

VALLEY CLEAN ENERGY ALLIANCE

Staff Report – Item 12

TO: Valley Clean Energy Alliance Board of Directors

FROM: Mitch Sears, Interim General Manager

SUBJECT: Approval of revised base energy product name

DATE: September 13, 2018

RECOMMENDATION

1. Approve name change of VCE's base energy product to "Standard Green"

BACKGROUND AND ANALYSIS

In late 2017 the Board approved naming VCE's base and 100% renewable energy products. Earlier this year MCE informed VCE that their base product was also named "Light Green" and that they were concerned it might lead to customer confusion. They requested that VCE phase out the name based on their trademark of the term. VCE staff agreed to phase out the Light Green term as a courtesy. For the last several months "Light Green" has not appeared on the VCE web site or on promotional materials – there has been no noticeable impact.

Staff is returning to the Board to confirm this approach and name change since changes to the customer opt-up/opt-out billing system are more involved than simply removing the name from the web site. With Board approval, staff will proceed with using Standard Green for VCE's base energy product.