SAN DIEGO COMMUNITY POWER

San Diego Community Power

City of Chula Vista Presentation

February 16, 2021

Update

- About Us
- Startup Activities
- Launch

About Us

Who is San Diego Community Power?

SAN DIEGO COMMUNITY POWER

CITY OF CHULA VISTA®

CITY OF Encinitas

IMPERIAL BEACH ©1959 classic southern california

CITY OF LA MESA JEWEL of the HILLS

The City of SAN DIEGO

Goals

- 100% renewable energy by 2035 or sooner
- Offer competitive rates
- Achieve GHG reduction goals
- Prioritize local renewable and distributed energy resources
- Demonstrate local economic benefits, local workforce development, and innovative energy programs
- Promote investment in communities of concern and programs centered on economic, environmental, and social equity
- Be financially sound

Financing

Task	Estimated Cost	Funding Source
Pre-formation	$500,000	City of SD Budget (FY20 only)
Start Up: Operations and admin expenses	$5M	JPA start-up loan (backed by private collateral)
Program launch and initial operations	$30M	Working capital loan + initial revenues to back power purchases

Key Stats

Phase	Timing	Approximate Number of Customers (# of accounts)	Approximate Percentage of Annual Load	Total Load (GWh)
Municipal+	March 2021	700	3%	200
Commercial & Industrial	June 2021	72,000	59%	3800
Residential	Jan. 2022*	695,000	38%	2470
TOTAL	-	**767,700**	**100%**	**6470**

*Timing subject to change

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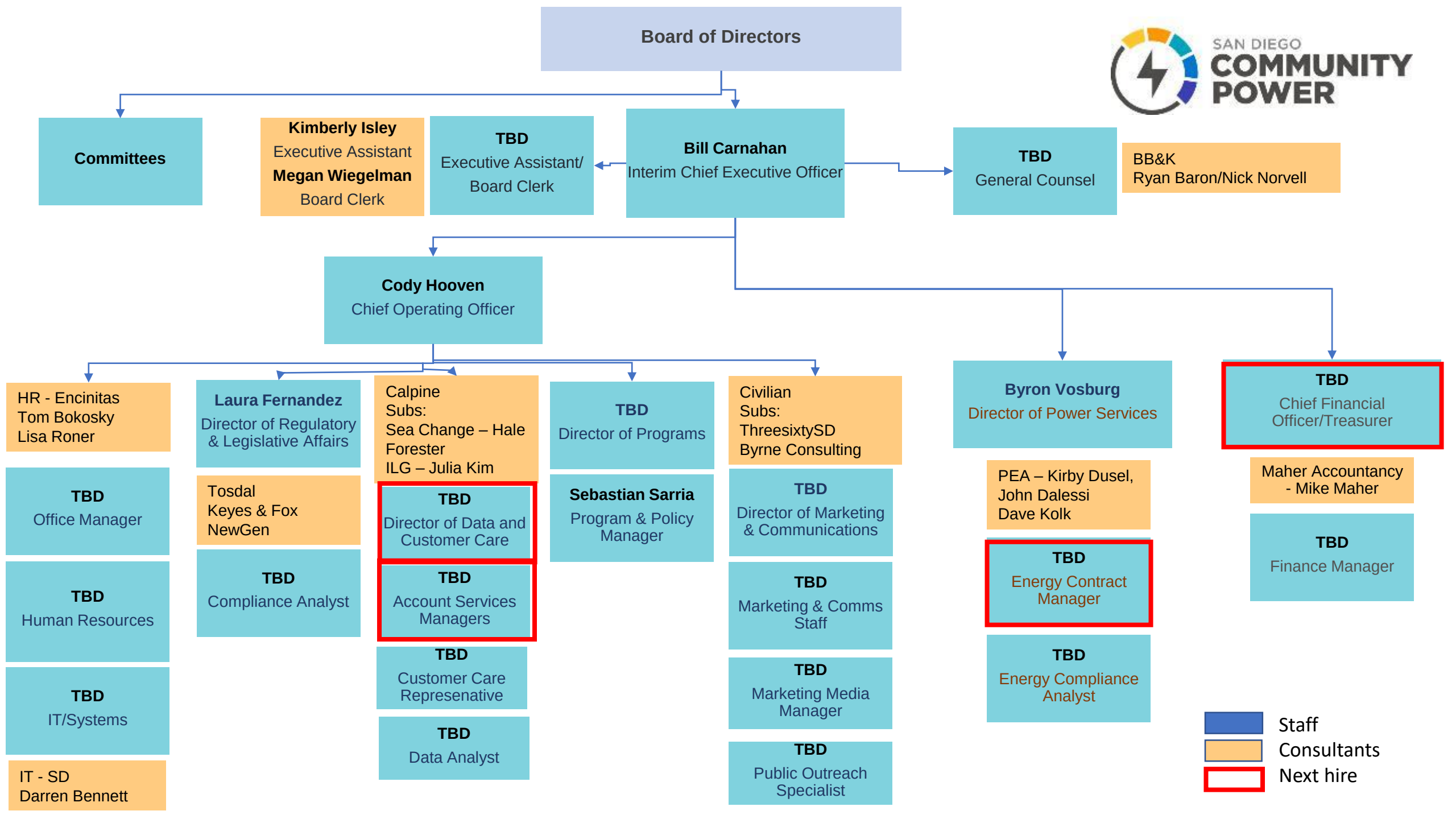
Board of Directors
SAN DIEGO COMMUNITY POWER
Committees
Kimberly Isley
Executive Assistant
Megan Wiegelman
Board Clerk
TBD
Executive Assistant/
Board Clerk
Bill Carnahan
Interim Chief Executive Officer
TBD
General Counsel
BB&K
Ryan Baron/Nick Norvell
Cody Hooven
Chief Operating Officer
HR - Encinitas
Tom Bokosky
Lisa Roner
TBD
Office Manager
TBD
Human Resources
TBD
IT/Systems
IT - SD
Darren Bennett
Laura Fernandez
Director of Regulatory & Legislative Affairs
Tosdal
Keyes & Fox
NewGen
TBD
Compliance Analyst
Calpine
Subs:
Sea Change – Hale Forester
ILG – Julia Kim
TBD
Director of Data and Customer Care
TBD
Account Services Managers
TBD
Customer Care Represenative
TBD
Data Analyst
TBD
Director of Programs
Sebastian Sarria
Program & Policy Manager
Civilian
Subs:
ThreesixtySD
Byrne Consulting
TBD
Director of Marketing & Communications
TBD
Marketing & Comms Staff
TBD
Marketing Media Manager
TBD
Public Outreach Specialist
Byron Vosburg
Director of Power Services
PEA – Kirby Dusel,
John Dalessi
Dave Kolk
TBD
Energy Contract Manager
TBD
Energy Compliance Analyst
TBD
Chief Financial Officer/Treasurer
Maher Accountancy
- Mike Maher
TBD
Finance Manager
Staff
Consultants
Next hire

Focus on Community

- Formation of Community Advisory Committee
- Development of Feed-in Tariff program – first of its kind in the San Diego region
- Continue to look ahead at future community benefits

Community Advisory Committee

We also rely on the guidance of our Community Advisory Committee (CAC), comprising of two representatives from each community:

Chula Vista
- Edward Lopez
- Carolyn Scofield

Encinitas
- Gary L. Jahns
- Tara Hammond, Vice Chair

Imperial Beach
- Anna Webb, Secretary
- Tom Summers

La Mesa
- Jen Derks
- David Harris

San Diego
- Eddie Price, Chair
- Matthew Vasilakis

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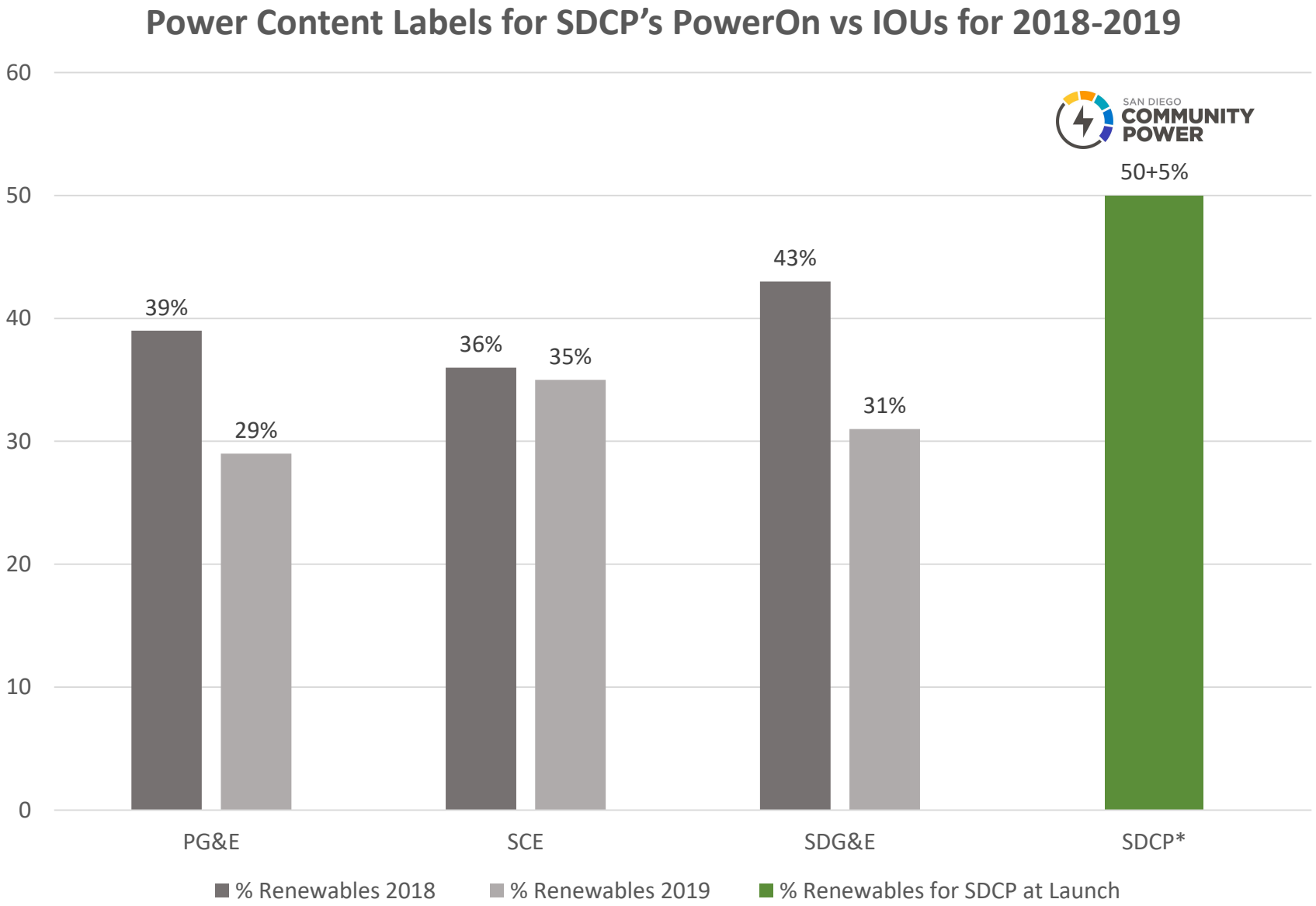
Startup Activities

Rates

SDCP rates have same structure as SDG&E rates

- Dozens of rate schedules to align with SDG&E service offerings; same time-of-use periods, mix of energy and demand charges
- Ensures rate comparability and compatibility with SDG&E's billing process
- Power100 (100% renewable energy) rate would include a cost-based premium of 0.0075 cents per kWh

Compare Products



*SDCP's PowerOn product is 50% Renewable + 5% carbon-free

Compare Rates

- Average generation rate comparison shown here
- Total bills will differ since generation is only a portion of the total bill

Approximate Cost Impacts

		Difference vs. SDG&E* (31.3% renewable)
SDCP PowerOn (50% renewable)	Generation Rates**	-6.1%
	Total Bill***	-3%
SDCP Power100 (100% renewable)	Generation Rates	0%
	Total Bill	3%

* SDG&E rates as of March 2021, based on best available information

** Generation Rates – includes costs where SDCP and SDG&E compete + FFS & PCIA

*** Total Bill - what a customer pays in total after all fees and costs beyond generation added in

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SDCP Products

PowerOn 50% Renewable	Power100 100% Renewable
$87.92 average cost	$90.18 average cost
$55.72 SDG&E Electric Delivery	**$55.72** SDG&E Electric Delivery
$22.05 SDCP Electric Generation	**$24.31** SDCP Electric Generation
$10.15 SDG&E Added Fees	**$10.15** SDG&E Added Fees
No Action Needed	Opt Up To Power100

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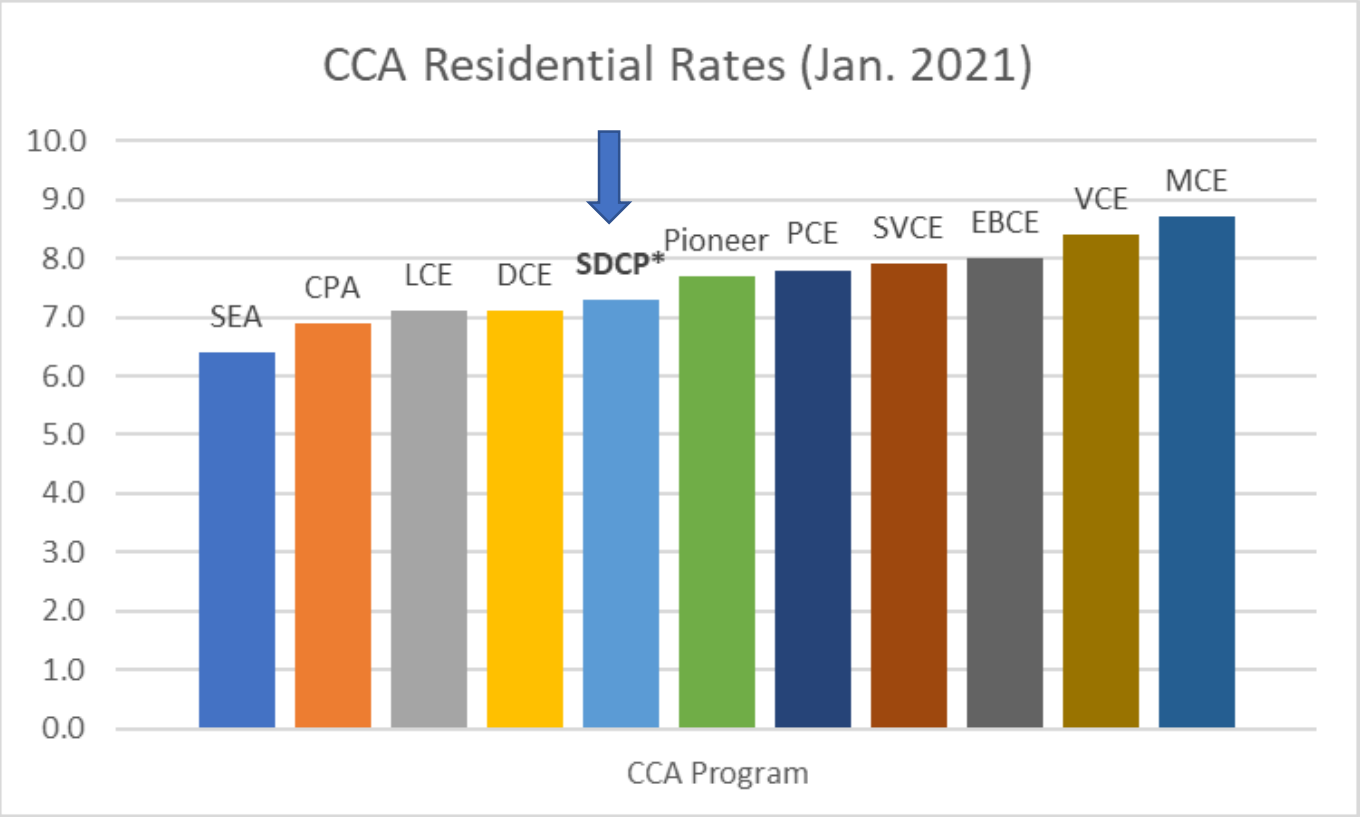
Compare Rates – CCA Peers

SDCP rates are in line with other CCA programs

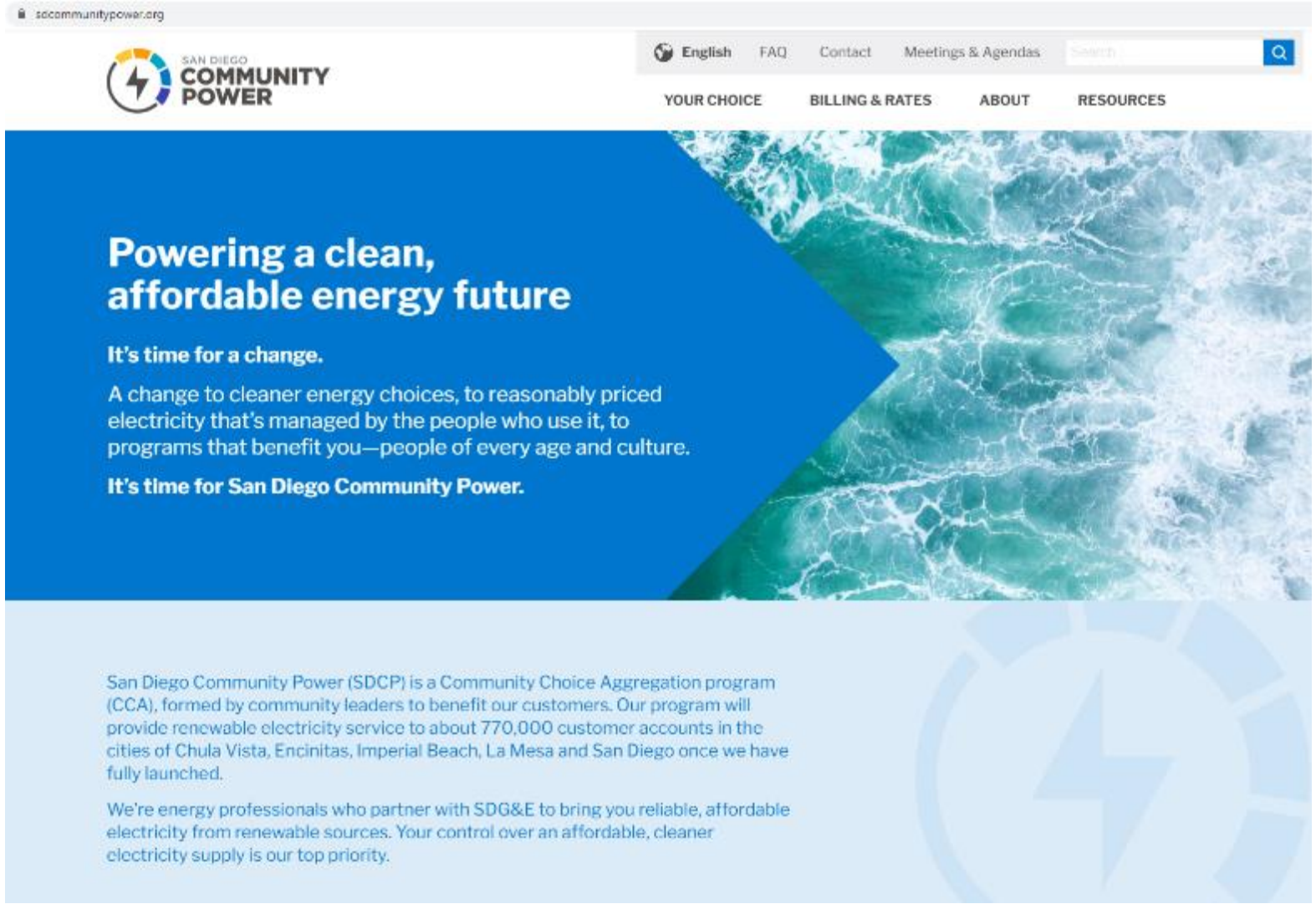


* SDCP default residential rate (Schedule DR)

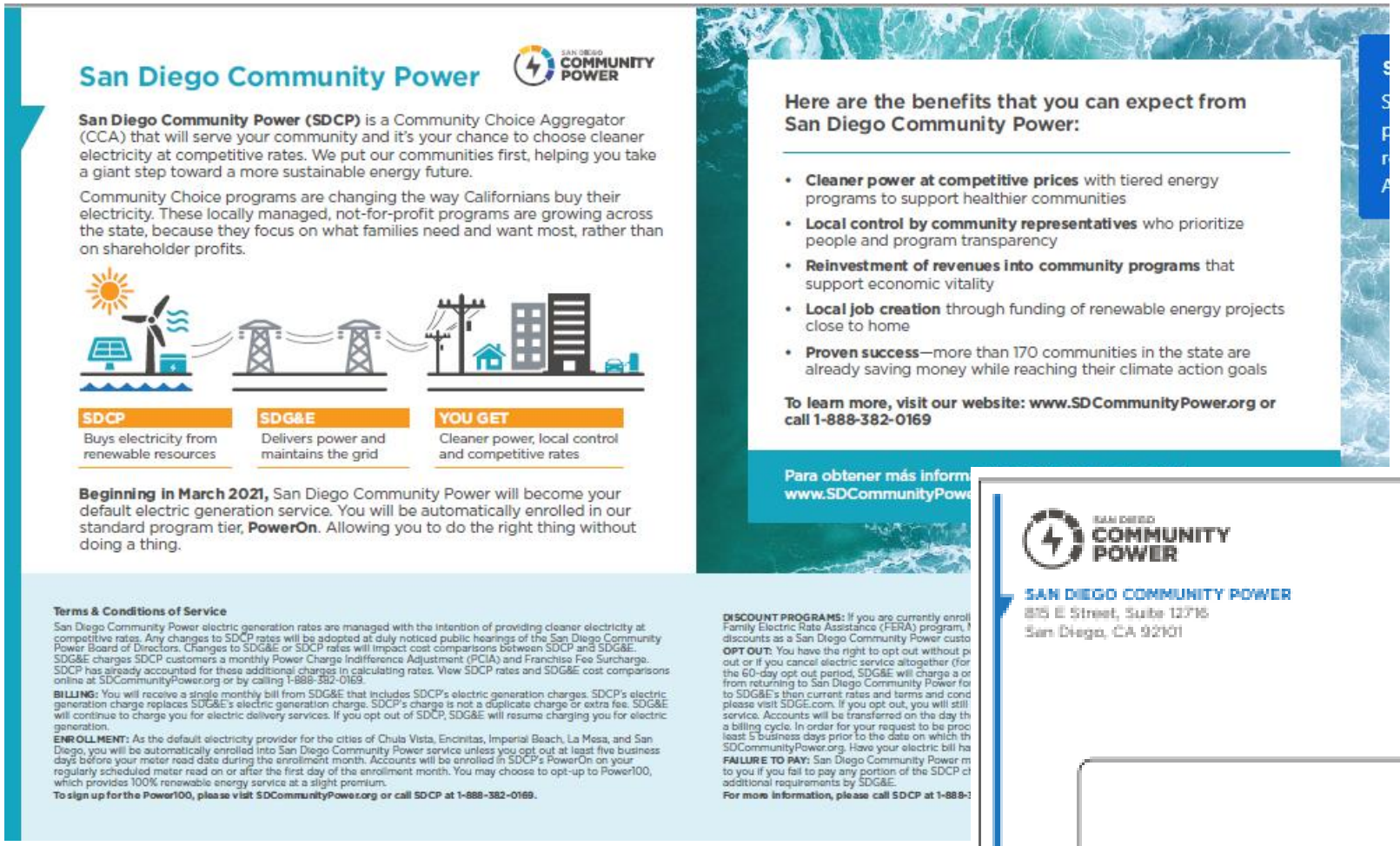
Launch

Marketing

- Refresh website with customer interface functionality
- English, Spanish, Tagalog



Mailers



San Diego Community Power

San Diego Community Power (SDCP) is a Community Choice Aggregator (CCA) that will serve your community and it's your chance to choose cleaner electricity at competitive rates. We put our communities first, helping you take a giant step toward a more sustainable energy future.

Community Choice programs are changing the way Californians buy their electricity. These locally managed, not-for-profit programs are growing across the state, because they focus on what families need and want most, rather than on shareholder profits.

SDCP	SDG&E	YOU GET
Buys electricity from renewable resources	Delivers power and maintains the grid	Cleaner power, local control and competitive rates

Beginning in March 2021, San Diego Community Power will become your default electric generation service. You will be automatically enrolled in our standard program tier, **PowerOn**. Allowing you to do the right thing without doing a thing.

Terms & Conditions of Service

San Diego Community Power electric generation rates are managed with the intention of providing cleaner electricity at competitive rates. Any changes to SDCP rates will be adopted at duly noticed public hearings of the San Diego Community Power Board of Directors. Changes to SDG&E or SDCP rates will impact cost comparisons between SDCP and SDG&E. SDG&E charges SDCP customers a monthly Power Charge Indifference Adjustment (PCIA) and Franchise Fee Surcharge. SDCP has already accounted for these additional charges in calculating rates. View SDCP rates and SDG&E cost comparisons online at SDCommunityPower.org or by calling 1-888-382-0169.

BILLING: You will receive a single monthly bill from SDG&E that includes SDCP's electric generation charges. SDCP's electric generation charge replaces SDG&E's electric generation charge. SDCP's charge is not a duplicate charge or extra fee. SDG&E will continue to charge you for electric delivery services. If you opt out of SDCP, SDG&E will resume charging you for electric generation.

ENROLLMENT: As the default electricity provider for the cities of Chula Vista, Encinitas, Imperial Beach, La Mesa, and San Diego, you will be automatically enrolled into San Diego Community Power service unless you opt out at least five business days before your meter read date during the enrollment month. Accounts will be enrolled in SDCP's PowerOn on your regularly scheduled meter read on or after the first day of the enrollment month. You may choose to opt-up to Power100, which provides 100% renewable energy service at a slight premium.

To sign up for the Power100, please visit SDCommunityPower.org or call SDCP at 1-888-382-0169.

DISCOUNT PROGRAMS: If you are currently enroll
Family Electric Rate Assistance (FERA) program,
discounts as a San Diego Community Power custo

OPT OUT: You have the right to opt out without p
out or if you cancel electric service altogether (for
the 60-day opt out period, SDG&E will charge a cr
from returning to San Diego Community Power for
to SDG&E's then current rates and terms and cond
please visit SDGE.com. If you opt out, you will still
service. Accounts will be transferred on the day th
a billing cycle. In order for your request to be proc
least 5 business days prior to the date on which th
SDCommunityPower.org. Have your electric bill ha

FAILURE TO PAY: San Diego Community Power m
to you if you fail to pay any portion of the SDCP ch
additional requirements by SDG&E.

For more information, please call SDCP at 1-888-

Here are the benefits that you can expect from San Diego Community Power:

- **Cleaner power at competitive prices** with tiered energy programs to support healthier communities
- **Local control by community representatives** who prioritize people and program transparency
- **Reinvestment of revenues into community programs** that support economic vitality
- **Local job creation** through funding of renewable energy projects close to home
- **Proven success**—more than 170 communities in the state are already saving money while reaching their climate action goals

To learn more, visit our website: www.SDCommunityPower.org or call 1-888-382-0169

Para obtener más inform
www.SDCommunityPow

SAN DIEGO COMMUNITY POWER

SAN DIEGO COMMUNITY POWER
815 E Street, Suite 13716
San Diego, CA 92101

IT'S TIME FOR A CHANGE.

It's time for San Diego Community Power.

Outreach & Engagement

Phase 1 Muni March 2021	Phase 2 Commercial/Industrial June 2021	Phase 3 Residential Jan 2022 (tentative)
Media/PR	Media/PR	Media/PR
Website launch	One-on-One Customer Engagement	Community Events
One-on-One Customer Engagement	Clean Energy Incubator	Advertising Campaign
Media	Advertising Campaign	Social Media Content/Engagement
Launch Event (virtual)	Social Media Content/Engagement	Stakeholder Presentations
SDCP Academy	Stakeholder Presentations	CBO Grant Program
Board + City Briefings/Presentations	Community Events	Public Workshops/Webinars
Social Media Content/Engagement		Launch Event
Stakeholder Presentations (Associated Students of SDSU, etc)		

Thank You

January 21, 2021