

AGENDA

ORANGE COUNTY POWER AUTHORITY MEETING OF THE MARKETING COMMITTEE

**Friday, April 7, 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: 876 0795 4784

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. **ADOPT 2023 CALENDAR**

Recommend Action:

Adopt 2023 Calendar.

2. **MARKETING & COMMUNICATIONS UPDATE**

Recommend Action:

Receive and file.

8. **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.

ORANGE COUNTY POWER AUTHORITY
Staff Report – Item 7.1

To: Orange County Power Authority Marketing & Communications Committee

From: Joe Mosca, Director of Communications & External Affairs

Subject: ADOPT 2023 CALENDAR for MARKETING & COMMUNICATIONS
COMMITTEE

Date: April 7, 2023

RECOMMENDED ACTION

Adopt 2023 Calendar

BACKGROUND

After an extensive review of holidays, and meeting dates and times of member agencies, staff recommend that Marketing & Communications Committee meetings be held at 11:00 a.m. on the dates below. These dates were chosen to reduce any conflicts with other meetings and holidays.

Friday, June 2, 2023
Friday, September 8, 2023
Friday, November 3, 2023

FISCAL IMPACT

None

ATTACHMENTS

None

ORANGE COUNTY POWER AUTHORITY
Staff Report – Item 7.2

To: Orange County Power Authority Marketing & Communications Committee

From: Joe Mosca, Director of Communications & External Affairs

Subject: MARKETING & COMMUNICATIONS UPDATE

Date: April 7, 2023

RECOMMENDATION

Receive and file.

BACKGROUND

The Communications & External Affairs (CEA) team of Orange County Power Authority (OCPA) has been busy during this first quarter of 2023 communicating with the media, the public, member agencies, elected leaders, non-governmental organizations, key customers, and residential and commercial customers. Moreover, even with the fast pace of this first quarter, we are still focused on planning for the future and building the OCPA brand.

The attached presentation is an overview of the CEA team's efforts over the past several months.

FISCAL IMPACT

None

ATTACHMENT

Attachment A: OCPA Marketing & Communications Update Jan-March 2023 Presentation



ORANGE COUNTY **POWER AUTHORITY**

MARKETING AND COMMUNICATIONS UPDATE



April 7, 2023

HIGHLIGHTS

- In December 2022, conducted a strategic planning session to set objectives and align on customer marketing and public information needs for 2023
- In February, the first monthly Marketing & Communications Update was distributed to the OCPA Board and CAC members that recaps activities from the prior month:
 - Key message of the month
 - Customer engagement
 - Member agency meetings
 - Call center volume
 - OCPA community event participation
 - Media relations activities
 - Newsletter and social media updates



Marketing & Communications
RECAP | FEBRUARY 2023

KEY MESSAGE OF THE MONTH:
OCA staff and the Board of Directors are committed to working together on an Improvement Plan that will include consideration of recommendations contained in the recent state audit.

The Orange County Power Authority (OCA) respects the role of the California State Auditor in ensuring that government and public agencies provide efficient and high-quality services in a transparent manner. OCA takes the recent state audit – and all audits – seriously and sees them as a resource for OCA and its Board of Directors as we strive for continued improvement.

As a new community choice energy (CCE) program with a critically important mission of climate action, a focus on continuous improvement will allow OCA to succeed in reaching its goals of providing our customers with an energy choice for the first time ever, moving our region closer to 100% clean energy at a competitive rate – OCA's Basic Choice gives customers more clean energy at a 2% cost savings compared to Southern California Edison (SCE) on the equivalent generation rate – and investing in innovative programs that benefit residents, businesses, and the economy in our communities.

HIGHLIGHTS (CONTINUED)

- In February, prepared for the release of the State Audit
 - Designed 24-point Improvement Plan and PowerPoint presentation
 - Drafted press release and media briefing sheet
 - Pitched and scheduled media briefings with 15 media outlets

Subject	Recommendations	Comments	Responsible Party	Status
GOVERNANCE	Implement OCPA By-laws consistent with those of other CCEs within California. (Grand Jury)	OCPA staff and counsel have drafted a set of By-laws and presented them to the Board at its February 15, 2023. After Board approval, the By-laws will be posted on the OCPA website.	CEO	2nd review March 15
			TRANSPARENCY	
			To build trust with current and potential customers, update its website to provide additional useful information about its operations and communicate whether and how it has provided savings to customers and other relevant benefits to member communities. (California State Auditor's Office)	Improvements have been made over the last several months to the OCPA website to make it as user-friendly as possible and to convey more information about the cost of energy and the benefits of the program. A complete refresh of the website is underway with the goal of heightening transparency so people know who we are, what we provide, and how we benefit the community.
	Include the Community Advisory Committee (CAC) as a standing item on the OCPA Board agenda and recognize the Community Advisory Committee as an advisory committee. (Grand Jury)	As soon as our new Board was seated in January, we began the process of receiving appointments and soliciting public members for our Community Advisory Committee and will start the 2023 series of regular meetings in March. CAC committee reports have been and will continue to be provided to the Board on a regular basis.	CEO	
			OCPA's Board should develop a policy outlining the means by and circumstances under which OCPA can share key terms of its power purchasing agreements with officials from member agencies without compromising confidentiality of those terms. (California State Auditor's Office)	OCPA has developed a process and executed an NDA with one member agency and is waiting for execution from agreements with two additional members who have also been offered NDAs. We will follow the same process for similar future requests from member agencies.
	To provide meaningful oversight of OCPA's efforts to monitor, measure, report and control the market and credit	In coordination with the Chair, a discussion will be brought to the Board	CEO	
			To more conclusively demonstrate that it is appropriately responding to public record act (PRA) requests, improve its tracking, and handling of those requests by developing and following written procedures governing how it processes	The SAO determined that OCPA is largely in compliance with the PRA. In order to enhance PRA performance and public transparency staff will document our existing process for tracking and responding to PRAs, maintain a local
				BUDGETING
			Beginning with its Fiscal Year 2023-24 budget, OCPA should implement its plan to use the information it has collected on customer power usage and opt-out rates when making projections of its revenues, expenditures, and its need to procure power.	Like all CCAs, prior to launching service OCPA needed to rely on customer load estimates provided by the incumbent investor owned utility. OCPA will use our own customer consumption dataset to participate rates when developing the FY2023-24 budget plus 5-year projection.
			To allow OCPA sufficient time to buy and sell the energy necessary to accommodate changes in member community participation, the Board should establish a policy specifying a process for member communities to follow when changing their default rate that includes the following: • The number of days of advance notification a member agency must provide to OCPA of its decision to change its default rate before the change occurs. • The maximum number of times a member community may change its default rate.	Staff will seek feedback at a future Board meeting, which will guide the drafting policy.
				STAFFING
			Hire a Director of Power Purchases or other qualified staff positions to oversee Pacific Energy Advisors and Calpine contractors utilizing best practices. (Grand Jury)	OCPA has contracted with one of the most experienced and respected firms in the state to provide power procurement support. OCPA is actively recruiting for a Power Resources Director. We review candidate submission on a weekly basis and conduct interviews of qualified candidates on a regular basis. If the position is not filled by the end of May 2023, Staff will return to the Board with options including adjusting compensation ranges and hiring an outside recruiting firm.
			Immediately devote additional effort to hiring a power resources director with the necessary expertise to update its projections of power needs, to better evaluate purchase agreements, and to effectively oversee the work performed by its relevant contractors. (California State Auditor's Office)	
			Utilize a member agency clerk or assign a qualified OCPA staff member to handle the agendas and minutes for the OCPA Board and OCPA Community Advisory Committee to ensure that they are prepared properly and posted in a timely manner. (Grand Jury)	In November 2022, OCPA hired a Board Clerk and Assistant to the CEO who has over 20 years of experience. The Board clerk is responsible for coordinating all Board meeting agendas, making an official record of each public meeting, and publishing those details via written minutes and meeting videos. She will also be tracking required FPCC regulatory filings for Board members and Staff.
				By May 2023 or request additional resources from the Board in June 2023
				COMPLETED December 2022



MEMBER AGENCY OUTREACH





MEMBER AGENCY MEETINGS & PRESENTATIONS

OCPA staff has been meeting with member agency staff to discuss setting up quarterly staff meetings and presenting quarterly to the city councils in member agency communities

Meetings:

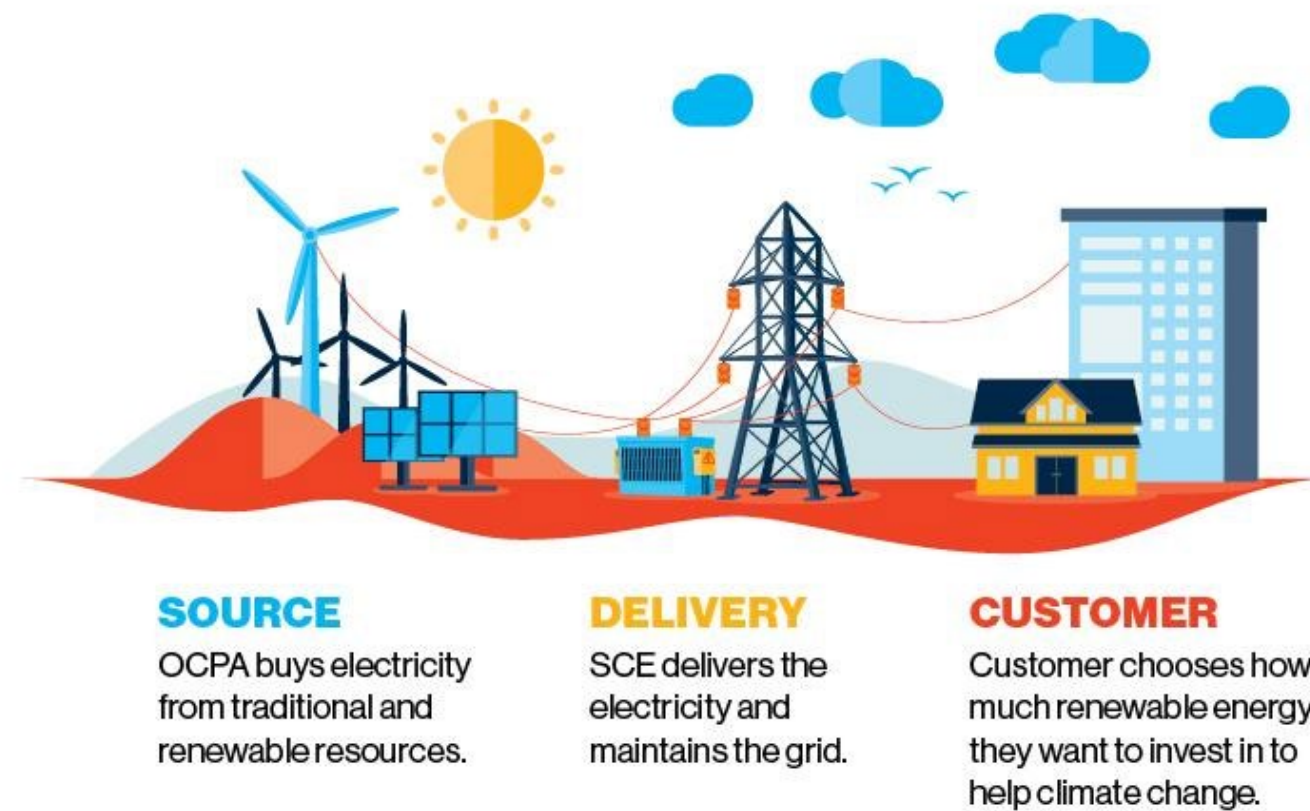
- Irvine City Manager Oliver Chi
- Fullerton Deputy City Manager Daisy Perez
- Huntington Beach Assistant City Manager Travis Hopkins
- Buena Park City Manager Aaron France and Assistant City Manager Eddie Fenton

City Council Presentations

- City of Buena Park, March 14, 2023
- City of Fullerton, March 21, 2023

MEMBER AGENCY TOOLKIT

- Copy, social graphics, website images customized for member agencies





PUBLIC INFORMATION / OUTREACH



PRESS RELEASES, MEDIA BRIEFINGS AND INTERVIEWS

- Issued three press releases and one media statement:

- New Board of Directors
- CAC Member Recruitment
- State Audit
- Mid-Year Budget Review

- Conducted 19 media interviews

- Daily Pilot
- KFI
- LAist
- New Project Media
- Spectrum News 1
- The Orange County Register
- The Epoch Times
- Voice of OC
- Balita
- Little Saigon TV
- New Project Media
- Rafu Shimpo
- US Asian Post
- US News Express
- World Forum
- World Journal

MEDIA PLACEMENTS (January-March 2023)

- Total placements: 65 | Media Impressions: 371,000

Daily Pilot



The Orange County Power Authority board holds its first in-person meeting on March 15 in Irvine. (Scott Smeltzer / Daily Pilot)

— [A draft improvement plan](#) was outlined by former state auditor Elaine Howle on Wednesday, as another city considers pulling out of the Orange County Power Authority. Howle, now a member of Balance Public Relations, helped OCPA officials come up with a response following [three audits](#) that raised questions about the organization’s management, contracting practices and transparency, writes Daily Pilot reporter Matt Szabo. One key change is the increased presence of a community advisory committee. OCPA board members have also called the utility’s chief executive, Brian Probolsky, to step down from his position. Buena Park Mayor Art Brown has agendized a withdrawal from the authority for the next City Council meeting on March 28, while Irvine and Huntington Beach have also considered leaving OCPA.

THE ORANGE COUNTY
REGISTER



Volunteers are needed for the Orange County Power Authority's Citizens Advisory Committee. (Photo by Leonard Ortiz, Orange County Register/SCNG)

OCPA seeks volunteers for citizens' committee

The Orange County Power Authority is seeking applicants for its volunteer Citizens Advisory Committee.

Committee members will help shape the energy program, educate the public and advise the board of directors on the operation of OCPA.

Applicants must be residents, business owners, employees or representatives of a community-based organization or nonprofit within the OCPA cities of Buena Park, Fullerton, Huntington Beach and Irvine.

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LOCAL GOVERNMENT

OC Power Authority announces its basic choice rate design will be lower than SCE’s rates, effective January 2023

BY PRESS RELEASE ON JANUARY 7, 2023

Less than a year into providing renewable energy to business and residential customers in Buena Park, Huntington Beach, Irvine and Fullerton, Orange County Power Authority (OCPA) announced that beginning in January 2023, its Basic Choice electricity generation rate (38% renewable energy) will be cheaper than Southern California Edison’s (SCE) rates.

The costs of energy are rising due to outages at natural gas hubs and the supply chain disruptions impact over the construction of solar and battery storage projects. While OCPA and SCE are both needing to increase their rate structures in January 2023, OCPA’s rate increase percentages are lower than SCE’s.

“OCPA’s 2023 rate design strengthens our competitive position and ensures our financial resilience through continuing energy market volatility,” said Brian Probolsky, CEO.

For 2023, OCPA’s Basic Choice rate will be 2% lower for the SCE generation portion of the bill. However, the overall Basic Choice rate bill will be .8% lower.

The Smart Choice plan will continue to cost 1.0 cent per kilowatt more than Basic Choice rates and the 100% Renewable plan will cost 1.5 cents per kilowatt – or just 3.9 percent – more than Basic Choice rates.

COMMUNITY EVENTS

Buena Park

- North Orange County Chamber of Commerce State of the City

Fullerton

- Fullerton State of the City

Huntington Beach

- Huntington Beach Chamber AM Connect
- Huntington Beach Chamber After 5 Mixer
- Huntington Beach Mayor's Breakfast



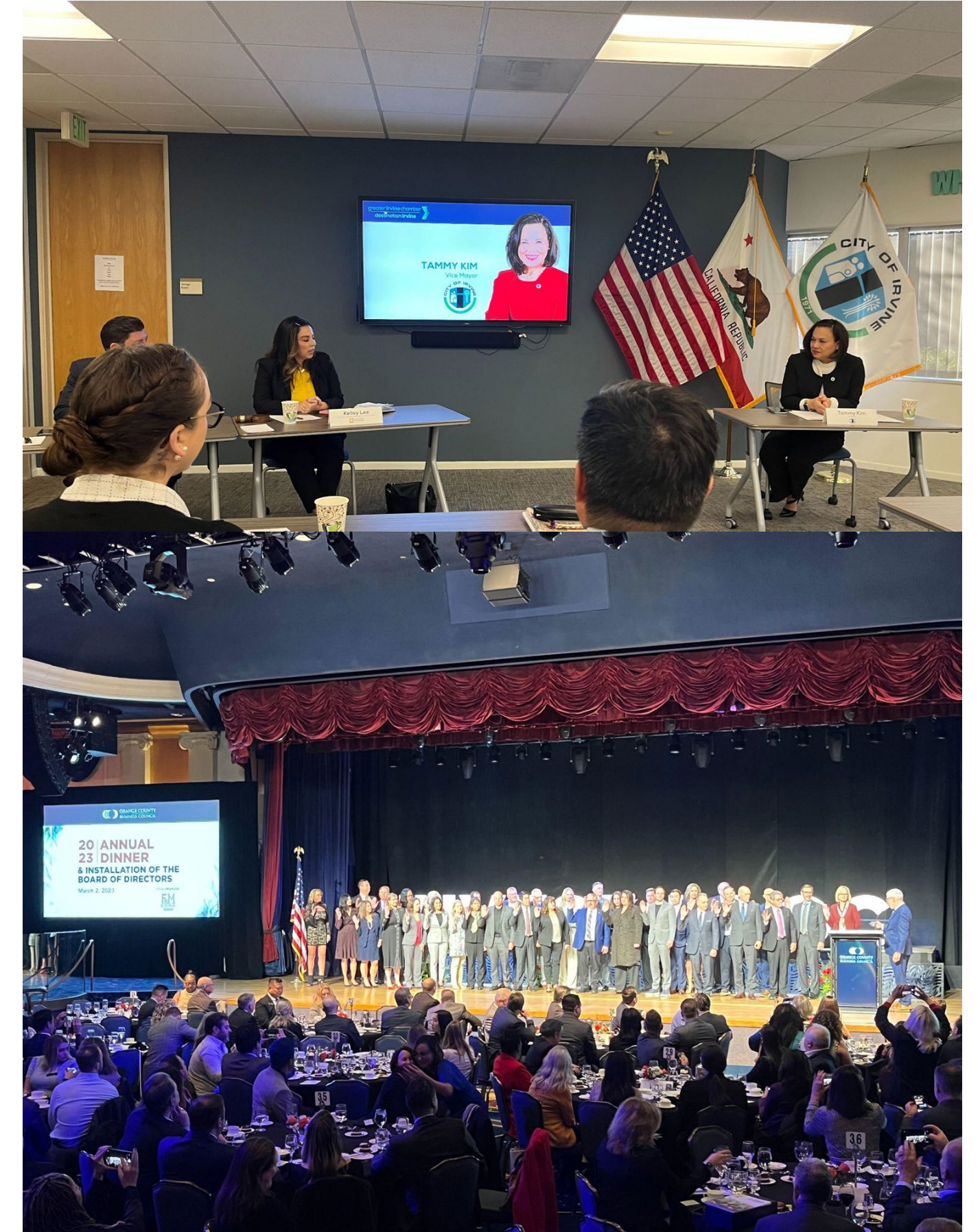
COMMUNITY EVENTS

Irvine

- Exchange Club of Irvine
- Greater Irvine Chamber of Commerce Government Affairs Committee
- Irvine Valley College Foundation Awards w/Exchange Club of Irvine
- Irvine PD Open House and Awards Banquet

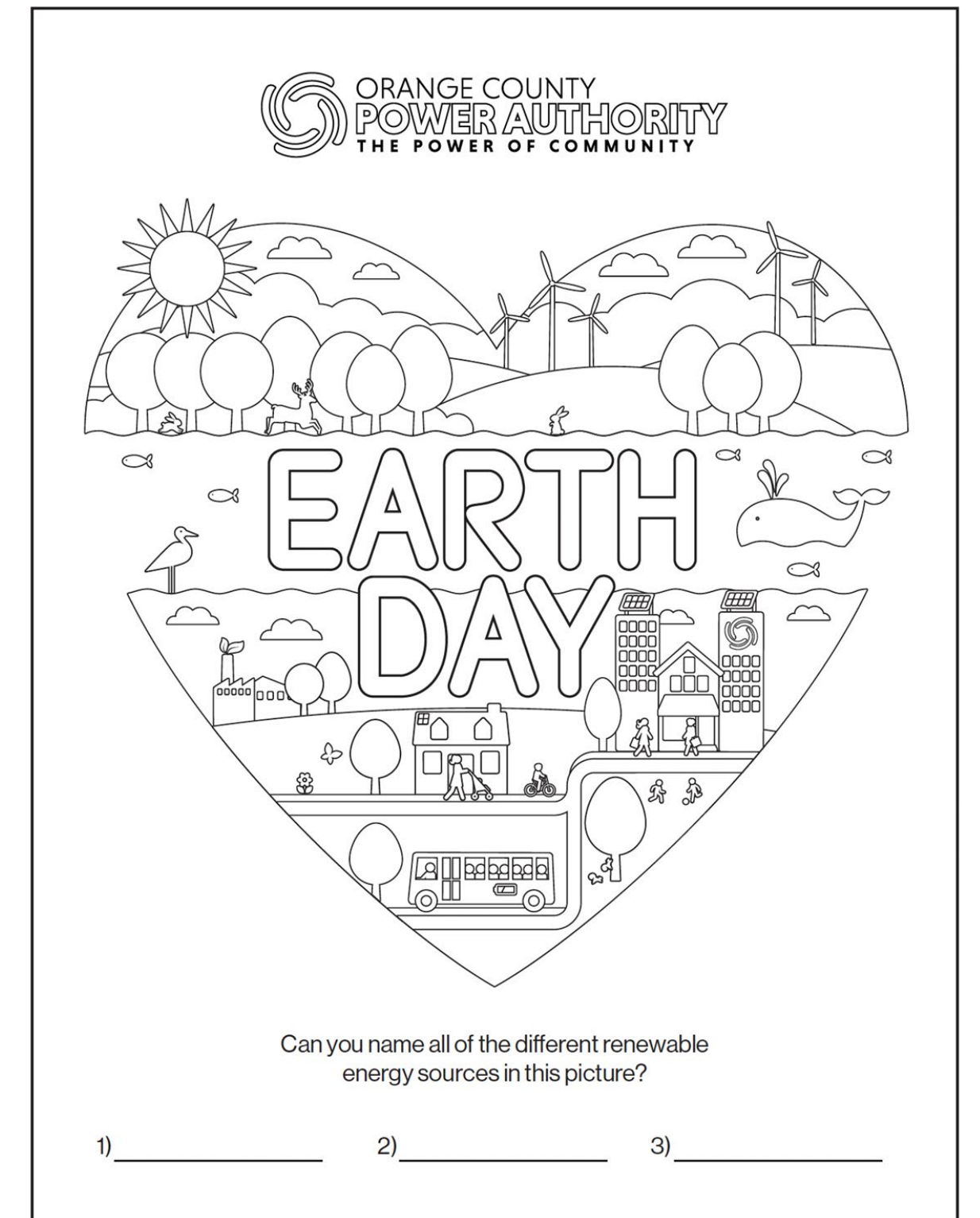
Other

- Cal-CCA Networking Reception
- OCBC Sacramento Advocacy Summit



COMMUNITY OUTREACH

- Caltrans Clean Community Day, March 25 in Irvine



QUARTERLY E-NEWSLETTER – February

- 1,236 emails sent
- 61.1% Open rate (average open for government-related is 28.77%)
- 7.7% CTR (average click through rate for government-related is 3.99%)
- Top 2 pages visited
 - Board of Directors announcement
 - Understanding your bill



New Board Members Bring Fresh Energy and Perspectives

Orange County Power Authority recently swore in its new Board of Directors and selected Fred Jung as Chair and Kathleen Treseder as Vice Chair.

TOP PERFORMING SOCIAL MEDIA POSTS

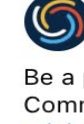


Orange County Power Authority
@OCPowerAuth

Last week, our team attended @City_of_Irvine's Induction Cooking Culinary Showcase with Chef Rachelle Boucher (@KitchensToLife). We loved learning how to make our homes healthier, starting with electric kitchens! Learn more on the topic from @switchison: switchison.org



4:22 PM · Mar 21, 2023 · 6,082 Views



Orange County Power Authority
Published by Sprout Social · February 6 ·

Be a part of shaping a brighter, greener future for Orange County! Apply for a seat on the Community Advisory Committee today. <https://www.ocpower.org/abo.../community-advisory-committee/>



IMPACT YOUR COMMUNITY.

Now accepting applications for the Community Advisory Committee.

OCPOWER.ORG
Orange County Power Authority - Orange County Power Authority

[Learn more](#)



Q&A
With Fred Jung
OCPA CHAIR



ocpowerauthority

“You have the power to leave a better environment for your children and grandchildren through OCPA by reducing dependence on fossil fuels.”

Get to know our newly elected Board Chair, Fred Jung, Fullerton Mayor in our latest blog post. He talks about his priorities as Chair, the agency's recent accomplishments and why he believes in OCPA. Head to the link in our bio to read the blog.

7w

[View insights](#)[Boost post](#)

Liked by healthcoach_jennyw and 13 others

FEBRUARY 2

Add a comment... [Post](#)

SOCIAL MEDIA REACH – January-March 2023

- **Impressions:** 144,466
- **Engagements:** 3,513
- **Post Link Clicks:** 924
- **Engagement Rate:** 2.4%
- **Net Audience Growth:** 329 new audience members





CUSTOMER MARKETING



NEW CUSTOMER POST-ENROLLMENT LETTER



A **POWERFUL
CHANGE** IS
HERE

DEAR BUENA PARK NEIGHBOR,

In the Buena Park community, when you set up a new electricity account you are automatically an Orange County Power Authority (OCPA) customer. In 2022, OCPA began offering Buena Park residents and businesses energy choice by introducing competition to Southern California Edison (SCE). OCPA is a community choice energy (CCE) provider, which gives customers the opportunity to procure more renewable energy at competitive rates to help address climate change.

YOU CAN CHOOSE YOUR ENERGY RATE PLAN AND YOUR CONTRIBUTION TOWARD CLIMATE CHANGE

Committed to sustainability and making a lasting impact on future generations, the City of Buena Park set its electricity default rate at 100% Renewable energy for OCPA customers like you, which costs a bit more than the current rate with SCE. However, as an OCPA customer you have choices.

BASIC CHOICE	100% RENEWABLE	69% SMART CHOICE	OPT-OUT
You can choose our 38% Basic Choice renewable energy plan , which actually costs less than SCE rates in 2023!	Or you can stay at the 100% Renewable energy default rate and help OCPA put more renewable energy onto the grid to create a healthier, more resilient Orange County.	There is even a middle tier, 69% Smart Choice renewable energy plan , which costs a little bit less than the 100% Renewable plan.	You can return to SCE, which provides 31% renewable energy at a higher cost than OCPA's Basic Choice plan . The choice is yours.

TRANSLATIONS UNDER WAY

- Chinese
- Farsi
- Japanese
- Korean
- Spanish
- Tagalog
- Vietnamese

简体中文

繁體中文

한국어

فارسی

日本語

Việt Ngữ

Español

English

100% RENEWABLE COMMERCIAL CUSTOMER OUTREACH

- Introductory letter and presentation for briefings with 100% renewable customers



Dear (name here),

In April 2022, Orange County Power Authority (OCPA) became your electricity provider. OCPA is a Community Choice Energy (CCE) provider, which gives customers the opportunity to procure more renewable energy at competitive rates to help address climate change. Simply put, OCPA exists to make renewable energy accessible throughout Orange County.

The City of Buena Park/Huntington Beach/Irvine took bold steps to create a healthier, more-resilient community and set its electricity default rate at 100% Renewable energy for OCPA customers like you.

As companies look to accommodate California climate policies and consumers increasingly want to do business with brands that embrace sustainability — OCPA makes it easier for your company to reduce its carbon footprint. I would welcome the opportunity to meet with you to discuss how OCPA can help your company achieve its Environmental, Social and Governance goals.

BACKGROUND ON COMMUNITY CHOICE ENERGY

Community Choice Energy is new to Orange County, but it's not new to California. Assembly Bill 117 was passed in 2002 to establish Community Choice Aggregation (CCA), also known as Community Choice Energy, which allows communities to join together to give Californians the opportunity to choose their electric provider and the source of their electricity. CCAs are succeeding all over the state, with 25 programs providing reliable, affordable and clean energy to local customers and delivering innovative reinvestment programs that benefit local needs and state Climate Action Goals.

LOCAL CONTROL

OCPA is locally controlled. That means elected officials from your community are representing you and your company's interests on OCPA's Board of Directors. And unlike investor-owned utilities, OCPA can't make a profit. By law, it has to reinvest revenue back into the community by doing things like offering energy efficiency rebates, educational programs and grants for businesses to create more energy-efficient facilities. OCPA will begin announcing some of these programs this year.

HOW OCPA AND SOUTHERN CALIFORNIA EDISON WORK TOGETHER

While OCPA is your energy provider, your bill still comes from SCE and the energy that comes to your business is delivered via the grid that SCE helps maintain. So, if your power goes out, you call SCE. By having OCPA as your energy provider, you are joining with thousands of other Orange County businesses — and residents — who are helping bring more renewable energy onto the grid to reduce our dependence on fossil fuels.

I will reach out to you next week to schedule a time to discuss. In the meantime, if you have questions please feel free to contact me at awarner@ocpower.org or 949-767-8717.

It's a privilege to be your renewable energy provider — and I look forward to meeting you!

Warmest regards,


Andrea Warner
Business Relationship Manager

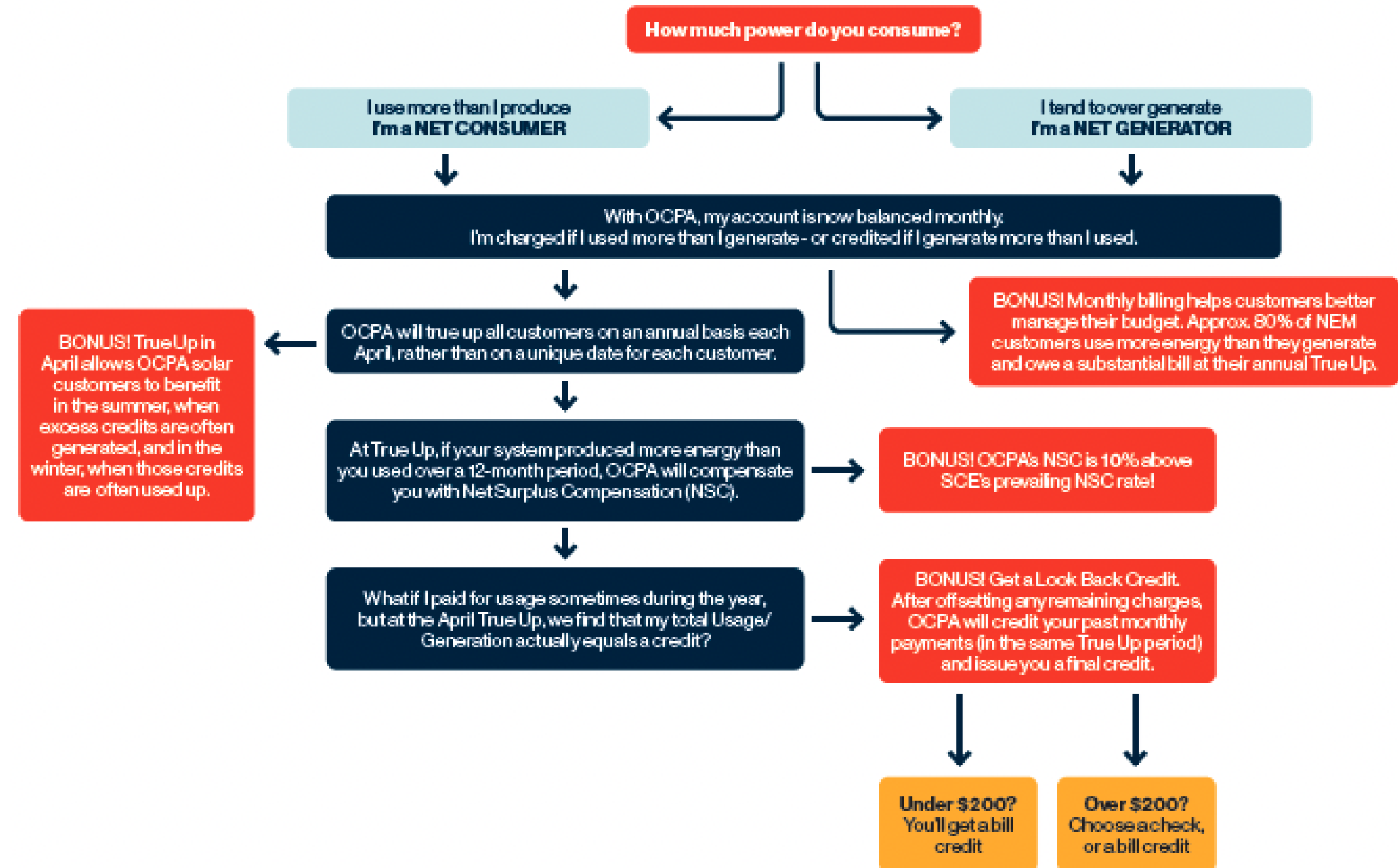
ocpower.org    



NEM EXPLANATION CHART

WELCOME TO COMMUNITY CHOICE ENERGY! SOLAR NET ENERGY METERING (NEM) EXPLAINED

Did you know? Your default energy provider is now OCPA (no longer an Investor-Owned Utility).
Your Net Energy Metering (NEM) enrollment date is based on your annual True Up.
Access your enrollment date at OCPower.org or call (866) 262-7693.





OTHER ACTIVITIES

SUSTAINABILITY CHAMPION CERTIFICATE

- 100% Renewable energy commercial customers



DIVERSITY SUPPLIER REPORT



COMMUNITY ADVERTISING

NORTH ORANGE COUNTY CHAMBER

The power of choice is **yours.**

Our Basic Choice energy plan is now 2% less than SCE's, giving **Buena Park** and **Fullerton** sustainable, lower cost electricity options for a brighter future.



ocpower.org

CITIZENS ADVISORY COMMITTEE RECRUITMENT FLYER



**IMPACT
YOUR
COMMUNITY.**

Now accepting
applications for the
Community Advisory
Committee (CAC)

Driving an electric car, installing solar panels and composting are just a few of the things we can do to create a greener Orange County. But if you are truly keen on addressing climate change and want to be part of a new movement to bring more renewable energy to our community, the Orange County Power Authority Community Advisory Committee (CAC) needs you! As a volunteer CAC member, you'll work alongside neighbors and business owners to help shape the future of Orange County's community choice energy program.

ocpower.org f t i in



Scan for more information about
CAC responsibilities and how to apply.
ocpower.org/about-us/community-advisory-committee



**THANK
YOU!**