

**VALLEY CLEAN ENERGY ALLIANCE
COMMUNITY ADVISORY COMMITTEE**

Staff Report – Agenda Item 10

TO: VCE Community Advisory Committee

FROM: Mitch Sears, Interim General Manager
Alisa Lembke, Board Clerk/Administrative Analyst

SUBJECT: Development of Community Advisory Committee Work Plan 2019

DATE: January 24, 2019

Background:

The Board approved an updated CAC Charge at their November 15, 2018 meeting, which reflects Board direction on the goals and priorities of the CAC as Valley Clean Energy moves into the operational phase of its growth. At the CAC's December 3, 2018 meeting, goals and objectives for 2019 and each Member's priorities were discussed.

The purpose of this report is to assist the Committee in organizing and creating a work plan for the Committee and Task Groups that correlates with Board goals, projects and objectives. At the CAC's December 3, 2018, the CAC Members expressed the following suggestions:

1. using the Calendar more effectively by listing upcoming items to be addressed by the CAC;
2. focusing the CAC's time and energy on subject matter and programs that need to be researched and vetted;
3. concentrating on long-term planning and integrating the Integrated Resource Plan list of possible local resource action plan activities;
4. using Task Groups more effectively by giving them specific assignments that are in alignment with the CAC Updated Charge;
5. looking into how VCE can support and align other jurisdictions' and groups' energy efficiency efforts;
6. communicating with and having regular interaction with other CCA advisory groups to share information, ideas, and approach;
7. encourage and inform public of the need and urgency to address climate concerns and the importance of VCEA's climate action role; and,
8. a few ideas of subject matter to be addressed by CAC: rate structure and options; Net Energy Metering options; "opt up" campaign; outreach efforts to a) increase public engagement and ownership and b) emphasize the goals of CCAs to reduce greenhouse gases; and, year-end dividend rebate program.

Based on discussions with the CAC Chair, Vice-Chair, and Secretary, staff suggests that the Committee explore the following items in developing its 2019 work plan:

- A. Review and discuss Board and Community Advisory Committee 2019 Long Range Calendar identifying current agenda items/projects (calendar attached). Please add items as needed.
- B. Review scope of services and projects of customer outreach and marketing services contractor Green Ideals (Scope of Services attached); receive Outreach task Group Update (verbal); and identify projects the Community Advisory Committee can assist with.
- C. Review CalCCA 2019 legislative and regulatory priorities.
- D. Review and provide status of priority items highlighted in the Community Advisory Committee Updated Charge (attached).
- E. Receive and discuss CAC member recommendations of what projects are to be focused on by the CAC during the first and second half of calendar year 2019
- F. Discuss CAC coordination with staff and 2019 CAC priority topics (attached is a copy of the VCE Integrated Resource Plan – List of Possible Local Resource Related Action Plan Activities).
- G. Discuss possible next steps toward interactions with other CCA advisory groups. Currently, the following CCA's have advisory committees:
 1. East Bay Community Energy
 2. Clean Power Alliance
 3. Monterey Bay Community Power
 4. Peninsula Clean Energy
 5. Redwood Coast Energy Authority
 6. San Jose Community Energy (forming)
 7. Silicon Valley Clean Energy
 8. Sonoma Clean Power
- H. Review, discuss, and modify as needed CAC task group structure; consider creation of new task group(s); and, provide projects to each task group. All task groups are to be reviewed.

The CAC Chair and Vice Chair will lead a discussion at the CAC meeting to address these topics with the goal of developing a draft 2019 work plan.

Attachments

1. 2019 Long Range Calendar
2. Green Ideals Scope of Services
3. Updated CAC Charge
4. VCE Integrated Resource Plan – List of Possible Local Resource Related Action Plan Activities

VALLEY CLEAN ENERGY
2019 Meeting Dates and Topics – Board and Community Advisory Committee

MEETING DATE		TOPICS	ACTION
January 10, 2019 January 23, 2019	Board WOODLAND	Special Meeting scheduled for Wednesday, January 23rd , at 5:30 p.m. at Yolo County Board of Supervisors Chambers , Woodland <ul style="list-style-type: none"> Procurement Authority / Procure Energy for 2020 Schedule of New Rate Structure / Rebate Program 	<ul style="list-style-type: none"> Action Informational
January 24, 2019	Advisory Committee WOODLAND	Thursday, January 24 th at City of Woodland Council Chambers, Woodland <ul style="list-style-type: none"> Preliminary Discussion on Rate Structure / Rebate Program (timeline) 	<ul style="list-style-type: none"> Discussion / Formation of Task Group / timeline
February 4, 2019	Advisory Committee DAVIS	<ul style="list-style-type: none"> Overview of MBCP Rebate Program Net Energy Metering (NEM) Enrollment – Reassessment 	<ul style="list-style-type: none"> Informational Discussion
February 14, 2019	Board DAVIS	<ul style="list-style-type: none"> ERRA/PCIA/PG&E 	<ul style="list-style-type: none">
March 4, 2019	Advisory Committee WOODLAND	<ul style="list-style-type: none"> New Rate Structure / Rebate Program – Draft Recommendation Net Energy Metering (NEM) Enrollment – Reassessment Time of Use for Residential Customers 	<ul style="list-style-type: none"> Action: Draft Recommendation Discussion Info./Discussion
March 14, 2019	Board WOODLAND	<ul style="list-style-type: none"> Preliminary FY19/20 Operating Budget (Regular) New Rate Structure / Rebate Program – Review Preliminary Recommendation and Staff Report 	<ul style="list-style-type: none"> Review Review and provide feedback
April 1, 2019	Advisory Committee DAVIS	<ul style="list-style-type: none"> New Rate Structure / Rebate Program – Finalize Recommendation Net Energy Metering (NEM) Enrollment – Reassessment Time of Use for Residential Customers 	<ul style="list-style-type: none"> Action: Finalize Recommendation to Board Discussion Discussion
April 11, 2019	Board DAVIS	<ul style="list-style-type: none"> New Rate Structure / Rebate Program 	<ul style="list-style-type: none"> Approve

April 29, 2019	Advisory Committee WOODLAND	<ul style="list-style-type: none"> Net Energy Metering (NEM) Enrollment – Reassessment – Draft Report Time of Use for Residential Customers 	<ul style="list-style-type: none"> Discussion Discussion
May 9, 2019	Board WOODLAND	<ul style="list-style-type: none"> Final Approval of FY19/20 Operating Budget (Consent) 	<ul style="list-style-type: none"> Approve
June 3, 2019	Advisory Committee DAVIS	<ul style="list-style-type: none"> Net Energy Metering (NEM) Enrollment – Reassessment Finalize Report to Board 	<ul style="list-style-type: none"> Action: Recommendation to Board
June 13, 2019	Board DAVIS	<ul style="list-style-type: none"> Net Energy Metering (NEM) Enrollment Reassessment Report 	<ul style="list-style-type: none"> Action
July 1, 2019	Advisory Committee WOODLAND	<ul style="list-style-type: none"> Time of Use for Residential Customers 	<ul style="list-style-type: none"> Discussion
July 11, 2019	Board WOODLAND	<ul style="list-style-type: none"> 	<ul style="list-style-type: none">
July 29, 2019	Advisory Committee DAVIS	<ul style="list-style-type: none"> Time of Use for Residential Customers (Draft Report) 	<ul style="list-style-type: none"> Discussion
August 8, 2019	Board DAVIS	<ul style="list-style-type: none"> 	<ul style="list-style-type: none">
September 2, 2019 HOLIDAY NEED TO RESCHEDULE	Advisory Committee WOODLAND	<ul style="list-style-type: none"> Time of Use for Residential Customers Report - Finalization 	<ul style="list-style-type: none"> Action: Recommendation to Board
September 12, 2019	Board WOODLAND	<ul style="list-style-type: none"> Time of Use for Residential Customers Report 	<ul style="list-style-type: none"> Action
September 30, 2019	Advisory Committee DAVIS	<ul style="list-style-type: none"> Committee Evaluation of Calendar Year End (Draft Report) 	<ul style="list-style-type: none"> Discussion
October 10, 2019	Board DAVIS	<ul style="list-style-type: none"> Approval of FY18/19 Audited Financial Statements (James Marta & Co.) 	<ul style="list-style-type: none"> Action
November 4, 2019 NEED TO FIND DIFFERENT LOCATION	Advisory Committee WOODLAND	<ul style="list-style-type: none"> Committee Evaluation of Calendar Year End (Draft Report) 	<ul style="list-style-type: none"> Discussion
		<ul style="list-style-type: none"> 	<ul style="list-style-type: none">

November 14, 2019	Board WOODLAND	•	•
December 2, 2019	Advisory Committee DAVIS	<ul style="list-style-type: none"> • Election of Officers for 2020 • Finalization of Committee Calendar Year End Report 	<ul style="list-style-type: none"> • Nominations • Approve Report
December 12, 2019	Board DAVIS	<ul style="list-style-type: none"> • Election of Officers for 2020 • Receive CAC Calendar Year End Report 	<ul style="list-style-type: none"> • Nominations • Receive

EXHIBIT A

SCOPE OF SERVICES

Under the direction of VCE staff and in collaboration with VCE vendors, Green Ideals will develop, enhance, implement and maintain a multi-faceted plan for building program awareness, engaging potential VCE residential, commercial and agricultural customers, supporting the program website and design needs, promoting VCE's 100% renewable program, UltraGreen, and participating in customer notification/enrollments.

Tasks in this service category include but are not limited to the following:

1. Program Branding, Design, Identity:

- a. Working with existing program name and mission statement, develop brand refinements/style guides, and create sub-brand names/logos for different product offerings and programs.
- b. Maintain and update multi-functional, multi-lingual website (English and Spanish) that includes a rate calculator and ability to opt-out of the program.
- c. Develop and maintain social media presence for VCE utilizing existing platforms in VCE member communities (e.g. Facebook, Nextdoor, etc.)
- d. Develop/update program collateral including FAQs, program brochures, fact sheets and power point templates.
- e. If budget allows, develop short informational videos for use on website, social media and community meetings.

2. Community Outreach/Stakeholder Engagement:

- a. At the direction of VCE staff, work with the County, City and other VCE member jurisdictions to support local stakeholder and public outreach which may include but is not limited to: 1:1 meetings with key stakeholder groups, public workshops/webinars, local presentations, event tabling, newsletter articles, and other key outreach/engagement activities.

b. Develop and maintain VCE list-serve to facilitate outreach/engagement activities. Refine/expand use of e-newsletters and info blasts to VCE list-serve and other local communication outlets.

c. Support efforts to train/partner with local advocates and community-based organizations to build local capacity and augment VCE's efforts to plan and carry out outreach/engagement activities.

d. Develop long-term community engagement framework and local capacity development strategy.

3. Marketing Campaigns:

a. Develop multi-lingual (English/Spanish) and multi-cultural advertising campaign to raise public awareness of VCE and its offerings; this will include both paid and earned media, print and digital, in a variety of mediums which could include newspapers, on-line ads, radio spots, billboards, bus backs/bus shelters, social media, etc.

b. Manage and conduct press outreach - schedule editorial board meetings, draft press releases, op-eds and news articles.

c. Maintain a social media presence for VCE on Facebook, Twitter, Next Door, etc.

4. Communication Outreach Plan:

Consultant may be required to develop a communications and outreach plan appropriate to the demographics of Davis, Woodland and unincorporated Yolo County and include a detailed set of deliverables, timelines and estimated budget. The outreach plan should address post-launch communications and outreach under low/moderate/high opt-out scenarios. The final scope, deliverables and budget presented to the VCE Board for consideration will be based upon discussions with VCE staff and others on the selection team.

Valley Clean Energy Alliance
Community Advisory Committee
Updated Charge

Consistent with the policy adopted by the Valley Clean Energy Alliance (VCEA) Board of Directors, the VCEA Community Advisory Committee (CAC) adopts the Charge to:

- Advise the VCEA Board of Directors on VCEA's general policy and operational objectives, including portfolio mix and objectives, technical, market, program and policy areas, strategic objectives and strategies to reduce carbon emissions, accelerate development of local resources and promote energy resilience.
- Assist in the development of public information materials related to customer energy investments and choices offered by VCEA, PG&E and third parties.
- Collaborate with VCEA staff and consultants on community outreach to and liaison with member communities;
- Collaborate with VCEA staff on monitoring legislative and regulatory activities related to Community Choice Energy issues.

In order to achieve the goals and mission of VCEA, the CAC will develop, periodically review and update a workplan for the short and longer terms. The Committee will monitor organizational performance toward fulfillment of the VCEA Board of Director's Vision Statement and may recommend policy changes to further the VCEA vision. The CAC will also engage with VCEA, Staff and consultants through its task groups, and evaluate, and make recommendations on select items at the request of the Board or Interim General Manager's request or in consultation with the Interim General Manager.

The Community Advisory Committee will periodically review this charge and make recommendations for changes to the Board of Directors in order to reflect new issues, opportunities and challenges impacting the VCEA.

Adopted: November 15, 2018

VCEA Integrated Resource Plan

Listing of Possible Local Resource Related Action Plan Activities

Priority	Title	Description
	Five-year Business Plan	<ol style="list-style-type: none">1. Five year income statement, cash flow and reserve forecasts, balance sheet.2. Planned new product offerings and related revenue targets, e.g. EV charging product.
	Green Metrics	<ol style="list-style-type: none">1. Review PG&E Green Comms information for member jurisdictions.2. Summarize strategic implications of key individual jurisdiction trends.3. First annual report summarizing actual vs. forecasted outcomes
	Local Economic Impacts	<ol style="list-style-type: none">1. Review San Jose area CCA economic impact analysis2. Determine valid methodology for evaluating economic benefits of local clean energy resource deployment in VCEA jurisdictions.3. Recommend targets for balancing out of service area resources and in-service area resources.
	Solar Plus Storage	<ol style="list-style-type: none">1. Identify cost forecasts for on-site, community and utility-scale solar and battery storage.2. Evaluate and determine best long-term mix of storage coupled and stand-alone storage for on-site, in-service area and outside service area deployment.

VCEA Integrated Resource Plan

Listing of Possible Local Resource Related Action Plan Activities

Priority	Title	Description
	Electrification	<ol style="list-style-type: none">1. Evaluate the economic implications of alternative heating end use decarbonization scenarios.
	Electric Vehicles	<ol style="list-style-type: none">1. Determine impacts of EV deployment in the VCEA service territory.2. Evaluate related early related demand response uses.3. Evaluate future potential load leveling and energy security uses.4. Evaluate EV charging incentive programs offered by other CCAs, e.g. SCP.
	Community Solar	<ol style="list-style-type: none">1. identify inventory of potential sites in the service area, including and esp. brownfield sites.2. Consider possible pilot program or project for Davis rental and multi-family customers.3. Evaluate longer term program design options.
	Net Zero	<ol style="list-style-type: none">1. Evaluate the impacts of new housing developments under the new state standard for net zero electricity.2. Determine rate options consistent with equitable cost recovery and expected timing of net supply and net usage.

VCEA Integrated Resource Plan

Listing of Possible Local Resource Related Action Plan Activities

Priority	Title	Description
	Efficiency/Other Customer-facing Programs	<ol style="list-style-type: none"> 1. Review programs offered by PG&E and other CCAs. 2. Identify best fits for VCEA jurisdictions.
	R&D	<ol style="list-style-type: none"> 1. Create initial list of state and Federal programs and pending grant opportunities.
	Local Clean Energy Businesses	<ol style="list-style-type: none"> 1. Create a list of clean energy businesses operating in the service territory for possible use in responding to customer inquiries.
	Integrated Energy Analysis	<ol style="list-style-type: none"> 1. Review (and update?) DavisFREE integrated energy analysis and main report. 2. Determine future analysis needs for other jurisdictions.
	Climate Action	<ol style="list-style-type: none"> 1. Develop an outline for energy sections of VCEA jurisdiction CAAPs 2. Convene meeting to discuss CAAPs with jurisdictions and possibly UC Davis.
	PG&E Coordination	<ol style="list-style-type: none"> 1. Recommend priorities for VCEA and member jurisdiction engagement with PG&E.
	Demand Forecasts	<ol style="list-style-type: none"> 1. Initiate demand forecasting specific to member jurisdictions.
	Environmental Standards	<ol style="list-style-type: none"> 1. Recommend environmental guidelines for projects supplying electricity to VCEA.

VCEA Integrated Resource Plan

Listing of Possible Local Resource Related Action Plan Activities

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