

AGENDA

ORANGE COUNTY POWER AUTHORITY MEETING OF THE MARKETING AND COMMUNICATIONS COMMITTEE

**Friday, September 8, 2023
11:00 a.m.**

This meeting will proceed as an in-person meeting at the **Travelers Building, 3333 Michelson Dr., Irvine, CA 92612 in the Palm Room**. 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: 827 5431 4426

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. 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. MINUTES FOR THE MARKETING AND COMMUNICATIONS

COMMITTEE MEETING OF APRIL 7, 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. MARKETING & COMMUNICATIONS UPDATE, INCLUDING UPDATE
ON SURVEY AND RESEARCH FINDINGS**

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 315642 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, April 7, 2023**

1. CALL TO ORDER

Chair Jung called to order the Regular Meeting of the Marketing and Communications Committee at 11:36 a.m. on Wednesday, April 7, 2023.

2. PLEDGE OF ALLEGIANCE

Chair Jung led the Pledge of Allegiance.

3. ROLL CALL

Present:	Chair Fred Jung	City of Fullerton
	Director Jose T. Castañeda	City of Buena Park

4. PUBLIC COMMENTS ON AGENDA ITEMS

None

5. PUBLIC COMMENTS ON NON-AGENDA ITEMS

None

6. COMMITTEE MEMBER ANNOUNCEMENTS

None

7. REGULAR CALENDAR

1. ADOPT 2023 CALENDAR

Action Taken:

Director Castañeda made the motion, seconded by Chair Jung to adopt the 2023 Meeting Calendar as follows: June 2, 2023, September 8, 2023, and November 3, 2023 at 11:00 a.m.

The motion carried unanimously by the following vote:

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

2. MARKETING & COMMUNICATIONS UPDATE

Director of Communications and External Affairs, Joe Mosca, provided a summary of the presentation on this item.

Chair Jung requested a media day for the Board of Directors to add photographs to the OCPA portfolio to assist with the media campaigns.

Action Taken:

Received and Filed.

8. ADJOURNMENT

There being no further business to come before the Committee, Chair Jung adjourned the meeting at 12:05 p.m. The next OCPA Marketing and Communications Regular meeting will be on June 2, 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 & Communications Committee

From: Joe Mosca, Interim Chief Executive Officer

Subject: MARKETING & COMMUNICATIONS UPDATE, INCLUDING UPDATE ON
SURVEY AND RESEARCH FINDINGS

Date: September 8, 2023

RECOMMENDATION

Receive and file.

BACKGROUND

The Communications & External Affairs (CEA) team of Orange County Power Authority (OCPA) has been busy during the summer of 2023 communicating with the media, the public, member agencies, elected leaders, non-governmental organizations, key customers, and residential and commercial customers. Please find attached a presentation that recaps OCPA marketing & communications activities over the past several months and the strategic focus for the next several months, especially as it relates to our One-Year Anniversary. Reville will also provide an update on a survey conducted regarding OCPA and share research findings.

FISCAL IMPACT

None

ATTACHMENT

Attachment A: Marketing & Communications UPDATE Presentation

Public Outreach Update

Summer 2023





Highlights

- Began planning for one-year anniversary of residential service in October
- Participated in five community outreach events
- Became members of eight multicultural chambers/organizations
- Presented OCPA overview to three multicultural organizations
- Launched OhmConnect customer incentive program
- Filmed first two episodes of Sustainably Speaking with Joe Mosca
- Earned positive media coverage
- Refreshed consumer brochure & website
- Released two community newsletters – June and August
- Conducted four paid social media campaigns



ONE-YEAR ANNIVERSARY PLAN HIGHLIGHTS:

ONE-YEAR ANNIVERSARY CAMPAIGN

Gratitude.

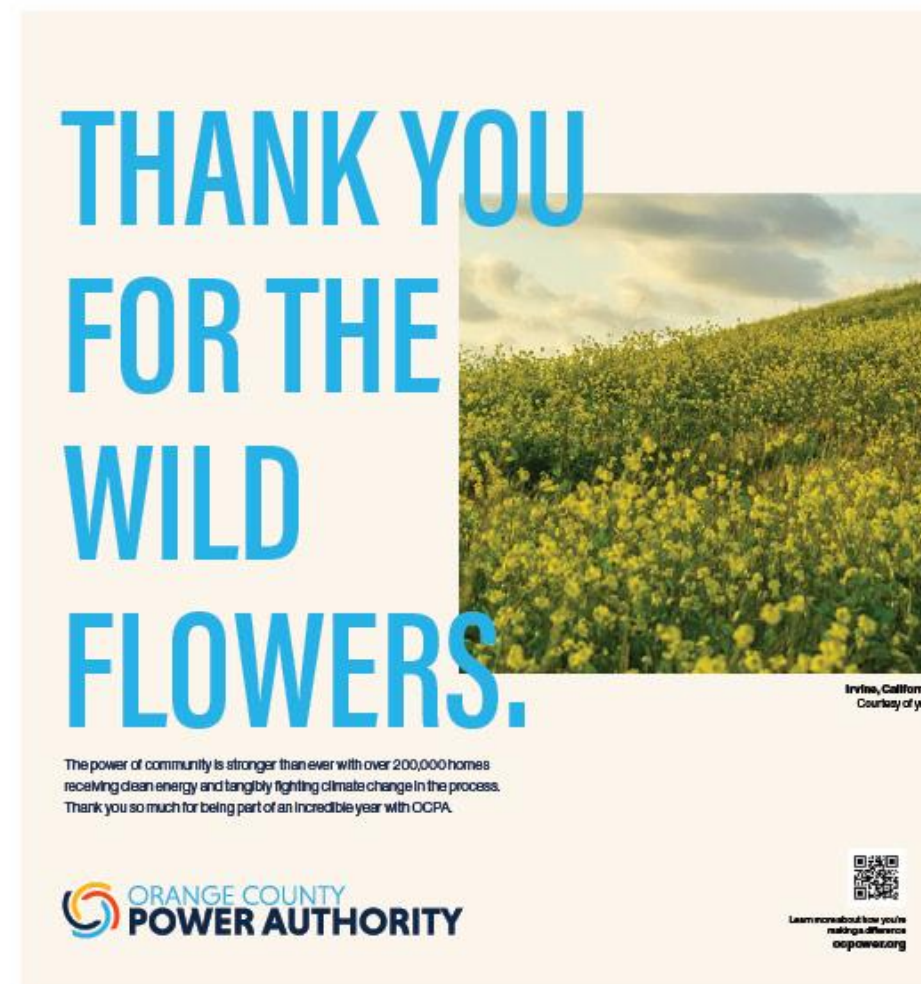
No one can do it alone. Leading with gratitude is the only way. Our abundance mentality is hopeful and optimistic, looking at all the wins we've made while still, of course, knowing there is a lot more work to be done.



ONE-YEAR ANNIVERSARY PLAN HIGHLIGHTS:

Hyper-Local Publications

- North County News Tribune
(Fullerton, Buena Park)



Week 1-2



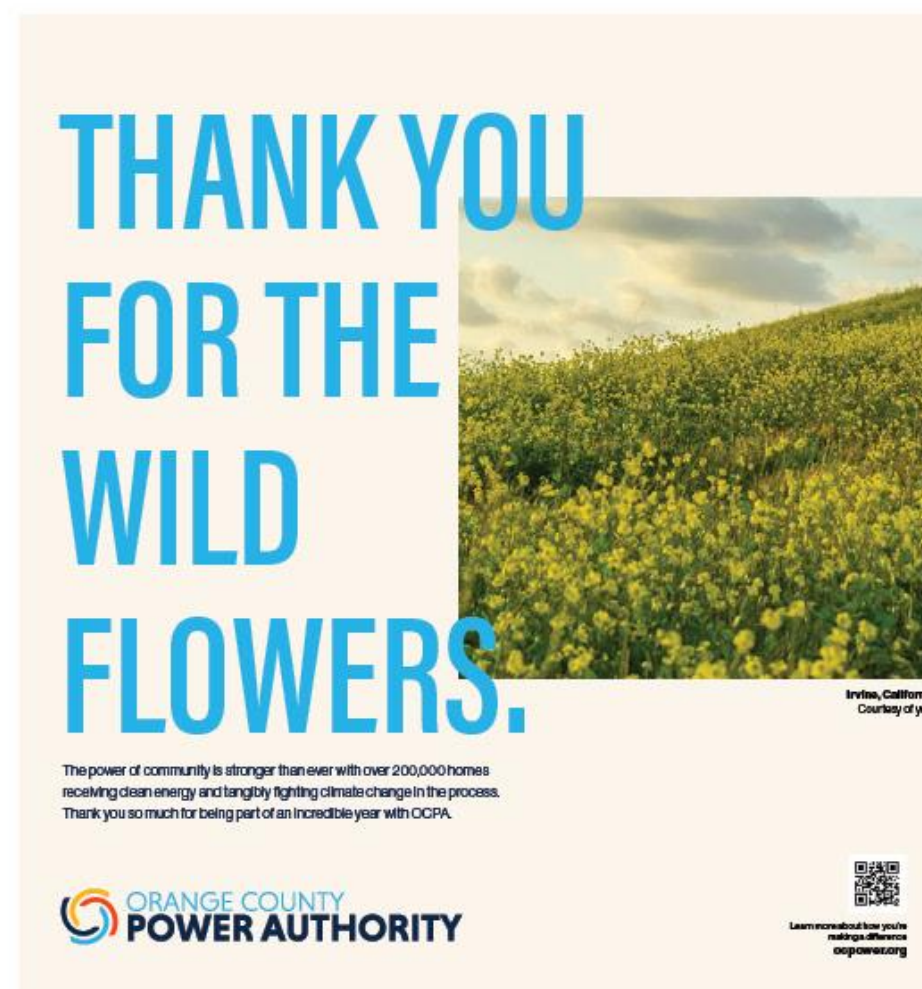
Week 3-4



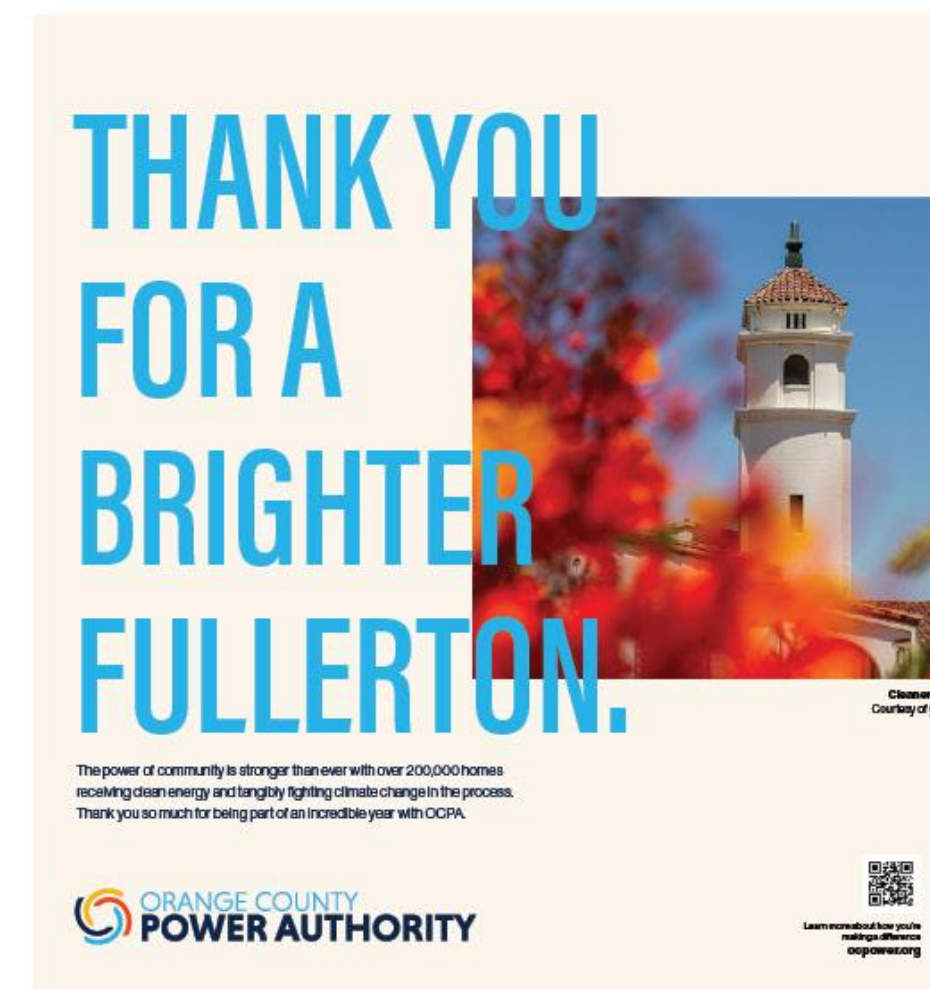
ONE-YEAR ANNIVERSARY PLAN HIGHLIGHTS:

Hyper-Local Publications

- Fullerton Observer Half page



Week 1-2

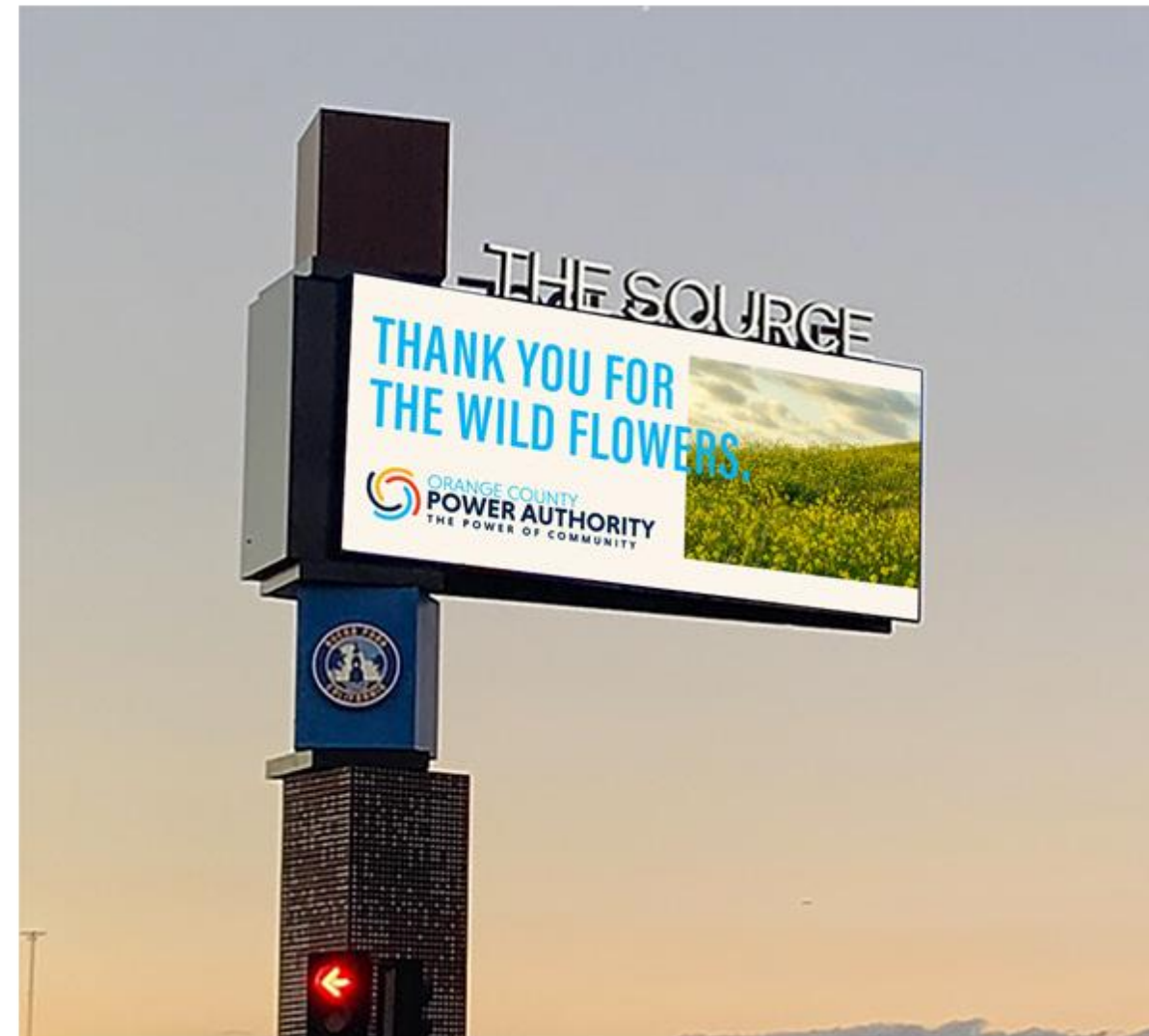


Week 3-4

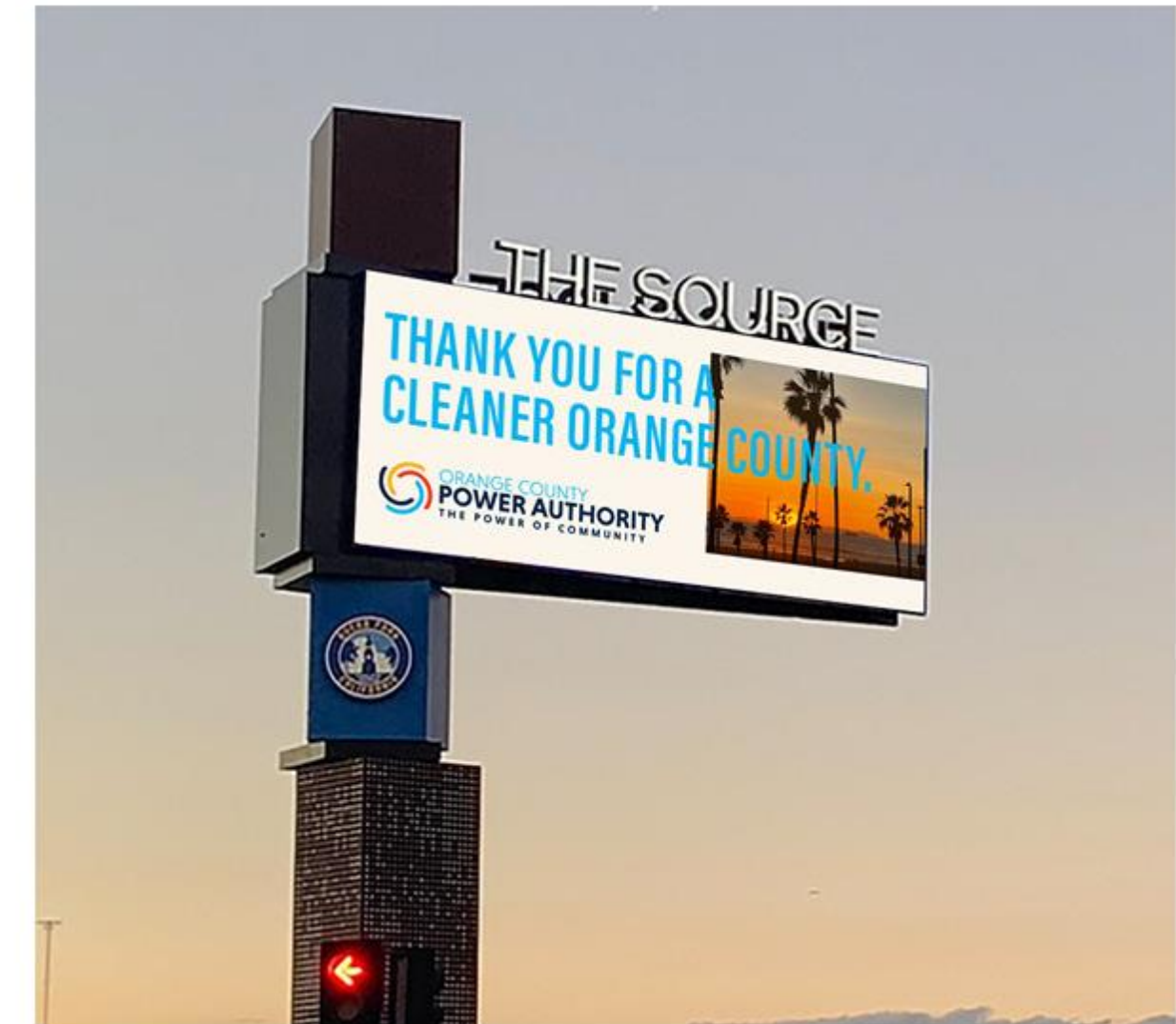


ONE-YEAR ANNIVERSARY PLAN HIGHLIGHTS:

Digital Marquee billboard
The Source in Buena Park



V1



V2



ONE-YEAR ANNIVERSARY PLAN HIGHLIGHTS:

Digital poster boxes

Diamond Jamboree Irvine
(vertical video)



THANK
YOU
FOR THE
WILD
FLOWERS.



THANK YOU
FOR A
CLEANER
ORANGE
COUNTY.

CELEBRATING 200K
RESIDENTS



POWERED BY
RENEWABLE ENERGY



ONE-YEAR ANNIVERSARY PLAN HIGHLIGHTS:

- (10) Irvine Bus Shelters
- (10) Fullerton Bus Shelters
- (10) Buena Park Bus Shelters



(CITY FOCUS)



(NATURE FOCUS)





ONE-YEAR ANNIVERSARY PLAN HIGHLIGHTS:

Movie Theatre Ad



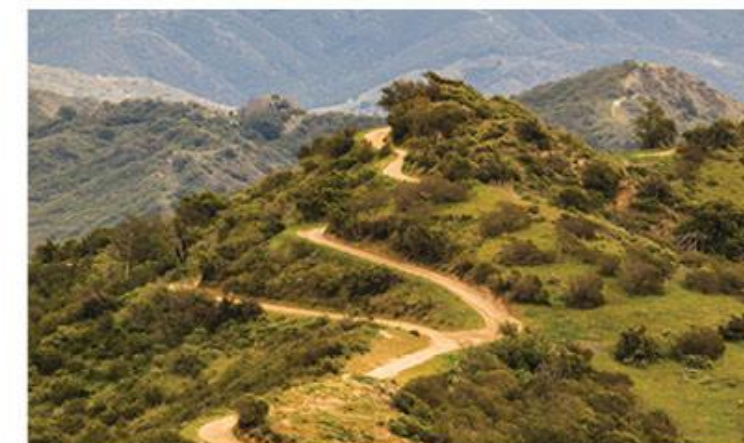
Thank you for the wild flowers.



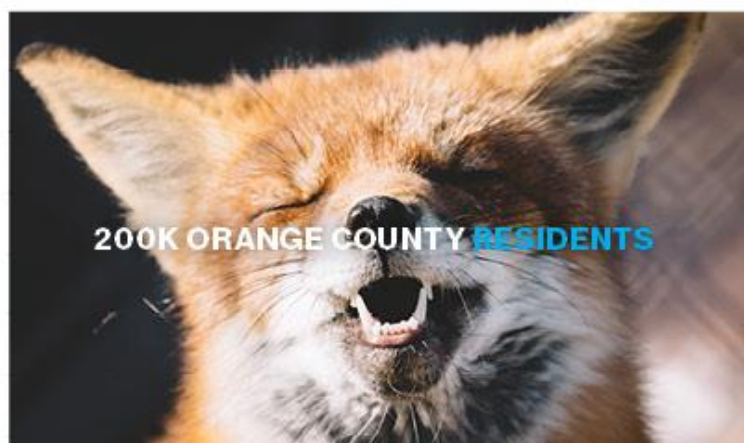
Thank you for thinking about
our community.



Thank you for the breath of ...
fresh air.



Thank you, Orange County



As we celebrate our first
anniversary,



we want to make sure that
we acknowledge not just
what we're doing



but why we're doing it.

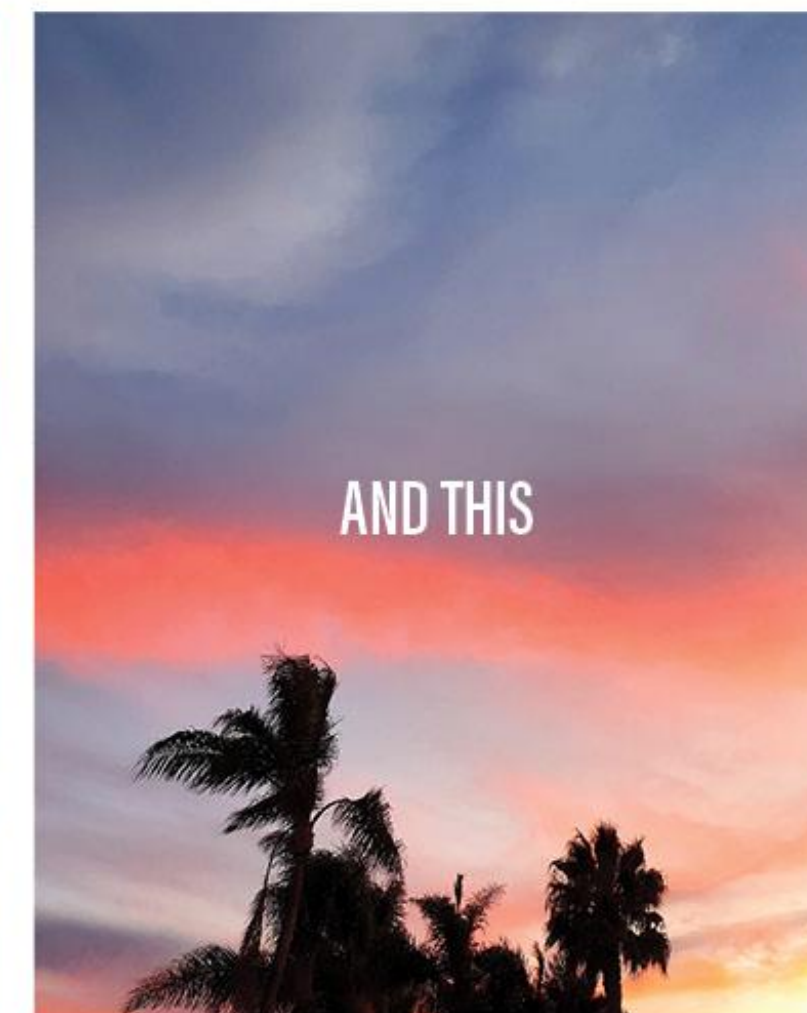
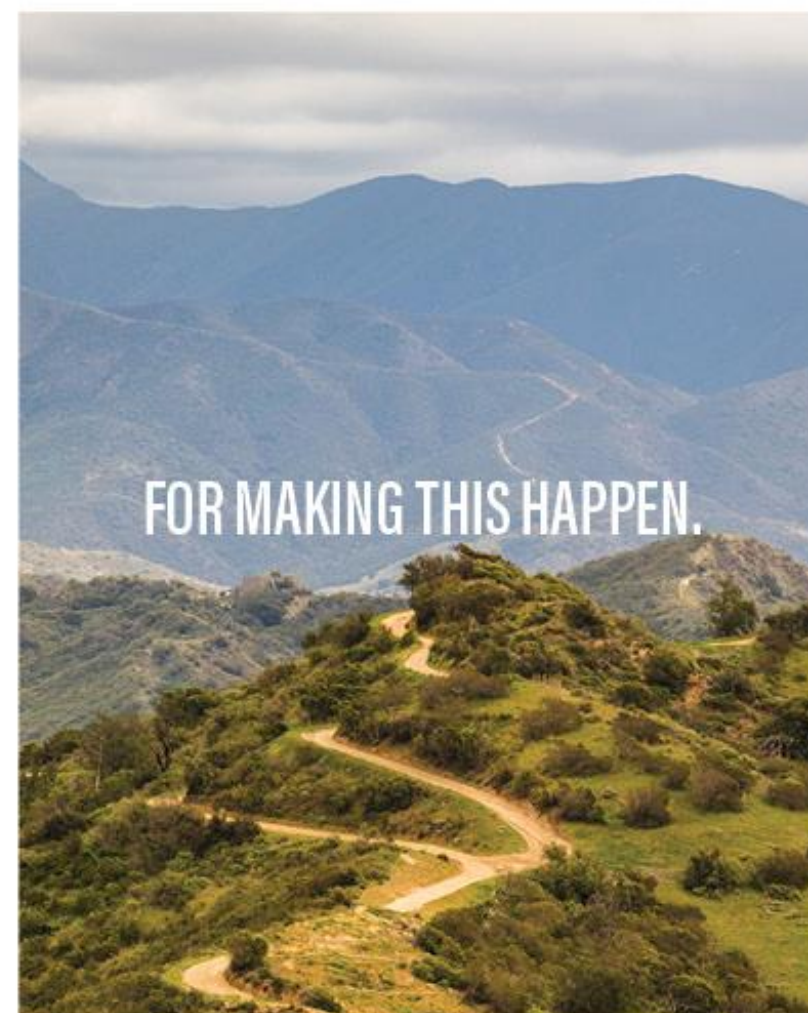
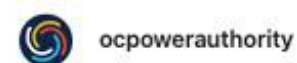


Thank you.



ONE-YEAR ANNIVERSARY PLAN HIGHLIGHTS:

Social Media



The power of community is stronger than ever with over 200,000 homes receiving clean energy and tangibly fighting climate change in the process. Thank you so much for being part of an incredible year with Orange County Power Authority.



ONE-YEAR ANNIVERSARY PLAN HIGHLIGHTS:

Meta, LinkedIn

- Irvine
- Buena Park
- Fullerton
- Huntington Beach





ONE-YEAR ANNIVERSARY PLAN HIGHLIGHTS:

Commemorative resting spot

- Climate change is bringing record dangerous high temperatures for sustained periods of time. There is a need for increased shade in member communities.
- In each member community, the city councils can plant a small cluster of trees (3) around a bench in a public space to create a shady resting spot for residents. OCPA can place a commemorative plaque on the back of the bench.





ONE-YEAR ANNIVERSARY PLAN HIGHLIGHTS:

Climate Action Street Art

- Street artists are using public spaces to communicate important messages that make a statement.
- Using biodegradable paint, write an artful message on the street in front of member community City Halls to show the city's commitment to addressing climate change.
- The message will be succinct and about climate action. We will craft a thought-provoking message to draw attention to sustainability and renewable energy.
- Use a cherry picker or drone to photograph the city councils standing behind the message with City Hall in the background.



ONE-YEAR ANNIVERSARY PLAN HIGHLIGHTS:

Media Outreach

- Hold deskside briefings with Board Chair Fred Jung and Interim CEO Joe Mosca

TimesOC

Daily Pilot

THE ORANGE COUNTY
REGISTER

ORANGE COUNTY
BUSINESS JOURNAL

KFI
AM 640 

LA *ist* | **89.3FM**



ONE-YEAR ANNIVERSARY PLAN HIGHLIGHTS:

City Council Presentations

- State of the Agency





ONE-YEAR ANNIVERSARY PLAN HIGHLIGHTS:

Community Outreach Events

- Orange County Sustainability Decathlon, October 7-8
- Irvine Global Village, October 14
- Buena Park, Silverado Days, October 20-22
- Fullerton "Korea Day Harmony & Respect" Festival, October 27-29
- Huntington Beach Surf City Nights, October date TBD





BIG IDEA: CLIMATE ACTION CONVERSATIONS

- Engage outside experts to inform interested residents about the importance of renewable energy to address climate change.
- Partner with other environmentally focused organizations to co-sponsor the series to amplify marketing efforts and reach more potential attendees
- Quarterly event

POTENTIAL SPEAKERS



Leah Cardamore Stokes



Chris Goodall



David Wallace-Wells



Naomi Klein

Activity Recap



COMMUNITY OUTREACH EVENTS

COMPLETED

- City of Irvine Earth Day, April 15
- Irvine Korean Cultural Festival, May 13
- Fullerton Day of Music, June 21
- Buena Park Concerts in the Park, August 2
- Buena Park Super Senior Fair, August 12

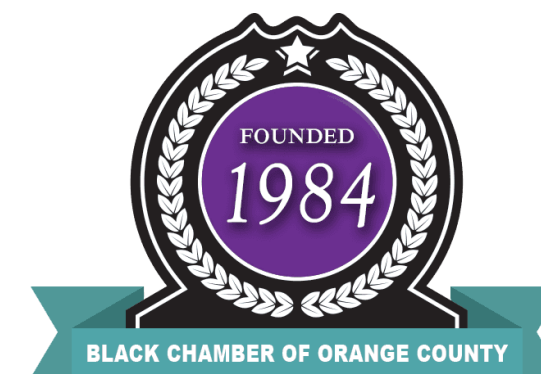




MULTICULTURAL CHAMBER AND ORGANIZATION MEMBERSHIPS

Established memberships with:

1. Asian Business Association of Orange County
2. Black Chamber of Orange County
3. Filipino American Chamber of Commerce of Orange County
4. Iranian American Chamber of Commerce
5. Korean American Chamber of Commerce
6. Orange County Chinese American Chamber of Commerce
7. Orange County Hispanic Chamber of Commerce
8. Vietnamese American Chamber of Commerce





MULTICULTURAL OUTREACH

Made presentations to:

- Asian Business Association of Orange County
- Filipino American Chamber of Commerce of Orange County Power Networking Lunch
- Vietnamese American Chamber of Commerce Board of Directors





OHMCONNECT MARKETING LAUNCH

Money and energy-saving program communicated to customers via:

- Website
- Social media
- Newsletter
- Media release



Orange County Power Authority
@OCPowerAuth

We're excited to partner with @OhmConnect to help you save on your electricity bills and reward you for your energy efficiency! Here's how it works. 📱





SUSTAINABLY SPEAKING WITH JOE MOSCA

- Recorded first episode with Chair Jung
- Recorded second episode with Ayn Craciun, Climate Action Campaign





MEDIA RELEASES

- Issued four media releases:
 - Bright Futures Grant Recipients
 - OhmConnect Partnership
 - OCPA Hires Energy Programs Analyst and Promotes Key Staff
 - OCPA Demonstrates Continued Financial Strength With Approval of FY 23-24 Budget

WELCOME AND CONGRATULATIONS TO OUR OCPA TEAM MEMBERS



PATTY CRUZ
ENERGY PROGRAM ANALYST



OWEN LEE, CPA
DIRECTOR OF FINANCE AND DATA ANALYTICS



STEVEN HALLIGAN
REGULATORY AND LEGISLATIVE MANAGER



BROCHURE REFRESH



A new way to power your world

ocpower.org



The power of community energy for the people

You can now choose your energy provider and the size of your carbon footprint. Orange County Power Authority (OCPA) is a not-for-profit, locally governed Community Choice Aggregation (CCA) agency that has been procuring clean electricity at competitive rates for Orange County homes and businesses since 2022.

As an OCPA customer, you get to decide how much renewable energy you want purchased on your behalf and put onto the grid to create a healthier, more resilient community.

How it works

The Orange County Power Authority buys electricity from both traditional and renewable sources. The for-profit utility delivers the electricity to you, sends you your bill and maintains the grid. Then you, the OCPA customer, can choose how much renewable energy you want OCPA to purchase on your behalf to put onto the grid.

The power of community energy

-  Cleaner power at competitive rates
-  Reinvesting into our communities
-  Locally-controlled by community leaders





Source
OCPA buys electricity from traditional and renewable resources.



Delivery
SCE delivers the electricity and maintains the grid.



Customer
Customer chooses how much renewable energy they want to invest in to help address climate change.

The benefits of greening the electricity grid start at home and then expand far and wide, ultimately reducing fossil fuel consumption, cleaning our air and rejuvenating our planet.

A HEALTHIER COMMUNITY STARTS AT HOME

OCPA allows customers to select from three different plans based on the amount of renewable energy they want OCPA to purchase on their behalf to put onto the grid. The competitively priced plans include Basic Choice, which is designed to cost equal to or less than the for-profit utility, and two other plans offering more renewable energy: Smart Choice and 100% Renewable.

REINVESTING IN OUR COMMUNITIES

As a not-for-profit, OCPA reinvests back into the community. This includes energy efficiency rebates and educational programs for homes, as well as grants for businesses to create more energy-efficient facilities. OCPA has several new programs on the horizon.

LOCAL CONTROL AND ACCOUNTABILITY

Local elected officials from your community represent you and your interests on OCPA's Board of Directors, which works closely with a Community Advisory Committee of interested and committed residents from each of the communities we serve. OCPA is grounded in local accountability and solely aimed at benefitting the entire community.

Orange County Power Authority by the numbers



Basic Choice plan costs **2% less** than SCE's equivalent generation rate



OCPA is one of 25 CCAs across California serving more than **14 million customers**



OCPA serves **200,000+ residential customers** in 4 cities so far: Buena Park, Fullerton, Huntington Beach and Irvine



OCPA procures power from **5 renewable sources**: solar, wind, hydroelectric, geothermal and biomass



ORANGE COUNTY POWER AUTHORITY
THE POWER OF COMMUNITY



To stay informed about OCPA, sign up for our newsletter.

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


WEBSITE REFRESH

Our Basic Choice Plan now costs 2% less than SCE's equivalent generation rate. [Click Here to Read More](#) →



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A New Way to Power Your World

Addressing climate change has never been so easy. So accessible. So important. Not just for the health of the planet, but for the health and well-being of everyone in Orange County, and beyond.

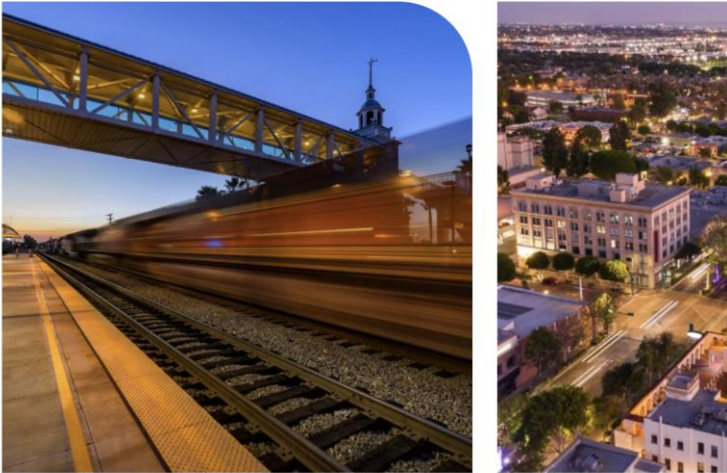
Learn More About Us

[Privacy](#) - [Terms](#)

CELEBRATING OUR MEMBER COMMUNITIES

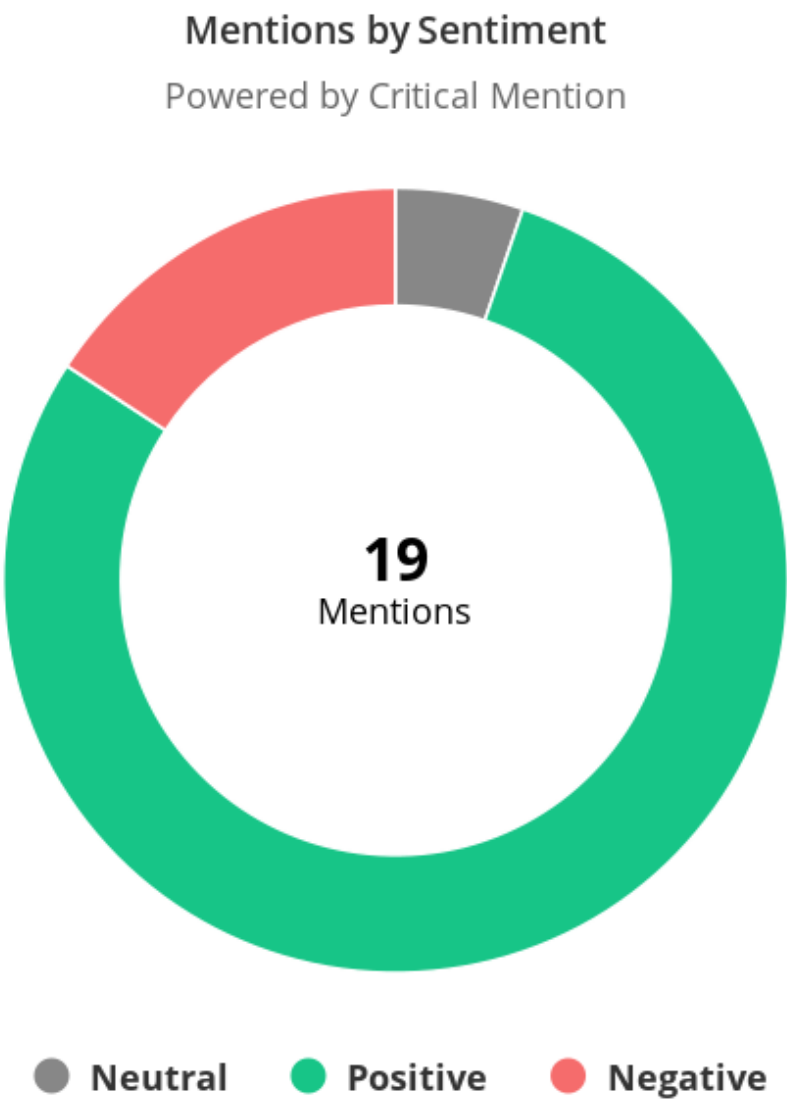
Buena Park
Fullerton
Irvine
Huntington Beach

Home to the famous Knott's Berry Farm, everyone in this historic community of over 90,000 residents has access to OCPA's green energy and its myriad benefits to planet and people.



MEDIA SENTIMENT & PLACEMENTS

- June – August 2023
- 19 media mentions (broadcast, online/print, social)
- 84.2% positive



OC전력국 한인축제 풀러턴 코리아 데이 페스티벌 후원

8/9/23, 8:58 AM

[Los Angeles]
입력 2023.08.07 07:00 수정 2023.08.05 22:52

중앙일보
THE KOREA DAILY

OC전력국 한인축제 풀러턴 코리아 데이 페스티벌 후원

프레드 정 위원장,
미주예술원 다루에
4000불 기금 전달



OC전력국(OCPA)이 오는 10월 27일(금)부터 29일(일)까지 사흘 동안 풀러턴에서 열릴 한국문화축제(코리아 데이 페스티벌)를 후원한다.

OC전력국(OCPA)이 오는 10월 27일(금)부터 29일(일)까지 사흘 동안 풀러턴에서 열릴 한국문화축제(코리아 데이 페스티벌)를 후원한다.

프레드 정 OCPA 위원장은 지난 3일 풀러턴 시청에서 한국문화축제를 주최할 미주예술원 다루(대표 서연은, 이하 다루) 측에 4000달러의 후원금을 전달했다. 지난 2019년 설립된 OCPA가 커뮤니티 행사를 후원하는 것은 이번이 처음이다.

OCPA가 첫 후원 행사로 한인사회 이벤트를 선정한 것은 정 위원장이 풀러턴 시장을 맡고 있으며, 태미 김 아바인 시장이 OCPA 위원회에 참여하고 있는 것과 관련이 있다.

정 위원장은 후원금 전달식 이후 발표한 성명을 통해 "OCPA는 전력 공급 대상 도시인 풀러턴, 부에나파크, 아바인 내 한인 커뮤니티와의 관계를 중시하고 있다. OCPA 위원장으로서 한국 문화를 널리 알리려는 한인사회의 노력을 도울 수 있어 기쁘다. 김 부시장에게도 감사한다"라고 밝혔다.

<https://news.koreadaily.com/2023/08/07/society/general/society/20230807070011622.html>

Page 1 of 2



QUARTERLY COMMUNITY NEWSLETTER - JUNE

- 1,435 emails sent
- 59% open rate (average open for government-related is 28.77%)
- 2.6% click through rate
- Top 2 website pages visited
 - Power Purchase Agreement blog post
 - Statement from Chair Fred Jung re: Appointment of Interim CEO, Joe Mosca



Joe Mosca Named Interim CEO

On June 1, Joe Mosca, Director of Communications and External Affairs, began serving as the Board-appointed interim CEO of OCPA. As a founding member and a former Chair of the Board of Directors of San Diego Community Power, the second largest Community Choice Aggregation in California, Mosca's proven leadership and experience make him an excellent internal candidate to lead the organization during this executive transition.





QUARTERLY COMMUNITY NEWSLETTER - AUGUST

- 1,501 emails sent
- 56% open rate (average open for government-related is 28.77%)
- 3.8% click through rate
- Top 2 website pages visited
 - OCPA demonstrates continued financial strength with approved FY23-24 budget
 - Blog: Say hello to electricity bill savings



THE POWER
OF CHOICE
IS YOURS

OCPA Demonstrates Continued Financial Strength with FY23-24 Budget Approval

OCPA's Board of Directors approved a FY 2023-24 operating budget that projects \$329 million in net revenues and \$288 million in total expenses, resulting in reserves of \$40 million by June 30, 2024.

[Read More »](#)

"Building a sufficient reserve fund and obtaining an investment-grade credit rating are pivotal steps for OCPA. These measures not only contribute to the stability of the agency, but also allow OCPA to procure energy at competitive prices, which directly benefits customers by ensuring stable rates for the delivery of reliable and affordable renewable energy."

FRED JUNG, BOARD CHAIR





BLOG POSTS

Published three blog posts:

- Q&A with OCPA Vice Chair Kathleen Treseder
- Say Hello to OhmConnect
- Views from the Climate Reality Project OC

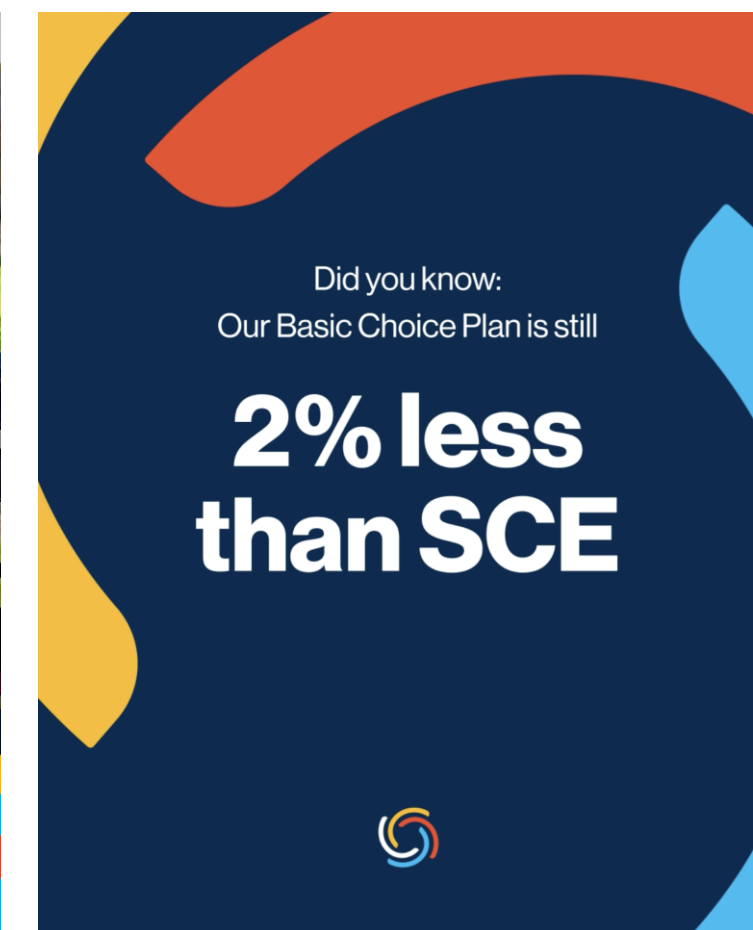
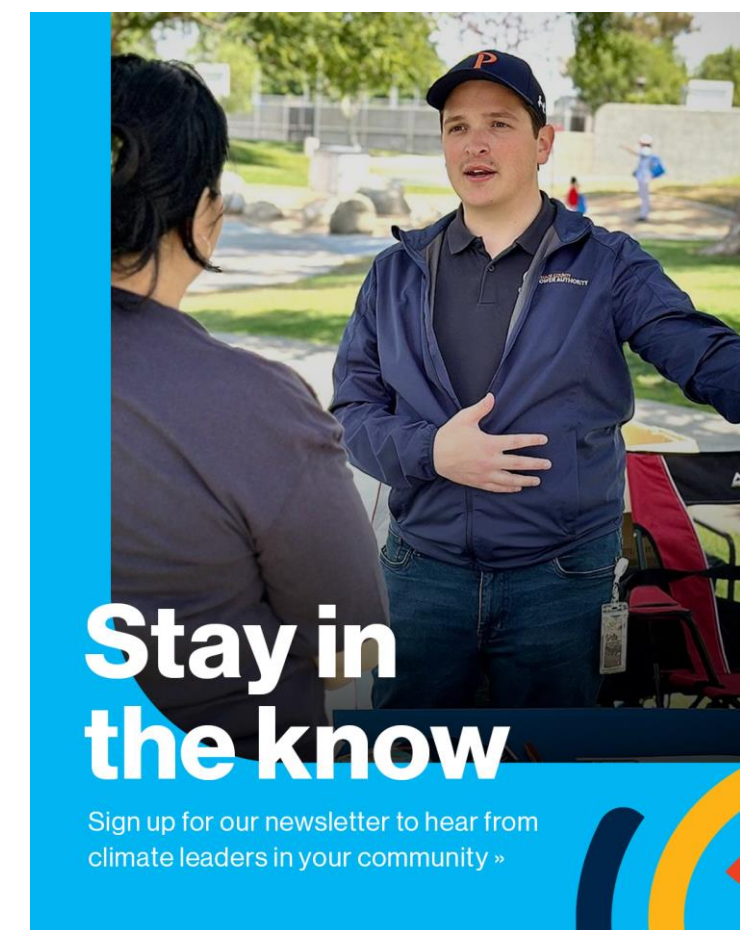




SOCIAL MEDIA CAMPAIGNS

Ran four paid social campaigns:

- OCPA is 2% less than investor-owned utility (generation rate)
- Newsletter signups
- Renewable energy movement
- Solar Net Surplus Compensation





TROPICAL STORM HILARY PREPARATION POSTS

Provided information about:

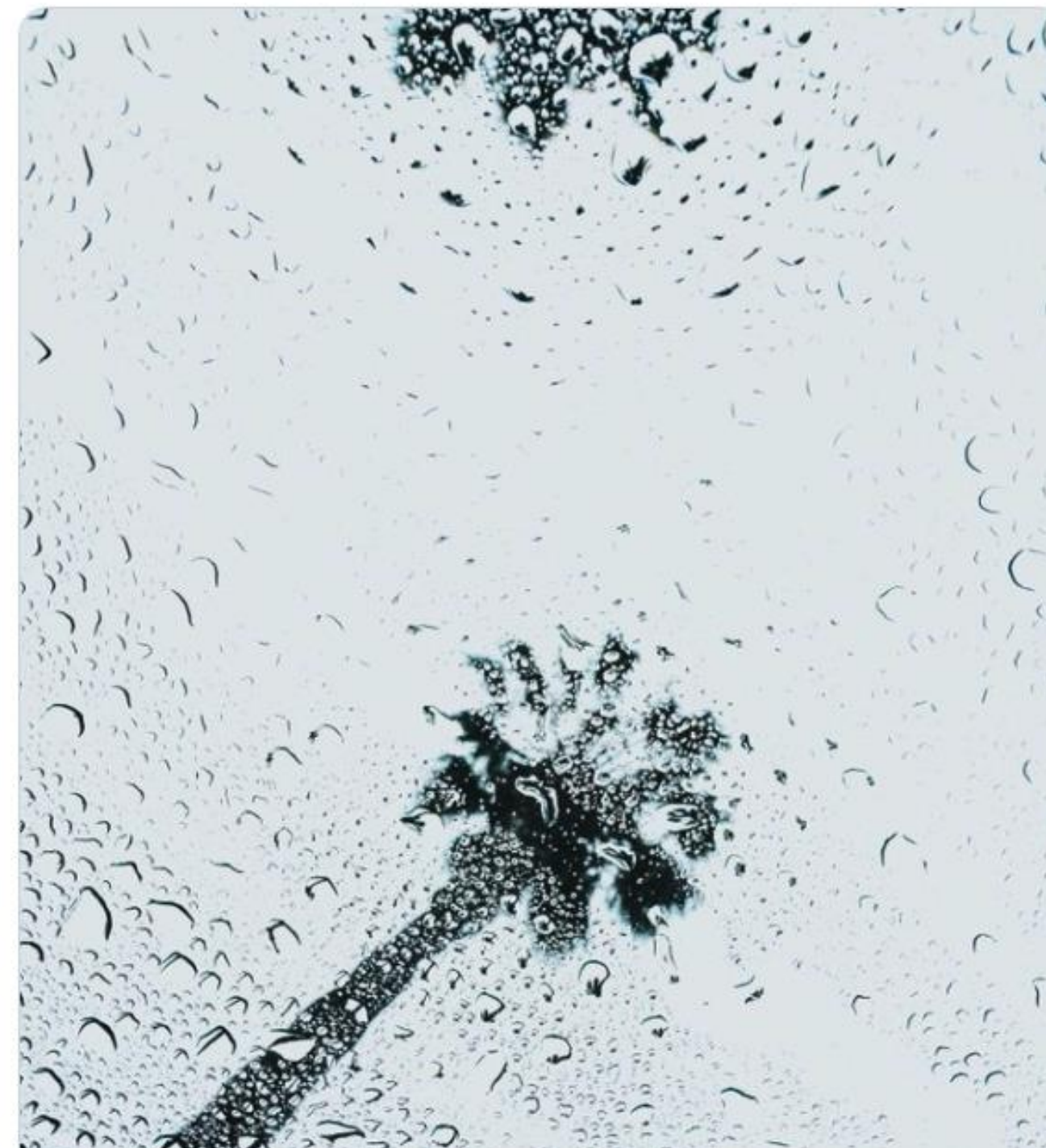
- Who to contact in the event of a power outage
- Power outage preparedness kit recommendations
- How to sign up for OC Alert



Orange County Power Authority
@OCPowerAuth

...

We're in for a stormy and wet weekend in Orange County. If you experience an outage or other issues with your power, please call SCE at 1-800-611-1911. Stay safe and dry. 🌧️





THANK YOU!