



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

Thursday, May 21, 2020

1:00 p.m.

Listen to the Community Advisory Committee meeting (Audio Only):

Call: (415) 655-0060 Conference Code: 997-830-996

All Participants must press “#” to join the meeting.

SPECIAL NOTICE REGARDING PUBLIC COMMENT: Pursuant to Paragraph 11 of Executive Order N-25-20, executed by the Governor of California on March 12, 2020, and as a response to mitigating the spread of Coronavirus known as COVID-19, the regular meeting of the Community Advisory Committee will allow members of the public to participate and address Committee Members during the meeting via teleconference only. Below are the ways to participate:

- Members of the public are encouraged to submit written comments on any agenda item to clerk@cleanpoweralliance.org up to four hours before the meeting.
- If you desire to provide public comment during the meeting, you must contact staff at (213) 269-5889 at the beginning of the meeting but no later than immediately before the agenda item is called.
 - You will be asked to provide a phone number to call you during the meeting. You will also be asked for your name (or other identifying information) similar to filling out a speaker card so that you can be called when it is your turn to speak.
 - You will be called during the comment section for the agenda item on which you wish to speak.
 - You may be put on hold until your name is called by the Clerk of the Board.
 - You will be able to speak to the Committee for the allotted amount of time. Please be advised that all public comments must comply with our Public Comment Policy.
 - Once you have spoken, or the allotted time has run out, the phone call will be discontinued.

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 the Clerk of the Board at clerk@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.

Clean Power Alliance Community Advisory Committee
May 21, 2020

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.

CALL TO ORDER AND ROLL CALL

GENERAL PUBLIC COMMENT

CONSENT AGENDA

1. [Approve Minutes from April 16, 2020 Community Advisory Committee Meeting](#)

REGULAR AGENDA

2. [Report from CPA Executive Director on Agency Operations](#)
3. [Outreach on Bill Assistance for Residential and Small Business Customers Impacted by COVID-19](#)
4. [Presentation on CPA's Fiscal Year 2020/21 Financial Outlook](#)

COMMITTEE MEMBER COMMENTS

ITEMS FOR FUTURE AGENDAS

ADJOURN – NEXT MEETING ON JUNE 18, 2020

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 public records are available for inspection online at www.cleanpoweralliance.org.*

MEETING of the Community Advisory Committee of the
Clean Power Alliance of Southern California
Thursday, April 16, 2020 1:00 p.m.

MINUTES

The Community Advisory Committee conducted this meeting in accordance with California Governor Newsom's Executive Order N-29-20 and COVID-19 pandemic protocols.

I. WELCOME AND ROLL CALL

Chair David Haake called the meeting to order at 1:02 p.m. and Clerk of the Board, Gabriela Monzon, conducted roll call.

East Ventura/West LA County	Angus Simmons (Vice-Chair)	Remote
East Ventura/West LA County	Lilian Teran Mendoza	Absent
San Gabriel Valley	Richard Tom	Remote
San Gabriel Valley	Robert Parkhurst (Vice-Chair)	Remote
West/Unincorporated Ventura County	Lucas Zucker	Remote
West/Unincorporated Ventura County	Steven Nash	Remote
South Bay	David Lesser	Remote
South Bay	Emmitt Hayes	Remote
Gateway Cities	Jaime Abrego	Remote
Westside	Cris Gutierrez	Remote
Westside	David Haake (Chair)	Remote
Unincorporated Los Angeles County	Neil Fromer	Remote
Unincorporated Los Angeles County	Kristie Hernandez	Remote

All votes are unanimous unless otherwise stated.

II. GENERAL PUBLIC COMMENT

There were no general public comments.

III. CONSENT AGENDA

1. Approve Minutes from March 19, 2020 Community Advisory Committee Meeting

Motion: Vice-Chair Parkhurst, San Gabriel Valley

Second: Committee Member Gutierrez, Westside

Vote: Item 1 was approved by a roll call vote.

Committee Member Lucas Zucker joined the meeting at or about 1:15 p.m.

IV. REGULAR AGENDA

2. Report from Executive Director on CPA Operations

Allison Mannos, Sr. Manager of Marketing & Customer Engagement, provided a presentation of CPA's COVID-19 response, including the discussion of a proposed communication and content plan that defined goals, target audiences, messaging, themes, and tactics.

Committee Member Tom asked staff about similarities with So Cal Edison (SCE) regarding community outreach and Vice-Chair Parkhurst asked for clarification on TOU rates. Staff clarified that outreach from other agencies such as LADWP and SCE has been monitored throughout the development of any communication plans and added that TOU rates are generally lower during the day and higher in the evenings, which may help some customers to lower their electricity bills altogether.

Committee Members Nash, Gutierrez, Hernandez, and Parkhurst expressed support of the intent of the bill assistance program, particularly commenting on the targeted assistance, empathic messaging, and networks for sharing messaging throughout the communities. In response to comments, Ms. Mannos clarified that staff focused on developing messaging that reinforced compassionate tones.

Ted Bardacke, Executive Director, provided an update on CPA's COVID-19 response, CPA's actions to secure temporary office space; the strong fiscal position of the organization; risks of non-payment on CPA business and other customer behavior trends, and the impact of the pandemic on energy loads.

Committee Member Fromer inquired about estimates of load picked up from other utilities during stay-at-home orders; Chair Haake asked for further information about the impacts on demand. Mr. Bardacke clarified that the

difference in percentage of residential accounts can make a difference in the load and that CPA can adjust quickly to align electricity costs with electricity revenue. Mr. Bardacke added that reserves may be negatively impacted but overall CPA can mitigate some of that risk.

In response to Committee Member Lesser's questions regarding large opt-outs, Mr. Bardacke stated that opt-outs did not increase, however, there was a noticeable uptick in customers switching from 100% Green to Lean Power tier and CPA does not have much financial exposure to customer opt-downs.

3. Discussion of New Rates

Mr. Bardacke provided a presentation on rate adjustments for 2020, including the following topics: proposed domestic residential and commercial rates adjustments, rate setting analysis and opportunities, potential changes to streetlighting rates, COVID-19 financial relief, and a summary of next steps.

In response to Committee Member Gutierrez, Fromer, and Lesser's comments and questions about COVID-19 relief, Mr. Bardacke explained that using customer behavior may help in targeting those who need assistance and that other Community Choice Aggregators (CCA) have instead donated to regional food banks. Committee Member Fromer commented that if cities were able to save money from CPA's streetlighting program, can those funds go towards programs that benefit disadvantaged communities. Mr. Bardacke noted that staff wanted to be mindful of any limitations on those member cities that were able to partake in the streetlighting program and ensure those cities remain customers.

Committee Member Lesser asked about messaging regarding the origin of rate increases and expressed support for direct relief for those who meet certain conditions, to which Mr. Bardacke indicated that some messaging will include an indication that CPA does not have control over SCE rate increases.

V. COMMITTEE MEMBER COMMENTS

Christian Cruz, Community Outreach Manager and Committee Members Hernandez and Fromer, shared key takeaways from meeting with the Acton Town Council and representatives, noting that the jurisdiction expressed concerns over representation and the ability to provide feedback. Committee Member Fromer shared next steps, including meeting with the County Supervisor to ensure that those needs are met.

VI. ITEMS FOR FUTURE AGENDAS

None.

VII. ADJOURN – NEXT MEETING ON MAY 21, 2020

Chair Haake adjourned the meeting at 2:35 p.m.

DRAFT



Staff Report – Item 2

To: Clean Power Alliance (CPA) Community Advisory Committee
From: Ted Bardacke, Executive Director
Subject: Report from Executive Director on Agency Operations
Date: May 21, 2020

Financial Performance

CPA's financial performance continued above budget through February 2020. For the eight months ending February 2020, energy revenues were 4% higher than budgeted while energy costs were on budget. Combined with lower operating expenditures, net income was \$24.5 million greater than forecast. CPA's liquidity position remains healthy, allowing it to meet its obligations.

The monthly financial dashboard for February is attached (Attachment 1). CPA benefitted from both higher revenue and lower energy costs than budgeted in the month.

CPA Power Response Update

CPA Power Response, which the Board approved in October 2019 as a 12-18 month Distributed Energy Resources (DER) Pilot Program has three customer elements: 1) a residential smart thermostat program; 2) a residential and commercial battery storage program; and 3) a commercial EV charger program. Each of these programs attempt to use existing thermostat, battery storage, and EV charging infrastructure to shift customer electricity demand away from high-cost, high GHG intensity time periods in exchange for incentive payments. More information is available on CPA's website for [residential customers](#) and [commercial customers](#).

CPA's key accounts team has been working with jurisdictions in both LA and Ventura Counties to enroll qualifying municipal accounts into the EV charger program. Two cities have successfully enrolled in CPA Power Response, and at least six others are in discussions with staff about how to sign up. CPA is also reaching out to commercial and industrial customers to seek interest in program participation, and several key commercial customers have already signed up. A webinar held on April 22 was attended by 65 non-residential customers and covered the program enrollment process, eligible customer accounts, and funding. Member agencies can review the [webinar recording](#) and contact Jennifer Giles (LA County: jgiles@cleanpoweralliance.org) and Karen Schmidt (Ventura County: kschmidt@cleanpoweralliance.org) for questions and to learn about technical assistance that CPA and Olivine, CPA's Power Response program partner, can provide. For residential customers, CPA launched targeted social media campaigns to raise awareness about CPA Power Response and sent a direct multilingual mailer advertising the smart thermostat program to customers that already have this technology.

Customer Engagement & Community Based Outreach

All in-person events and community outreach have been postponed due to COVID-19 precaution measures. As a result, CPA's external affairs team has re-focused attention on digital channels and how to help Community Based Organization (CBO) Outreach grantees adapt to increase online outreach.

In early 2020, CPA launched its first CBO Outreach Grant Program RFP and concluded the application process in March. The goal of the CBO Grant program is for CPA to engage local partners to reach and educate low-income customers in Disadvantaged Communities (DACs) and other vulnerable populations on a variety of topics. These include CPA's rates and service, the benefits of clean energy and financial incentives through CARE/FERA, CPA Power Response, and the DAC Green Tariff customer program (pending CPUC funding approval). Staff and Community Advisory Committee members reviewed and scored applicants according to evaluation criteria and selected five CBO Grantees to receive one-year \$20,000 grants. Outreach by the CBOs will commence in May 2020. In light of COVID-19, CPA has worked with each CBO to adjust

their 12-month scope of work to focus on virtual and creative engagement strategies until in-person and direct outreach is safe to conduct. A summary of each CBO Grant recipient is attached to this staff report (Attachment 2).

Opt-Actions

As of April 28, CPA's commercial (Phases 1, 2, 4, and 5) opt-out rate was 6.98%. CPA's commercial customer base has essentially stabilized in terms of number of accounts and opt-outs from commercial customers in the 100% Green default has slowed. CPA's Residential (Phase 3) opt-out rate is 5.78% and, when counting new accounts since mass enrollment, has reached steady state.

In early April 2020, CPA began its service enrollment process for the nearly 4,300 eligible customers in Westlake Village, referred to as Phase 5. Customers received their first of four enrollment notices in April, leading to an increase in calls to the call center and opt actions from Westlake Village residents and businesses. Phase 5 customers will receive the second pre-enrollment notice in early May, CPA service begins on the June meter read date for each customer, and subsequently customers will receive two additional post-enrollment notices between June and August.

Customer Service Center Performance

The Customer Service Center is now fully operational on a remote basis and call center performance has remained steady through May. Call volume through in May to date is 924. Most customer call inquiries were related to bill assistance, NEM true-ups, and Westlake Village enrollment. In May, 98.8% of calls were answered within 60 seconds, and average wait time was 17 seconds, similar to performance in April.

Regulatory Update

On March 26, 2020 the CPUC issued a Proposed Decision (PD) that would create a Central Procurement Entity (CPE) for Resource Adequacy (RA). As written, the PD would designate PG&E and SCE as default buyer for Local RA resources in their service territories and eliminate Local RA obligations of other Load Serving Entities (LSEs), taking

away a key part of CCAs' ability to shape the way local capacity needs are fulfilled. The PD infringes on LSE self-procurement autonomy and may drive excess procurement—including of fossil-based resources—and increase costs for all ratepayers. CalCCA submitted comments and reply comments and urged the CPUC to modify the PD so LSEs can receive financial compensation that acknowledges their Local resources' contribution to reducing the CPE's procurement needs. CPA staff conducted ex parte meetings with all five CPUC Commissioner offices to advocate for such modification. The PD was held off the agenda by the CPUC staff and will likely be voted on May 28, 2020.

Staffing Update

Octavien Ngarambe was hired as Energy Resource Planner. With 20 years of experience in the energy sector, including as Manager of Valuation and Analytics for the Energy and Resources Practice of Deloitte & Touche and most recently as Integrated Resources Planner for the Imperial Irrigation District, Octavien will strengthen CPA's capabilities in long-term resource planning, the valuation of new renewable resources, and the scheduling/dispatch of CPA's renewable and storage resources. Octavien has a PhD in Applied Economics and Statistics from the University of Kentucky and starts with CPA on June 1.

Alexandra Caryotakis was hired as Power Procurement Analyst. She joins CPA from the West Hollywood-based GI Energy, where she conducted energy and financial modeling for distributed energy resource projects and battery energy storage technologies. Alexandra will support the Power Procurement team in origination, contract and position management, compliance and market analysis. Alexandra started her career administering income-qualified programs at SCE and is an Environmental Science graduate of UCLA, where she was manager of the campus-wide PowerSave program. Alexandra starts at CPA on May 25.

- Attachments:**
- 1) [February 2020 Financial Dashboard](#)
 - 2) [CBO Outreach Grant 2020-2021 Cycle Awardees](#)



Financial Dashboard

Summary of Financial Results

YTD
February
2020

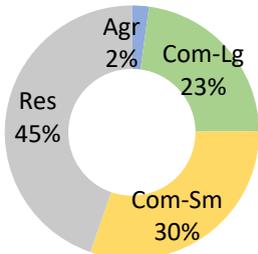
Active Accounts

989,000

Opt-Out %

5.6%

YTD Sales Volume
7,738 GWh

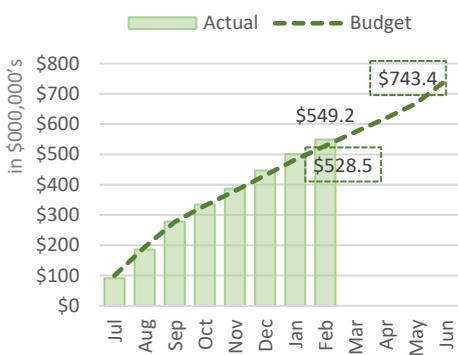


in \$000,000's	February				Year-to-Date			
	Actual	Budget	Variance	%	Actual	Budget	Variance	%
Energy Revenues	\$48.0	\$45.9	\$2.1	5%	549.2	528.5	20.7	4%
Cost of Energy	\$45.0	\$46.0	-\$1.0	-2%	506.7	508.3	-1.6	0%
Net Energy Revenue	\$3.0	-\$0.1	\$3.1		42.5	20.2	22.3	111%
Operating Expenditures	\$2.0	\$2.0	\$0.0	0%	14.5	16.7	-2.2	-13%
Net Income	\$1.1	-\$2.0	\$3.1		28.0	3.5	24.5	706%

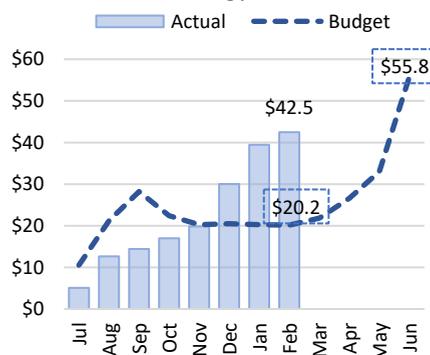
Note: Numbers may not add up due to rounding.

- CPA recorded higher than budgeted net income for the period. Expenditures remain within authorized budget limits.
- For year-to-date:
 - Revenues of \$549.2 million were \$20.7 million or 4% above budget.
 - Cost of energy of \$506.7 million was about flat relative to budgeted energy costs.
 - Operating expenditures of \$14.5 million were 13% lower than budgeted primarily due to lower than budgeted staffing, legal services, and billing data management & SCE service fees.
 - Net income of \$28 million was \$24.5 million above budgeted net income of \$3.5 million.
 - Management believes that available liquidity and bank lines of credit are sufficient for CPA to continue to meet its obligations.

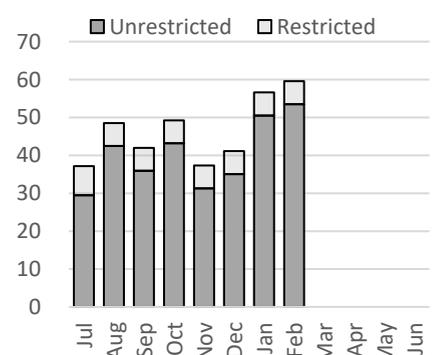
Cumulative Revenue



Net Energy Revenue



Cash & Cash Equivalents



Definitions:

Accounts: Active Accounts represent customer accounts of active customers served by CPA per Calpine Invoice.
 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, 2019



Clean Power Alliance

Community Based Organization (CBO) Outreach Grant

2020-2021 Grant Cycle Awardees

Breathe LA

Areas Served: Various communities in Unincorporated LA County (East LA, Florence/Firestone), Alhambra, Carson, Downey, Hawthorne, Hawaiian Gardens, Paramount, and Whittier.

Target Demographics: Spanish speaking Latino, African American, and Mandarin and Cantonese speaking Chinese residential customers.

Summary of Work: Breathe LA has deep roots in educational outreach around the nexus between public health and air/environmental quality. Breathe LA is not place-based, which allows them to partner with community groups across LA County and reach more CPA communities. They will be focused on hosting informational workshops, utilizing their network to push out information, and social media.

Climate First: Replacing Oil and Gas (CFROG)

Areas Served: Oxnard

Target Demographics: Spanish-speaking Latino residential customers

Summary of Work: CFROG is a well-established environmental advocacy group based in Ventura County that has expanded focus on DACs in Oxnard and Ventura. CFROG's mission includes resource shifting to clean energy and air quality priorities. They will conduct events, door-to-door canvassing, utilize their community networks, social media, and hire a Spanish-speaking organizer to engage CPA customers.

Filipino American Chamber of Commerce, South Bay LA

Areas Served: Carson, Hawthorne, and Unincorporated LA County

Target Demographics: Tagalog speaking Filipino small business and residential customers

Summary of Work: The Filipino American Chamber of Commerce – South Bay LA is an active ethnic chamber based in Carson with a deep network and partnerships with local institutions and the City of Carson. The Chamber will produce five historically well attended events, at which they will prominently feature CPA programs and services. The Chamber will also integrate CPA's focused messaging into their monthly workshops, quarterly mixers, and social media. Other activities include production of a video PSA ad, ads on the City of Carson's electronic billboards, weekly social media video announcements, collaboration with Filipino news outlets, and webinars.

Merito Foundation

Areas Served: Various communities in Unincorporated Ventura County, Oxnard, and Ventura.

Target Demographics: Spanish speaking Latino residential customers

Summary of Work: Merito Foundation has a long history of conducting environmental education in public schools in Ventura County's DACs. Merito will expand their education to include CPA/clean energy topics and will conduct a mix of workshops and events, including at schools, adult education centers, and with farmworker organizations. They will also prepare a Spanish and Mixteco video PSA ad, targeted social media, and conduct some of their workshops as "Distance Learning Lecture" webinars.

Temple City Chamber of Commerce

Areas Served: Alhambra, Arcadia, and Temple City.

Target Demographics: Mandarin and Cantonese speaking Chinese small business and residential customers

Summary of Work: The Temple City Chamber of Commerce is an active ethnic chamber that co-produces the annual Lunar New Year festival and is well established in various San Gabriel Valley Chinese communities. The Chamber will incorporate CPA information into community events, quarterly mixers, workshops, English and Chinese webinars, City Council presentations, social media, and their print newsletter.



Staff Report – Item 3

To: Clean Power Alliance (CPA) Community Advisory Committee

From: Allison Mannos, Sr. Manager, Marketing & Customer Engagement

Approved by: Ted Bardacke, Executive Director

Subject: Outreach on Bill Assistance for Residential and Small Business Customers Impacted by COVID-19

Date: May 21, 2020

CPA COVID-19 Relief Program

On May 7, the CPA Board of Directors approved a \$1 million [COVID-19 Relief Program](#) to provide bill assistance to CPA’s residential and small business customers impacted by the pandemic. The bill assistance is applied as follows:

Residential Bill Credits

Residential customers who have recently lost their jobs, have reduced income, or are otherwise experiencing financial hardship due to COVID-19 can receive a one-time, automatic \$25 electricity bill credit through one of two ways:

1. New customers who sign up for [CARE, FERA](#), or [Medical Baseline](#)¹ assistance through SCE on or after March 16.

OR

2. Existing CARE/FERA/Medical Baseline customers who sign up for a payment plan through SCE on or after March 16.

Residential customers can sign up for CARE/FERA/Medical Baseline by visiting sce.com or calling SCE at 800-655-4555 and can call SCE to sign up for a payment plan.

¹ California Alternate Rates for Energy (CARE) reduces electric bills for qualified customers by about 30%. Family Electric Rate Assistance (FERA) reduces electric bills for qualified households by about 18%. Medical Baseline provides a higher kWh of electricity per day at the lowest baseline rate for customers requiring the use of electrical-powered medical equipment.

Small Business Bill Credits

Small business customers on the common TOU-GS-1 or TOU-GS-2 rate classes can receive a one-time, automatic \$50 electricity bill credit by signing up for a payment plan through SCE. Small businesses can call SCE at 800-990-7788 to get on a payment plan.

Program Structure

CPA's \$25 and \$50 bill credits are applied to the Supply/Generation portion of customers' SCE bills (i.e. the CPA portion of the bill) and appear as a "COVID-19 Relief Credit" line item. Customers do not have to take any additional steps to notify CPA once they've signed up for CARE, FERA, Medical Baseline, or a payment plan; SCE notifies CPA of these new enrollments and then CPA's billing team applies the credit to applicable customers as soon as their next bill. Bill credits are available until the \$1 million in funds are exhausted and will be applied to customers' bills on a first-come, first-served basis. As of this writing, there have been approximately 12,800 new CARE/FERA/Medical Baseline customers since March 16 and approximately 3,200 new customers on payment plans, which means CPA has already provided over \$410,000 in support to residents and businesses in need.

The structure of CPA's COVID-19 Relief program is intended to provide modest but immediate bill relief, while steering particularly vulnerable customers (small businesses, low income customers, those who are newly unemployed or who have had their work hours reduced, or sick, etc.) towards sustained forms of help. SCE's disconnection suspensions will not last forever and keeping customers engaged and up-to-date on their bills—either through reduced rates, payment plans, or both—can be part of helping customers avoid falling into a cycle of bad debt in the future.

"Stay Engaged" During COVID-19 Communications Campaign

CPA launched communications to help customers stay engaged during COVID-19 and connect those experiencing economic hardship to resources and ways to save. CPA customers have access to all SCE customer protections, including flexible payment plans, one-time bill payment assistance, streamlined CARE/FERA enrollments, and suspension

of disconnections for non-payment. CPA customers can now also benefit from CPA's new \$1 million COVID-19 Relief program (see additional details below).

The first phase of the Stay Engaged communications campaign included updating CPA's website and the CPA message on customers' SCE electric bills with prominent information on COVID-19 resources. This also included [Facebook](#) and [Twitter](#) posts reaching over 5,600 English-speaking customers and 17,300 Spanish-speaking customers as of this writing. CPA's Customer Service Center was also provided with additional talking points to help in connecting customers to COVID-19 resources available.

The second phase included more social media ads, which have now collectively reached over 11,600 in English, 29,500 in Spanish, and 10,400 in Chinese, as well as radio ads on popular Spanish and Mandarin and Cantonese language stations in LA and Ventura County, reaching over 175,000, 650,000, and 350,000 listeners respectively. There are a series of English language radio ads on KCRW/NPR, reaching 135,800 listeners, and some local news coverage across the service territory. CPA has re-focused its communications messaging to highlight the bill credits available to residential and small business customers through CPA's COVID-19 Relief Program.

Continued Communications

Staff has been closely coordinating with SCE staff to ensure that both Customer Service Centers are well-trained on CPA's COVID-19 Relief Program to provide for a positive experience for our shared customers. Additionally, through its Stay Engaged campaign, staff has been distributing information and announcements across diverse communications platforms, in multiple languages, to inform customers about this easy opportunity to save on their electric bills. CPA's materials used in getting the word out are attached to this staff report for the CAC's use and reference.

- Attachments:**
- 1) [COVID-19 Relief Program Press Release](#)
 - 2) [Sample Social Media and Communications Materials](#)
 - 3) [COVID-19 Relief Program Flyer](#)
 - 4) [CARE/FERA/Medical Baseline Factsheet](#)

**Media Contact:**

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amannos@cleanpoweralliance.org

FOR IMMEDIATE RELEASE—May 7, 2020

Clean Power Alliance Dedicates \$1 Million in COVID-19 Related Customer Relief;

Impacted Residential and Small Business Customers Who Sign Up for Financial Assistance and Payment Plans Will Get Automatic Bill Credits

Los Angeles, CA—In response to its customers facing financial challenges due to COVID-19, Clean Power Alliance is creating a \$1 million program to provide automatic bill credits for those in need. On May 7th, Clean Power Alliance’s Board of Directors approved the \$1 million bill assistance program for its COVID-19 impacted residential and small business customers who sign up for payment plans or state financial assistance programs through Southern California Edison (SCE).

Residential customers who recently lost their jobs or have reduced income due to COVID-19 can get extra help through a few options. Clean Power Alliance is encouraging its residential customers to sign up for newly streamlined state financial assistance programs including [CARE](#), [FERA](#), or [Medical Baseline](#) that are administered by SCE, as well as SCE bill payment plans. Clean Power Alliance will give a one-time \$25 bill credit to residential customers who sign up for CARE, FERA, or Medical Baseline assistance on or after March 16. For customers already enrolled in these programs, Clean Power Alliance will also give them a one-time \$25 bill credit if those customers sign up for a SCE payment plan on or after March 16.

Small business customers who are facing cash flow issues due to COVID-19 can also get up to a one-year partial extension on their electricity payments. Clean Power Alliance will give a one-time \$50 bill credit to small business customers who sign up for a payment plan through SCE on or after March 16.

Once the financial assistance enrollment or payment plans are set up, Clean Power Alliance will automatically apply the credit, as soon as the customer’s next electric bill. Customers receiving unemployment benefits or participating in the federal CARES program can be eligible for these bill assistance funds.

Clean Power Alliance will issue these COVID-19 relief bill credits on a first-come, first-served basis until the funds are exhausted. Customers interested in signing up for a financial assistance program and/or payment plan should call SCE Customer Service today at 800-655-4555. More information is available on Clean Power Alliance’s website:

cleanpoweralliance.org/covid19

“We understand that choosing between rent, bills, and groceries or payroll is a situation no family or small business should have to face,” said Ted Bardacke, Executive Director, Clean Power Alliance. “We’re committed to supporting the most vulnerable in our communities and doing our part during this difficult time.”

###

Clean Power Alliance believes in a clean energy future that is local, where communities are empowered, and customers are given a choice about the source of their energy. Clean Power Alliance serves approximately one million customer accounts and has more customers on 100% renewable energy rate plans than any other electricity company in the country. Visit www.cleanpoweralliance.org for more information, where you can view our 2018-2019 Impact Report.



Stay Engaged During COVID-19 Campaign 5/8/2020 UPDATE: Clean Power Alliance's COVID-19 Relief Program

CPA Website: www.cleanpoweralliance.org/covid19

CPA Marketing & Communications Contacts

- Jennifer Ward, Director of External Affairs:
jward@cleanpoweralliance.org, 213-269-5889
- Allison Mannos, Sr. Manager, Marketing & Customer Engagement:
amannos@cleanpoweralliance.org, 213-505-7950
- Alicia A. Gutierrez, Marketing Coordinator:
agutierrez@cleanpoweralliance.org, 323-428-4140

CPA SOCIAL HANDLES

[Twitter](#): @CleanPowerInfo

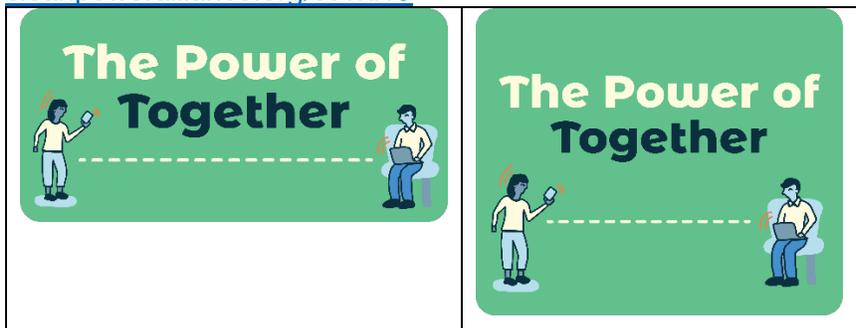
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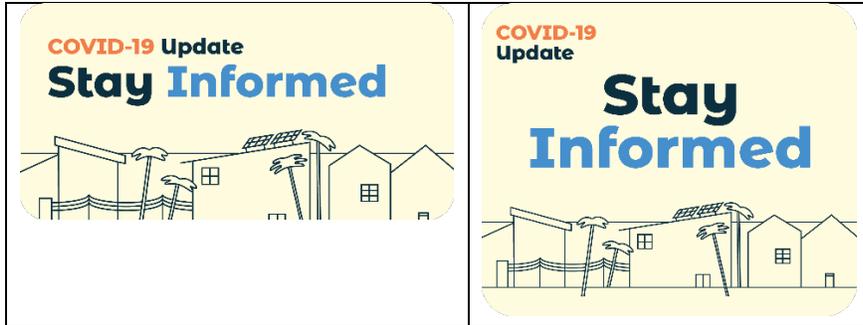
SOCIAL MEDIA CAMPAIGN CONTENT

Twitter image/Facebook image

We understand this is a difficult time for many and want to lend a helping hand. Clean Power Alliance dedicated \$1 million in COVID-19-related relief to our customers who are recently unemployed and most in need. For details on our new bill assistance program, visit cleanpoweralliance.org/covid19



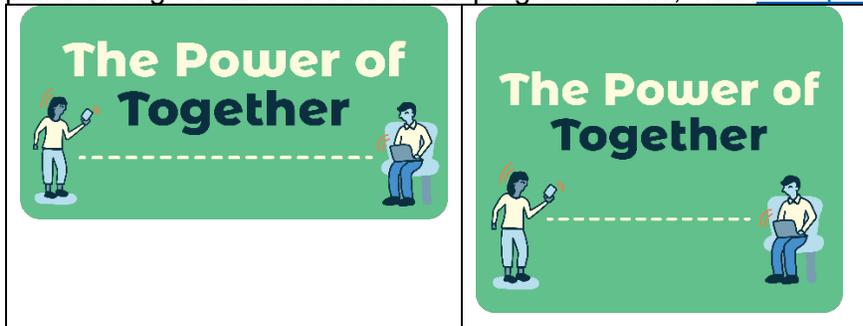
Recently unemployed or need support on your electricity bill? We hear you. Clean Power Alliance is helping our customers during COVID-19 by allocating \$1 million to impacted residents and small businesses to help manage their electricity bills. Details on eligibility and bill credit options can be found here: cleanpoweralliance.org/covid19



New COVID-19 Relief Program: Impacted residential and small business Clean Power Alliance customers who sign up for CARE/FERA/Medical Baseline or a bill payment plan can receive \$25 or \$50 bill credits. Learn more at: cleanpoweralliance.org/covid19



We understand our customers have a lot on their plates, especially if you've lost your job or have limited income. That's why Clean Power Alliance dedicated \$1 million in bill assistance to COVID-19 impacted residential and small business CPA customers who sign up for payment plans through SCE. Interested? For program details, visit: cleanpoweralliance.org/covid19



GENERAL NEWSLETTER / WEBSITE SAMPLE TEXT

CPA COVID-19 Website: cleanpoweralliance.org/covid19

Clean Power Alliance is here to help our customers during COVID-19. We understand choosing between rent, bills, and groceries or payroll is a situation no family or small business should have to face, especially during a crisis. We believe our customers deserve reliable and affordable electricity with manageable payments. That's why Clean Power Alliance created a \$1 million [COVID-19 Relief Program](https://cleanpoweralliance.org/covid19) that provides bill assistance to impacted residential and small business customers who sign up for financial assistance through Southern California Edison (SCE). Applicable to customers who enroll in [CARE](#), [FERA](#), or [Medical Baseline](#) and who call SCE at (800) 655-4555 to get on a payment plan. Please visit cleanpoweralliance.org/covid19 to

find out if you are eligible for \$25 to \$50 electricity bill credits, available on a first-come, first-served basis until the funds are exhausted.

Customers not eligible for Clean Power Alliance's COVID-19 Relief Program, please visit [sce.com/safety/coronavirus](https://www.sce.com/safety/coronavirus) for other resources. Together, we're committed to supporting our communities most in need and doing our part during this difficult time.

SMALL BUSINESS INFORMATION

Clean Power Alliance (CPA) is here to help our small business customers during COVID-19. We understand choosing between rent, bills or payroll is a situation no small business should have to face, especially during a crisis.

Our Board of Directors approved a new \$1 million **COVID-19 Relief Program** that provides bill assistance to our customers, including small businesses experiencing economic hardship due to COVID-19. Our impacted small business customers will be eligible for a one-time \$50 bill credit by signing up for a payment plan through Southern California Edison (SCE). Qualifying customers include GS-1 and GS-2 account holders (check your recent SCE bill if you're not sure what rate type you're on).

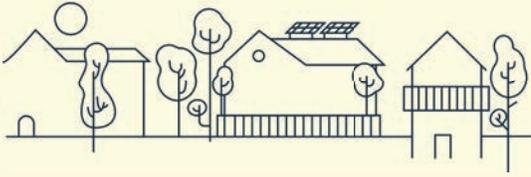
For more information on CPA's COVID-19 Relief Program and additional COVID-19 Resources, visit: cleanpoweralliance.org/covid19. Limited funds available on a first-come, first-served basis! To sign up for a payment plan, please call SCE today at 800-990-7788.

We'd also like to remind our small businesses about CPA's new customer program, **CPA Power Response**, which can help businesses with existing smart thermostats, electric vehicle (EV) charging stations, and solar and battery energy storage systems earn financial incentives and save money on energy bills.

Eligible businesses receive an immediate \$250 bill credit for enrolling in CPA Power Response and additional bill credits for managing their energy usage during times of peak demand. CPA is also offering a limited small grant program for commercial customers to help fund new battery storage installation. To see if your business qualifies and to enroll in CPA Power Response, call 888-331-3534 or visit the CPA Power Response [website](#).

CPA thanks its customers for continuing to keep safe – we're all in this together!

COVID-19 Update



Clean Power Alliance's COVID-19 Relief Program

Clean Power Alliance (CPA) is here to help our customers during COVID-19. We understand choosing between rent, bills, and groceries or payroll is a situation no family or small business should have to face, especially during a crisis.

We believe our customers deserve reliable and affordable electricity with manageable payments. That's why we're allocating \$1 million in bill assistance to COVID-19 impacted customers who sign up for financial assistance through Southern California Edison (SCE). We're committed to supporting our communities most in need and doing our part during this difficult time. Learn more at cleanpoweralliance.org/covid19

How it Works

Residential Customers



Your Options:

1. CPA will provide a one-time \$25 bill credit to residential customers who sign up for CARE, FERA, or Medical Baseline assistance through SCE on or after March 16.
2. Already on CARE, FERA, or Medical Baseline? CPA will give you a one-time \$25 bill credit if you sign up for a payment plan through SCE on or after March 16.

No need to notify CPA once you sign up for the financial assistance programs or payment plans. SCE will notify us when your program enrollment or payment plan is set up, and then CPA will automatically apply your \$25 bill credit as soon as your next electric bill. You can still get this electric bill assistance even if you're also receiving unemployment benefits.

Who to Contact

Clean Power Alliance will provide bill credits on a first-come, first-served basis until funds are exhausted. To sign up for a payment plan or get enrolled in financial assistance programs, please call SCE today at **800-655-4555** or visit: **[visit SCE.com/covid19](https://www.sce.com/covid19)**.

Small Business Customers



CPA will give a one-time \$50 bill credit to small business customers (on GS-1 or GS-2 rates) who sign up for a payment plan through SCE on or after March 16.

No need to notify CPA once you sign up for a payment plan. SCE will notify us when your payment plan is set up, and then CPA will automatically apply your \$50 bill credit as soon as your next electric bill. You can still get this electric bill assistance even if you're also receiving federal CARES Act benefits.



Locally powered energy innovation.



Need Help Paying Your Bill? We're Here to Help.

Clean Power Alliance envisions a more sustainable future, where clean energy is affordable for everyone in our communities. It's important that our customers benefit from financial assistance programs after you've enrolled in our service, whether you're just starting or previously received discounts.

Which Program Is Right for Me?



California Alternate Rates for Energy (CARE) Program

You participate in a public assistance program or meet income requirements

The **CARE Program** reduces energy bills for eligible customers by about 30%.



Family Electric Rate Assistance (FERA) Program

You have a family of 3 or more, participate in a public assistance program or meet income requirements

The **FERA Program** reduces energy bills for eligible customers by about 18%.



Medical Baseline Program

If you or someone in your household needs electrically powered medical equipment or meets income requirements

The **Medical Baseline Program** supplies additional energy at no extra cost to your normal energy use to keep your devices going.

How Do I Apply?

SCE administers each of these programs. To apply for any of these programs by phone, call SCE at **800-447-6620**.

Apply online for the CARE/FERA programs at: <https://www.sce.com/residential/assistance/care-fera>

Apply online for the Medical Baseline program at: <https://www.sce.com/residential/assistance/medical-baseline>

Already A CARE/FERA/Medical Baseline Customer?

Your energy bill discount will automatically continue through your SCE bill. You don't have to do anything to keep your CARE, FERA, Medical Baseline, or other discount after you start service with Clean Power Alliance.



¿Necesita ayuda para pagar su factura? Estamos aquí para ayudar.

Clean Power Alliance tiene la visión de un futuro más sostenible en el que la energía limpia es asequible para todos en nuestras comunidades. Es importante que nuestros clientes se beneficien de programas de asistencia económica después de que se haya inscrito en nuestro servicio, ya sea que recién esté empezando o que haya recibido descuentos anteriormente.

¿Cuál es el programa correcto para mí?



Tarifas Alternativas de Energía para California

California Alternate Rates for Energy (CARE) Program

Usted participa en un programa de asistencia pública o reúne los requisitos de ingresos

El **Programa CARE** reduce en un 30% las facturas de energía de los clientes que reúnen los requisitos.



Programas Familiar de Reducción de las Tarifas de Energía

Family Electric Rate Assistance (FERA) Program

Usted tiene una familia de 3 o más, participa en un programa de asistencia pública o reúne los requisitos de ingresos

El **Programa FERA** reduce en un 18% las facturas de electricidad de los clientes que reúnen los requisitos.



Asignación de Tarifa Básica por Servicio Médico

Medical Baseline Program

Si usted o alguien en su hogar necesitan equipo médico que funciona con electricidad o reúnen los requisitos de ingresos

El **Programa Medical Baseline** ofrece energía adicional a la que normalmente usa para que pueda usar sus aparatos sin tener que pagar más.

¿Cómo presento mi solicitud?

SCE administra cada uno de estos programas. Para solicitar ser admitido en cualquiera de estos programas por teléfono en español, llame a SCE al **800-447-6620**.

Presente su solicitud en línea para los programas CARE/FERA en:

<https://www.sce.com/residential/assistance/care-fera>

Presente su solicitud en línea para el programa Medical Baseline en:

<https://www.sce.com/residential/assistance/medical-baseline>

¿Ya es cliente de CARE/FERA/Medical Baseline?

Su descuento de su factura de energía continuará apareciendo automáticamente en su factura de SCE. Después de iniciar el servicio con Clean Power Alliance no tiene que hacer nada para mantener su descuento de CARE, FERA, Medical Baseline u otro programa.



Staff Report – Item 4

To: Clean Power Alliance (CPA) Community Advisory Committee
From: Ted Bardacke, Executive Director
Subject: Presentation on CPA's Fiscal Year 2020/21 Financial Outlook
Date: May 21, 2020

On May 21, 2020, the Executive Director and the Chief Financial Officer will provide a presentation to the Community Advisory Committee updating them on CPA's financial outlook.