

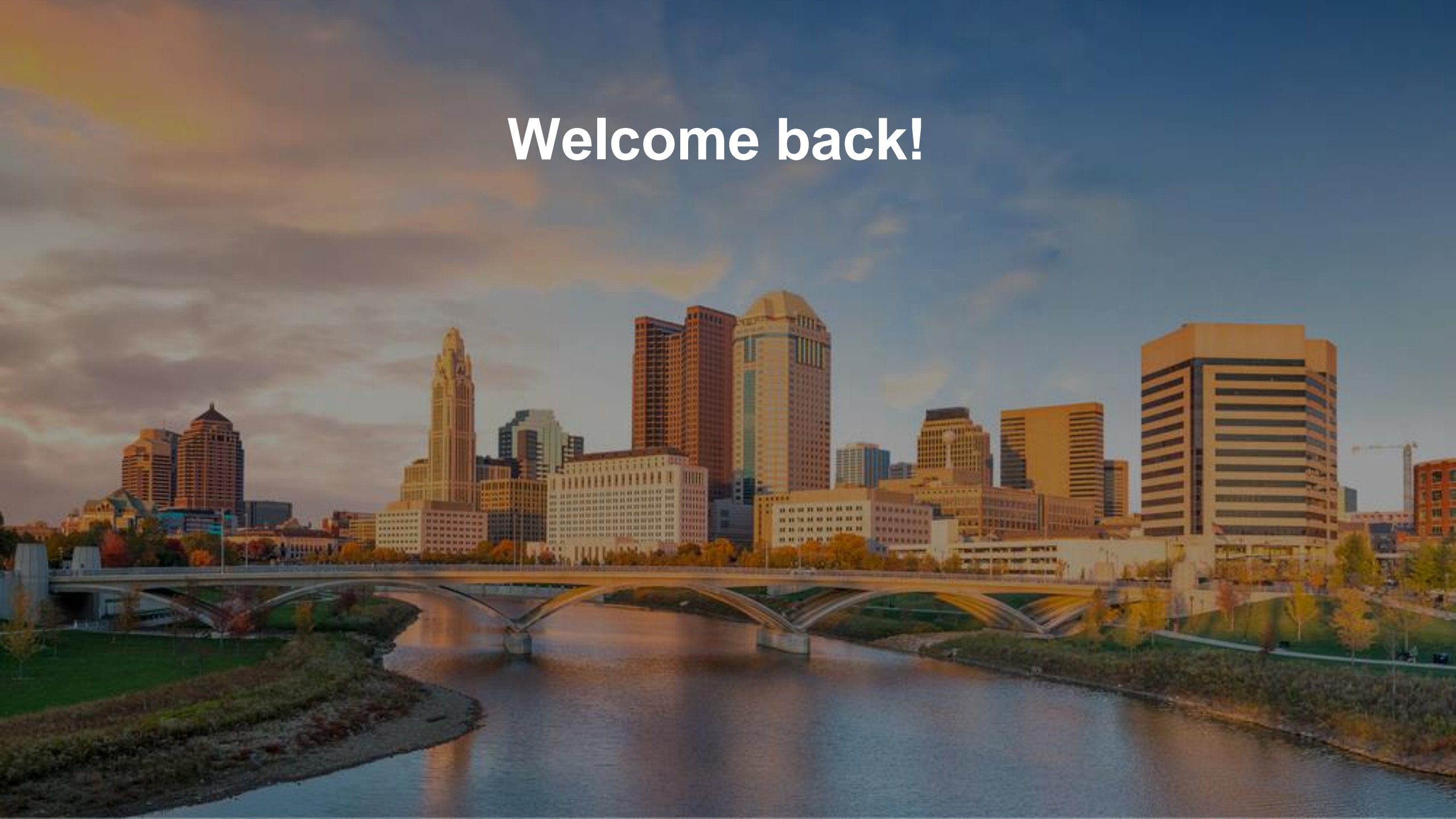


**SUSTAINABLE
COLUMBUS**
ANDREW J. GINTHER, MAYOR

CCA Advisory Group Meeting #7

April 15, 2021

Welcome back!



A few Zoom reminders for today

Advisory Group Members:

- **Please mute** when not speaking
- Please *also* **use the chat function to react**, ask questions, and comment!
- Please **rename yourself with name and org** by right clicking on the 3 dots on your image
- **Please note**: this meeting is being recorded and will be shared publicly

Today we plan to reconnect, share updates, and discuss the plan to launch Clean Energy Columbus

- Briefly review what we discussed and heard from you in February
- Review the opt-out letters that were recently sent to customers
- Provide CCA updates and logistics of the aggregation program
- Solicit the group's input on a CCA website (breakouts): What information do you need / want from this website?
- Get other advisory group reaction and feedback



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What we heard from you last meeting

In February, we asked for your input on initial thinking around energy efficiency programming

Question posed	Advisory group response themes
<i>What type of incentives should be offered for what types of implementation?</i>	Financial rebates or possibly tax credits. Individual development accounts for energy efficiency upgrades. Measures with additional resiliency benefits (insulation, upgrades, etc.)
<i>How many households and what types of upgrades need to be made each year to achieve EE goals?</i>	Since this will largely go to working families, we need to focus not only homeowners but also renters . Many low income renters reside in the most inefficient buildings whose landlords are unlikely to upgrade equipment.
<i>How do we leverage funding / existing programs to expand reach?</i>	Opportunity with Biden administration focus on energy efficiency to have conversations about leveraging funding.
<i>How much would it cost?</i>	Others, including MORPC, can assist in calculating a rough estimate.
<i>Other questions?</i>	How to mitigate displacement caused by upgrades? What layers of assistance can be provided - lowest income, middle income and highest income? Should there be different programming focused on renters vs. homeowners?

We will revisit the energy efficiency programming conversation next month with a fuller program design



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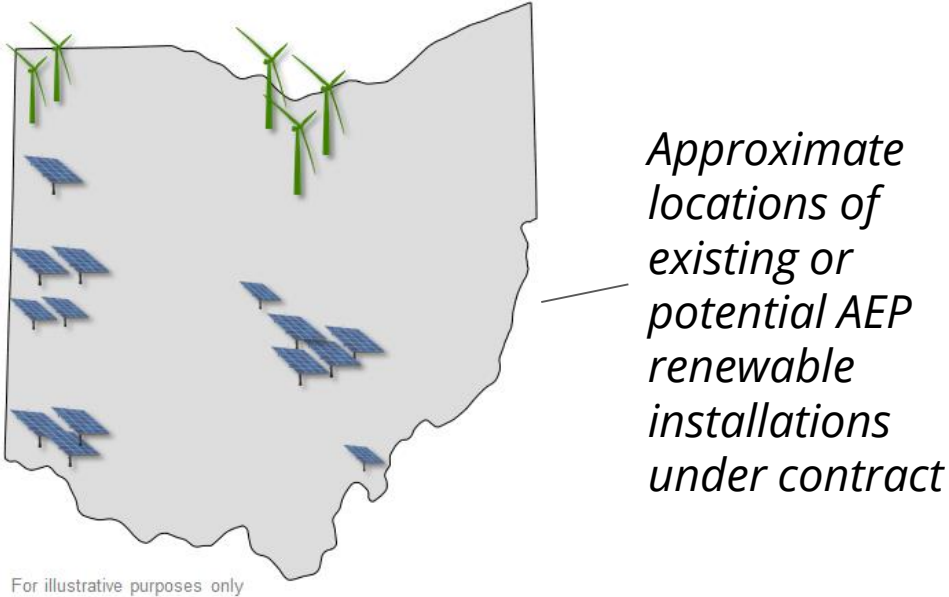
Updates on steps to establish Clean Energy Columbus

How will we achieve our goals?

Refresh: We will transition quickly to 100% local renewable energy, with a “bridge” phase



Building **new wind and solar generation in Ohio takes time**, especially to produce enough electricity to meet demand in Columbus. **RECs form a bridge** from today’s grid mix to local renewables in 2023



Our opt-out letters went out to customers on April 8th



April 8, 2021

<First> <Last> or Current Resident

<Mailing Address>

<Mailing City>, <Mailing State> <Mailing Zip>

IMPORTANT INFORMATION FROM
THE CITY OF COLUMBUS AND AEP ENERGY
REGARDING YOUR ELECTRICITY SERVICE AT

<S ADDRESS>

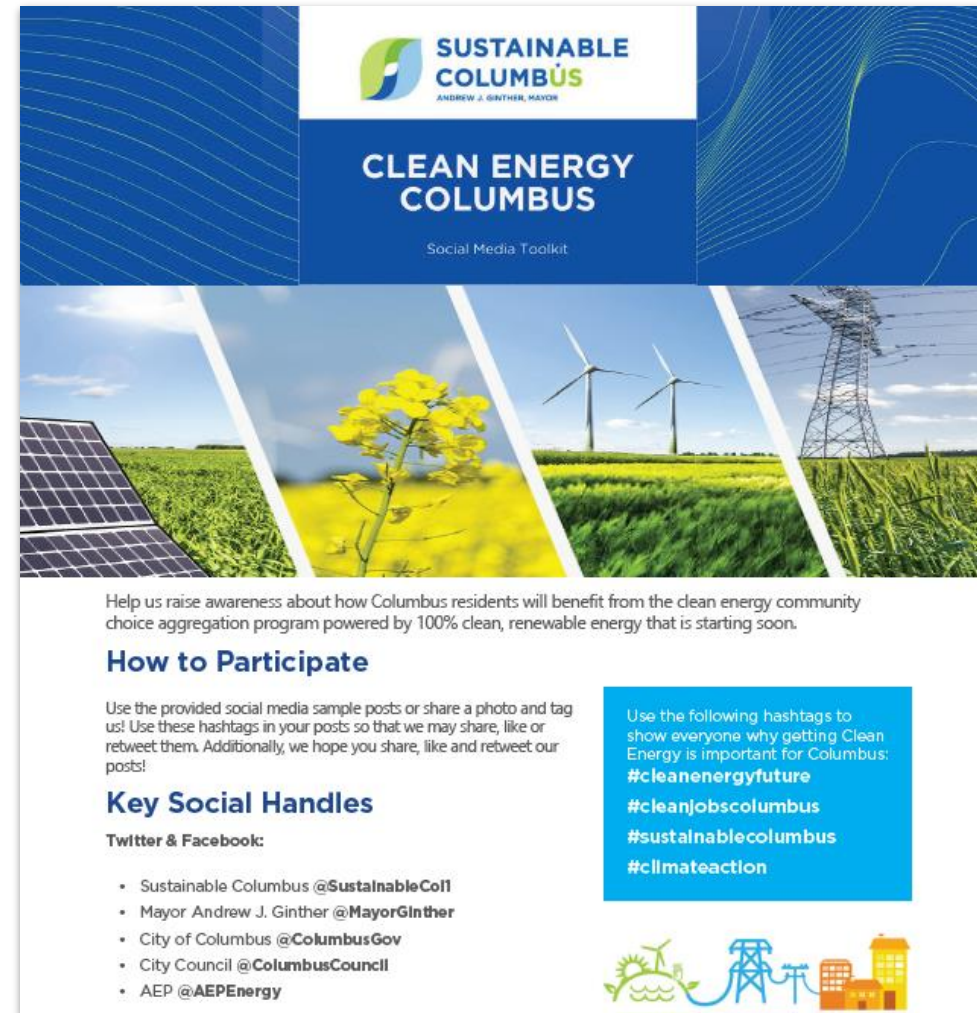
Dear <First> <Last>:

The City of Columbus is excited to announce the fulfillment of Mayor Andrew J. Ginther's commitment to providing 100% clean energy to our residents and small businesses through Community Choice Aggregation. On November 3, 2020, City of Columbus voters overwhelmingly approved a ballot initiative authorizing the City to aggregate retail electric load for residents and small businesses to support local clean energy generation and a sustainable economy. AEP Energy was selected through a competitive bidding process to supply 100% local Ohio-based clean energy to eligible residents and small businesses through the Columbus Community Choice Aggregation Program.

HOW DOES THE COLUMBUS COMMUNITY CHOICE AGGREGATION PROGRAM WORK?

Our social media push has sought to inform consumers of the program and process

- Mayor's Office **kicked off public communications** and press release on 4/1
- Our **social media toolkit** (right) is available to stakeholder groups and residents excited about the City's path to 100% renewable energy



The resulting media coverage has also helped spread the word about Clean Energy Columbus

abc 6 NEWS WEATHER ON YOUR SIDE CORONAVIRUS CHIME IN WATCH

Columbus residents, small businesses to begin receiving 100% clean energy in June

by Jarrod Clay | Thursday, April 1st 2021



Downtown Columbus along the Scioto River on March 25, 2021. (WSPN)

10 WBNS News Weather Sports Connect Watch

CORONAVIRUS 10 INVESTIGATES CRIMETRACKER 10 SEND US NEWS FEATURED

Columbus asking residents to opt in or out of using clean energy



More Videos

<https://adclick.q.doubleclick.net/pcs/click?xai=AKAOjsvfi57Ywq6oQpnNat...>

WOSU public media

WOSU 89.7 BBC World Service

Columbus Starts Changeover To Clean Energy Sources

WOSU | By Nick Evans
Published April 12, 2021 at 5:00 AM EDT

LISTEN • 2:49

f t in e

Workforce development

KEY INITIATIVES



WORKFORCE
DEVELOPMENT
COMMITTEE



IBEW

*(International
Brotherhood of
Electrical Workers)*

Clean Columbus Advocate Staffing Model

Problem Statement: To serve the largest aggregation in Ohio, with best in class service, AEP Energy must invest in people, systems and equipment to adequately staff our Columbus based contact center.

Solution: Partner with community organizations and internal stakeholders to hire an appropriate mix of full time customer center advocates and season workers to handle the opt-out requests for the Columbus program.

KEY STAKEHOLDERS:



TALENT ACQUISITION



Columbus
Urban League

Clean Columbus Advocate Staffing Model

POTENTIAL JOBS

Energy Efficiency

Renewable
Installation

Customer Service

Residential Sales

Apprenticeships/
Internships

Other
Careers

POTENTIAL PARTNERS



IBEW

Timeline

Q1 2021	Q2 2021	Q3 2021 - beyond
<p>March/April:</p> <ul style="list-style-type: none">- Master Supply Agreement (MSA) approved by City- Aggregation program stand-up- Communications Launch (4/1)- Opt-Out Letters Go Out (4/8)- Advisory Group Meeting (4/15)	<p>May:</p> <ul style="list-style-type: none">- Opt-Out Letters: 21-day window to review & opt-out-Cont'd Communications <p>June:</p> <ul style="list-style-type: none">- Aggregation program begins!-Advisory Group Meeting	<p>July:</p> <ul style="list-style-type: none">- Customers receive first electric bill with aggregation program <p>Future:</p> <ul style="list-style-type: none">- Renewable projects come online- Aggregation-supported community programs launch-Advisory Group/Public Meetings

Temperature Check

- **What questions do you have at this point?**



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Building a Clean Energy Columbus website

What information do residents need?

Examples from other CCAs: San Jose, CA

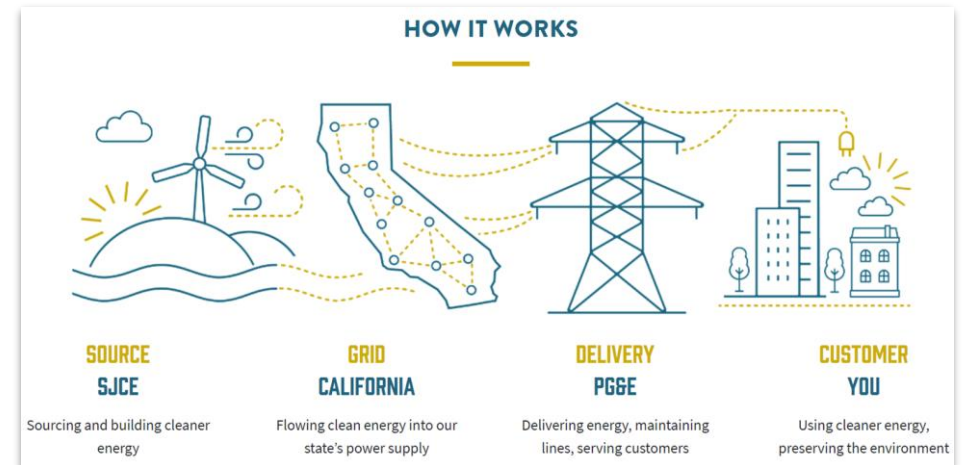


Engaging pictures and graphics round out a **user-friendly interface**

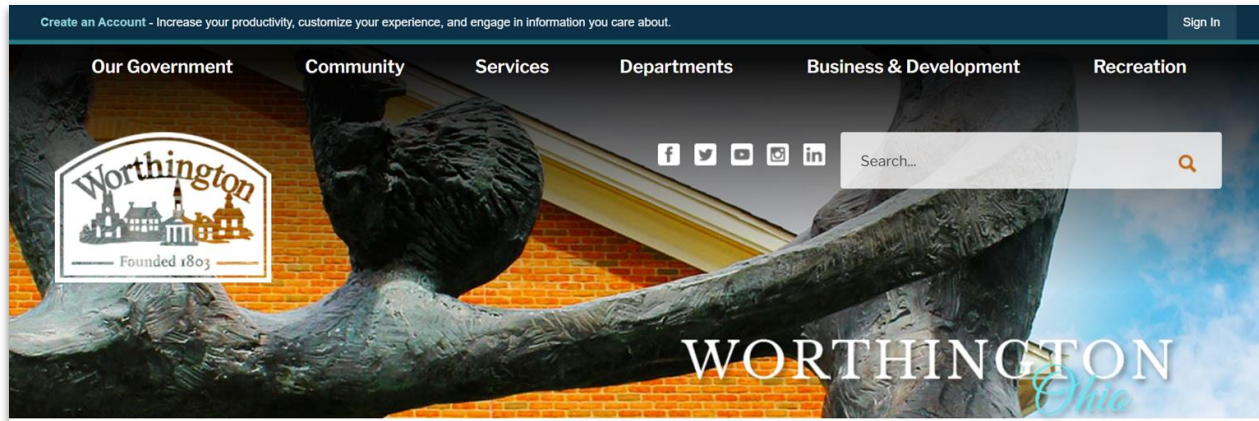
Prompts visitors to sign up for **monthly newsletter** to keep customers informed

Top-line explainers help visually lay out the CCA structure and process

Details on **CCA-funded programming** are readily accessible

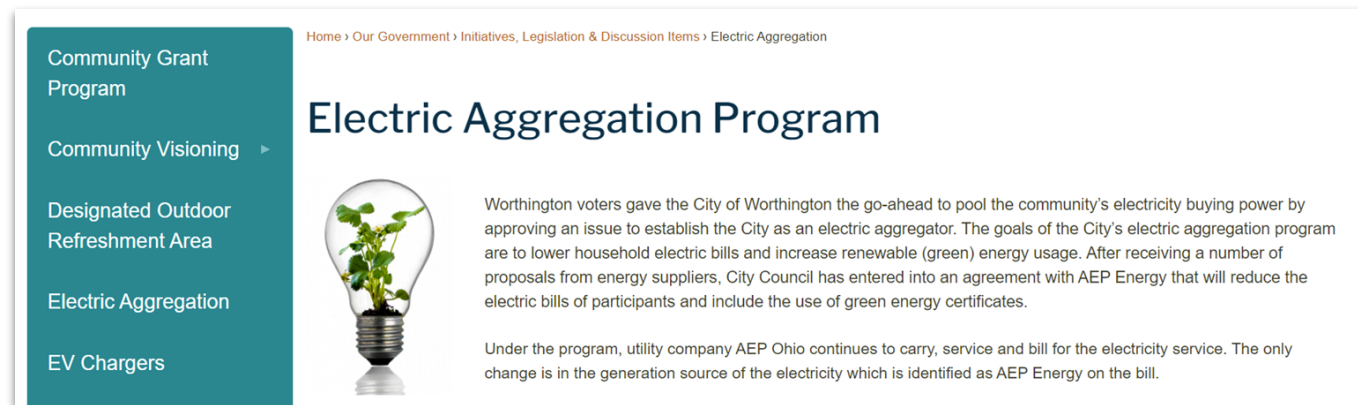


Examples from other CCAs: Worthington, OH



Aggregation information is hosted on the **main municipal homepage** for easy access, alongside other community programs and services.

Page includes only the **highest-level information** on the aggregation program, simply and without visual aids, with links to FAQs and further eligibility details.



Columbus' preliminary website design



Breakout groups

In breakout groups, review each of the website designs, followed by Columbus' site. Ask yourself the following questions:

- Can I access the **basic information and process details** I need (e.g. enrollment, opt-out, rates)?
- Is **background information** on the CCA available, as well as explainers of the **concept and structure**?
- Can I easily access **programming information** (if applicable)?
- Is the site **engaging and easy to use**?

Whiteboard: What do customers need from the CCA website?

In the whiteboard sheet we'll post in the chat, please share:

- **What else would you or a customer need** from the CCA website?
- **What input or concerns do you have** about the existing website layout presented today?

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Our next meetings together

Meeting #1: Introductions and Aggregation 101 - September 10

Meeting #2: Aggregation in Action - Overview of Governance and Operation - September 24

Meeting #3: Columbus' Renewable Energy Future - October 8

Meeting #4: Community Priorities and Sustainability Goals - October 22

Meeting #5: Year end wrap-up and next steps after ballot initiative passage - December 11

Meeting #6: Initial scoping questions for programming - February 18

Meeting #7: Finalizing CCA logistics - April 15 (today)

Meeting #8: Present EE program design and launch CCA - June (*tentative*)

THANK YOU!