Keeping the “Community” in Community Choice

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Overview

I. Introductions
   -- Best Practices: The Guide

II. Engagement Factors
   A. Factor 1: Broad Alliance
   B. Factor 2: Guiding Principles
   C. Factor 3: Community Advisory Committee

III. Other “Community” Metrics
I. Introductions

San Diego Energy District

California Alliance for Community Energy

- Statewide network of grassroots advocates
- Steering Committee

The Mission of the California Alliance for Community Energy is to support and defend Community Choice energy programs in California that advance local clean energy for the environmental, economic and social justice benefit of our communities.
I. Introductions (2)

“The Guide”
- Available to all
- Starts with Values and Principles
- Detailed organizing steps
- Previews key operational issues
- Volume 1 of CACE’s “Best Practices” series
II. Engagement Factors

**Stage 1: Feasibility**

**Objective:** Ensure Political Will

**Key Tasks:**
- Technical Studies (not “Feasibility Studies”)
- Local Outreach and Education
- Adopt /Affirm Vision Statement/Principles

**Milestone:** CCA Resolution drafted

**Stage 2: Policy & Approval**

**Objective:** Confirm Community Intent

**Key Tasks:**
- Adopt Principles as Policy;
- Approve Ordinance or JPA Agreement
- Local Outreach Events
- Courtesy notice to Utility
- Appoint Community Advisory Committee (CAC)

**Milestone:** CCA Resolution PASSED

**Stage 3: Program Design**

**Objective:** Design a Robust, Cost-Effective Program

**Key Tasks:**
- Draft/Issue RFIs & RFPs with Advisory input
- Short-list bidders; Ensure no Conflicts of Interest
- Negotiate Contracts- procurement, back-office
- Identify Local Development objectives & approaches

**Milestone:** Services under contract

**Stage 4: Implementation**

**Objective:** Prepare and Submit Implementation Plan

**Key Tasks:**
- Draft CCA Implementation Plan - w known costs + timeline
- Input on draft Plan from Advisory Committee, public
- Submit Implementation Plan By JAN 1
- Hire CEO/Gen Mgr
- Issue First of Three Required Opt-Out Notifications

**Milestone:** CCA Implementation Plan approved

**Stage 5: Launch**

**Objective:** Smooth Launch of Service

**Key Tasks:**
- All contracts executed: banking, supply, etc.
- Launch timeline confirmed
- CCA Identity established (public input?)
- Branding, public relations/ outreach and education begins

**Milestone:** Begin Service
II. A. Factor 1: Broad Alliance

- Structure -- core group & wide group
- Membership
  - Environmental groups
  - Social & Economic Justice orgs
  - Economic Development
- Breadth and Diversity is critical
- Examples
  - A solid base
  - Not-so solid ..
II. B. Factor 2: Guiding Principles

• Explains the “WHY”
• Enshrined, somehow..
• Serves as touchstone and criteria
• Example
II. C. Factor 3: Community Advisory Committee

- Structure
  - Mandate
  - Terms
  - Selection process
- Composition
- Examples
  - Starting out right
  - Strong outcome