

CLEAN POWER ALLIANCE

DATE: February 5, 2018

TO: Clean Power Alliance Board Directors

FROM: Ted Bardacke, Executive Director

SUBJECT: First Year Priorities

First, let me again express my deep appreciation to each of you for giving me the opportunity to serve as the Executive Director of the Clean Power Alliance. I am very excited about the prospects for this organization to deliver cleaner power at competitive rates and to develop local programs that benefit our communities and region.

At the February 1, 2018 Board meeting, I made brief remarks regarding what I saw as my three key priorities as Executive Director in the first year. Due to Directors in remote locations being unable to hear those remarks clearly, below are my speaking notes that highlight where I expect to be devoting a significant amount of time and energy in the coming months. I look forward to working with all of you on these, and many other, items as we build and grow this important program.

Priority Number 1: Focus on the Customer

- Ensure a smooth transition for customers – we have but one chance to make a first impression on our customers so I will focus on our initial communications and roll-out to ensure a positive experience;
- Build the brand by fostering an emotional connection by creating a sense of belonging to a wider group with an important mission;
- Provide direct outreach to the largest and most important customers in CPA as this is key from both a revenue and a partnership perspective; and
- Engage each of you Directors as Brand Ambassadors in your local communities.

Priority Number 2: Energy Resource Planning and Procurement

- Ensure that our energy products reflect our values and our specific needs in Southern California, fully cognizant of our climate change risks and resiliency needs, particularly in the wake of recent fires in the region; and
- Engage Board Directors who are interested in diving deep into this process and as part of a larger strategic planning process

The Clean Power Alliance is the Community Choice Energy program for the counties of Los Angeles and Ventura and the cities of Agoura Hills, Alhambra, Arcadia, Beverly Hills, Calabasas, Camarillo, Carson, Claremont, Culver City, Downey, Hawaiian Gardens, Hawthorne, Malibu, Manhattan Beach, Moorpark, Ojai, Paramount, Rolling Hills Estates, Santa Monica, Sierra Madre, Simi Valley, South Pasadena, Temple City, Thousand Oaks, West Hollywood, and Whittier.

Priority Number 3: Build a Team

- Bill Carnahan will remain a key member of the team and Gary Gero will assist through the transition;
- Ensure we get the right mix of expertise and experience – and that the staff reflects the geographic and socio-economic diversity of CPA members; and
- Work with Board Directors to ensure hiring/personnel/contracting practices are fair and flexible, allowing for the nimbleness and speed that we will need to successfully launch and sustain this program.

I look forward to meeting each of you individually and discussing your priorities for this program, and I welcome your thoughts and comments on my key focus areas.