competitive rates



Reinvesting into our
communities



Locally controlled by
community leaders

1-866-2-OCPOWER (1-866-262-7693)
info@ocpower.org

Learn more at ocpower.org



Fountain Valley Living

- Back Cover- 11/1
- Back Cover- 1/1
- Back Cover- 4/1

Digital

- Meta
- YouTube

Impressions
300K

YouTube Video Views
15K

Media Locations and Timing

LINEAR CABLE

- Two zones of Spectrum Cable: #1716 & #1563 to cover Irvine, Buena Park & Fullerton
- Includes Cox Cable subscribers in Irvine (25% coverage)
- 0:30 brand video ads
- Months: Apr-May 24, Jul-Aug 24, Jan-Feb 25
- Networks would be skewed to those with high index to OCPA target
- 1.2M estimated Impressions

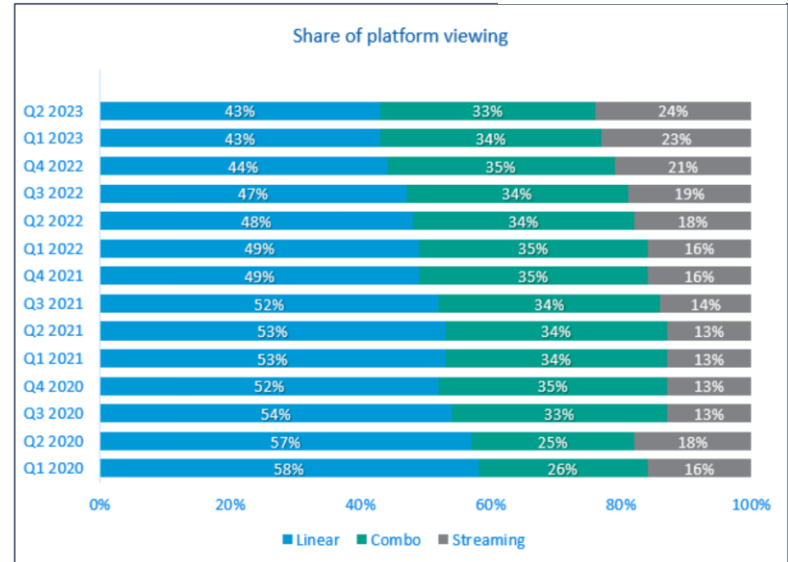
Sample Networks: High Index to OCPA Target



CONNECTED TV



- Overlay of Connected TV with Spectrum Reach to include cord-cutters who get TV through Internet provider (gray/green bars in chart on right)
- 0:30 brand video ads
- Months: Apr-May 24, Jul-Aug 24, Jan-Feb 25
- Targeted at Households that match to OCPA 'Change Makers' in Irvine, Buena Park & Fullerton
- 840K estimated Impressions



Source: Spectrum Internal household data. Only-both report, Los Angeles, CA, Q1 2020 through Q2 2023. Linear is any viewing done through a STB only. STVA is any viewing done exclusively through the Spectrum App& STB VOD. Combo is any household that viewed through a STB, VOD or through the Spectrum App.

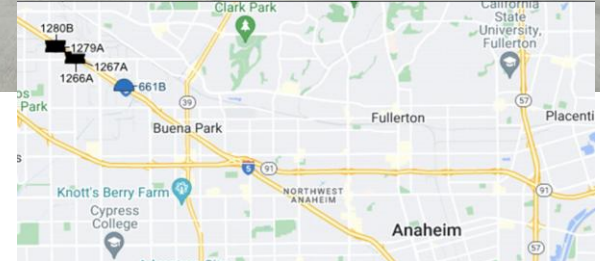
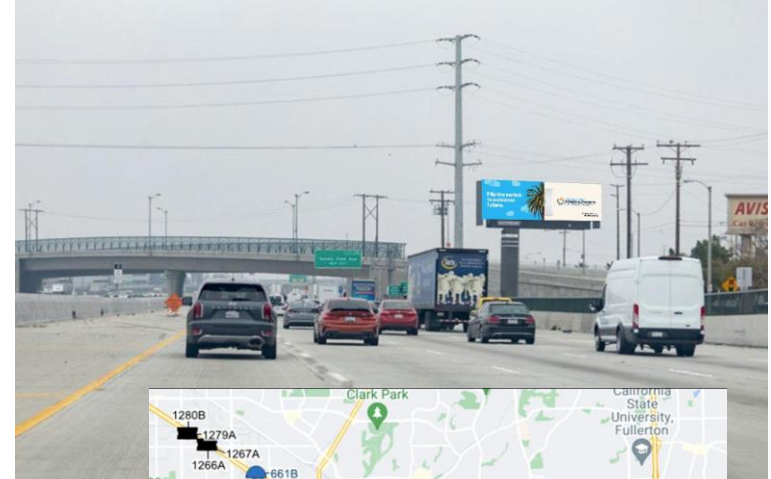
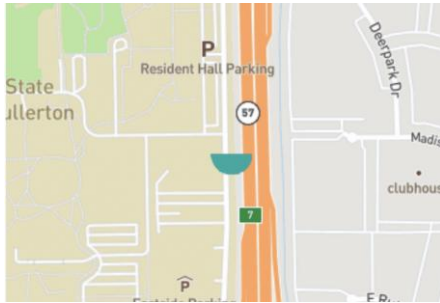
CINEMA

- Irvine Spectrum 20 with IMAX and Fullerton 20 (no available theaters in Buena Park)
- 0:30 brand video ads
- Months: Apr-May 24, Aug 24, Jan-Feb 25 (Jul 24 avoided due to very high costs)
- 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



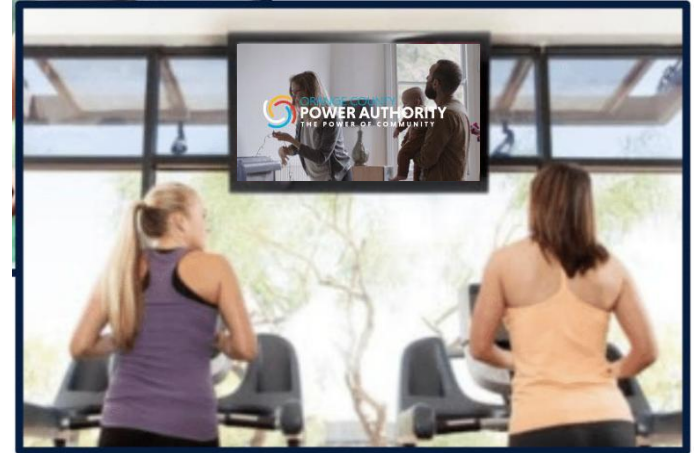
OUTDOOR: BUS SHELTERS

- 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 promote bicycle event taking place in May
- 67.6M estimated Impressions



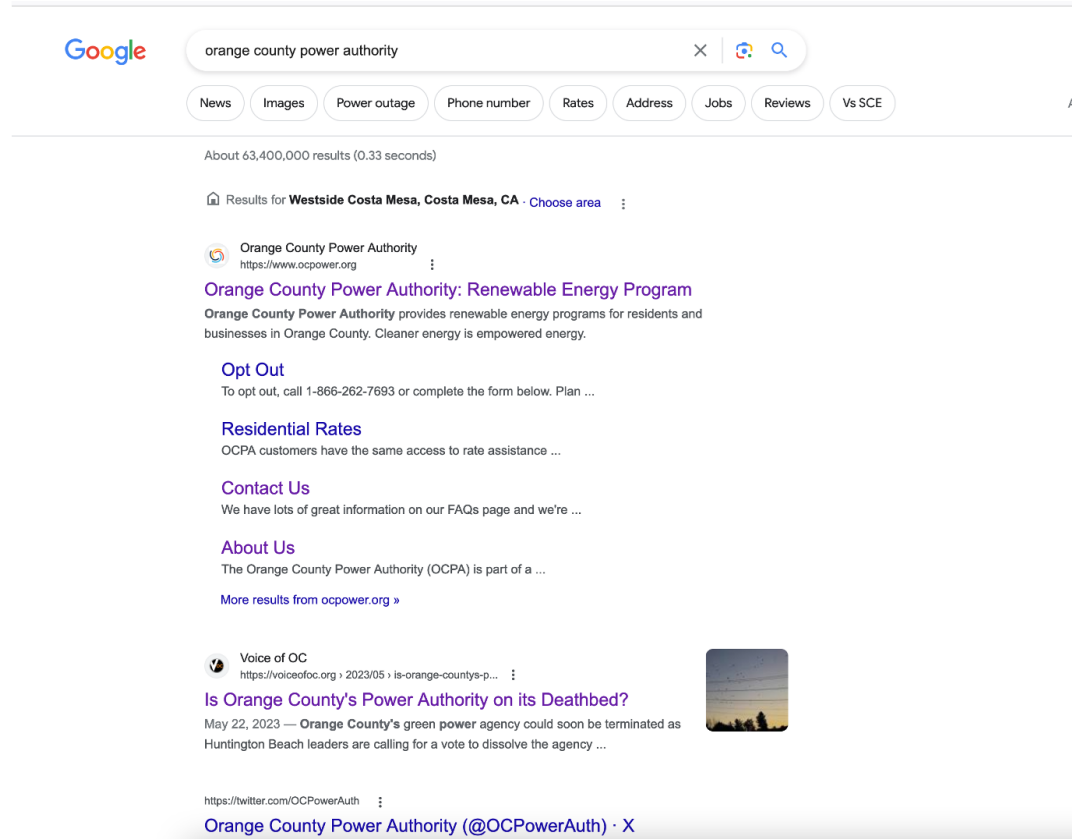
GYM TV

- 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



PAID SEARCH

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



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

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Thank You

