



## MEETING of the Community Advisory Committee of the Clean Power Alliance of Southern California

**Thursday, October 10, 2019**

**1:00 p.m.**

**555 W. 5<sup>th</sup> Street, 35<sup>th</sup> Floor,  
Los Angeles, CA, 90013**

*Meetings are accessible to people with disabilities. Individuals who need special assistance or a disability-related modification or accommodation to participate in this meeting, or who have a disability and wish to request an alternative format for the meeting materials, should contact Rigo Garcia at least two (2) working days before the meeting at [rgarcia@cleanpoweralliance.org](mailto:rgarcia@cleanpoweralliance.org) or (213) 269-5870. Notification in advance of the meeting will enable us to make reasonable arrangements to ensure accessibility to this meeting and the materials related to it.*

**PUBLIC COMMENT POLICY:** *The General Public Comment item is reserved for persons wishing to address the Committee on any Clean Power Alliance-related matters not on today's agenda. Public comments on matters on today's Consent Agenda and Regular Agenda shall be heard at the time the matter is called. Comments on items on the Consent Agenda are consolidated into one public comment period. As with all public comment, members of the public who wish to address the Committee are requested to complete a speaker's slip and provide it to Clean Power Alliance staff at the beginning of the meeting but no later than immediately prior to the time an agenda item is called.*

*Each speaker is limited to two (2) minutes (in whole minute increments) per agenda item with a cumulative total of five 5 minutes to be allocated between the General Public Comment, the entire Consent Agenda, or individual items in the Regular Agenda. Please refer to Policy No. 8 – Public Comment for additional information.*

*In addition, members of the Public are encouraged to submit written comments on any agenda item to [publiccomment@cleanpoweralliance.org](mailto:publiccomment@cleanpoweralliance.org). To enable an opportunity for review, written comments should be submitted at least 72 hours but no later than 24 hours in advance of the noticed Committee meeting date. Any written materials submitted thereafter will be distributed to the Committee at the meeting. Any written submissions must specify the Agenda Item by number, otherwise they will be considered General Public Comment.*

Clean Power Alliance Community Advisory Committee  
October 10, 2019

*Members of the public may also participate in this meeting remotely at the following addresses:*

Ventura County Government Center  
Channel Islands Conference Room, 4th Floor Hall of Administration  
800 South Victoria Avenue, Ventura, CA 93009

Whittier City Hall – Admin Conference Room  
13230 Penn Street, Whittier, CA 90602

- I. WELCOME AND ROLL CALL**
- II. GENERAL PUBLIC COMMENT**
- III. CONSENT AGENDA**
  - 1. Approve Minutes from September 12, 2019 Community Advisory Committee Meeting
  - 2. Receive and File Staff Update on Operational Activities
- IV. REGULAR AGENDA**
  - 3. Discuss Possible Frameworks for Regional, Sub-Regional, and Local Program Funding Distribution
  - 4. Discuss and Provide Feedback on 2019-20 Marketing and Outreach Plan
- V. COMMITTEE MEMBER COMMENTS**
- VI. ITEMS FOR FUTURE AGENDAS**
- VII. ADJOURN – NEXT MEETING ON NOVEMBER 14, 2019**

*Public Records: Public records that relate to any item on the open session agenda for a regular Committee Meeting are available for public inspection. Those records that are distributed less than 72 hours prior to the meeting are available for public inspection at the same time they are distributed to all, or a majority of, the members of the Committee. The Board has designated Clean Power Alliance, 555 W. 5th Street, 35th Floor, Los Angeles, CA 90013, as the location where those public records will be available for inspection. The documents are also available online at [www.cleanpoweralliance.org](http://www.cleanpoweralliance.org).*

MEETING of the Community Advisory Committee of the  
 Clean Power Alliance of Southern California  
 Thursday, September 12, 2019, 1:00 p.m.

**MINUTES**

*555 W. 5<sup>th</sup> Street  
 Los Angeles, CA 90013*

*Ventura County Government Center  
 Channel Islands Conference Room, 4th Floor Hall of Administration  
 800 South Victoria Avenue, Ventura, CA 93009*

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 13230 Penn Street, Whittier, CA 90602*

**I. WELCOME AND ROLL CALL**

Chair David Haake called the meeting to order and Rigoberto Garcia, Board Secretary, conducted roll call.

<b>East Ventura/West LA County</b>	Angus Simmons (Vice Chair)	Absent
<b>East Ventura/West LA County</b>	Laura Brown	Remote
<b>East Ventura/West LA County</b>	Lilian Rodriguez	Remote
<b>San Gabriel Valley</b>	Richard Tom	Present
<b>San Gabriel Valley</b>	Robert Parkhurst (Vice Chair)	Present
<b>West/Unincorporated Ventura County</b>	Lucas Zucker	Remote
<b>West/Unincorporated Ventura County</b>	Steven Nash	Remote
<b>South Bay</b>	David Lesser	Present
<b>South Bay</b>	Vacant	
<b>Gateway Cities</b>	Jaime Abrego	Remote

<b>Gateway Cities</b>	Jordan Salcido	Absent
<b>Westside</b>	Cris Gutierrez	Present
<b>Westside</b>	David Haake (Chair)	Present
<b>Unincorporated Los Angeles County</b>	Neil Fromer	Absent
<b>Unincorporated Los Angeles County</b>	Kristie Hernandez	Present

**II. GENERAL PUBLIC COMMENT**

There were no general public comments.

**III. REGULAR AGENDA**

1. Approved Minutes from July 11, 2019 Community Advisory Committee Meeting

**Motion:** Robert Parkhurst, San Gabriel Valley

**Second:** Cris Gutierrez, Westside

**Vote:** Item 1 was approved by roll call vote, with an abstention from Committee Member David Lesser.

2. Received Staff Update on Operational Activities including Voyager Scholarship Program, Financial Performance, Energy Procurement, and Customer Billing

Christian Cruz, Community Outreach Manager, provided a brief update on the Voyager Scholarship distribution. Mr. Cruz stated that six of the seven agreements have been received and that Oxnard College would match their allocation dollar-for-dollar.

Ted Bardacke, CPA Executive Director, provided an update operational activity. Mr. Bardacke reviewed the SCE billing issues, and indicated that it has largely been resolved, however, there remains approximately 10,000 accounts that need to be rebilled. There was an up-tick in calls to our

customer service line, around this specific issue, and there was concern opt-outs would rise. However, just about 1% opted out, but 6% of those who called the customer service line, who were affected, decided to change their rate plan to 100% renewable energy, which was a positive. Committee member Hernandez was affected and indicate that the SCE call center representative commented on CPA pricing versus their pricing. This is prohibited under the code of conducted and staff indicated that we would bring this up to SCE.

Mr. Bardacke highlighted the CPA financial position, and indicated that May and June were challenging months, as the months were cooler than expected, which affected our projected revenue that takes into account warmer weather. Because of this, CPA had to borrow on their line of credit, but it will all be paid by September 20<sup>th</sup>. Additionally, CPA took action to purchase a small amount of PCC-3 Renewable Energy Credits (REC). Mr. Bardacke indicated the JPA discourages this use, however, it was necessary to purchase these due to its fiscal position and only for the remainder of 2019 and will not be included in the 100% renewable product. Vice Chair Parkhurst asked the percentage of PCC-3 recs in the CPA portfolio. Mr. Bardacke stated that it would be less than ten percent.

Mr. Bardacke also reviewed the PUC decision to require both SCE and CCAs in its territory to acquire more RA and more reliability capacity. This ruling also asked the State Water Board to extend the once through cooling deadlines for Redondo Beach and Ormand Beach facilities. Committee member Zucker asker if CPA can weigh in on this at the PUC. Mr. Bardacke indicated that CPA would.

Mr. Bardacke recapped the long-term resources contracting. In the last RFO process, CPA entered negotiations with seven projects from that process, and CPA will emerge with 3-4 projects after negotiations have been

completed. There is an RPS requirement, that by 2024 65% of CPA renewable energy requirements in the State of California have to be met with contracts of ten years or more. Additionally, CPA is looking at portfolio diversity, which includes geothermal, hydro, and other renewable resources. CPA will be launching an RFO in October 2019 and CPA will be looking to increase the number of projects and CPA will also be launching a distributed procurement track for smaller projects of less than 10MW in CPA service territory, so they are not competing against larger projects. So this new RFO will have two tracks instead of just one, which will help with local job creation for local projects. Committee member Zucker asked if we could in at alternate model like feed-in tariffs or virtual powerplant model (behind the meter) for the local track. Mr. Bardacke indicated that designing these kinds of programs takes up to a year. At this time, because of the significant time it would take CPA will not be looking at that for this track at this time, but staff has started to discuss starting an RFI process to solicit ideas on alternative models to see how that would work. Additionally, Mr. Bardacke indicated that CPA may need to go and recruit good projects and staff is open to ideas about that from the Committee. Committee member Gutierrez asked if the recent hires have helped staff to begin moving toward the process of recruiting. Mr. Bardacke clarified that the hires have mostly been in regulatory and have not yet closed the recruitment on the hires that would help with recruiting for high quality projects.

Vice Chair Parkhurst asked if the selection criteria could be shared. Mr. Bardacke stated that staff can distribute the current to criteria to the Committee via email.

3. Discussed 2019/2020 Marketing and Outreach Plan

Jennifer Ward, Director of External Affairs, introduced the item and highlighted that this presentation is intended to highlight some goals and objectives, while also asking the CAC for feedback. Allison Mannos, CPA

Senior Manager of Marketing and Customer Engagement provided a brief presentation. Ms. Mannos highlighted that there will be messaging for CPA local programs, pilot programs, and general community outreach messaging around income-based programs. Ms. Mannos highlighted that in the upcoming quarter the community-based organization outreach grant program is expected to get adopted by the end of the year. Additionally, in the first quarter CPA plans to increase its sponsorship budget. The Communications team is also looking to move to better support commercial accounts customers, as well. Staff is looking for feedback in reference to expanding presence and growing the CPA audience and how to engage customers in new actions. Staff was asked to distribute the questions via email, so the committee can provide feedback within the next couple of weeks. Committee member Lesser asked that any communication materials highlight the differences between SCE and CPA and what it means to be greener, and the benefits of CPA. Committee member Hernandez also highlighted that CPA needs to capitalize on reaching out to youth so they can help educate their families and communities. Committee member Nash would like to CPA to show a timeline/goals that highlight a level of decarbonization by certain time frame (i.e. if we electrify X number of cars or house per year, we have achieved a certain level of decarbonization). Committee member Tom added that staff materials should also focus on the business community, such as ethnic chambers. Committee member Gutierrez also said to include CBOs, within universities and colleges. Committee member asked that we include clarity in any materials that clearly states what decarbonization with an explanation, so those who may not know what that is and are provided some context.

#### **IV. COMMITTEE MEMBER COMMENTS**

Vice Chair Parkhurst requested that the meetings become two hours.

**V. ITEMS FOR FUTURE AGENDAS**

Vice Chair Parkhurst requested the pilot program presentation be brought to the CAC for input.

**VI. ADJOURN**

Chair David Haake adjourned the meeting in memory of Marie Simmons. The mother of Vice-Chair Angus Simmons.

## Item 2

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**To:** Clean Power Alliance (CPA) Community Advisory Committee  
**From:** Ted Bardacke, Executive Director  
**Subject:** Staff Update on Operational Activities  
**Date:** October 10, 2019

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### **Integrated Resource Planning Procurement Proposed Decision**

On September 12, 2019, the California Public Utilities Commission (CPUC) issued a proposed decision (PD) in the Integrated Resource Planning proceeding. The PD states that due to the impending retirement of four once-through cooling (OTC) power plants in Southern California at the end of 2020, the California electric grid will be short 2,500 megawatts needed for statewide electricity system reliability starting in 2021. Using its own hour-by-hour forecasting of electricity system operations, the California Independent System Operator (CAISO) supports the contention of a possible capacity shortfall during the evening peak periods of electricity demand.

To address the possible shortfall, the PD directs two main actions. First, it directs the CPUC to recommend that the State Water Resources Control Board extend OTC compliance deadlines for up to three years for 2,500 to 3,700 megawatts of capacity to allow time for new resources to come online. Although not explicitly stated, by recommending at least 2,500 megawatts of OTC extensions, Ormond Beach and Redondo Beach generating facilities would likely be included in any OTC extensions recommended by the PD. Both Ormond Beach and Redondo Beach are located within CPA's service territory and have been subject to long-standing campaigns for closure and community planning efforts for site remediation and reuse.

Second, the PD orders all load serving entities (LSE) in the Southern California Edison (SCE) service area to procure incremental capacity totaling 2,500 megawatts to serve as a replacement for the OTC units. The ordered procurement by LSE is as follows:

<b>Load Serving Entity</b>	<b>Minimum By August 1, 2021 (MW)</b>	<b>Minimum By August 1, 2022 (MW)</b>	<b>Minimum By August 1, 2023 (MW)</b>
SCE (Bundled)	1,047	1,396	1,745
SCE Direct Access (Aggregated)	213	284	355
Apple Valley Choice Energy	4	6	7
Clean Power Alliance of Southern California	214	286	357
Lancaster Clean Energy	10	14	17
Pico Rivera Innovative Municipal Energy	3	4	5
Rancho Mirage Energy Authority	5	7	9
San Jacinto Power	3	4	5
<b>Total</b>	<b>1,499</b>	<b>2,001</b>	<b>2,500</b>

Notably, only LSEs in SCE territory are directed to procure, although the PD identifies the reliability need as a statewide issue. The decision also lays out requirements for progress reporting toward the procurement targets, as well as requirements for determining eligibility of incremental procurement.

The CPUC could take up this PD as early as October 24. In light of this, CPA filed comments, on October 2<sup>nd</sup>. Additionally, the Cities of Oxnard and Redondo Beach filed comments separately. CPA's position is that: a) the need for OTC units is overstated; and b) that if the purported problem is statewide then all LSEs statewide should contribute to a solution, not just Southern California LSEs and, by extension, just Southern California ratepayers. CPA coordinated a coalition letter, (attached) opposing the extension of the OTC deadlines at Ormond Beach and Redondo Beach was submitted on October 7.

Regardless of the outcome of the CPUC PD, CPA does believe that it will be directed to do some amount of new procurement for Resource Adequacy capacity above and beyond what is currently planned for the next three years. This direction is an opportunity to

quickly replace fossil fuel resources with GHG-free resources. As a result, CPA plans to release a “fast-track” battery storage Request for Offers during October.

### **Billing System Update**

As of late September, the number of bills issued with SCE charges but without CPA charges was less than 100, down from a high of 110,000 in June. There are still approximately 13,000 discrete account billing cycles where SCE did not report usage to CPA resulting in some customers not receiving bills at all for one or more billing cycles.

### **Financial Performance**

CPAs financial performance over the summer has been at the low end of expectations due largely to lower than normal temperatures and calm energy markets, which reduced energy prices. The reduced temperatures caused the maximum peak load on the electricity system this summer to be lowest it has been since 2003. In July, the first month of the fiscal year, revenues were 8% lower than budget revenue forecasts and energy costs were 3% below budgeted energy costs. Despite this, CPA earned \$3.3 million in July and has sufficient cash on hand to support operations. For reference, the CPA July 2019 Financial Dashboard is attached.

CPA’s annual independently audited financial statements for Fiscal Year 2019/2020 will be presented to the Finance Committee in October and then published on the CPA website and distributed to financial and energy counterparties

### **CPA Contracted with The Climate Registry for GHG Emissions Reporting**

The Climate Registry (TCR) was contracted to provide greenhouse gas (GHG) emissions reporting services for CPA. The contract is for a Not to Exceed amount of \$4,000. The (TCR) is a non-profit organization that designs and operates the preeminent voluntary GHG registry in North America, assisting members with the measurement, reporting and verification of their GHG emissions. CPA recently became a member of The Climate Registry and will use their Voluntary GHG Reporting Program to certify the GHG

emissions of the energy products provided to our member communities across Los Angeles and Ventura Counties.

### **Upcoming Events**

**October 30, 2019 Home Energy Storage Workshop:** The Community Environmental Council will be hosting a Home Energy Storage workshop in Ventura. City and County energy staff, local solar and energy storage companies, and community leaders will provide information on energy storage (battery) for home and business. Discussion topics will also include public safety power shutoffs, safety, financial incentives, technical details and more.

Lear more and register at: <https://www.eventbrite.com/e/home-energy-storage-workshop-is-battery-backup-right-for-you-tickets-74762894831>

**November 6-7, 2019 CalCCA Annual Meeting:** CPA is the co-host for this year's annual CalCCA Conference which will take place in Redondo Beach. Featured keynote speakers include CEC Deputy Director, Natalie Lee and Assemblymember Al Muratsuchi. The Conference will also include a special luncheon for elected officials on Wednesday, November 6. The draft CalCCA Annual Meeting Agenda is attached. Please contact Jennifer Ward at [jward@cleanpoweralliance.org](mailto:jward@cleanpoweralliance.org) if you plan to attend the 2019 CalCCA Annual Meeting.

**Attachments:**

- 1) Opposition letter to Once-Through Cooling plants postponement
- 2) July 2019 Financial Dashboard
- 3) 2019 CalCCA Annual Meeting Agenda
- 4) Proposed Decision Comments

October 1, 2019

President Marybel Batjer  
Commissioner Liane Randolph  
Commissioner Martha Guzman Aceves  
Commissioner Clifford Rechtschaffen  
Commissioner Genevieve Shiroma

California Public Utilities Commission  
505 Van Ness Avenue,  
San Francisco, CA 94102

**Re: Opposition to Postponing Retirement of Ormond Beach Generating Station and Redondo Beach Generating Station**

Dear Commissioners,

We are legislators, municipalities, energy providers, environmental and community justice groups that are opposed to the Commission's recent Proposed Decision (PD) in the Commission's Integrated Resource Planning Framework proceeding (A.16-02-007) recommending to postpone the retirement of the Ormond Beach Generating Station (Ormond) and the Redondo Beach Generating Station (Redondo). The new procurement specified in the PD makes the extension of Ormond and Redondo unnecessary for reliability and the risks associated with extending the life of these plants outweigh any potential benefits.

The Ormond Station is located in the City of Oxnard in a disadvantaged community that is in the 98<sup>th</sup> percentile of pollution burden according to the CalEnviroScreen, with an 80-85% overall local ranking. Ormond is primarily next to low-income farmworker neighborhoods that are already burdened by pollution from a Superfund toxic waste site, diesel trucking from the nearby port, a paper mill that is one of the county's largest polluters, and some of the highest levels of agricultural pesticides in the state. It's also right in the middle of the largest remaining coastal wetlands in Southern California, the Ormond Beach Wetlands, one of the most ecologically significant restoration projects in the state and a huge priority for the State Coastal Conservancy. City residents and leadership have been actively working to invest in clean energy for the community, such as defaulting all residents and businesses to 100% renewable energy through the local community choice aggregator. Delaying the retirement of this plant would be a step backwards for the community and for the State's environmental goals.

The Redondo station is a similarly poor candidate for an extension. In response to previous statewide decisions requiring the retirement of the Redondo station, the owner of the plant is in the process of selling the plant, and simply put, it is not feasible to reverse that sale. Once the sale has closed, it is anticipated that new, green spaces and parks for the surrounding communities will be developed on the site and delaying these efforts would cost the effected municipality years of work, and waste taxpayer money. In addition to the logistical complications of trying to reverse the sale, it sets a dangerous

precedent that could make future buyers wary of purchasing retired once through cooling plants, for fear of the state reversing their policy decisions.

Additionally, the logic of the PD itself makes the extension of Ormond and Redondo unnecessary. The PD proposes to address a 2,500 MW system capacity shortfall by requiring 2,500 MW of new capacity to be brought online between 2021 and 2023. Of that capacity, 1,500 MW would be in service by 2021 leaving a gap of 1000 MW that can easily be addressed using resources other than Ormond and Redondo. The PD simply overshoots the mark in recommending the extension of plants that are not needed to meet the states reliability requirements.

We urge the Commission not to move forward with any plans to recommend delaying the retirement of the Ormond and Redondo Beach Generating Stations.

Sincerely,

YTD  
July  
2019

Active Accounts

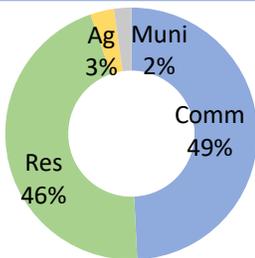
1,044,000

Opt-Out %

4.5%

YTD Sales Volume

1,221 GWh

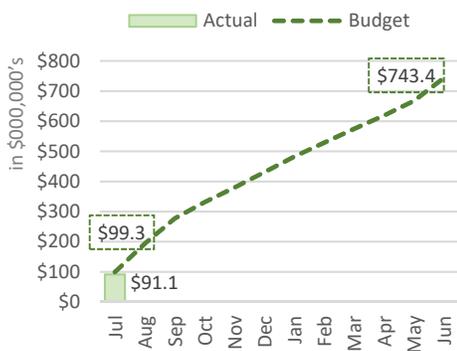


Summary of Financial Results

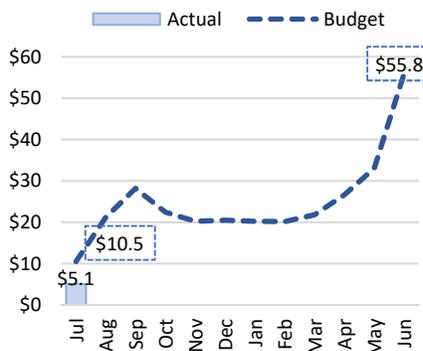
in \$000,000's	July				Year-to-Date			
	Actual	Budget	Variance	%	Actual	Budget	Variance	%
Energy Revenues	\$91.1	\$99.3	-\$8.2	-8%	91.1	99.3	-8.2	-8%
Cost of Energy	\$86.0	\$88.8	-\$2.7	-3%	86.0	88.8	-2.7	-3%
Net Energy Revenue	\$5.1	\$10.5	-\$5.4	-52%	5.1	10.5	-5.4	-52%
Operating Expenditures	\$1.8	\$2.3	-\$0.5	-21%	1.8	2.3	-0.5	-21%
Net Income	\$3.3	\$8.3	-\$5.0	-60%	3.3	8.3	-5.0	-60%

- CPA recorded results for the period that were at the low end of expectations. July results were impacted by cooler than normal weather and low spot market energy prices. July weather and market prices were low probability events and management view July results as a stress case in which the organization performed well. Expenditures remain within authorized budget limits.
- For year-to-date:
  - Revenues of \$91.1 million were 8% below budgeted revenues.
  - Cost of energy of \$86 million were 3% below budgeted energy costs.
  - Operating expenditures of \$1.8 million were 19% lower than budgeted primarily due to lower than budgeted staffing, legal services, and Data & SCE service fees.
  - Net income of \$3.3M was \$5 million below than budgeted net income of \$8.3M.
  - Management believes that available liquidity and bank lines of credit are sufficient for CPA to continue to meet its obligations.

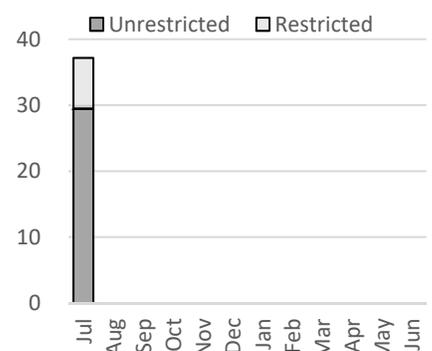
Cumulative Revenue



Net Energy Revenue



Cash & Cash Equivalents



Definitions:

- Accounts: Active Accounts represent customer accounts of active customers served by CPA
- Opt-out %: Customer accounts opted out divided by eligible CPA accounts
- YTD Sales Volume: Year to date sales volume represents the amount of energy (in gigawatt hours) sold to retail customers
- Revenues: Retail energy sales less allowance for doubtful accounts
- Cost of energy: Cost of energy includes direct costs incurred to serve CPA's load
- Operating expenditures: Operating expenditures include general, administrative, consulting, payroll and other costs required to fund operations
- Net income: Net income represents the difference between revenues and expenditures before depreciation and capital expenditures
- Cash and Cash Equivalents: Includes cash held as bank deposits.
- Year to date (YTD): Represents the fiscal period beginning July 1, 2018



**DRAFT AGENDA**  
**California Community Choice Association**  
**2019 Annual Meeting: *Answering the Climate Challenge***  
**November 6-7, 2019**  
**Crowne Plaza Hotel, Redondo Beach, CA**

**DAY 1: Wednesday, November 6 – Educational Workshops**

**(Concurrent CalCCA Committee Meetings to Be Scheduled: Regulatory, Legislative Committee, General Counsel, Procurement, Marketing and Communications, and Compliance)**

**9:00**                    **Welcome – Beth Vaughan**, Executive Director, California Community Choice Association

**9:15-10:40**           **Morning Workshops #1**

**Technical: Decarbonizing the Energy System through Electrification**

This workshop will discuss the progress towards and opportunities for electrification in transportation and the built environment. Panelists will explore filling the “belly of the duck” with heat pump technology, putting winter renewables to work, electric vehicle grid integration, load shifting and demand response, challenges to unlocking DSM/DER value, and utility electrification experiences and best practices.

**Program: The Insider’s Guide to CCA: What City and County Leaders Need to Know**

More than 160 cities and counties across California have chosen to participate in CCA for a variety of reasons: to meet climate action goals, provide their communities with more energy options, and drive economic development. However, launching a CCA program is no small undertaking. This workshop features CCA program leaders who will share their experiences with CCA formation, managing costs and risks, and navigating real-world challenges and give the audience has a fuller picture of what CCA entails.

**10:40-11:00**           **Meet-and-Greet Break**

**10:40-12:20**           **Morning Workshops #2**

**Technical: Projection Financing: Moving Beyond the Rhetoric**

This workshop will feature a discussion of progress between CCAs, renewable developers, and the finance community in tackling the questions and concerns regarding renewable energy project financing.

**Program: CCA as a Pathway to GHG Emissions Reductions**

This workshop will focus on the role of and opportunities for CCAs acting to address greenhouse gas emissions. Topics will include why CCAs are a preferred partner, what CCAs are doing collectively to address emissions, and what CCAs need to do moving forward.

**12:20-1:20**            **Lunch Break**

**12:20-2:40**           **Invitation-Only: Elected Officials Luncheon**

This luncheon will serve as a dedicated opportunity for elected officials serving on the Board of a CCA or from a community exploring CCA to network and share experiences. The lunch will be followed by guest speakers who will share their statewide perspective and the importance of relationship building between the local and state-level representatives to promote CCA interests.

**1:20-2:40**            **Afternoon Workshops #3**

**Technical: California’s Energy Market: Challenges and Opportunities**

This workshop will discuss current and upcoming market conditions and implications for CCAs and other market participants.

**Program: Equity and Inclusion in CCA**

As community-based, mission-driven organizations, CCAs have a responsibility to communicate effectively with underserved populations in the communities they serve. This workshop will focus on marketing/communications and highlight innovative approaches CCAs are using to ensure disadvantaged communities and communities of color have a voice, feel included, and benefit from CCA programs and initiatives. The panel will consider a number of questions, such as: How successful is CCA engagement with historically marginalized communities? How is success measured? How are CCAs leveraging partnerships with NGOs and other organizations? What are some of the key challenges?

**2:40-3:00 Meet-and-Greet Break**

**3:00-4:15 Afternoon Workshops #4**

**Technical: Renewable Technologies: The Next Generation**

This workshop will discuss the next generation of renewable technologies that will help drive the next phase of decarbonization in the electric sector. Topics will include new technologies with capabilities and production profiles that are novel or complementary to today's renewable resources.

**Program: Wildfire Issues: Mitigation, Management, Power Shut-Offs, and Climate Resiliency**

Wildfire emergency response and recovery is a devastating issue that communities across California have increasingly dealt with as our climate changes. Energy providers can play a significant role in both rolling out preventative measures to protect our environment against wildfire threats and introduce adaptive strategies to enhance communities' resilience to natural disasters. This workshop will engage leaders from impacted regions, energy service providers, and regulators in a dialogue about how we can collectively address these challenges and leverage the unique position CCAs have in their ability to offer incentives for rebuilding and deploy strategies that provide power reliability in times of emergency.

**6:00-9:30 Welcome Reception and Sunset Dinner**

**DAY 2: Thursday, November 7<sup>th</sup>—Plenary Session**

**7:30-8:15 Breakfast (Sponsor TBD)**

**8:30-8:45 Welcome to City of Redondo Beach**  
**Mayor Pro Temp Christian Horvath**, City of Redondo Beach  
**Diana Mahmud**, Chair, Clean Power Alliance

**8:45-9:00 Community Choice Powering the Future**  
**Beth Vaughan**, Executive Director, CalCCA

**9:00-10:10 Session 1: Achieving SB 100: What is the Procurement Plan?**  
This session will discuss the state's energy resource needs to achieve SB 100 goals and how CCAs intend to meet and exceed climate goals.

**10:10-10:30 Keynote: Assembly Member Al Muratsuchi, District 66**  
**Introduction by Clean Power Alliance Vice Chair Supervisor Linda Parks**

**10:30-10:50 Meet-and-Greet Break**

- 10:50-12:00**      **Session 2: Achieving Climate Goals through Innovation and Collaboration**  
Securing GHG emissions reductions to meet our climate goals requires more than clean energy procurement. This panel will focus on the ways CCA partnerships and collaborations are leading to innovative programs and projects that address climate change and advance local objectives.
- 12:00-1:00**      **Lunch**
- 1:00-1:30**      **Keynote/Special Guest Speaker-The Climate Change Challenge**
- 1:30-2:30**      **Session 3: Regulatory and Legislative Challenges**  
The energy sector is in a state of transformation presenting both challenges and opportunities. This session will explore the changing role of the IOUs, balancing state and local priorities, and ensuring reliability and market certainty.
- 2:30-3:00**      **Meet-and-Greet Break**
- 3:00-4:00**      **Session 4: CCA Expansion, the Next Wave**  
As communities in Central and Southern California embrace the CCA movement, what are some of the issues confronting local governments? What can we expect in terms of CCA development in the next few years? This session will feature leaders from these regions that are on the forefront of CCA expansion to share lessons learned and ideas for the future.
- 4:00-4:10**      Closing Remarks — **Sheila Kuehl**, Vice Chair, Clean Power Alliance and **Geof Syphers**, Vice President, CalCCA
- 4:10-4:45**      **CalCCA Member Meeting** (Operational and Affiliate Members Only)  
**Dawn Weisz**, President, CalCCA
- 4:15-6:00**      **Onsite Closing Reception**

**BEFORE THE PUBLIC UTILITIES COMMISSION  
OF THE STATE OF CALIFORNIA**

Order Instituting Rulemaking to Develop  
an Electricity Integrated Resource Planning  
Framework and to Coordinate and Refine  
Long-Term Procurement Planning  
Requirements.

Rulemaking 16-02-007  
(Filed February 11, 2016)

**COMMENTS OF CLEAN POWER ALLIANCE OF SOUTHERN CALIFORNIA  
ON PROPOSED DECISION REQUIRING ELECTRIC SYSTEM  
RELIABILITY PROCUREMENT FOR 2021-2023**

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Clean Power Alliance of Southern California  
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October 2, 2019

General Counsel  
Clean Power Alliance of Southern California

## SUMMARY OF RECOMMENDATIONS

1. The Commission should proceed with a procurement mandate of 2,500 MW pending any further analysis of system requirements to ensure adequate system RA capacity and minimize the need for OTC retirement extensions.
2. The Commission should reject the proposed recommendation to the State Water Resources Control Board (Water Board) to extend the retirement date for two OTC plants: Ormond Beach Generating Station (Ormond Beach) and the Redondo Beach Generating Station (Redondo Beach). These resources are not needed, and extending the retirement dates would harm the disadvantaged communities in which they are located.
3. The Commission should extend the proposed allocation of the procurement mandate to all CAISO Transmission Access Charge (TAC) areas, recognizing that the identified need is for *system*, not *local*, RA resources.

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RELIABILITY PROCUREMENT FOR 2021-2023**

Pursuant to Rule 14.3 of the Commission’s Rules of Practice and Procedures, the Clean Power Alliance of Southern California (CPA)<sup>1</sup> submits these opening comments on the proposed *Decision Requiring Electric System Reliability Procurement for 2021-2023* (Proposed Decision or PD).

**I. INTRODUCTION AND SUMMARY**

The Proposed Decision endeavors to identify and address the growing consensus that the California Independent System Operator (CAISO) control area faces a shortfall of *system* resource adequacy (RA) resources beginning in 2021. CPA agrees that the risk is sufficient to warrant adoption of the PD’s “least regrets” strategy: (i) extending limited once-through-cooling (OTC) retirement dates with constraints discussed, below, and (ii) directing the procurement of incremental resources. These comments thus aim to refine the proposed strategy, offering three recommendations to ensure protection of disadvantaged communities and ensure greater equity among load-serving entities (LSEs) in the California Independent System Operator (CAISO) control area. CPA requests that the Commission modify the PD as follows:

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<sup>1</sup> CPA is a community choice aggregator whose member cities and counties include Los Angeles County, Ventura County, Agoura Hills, Alhambra, Arcadia, Beverly Hills, Calabasas, Carson, Camarillo, Claremont, Culver City, Downey, Hawaiian Gardens, Hawthorne, Malibu, Manhattan Beach, Moorpark, Ojai, Oxnard, Paramount, Redondo Beach, Rolling Hills Estates, Santa Monica, Sierra Madre, Simi Valley, South Pasadena, Temple City, Thousand Oaks, Ventura, West Hollywood and Whittier.

1. Proceed with a procurement mandate of 2,500 MW to ensure adequate system RA capacity and minimize the need for OTC retirement extensions.
2. Reject the proposed recommendation to the State Water Resources Control Board (Water Board) to extend the retirement date for two OTC plants: Ormond Beach Generating Station (Ormond Beach) and the Redondo Beach Generating Station (Redondo Beach). These resources are not needed, and are poor candidates for extension; Ormond Beach is located in a disadvantaged and pollution-burdened community, and an extension of Redondo Beach sets bad precedent for potential buyers, delays efficient retirement and repurposing of land for the community benefit, and can undo years of work and taxpayer money.
3. Extend the proposed allocation of the procurement mandate to all CAISO Transmission Access Charge (TAC) areas, recognizing that the identified need is for *system*, not *local*, RA resources.

CPA presents proposed Findings of Fact, Conclusions of Law and Ordering Paragraphs in Appendix A.

## **II. PROCEED WITH A PROCUREMENT MANDATE OF 2,500 MW TO ENSURE ADEQUATE SYSTEM RA CAPACITY AND MINIMIZE THE NEED FOR OTC RETIREMENT EXTENSIONS**

CPA supports adoption of the Proposed Decision's incremental procurement mandate of 2,500 MW by August 1, 2023. The PD concludes the need to maintain sufficient OTC capacity to bridge the gap until the full 2,500 MW of incremental capacity is online. The PD could result in excess procurement, however, at a cost to disadvantaged communities if unneeded gas-fired OTC is recontracted. Thus, while CPA supports the PD's 2,500 MW mandate, it requests that the Commission implement the mandate in a manner that minimizes reliance on OTC generation.

The PD's articulation of its MW target for 2021-2023 lacks crisp clarity, but sufficiently reveals its general intent. In the clearest statement, the PD concludes:

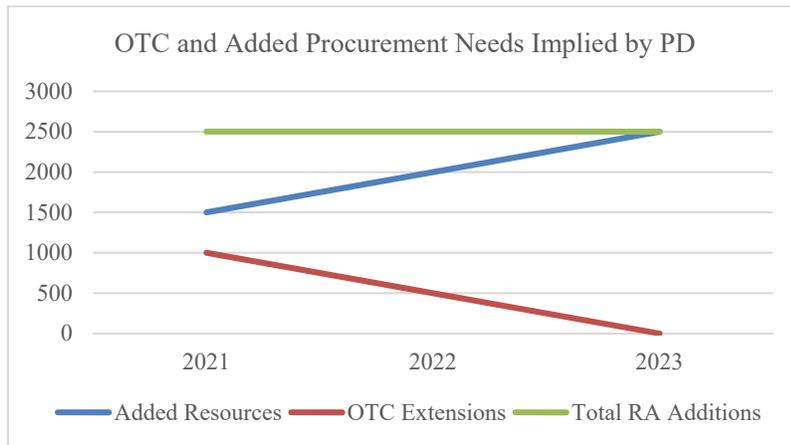
[T]he original June 20, 2019 Ruling suggestion of 2,500 MW of system resource adequacy capacity is still appropriate based on the identified need and to balance against both the potential for some OTC retirement date extensions not to be granted by the Water Board and also against the potential for the tightening of the import market for California.<sup>2</sup>

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<sup>2</sup> Proposed Decision at 30.

This language contemplates the possibility that the Water Board does not grant the extensions, and thus strongly suggests that part of the OTC extension request is really a hedge. In other words, there is not an absolute need for both the 2,500 MW of incremental resources *and* the 3,750 MW<sup>3</sup> of targeted OTC generation. This interpretation is supported by the PD’s finding that the OTC retirement extensions will be available “in order to serve as a bridge to allow new clean resources to come online.”<sup>4</sup> In other words, by 2023, the need for incremental capacity will be a total of 2,500 MW.

Assuming an actual need of 2,500 MW of OTC and incremental procurement, as the PD concludes, and adopting the PD’s proposed phase in of the incremental procurement, it appears than only 1,000 MW of OTC generation is needed by 2021. If the target is 2,500 MW in 2021, and the incremental procurement target is 1,500 (60 percent), then only 1,000 MW of OTC capacity is needed to fill the gap, as depicted below.



<sup>3</sup> *Id.* at 16. The Alamitos Generating Station (Alamitos) Units 3-5 represents approximately 1,200 MW, and the Huntington Beach Generation Station Unit 2 represents approximately 200 MW, or collectively 1,400 MW of system RA capacity. Redondo Beach Units 3, 6, and 8 total 850 MW, while Ormond Beach totals, 1500 MW.

<sup>4</sup> *Id.*, Finding of Fact 10, at 48.

This analysis supports the conclusion that all four OTC plants -- Alamitos, Huntington Beach, Ormond Beach and Redondo Beach – are *not* needed to meet the identified requirements. In light of these conditions, the Commission should reevaluate the PD’s proposed request to extend all four OTC plants.

### **III. REJECT THE PD’S PROPOSED RECOMMENDATION TO THE WATER BOARD TO EXTEND THE RETIREMENT DATES FOR ORMOND BEACH AND REDONDO BEACH OTC PLANTS**

Ordering Paragraph 1 of the Proposed Decision recommends that the Water Board “extend the once-thru-cooling compliance deadlines for up to three years of at least 2,500 megawatts (MW) and up to 3,750 MW of capacity, of units with current compliance deadlines of December 31, 2020....”<sup>5</sup> This reflects the capacity of all four identified OTC generation plants. Again, the PD articulates this recommendation as a stopgap “in order to allow time for new clean electricity capacity to come online.”<sup>6</sup> As discussed in Section II, only 1000 MW is needed if the Commission applies its proposed percentages of mandated incremental procurement for 2021-2023. CPA thus recommends that the Commission reduce its request to the Water Board for OTC extensions to remove unneeded capacity, including Ormond Beach and Redondo Beach.

The goal of 1,000 MW of retained OTC generation can be met by deferring retirement of the Alamitos plant alone, with its 1,200 MW capacity. Alamitos is the most important of these plants. The CAISO, in its *2021 Limited Local Capacity Technical Study*, submitted to the Water Board on July 11, 2019, that it “considers it prudent to commence activities seeking an extension of the OTC compliance date for Alamitos at this time.”<sup>7</sup> With the support from the CAISO and the Commission, Alamitos is the best candidate for extension. If the Commission finds a need

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<sup>5</sup> Proposed Decision, Ordering Paragraph 1, at 55.

<sup>6</sup> *Id.*

<sup>7</sup> *2021 Limited Local Capacity Technical Study Report*, July 11, 2019, at 1.

<http://www.caiso.com/Documents/2021LimitedLocalCapacityTechnicalStudyReport.pdf>

for a “buffer,” it could also request extension of the retirement date for Huntington Beach, adding another 200 MW.

In these circumstances, it is unnecessary to seek an extension of Ormond Beach or Redondo Beach retirement dates. More importantly, extending the retirement of these two, highly emitting OTC plants would adversely affect the disadvantaged local populations or delay plans for repurposing the land for greater public benefits. Ormond Beach is located in a disadvantaged community that is in the 98<sup>th</sup> percentile of pollution burden according to the CalEnviroScreen, with an 80-85% overall local ranking.<sup>8</sup> Indeed, the California Environmental Justice Alliance, Sierra Club and the Natural Resources Defense Council all oppose the extension of the Ormond Beach OTC compliance deadline for these very reasons.<sup>9</sup>

In addition, the PD itself recognizes that extension of the Redondo Beach retirement date is infeasible for other reasons. It observes:

The CAISO also suggests in its comments that the owner of Redondo Beach is in the process of selling the property in anticipation of the OTC compliance deadline, and therefore this plant may not be a candidate for an OTC compliance deadline extension.<sup>10</sup>

In addition to not being a good candidate for extension,<sup>11</sup> this uncertainty would also set a dangerous precedent to future buyers wary of purchasing OTC plants as they retire throughout the state. Instead of incentivizing efficient retirement and repurposing of these plants, this approach can stall effective community-based land uses for retired OTC plants.<sup>12</sup> The potential

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<sup>8</sup> Available at: <https://oehha.ca.gov/calenviroscreen/report/calenviroscreen-30>.

<sup>9</sup> See Proposed Decision at 18.

<sup>10</sup> *Id.*

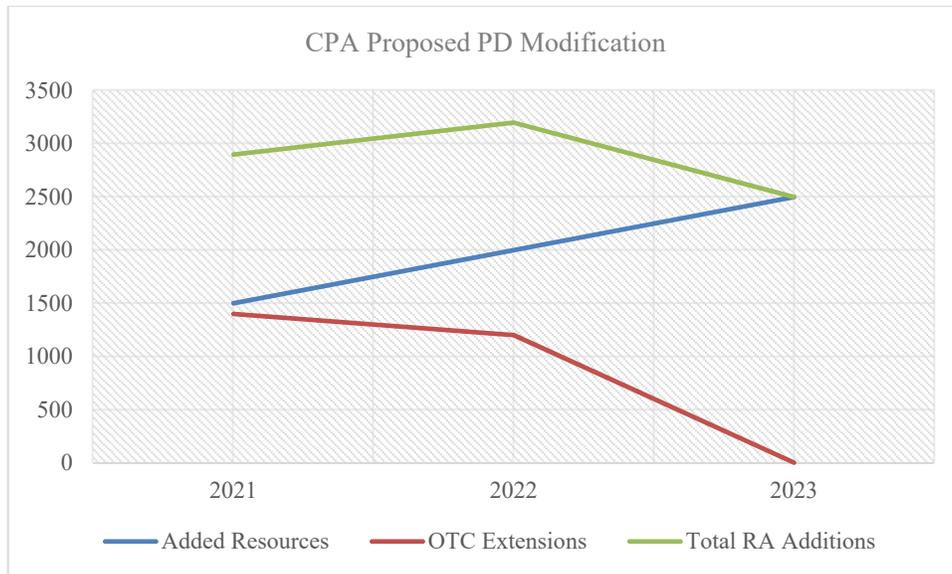
<sup>11</sup> See also, Redondo Beach Ordinance No. 3134-15 prohibits the construction of all new Electricity Generating Facilities of 50 MW or more; prohibits any modification that results in a 50 MW or more increase in the electric generating capacity of an existing Electricity Generating Facility; and prohibits the issuance of any permit, license, or entitlement for use of this prohibited activity.

<sup>12</sup> See Redondo Beach Ordinance No. 3134-15 at Recitals E & F.

harm has a multiplier effect not only in the extension of the plant but to the delayed benefit to the community.

If there is a risk that “OTC retirement date extensions not to be granted by the Water Board,” the risk lies with Ormond Beach and Redondo Beach.

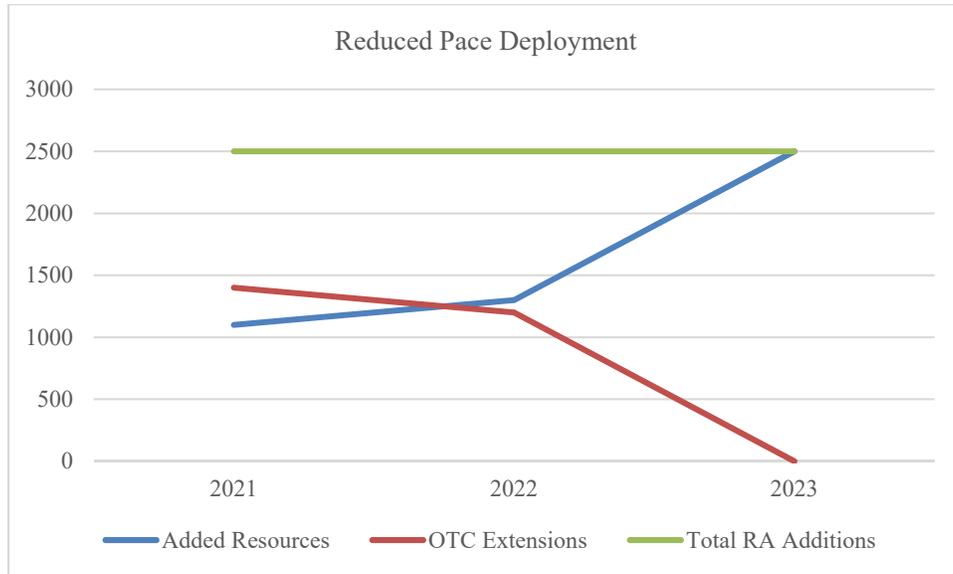
For all of these reasons, CPA requests that the Commission modify the PD’s proposal to seek OTC retirement extensions, focusing any such efforts solely on Alamitos and Huntington Beach. Extensions for these two plants best ensure that the overall goal of an additional 2,500 MW of system RA capacity is met. Taking this approach, the Commission will meet its goal of 2,500 MW of clean resources to replace the extended OTC plant capacity, while minimizing the harm to the impacted communities, as shown in the graph below:



This approach, in fact, results in excess RA supply in 2022, assuming no partial retirement of Alamitos. The added system RA would total 2,900 MW in 2021, 3,200 MW in 2022 (with the retirement of Huntington Beach) and 2,500 MW in 2023.

Retaining both Alamitos and Huntington Beach could alternatively ensure sufficient system capacity as LSEs procure incremental low and zero carbon system resources. As shown below, the 2,500 MW need could be met and sustained, assuming the availability of both

Alamitos and Huntington Beach, requiring incremental resource deployment at the rate of roughly 45 percent in 2021, 52 percent in 2022 and 100 percent in 2023.



Allowing a slower pace of deployment could reduce the overall costs of the Commission’s procurement mandate to LSEs and their customers given that the short procurement timeline between now and 2021 is likely to result in high prices for new capacity.

With all of these thoughts in mind, CPA requests that the Commission modify the Proposed Decision to remove Ormond Beach and Redondo Beach from its request to the Water Board for OTC retirement extensions.

**IV. EXTEND THE ALLOCATION OF THE PROCUREMENT MANDATE TO ALL LSES IN THE THREE CAISO TAC AREAS IN PROPORTION TO THEIR LOAD SHARES**

CPA appreciates the PD’s efforts to ensure that non-IOU LSEs maintain the procurement autonomy mandated by the Legislature for RA resources<sup>13</sup> and renewable integration resources. While the PD moves strongly in the right direction, it falters in proposing to allocate the 2,500 MW procurement mandate solely to LSEs in the SCE TAC area.<sup>14</sup> The PD’s approach lacks a

<sup>13</sup> CAL. PUB. UTIL. CODE §380(a)(5), (h)(5).  
<sup>14</sup> Proposed Decision at 34.

reasonable justification and results in an inequitable allocation of obligations. CPA proposes that the Commission modify the PD to allocate the procurement mandate to LSEs in all TAC areas in proportion to their forecasted load shares.

The PD's basis for allocating the mandate to the SCE TAC erroneously ignores the fact that the mandate is seeking *system* RA resources. The PD notes "that all of the OTC unit capacity that is set to retire is located in Southern California, specifically within the TAC area of SCE."<sup>15</sup> There is no logical connection between the location of the OTC plants and the need for system RA resources. The PD's directive would only make sense if the Commission intended to require incremental *local* RA resources— an intent it has not voiced. Absent a specific need for local RA in the SCE TAC area, the justification fails.

The PD's approach also may be based partly on its inclination toward PG&E's argument that "it makes less sense to require LSEs who are already long on system capacity to procure more...."<sup>16</sup> While allocating the mandate system wide without accounting for portfolio positions complicates RA for all LSEs, the PD does not apply its allocation based solely on existing LSE positions. It makes no effort to assess the positions of the LSEs in the SCE TAC area; it simply leaves PG&E and its entire TAC area out of the equation to address the issue. SDG&E's TAC area is also excluded without justification. The PD offers no clear case why it is reasonable to allocate new *system* capacity requirements based on the RA positions of individual LSEs.

There are additional reasons to have all LSEs address the system reliability concern. The Commission observed that market conditions would tighten for all LSEs, not just those in the SCE TAC area, to meet system capacity needs. Further, as delivery of renewable energy into

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<sup>15</sup> Proposed Decision at 33.

<sup>16</sup> *Id.*

the grid increase, all LSEs will need to consider renewable integration to ensure state-wide system reliability.

The Commission should reject the PD's narrowly focused allocation methodology. Instead, CPA recommends allocating the mandate to LSEs in all TAC areas based on their load shares. The responsibility of maintaining system reliability should not be solely borne by SCE TAC area LSEs.

## **V. CONCLUSION**

For all of the foregoing reasons, CPA requests that the Commission adopt the recommendations set forth in these comments and the changes specified in Appendix A.

Respectfully submitted,

/s/ Nancy S. Whang

Nancy S. Whang, Esq.

October 2, 2019

General Counsel  
Clean Power Alliance of Southern California

## APPENDIX A

### Proposed Findings of Fact, Conclusions of Law and Ordering Paragraphs

#### Findings of Fact:

16. The capacity of OTC plants subject to retirement by the end of 2020 is needed to maintain system reliability beginning in 2021 until ~~In addition to extension of 2,500 to 3,750 MW of OTC capacity, another 2,500 MW of incremental system resource adequacy and renewable integration resources have been procured by Summer 2021,~~ as a “least regrets” amount necessary to ensure system reliability.

#### Conclusions of Law:

~~8. Because the OTC units currently set to retire by December 31, 2020 are all within the SCE TAC area, it is reasonable for the Commission to require that all incremental procurement be conducted by LSEs serving load in that same geographic area.~~

8. Because incremental RA capacity is needed to meet system needs, it is reasonable for the Commission to allocate responsibility for this procurement to LSEs, solely on behalf of the customers they serve, in all IOU TAC area.

~~9. The Commission should require all LSEs serving load within the SCE TAC area to procure system resource adequacy and renewable integration capacity on behalf of the customers they serve, consistent with Section 454.51(d), instead of asking SCE to handle the entirety of the procurement and allocating costs to all benefiting customers.~~

12. The Commission should base the allocation of procurement responsibility for system resource adequacy and renewable integration capacity to LSEs ~~within the SCE TAC area~~ based on the 2018 IEPR load forecast, adopted by the CEC in February 2019, with the 2021 projected load shares identified in Form 1.1c, “California Energy Demand Update Forecast 2018-2030, Mid Demand Baseline Case, Mid Additional Achievable Energy Efficiency and Additional Achievable Photovoltaics.”

13. As required by § 454.51(c), the costs of an IOU’s SCE’s procurement required by this decision should be allocated on a non-bypassable basis to all of the IOU’s SCE customers as of the effective date of this decision and recovered through the Power Charge Indifference Adjustment on a vintaged basis.

23. IOUsSCE should be authorized to consider third-party ownership and utility ownership of resources to be procured to satisfy the requirements of this order, but should be required to show that any utility-owned resources represent least cost to ratepayers, utilizing Appendix A, Section 2c, of D.19-06-032 as a starting point.

24. ~~IOUs~~SCE should be required to include ~~its~~ bid evaluation metrics and comparison metrics between third-party and utility-owned resources, in ~~its~~ advice letter(s) submitted for approval of the resources procured in response to this decision.

Ordering Paragraphs:

1. The Commission recommends that the State Water Resources Control Board extend the once-through-cooling compliance deadlines the Alamitos and Huntington Beach plants for up to three years of at least ~~1,400~~ 2,500 megawatts (MW) ~~and up to 3,750 MW of capacity, of units with current compliance deadlines of December 31, 2020,~~ in order to allow time for new clean electricity capacity to come online.

2. ~~All The following~~ load-serving entities shall procure at least the amount of capacity in megawatts (MW) of qualifying as system resource adequacy equal to their load share of 2,500 MW and for purposes of renewable integration as defined in Public Utilities Code Section 454.51, with at least 60 percent delivered by August 1, 2021, 80 percent by August 1, 2022, and 100 percent by August 1, 2023:

- ~~a. Southern California Edison Company, 1,745 MW;~~
- ~~b. Southern California Edison Direct Access (aggregated), 355 MW;~~
- ~~c. Apple Valley Choice Energy, 7 MW;~~
- ~~d. Clean Power Alliance of Southern California, 357 MW;~~
- ~~e. Lancaster Clean Energy, 17 MW;~~
- ~~f. Pico Rivera Innovative Municipal Energy, 5 MW;~~
- ~~g. Rancho Mirage Energy Authority, 9 MW; and~~
- ~~h. San Jacinto Power, 5 MW.~~

6. ~~Southern California Edison Company (SCE)~~ The IOUs shall conduct an all-source solicitation to procure its obligation given in Ordering Paragraph 2a above and shall consider existing as well as new resources, demand-side resources, combined heat and power, and storage, as long as all resources are shown to be incremental to the baseline identified in Ordering Paragraph 5 above. ~~SCE~~The IOUs shall utilize the Demand Response Auction Mechanism contract as a starting point for negotiations with any demand response resources that bid into its solicitation.

7. ~~Southern California Edison Company (SCE)~~ The IOUs shall be authorized to propose utility ownership of a portion of the resources ~~it is~~ they are required by Ordering Paragraph 2a of this decision to procure, and for that portion, shall abide by any existing procurement rules governing utility-owned resource participation in solicitations.

8. ~~Southern California Edison Company (SCE)~~ The IOUs shall present the results of ~~its~~their solicitation required in Ordering Paragraph 6 above in one or more Tier 3 advice letters filed no later than January 1, 2021 and shall include the following information in ~~its~~their advice letters:

9. For any procurement of resources that are new after the date of this decision, community choice aggregators with procurement obligations under Ordering Paragraph 2 of this decision

and ~~Southern California Edison Company (SCE)~~ the IOUs shall enter contracts of at least ten years in length.



## Staff Report – Agenda Item 3

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**To:** Clean Power Alliance (CPA) Community Advisory Committee

**From:** Ted Bardacke, Executive Director

**Subject:** Discuss Possible Frameworks for Regional, Sub-Regional, and Local Program Funding Distribution

**Date:** October 10, 2019

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### **DISCUSSION**

At the October 3, 2019 CPA Board of Directors meeting, representatives from CPA's consultant team Arup provided an update on the progress of Local Programs Goals and Priorities project and presented the proposed program categorization (attached). During the discussion the Board brought up the issue of how local program funding would be allocated on a geographical scale among regional and local programs. To inform the Board's consideration of CPA's local programs plan, CPA staff is looking for feedback from the CAC on possible local program funding distribution frameworks.

Questions to consider include:

- How should local programs address the unique “hyper-local” priorities of CPA's member communities, while balancing the need to also offer regional (service territory) benefits and sub-regional (e.g. Gateway, San Gabriel Valley, South Bay, Westside, Ventura County) benefits?
- What differences / similarities in approach should CPA consider when launching mass market programs (i.e. residential), partnering with jurisdictions to start new initiatives, and facilitating co-investment opportunities for existing municipal programs?

- How can CPA promote equity in resource distribution between members agencies with resources and staff capacity to co-invest and member agencies that are more resource constrained but that have a customer base with a high need for services?

To begin addressing these questions, staff has begun to identify options for local programs that yield an efficient mix of customer participation and geographic benefit, including:

- Establishing a funding “set-aside” within each program category specifically designated for member agency use.
- Creating an innovation fund, a resource stream that otherwise might not exist, that member agencies or groupings of member agencies, could seek funding from to develop innovative programs for tackling specific problems.
- Designing one or two programs that result in direct investments in member agency facilities or infrastructure, such as installing EV charging stations at city facilities.

Staff will discuss these potential options, as well as other considerations with the CAC members at the meeting on October 10.

**Attachment:** 1) Proposal for Categorization of Local Programs

# Programs Categorization

*Program Type*

	Local Procurement	Resiliency and Grid Management	Electrification	Education and Technical Assistance
<i>Funding</i>	<i>Examples:</i> Front of the meter storage, PPAs	<i>Examples:</i> Demand response, behind the meter storage	<i>Examples:</i> Buildings (incl. energy efficiency), vehicles	<i>Examples:</i> Marketing rate options, building reach codes
<b>General Programs</b> <i>Example:</i> Commercial EV charging	<i>Quick-Start Program:</i> 2019 RFO procurement track		<i>Quick-Start Program:</i> Incentives for all-electric buildings in fire-impacted areas	<i>Quick-Start Program:</i> Grants for CBOs to help recruit CARE participants
<b>Municipal Programs</b> <i>Example:</i> EV charging infrastructure for city fleets		<i>Quick-Start Program:</i> Implement storage in municipalities' critical facilities		
<b>Partner Programs</b> <i>Example:</i> CPUC/CEC/CARB	<i>Quick-Start Program:</i> Community solar			





## Item 4

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**To:** Clean Power Alliance (CPA) Community Advisory Committee

**From:** Allison Mannos, Senior Manager of Marketing & Customer Engagement

**Approved By:** Ted Bardacke, Executive Director

**Subject:** CPA Marketing and Outreach Plan

**Date:** October 10, 2019

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### **BACKGROUND**

July 2019 marked the conclusion of CPA's mass-enrollment of nearly 1 million customers across our 31 member jurisdictions in Los Angeles and Ventura counties in our energy supply service. This launch process commenced in February 2018 and involved a comprehensive marketing and outreach effort; customer notices and mailings, media engagement, discussions at member City Council and Board of Supervisors meetings, and numerous community outreach presentations. CPA's start-up phase unveiled many lessons learned in terms of how we interact with both our customers and our stakeholders. With the formation of our inaugural Community Advisory Committee (CAC) in early 2019, CPA gained another tool in our marketing and outreach toolbox, leveraging the diverse expertise of our CAC members to adapt our external messaging and engagement to better resonate with our target audiences.

CPA is now transitioning its external focus away from the nuts and bolts of enrolling customers in CCA service and more towards establishing our mid- and long-term role in the communities we serve, which will involve rolling out dedicated programs for our customers and strengthening our community relationships, and engaging hard-to-reach populations traditionally marginalized from the planning and policy process. We are

seeking to continue to build additional trust and support among our customer base and to activate our network of community partners. Following is a discussion of CPA's overarching marketing and outreach goals for the coming year. Staff did a presentation to the CAC on CPA's marketing and outreach goals, with initial feedback from the CAC focused on ensuring underserved residential and commercial customers were being reached through building relationships with ethnic chambers of commerce and ensuring accessible language in program materials. Other suggestions included partnering with schools to do more clean energy education and differentiating ourselves in CPA's messaging, in terms of added value and benefits.

### **FY 19/20 MARKETING AND OUTREACH PLAN**

CPA is in the process of expanding our marketing and outreach efforts significantly over the next year, particularly, with the advent of new customer programs. Our marketing plan reflects our two main objectives: 1) Engaging customers in new actions and 2) Expanding our presence and growing our audience.

#### **Objective 1**

Efforts to engage customers in new actions will include program enrollment and customer education tailored towards diverse customer segments. CPA aims to target residential customers, including underserved and hard to reach populations, as well as commercial customers, whose needs vary by industry.

Targets for customer program enrollment would be divided into the following three categories: 1) Boosting CARE/FERA financial assistance program participation; 2) Enrolling customers in CPA's Distributed Energy Resources (DER) and Community Solar pilot programs; and 3) Engaging customers in FY 2020-21 in new CPA customer programs (as identified via the Local Programs Goals & Priorities process).

#### **Objective 2**

Efforts to expand CPA's presence and audience will include proactively establishing longer-term community partnerships and positioning CPA as an industry and policy leader

within the clean energy and community choice spheres. During its start-up phase, CPA identified a robust support network of community, environmental, and legislative partners. Now CPA seeks to better activate this network around tangible activities and programs.

**Attachment:** 1) CPA Marketing and Outreach Plan Presentation



# Marketing & Outreach Plan: FY 19-20

October 10, 2019 CAC Meeting

# Marketing & Outreach Plan – 2019/2020

## OBJECTIVES

**Engage customers  
in new actions**

**Expand external  
presence and grow  
audience**

# Marketing & Outreach Plan – Objective #1: Engage Customers in New Actions

## What would this look like?

- Encourage more opt ups / Green Leaders
- Enroll commercial and residential customers in DER, Community Solar, and local programs
- Show tangible benefits of CPA to local communities
- Boost CARE and FERA enrollment



## How can CPA best achieve that? (A few examples are below)

- Educate customers and solicit their enrollment in DER pilot and Local Programs to hit our program target goals
- Leverage CAC, cities, stakeholders, & Community Based Organizations (CBO Program)
- Promote opt up campaign

## Marketing & Outreach Plan – Objective #2: Expand presence and grow audience

### What would this look like?

- Build proactive and long-term community partnerships
  - Partner with and engage customers and organizations
  - Organize / activate broader support network
  - Engage with and ensure underserved and low-income customers benefit from our programs
  - Marketing support for commercial customer engagement and partnerships
- Position ourselves as industry and legislative/ regulatory policy leaders

### How can CPA best achieve that? (A few examples are below)

- Strengthen relationships with legislators through one-on-one meetings
- Become a member of influential organizations
- Launch more stakeholder facing communications – e.g. CPA “e-newsletter”

# Marketing & Outreach Expansion Timeline 2019-2020



## Marketing & Outreach Plan – Staff Involved

Engage  
customers in  
new actions

Staff involved:

- Allison
- Karen
- Christian
- Marketing Coordinator

Collaborate with:

- Natasha (DER for interim but longer term for com solar)
- DER / LP staff
- Key Accounts Team
- Gina

Expand  
presence and  
grow audience

Staff involved:

- Christian
- Karen
- Marketing Coordinator

Collaborate with:

- Gina
- Key Accounts Team

Future staff:

- Additional outreach staff in VC and LA (bilingual)
- Interns