



Community Advisory Committee Draft Communications Guide

This guide is intended to help you share this opportunity with your community members and stakeholders. Please use this guide when communicating with residents and businesses to ensure that information shared is consistent and accurate.

Your Key Contacts

Questions About this Recruitment: Erica Felci (efelci@cvag.org) or Libby Carlson (lcarlson@cvag.org)

Press Inquiries: Erica Felci (efelci@cvag.org)

General Questions About DCE: Benjamin Druyon (bdruyon@cvag.org) or Katie Barrows (kbarrows@cvag.org)

COMMUNICATIONS ASSETS

Messaging

About Desert Community Energy

Desert Community Energy (DCE) is a locally-controlled energy provider coming soon to Palm Springs, Cathedral City, and Palm Desert. DCE is dedicated to reducing greenhouse gas emissions by offering customers easy access to clean energy at competitive rates. DCE is also committed to reinvesting in its member communities through programs that will help both residential and commercial customers lower their electric bills through education, efficiency upgrades, and financial assistance for eligible low-income households. DCE was formed through a joint powers authority of the three member cities, and is led by a Board of Directors with equal representation from each City Council. The DCE program and Board is supported by CVAG staff and a consultant team with expertise in CCAs, public power, and energy. After years of planning, DCE is gearing up to launch service, starting with Palm Springs customers.

About DCE's Community Advisory Committee

DCE's new volunteer Community Advisory Committee will be a direct path for community members to get involved with DCE as we moves from planning to launch to implementation. The Committee will advise the DCE Board on matters ranging from operations and policy to outreach and education to programs to make clean energy affordable and accessible by all – including low income households. The committee will also support the DCE Board on an ongoing basis with efforts to engage, educate, and assist its member communities.

Get Involved

Desert Community Energy is looking for community members from Palm Springs, Palm Desert, and Cathedral City to serve on a new Community Advisory Committee that will help guide the growth of Coachella Valley's newest locally-operated clean energy provider. Anyone who lives or work's in DCE's service area is welcome to apply.

.How to Apply

1. Visit www.desertcommunityenergy.org/community-advisory-committee
2. Read the **Community Advisory Committee's Background, Scope, and Structure**
3. Complete the **online application** by 5 pm on Wednesday, May 29, 2019

Graphics

The DCE logo is attached for your convenience.

RECOMMENDED STRATEGIES

Our goal is to cultivate Committee membership that represents a diverse cross-section of your community – not just energy experts!

DCE recommends using the following channels to encourage people to apply:

- Website
- Email lists (general community newsletters, councilmember newsletters, etc)
- News media / press release
- Social media and local networks (Facebook neighborhood groups, Nextdoor)
- Direct outreach via sustainability committees, neighborhood groups, nonprofits, and other community-based organizations
- Print newsletters
- Local jurisdictions apps

DCE will conduct its own outreach across similar channels:

- Website: www.desertcommunityenergy.org/community-advisory-committee
- Email to interest lists for DCE and the CVAG's Energy & Environmental Resources Committee
- DCE social media (facebook, twitter)
- Direct outreach to other CCAs, nonprofits

IMPORTANT: We ask that you keep track of outreach efforts so we can share them with the DCE Board.

TIMELINE

- April 22 - 26:** Staff transmits outreach toolkit to member cities and initiates outreach
- April 29 – May 29:** Application period open
- May 29 – 31:** Staff screens applications for completeness and eligibility and transmits to Board Members for consideration
- Early June:** Short list of applicants interviewed – date TBD
- June 17:** DCE Board appoints Committee members at its June meeting
- June/July:** Schedule first meeting