

AGENDA

**ORANGE COUNTY POWER AUTHORITY
MEETING OF THE MARKETING AND COMMUNICATIONS COMMITTEE
Monday, October 26, 2026
12:00 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: 841 5320 7413

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 JUNE 1, 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. OCPA TRACKING SURVEY 2026 RESULTS

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**

Monday, June 1, 2026

1. CALL TO ORDER

Director Go called to order the Meeting of the Marketing and Communications Committee at 4:34 p.m. on Monday, June 1, 2026.

2. PLEDGE OF ALLEGIANCE

Director Grandis led the Pledge of Allegiance.

3. ROLL CALL

Present:	Vice Chair James Mai	City of Irvine, arrived at 4:39
	Director Glenn Grandis	City of Fountain Valley

4. PUBLIC COMMENTS ON AGENDA ITEMS

None.

5. PUBLIC COMMENTS ON NON-AGENDA ITEMS

Vicki Johnson, resident of Laguna Hills, spoke on information posted on the Fountain Valley homepage.

6. DIRECTOR ANNOUNCEMENTS

None.

7. CONSENT CALENDAR

Moved by Vice Chair Mai, seconded by Director Grandis to approve consent calendar.

The motion carried unanimously by the following vote:

Ayes:	Director Grandis, Vice Chair Mai
Noes:	None
Absent:	None

**1. MINUTES FOR THE MARKETING AND COMMUNICATIONS COMMITTEE
MEETING OF MARCH 31, 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: Public outreach and education; Updated Unplugged video production; Digital communication; Renewable Energy Curriculum that OCPA partnered with the Orange County Department of Education to produce; and the upcoming events and outreach that OCPA will take part of in the coming months.

Action Taken:

Received and filed.

9. ADJOURNMENT

With no further business to come before the Committee, Director Grandis adjourned the June 1, 2026, Orange County Power Authority Marketing and Communications Committee meeting at 4:55 p.m.

Director Grandis noted that the next Marketing and Communications Committee meeting will be held on Wednesday, September 16, 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 Marketing & Communications Committee
From: Joe Mosca, Chief Executive Officer
Subject: OCPA TRACKING SURVEY 2026 RESULTS
Date: October 26, 2026

STRATEGIC GOALS

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

RECOMMENDED ACTION(S)

Receive and file.

BACKGROUND

Orange County Power Authority (OCPA) commissioned a baseline survey of 1,800 registered voters in Orange County from August 2–16, 2023 to measure awareness and perception of OCPA, as well as test messaging to help inform communications. The first annual tracking survey of 1,400 registered voters was then conducted from August 7–20, 2024 to measure movement in awareness and perception. The second tracking survey was conducted July 29–August 4, 2025, amongst a total of 800 registered voters in OCPA member cities only, and the third tracking survey was conducted this August.

DISCUSSION / ANALYSIS

The 2026 tracking survey was conducted August 2–August 9, 2026 amongst a total of 1,000 registered voters (200 respondents from each of OCPA’s member cities: Buena Park, Fountain Valley, Fullerton and Irvine and 100 respondents from each of the cities of Garden Grove and Santa Ana). For the 2026 survey, the methodology maintained a focused approach of surveying in member cities, and included surveys in additional North Orange County cities Garden Grove and Santa Ana. The survey was once again conducted via telephone, text- and email-to-web.

Key findings include the following:

- Overall favorability for OCPA is net positive with the overall sample for the first time since current survey program began in 2023.
- Voters are concerned about affordability in general and specifically about the cost of electricity.
- Voters express interest in renewable energy and believe climate change to be a threat to local quality of life.
- Survey results clearly indicate the value of communication, particularly with OCPA customers. OCPA net favorability improves greatly after voters learn more about the agency, and improvements were particularly significant among customers.

Fulcrum Strategy Group will speak to the above key findings, and present deeper insight into the portfolio of data. Also providing insight and feedback will be Brenda Deeley from OCPA’s marketing and public outreach agency, Reveille, Inc.

FISCAL IMPACT

None.

ATTACHMENT(S)

Attachment A – Tracking Survey August 2026



ORANGE COUNTY
POWER AUTHORITY
YOUR CLEAN ENERGY CHOICE

Tracking Survey

August 2026

Methodology

- ▶ Mixed-mode survey of registered voters in OCPA member cities of Buena Park, Fountain Valley, Fullerton, and Irvine, as well as Garden Grove and Santa Ana
- ▶ 1,000 completed surveys; overall margin of error = +/- 3.1%
- ▶ Respondents reached by phone (landline + mobile), email, and text
- ▶ Conducted August 2-9, 2026
- ▶ Where applicable, results are compared to prior research, using the data from the same cities that were polled in prior surveys

Key Findings

- ▶ Overall favorability for OCPA is net positive with the overall sample for the first time since current survey program began in 2023.
- ▶ Voters are concerned about affordability in general and specifically about the cost of electricity.
- ▶ Voters express interest in renewable energy and believe climate change to be a threat to local quality of life.
- ▶ Survey results clearly indicate the value of communication, particularly with OCPA customers. OCPA net favorability improves greatly after voters learn more about the agency, and improvements were particularly significant among customers.

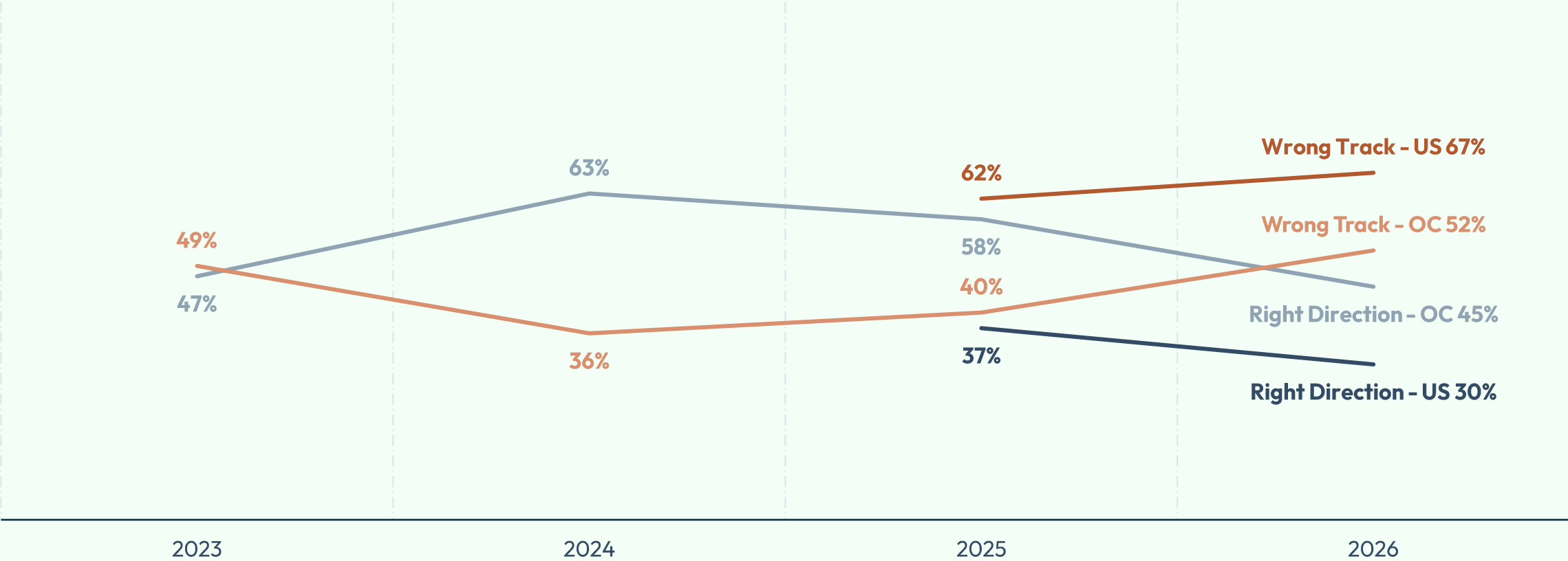


Overall Environment

Optimism – US and Orange County

Pessimism about the direction of both the nation and Orange County continue to climb; two-out-of-three voters think the U.S. is on the wrong track, while a majority feel the same about Orange County.

Do you feel that things in the (US / Orange County) are generally going in the right direction or do you feel things have gotten pretty seriously off on the wrong track?



Most Important Problem

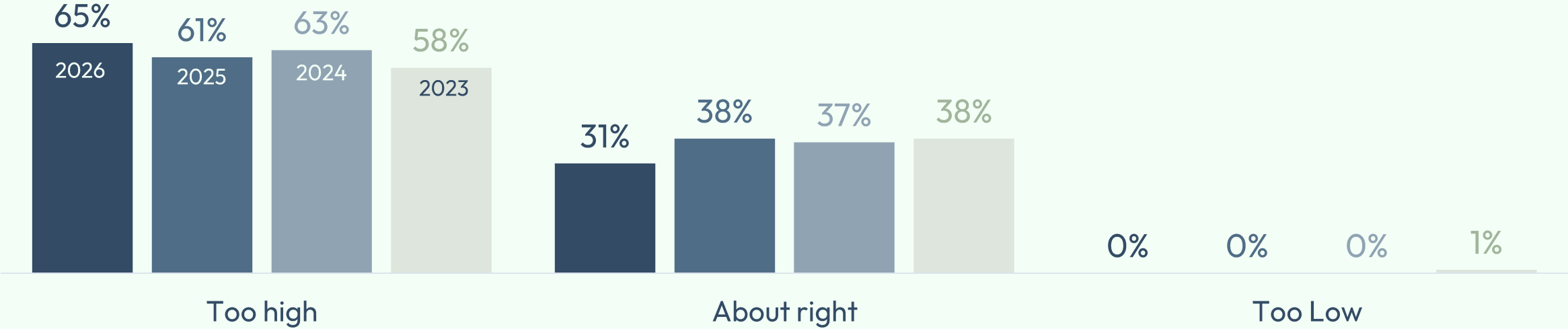
Voters are concerned about affordability issues (affordable housing, cost of living) and growth issues (growth/development, roads, traffic/congestion).

What do you feel is the most important problem facing Orange County today?	%
Affordable housing/Rent prices	12%
Growth/Development	10%
Cost of living/Inflation	10%
Infrastructure/Roads/Streets	7%
Traffic/Congestion	6%
Government/Poor leadership	6%
Homelessness/Vagrants	6%
Crime/Drugs/Public safety	6%
Budget/Funding/Overspending	6%
Economy/Jobs/Businesses	5%
Environment/Climate change/Pollution	5%
Immigration/Border control	3%
Taxes/Property taxes	2%
Schools/Education	2%

Electric Bill

Increasing concerns over the cost of electricity can be tracked through the “net” too high response, which has increased from +19 to +32 in the last 3 years.

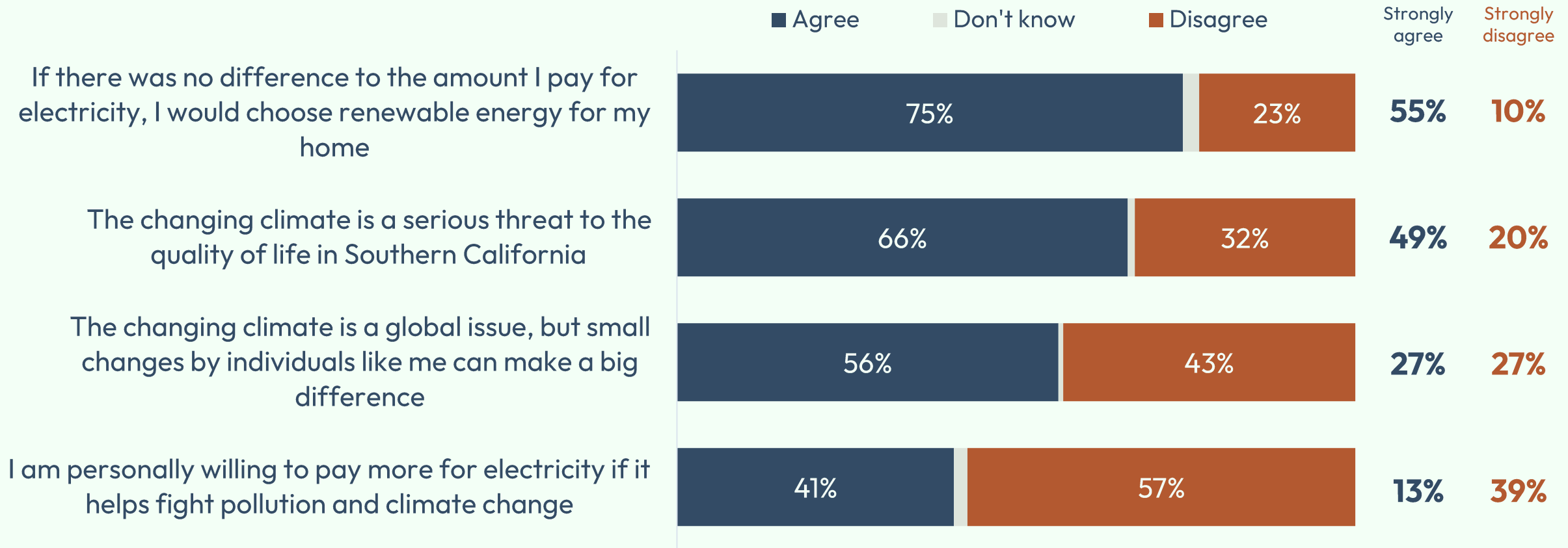
Thinking about your monthly electric bill, do you think the amount you pay for electricity for your home is...



Net Too High (Too High – (About Right + Too Low))	2026	2025	2024	2023
	+34	+23	+26	+19

Voter Attitudes

The vast majority of voters say they would choose renewable energy if there was no difference in cost and two-thirds recognize climate change as a serious threat to local quality of life; 41% say they are willing to pay more for electricity to fight pollution.



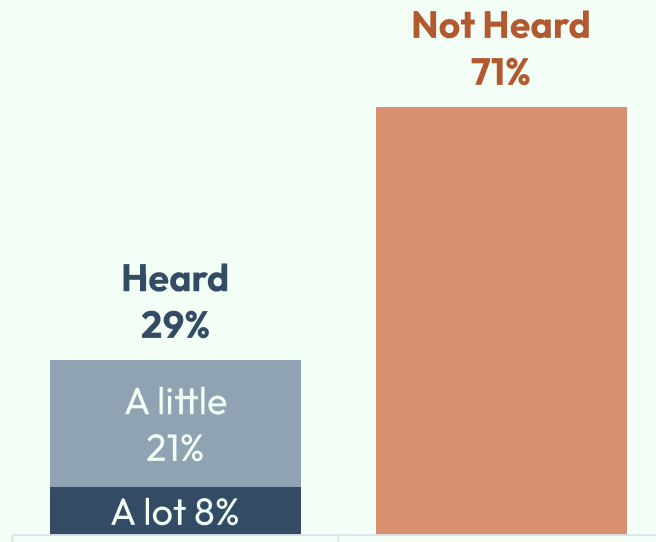


OCPA Awareness

Familiarity/Awareness

Just under 30% of voters report having heard something recently about OCPA. Among those who have heard something recently, top mentions were rates/pricing or management concerns followed by mentions of OCPA providing clean energy.

Have you heard or seen anything recently about OCPA?

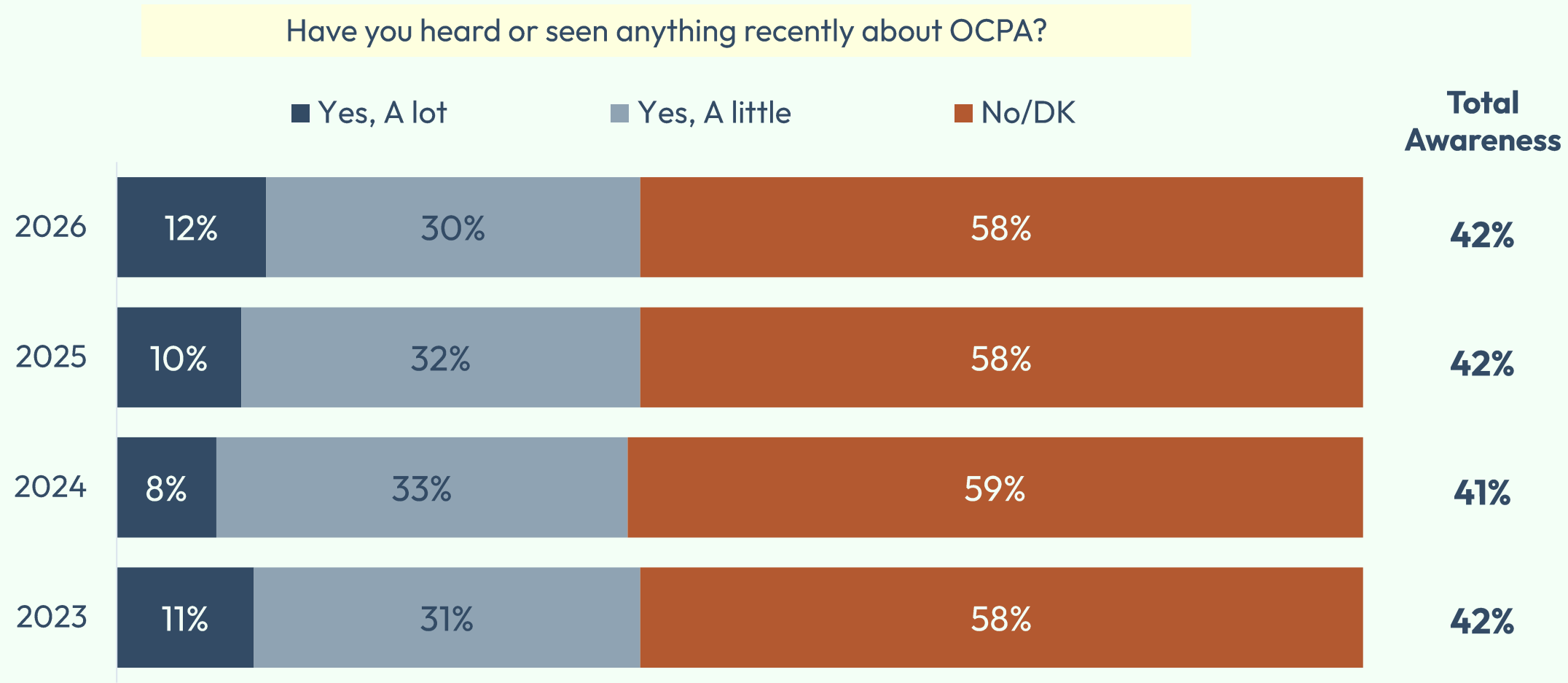


What have you heard or seen? (n=293)

Expensive/High prices/Rate increases	21%
Corruption/Mismanagement/Lies	19
Clean energy provider/Climate/Alternative energy	16
Seen news/Ads/Requests to join	15
General awareness/Heard the name	10
Lower prices	5
General negative/Heard negative things	5
Middleman/CCA	2
Heard mixed opinions	2
I use it/Forced to opt-in	2
Other	10
None/Nothing/Don't Know/Refused	7

OCPA Awareness Over Time

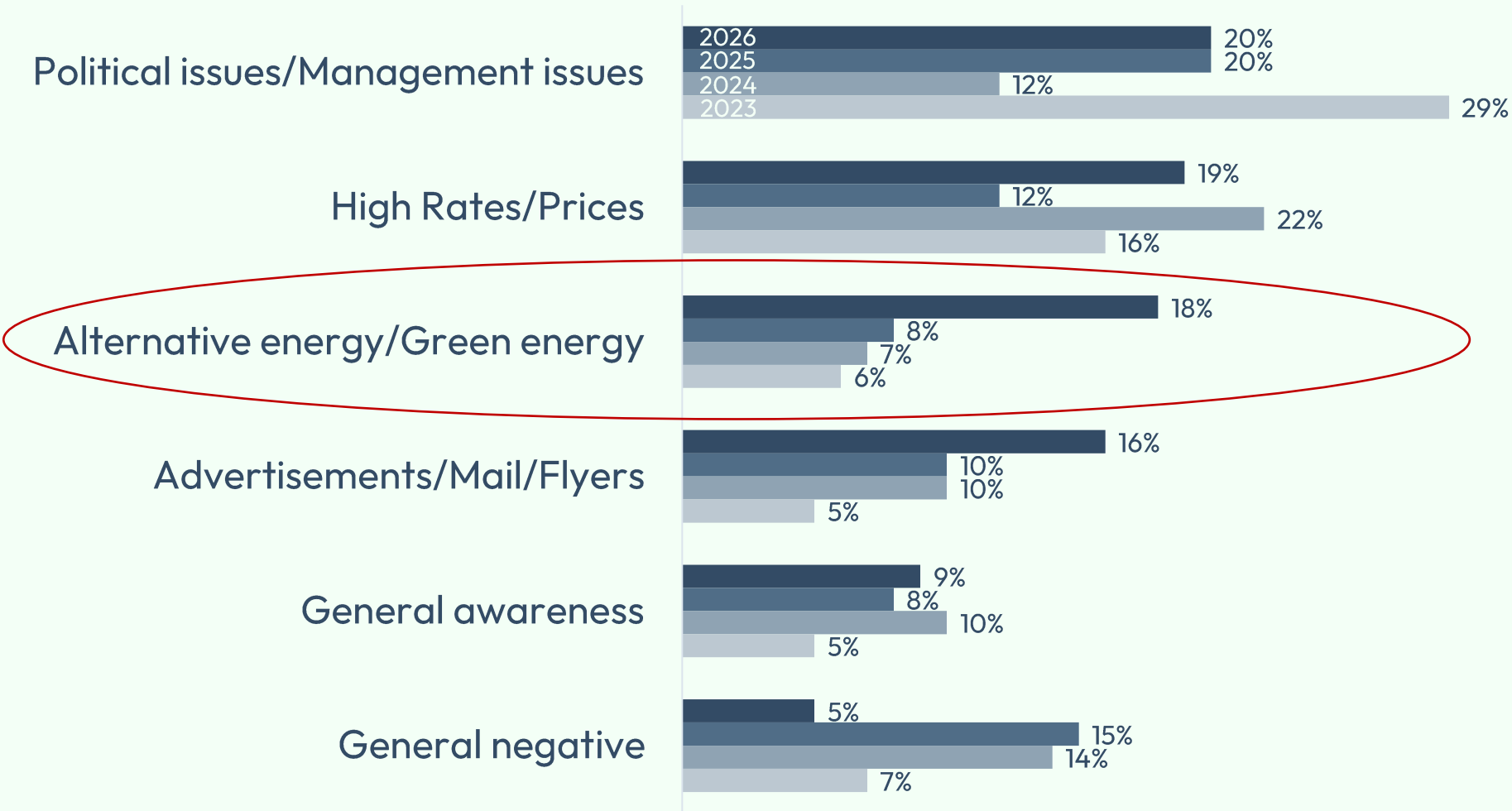
Awareness is higher in the four member cities compared to the overall survey sample and is similar to last year.



** Buena Park, Fountain Valley, Fullerton, Irvine data only*

OCPA Recall Over Time

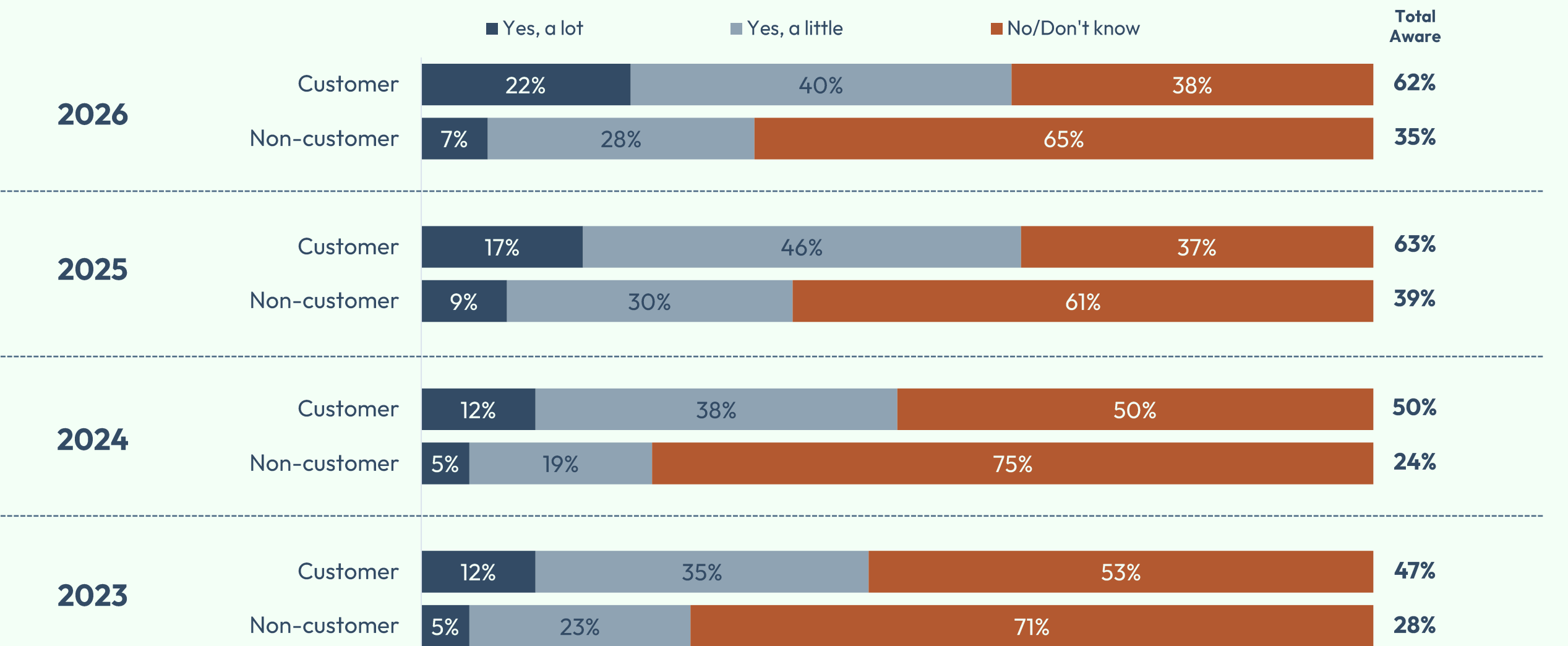
Mentions of alternative energy/green energy are significantly higher than in previous years.



** Buena Park, Fountain Valley, Fullerton, Irvine data only*

OCPA Awareness, Customers Over Time

Overall awareness among customers is similar to last year, though those saying they have heard “a lot” is 5 points higher.

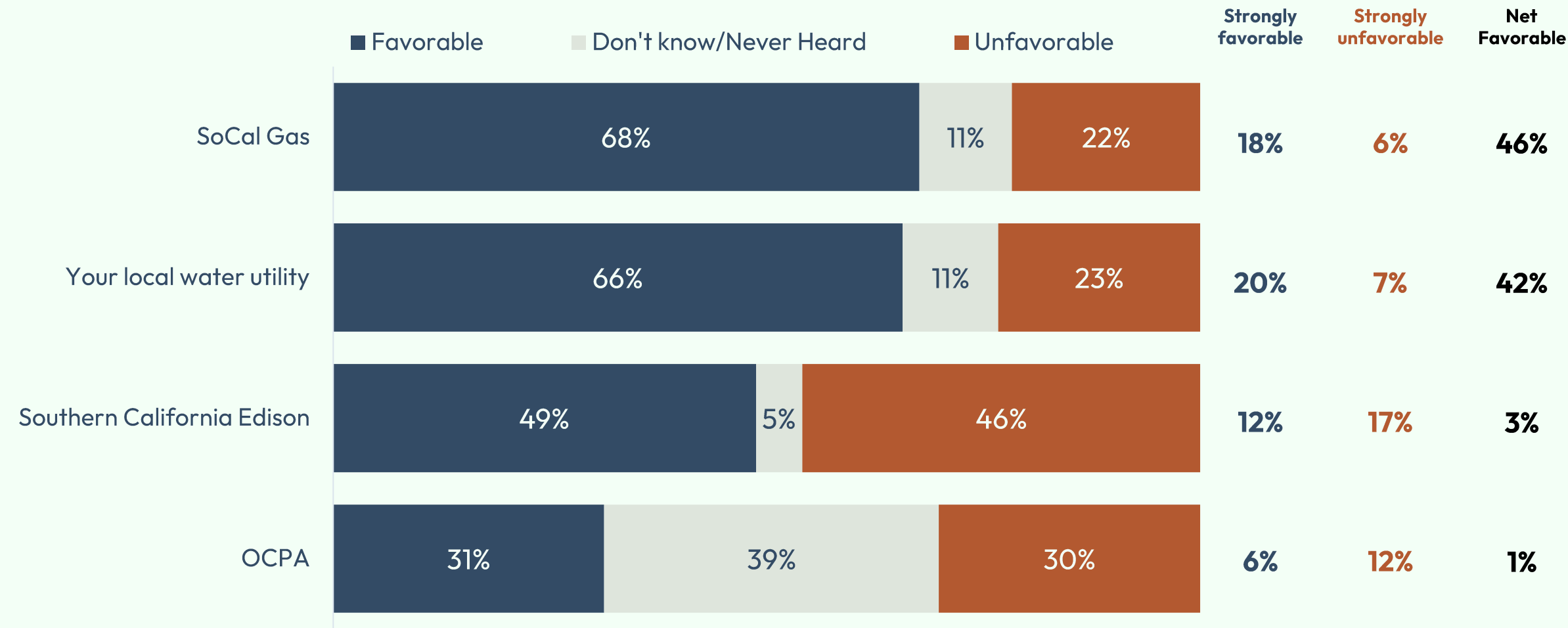




OCPA Ratings

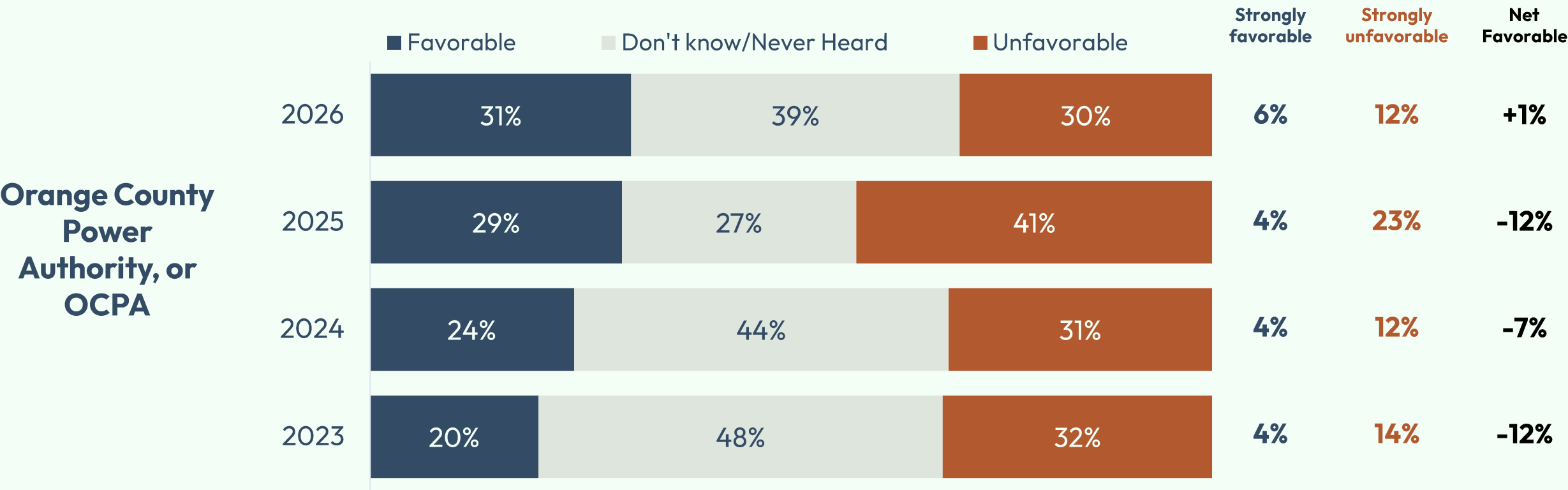
Favorability

SoCal Gas and local water utility are rated positively by two-thirds of voters; awareness of OCPA is lower than other entities tested, but net favorability is positive .



OCPA Favorability – Full Survey Sample Over Time

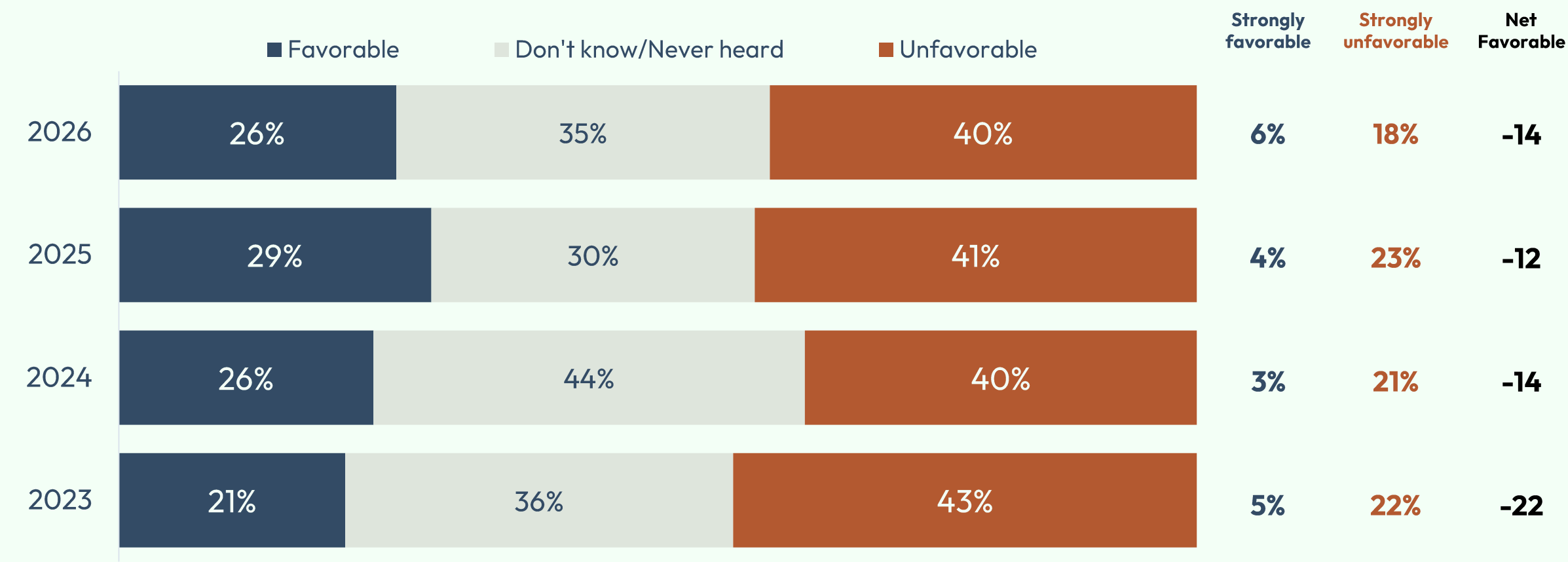
For the first time since this survey program began in 2023, OCPA has a net-positive favorability rating among the overall sample.



2026: Buena Park, Fountain Valley, Fullerton, Irvine, Santa Ana, Garden Grove
2025: Buena Park, Fountain Valley, Fullerton, Irvine
2024: Orange County minus City of Anaheim
2023: Orange County minus City of Anaheim

OCPA Favorability Over Time – Member Cities

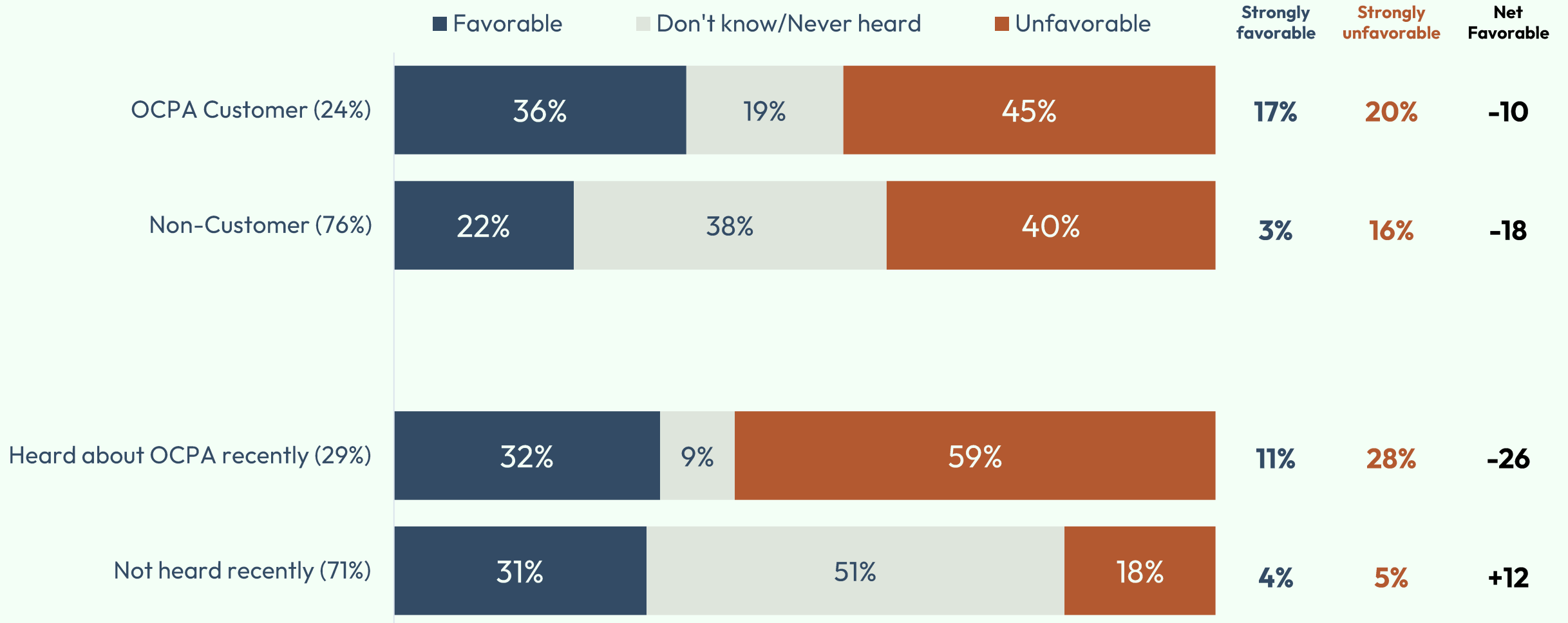
Overall favorability for OCPA within the four member cities is consistent with prior years, though positive intensity (strongly favorable) is up and negative intensity (strongly unfavorable) is down.



** Buena Park, Fountain Valley, Fullerton, Irvine data only*

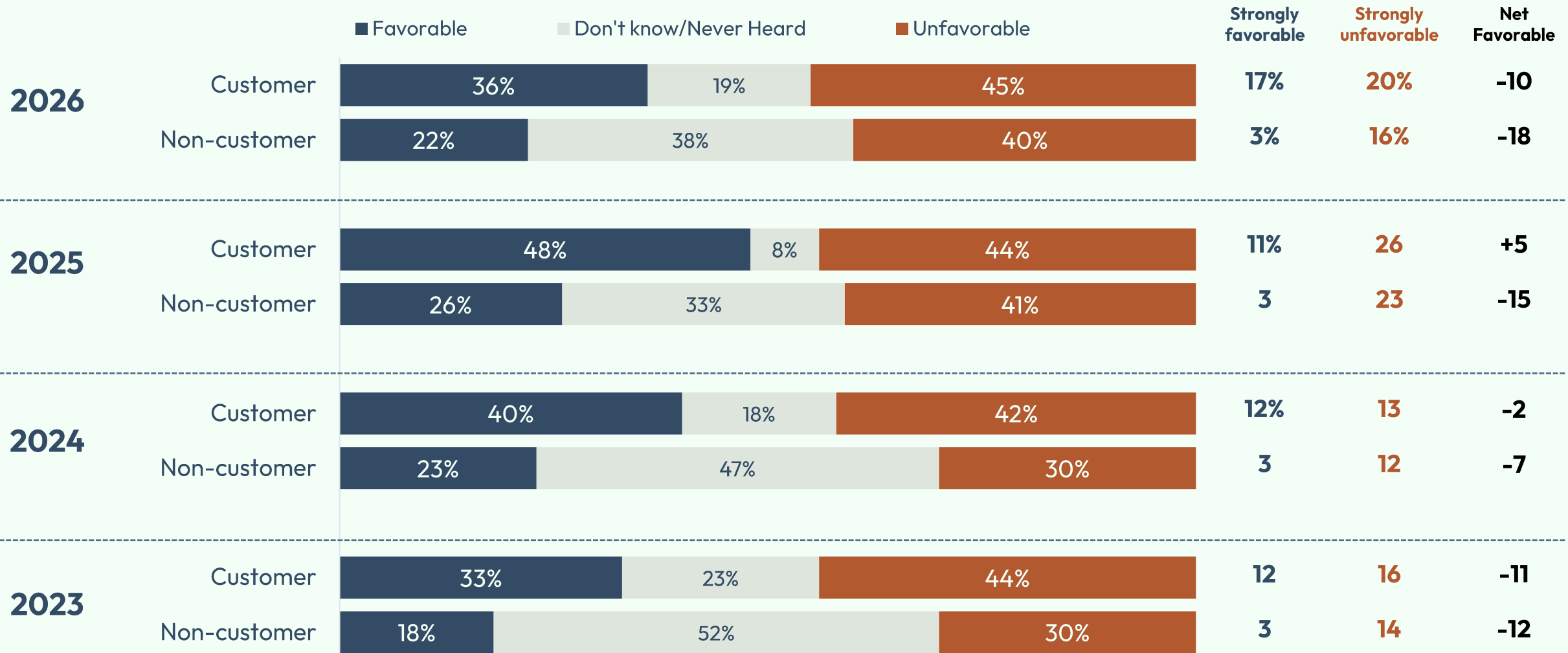
OCPA Favorability by Subgroup

Those who have heard something about OCPA recently are far more likely to have a negative opinion of the agency.



OCPA Favorability, Customers Over Time

OCPA favorability among overall customers has declined since last year.

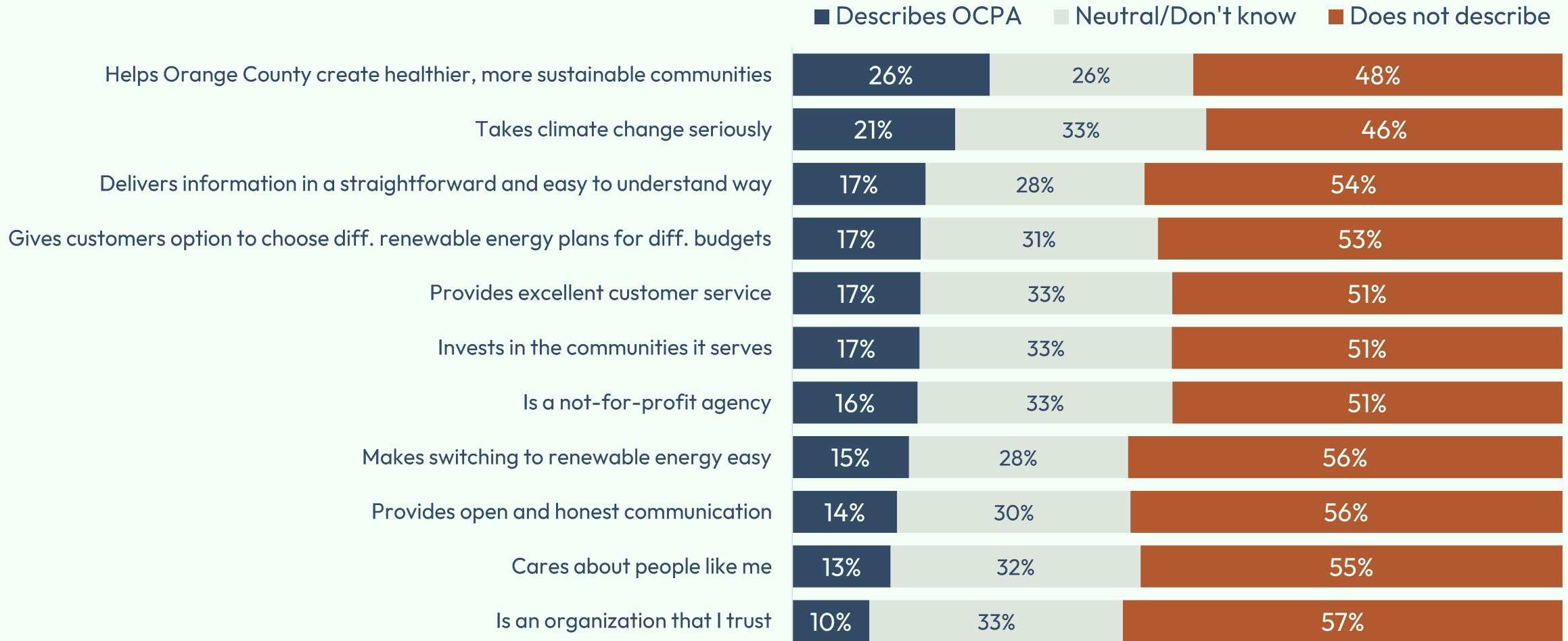




OCPA Attributes & Information

OCPA Attributes

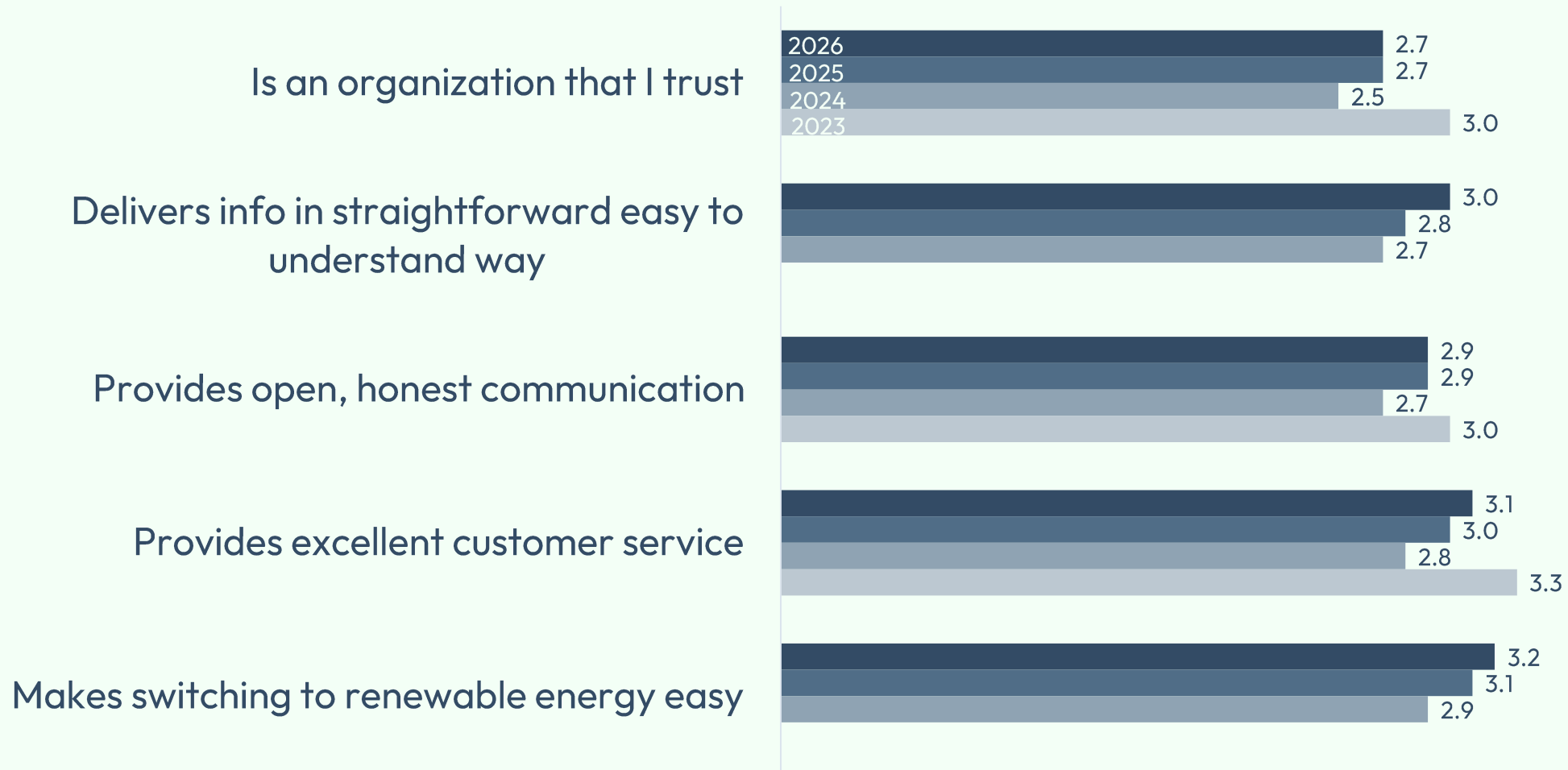
Supporting sustainable communities and taking climate change seriously are the attributes voters most closely associate with OCPA.



Questions use 1-7 scale: 7=Describes Very Well; 1= Does Not Describe At All; "Describes OCPA" = 5-7 / "Does not describe" = 1-3

OCPA Attributes Over Time

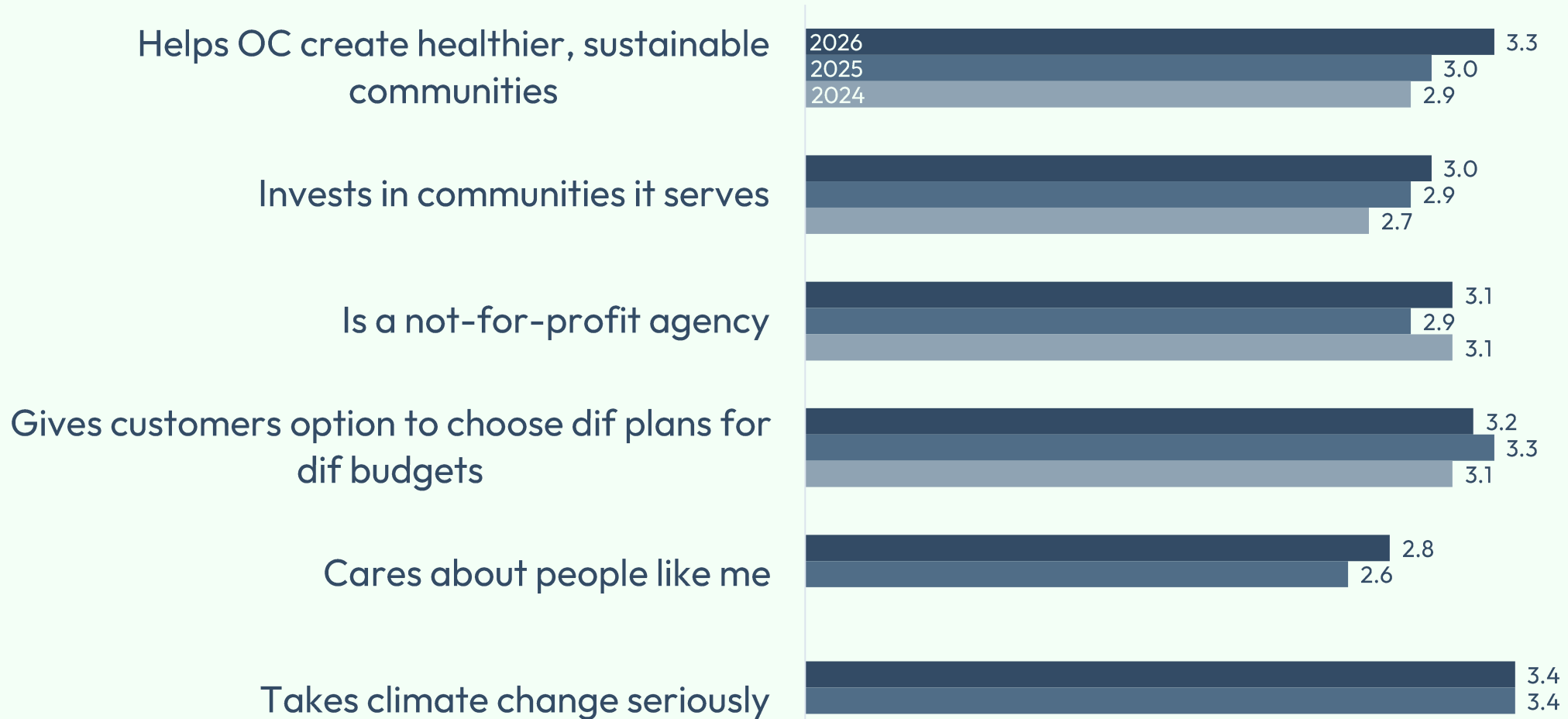
Attribute ratings on delivering info, providing excellent customer service, and making switching to renewable energy easy have improved slightly.



** Buena Park, Fountain Valley, Fullerton, Irvine data only; Mean ratings on 1-7 scale*

OCPA Attributes Over Time

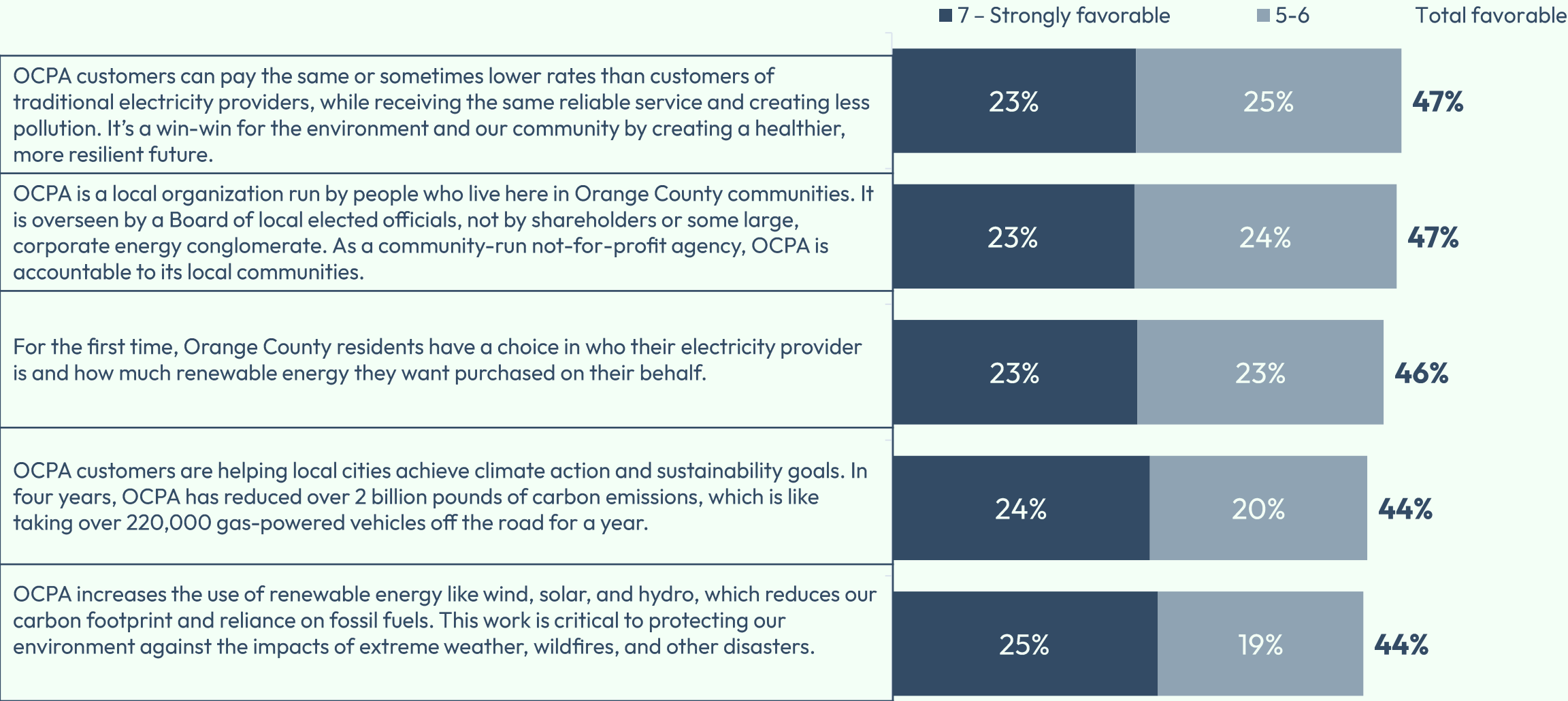
Helping Orange County create healthier communities attribute rating has increased.



** Buena Park, Fountain Valley, Fullerton, Irvine data only; Mean ratings on 1-7 scale*

Information

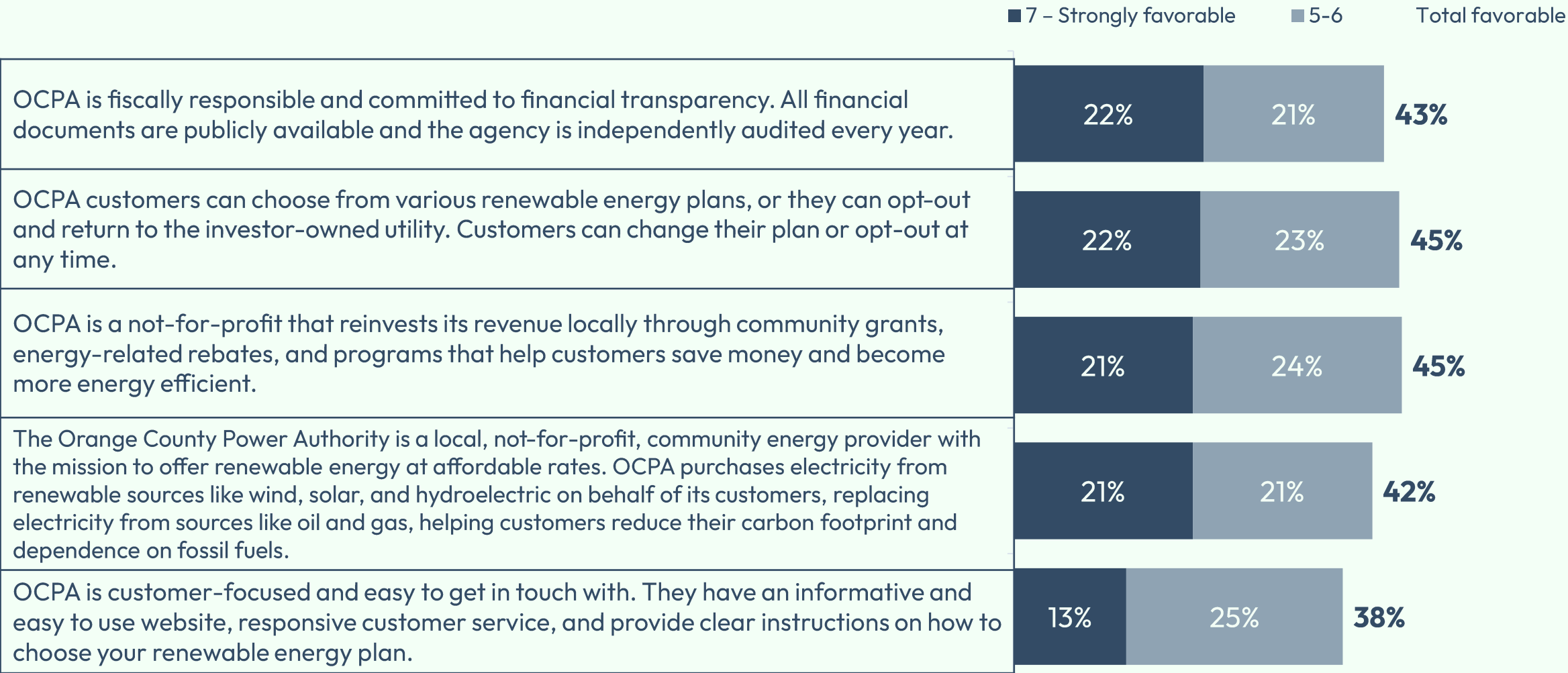
OCPA increasing the use of renewables and helping cities achieve sustainability goals are somewhat effective messages and align with attributes that are most closely associated with OCPA.



Questions use 1-7 scale: 7= Info gives a strongly favorable opinion of OCPA;
1= Info gives a strongly unfavorable opinion of OCPA

Information

OCPA being customer-focused with an easy-to-use website was the least compelling message.



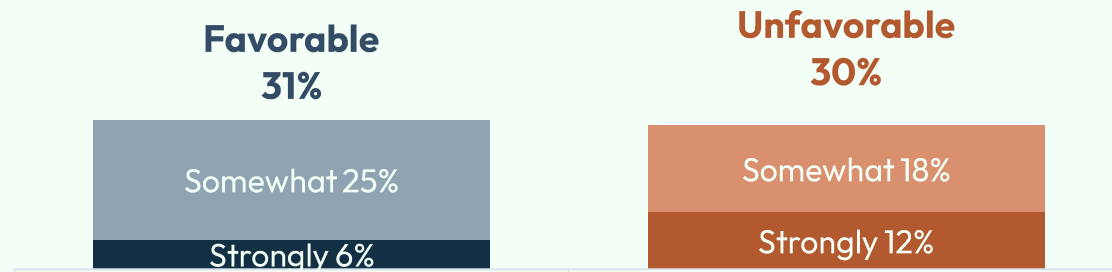
Questions use 1-7 scale: 7= Info gives a strongly favorable opinion of OCPA;
1= Info gives a strongly unfavorable opinion of OCPA

OCPA Rating After Information

Favorability increases significantly after voters learn more about OCPA; net favorability increases by 27 points while positive intensity has a 4x increase.

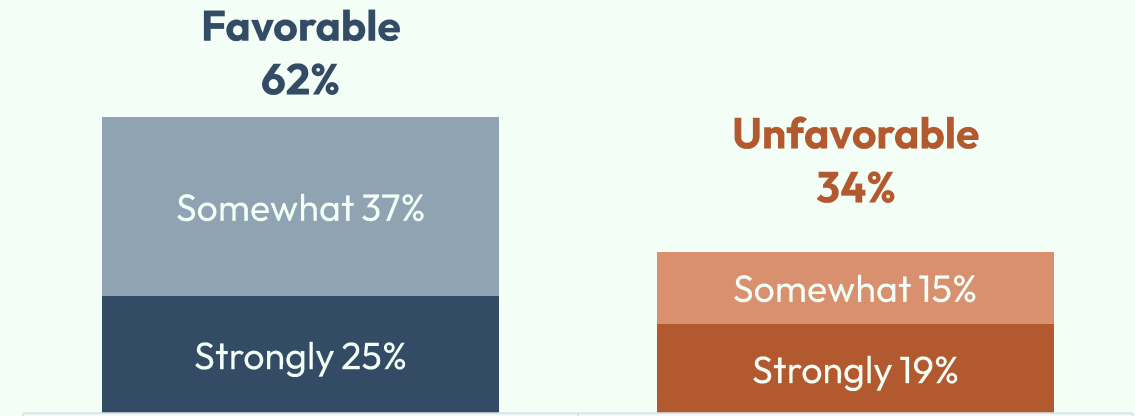
Do you have a favorable or unfavorable opinion of Orange County Power Authority?

Net Favorable: +1



Initial

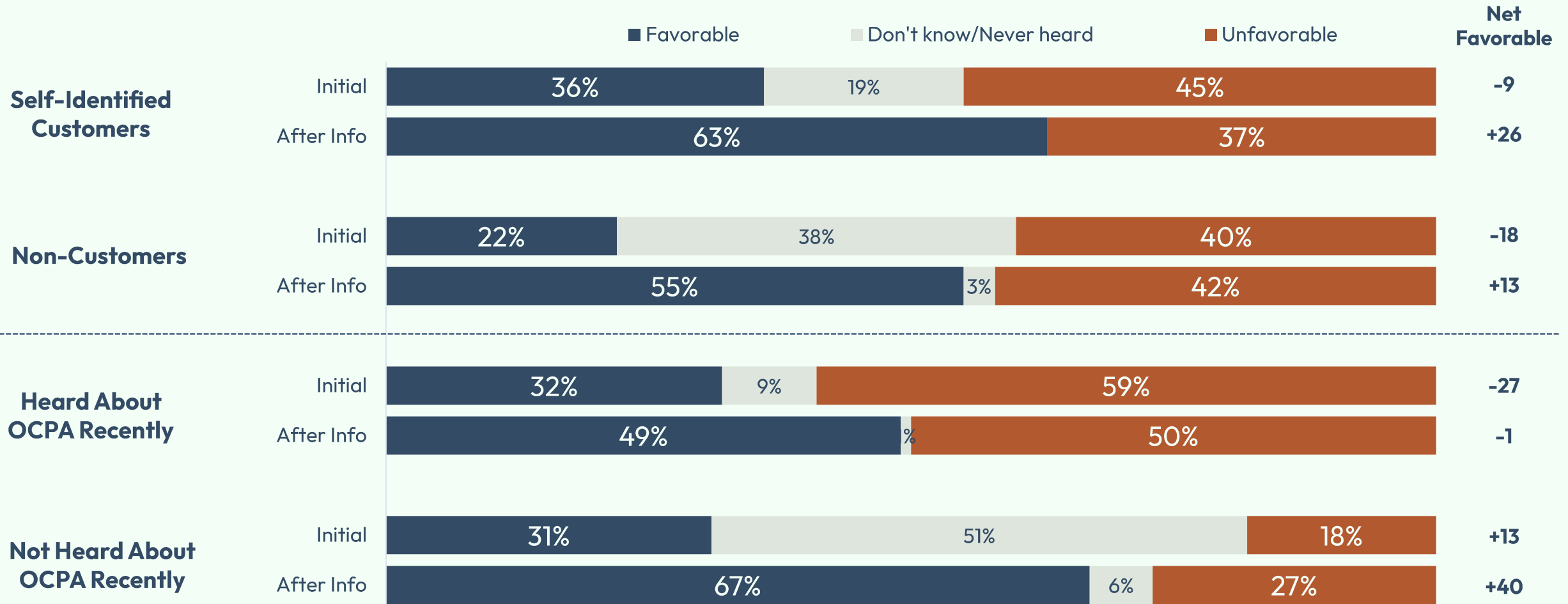
Net Favorable: +28



After Information

OCPA Rating After Information

The impact of information is significant. Net favorability among customers improves by 35 points. Among voters who are familiar with OCPA, net favorability improves 26 points from significantly net negative to nearly even after information.





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Tom Patras

TPatras@FulcrumStrategyGroup.com / 614.653.9008