

AGENDA

ORANGE COUNTY POWER AUTHORITY MEETING OF THE MARKETING AND COMMUNICATIONS COMMITTEE

**Tuesday, March 31, 2026
3:30 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 only by requesting to speak during Item 4. 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 Item 4 and Item 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: 817 0486 1172

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 DECEMBER 1, 2025**

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. **MARKETING AND COMMUNICATIONS UPDATE FOR JANUARY - MARCH 2026**

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
MARKETING AND COMMUNICATIONS COMMITTEE
ORANGE COUNTY POWER AUTHORITY**

Monday, December 1, 2025

1. CALL TO ORDER

Director Go called to order the Meeting of the Marketing and Communications Committee at 4:36 p.m. on Monday, December 1, 2025.

2. PLEDGE OF ALLEGIANCE

Director Grandis led the Pledge of Allegiance.

3. ROLL CALL

Present:	Director Glenn Grandis	City of Fountain Valley
	Director William Go	City of Irvine

4. PUBLIC COMMENTS ON AGENDA ITEMS

Vicki Johnson spoke on Item 8.1.

5. PUBLIC COMMENTS ON NON-AGENDA ITEMS

None

6. COMMITTEE MEMBER ANNOUNCEMENTS

Director Grandis said the programs and events put on by OCPA in Fountain Valley have been successful and well received.

Director Go said he was appreciative of OCPA sponsoring the Metrolink train for the holidays.

7. CONSENT CALENDAR

Moved by Director Grandis and seconded by Director Go to approve the Consent Calendar.

The motion carried unanimously by the following vote:

Ayes:	Director Grandis, Director Go
Noes:	None
Absent:	None

**1. MINUTES FOR THE MARKETING AND COMMUNICATIONS
COMMITTEE MEETING OF SEPTEMBER 22, 2025**

Action Taken:

Approved as submitted.

8. REGULAR CALENDAR

1. MARKETING AND COMMUNICATIONS UPDATE FOR SEPTEMBER-DECEMBER 2025

Director of Communications & External Affairs Jacquie Henderson said the M&C Committee meets quarterly to review the agency's outreach and engagement activities over the previous two to three months. She provided a summary and highlighted the following: OCPA'S Advertising Campaign Refresh to continue being responsive to community needs called "*Powering the Communities We Call Home*;" direct mail postcards promoting OCPA Programs; community outreach and events; marketing materials; digital communications; and upcoming events.

Action Taken:

Received and filed.

2. ADOPT 2026 MARKETING AND COMMUNICATIONS COMMITTEE MEETING CALENDAR

After a review of holidays, and meeting dates and times, staff recommended four meeting dates for 2026. Director Grandis had a conflict with the Monday, September 14, 2026, meeting date. After discussion, Director Grandis and Director Go approved the below listed 2026 Marketing and Communications Committee meeting dates.

- Monday, March 2, 2026
- Monday, June 1, 2026
- Wednesday, September 16, 2026
- Monday, December 7, 2026

Action Taken:

Adopted the 2026 Marketing & Communications Committee Meeting Calendar.

9. ADJOURNMENT

There being no further business to come before the Committee, Director Go adjourned the meeting at 4:59 p.m. He said the next Marketing and Communications regular meeting will be on Monday, March 2, 2026, at 4:30 p.m.

Submitted by:

Lisette Chel Walker, Interim Board Authority Secretary

ORANGE COUNTY POWER AUTHORITY
Staff Report – Item No. 8.1

To: Orange County Power Authority Board of Directors

From: Jacquie Henderson, Director of Communications & External Affairs

Approved By: Joe Mosca, Chief Executive Officer

Subject: PUBLIC OUTREACH UPDATE FOR JANUARY- MARCH 2026

Date: March 31, 2026

RECOMMENDED ACTION

Receive and file the Public Outreach update for January – March 2026.

BACKGROUND

Following is a summary of the Orange County Power Authority (OCPA) Public Outreach efforts for the months of January – March 2026.

Advertising

- Published ads in member city community guides
- Published an ad and advertorial in *Fountain Valley Living*
- Published an ad and advertorial in *World Journal*

Public Outreach

- Produced 2025 Year in Review for the newsletter, website, social media, and community events
- Updated customer enrollment letters with 2026 information

Community Reinvestment

- Visited Buena Park Middle School's Future Farmers of America Ag Center and promoted its renewable energy and sustainability features made possible by a Bright Future Grant via blog and social posts

Digital Communications

- Distributed February newsletter to 6,127 recipients
- Published “A Note From CEO Joe Mosca: Leaning Into Our Mission and Locking Rates” blog post

- Updated the OCPA website with rate lock communications including a residential plan comparison and new frequently asked questions

Media Relations

- Published four news releases: OCPA Secured First Green Prepayment Bond, 2026 Board Chair and Vice Chair appointment; Calpine Community Grants recipients; and 2026 ‘rate lock’ announcement
- Distributed news release for the “Picturing a Better Tomorrow” TK-6 Art Contest

Events

- Black Chamber of Commerce Future Leaders Luncheon
- OCPA Environmental Roundtable
- Irvine Lunar New Year in Great Park
- 4th Annual Santa Ana Mayor’s Prayer Breakfast
- Fountain Valley Mayors Breakfast
- Sustain SoCal Regional Readiness and Resilience Event
- Asian Business Association of Orange County Lunar New Year Luncheon
- OCPA Multicultural Community Leaders Luncheon
- Fountain Valley State of the City
- Orange County Hispanic Chamber of Commerce Networking Event
- Diablo Canyon tour
- Annual Women in Tech Symposium 2.0

Educational Tools

- Collaboration underway with the Orange County Department of Education to develop a renewable energy curriculum for grades 4-12 that includes four lessons built on the Next Generation Science Education Standards.

Coming Soon

- Earth Month events and promotions
- April newsletter
- Tentpole events: CicloIrvine, Fountain Valley Summerfest, Buena Park Energy Fair
- OCPA Unplugged season 3
- Level Up campaign
- Website remediation for ADA compliance

Please review the attached public outreach update for additional details on these highlights and the various communications, marketing, and community outreach events. If you would like more information on these events or would like to invite OCPA to future events, please contact Director of Communications and External Affairs, Jacquie Henderson at (949) 767-8707. Your community input is important, thank you for collaborating with OCPA.

FISCAL IMPACT

None

ATTACHMENT

Attachment A – Public Outreach Update for January – March 2026.



ORANGE COUNTY
POWER AUTHORITY
YOUR CLEAN ENERGY CHOICE

| AGENDA ITEM 8.1

MARKETING AND COMMUNICATIONS UPDATE
JANUARY – MARCH 2026

MARCH 31, 2026



HIGHLIGHTS

Public Outreach

- Released “Powering the Communities We Call Home” campaign
- Produced ‘rate lock’ communications
- Developed materials to promote the Renter Energy Efficiency Program
- Created a flyer to promote the SB 253 Large Company Reporting Requirements
- Distributed February Newsletter
- Hosted the second annual “Picturing a Better Tomorrow” Art Contest

Community Outreach

- Hosted Environmental Roundtable
- Hosted Community Leaders Luncheon
- Hosted Annual Staffers Luncheon
- Toured Buena Park Middle School’s Ag Center, which received a Bright Futures Grant to develop blog and posts
- Attended and sponsored the Fountain Valley State of the City and Mayor’s Breakfast
- Hosted Orange County Hispanic Chamber of Commerce Networking Event

Digital Communications

- Published the Community Power Plan on the website
- Added OCPA renewable energy plan comparison to website
- Filmed testimonial videos with three customers
- Photographed community members for ownable stock photography
- Updating metatags on website, updated homepage carousel,
- Developed new landing page for Renter Energy Efficiency Program



HIGHLIGHTS (Cont.)

Multicultural Outreach

- Print advertorial in World Journal that educates about OCPA and discusses the 2026 rate lock

Recognition

- Named Top 10 Green Power Sales in the U.S. by the National Laboratory of the Rockies

Media Releases

- Orange County Power Authority Secured First Green Prepayment Bond
- Calpine Community Benefits Grant recipient announcement
- OCPA announces 2026 Board Chair and Vice Chair
- OCPA maintains rates for 2026

Educational Tools

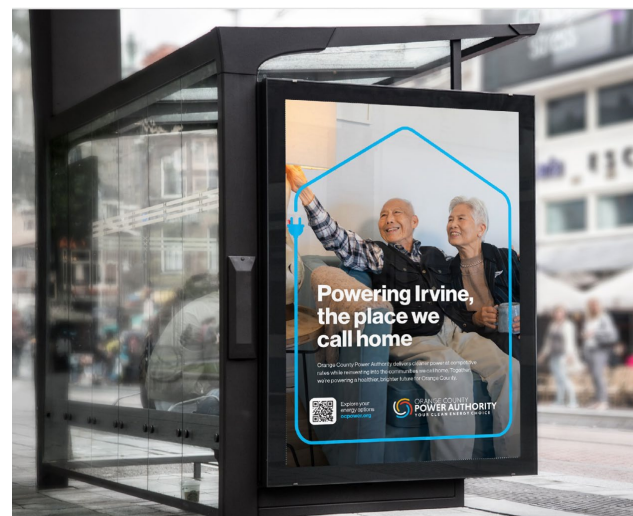
- Collaboration underway with the Orange County Department of Education to develop a renewable energy curriculum for grades 4-12 that includes four lessons built on the Next Generation Science Education Standards. Topics being considered include:
 - Universal lesson on energy, climate and community decisions
 - 4th grade lesson on renewable energy
 - 6th grade middle school lesson on environmental impact
 - High school lesson on siting a battery storage facility



PUBLIC OUTREACH

Brand Campaign Refresh

- Objective: Education
- Targeting: Cities of Buena Park, Irvine, Fullerton and Fountain Valley
- *NEW print, including multicultural publications, and bus shelter ads launch in market on 04.06.2026*





PUBLIC OUTREACH

- Released “Powering the Communities We Call Home” video campaign





PUBLIC OUTREACH

- Produced 'rate lock' communications (with several items still under development)

- Outreach presentation
- Plan comparison
- Website content
- Explainer video
- Social media posts
- Green Discount Program flyer
- CEO blog post
- Stakeholder one-sheet
- PCIA explainer pdf and FAQs



NEW

Green Discount Program Coming Soon

Orange County Power Authority (OCPA) will soon offer a new energy program designed to support low-income and cost-sensitive customers. This Green Discount Program will provide enrolled customers with up to 40% carbon-free energy at a generation rate of 7% less than Southern California Edison's equivalent generation rate.

The Green Discount Program will be available to non-solar (Net Energy Metering) residential customers, with participation priority given to customers enrolled in California Alternate Rates for Energy (CARE) and Family Electric Rate Assistance (FERA).

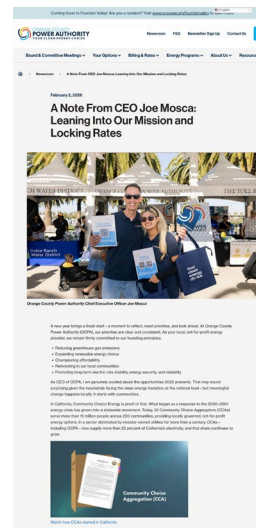
OCPA is committed to supporting households facing affordability challenges, and reinvesting in its communities to create long-term stability.

UP TO
40%

carbon-free energy
at a generation rate of
7% less than Southern
California Edison's
equivalent generation rate



For more information, call 1-866-262-7693
ocpower.org





PUBLIC OUTREACH

- 'Rate Lock' communications assets (continued)

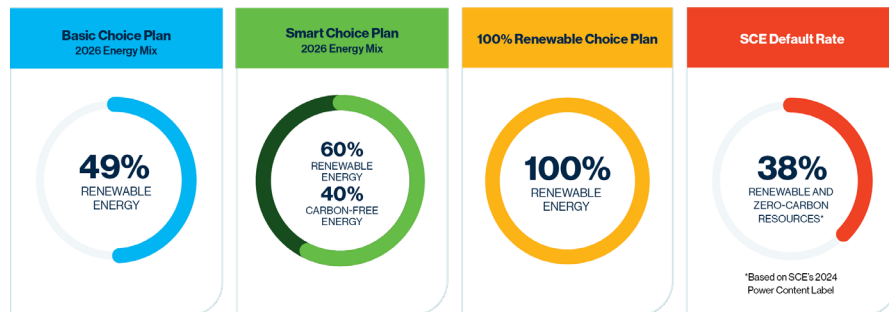
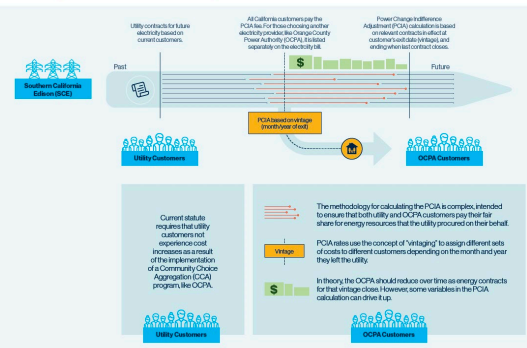
Average Residential Bill Comparison

With Orange County Power Authority, you have the power to choose the electricity service that's right for you.

Below is a snapshot of how OCPA rates compare today. OCPA's generation rates are locked in for 2026, giving customers stable and predictable pricing, while SCE's rates can change four to six times annually. OCPA's current average residential generation rate of 13.9 cents per kWh is about the same as SCE's average residential generation rate over the last 3 years.

Basic Choice Plan 2026 Energy Mix	Smart Choice Plan 2026 Energy Mix	100% Renewable Choice Plan	Southern California Edison
Basic Choice plan provides 49% renewable energy	Smart Choice plan provides 60% renewable energy and 40% carbon-free energy	100% Renewable Choice plan provides 100% renewable energy	Southern California Edison plans provide 38% renewable energy and zero-carbon resources *Based on SCE's 2024 Power Content Label
\$184.52 Average Cost	\$188.77 Average Cost	\$190.90 Average Cost	\$164.29 Average Cost
☒ Local Community Reinvestment	☒ Local Community Reinvestment	☒ Local Community Reinvestment	☒ Local Community Reinvestment
☒ Access to OCPA Rebates and Programs	☒ Access to OCPA Rebates and Programs	☒ Access to OCPA Rebates and Programs	☒ Access to OCPA Rebates and Programs
☒ Access to SCE Rebates and Programs	☒ Access to SCE Rebates and Programs	☒ Access to SCE Rebates and Programs	☒ Access to SCE Rebates and Programs
0.13862 Generation	0.14862 Generation	0.15362 Generation	0.12163 Generation
0.27014 SCE Electricity Delivery	0.27014 SCE Electricity Delivery	0.27014 SCE Electricity Delivery	0.27014 SCE Electricity Delivery
0.02541 Surcharges	0.02541 Surcharges	0.02541 Surcharges	(0.00522) Surcharges

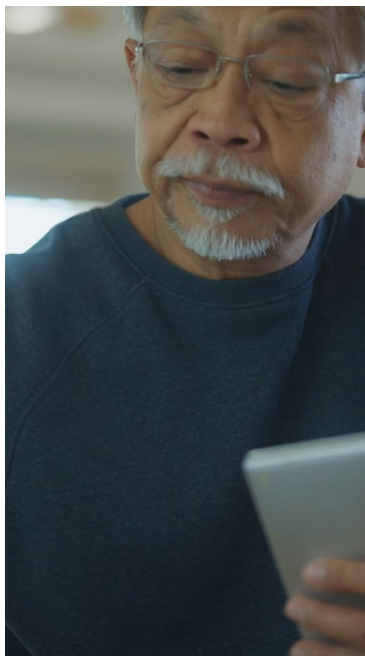
Understanding the Power Change Indifference Adjustment





PUBLIC OUTREACH

- A one-minute video explaining the ‘rate lock’ will be promoted on OCPA channels this month





PUBLIC OUTREACH

- Supported the Renter Energy Efficiency Program launch, including developing a flyer, landing page, social media, and a postcard mailer FERA and Medical Baseline customers

New No Cost Offer

Portable Heat Pump (Heating & Cooling) & Portable Battery

Available for renters, applications
open March 9 – April 5, 2026



Renter Energy Efficiency Program

Orange County Power Authority (OCPA) is bringing cooling and heating comfort directly to renters—with no landlord approval, no wiring changes, and no cost to you.

Using portable electric equipment will

- 01 Help improve your indoor air quality
- 02 Increase energy efficiency in your home
- 03 Reduce your environmental impact
- 04 Support a healthier Orange County

What's Included
While Supplies Last

- Portable heat pump for room-by-room cooling and heating
- Portable battery to help manage energy used and keep essential devices powered during a power outage

All equipment is plug-and-play and delivered directly to you.



Program Timeline

Application window:
March 12 – April 5, 2026

Eligible applicants will be added to an applicant pool and selected on a lottery basis, with priority given to CARE/FERA customers. Applicants not selected will be added to a waitlist for the next round of funding.

Who Should Apply

You may be a good fit if you:

- Rent your home (apartment or house)
- Want better comfort in specific rooms
- Have inconsistent heating and cooling across rooms
- Want more efficient room heating and cooling
- Have experienced power outages

Apply Online

Visit [URL] to check eligibility and apply.
Applications must be submitted by April 5, 2026.

Portable Battery



Portable Heat Pump



 **POWER AUTHORITY**
YOUR CLEAN ENERGY CHOICE

For more information, visit ocpower.org

f in @



PUBLIC OUTREACH

- SB 253 Large Company Reporting Requirements flyer
- February newsletter



Carbon Emissions Reporting for Large Companies Operating in California

Large corporations operating in California will soon be required to report their full carbon footprint, including emissions from purchased electricity (Climate Corporate Data Accountability Act – SB 253).

OCPA Customers Benefit from Simplified Compliance

Orange County Power Authority (OCPA) is a local, not-for-profit renewable energy provider that was founded to provide clean energy at stable rates to help reduce carbon emissions. OCPA offers an emission-free, 100% Renewable Choice energy plan that allows companies to report zero emissions from their OCPA electricity accounts. A 100% renewable energy plan is currently not available to Southern California Edison (SCE) commercial customers.

OCPA can work with customers directly, or with third-party compliance companies (with permission) to provide timely letters of verification for a company's kWh usage and associated emissions on the 100% Renewable Choice plan.

Easy Opt-Up Options for OCPA Customers

OCPA customers not on the 100% Renewable Choice plan can request a switch anytime. Within approximately one month, the electricity-related emissions from OCPA become zero. This significantly reduces the complexity of carbon accounting.

Call 866-262-7663 or info@ocpower.org to opt-up to 100% Renewable Choice today!

How to Become an OCPA Customer

Companies located within the member cities of Buena Park, Fullerton and Irvine, that currently receive service from SCE, but are interested in 100% renewable energy, can begin the process of re-enrolling with OCPA by contacting ocpower.org at info@ocpower.org. SCE requires anywhere from six months to a one-year waiting period to return to OCPA.

If your company is not located in a current OCPA member city and you would like the option of renewable energy through OCPA, contact your city council and let them know.

For more information, visit ocpower.org

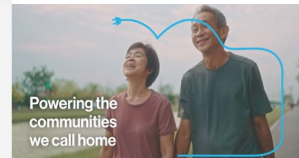


Living Our Mission: Locking in 2026 Rates

OCPA is living out its mission and locking in rates to provide customers with electricity bill stability and predictability.

CEO Joe Mosca reflects on our values as a community clean energy provider and shares insight into why OCPA's 2026 generation rates – the 30 percent of the bill that OCPA controls – will stay the same as 2025 generation rates.

OCPA remains committed to our founding principles as a local, not-for-profit energy provider:



Powering the communities we call home

Watch our new video »

From our everyday commutes to our favorite activities and beyond, energy powers it all – and OCPA is powering the communities we call home.



"Picturing a Better Tomorrow" Art Contest Deadline February 18

Spread the word! Our "Picturing a Better Tomorrow" art contest is coming to a close on February 18, 2025 at 5 p.m. We're inviting TK-6 students from across Buena Park, Fullerton, Fountain Valley and Irvine to artistically illustrate ways we can protect our planet, reduce reliance on fossil fuels and embrace renewable energy for a cleaner tomorrow.



PUBLIC OUTREACH

- Hosted the second annual “Picturing a Better Tomorrow” Art Contest for TK-6 Grade students to share their hopes and visions for a cleaner, greener future for our community





COMMUNITY OUTREACH

- Hosted Community Leaders Luncheon to share benefits of community clean energy and opportunities for partnerships



**ORANGE COUNTY
POWER AUTHORITY**
YOUR CLEAN ENERGY CHOICE

COMMUNITY LEADERS LUNCHEON

On behalf of Orange County Power Authority CEO Joe Mosca, you are warmly invited to a Community Leaders Luncheon hosted by the Orange County Power Authority (OCPA), Orange County's local, not-for-profit clean energy provider serving more than 177,000 residential and commercial customers in Buena Park, Irvine, and Fullerton, with Fountain Valley coming soon. Since 2022, OCPA customers have helped reduce over 2 billion pounds of carbon emissions by choosing renewable energy.

This special briefing will share how you can:

- Improve air quality and protect public health
- Protect our environment for future generations
- Help small businesses become more energy-efficient
- Bring practical sustainability resources back to their members
- Be part of long-term solutions that strengthen our communities
- Learn about and participate in grant and funding opportunities

DATE: Tuesday, February 24, 2026
TIME: 11:45 am – 1 pm
LOCATION: Melizhou Dongpo Restaurant
15383 Culver Drive, Irvine, CA 92604

Please RSVP by February 13 to:
Suzanne Choi - suzanna@tashirochoi.com

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

Learn more about OCPA: ocpower.org



COMMUNITY LEADERS LUNCHEON

**ORANGE COUNTY
POWER AUTHORITY**
YOUR CLEAN ENERGY CHOICE



COMMUNITY OUTREACH

- Environmental Roundtable





COMMUNITY OUTREACH

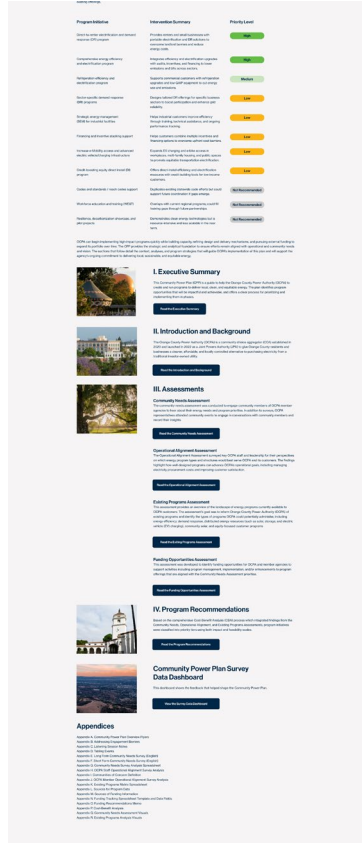
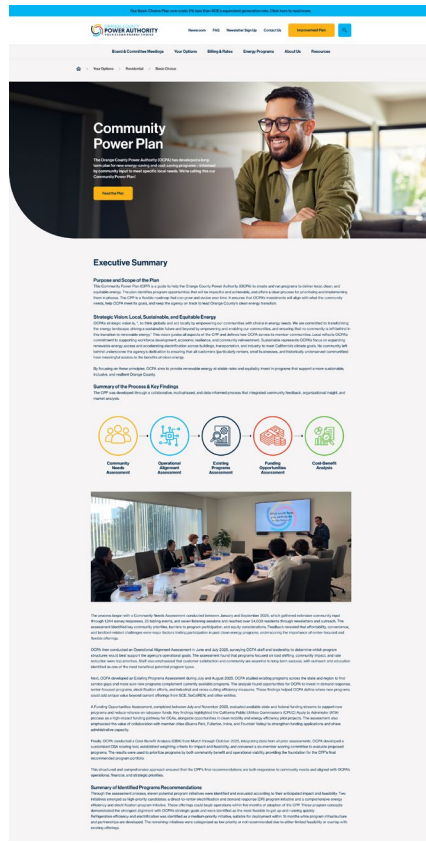
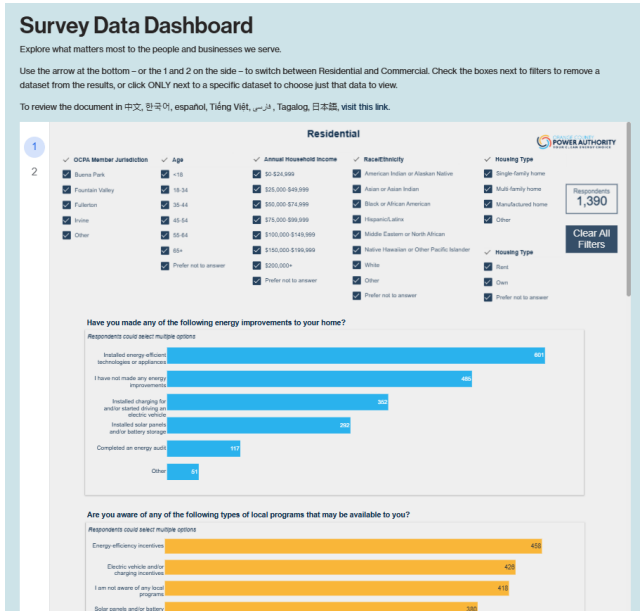
- Staffers Luncheon





DIGITAL COMMUNICATIONS

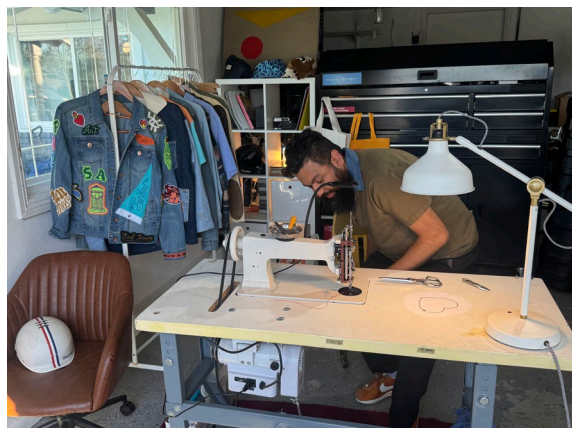
- Launched the Community Power Plan on the OCPA website





DIGITAL COMMUNICATIONS

- Filmed customer testimonial series, scheduled to come out early April, featuring:
 - A green business leader
 - A residential homeowner, family of four
 - A renter and small business owner





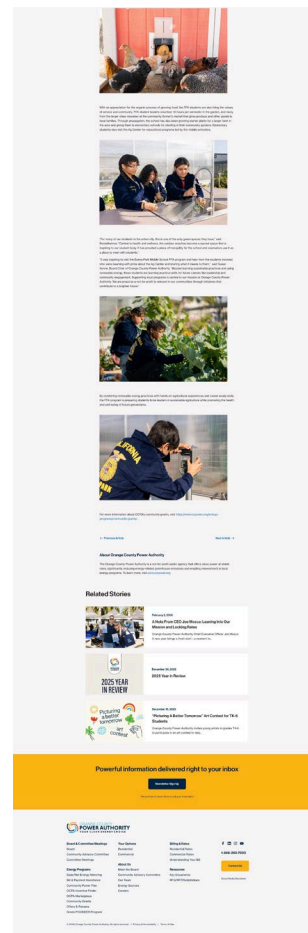
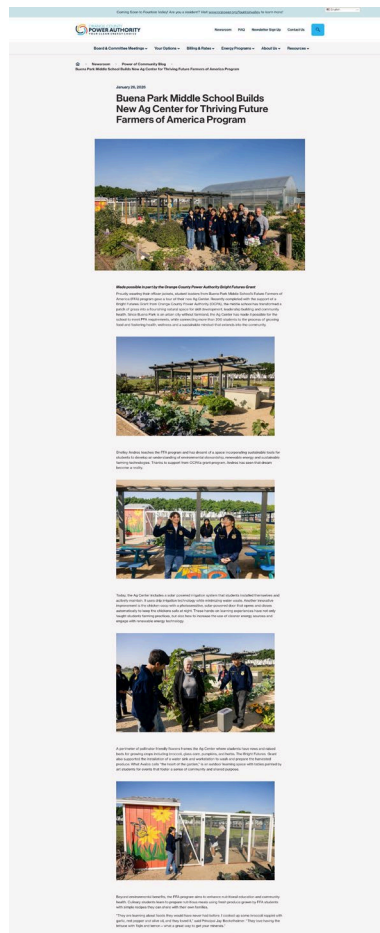
DIGITAL COMMUNICATIONS

- Photographed community members for ownable stock photography



COMMUNITY REINVESTMENT

- Toured the Buena Park Middle School's Future Farmers of America program, which received a Bright Futures Grant and published blog and social media post





RECOGNITION

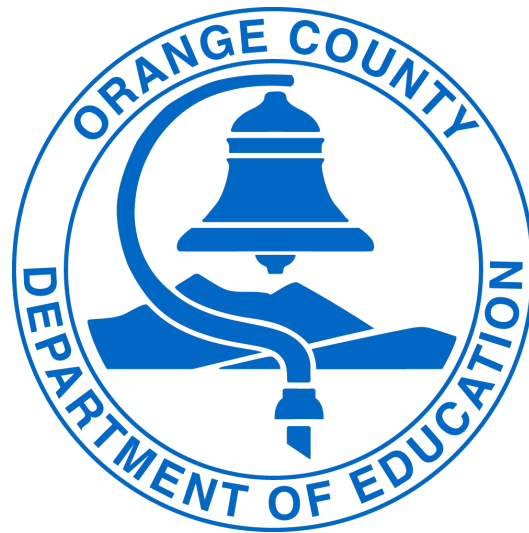
- Top 10 Green Power Sales in the U.S, by the National Laboratory of the Rockies





EDUCATIONAL TOOLS

- Collaboration is currently underway with the Orange County Department of Education to develop a renewable energy curriculum for grades 4-12 that includes four lessons built on the Next Generation Science Education Standards. Topics being considered include:
 - Universal lesson on energy, climate and community decisions
 - 4th grade lesson on renewable energy
 - 6th grade middle school lesson on environmental impact
 - High school lesson on siting a battery storage facility





COMING SOON

Public Outreach

- Celebrating Earth Month!
- April newsletter
- Art contest winner announcements and lobby update

Community Outreach

- CicloIrvine
- Fountain Valley Summerfest
- Buena Park LumiPalooza Energy Fair
- US Green Business Council Materials and Resources Trailer

Digital Communications

- OCPA Unplugged season 3
- Level Up campaign to encourage businesses to increase renewable energy plan
- Meet the Team series
- Development of landing page for income qualified and bill assistance programs
- Website remediation for ADA compliance

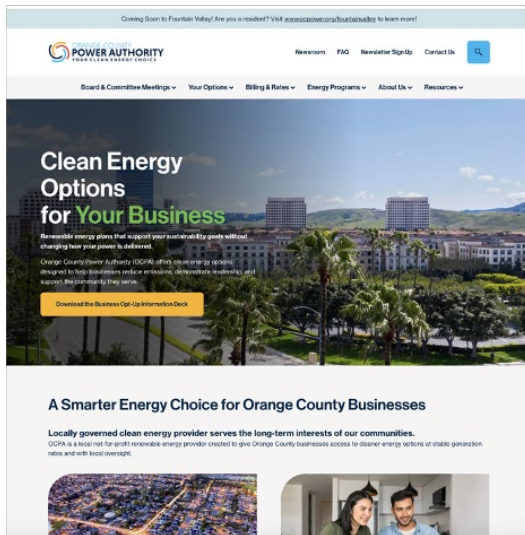




PUBLIC OUTREACH

NEW Irvine Commercial Customer Opt Up Campaign

- Objective: Education
- Targeting: Irvine



Landing Page



Flyer



Pitch Deck



Social Content

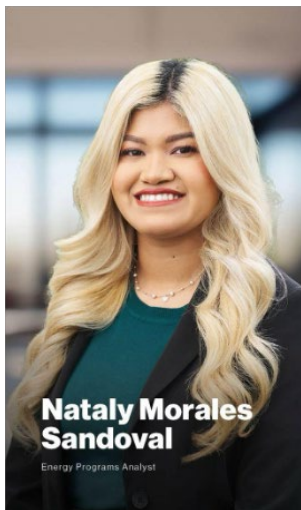


PUBLIC OUTREACH

NEW Meet the Team Video

- Objective: Education / Informational
- Targeting: Cities of Buena Park, Irvine, Fullerton and Fountain Valley

Planning in progress





Questions?



Recommended Action

Receive and file.