

# VALLEY CLEAN ENERGY ALLIANCE

## Staff Report – Item 12

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To: Board of Directors

From: Mitch Sears, Interim General Manager  
Rebecca Boyles, Director of Customer Care and Marketing

Subject: Amendment 23 Task Order 2 of the SMUD Professional Services Agreement

Date: May 13, 2021

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### **RECOMMENDATION**

Ratify approval via resolution of Amendment 23 to Task Order 2 of the Sacramento Municipal Utilities District (SMUD) Professional Service Agreement authorizing the bill payment assistance outbound call campaign at a cost of \$1,500.

### **BACKGROUND**

On October 12, 2017, the VCE Board approved a Professional Services Agreement with the Sacramento Municipal Utility District (SMUD) and Task Orders 1 and 2 to provide program launch and operational services. Soon thereafter, a series of additional Task Orders were implemented to the Agreement, including Task Order 3 to provide Wholesale Energy Services; Task Order 4 to provide Operational Staff Services to VCE; and Task Orders 5 (Long Term Renewable Procurement Services) and 6 (Expansion of VCE Service to Winters, CA).

Many VCE customers have gone into arrears during the COVID-19 crisis, and debt owed to VCE has increased. Customers are experiencing stress about arrearages while they may be eligible for programs that could help them to pay their bills or reduce their debt. Not all VCE customers that qualify for CARE and FERA income-based discount programs are enrolled in the programs (or aware of them), thereby missing the opportunity for assistance. Additionally, VCE is participating in the Arrearage Management Plan, which allows eligible customers to forgive debt after a series of 12 on-time payments, but many customers may not be aware of the assistance.

SMUD has initiated a similar outbound call campaign with East Bay Community Energy, so the Customer Care team is experienced in handling these potentially delicate conversations, and in helping customers to get the resources to sign up for discount programs when appropriate. This initial VCE outbound call campaign will focus on contacting 200 customers in arrears with VCE, providing education and resources on the CARE/FERA and AMP programs. The agreement also allows for a one-question programs survey, gathering feedback about which customer programs would be most helpful to customers in arrears.

Amendment 23 to SMUD agreement Task Order 2 (Data Management and Customer Call Center Services) authorizes the implementation of the bill assistance outbound call campaign at a cost of \$1,500.

**Financial Impact:** The cost for SMUD to implement the initial outbound call campaign for 200 customer is \$1,500. Some of the financial impact to VCE may be mitigated by increased payments and a future reduction in arrearages. This cost has been budgeted in the FY2020/2021 operating budget.

### **CONCLUSION**

Staff is requesting the VCE Board to ratify via resolution Amendment 23 to Task Order 2 (Data Management and Customer Call Center Services).

### **Attachments:**

1. Signed Amendment 23 to Task Order 2 (Data Management and Customer Call Center Services)
2. Resolution ratifying the approval of Amendment 23 to Task Order 2 to the VCE-SMUD Professional Services Agreement

**AMENDMENT 23 TO EXHIBIT A: Scope of Services****A.4 Task Order 2 – Data Management and Customer Call Center Services**

SMUD and VCEA agree to the following services, terms, and conditions described in this Amendment 23 to Exhibit A, Task Order No. 2 (Amendment 23), the provisions of which are subject to the terms and conditions of the Master Professional Services Agreement (Agreement) between the Parties. If any specific provisions of this Amendment 23 conflict with any general provisions in the Agreement or Task Order 2, the provisions of this Amendment 23 shall take precedence. Capitalized terms used in this Amendment which are not defined in this Amendment will have the respective meanings ascribed to them in the Agreement or a previous Amendment thereof.

The Effective Date of this Amendment 23 is the date of last signature below.

**1. Section 1, SCOPE OF WORK, is amended to add Section 1.13 below:****“1.13 OUTBOUND CALL CAMPAIGN****1.13.1 Scope of Work**

VCE customers may have the opportunity to qualify for CARE and FERA programs to help with bill assistance. Customers may be unaware of programs and changes in eligibility and as a result may be missing out on the opportunity of receiving financial assistance with their energy bills.

SMUD will launch an outbound call campaign to make potentially eligible VCE customers aware of these programs. The campaign will include:

- Development of a target customer list, with a focus on enrolled residential customers with past due balances of \$500 or more
- Up to 3 outbound call attempts to each customer (or until customer is reached, whichever comes first)
  - Education about CARE/FERA programs, <https://valleycleanenergy.org/financial-assistance/>, PG&E website information for online enrollment, warm hand off to PG&E CARE/FERA CSR whenever possible
  - Arrearage Management Plan (AMP) education
  - Brief program survey
- Providing the following detailed data to VCE within two weeks of campaign completion
  - How many customers were reached
  - How many were transferred to PG&E
  - How many were given the PG&E website

- How many customers took an action per PG&E's 4013 report (CARE/FERA; AMP; payment plan)
- Customer feedback as received
- Program survey results

Further monitoring of customer action per the 4013 report is outside the scope of this Task Order amendment.

### 1.13.2 Deliverables and Due Dates

The schedule for the outbound call campaign is estimated to be four (4) weeks, and includes the following milestones and due dates:

	<b>Milestone</b>	<b>Responsible Party</b>	<b>Due Date</b>
1	Task Order Amendment executed	VCE	April 12, 2021
2	Target customer list complete	SMUD	April 19, 2021
3	Outbound calls complete	SMUD	May 3, 2021
4	Summary data provided to VCE	SMUD	May 10, 2021

### 1.13.3 Schedule

It is estimated that the Scope of Services in this task will be completed in four (4) weeks from the Amendment execution due date of this Amendment 23."

**Section 4, COMPENSATION FOR SERVICES is amended to add Section 4.9, *Outbound Call Campaign*, as follows:**

"The fixed fee for the Outbound Call Campaign is \$750 per 100 customers. VCE has authorized calls to 200 customers, resulting in a total fee of \$1500."

**Section 5, PAYMENT TERMS, is amended to add the following:**

"SMUD will invoice the fixed fee for the Outbound Call Campaign upon completion, and payment will be due net thirty (30) days from date of the invoice."

[Signature Page follows]

**SIGNATURES**

The Parties have executed this Amendment 23, and it is effective as of the date of last signature below.

**Valley Clean Energy Alliance**

**By:**  \_\_\_\_\_


**Name:** Mitch Sears

**Title:** Interim General Manager

**Date:** April 19, 2021

**Approved as to Form:** n/a

**Sacramento Municipal Utility District**

**By:**  \_\_\_\_\_

**Name:** Tracy Carlson

**Title:** Interim Chief Customer Officer

**Date:** 4/20/20201

**Approved as to Form:**  \_\_\_\_\_

**VALLEY CLEAN ENERGY ALLIANCE**

**RESOLUTION NO. 2021 - \_\_\_\_**

**A RESOLUTION OF THE VALLEY CLEAN ENERGY ALLIANCE RATIFYING THE INTERIM  
GENERAL MANAGER'S APPROVAL AND EXECUTION OF AMENDMENT 23 TO TASK  
ORDER 2 TO THE SACRAMENTO MUNICIPAL UTILITIES DISTRICT PROFESSIONAL  
SERVICES AGREEMENT**

**WHEREAS**, on August 31, 2017, the VCE Board considered a proposal by the Sacramento Municipal Utilities District ("SMUD") to provide program launch and operational services and subsequently directed VCE staff to negotiate a services agreement between VCEA and SMUD for consideration and action by the VCEA Board;

**WHEREAS**, on September 21, 2017, the SMUD Board of Directors authorized its CEO to enter into a contract with VCE to provide Community Choice Aggregate (CCA) support services;

**WHEREAS**, On October 12, 2017 the VCE Board approved the Master Professional Services Agreement and Task Order 1 (technical and analytical services) and Task Order 2 (Data Management and Call Center Services) to provide program launch and operational services consistent with the SMUD proposal and VCE Board direction;

**WHEREAS**, in October 2018, Amendment 4 to Task Order 2 updating VCE's base program from "LightGreen" to "Standard Green" was approved;

**WHEREAS**, in April 2019, Amendment 10 to Task Order 2 adding detail to SMUD's invoicing methodologies in the Compensation for Services section updating was approved;

**WHEREAS**, in June 2019, Amendments 11 and 12 to Task Order 2 implementing the Annual Dividend program and second Net Energy Metering (NEM) True-Up Policy was approved;

**WHEREAS**, in August 2019, Amendment 13 to Task Order 2 updating data management and customer call center service rate was approved;

**WHEREAS**, in May 2020, Amendment 16 to Task Order 2 authorizing the configuration of VCE's billing system to enable vintage year specific rates was approved;

**WHEREAS**, in July 2020, the Board received a signed copy by VCE's Interim General Manager of Amendment 18 to Task Orders 2, 3 and 4 increasing the billable hourly rates by 2.0% effective July 1, 2020;

**WHEREAS**, in October 2020, the Board approved Amendment 20 to Task Order authorizing SMUD to implement the 2019 California Energy Commission Power Content Label email scope of work;

**WHEREAS**, VCE customers may be unaware of programs and changes in eligibility to qualify for the California Alternate Rates for Energy Program (CARE), Family Electric Rate Assistance Program (FERA), and/or Arrearage Management Plan (AMP), said AMP was adopted by the Board in January 2021; and,

**WHEREAS**, there is an urgency to implement this outbound call campaign to customers in billing arrears, Interim General Manager signed Amendment 23 to Task Order 2 authorizing SMUD to implement the call campaign at a cost of \$1,500 to outreach 200 customers in arrears with VCE.

**NOW, THEREFORE**, the Board of Directors of the Valley Clean Energy Alliance resolves as follows:

1. ratify the Interim General Manager's approval and execution of Amendment 23 to Task Order 2 (Data Management and Call Center Services).

**PASSED, APPROVED AND ADOPTED**, at a regular meeting of the Valley Clean Energy Alliance, held on the \_\_\_\_ day of \_\_\_\_\_, 2021, by the following vote:

AYES:

NOES:

ABSENT:

ABSTAIN:

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Dan Carson, VCE Chair

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Alisa M. Lembke, VCE Board Secretary

EXHIBIT A: Amendment 23 to Master Professional Services Agreement Task Order 2

**EXHIBIT A**

**AMENDMENT 23 TO TASK ORDER 2 (DATA MANAGEMENT AND CALL CENTER SERVICES)**