

AGENDA

**ORANGE COUNTY POWER AUTHORITY
MEETING OF THE MARKETING AND COMMUNICATIONS COMMITTEE
Monday, June 1, 2026
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.

Public Comments: Any member of the public may provide comments to the Committee on any agenda item 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:

Request to Speak: 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.

Written Communications: If you have a written communication that you wish to be distributed to the Committee, please provide it via e-mail to comments@ocpower.org. Written communications are public records and, if received by 5:00 p.m. on the day prior to the meeting, will be distributed to the Committee prior to the meeting by either e-mail or hard-copy, posted on the Authority's website and noted, but not read, at the meeting. Communications received after the 5:00 p.m. deadline will be retained in the Authority's records.

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: 883 0082 9606

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**

All items listed under the Consent Calendar are considered to be routine and may be enacted by one motion. There will be no separate action unless members of the Committee request specific items be removed from the Consent Calendar.

1. MINUTES FOR THE MARKETING AND COMMUNICATIONS COMMITTEE MEETING OF MARCH 31, 2026

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 APRIL – MAY 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
REGULAR MEETING
MARKETING AND COMMUNICATIONS COMMITTEE
ORANGE COUNTY POWER AUTHORITY**

Tuesday, March 31, 2026

1. CALL TO ORDER

Director Go called to order the Meeting of the Marketing and Communications Committee at 3:35 p.m. on Tuesday, March 31, 2026.

2. PLEDGE OF ALLEGIANCE

Director Grandis led the Pledge of Allegiance.

3. ROLL CALL

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

4. PUBLIC COMMENTS ON AGENDA ITEMS

None.

5. PUBLIC COMMENTS ON NON-AGENDA ITEMS

None.

6. DIRECTOR ANNOUNCEMENTS

None.

7. CONSENT CALENDAR

Moved by Director Grandis, seconded by Director Go to approve 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 DECEMBER 1, 2026**

Action Taken:

Approved as submitted.

8. REGULAR CALENDAR

1. MARKETING AND COMMUNICATIONS UPDATE FOR JANUARY – MARCH 2026

Director of Communications and External Affairs Jacquie Henderson provided a summary of OCPA's outreach and public engagement activities over the last few months. She highlighted the following: advertisements in various member city publications; a 2025 Year in Review to go across OCPA's multiple marketing avenues; community outreach and events; marketing materials; digital communications; and upcoming events.

Action Taken:

Received and filed.

9. ADJOURNMENT

With no further business to come before the Committee, Director Go adjourned the March 31, 2026, Orange County Power Authority Marketing and Communications Committee meeting at 3:58 p.m.

Director Go noted that the next Marketing and Communications Committee meeting will be held on Monday, June 1, 2026, at 4:30 p.m.

Submitted by:

Rogelio Palacios, Board Secretary

ORANGE COUNTY POWER AUTHORITY

Staff Report – Item 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: MARKETING AND COMMUNICATIONS COMMITTEE UPDATE FOR APRIL – MAY 2026
Date: June 1, 2026

STRATEGIC GOALS

- ☒ Enrich & Grow the OCPA Community
- ☐ Prioritize Fiscal Sustainability & Affordability
- ☐ Design & Deploy Community-Aligned Customer Programs
- ☐ Energize Our Community with Renewable Energy
- ☒ Raise Awareness of Community Energy & Advocate for Our Customers
- ☐ Not Applicable

RECOMMENDED ACTION(S)

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.

DISCUSSION / ANALYSIS

Over the past two months, OCPA participated in numerous community events to interact with current and prospective customers while promoting the mission of cleaner energy and decreased carbon emissions. OCPA continues to provide information on

customer programs across its own and partner platforms, while building relationships with city and community stakeholders across a wide variety of channels. Highlights are outlined below.

Public Outreach and Education

Numerous assets have been developed to support customers' energy education. In the past two months, this has included a blog post explaining the change to California's climate credit that appears on customer bills, and a handout with simple tips to save energy at home.

OCPA also designed targeted awareness pieces including a program ad for the annual Orange County Hispanic Chamber of Commerce Estrella Awards, and an ad for the annual Orange County Council of Governments Conference. OCPA's Programs staff hosted a webinar open to all that provided tips on how to save money and energy, and the OCPA Director of Communications and External Affairs was a featured panelist at the annual California Community Choice Association (CalCCA) Conference, where she shared a communications case study. OCPA also sponsored one of its cornerstone events in May, Irvine's annual CicloIrvine, where staff engaged directly with community members.

Video Production

OCPA is excited to continue evolving its video library with the addition of customer testimonials. This series of short-form videos showcases community members and their reasons for supporting community clean energy in Orange County. Each of the four videos highlights OCPA benefits from varying perspectives. The videos are available on the OCPA YouTube channel and have been running as part of OCPA's paid digital campaign. To date, the videos have received over 51,500 views on YouTube.

Additionally, a new series of OCPA's popular Unplugged short-form series is in production. This series breaks down complex community energy topics into bite-sized content for easy viewing. Topics include What Happens When You Call OCPA, Energy Bill Breakdown, and How OCPA Advocates for Energy Affordability. The latest season of videos will be completed by mid-June and run in organic and paid social.

Digital Communications

The OCPA website continues to evolve so that it remains a helpful, intuitive resource for visitors. Recently, the landing page that navigates customers to OCPA programs has been updated to be more visual and include all current and past OCPA programs. This provides a more helpful tool for customers to see what programs are currently applicable and provide feedback if a past OCPA is of interest.

A new page was also added that provides information on income-qualified energy programs offered through various providers. This has been a goal in the OCPA Strategic Plan and was proven necessary through feedback received during creation of OCPA's Community Power Plan. As a trusted source of information, OCPA prioritizes making helpful information readily available to help customers save money on energy costs.

Renewable Energy Curriculum

Also included in OCPA's Strategic Plan is the development of renewable energy educational tools for students. Over the past four months, OCPA has worked in partnership with the Orange County Department of Education (OCDE) to develop curriculum around renewable energy built on the Next Generation Science Education Standards. Four lessons have been developed with graduating levels of complexity based on grade level. The fourth grade lesson has been piloted in a Buena Park classroom, which has led to the final stages of curriculum modification. Once complete, the lessons will be available through the OCDE and downloadable on the OCPA website for the upcoming school year and beyond.

Upcoming Communications and Outreach

OCPA is excited to concentrate communications and outreach efforts in the Fountain Valley community throughout the remainder of the year and beyond. Summerfest in June will be a great opportunity for OCPA to engage with community members, and presentations to community organizations are being scheduled. Staff are partnering with Fountain Valley Community Advisory Committee members to identify locations for casual engagements including coffee shops and cafes.

FISCAL IMPACT

None.

ATTACHMENT(S)

None.

June 2026

MARKETING & COMMUNICATIONS COMMITTEE



HIGHLIGHTS

Public Outreach and Education

- Published a blog post on the California Climate Credit Reimbursement
- Designed the Energy Tips handout
- Placed an ad in the program for the Estrella Awards
- Hosted the "How to Save on Your Electricity Bill" webinar
- Presented at the annual CalCCA Conference
- Created a program ad and videos for OCCOG conference sponsorship
- Attended event for the Fullerton Education Foundation, a Bright Futures Grant recipient
- Sponsored and participated in the CicloIrvine event

Video Production

- Released the "Customer Testimonials" video campaign with 51.5K views to date
- Began production on new season of OCPA Unplugged video series



HIGHLIGHTS (Cont.)

Digital Communications

- Updated Fountain Valley landing page
- Designed a new look for the Energy Programs overview page
- Published the Income-Qualified Energy Programs page

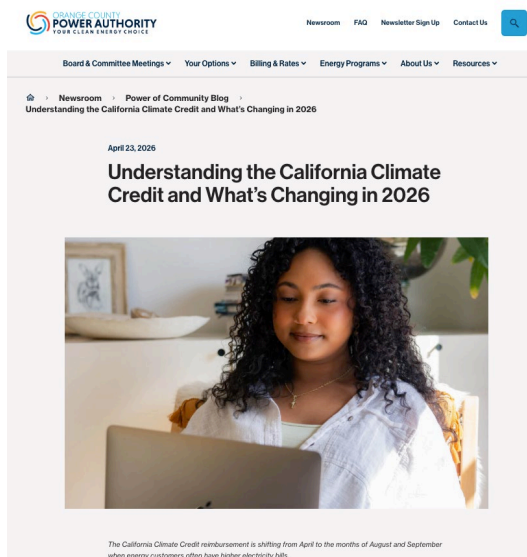
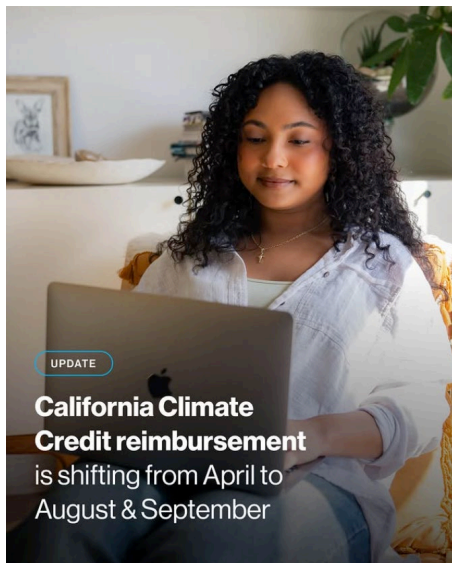
Renewable Energy Curriculum

- Developed curriculum in collaboration with the Orange County Department of Education
 - Curriculum grades 4-12 includes four lessons built on the Next Generation Science Education Standards:
 - Universal lesson on energy, climate and community decisions (Grade 4-12)
 - 4th grade lesson on renewable energy feasibility
 - 6th grade middle school lesson on environmental impact of energy procurement
 - High school lesson on battery storage benefits and site considerations



PUBLIC OUTREACH

- Shared a blog post and social post about the California Climate Credit Reimbursement





PUBLIC OUTREACH

- Designed an Energy Tips handout

Tips to save on your energy bill

Before 4 p.m.



Charge your electric vehicles and bikes.



Bake and cook ahead of time - meal prep



Run the dishwasher and other major appliances



Wash clothes in cold water



Close blinds and drapes to keep out heat



Pre-cool your home by setting your A/C to 72°

Between 4-9 p.m.



Unplug unused electrical devices



Warm pre-made meals or cook in the air fryer or microwave instead of the oven



Limit how often you open your refrigerator and freezer doors



Hang clothes to dry



Use fans instead of the A/C, when possible



Set the thermometer for your A/C to 78°



PUBLIC OUTREACH

- Placed an ad in the program for the Estrella Awards, hosted by the Orange County Hispanic Chamber of Commerce



ORANGE COUNTY HISPANIC CHAMBER OF COMMERCE



Orange County Power Authority (OCPA) was created to give residents and businesses a real choice over their energy supply. By purchasing electricity from cleaner sources like wind, solar, and hydroelectric, OCPA offers renewable energy at stable rates—and reinvests revenue back into our communities.

As a locally governed, not-for-profit provider, OCPA is committed to programs and services that make it easier to save energy, cut costs, and create a healthier future for our community.

Cleaner power at stable rates

Reinvesting into our communities

Locally controlled by community leaders

Offering programs to help save money and energy



Since 2023, OCPA customers have helped reduce

2 billion pounds of carbon emission
equal to taking 224,000 cars off the road.



Explore your energy options
ocpower.org



PUBLIC OUTREACH

- Presented the "How to Save on Your Electricity Bill" webinar and conducted pre- and post- event promotion



Webinar

How to Save on Your Electricity Bill

Date
Thursday, May 7th, 2026

Time
6-7 p.m. (online via zoom)

Cost
Free

What you'll learn

- ✓ How to read your electricity bill
- ✓ Understanding electricity rates and tariffs
- ✓ Rate plans that could lower your bill
- ✓ Bill discount programs
- ✓ Bill payment assistance programs
- ✓ Energy-saving tips
- ✓ OCPA resources and rebates

Bring your electricity bill to the webinar so you can follow along.



Recorded Webinar

How to Save on Your Electricity Bill

What you'll learn

- ✓ How to read your electricity bill
- ✓ Understanding electricity rates and tariffs
- ✓ Rate plans that could lower your bill
- ✓ Bill discount programs
- ✓ Bill payment assistance programs
- ✓ Energy-saving tips
- ✓ OCPA resources and rebates

Watch now on OCPA's YouTube channel.





PUBLIC OUTREACH

- Presented a digital marketing case study, "Communications That Move the Needle," at the CalCCA Conference





PUBLIC OUTREACH

- Created a program ad and video for the Orange County Council of Governments (OCCOG) conference



Powering the communities we call home

Orange County Power Authority (OCPA) gives communities a choice in energy providers for the first time. And with a focus on carbon-free and renewable energy sources, OCPA is an essential to a commercial businesses with ESG obligations.

OCPA is a not-for-profit public agency overseen by a Board of Directors from the communities it serves. Currently serving almost 200,000 accounts in the cities of Irvine, Buena Park, Fullerton, and Fountain Valley (April 2027), we would love to support your community.

Learn more at ocpower.org or contact our team at answers@ocpower.org

Since 2022:



2 Billion lbs of carbon emissions eliminated



Over \$400,000 in grants awarded to community organizations



300 renters provided a plug-in HVAC and portable battery to reduce energy use and provide cost savings



Over 50 customers received \$1,000 rebate on a battery storage system



Over 200 free level 2 EV chargers given to customers



Nearly 1,500 Energy Efficiency Kits provided to customers with a focus on low-income residents

Local Control

Energy Choice and Competition

Community Reinvestment

Stable Rates That Provide Predictability for Businesses and Residents

Programs Customized to Community Needs



Explore the benefits of community energy
ocpower.org





PUBLIC OUTREACH

- Attended the Tiny Home Celebration for the Fullerton Education Foundation, which received a Bright Futures Grant (blog and social post to come)





PUBLIC OUTREACH

- Sponsored and participated in CicloIrvine event





Why Bike Irvine?

Cleaner Air. Healthier People. Safer Streets.

Many trips in Irvine are under 3 miles – an easy bike ride instead of a car ride.

1 mile = 5 min. by bike
3 miles = 15-20 min. by bike

Great for trips to parks, schools, shopping centers, and local restaurants.



Did you know?

Car trips under 3 miles are some of the least fuel-efficient and most polluting.

Replacing short drives with bike rides helps reduce greenhouse gas emissions.

Bike-friendly cities are **safer, healthier** and more connected

More connected neighborhoods

Safer streets near schools and parks

More space for people, not just cars

Carbon Output

 141g Car	 108g Bus	 53g EV	 27g Bicycle
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VIDEO PRODUCTION

Released "Customer Testimonials" video campaign

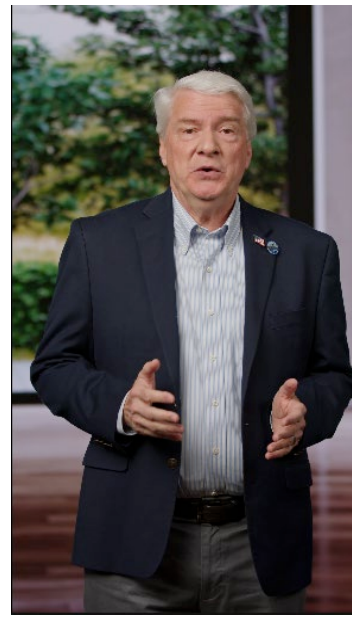
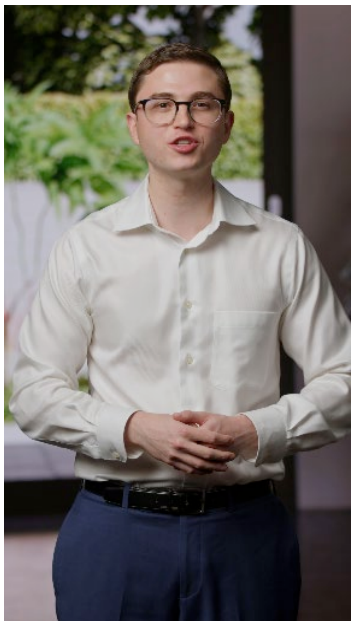
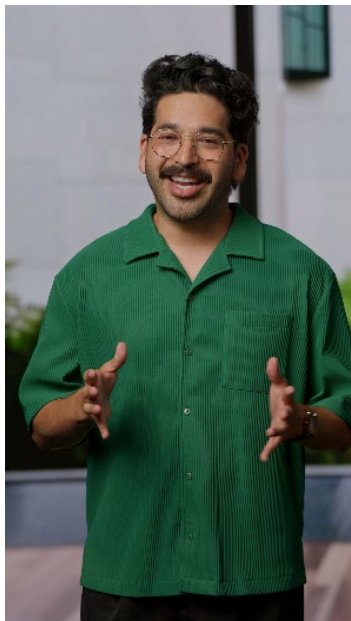
- Objective: Education
- Targeting: Buena Park, Irvine, Fullerton & Fountain Valley
- Campaign has over 51.5K views on YouTube to date





VIDEO PRODUCTION

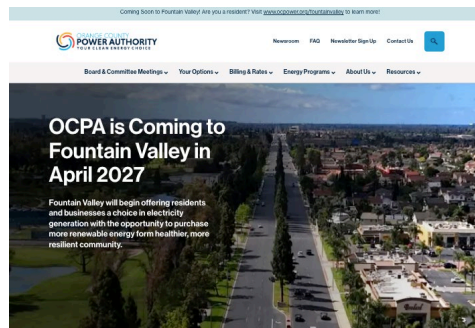
- New season of OCPA Unplugged video series coming soon





DIGITAL COMMUNICATIONS

- Updated the Fountain Valley landing page

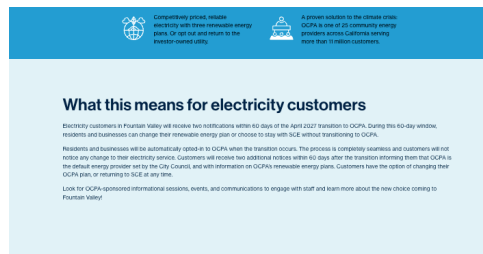


About Orange County Power Authority

Coming soon! Fountain Valley will be offering residents and businesses the ability to choose their electricity provider and purchase more renewable energy to create a healthier, more resilient community.

Orange County Power Authority (OCA) will launch service in the city of Fountain Valley in April 2027 as an alternative to Southern California Edison (SCE), creating competition in the energy marketplace for the first time. The Fountain Valley City Council voted to become a member of OCA in late 2024.

OCA is a not-for-profit community clean energy provider founded in 2021 that currently serves the cities of Buena Park, Fullerton, and Tustin. OCA offers three renewable energy plans at rates close with customers having the freedom to choose their preferred plan, with each one helping customers reduce their carbon footprint.



New Customer Notification Process

Pre-Enrollment and Post-Enrollment



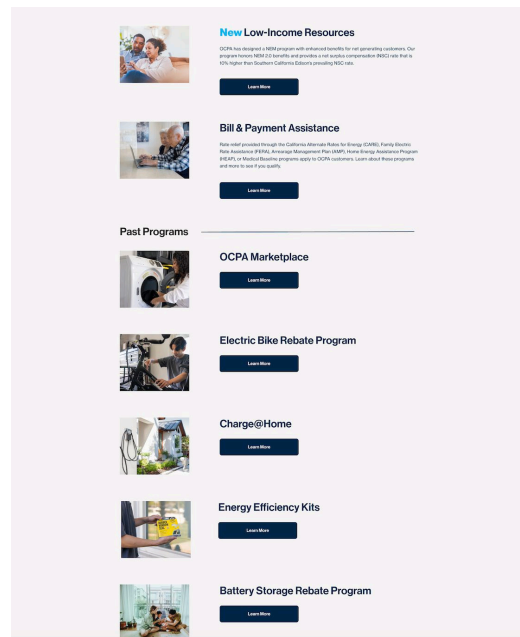
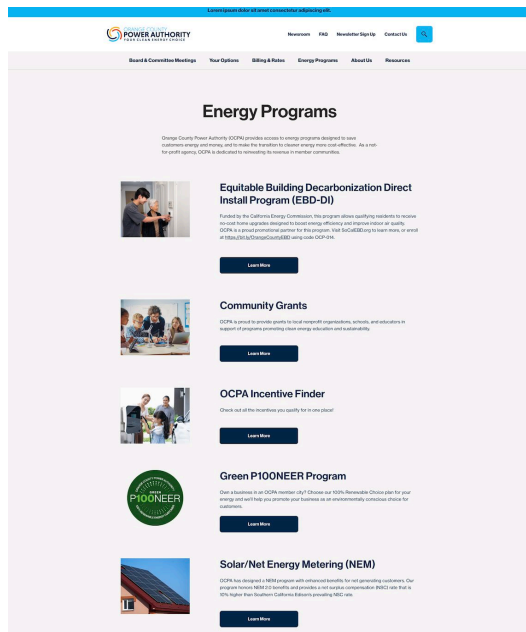
How OCA and SCE Work Together

When OCA becomes the energy provider for Fountain Valley customers, SCE will continue to send monthly electricity bills and provide the transmission and delivery of electricity while maintaining the electrical grid. In an emergency or power outage, customers should call SCE.



DIGITAL COMMUNICATIONS

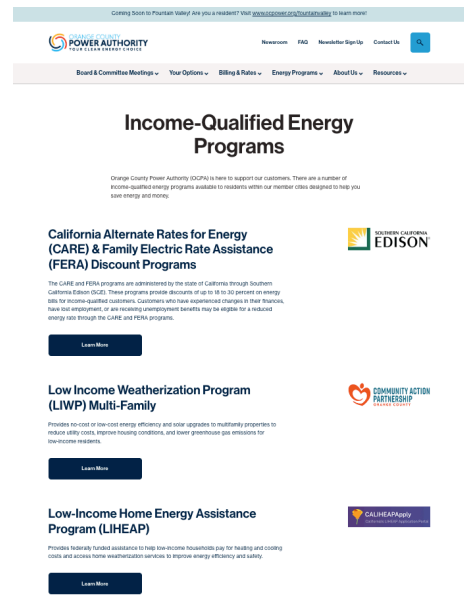
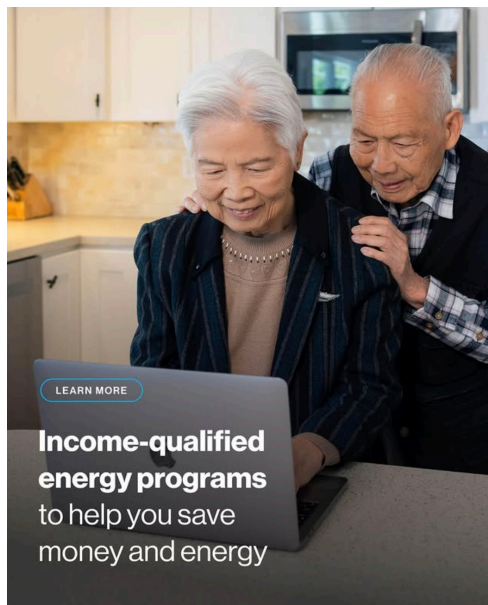
- Redesigned the Energy Programs overview page





DIGITAL COMMUNICATIONS

- Launched the Income-Qualified energy programs webpage and published a social post





RENEWABLE ENERGY CURRICULUM STRATEGIC PLAN GOAL

- Curriculum developed in collaboration with the OC Department of Education.
- Fourth grade curriculum piloted.
- Curriculum will be completed in June and available to teachers for the 26-27 academic year.
- Four lessons for grades 4-12 built on Next Generation Science Education Standards.
 - **Universal:** Energy, Climate and Community Decisions
 - **Fourth Grade:** Energy and the Environment
 - **Middle School:** Energy From Environment – Uneven Distribution of Energy Resources
 - **High School:** Energy Storage, Community Trade-Offs and Infrastructure Decisions



UPCOMING JUNE 2026 AND BEYOND

- Fountain Valley outreach and education, including but not limited to:
 - Summerfest
 - Community organization presentations (Rotary, Community Foundation, Women's Club, etc.)
 - Community coffee shop and diner engagements (Qargo Coffee, Mimi's, Amarith Table)
 - Mayor Breakfast Presentations





THANKYOU!