

VALLEY CLEAN ENERGY ALLIANCE

Staff Report – Item 7

TO: Valley Clean Energy Alliance Board of Directors

FROM: Mitch Sears, Sustainability Manager, City of Davis
Taro Echiburu, Community Services Director, Yolo County

SUBJECT: Program Name and Mission Statement

DATE: December 13, 2016

Recommendations

1. Adopt a resolution approving the name and mission statement for the Yolo County/City of Davis Community Choice Energy program.

Analysis and Discussion

The interim Community Choice Energy planning group consisting of Yolo County Board of Supervisors and Davis City Council members met in late summer and early fall to plan for the formation of the Joint Powers Agency and launch of the Community Choice Energy program. As part of the planning efforts, the group agreed on the following draft name and mission statement:

Name:

Valley Clean Energy Alliance; a locally controlled energy provider

Mission:

Deliver cost-competitive clean electricity, product choice, price stability, energy efficiency, and greenhouse gas emission reductions.

Staff is recommending that the Board formally adopt the name and mission statement. In addition, staff suggests that to provide additional clarity and differentiation from other energy providers, the Board may consider adding “a locally controlled not-for-profit energy provider”, to the program name tag line.

Attachments

1. Resolution

VALLEY CLEAN ENERGY ALLIANCE

RESOLUTION NO. 2016- _____

A RESOLUTION APPROVING THE NAME AND MISSION STATEMENT OF
THE VALLEY CLEAN ENERGY ALLIANCE

WHEREAS, the City of Davis and Yolo County have jointly agreed to form a Community Choice Energy program to serve energy customers in their respective jurisdictions.

NOW, THEREFORE, the Board of Directors of the Community Choice Energy Program hereby approve the following name and mission statement:

Name:

Valley Clean Energy Alliance
a locally controlled energy provider

Mission:

Deliver cost-competitive clean electricity, product choice, price stability, energy efficiency, and greenhouse gas emission reductions.

ADOPTED, this _____ day of _____, 2016, by the following vote:

AYES:
NOES:
ABSENT:
ABSTAIN:

Chairperson

Secretary