

## SAN DIEGO REGIONAL COMMUNITY CHOICE ENERGY AUTHORITY

### Staff Report – Item 10

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To: SDRCCEA Board of Directors

From: Cody Hooven, SDRCCEA Interim Executive Officer  
Director/Chief Sustainability Officer, City of San Diego

Subject: Adoption of a New Authority Name

Date: November 21, 2019

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#### **Recommendation**

Adopt a new name for SDRCCEA with a two-thirds majority or greater vote of the Board.

#### **Background**

The San Diego Regional Community Choice Energy Authority (Authority) is lengthy, descriptive name suitable for legal documents, but not for outward facing activities, utility bills or general public engagement. Staff is suggesting several new name options for Board consideration that would replace the Authority's current name on all formal and informal documents and around which a visual brand would be built.

Pursuant to section 4.12.2 (c) of the Joint Powers Agreement, a two-thirds vote of the appointed Directors is required to formalize the new name as an amendment to the Agreement. By adopting the new name, this will amend the Joint Powers Agreement by the means prescribed in the Agreement. The Parties were notified of the intent to amend the name of the Authority via prior emails with each Party's staff and during the public meeting on October 31, 2019.

#### **Discussion and Analysis**

##### **A. Naming Considerations**

Several items were considered when selecting options to present here that are based on best practices in branding and sentiment. They include:

1. Simplicity and brand – is the name easy to say and unique? Is there a simple acronym to go with it?
2. Purpose and Clarity– the organization was founded with key principles that relate to choice, community, and providing clean and renewable energy. Is the name clear and functionally descriptive?
3. Geography – our regional location is unique; however some have recommended against using a geographic identifier that may exclude future members from outside the region.

The names presented below include a mix of Board member suggestions, staff suggestions and professional marketer suggestions. Suggested names for Board consideration are:

1. America's Finest Energy (AFE)
2. SDPower (SDP)
3. Empower SD (or Empower SoCal; no acronym needed)
4. Amiga(s) Community Energy (ACE)
5. Southern California Community Power (SCCP; SoCalPower)

**B. Timing**

If possible, it is preferred that the Authority's new name is used for the Implementation Plan which will be presented to the Board for adoption at its December 9<sup>th</sup> meeting. It would be possible to change the name thereafter; however, that would necessitate a letter of amendment to be filed with the California Public Utilities Commission.

**FIRST AMENDMENT TO THE  
SAN DIEGO REGIONAL COMMUNITY CHOICE ENERGY AUTHORITY  
JOINT POWERS AGREEMENT**

This First Amendment to the Joint Powers Agreement for the San Diego Regional Community Choice Energy Authority (First Amendment) is made and entered into by and between those certain public agencies, hereinafter referred to as the Parties, which have duly executed, pursuant to resolution or ordinance, the Joint Powers Agreement for the San Diego Regional Community Choice Energy Authority (Authority), as follows:

**RECITALS**

WHEREAS, the Joint Powers Agreement for the San Diego Regional Community Choice Energy Authority (Agreement), was executed by the Cities of San Diego, Chula Vista, Encinitas, La Mesa, and Imperial Beach, effective October 1, 2019, to provide electricity service to residents and businesses located within the municipal boundaries of the public agencies in a responsible, reliable, innovative, and efficient manner.

WHEREAS, on November 21, 2019, the Authority’s Board of Directors voted and approved changing the Authority’s name from “San Diego Regional Community Choice Energy Authority” to “\_\_\_\_\_”.

WHEREAS, the Agreement may be amended in the manner set forth in Section 4.12.2, subsection (c) of the Agreement.

Now THEREFORE, it is mutually agreed by and between the Parties hereto to amend the Agreement, as follows:

1. Amendment of Agreement to Change the Name: The Agreement is hereby amended to change the name of the Authority to “\_\_\_\_\_”  
\_\_\_\_\_.” All references to “San Diego Regional Community Choice Energy Authority” or “SDRCCEA”, such as set out in the title of the Agreement, Section 2 (Formation), and in all other places throughout the Agreement, shall be changed to “\_\_\_\_\_.”
2. Except as specifically amended herein, the Agreement shall remain in full force and effect.

IN WITNESS WHEREOF, the Parties hereto have caused this First Amendment to be executed as of the date listed below.

IN WITNESS WHEREOF, the Interim Executive Officer of the Authority, authorized by the Board on November 21, 2019, has executed this First Amendment of the Joint Powers Agreement on behalf of the Authority.

SAN DIEGO REGIONAL COMMUNITY CHOICE ENERGY AUTHORITY

Date: \_\_\_\_\_

By: \_\_\_\_\_

CODY HOOVEN

Interim Executive Officer

RESOLUTION NUMBER 2020-01

A RESOLUTION OF THE BOARD OF DIRECTORS OF THE  
SAN DIEGO REGIONAL COMMUNITY CHOICE ENERGY  
AUTHORITY AUTHORIZING THE FIRST AMENDMENT OF  
THE JOINT POWERS AGREEMENT.

WHEREAS, the Joint Powers Agreement (Agreement) for the San Diego Regional Community Choice Energy Authority, was executed by the Cities of San Diego, Chula Vista, Encinitas, La Mesa, and Imperial Beach, effective October 1, 2019, to provide electricity service to residents and businesses located within the municipal boundaries of the public agencies in a responsible, reliable, innovative, and efficient manner; and

WHEREAS, the Parties to the Agreement desire to amend the Agreement to change the name of the San Diego Regional Community Choice Energy Authority.

NOW, THEREFORE, BE IT RESOLVED, by the Board of Directors of the San Diego Regional Community Choice Energy Authority (Authority) as follows:

1. That the Board approves the First Amendment to the Agreement to change the name of the Authority from “San Diego Regional Community Choice Energy Authority” to “\_\_\_\_\_.”

2. That the Interim Chief Executive Officer is authorized to execute, for and on behalf of the Authority, the First Amendment to the Agreement for the purpose of changing the name of the Authority, as provided under the terms and conditions set forth in the First Amendment to the Agreement on file with the Secretary.

3. That the Interim Chief Executive Officer is authorized to execute, for and on behalf of the Authority, amendments to all current contracts and agreements of the San Diego

Regional Community Choice Energy Authority to change the name to “\_\_\_\_\_”  
\_\_\_\_\_.”

PASSED AND ADOPTED at a regular meeting of the Authority Board of Directors on  
this 21<sup>st</sup> day of November 2019, by the following vote:

	<b>AYES</b>	<b>NOES</b>	<b>ABSTAIN</b>	<b>ABSENT</b>
<b>SAN DIEGO</b>				
<b>CHULA VISTA</b>				
<b>ENCINITAS</b>				
<b>LA MESA</b>				
<b>IMPERIAL BEACH</b>				

\_\_\_\_\_  
CHAIR, San Diego Regional Community Choice Energy Authority

**Attest:**  
  
\_\_\_\_\_

SECRETARY, San Diego Regional Community Choice Energy Authority