

**VALLEY CLEAN ENERGY ALLIANCE  
COMMUNITY ADVISORY COMMITTEE**

**Staff Report - Item 11**

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**TO:** VCEA Community Advisory Committee

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

**SUBJECT:** Review and approve Task Groups "Charge" for 2020

**DATE:** April 23, 2020

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At the CAC's January 23, 2020 meeting, task groups were formed and at the February 27, 2020 meeting, Chair Hunter asked that each task group prepare a list of tasks/projects and/or "charge" for 2020. The purpose of this report is to transmit the draft charges for the CAC's review and approval.

Attached are the following draft task group charges:

1. Legislative/ Regulatory
  - A. Members: Yvonne Hunter, Lorenzo Kristov
  
2. Outreach
  - A. Members: Mark Aulman, Marsha Baird, Yvonne Hunter, Christine Casey
  
3. Programs
  - A. Members: Marsha Baird, Christine Shewmaker, David Springer
  
4. Strategic Planning
  - A. Members: Gerry Braun, Mark Aulman, Lorenzo Kristov
  
5. Rates Task Group (As needed)
  - A. Members: Gerry Braun, Lorenzo Kristov

Attachments

**CAC LEG/REG TASK GROUP**  
**Proposed 2020 Charge**

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- A. Members: Yvonne Hunter, Lorenzo Kristov
- B. 2020 Charge:
  - 1. Work with VCE's lobbyist and VCE staff to:
    - Provide feedback, technical information and strategic advice on key legislative and regulatory issues facing VCE and the CCA community in general.
    - Provide periodic reports to the CAC about legislation and regulatory issues;
    - Solicit recommendations from the CAC on VCE positions on key legislation and regulatory proceedings.
    - Contribute to VCE's engagement with legislators and other stakeholders.
    - Advise on CalCCA's regulatory work where and when appropriate.
  - 2. Work with VCE staff and the Outreach Task Group to create a new resource on the VCE website related to legislative and regulatory issues.

## **CAC Outreach Task Group**

Mark Aulman – Chair

Marsha Baird

Chris Casey

Yvonne Hunter

### **Charge**

Collaborate with VCEA staff and consultants on community outreach to, and liaison with, member communities

Assist in the development of public information strategies, planning, and materials related to VCEA policies and programs. As requested by staff, review draft materials and provide comments as appropriate

### **Specific Tasks**

1. Consult with staff and Green Ideals on short-term and long-term outreach strategies and communications projects
2. Help define audience segments within VCE's service area and consult on appropriate messages and communications approaches
3. Provide a sounding board to assist in message development and copy testing
4. Review development procedures for marketing communications and public relations projects
5. Conduct review of marketing materials at the draft (pre-release) stage
6. Provide concise summaries of activities at the monthly CAC meetings

## Programs Task Group

A. Members: Marsha Baird (Chair), Christine Shewmaker, David Springer

B. 2020 Charge:

The CAC Programs Task Group will aid Staff with planning and implementation of Customer Programs that meet with the VCE Mission. Specifically, the Task Group will:

- (1) collaborate with Staff on 5-year programs plan for VCE;
- (2) collaborate with Staff on implementation of additional programs during CY2020;
- (3) review programs offered by other CCAs and PG&E and make recommendations of options, with special attention to VCE customer segments, such as agriculture; and,
- (4) prepare monthly summaries and updates for CAC on issues being reviewed by task group.

## **CAC Strategic Planning Task Group**

Gerry Braun – Chair

Mark Aulman

Lorenzo Kristov

### **Charge**

Assist staff, consultants, and the Valley Clean Energy Board Strategic Planning Subcommittee in the development of an initial 3 to 5-year Strategic Plan for Valley Clean Energy

Focus on core policy issues and potential projects relevant to the achievement of VCEA's vision and mission

Provide input and feedback on strategic planning matters to staff liaison

### **Specific Tasks**

1. Maintain visibility into all strategic planning workshops and meetings
2. Conduct CAC Strategic Planning Task Group meetings, as needed
3. Review strategic planning analysis conducted by staff and consultants, and provide staff with input and feedback
4. Review proposed recommendations made by staff and provide input and feedback
5. Review draft strategic plan documents and serve as a sounding board for staff and the VCEA Board Strategic Planning Subcommittee
6. Provide concise summaries of strategic planning activities at monthly CAC meetings

## **Rate Options Task Group**

Lorenzo Kristov - Chair

Gerry Braun

### **Charge**

Assist staff, consultants, and the Valley Clean Energy Board Subcommittee as requested, when existing or new rate options are being considered and evaluated.

Help staff evaluate the impact of current and potential rate options on VCE customer responses and other energy choices.

### **Specific Tasks**

1. Conduct CAC Rate Options Task Group meetings and expand participation to other interested CAC members or external experts, as needed.
2. Review rate-related financial analysis conducted by staff and consultants and provide staff with input and feedback.
3. Review proposed staff recommendations regarding rate options and provide input and feedback