Community Advisory Committee

Thursday, October 10, 2019
1:00 p.m.
I. Welcome & Roll Call
II. General Public Comment
III. Consent Agenda
IV. Regular Agenda
Item 3

Discuss Possible Frameworks for Regional, Sub-Regional, and Local Program Funding Distribution
Questions to Consider

1. 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?

2. 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?

3. 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?
Item 4

Discuss and Provide Feedback on 2019-20 Marketing and Outreach Plan
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
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
V. Committee Member Comments
VI. Items for Future Agendas
VII. Adjourn

Next Meeting – November 14, 2019