



# Valley Clean Energy CAC Meeting

April 9, 2018

Woodland Senior & Community Center

# Item 6 - Proposed CAC Work Session Agenda

	Time (min)
1 <b>Agenda overview and meeting objective</b>	10
2 <b>IRP overview, timelines and requirements</b>	10
3 <b>Load forecasts and proposed approach</b>	15
a Electric demand forecasts	
b Energy Efficiency and Demand Response/Demand Management	
4 <b>Resource Needs</b>	10
a Energy	
b Capacity	
c RPS and GHG	
5 <b>Resource Options and Costs. Gas + Batteries + Wind and Solar+ local resources – availability, deliverability, and costs</b>	30
6 <b>Market Price Expectations</b>	15
7 <b>CPUC Compliant Portfolio - Example</b>	10
8 <b>VCEA’s long term vision and initial plan for long term energy supply and programs</b>	50
9 <b>Next Steps – preliminary recommendations for the resource plan for consideration by VCEA Management, Board and General Public</b>	30
	180



# Local Renewables

**Information – Review of issues related to local renewable power supply**

# Local Renewables

## What Does it Mean to be “Local?”

- There are two categories:
  - Customer sited projects
    - usually not utility scale,
    - not NEM,
    - limited to within VCEA direct service area
  - Non-customer sited
    - utility scale projects

# Local Renewables

## Existing Area Renewable Resources

- Within 20 miles of Yolo County's southeastern boarder is the Montezuma Hills Wind Resource Area.
  - Near Rio Vista
  - 1,035 MW installed wind capacity
- Within 25 miles of Yolo County's northwestern border is the Geysers Geothermal Resource Area.
  - Largest dry steam geothermal field in the world
  - 1,634 MW installed geothermal capacity

# Local Renewables

## Existing Area Renewable Resources

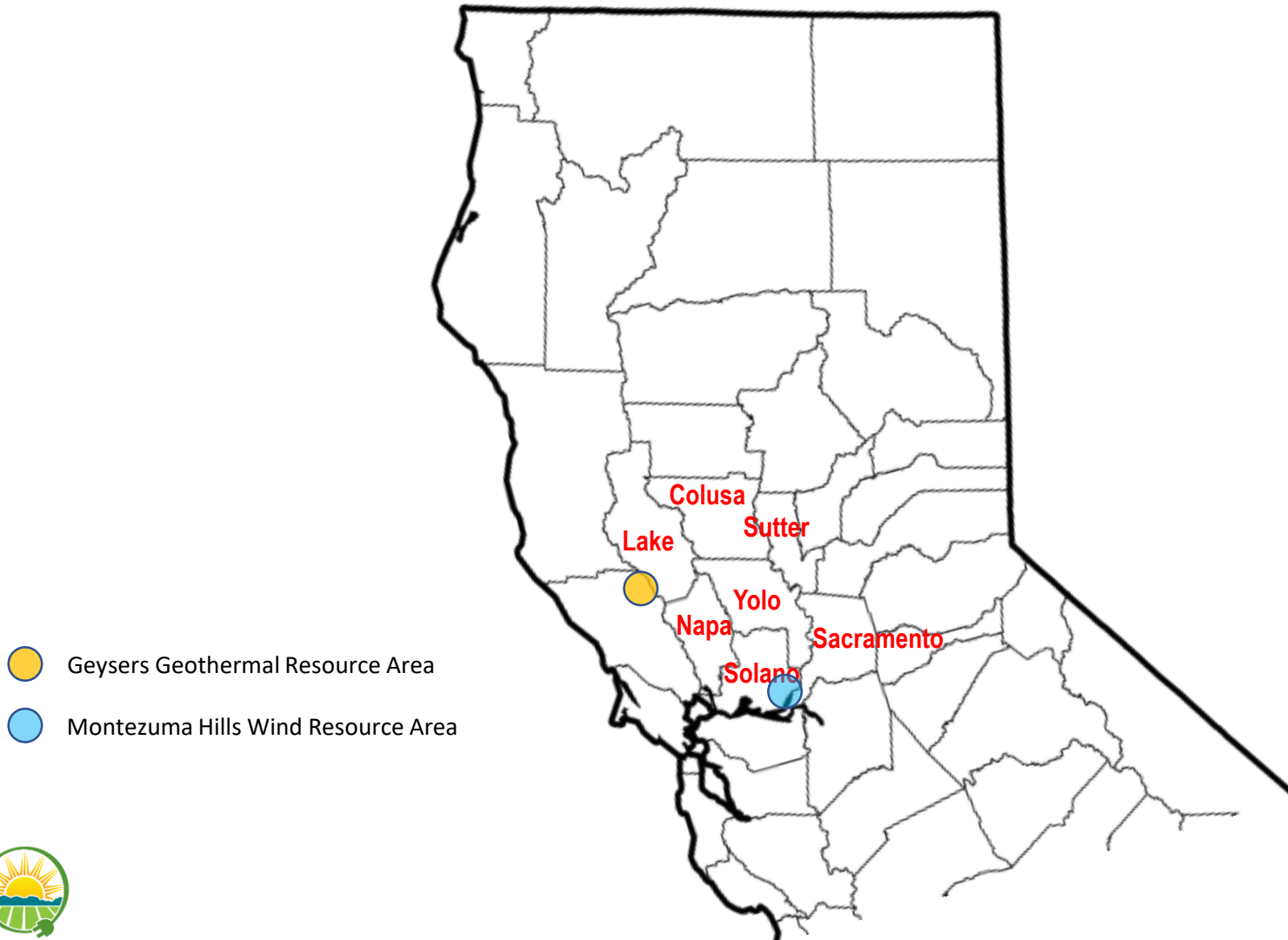
- Existing renewable resources in the region surrounding and including Yolo county

Number and Capacity of Nearby RPS Eligible Wholesale Facilities On-Line as of November 1, 2017

County	Biomass		Geothermal		Small Hydro		Solar PV		Wind		Total	
	#	MW	#	MW	#	MW	#	MW	#	MW	#	MW
Yolo	2	31			1	12	7	10	1	1	11	54
Lake			5	396	2	6	3	3			10	405
Colusa	1	29									1	29
Yuba	1	3			3	1	1	1			5	5
Sacramento	1	9			1	14	38	133			40	156
Solano	2	10			14	18			13	1,035	29	1,063
Napa	1	1					2	2			3	3
Sonoma	3	8	12	1238	1	3	12	14			28	1,263
<b>Total</b>	<b>11</b>	<b>91</b>	<b>17</b>	<b>1,634</b>	<b>22</b>	<b>54</b>	<b>63</b>	<b>163</b>	<b>14</b>	<b>1,036</b>	<b>127</b>	<b>2,978</b>

# Local Renewables

## Existing Area Renewable Resources



# Local Renewables

## Permitted New Area Renewable Resources

- Renewable Projects with development permits in 7 county region surrounding and including Yolo

County	Biomass		Geothermal		Small Hydro		Solar PV		Wind		Total	
	#	MW	#	MW	#	MW	#	MW	#	MW	#	MW
Yolo							1	2	1	2	2	4
Lake											0	0
Colusa							1	20			1	20
Yuba							1	1			1	1
Sacramento							2	8			2	8
Solano							1	1			1	1
Napa							1	7			1	7
Sonoma			3	137							3	137
<b>Total</b>							<b>7</b>	<b>39</b>			<b>11</b>	<b>178</b>



# Local Renewables Assessments of Yolo County Potential

- DavisFREE study estimated PV potential on city of Davis preferred land parcels of 154 – 178 MWs ( $\approx$ 300 GWhs/year of energy production).
- Solar has the greatest potential with regard to new renewable development within Yolo County, and the CPUC IRP supply curve indicates a significant amount of wind generation potential in Yolo County:
  - CPUC IRP Supply curve:
    - 962 MW of solar
    - 947 MW wind
    - 2 MW biomass/biogas

# Local Renewables

## Possible Definitions of “Local Renewables”

- Option 1. Projects only within Yolo County
- Option 2 . Projects only having a nexus to Yolo county/VCEA. For example:
  - Projects sited within Yolo County/VCEA service area
  - Williams biomass – Rice processing operations in Yolo County send agricultural waste to plant for its fuel supply.
  - Indian Valley Hydro Project – owned by a public agency within Yolo county
  - A VCEA customer has a project not located in Yolo County
- Option 3. Define a geographic boundary beyond and including Yolo county



# Item 8 - Outreach Update

April 9, 2018



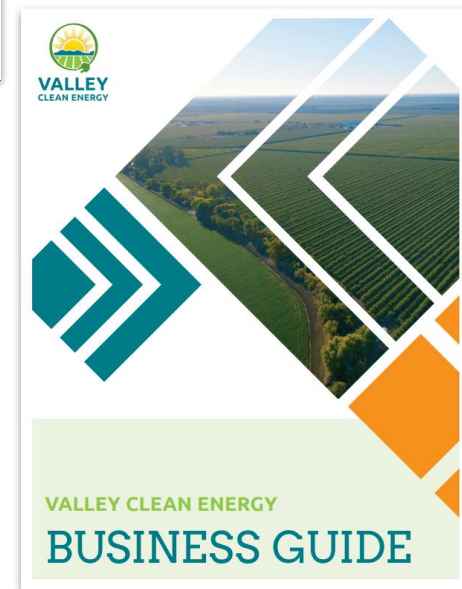
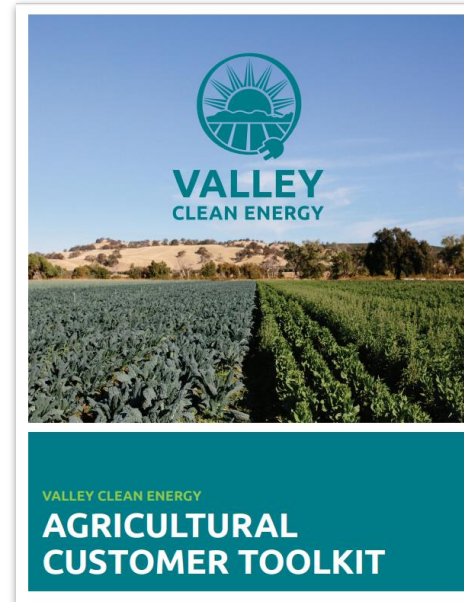
# COMMUNICATIONS PLAN GOALS

- Provide clear, accurate, and easily accessible program information
- Establish the brand as a trustworthy source with recognition within Yolo County - especially among agricultural customers
- Deliver clear and transparent messaging regarding electricity rates
- Strengthen brand awareness of the program prior to launch, including its sub-products

# VCE AG/BUSINESS GUIDES & OVERALL BROCHURE

## Provide clear, accurate, and easily accessible program information

- Deliver clear and easily accessible program information for relevant audiences
- Provides clear and concise information regarding electricity rates
- Part of overall targeted outreach strategy



# AD CAMPAIGN

## Strengthen brand awareness

- Digital (Facebook, Google Adwords, Spanish-language sites)
- Outdoor (Yolobus, Davis Community Transit)
- Print/online (Sac News & Review, Davis Vanguard, Davis Enterprise, Daily Democrat, Valley Voice)
- Woodland and Davis Chamber of Commerce memberships
- Sponsorship of Yolo County Fair, Farm Bureau, Honey Festival, Celebrate Davis



# AD CAMPAIGN

## Strengthen brand awareness



**La Opinión** INGRESAR SUSCRÍBETE

Activistas rechazan cartas de representación legal a indocumentados en riesgo de deportación causan controversia

La nueva estrategia de los supremacistas blancos: carteles sobre autopistas

Ciudad de Los Alamitos podría desafiar a California sobre la Ley de Estado Santuario

4 – Friday, March 30, 2018

Woodland Chamber of Commerce • Chamber Insider



### New Members

**Yolo County CASA**  
 (Court Appointed Special Advocates)  
 724 Main Street, Suite 101  
 Woodland, CA 95695  
 Phone: (530) 661-4200  
 www.yolocasa.org

Yolo County CASA exists to advocate for abused and neglected children in the foster system ensuring their voices are heard through our CASA volunteers. Our vision is to champion for the best interest of EVERY foster child in Yolo County through our goal of providing them all with a CASA volunteer.

**Valley Clean Energy**  
 23 Russell Blvd  
 Davis, CA 95616  
 Phone: (530) 757-5610  
 www.valleycleanenergy.org

Valley Clean Energy is the official electricity provider of residents and businesses in Woodland, Davis, and unincorporated areas of Yolo County. Our service begins in the Summer of 2018. We will offer residents and businesses cleaner energy at competitive rates, but most importantly, a choice in the electric utility market.

## Meet Enid Williams of Woodland Stroll Through History, our featured Ambassador



The Woodland Chamber of Commerce is pleased to announce Enid from the Stroll Through History was chosen as our featured Ambassador. Enid has been a volunteer Ambassador for the Chamber for what seems like forever. She resides in Woodland, but spends her summer in Downieville. Her daughter Sue, with her husband Brett and two daughters also reside

in Woodland. Her son Gordy, with his wife Lynn and three daughters....California natives... now reside in Richmond, Virginia (a nice place to visit).

Enid is a retired teacher with experience from preschool through high school, including special education classes, and court school and now a current member of the Yolo County Grand Jury. In addition to her Chamber volunteer work she also volunteers at the Community Center Thrift Shop, the Woodland Elks Bingo night and the historic Spring Lake School which provides an 1800 like experience for visiting third graders as another cherished volunteer experience.

Another long time vocation as a bridal consultant led to the establishment of the annual Spring Bridal Fair. With her business partner Doris Warden, she presented this showcasing of local businesses. About 30 local vendors would join together for a beautiful day of fashion, food, flowers and more.

**What is your role at the Stroll?**  
 I am the current vice-chair. We work all year long on this one day a year event celebrating our Woodland Heritage, emphasis on historic architecture.

**Why did you choose to become an Ambassador for the Woodland Chamber?**  
 Because this is a group of engaged, lively, thoughtful, energetic people!

**What do you find most rewarding about being an Ambassador?**

Getting to know people involved in doing things for OUR community.

**What is one thing that most people don't know about you?**  
 I was on national TV, and have been inside the White House twice.

**What will be the title of your autobiography?**  
 IF ONLY THEY KNEW THE REAL STORY

**How long have you been with the Stroll Through History?**  
 Many wonderful years.  
**What's your favorite hobby?**  
 Talking to people and wine tasting.

**La Opinión** INGRESAR SUSCRÍBETE



Modelo mostró mensaje de "coqueteo" que le mandó Trump Jr.

Apoia la creación de contenido local y de importancia para la comunidad.  
 Suscríbete por sólo 75¢ y navega SIN publicidad.



Conductores que deben multas pueden eliminar la cancelación de su licencia



Van contra los que abusan estacionamientos para personas discapacitadas

**La Opinión** INGRESAR SUSCRÍBETE

**EL PODER DE ELEGIR**  
 APRENDE MÁS



Modelo mostró mensaje de "coqueteo" que le mandó

**EL PODER DE ELEGIR**  
 APRENDE MÁS

# AD CAMPAIGN

## Strengthen brand awareness

 **Valley Clean Energy**  
Written by Kirk Nelson [?] · March 9 at 5:28pm · 🌐

Our community, our power, our choice



**Valley Clean Energy**  
Starting in June, residents and businesses in Davis, Woodland, and Yolo County will have a cleaner, greener, choice in electricity at competitive rates.

VALLEYCLEANENERGY.ORG [Learn More](#)

 **Valley Clean Energy**  
Written by Kirk Nelson [?] · March 9 at 5:32pm · 🌐

Nuestra comunidad. Nuestro poder de elegir

Our community. Our power to choose

⚙️ Hide original · Rate this translation



**Valley Clean Energy**  
A partir de junio, los residentes y las empresas de Davis, Woodland y el condado de Yolo tendrán una opción de electricidad más limpia y ecológica a precios competitivos.

VALLEYCLEANENERGY.ORG [Learn More](#)



# SOCIAL MEDIA

## Strengthen brand awareness

The screenshot shows the Facebook profile for Valley Clean Energy. The profile picture is a landscape with solar panels in the foreground and a field in the background. The cover photo is a similar landscape. The profile name is "Valley Clean Energy" with the handle "@valleycleanenergy". The bio states: "Public & Government Service in Davis, California". A recent post from 1 hour ago reads: "The CPUC has officially certified VCE's Implementation plan! This plan sets the basis for the design of the program and is a legal requirement for all CCEs. VCE is one step closer to delivering cleaner, greener energy to Davis, Woodland, and unincorporated Yolo County! #valleyclean2018". The post has 150 likes and 153 people follow this.

The screenshot shows the Twitter profile for Valley Clean Energy (@VCleanEnergy). The profile picture is the same landscape as the Facebook page. The bio reads: "The official electricity provider of residents and businesses in Woodland, Davis, and unincorporated areas of Yolo County. Service begins summer 2018." The profile was joined in October 2017. A recent tweet from 4 hours ago says: "The CPUC has officially certified VCE's Implementation plan - a legal requirement and a huge milestone for the program. #valleyclean2018". The tweet has 36 retweets, 10 replies, 11 followers, and 14 likes. The "Who to follow" section lists Chris Shuler, Lynne Nittler, and El Macero Country Club.

The screenshot shows the LinkedIn profile for Valley Clean Energy. The profile picture is the same landscape. The bio reads: "Valley Clean Energy (VCE) is bringing clean energy at competitive rates to residents and businesses in Woodland, Davis, and unincorporated Yolo County in the summer of 2018. As a Community Choice Energy (CCE) Program, VCE provides". The profile has 5 followers. There is a "Follow" button and a "See jobs" button.

The screenshot shows the YouTube channel for Valley Clean Energy. The channel banner is the same landscape. The channel name is "Valley Clean Energy". The channel has a "HOME" tab selected, with other tabs for "VIDEOS", "PLAYLISTS", "CHANNELS", and "DISCUSSION". The "SUBSCRIPTIONS" section shows "Popular on YouTube...", "Music", "Sports", and "Gaming".



# COMMUNITY PRESENTATIONS

Establish the brand as a trustworthy source



## CSAs:

- El Macero
- Willowbank
- North Davis Meadows
- Wild Wings



## Others:

- Woodland Downtown Collaboration
- Capay Valley Citizens Advisory committee

# UPCOMING ACTIVITIES

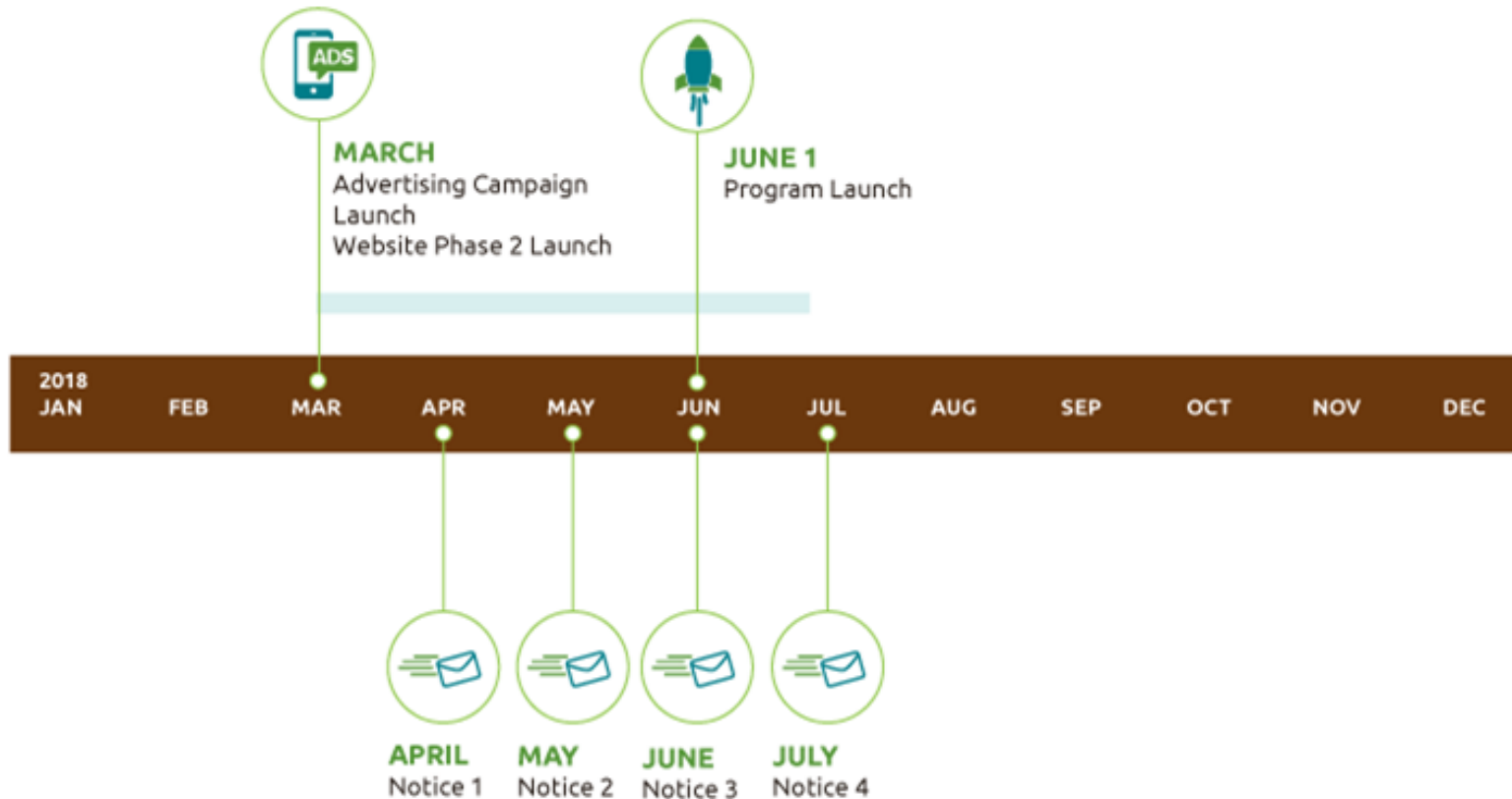
## Materials:

- event collateral (banners, table runners)
- customer notifications (including NEM) (in progress)
- animated video (in progress)
- business cards

## Outreach:

- letter to Farm Bureau (in progress)
- e-newsletter
- press release before launch
- continue presentations to local jurisdictions and community groups

# UPCOMING ACTIVITIES



## Timeline:

- Notification 1 sent
- Notification 2 scheduled for April 25
- Ad campaign to extend through May





[ValleyCleanEnergy.org](http://ValleyCleanEnergy.org)



**VALLEY**  
CLEAN ENERGY