

VALLEY CLEAN ENERGY ALLIANCE**Staff Report – Item 17**

TO: Board of Directors

FROM: Mitch Sears, Executive Officer
Rebecca Boyles, Director of Customer Care and Marketing
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SUBJECT: Progress Update on 3-Year Programs Plan

DATE: October 12, 2023

RECOMMENDATION

This item is informational.

OVERVIEW

The purpose of this report is to provide a progress update on VCE's 3-Year Programs Plan and to introduce potential 2024 programs concepts.

BACKGROUNDPlan Development

The 3-Year Programs Plan was adopted by the Board in June 2021. The Plan was designed to be consistent with, and support the goals and objectives of, the VCE Strategic Plan adopted by the Board in November 2020. The Plan built on the initial VCE Programs Plan developed in 2019 that guided early informational-based actions by VCE on energy efficiency and electric vehicles (EVs). Staff has continued to update these educational items, and they have served as important resources for VCE's customers.

3-Year Programs Plan Progress

Since the Programs Plan was implemented in June 2021, 3 educational programs have remained active, and 4 new programs launched. Of the 4 new programs, two have seen overwhelming success and may be expanded within the next year: AgFIT and the Electric Vehicle (EV) Rebate Program. One new program has been approved by the Board and is due to launch within the next year. Staff is exploring several concepts for 2024 detailed below.

Active Educational Programs:

- [EV Information](#) has been updated regularly, including customer reference material about EV benefits, EV facts, Savings calculator (compared to internal combustion vehicles), EV model comparisons, CO2 reduction calculator, Rebates and incentives, and an EV charger finder.

- [Energy Efficiency Information](#): the interactive graphic on VCE's website has served as a resource for customers seeking to make their homes more energy efficient. This page is being revamped to include new informational resources in late 2023.

Active Programs and Pilots:

- [Electrify Yolo: Electric Vehicle \(EV\) Chargers](#) are being installed through a Sacramento Area Council of Governments (SACOG) \$2.9M grant: chargers were installed in Winters; and Woodland, Davis and Yolo County have made significant progress toward installation. Because of supply chain- and covid-related delays, the team has requested a one-year extension to finish the installations by December 2024.
- [Agricultural Flexible Irrigation Technology \(AgFIT\) Pilot](#): VCE and pilot partners received \$3.94M from the California Public Utilities Commission (CPUC) to incentivize farmers to save money while shifting peak irrigation load. The team, led by VCE, provides lucrative automation incentives, an easy-to-use irrigation scheduling application, and a dynamic pricing pilot tariff designed to save agricultural customers money when they shift load to less expensive times of the day. Launched August 2022, and due to initial success in load shift, the CPUC is proposing to expand the pilot, extend its reach to all of PG&E's service territory, and remove the participation cap. A second pilot proposed by the CPUC would expand the AgFIT pilot to other (non-ag) customer classes. Staff is working on proposed budgets and program design for the expansion pilots, and a CPUC decision is expected in Q4 2023, with a potential launch in summer 2024.
- [OhmConnect](#): VCE is working in partnership with OhmConnect to offer our residential customers incentives to shift load off of peak times of stress for the grid. Participating customers receive a \$50 sign-up bonus for participating, as well as the opportunity for cash and prize incentives for participating in load-shifting events. Launched August 2021.
- [Heat Pump Pilot Program](#): Staff worked with stakeholder organizations on marketing, education and outreach to contractors, customers, and other stakeholders on home electrification rebates, incentives, financing, and electrification strategy. Launched June 2022, though activity slowed in 2023. Staff may recommend re-vamping this program in Q2/3 2024.
- [Electric Vehicle \(EV\) Rebate Program](#): VCE launched this program in September 2022 and provided \$120,000 in rebates to customers who purchased a new EV. Due to overwhelming demand, funds were exhausted in the summer of 2023. Staff was preparing to seek Board approval to launch Phase 2 with an increase in budget, but the program that VCE used as a proxy for eligibility requirements (the California Clean Vehicle Rebate Project, or CVRP) was closed abruptly in early September 2023. Staff is exploring new ways of administering the program and is planning to return to the CAC and Board with their proposal in the next 3 months.

Programs Launching (Board-approved):

- [Electrification Retrofit Rebate Outreach Program \(ERRO\)](#): VCE is working with Yolo County on an American Rescue Plan-funded program designed to connect low-income residents with existing rebates to electrify their homes, as well as make them more energy-efficient, saving them money on utility bills. VCE's role will mainly be

marketing, education and outreach, and the program is due to launch within the next six months.

2024 Program Concepts

- **REDWDS Grant:** VCE applied for a grant from the California Energy Commission (CEC) in partnership with Monarch Tractor and GridTractor, and the grant was provisionally approved. The program would help agricultural customers with incentives for electric tractors (some of which are semi-autonomous) and bidirectional charging (the tractor could take charge from the grid but also help to provide power when the grid is down). Customers would be placed on a dynamic rate similar to AgFIT. Final CEC decision is expected Q4 2023 with an anticipated 2024 launch.
- **Video Bill Explainer:** Staff is evaluating a proposal by a firm that has worked with utilities nationwide to offer a service that uses customers' usage information to design a video bill explainer. The explainer describes some of their usage in detail and gives actionable tips on how to conserve electricity and save money, e.g. *"if you delayed the start of your dishwasher by 3 hours, you could save up to \$10/month."* The service could also be used to target low-income customers to promote rebates for the ERRO program. Staff anticipates bringing this concept before the Board in late 2023/early 2024 after receiving Programs/Outreach Task Group (POTG) feedback.
- **Customer Concierge Service:** Staff is evaluating a proposal by SMUD to provide a service for customers that includes high-touch ("white glove") service for customers interested in EVs, electrification and energy efficiency. The service would use customer-specific usage and billing information to provide personalized recommendations and could be used by customers for a range of inquiries, from frequently asked questions to in-depth tech support. Staff anticipates bringing this concept to the Board in late 2023/early 2024 after receiving POTG feedback.

FISCAL IMPACT

As part of the 2024 budget, staff anticipates recommending that the Board allocate up to 75% of the remaining Programs Fund in 2024 to in-progress Pilots and 2024 Program Concepts. Staff anticipates program funding would surpass \$1m in non-reimbursable (VCE Programs Fund) and \$4m in reimbursable (other funding sources, e.g. the CPUC) funds in 2024. Staff will seek recommendation from the Board for specific programs at a later date, but anticipates recommending the allocation of:

- \$1.5m for AgFIT (reimbursable)
- \$75k-100k for Heat Pumps (non-reimbursable)
- \$225k-275k for EV Rebate Phase 2 (non-reimbursable)
- \$70k-100k for ERRO (reimbursable)
- \$150k-250k for REDWDS (reimbursable)
- \$100k-120k for Video Bill Explainer (partially reimbursable)
- \$100k-120k for Customer Concierge Service (partially reimbursable)

NEXT STEPS

Continue all active programs and continue to develop 2024 programs concepts, get feedback from the POTG and Community Advisory Committee, and bring before the Board. Update the 3-Year Programs Plan in June of 2024.

ATTACHMENT

1. VCE 3-Year Programs Plan



Valley Clean Energy

3-Year Programs Plan

June 2021 – June 2024

June 10, 2021



TABLE OF CONTENTS

EXECUTIVE SUMMARY	3
I. BACKGROUND.....	3
II. CURRENT PROGRAMS OVERVIEW	4
III. KEY CONSIDERATIONS IN PLAN DEVELOPMENT	5
1. VCE’S COMMITMENT TO ENVIRONMENTAL JUSTICE	5
2. COMMUNITY REINVESTMENT	5
3. COMMUNITY ENGAGEMENT	6
IV. PLAN ORGANIZATION.....	7
1. PROGRAM STRATEGIES	7
2. PROGRAM PHASING	7
V. PLAN/PROGRAMS EVALUATION	9
PROGRAM STRATEGY ONE (PS1).....	10
PROGRAM STRATEGY TWO (PS2).....	15
APPENDIX 1: ACRONYMS	18
APPENDIX 2: VALLEY CLEAN ENERGY STRATEGIC PLAN GOALS RELATED TO PROGRAMS	19



EXECUTIVE SUMMARY

In 2020, Valley Clean Energy (VCE) crafted a Strategic Plan to better guide its organizational mission, vision, and strategies. The plan was adopted by the Board of Directors after significant feedback from the VCE Board, consultants, the Community Advisory Committee (CAC), and staff. The Strategic Plan lays out six goals and 32 objectives, and these goals are meant to guide VCE staff, the board, and the CAC in planning and decision-making for the next three years.

This Programs Plan is intended to complement VCE's Strategic Plan, to provide more details on programs to be developed over the next three years to support VCE's member communities. To accompany the Programs Plan, tasks will be tracked in a project management system so that the team can connect the strategic vision with their day-to-day tasks.

The Programs Plan focuses on two main strategies; to:

- 1) Promote the electrification of transportation, residential and commercial buildings, and agricultural operations.
- 2) Encourage and incentivize energy efficiency, demand response flexibility, and resiliency.

These strategies and goals will guide the development, deployment, and evaluation of VCE programs in the coming years. In particular, the Programs Plan seeks to advance: **Goal 3: Prioritize VCE's community benefits and increase customer satisfaction and retention** and its corresponding Objectives 3.1. – 3.7; and **Goal 4. Promote and deploy local decarbonization and grid innovation programs to improve grid stability, reliability, community energy resiliency, and safety;** and corresponding Objectives 4.1. – 4.4. For a complete listing of the relevant objectives, see Appendix 3.

To ensure operational effectiveness, and alignment with the Strategic Plan, the Programs Plan will be reviewed by the Programs Task Group, the Community Advisory Committee, and the Board of Directors prior to adoption.

I. BACKGROUND

Valley Clean Energy Alliance—or VCE—started serving customers in June 2018 and is the official electricity provider for customers in the municipalities of Woodland, Davis, Winters, and unincorporated Yolo County. VCE purchases clean electricity and PG&E delivers the electricity through their distribution system (poles and wires).

VCE is locally controlled by a Board of Directors that is comprised of elected officials from the member jurisdictions. VCE maintains program control and revenues at home, where it can



create jobs and build local clean energy installations—as many other California Community Choice Aggregation programs (CCAs) have already done. Whenever possible, VCE will reinvest dollars to boost the local economy by providing dividends and programs, while fostering a clean energy future.

In the first two+ years of operation, VCE has implemented the initial phase of programs primarily focused on educating customers about electric vehicles, energy efficiency, and PG&E incentive programs. This 3-year programs plan outlines programs to be delivered to the community and customers in the coming years as well as programs under consideration.

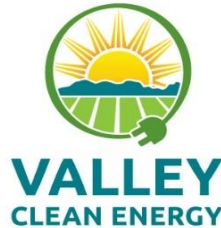
II. CURRENT PROGRAMS OVERVIEW

VCE staff is working closely with the Community Advisory Committee (CAC), particularly the Programs Task Group, and the VCE Board to help guide program development. Based on input from the CAC and the VCE Board, and recommendations from VCE staff, initial programs will focus on both building and transportation electrification and energy efficiency. Supporting program areas will include demand response and energy storage technologies that will favorably impact Resource Adequacy (RA) costs. Electrification and energy efficiency programs will target multiple customer segments including residential, commercial, agricultural, and industrial.

Due to increases in the Power Charge Indifference Adjustment (PCIA) and Resource Adequacy costs, initial program funding has been limited. For that reason, initial activities have been focused on low-cost programs that provide education of electrification and energy efficiency. Action in future years will be scaled with available funding. Additionally, VCE staff and the Programs Task group will be identifying supplementary funding opportunities from the state, the federal government, and other sources that will support a **Programs Fund Bank** to enable VCE to implement enhanced programs.

For each program, a Preliminary Program Design/Implementation Form will be developed with budget, timing, and metrics defined. VCE Staff will bring the Design/Implementation Form to the CAC and the Board for input and budget approval. The program tasks will be input and tracked in Monday.com.

Over the next several years it is expected that the PCIA will stabilize, per customer power procurement costs will go down, and these trends will free up additional funds for reinvestment in customer programs. Other key contextual factors that inform the Programs Plan include:



- Ongoing impacts of the pandemic
- Social equity challenges, particularly in light of COVID-19 related economic turmoil
- The climate crisis and member jurisdictions' increasingly robust Climate Action Plans, which include energy and EV elements related to VCE operations
- Innovative program models being advanced by other CCAs
- Potential grant funding opportunities and public/private partnerships.

III. KEY CONSIDERATIONS IN PLAN DEVELOPMENT

1. VCE'S COMMITMENT TO ENVIRONMENTAL JUSTICE

VCE is committed to promoting equitable outcomes for all customers, including vulnerable, low-income, and disadvantaged communities and communities of color. VCE is prioritizing equity and environmental justice in its programs by ensuring that rates for all customers remain affordable and competitive and that all qualifying low-income customers are fully enrolled in CARE rates and other discount programs and incentives.

On October 10, 2020, the Board of Directors unanimously approved VCE's Statement on Environmental Justice. The Statement is posted to VCE's web site at: [Valley Clean Energy's Draft Statement on Environmental Justice](#).

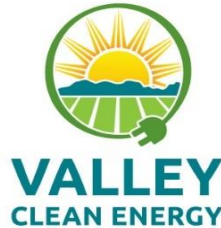
Consistent the Statement, VCE will continue to explicitly integrate and address the concerns and priorities of emerging and historically marginalized communities in the design and implementation of VCE's services and programs – to ensure *all* of our customers are well served.

To this end, VCE has been an active member of CalCCA's Equity Committee, which shares best practices for CCA programs, community engagement, and internal policies that focus on environmental justice and prioritize equitable outcomes for all customers. In an effort to highlight which VCE programs have been curated with an enhanced emphasis on environmental justice, look for the VCE Environmental Justice badge under [PROGRAM STRATEGY ONE](#) and [TWO](#).



2. COMMUNITY REINVESTMENT

The opportunity for community reinvestment is one of several universal benefits associated with forming a CCA program. CCAs are in a unique position to promote equitable access to and significant local participation in decisions related to the energy sector. In addition to the two



main program strategies, VCE places a priority on reinvestment in the communities it serves. The two main programs VCE currently has in place that are focused on this priority are the Customer Dividend and NEM Donation programs described below.

- The **NEM (Net Energy Metering) Donation** program launched in January 2021. NEM customers are given the option to donate any credits they have from excess electricity generation to local charities. Upon launch, customers with over \$100 in their credit balance were eligible to participate. VCE is evaluating changing the program to allow NEM customers with less than \$100 in credits to participate.
- The VCE **Customer Dividend Program** is designed to reward VCE customers by sharing the benefits of VCE's positive financial performance after specific financial targets have been met. The dividend will be based on VCE's fiscal year net revenues determined by the VCE Board. VCE customers are automatically enrolled in the program once it becomes active. The program is not currently active.

The Programs Plan provides a foundation to establish additional programs that advance VCE's community reinvestment goals.

3. COMMUNITY ENGAGEMENT

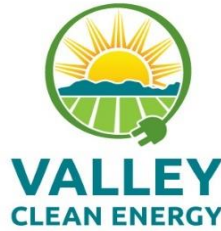
VCE was created by and for the communities it serves. For this reason, VCE staff has begun the process of conducting stakeholder outreach to determine community priorities as it relates to VCE programs.

Generally, "Community Priorities" are unique attributes or impact areas that describe program outcomes that the public has identified as being most important. Community Priorities are one aspect of determining and identifying which programs would benefit VCE customers the most. To collect input on these priorities, VCE will conduct periodic surveys to enhance its understanding of customer and community priorities. VCE will provide links to community surveys to the VCE Board and CAC members in an effort to target the community and customer segments they represent to solicit feedback on program priorities.

This strategy aligns with the following goal and objective of VCE's Strategic Plan:

Goal 3. *Prioritize VCE's community benefits and increase customer satisfaction and retention.*

3.6 **Objective:** *Measure and increase customer satisfaction, using tools such as surveys and focus groups, while maintaining an overall participation rate of no less than 90%.*



Furthermore, VCE intends to solicit responses by providing the surveys via VCE’s social media, website, quarterly newsletter, key stakeholders, City and County officials, personal and professional connections, and diverse and/or underserved community groups.

IV. PLAN ORGANIZATION

1. PROGRAM STRATEGIES

The Programs Plan is organized around two basic program strategies that guide action and investment over the next three years:

- 1) Promote the electrification of transportation, residential and commercial buildings, and agricultural operations; and
- 2) Encourage and incentivize energy efficiency, demand response flexibility, and resiliency. These general strategies provide a frame for the types of programs that VCE will be focused on over the next several years.

2. PROGRAM PHASING

Program Phasing provides a set of factors that VCE will use to make high level evaluations of potential programs. Three Phases are established that help group potential programs by degree of readiness, availability of resources for implementation, and impact. The Program Phasing system is shown in Table 1 below.

Table 1 – Program Phasing System

Phase 1	Phase 2	Phase 3
<p>Ongoing or to be initiated within the next year.</p> <ol style="list-style-type: none"> 1. Achievable in the near-term. 2. Funding and other resources are available. 3. Building the foundation for ongoing a future project. 	<p>To be initiated within one to three years.</p> <ol style="list-style-type: none"> 1. Anticipated, yet not immediate, deadline. 2. Funding requirements to be determined and funding sources identified or in development. 3. Necessary for planning and development of long-term actions. 	<p>No defined start date, likely longer than two years.</p> <ol style="list-style-type: none"> 1. In the conceptual phase. 2. Additional information needed to inform an operational plan. 3. Funding not yet available.



The initial set of potential programs identified by VCE have been evaluated using the Program Phasing system outlined in Table 1 and are listed below. Each potential program is identified as either Program Strategy 1 (PS1) or Program Strategy 2 (PS2) and is described further in Appendix 1.

Phase 1 Programs: *Ongoing or to be initiated within the next year*

1. [Maintain and Enhance EV Educational Resources \(PS1\);](#)
2. [Deployment and Promotion of Electric Vehicle Charging Stations \(EVCS\) \(PS1\);](#)
3. [Maintain and Enhance Educational Energy Efficiency Resources \(PS2\);](#)

Phase 2 Programs: *Potential to be initiated within one to three years*

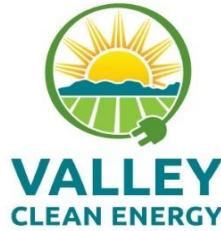
1. [Agricultural Auto-Demand Response \(PS2\);](#)
2. [Demand Response and Free Thermostat for Residential Customers \(PS2\);](#)
3. [Agricultural Electrification \(PS1\);](#)
4. [Promote Dual Fuel Heat Pumps for Space Conditioning \(PS1\);](#)
5. [All Electric Awards Residential and Commercial Program \(PS1\);](#)
6. [Electric Vehicle Rebates for Lower-income Customers \(PS1\);](#)
7. [Provide Information on Self-Generation Incentive Program \(SGIP\) \(PS2\);](#)

Phase 3 Programs: *No defined start date for action, likely longer than two years*

1. [Electric Vehicle Ride and Drive Events in VCE Territory \(PS1\);](#)
2. [Promote Induction Cooking as a Healthier, Climate-Friendly Alternative to Fossil Gas \(PS1\);](#)
3. [Disadvantaged Communities Green Tariff Program \(DAC/GT\) \(PS1\);](#)
4. [Increase DC Fast Charger Deployment \(PS1\);](#)
5. [Expansion of Charging for Multifamily Apartments \(PS1\);](#)
6. [Develop a Residential and Commercial Battery Storage Program \(PS2\);](#)

3. Program Preliminary Design/Implementation Form

All Phase 1 and certain Phase 2 programs with a high degree of readiness, availability of resources for implementation, and/or impact will be further analyzed using the Program Preliminary Design/Implementation Form. The Form is designed to provide the level of detail necessary for VCE to make an informed decision on the feasibility of implementation and priority of a particular program. A sample Program Preliminary Design/Implementation Form is included as Appendix 2.



V. PLAN/PROGRAMS EVALUATION

A Plan evaluation report will be completed annually with outcomes and recommendations presented to the Board.

The programs selected for implementation will be evaluated annually. The evaluation will include recommendations for program improvements including adjustments to future year goals, budgets, marketing plans, and other recommendations to improve program performance and customer satisfaction. On a more regular basis VCE staff and the PTG will reassess opportunities and feasibility of programs listed under the Phases one, two and three based on community feedback, budget, and VCE Board and CAC feedback. Metrics to assess program performance and strategies for collecting feedback from program participants will be incorporated into each Program Preliminary Design/Implementation Form. Underperforming programs will be evaluated for improvement or early cessation.



PROGRAM STRATEGY ONE (PS1)

Promote the Electrification of Transportation, Residential and Commercial Buildings, and Agricultural Operations

This strategy aligns with the following goals and objectives of VCE's Strategic Plan:

Goal 3. *Prioritize VCE's community benefits and increase customer satisfaction and retention.*

- 3.2 **Objective:** *Develop programs and initiatives to better support community goals, including supporting member agency achievement of energy-sector emissions reduction targets.*
- 3.5 **Objective:** *Develop customer programs and initiatives that prioritize decarbonization, community resiliency and customer savings.*

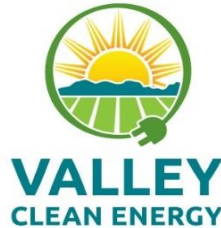
Goal 4. *Promote and deploy decarbonization and grid innovation programs to improve grid stability, reliability, community energy resilience, and safety.*

- 4.1 **Objective:** *Working with variety of local, regional, and state partners, develop a grid innovation roadmap for VCE's service territory that supports community energy resilience and reliability.*

Phase 1 Programs:

Maintain and Enhance EV Educational Resources

- Project:** VCE offers educational resources and access to third party incentives to help customers switch to driving an EV, including information on: EV Benefits, EV Facts, Savings Calculator, CO2 Reduction Calculator, EV Model Options (and comparison tool), EV Credits and Rebates, and a Charger Locator.
- Status:** Tools and materials currently available on <https://valleycleanenergy.org/electric-vehicles/>.
- Metric:** Number of unique visits and engagement time on website.
- Goal:** 200 unique visits and an average of 2 minutes spent on the website and subsequent tools.
- Timeframe:** Launched December 2019. Program is ongoing.



Deployment and Promotion of Electric Vehicle Charging Stations (EVCS)

- Project:** VCE was awarded a \$2.9M grant from the Sacramento Area of Council of Governments (SACOG) for installation of electric vehicle charging infrastructure and mobility hubs in Yolo County in partnership with the cities of Davis, Woodland, Winters, and unincorporated Yolo County.
- Status:** VCE has finalized MOUs with the City of Davis and Winters for installation of the EV Charging Stations. All projects are expected to be fully installed by 2022.
- Metric:** Number of EV chargers installed throughout jurisdiction.
- Goal:** 45 EV chargers installed.
- Timeframe:** Grant awarded 2019. MOUs complete in 2021. Installations complete 2023.

Phase 2 Programs:

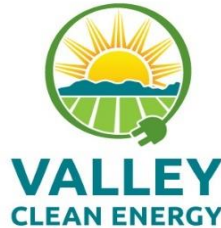
Agricultural Electrification

- Project:** Enable customers to access agriculture incentives for upgrading from existing fossil gas farming equipment to fuel switching farming equipment such as tractors, forklifts, diesel-powered irrigation pumps, light/heavy duty trucks, coolers/boilers and more. Consider implementation of program model from Central Coast Community Energy. A simple application process would be designed for busy ag customers in mind.
- Status:** VCE met with Programs Manager at Central Coast Community Energy (3CE) to discuss 3CE's recent pilot Agriculture Program (launched July 2020). Project concept has been vetted by PTG, CAC, and internal staff.
- Metric:** Number of ag customers/ projects and GHG emissions reduced
- Goal:** TBD
- Feasibility:** High likelihood of implementation.
- Timeframe:** 2021-2022



Promote Dual Fuel Heat Pumps for Space Conditioning

- Project:** When an air conditioner reaches the end of its useful life it can be replaced with a heat pump while retaining the furnace for backup heat. The incremental cost is minimal, it avoids the need to add a 230V circuit for the indoor unit, and natural gas use for heating can be nearly eliminated. This is an affordable, low risk first step toward electrification. Phase I activities will include developing and disseminating information resources on customer and climate advantages. Late Phase I and Phase II activities will include a pilot demonstration.
- Status:** Under development
- Metric:** Number of air conditioners replaced annually and GHG reductions



Goal: Five pilot project sites by end of 2021 or early 2022, launch program in 2022.
Feasibility: No technical barriers, strong likelihood of success
Timeframe: 2021-2022

All Electric Awards Residential and Commercial Program

Project: VCE staff conducted preliminary research on an “All Electric Awards Program” for residential and commercial customers, similar to Silicon Valley Clean Energy (SVCE). VCE is considering showcasing all electric homes, businesses, or gas-to-electric conversions on the VCE website under Programs to inspire and educate VCE customers.
Status: In concept development
Metric: Number of homes and businesses highlighted on VCE website.
Goal: 10
Timeframe: 2021-2022

Electric Vehicle Rebates for Lower-Income Customers

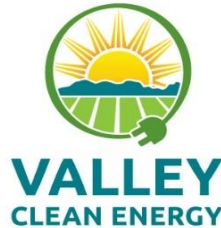
Project: Develop program infrastructure and disburse rebates for Electric Vehicles to income-qualifying customers for a limited time (approx. 3 months)
Status: Draft Preliminary Program Design/Implementation Form
Metric: Number of EVs procured with rebates.
Goal: TBD
Feasibility: High likelihood of implementation.
Timeframe: TBD but likely to begin program implementation by August 2021



Phase 3 Programs:

Electric Vehicle Ride and Drive Events in VCE Territory

Project: Develop relationships with Ride and Drive event producers, local EV drivers, and car dealerships to host a free Ride and Drive event to promote the adoption of EVs in the VCE service territory.
Status: Concept in development. Proposal will be requested from at least two Ride and Drive event producers.
Metric: Number of Ride and Drive participants. Number of EVs purchased within six months of participating in Ride and Drive (if data is available – will depend on program investment level and event producer. Historic average is 12% of Ride and Drive event attendees purchase an EV within six months of the event.)



Goal: X event participants per Ride and Drive event. X events per year. X % of attendees procure an EV within six months.
Feasibility: High likelihood of implementation once conditions allow
Timeframe: TBD

Promote Induction Cooking as a Healthier, Climate-Friendly Alternative to Fossil Gas

Project: Enable customers to access electric induction stove incentives for upgrading from existing fossil gas cooktops and for new construction and kitchen remodels. Consider implementation of program model from Sonoma Clean Power which includes access to loaner induction cooktops.
Status: Currently outreaching to Building Decarbonization Coalition, partner CCAs, and PG&E to create VCE-specific program plan.
Metric: Number of induction stove tops provided to VCE customers on a loan/rental basis. Number of induction stove incentives provided.
Goal: TBD
Feasibility: High likelihood of implementation.
Timeframe: TBD

Disadvantaged Communities Green Tariff Program (DAC/GT)

Project: This California Public Utilities Commission program enables income-qualified residential customers who live in disadvantaged communities (DACs, as defined in the State’s CalEnviroScreen tool) to benefit from utility-scale clean energy and receive a 20% bill discount. Since this discount “stacks” with others, participants on the CARE program could receive close to a 50% total bill discount. Several CCAs are participating in this program. While VCE has a small number of customers that would qualify, savings could be substantial.
Status: Currently evaluating the feasibility of participation.
Metric: Number of customers served. Value of discounts received.
Goal: TBD
Feasibility: Medium likelihood of implementation.
Timeframe: TBD



Increase DC Fast Charger Deployment

Project: Identify potential sites for DC Fast Charge stations in each VCE jurisdiction. Release a Request for Interest (RFI) to EVSE vendors to promote increased DCFC deployment. Identify and win grant funding that could leverage additional private investment in DC Fast Chargers.
Status: In concept development



Metric: Number of DC Fast Chargers installed.
Goal: TBD
Feasibility: Medium likelihood of implementation.
Timeframe: TBD

Expansion of EV Charging for Multifamily Apartments

Project: Develop incentive program and technical resources to multifamily property owners to increase EV Charging access for apartment residents.
Status: In concept phase
Metric: TBD
Goal: TBD
Feasibility: Medium likelihood of implementation.
Timeframe: TBD



///End of Strategy One\\



PROGRAM STRATEGY TWO (PS2)

Encourage and Incentivize Energy Efficiency, Demand Response Flexibility, and Resiliency

This strategy aligns with the following goals and objectives of VCE's Strategic Plan:

Goal 3. *Prioritize VCE's community benefits and increase customer satisfaction and retention.*

3.2 **Objective:** *Develop programs and initiatives to better support community goals, including supporting member agency achievement of energy-sector emissions reduction targets.*

3.5 **Objective:** *Develop customer programs and initiatives that prioritize decarbonization, community resiliency and customer savings.*

Goal 4. *Promote and deploy decarbonization and grid innovation programs to improve grid stability, reliability, community energy resilience, and safety.*

4.1 **Objective:** *Working with variety of local, regional, and state partners, develop a grid innovation roadmap for VCE's service territory that supports community energy resilience and reliability.*

Phase 1 Programs:

Maintain and Enhance Educational Energy Efficiency Resources

Project: This currently operating program provides Energy Efficiency information on the VCE website – enabling residential customers to learn about smart home improvements that save energy, reduce carbon, and save money. The site links to state, federal, and PG&E rebates, and incentives – with updates provided on a regular basis.

Status: Site is regularly promoted on VCE social media.

Metric: Number of unique visits and engagement time on site. Number of inquiries from Call Center. Number and value of rebates.

Goal: 200 unique visits annually. Average of two minutes spent on the website.

Timeframe: Launched June 2020. Program is ongoing.



Phase 2 Programs:

Provide Information on Self-Generation Incentive Program (SGIP)

Project: VCE staff conducted preliminary research on Self Generation Incentive Program (SGIP) with PG&E and Sonoma Clean Power. VCE has procured lists of residential and commercial customers eligible for SGIP grant money. VCE is considering providing information on SGIP on the VCE website under Programs. In addition, VCE is considering conducting outreach to eligible customers and/or providing application assistance, similar to SCP.



Status: Currently outreaching to SMUD, partner CCAs, and PG&E to create VCE-specific program plan.

Metric: Number of customers enrolled. Customer cost savings. VCE cost savings. kWh of load shift.

Goal: TBD

Feasibility: High likelihood of implementation.

Timeframe: TBD

Agricultural Auto-Demand Response

Project: Provide assistance to agricultural customers to integrate irrigation pumping operations into Demand Response and other grid service programs to reduce energy costs for customers and VCE

Status: Program design and scope exploration ongoing with Polaris Energy Services

Metric: Number of customers enrolled. Customer cost savings. VCE cost savings. kWh of load shift.

Goal: TBD

Feasibility: High likelihood of implementation.

Timeframe: TBD

Demand Response and Free Thermostat for Residential Customers

Project: Engage customers to enroll in OhmConnect's free program and receive a free smart thermostat as part of their enrollment. Smart devices integrate with OhmConnect's platform and are deployed during energy saving events. Customers earn points by successfully participating in the events (shifting load), and the points are redeemable as cash or usable in OhmConnect's store to purchase more smart devices for the home.

Status: Program design and scope exploration ongoing with OhmConnect



Metric: Number of customers enrolled. Customer cost savings. VCE cost savings. kWh of load shift.
Goal: TBD
Feasibility: High likelihood of implementation.
Timeframe: TBD, but likely to deploy prior to August 2021

Phase 3 Programs:

Develop a Residential and Commercial Battery Storage Program

Project: Develop a residential and commercial battery storage program to enhance resilience for customers and reduce the impact of Public Safety Power Shutoff (PSPS) events.
Status: In concept development
Metric: TBD
Goal: TBD
Feasibility: Medium likelihood of implementation.
Timeframe: TBD



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End of Strategy Two\\



APPENDIX 1: ACRONYMS

CARE - California Alternate Rates for Energy

DAC/GT – Disadvantaged Communities Green Tariff

EV – Electric Vehicle

EVCS - Electric Vehicle Charging Stations

EVSE – Electric Vehicle Supply Equipment

FERA - Family Electric Rate Assistance

FY – Fiscal Year (July – June)

GHG – Greenhouse Gases

JPA – Joint Powers Authority

NEM – Net Energy Metering

PG&E – Pacific Gas and Electric

PTG – Programs Task Group

PSPS – Public Safety Power Shutoff

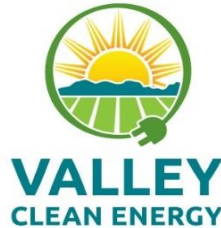
RA – Resource Adequacy

SCP – Sonoma Clean Power

SGIP – Self Generation Incentive Program

SVCE – Silicon Valley Clean Energy

VCE – Valley Clean Energy



APPENDIX 2: VALLEY CLEAN ENERGY STRATEGIC PLAN GOALS RELATED TO PROGRAMS

C) CUSTOMERS AND COMMUNITY

VCE is a customer and community focused organization. We will use all available channels and platforms to cultivate relationships with and bring customer value to all segments of the communities we serve – including those that have been historically underserved/under resourced. These channels include leveraging existing outlets established by our member agencies, partnering with commercial customers to enhance their community presence, and re-engaging with those who have opted out. Partnerships with commercial and agricultural customers are particularly important to building VCE’s brand in a region rooted in food production and innovation. Communicating our competitive rates and product and service benefits in clear and accessible ways will strengthen customer loyalty and enhance our financial standing, enabling us to better serve our communities.

Goal 3: Prioritize VCE’s community benefits and increase customer satisfaction and retention.

- 3.1 Objective: Develop engagement strategies to increase awareness of, and participation in, local control of VCE’s energy supply and programs with a particular focus on engaging disadvantaged and historically marginalized communities.
- 3.2 Objective: Develop programs and initiatives to better support community goals, including supporting member agency achievement of energy-sector emissions reduction targets.
- 3.3 Objective: Design and implement a strategy to more effectively engage local business and agricultural customers.
- 3.4 Objective: Build awareness and trust of the VCE brand through direct engagement with customers, communities and organizations in VCE’s service territory.
- 3.5 Objective: Develop customer programs and initiatives that prioritize decarbonization, community resiliency and customer savings.
- 3.6 Objective: Measure and increase customer satisfaction, using tools such as surveys and focus groups, while maintaining an overall participation rate of no less than 90%.
- 3.7 Objective: Integrate and address the concerns and priorities of emerging and historically marginalized communities in the design and implementation of VCE’s services and programs.

D) DECARBONIZATION AND GRID INNOVATION

One of the key factors driving the formation of VCE was to address climate change and improve local resiliency. We will play a vital role in this decades-long endeavor, with the ongoing support of our community and our Board. In addition to providing carbon-free electricity, we are reinvesting in our region and expanding our toolset for furthering emissions reductions and energy resiliency by launching decarbonization and grid innovation programs. These programs represent the next stage in VCE’s maturity and are the mechanism by which VCE will further engage our communities to achieve our mission. We will leverage partnerships, prioritize innovation and use data science to manage and influence carbon-free energy use. We will embody the entrepreneurial and innovative spirit of the



community in which we live and work, the spirit of Yolo County, to bend the carbon curve downwards and improve the lives of our community members.

Goal 4. Promote and deploy local decarbonization and grid innovation programs to improve grid stability, reliability, community energy resilience, and safety.

- 4.1 Objective: Working with a variety of local, regional and state partners, develop a grid innovation roadmap for VCE's service territory that supports community energy resilience and reliability.
- 4.2 Objective: Develop a VCE decarbonization roadmap to guide near and long-term program decisions and offerings.
- 4.3 Objective: Increase participation in VCE's UltraGreen 100% renewable product.
- 4.4. Objective: Identify external funding sources to support decarbonization and grid-related programs and initiatives.