

MINUTES OF THE VALLEY CLEAN ENERGY ALLIANCE
Advisory Committee Meeting
September 27, 2017

The meeting of the Advisory Committee (AC) of the Valley Clean Energy Alliance (VCEA) began at 5:30pm in the Davis Senior Center, Activities Room, 646 A Street, Davis, CA.

Committee Members Present: Mark Aulman, Marsha Baird, Gerry Braun, Tom Flynn, Yvonne Hunter, Lorenzo Kristov, Christine Shewmaker.

Committee Members Absent: Amanda Beck, David Springer.

Staff Members Present: Emily Henderson, Mitch Sears.

Public Present: Richard McCann.

SMUD Consultants Present: Michael Champ, Gary Lawson.

1. Welcome and Roll Call
Meeting called to order at 5:30pm.
2. Approval of Agenda
M. Aulman moved, T. Flynn seconded approval of meeting agenda. Approved unanimously.
3. Public Comment
Richard McCann reminded the committee that VCEA is not just buying power, but managing energy. Agricultural interests in the area have been ignored by PG & E and it is an opportunity for VCEA to address their needs. Monterey is another CCE with Ag interests that VCEA could learn from.
4. VCEA Staff and Advisory Sub-Committee Reports
 - **Staff:** Briefings by SMUD and Circlepoint (via phone) are regular agenda items for this meeting.
 - **Vision sub-committee:** Draft Vision Statement is regular agenda item for this meeting.

CONSENT AGENDA

5. Approval of Minutes from September 11, 2017 Committee Meeting

C. Shewmaker submitted comments to staff that have been incorporated in Minutes: “KD Power” corrected to “Arcadia Power” in Item 3 and “contract” corrected to “certified implementation plan” in Item 9.

C. Shewmaker moved, M. Baird seconded approval of Minutes with corrections. Approved with one abstention.
6. Approval of Appointment of SMUD Agreement Task Group.

G. Braun proposed appointing a SMUD Agreement Task Group consisting of T. Flynn, L. Kristov, and D. Springer. The proposed SMUD Services Contract will be presented at the October 12th VCEA Board Meeting for approval. L. Kristov commented that he will be traveling quite a bit in the coming weeks. Y. Hunter offered to be a fourth member of the Task Group. C. Shewmaker moved and G.

Braun seconded the appointment of the Task Group. Committee members approved unanimously. M. Sears will send draft of SMUD Services Contract to Task Group.

REGULAR AGENDA

7. Discussion. Draft VCEA Vision Statement.

L. Kristov provided background on the Vision Statement. In 2015, the Citizens Advisory Committee in Davis prepared a Vision Statement and sent it to the City Council as a starting point for discussions on a CCE. The City Council approved the Davis vision statement. The Davis statement was adapted for VCEA to incorporate multiple jurisdictions and additional plans.

C. Shewmaker recommended adding to second bullet in the long-term vision a goal of 100% renewable or zero carbon emissions. Others agreed. Y. Hunter recommended removing “within Yolo County” from last bullet. Additionally, M. Sears suggested changing “Davis, Woodland and Yolo County” to “VCEA customers” in long-term vision. Members agreed. L. Kristov incorporated these comments.

G. Braun will present Vision Statement draft to VCEA Board on October 12th and ask for comments and inputs before bringing the final version to them for approval at November 9th Board meeting.

8. Information. Implementation Plan and Launch Schedule Update.

M. Sears explained that tonight’s presentation from SMUD would focus on the work they are doing modeling the renewable energy content, which will be included in the Implementation Plan. Gary Lawson and Michael Champ from SMUD presented the slides which included 3 potential portfolios and three rate structure options.

Several committee members commented that it is important for Staff to advise the Board that the Implementation Plan is a regulatory requirement, not a business plan. Further, it was recommended that SMUD (and Staff) clarify that further analysis and work on the portfolio mix and rate structure will occur in the future.

G. Braun asked if it was possible to get learnings from other CCAs regarding the reserve policy. C. Shewmaker also felt it would be helpful to have a chart showing what portfolio mix and rates other CCAs are using today.

L. Kristov commented that although the Implementation Plan is a formality, it will influence perceptions. The Board will want to be conservative and prudent – under promise and over deliver.

M. Sears explained that SMUD will be presenting 3 portfolio mix options and 3 rate options to the Board on October 12th. Staff will have a recommendation on which portfolio mix and rate option should be included in the Implementation Plan. The goal is to submit the Implementation Plan in mid-October.

Several committee members proposed an alternative option – A’, changing from 100% clean to 75%, as a possible option to present to the Board.

G. Braun expressed concern over the limited time the Advisory Committee had to review the information and would like to do things differently in the future. He felt it is not reasonable to create the expectation on the Board’s part that the AC can make recommendations without more time with the data. In the future, having the materials prior to the meeting would allow time for AC members to review.

The committee discussed what should be reported to the Board. While no motions were made or votes taken, the basic sense is:

- The committee is not making any recommendations at this time. The information on energy mix and rate was just supplied to AC at 9/27 meeting.

- The committee will provide some general feedback to the Board:
 - The implementation plan is not set in stone – it is flexible. Important that Board and community knows this. Will be further input and changes as go forward.
 - The majority seemed to think it was a good idea to avoid PCC-3s.
 - The impact of using significant clean energy (large hydro) on whole CA /N CA grid as relates to GHG emissions was discussed and should be considered in selecting portfolio mix.
 - It will be important to pay attention to reserves.
 - The implementation plan is a public document.
 - It will be important to compare to what other CCA have done and are doing.

M. Sears explained that tonight’s presentation was to introduce the modeling SMUD is doing as a precursor to more in-depth discussions in the future.

9. Discussion. Workplan Development/Appointment of Task Groups.

G. Braun proposed that the Advisory Committee set up task groups to work on upcoming issues.

It was also discussed that the Advisory Committee could get caught up on many issues by having a half-day workshop with break-outs for sub-committees. Reactions were positive to this idea, but it would take some work and time to put together. M. Baird, G. Braun and Y. Hunter will meet to discuss options for additional task groups and a potential workshop and bring ideas to next meeting.

M. Sears shared slides that were presented at the last Board meeting with a list of topics for upcoming Board and AC meetings. For the next AC meeting, a review of Load Forecasts and Outreach Materials is planned (the slides will be attached to these minutes).

A Launch Phase Outreach task group was proposed to work with Circlepoint. M. Aulman, M. Baird and Y. Hunter volunteered for it. A. Beck was recommended to participate as well.

A Launch Phase Energy Issues task group was also recommended with G. Braun, T. Flynn, L. Kristov and D. Springer as members.

Y. Hunter and C. Shewmaker volunteered to convene a Legislative/Regulatory task group as and when future issues arise.

T. Flynn made a motion to approve the creation of these 3 sub-committees/task groups. G. Braun seconded. The motion passed unanimously.

10. Information. Outreach Update and Logo Options.

M. Sears presented Circlepoint’s slides with an update on the Outreach plans that were presented to the Board. In addition, the slides showed several product logo options.

A couple of Committee members commented that they did not like the plug in the VCE logo, while others felt it expressed the essence of the brand. For the product logos, there was some negative comments about VCE in the product name – looks like vice. Utilization of the words ‘plus’ and ‘total’ were seen as confusing. Some liked Power and PowerUp while others did not. The words and colors of Option 2 resonated with most, though the term “light” had some negative comments.

Y. Hunter made a motion to give the feedback to Circlepoint that Option 2 was headed in the right general direction. M. Aulman seconded. Motion passed with 2 abstentions.

11. Long Range Calendar, Meeting Schedule and Next Meeting Agenda.

- Next meeting agenda will include:
 - Long Range Calendar/Work Plan - plan agenda items on future meetings based on topics to be covered at upcoming Board meetings. This is to be covered first on the regular agenda.
 - Review of any feedback from Board on draft Vision and finalization of Vision Statement.

- Discussion of Load Forecast by Launch Phase Energy Issues sub-committee and SMUD.
- Discussion of Outreach Materials by Launch Phase Outreach sub-committee and Circlepoint.
- Additional topics as needed based on October 12th VCEA Board meeting.
- Next meeting will be on Monday, October 30th at 5:30pm in Woodland.
- Advisory Committee plans to meet on first Monday (or Monday 10 days before Board meetings) going forward, e.g. Dec 4th

12. Adjournment

Meeting adjourned at 8:00pm. Y. Hunter moved, C. Shewmaker seconded. Approved unanimously.

ACTION ITEMS from Meeting:

- **Mitch Sears** will send out draft of SMUD Agreement to Task Group (Flynn, Hunter, Kristov, Springer).
- **Gerry Braun** will present draft Vision Statement at Board Meeting on October 12th.
- **Marsha Baird, Gerry Braun and Yvonne Hunter** will meet to discuss Work Plan, options for additional task groups and a potential workshop and bring ideas to next meeting.

Next Meeting: Monday, October 30, 2017 at 5:30pm in Woodland.

Item 7: Administrative and Organizational Update

Month/Meeting	Topic	Actions
September 20 - BOD	<ul style="list-style-type: none"> Implementation Plan VCEA Logo/Marketing plan 	Discussion/Direction Direction
September 27 - CAC	<ul style="list-style-type: none"> Implementation Plan/Resource Targets 	Discussion/Feedback
October 12 - BOD	<ul style="list-style-type: none"> Implementation Plan/Power supply Targets SMUD Services Contract Review Staffing Plan VCEA Logo and Outreach Plan 	Discussion/ Action Approval Discussion Approval
October 16	<ul style="list-style-type: none"> Submit Implementation Plan to CPUC 	Staff Action Item
November 4 - CAC	<ul style="list-style-type: none"> Review Load Forecasts Outreach Materials (e.g. web site) 	Discussion/Feedback Discussion/Feedback
November 9 - BOD	<ul style="list-style-type: none"> Review/Approve Load Forecasts/Procurement Approach Presentation on Energy Trading and Risk Policies Presentation on Customer and Data Services Pre-Launch Activity Outreach Materials (e.g. web site) 	Action Discussion Discussion Discussion/Direction

Item 7: Administrative and Organizational Update

Month/Meeting	Topic	Actions
December 4 - CAC	<ul style="list-style-type: none"> Review Preliminary Financials Review Initial Rate Structures 	<p>Discussion</p> <p>Discussion</p>
December 14 - BOD	<ul style="list-style-type: none"> Discuss Power Mix Targets Review Financials/Adopt Reserve Policy Approve Target Rates for FY 2018-2019 Approve Energy Trading and Risk Mgmt Policies 	<p>Discussion/Feedback</p> <p>Action</p> <p>Action</p> <p>Action</p>
January 1	<ul style="list-style-type: none"> Begin power procurements 	SMUD Action
January 11 - BOD	<ul style="list-style-type: none"> Review remaining Agency policies 	Discussion
February 5 - CAC	<ul style="list-style-type: none"> TBD 	
February 8 – BOD	<ul style="list-style-type: none"> Approve final power mix Approve remaining policies 	<p>Action</p> <p>Action</p>
March 5 - CAC	<ul style="list-style-type: none"> Preview Fiscal Year Budget 	Discussion/Feedback
March 8 - BOD	<ul style="list-style-type: none"> Approve FY 2018-2019 Budget Final Rate Approval 	<p>Action</p> <p>Action</p>

Communications Plan



DEFINE GOALS



IDENTIFY AUDIENCES & ISSUES



DEVELOP MESSAGING



UTILIZE EFFECTIVE CHANNELS



EVALUATE & RESPOND TO INPUT



MEASURE RESULTS & REFINE STRATEGY

Audiences

- General Audience
- Commercial/Industrial, particularly Agricultural
- Multicultural Audiences
- Seniors
- Low income residents
- Champions & early adopters
- Solar customers
- Special districts
- Elected officials
- Environmental advocates



Messaging Framework (excerpt)

AUDIENCE	MOTIVATIONS	MESSAGES
<p>General Audience</p> <p>Customers at large</p> <p>PG&E customers</p>	<ul style="list-style-type: none"> • Environmental health • Reliability • Cost • Choice • Local control 	<ul style="list-style-type: none"> • VCEA offers you the power to choose your energy source. • VCEA offers clean, affordable energy you can count on. • Our community, our power, our choice. • Choosing VCEA means cleaner energy, lower rates, and local job growth. • The choices we make now impact future generations. Choose clean, renewable energy for a healthier Yolo County. • electricity.
<p>Agricultural and rural customers/ unincorporated areas and neighborhood groups</p>	<ul style="list-style-type: none"> • Cost • Reliability • Environmental health • Choice • Local control 	<ul style="list-style-type: none"> • VCEA offers clean, affordable energy you can count on. • VCEA is good for our community and the economy. • Community energy means stable rates and cost savings. • You don't have to pay more for clean energy. • VCEA is the local choice for your clean₃ power.

Advertising Mix (draft)



Media Type	Channels
Digital	<ul style="list-style-type: none">• Facebook/Instagram• YouTube• Spanish-language sites (Impre network)• CA Farm Bureau
Cable	<ul style="list-style-type: none">• Cable TV
Outdoor	<ul style="list-style-type: none">• Yolo County Fair• Yolo Bus• Davis Community Transit
Print	<ul style="list-style-type: none">• Davis Vanguard• Sac Bee• Davis Enterprise• The News Ledger• Winters Express• Daily Democrat
Other	<ul style="list-style-type: none">• Davis Chamber of Commerce• Farm Bureau Sponsor

Evaluation



Opt-out &
Enrollment Data



Digital Ad
Optimization



Paid & Earned
Media ROI



Social
Engagement



Web Analytics



Email Metrics

Valley Clean Energy Branding Options

1



Valley Clean Energy Branding Options

2



Valley Clean Energy Branding Options

3



Valley Clean Energy Branding Options



1



2



3

Energy Product Branding Options

1

 **VCEPlus**

 **VCETotal**

Energy Product Branding Options

2

 **lightgreen**

 **ultragreen**

Energy Product Branding Options

3

VCEPOWER

VCEPOWERUP

Energy Product Branding Options

 **VCEPlus**

 **lightgreen**

 **VCETotal**

 **ultragreen**

1

2

VCEPOWER

VCEPOWERUP

3

Advisory Committee Member Survey

<https://goo.gl/forms/JKyJuhYDY61Rb9Yr1>

VCE Advisory Committee Survey

Participant Role:

For example: local official, local business owner, energy professional, etc.

Your answer _____

What benefit that VCE will provide is most important to you?

- Cost competitiveness
- Clean energy / GHG emission reductions
- Product choice
- Price stability
- Energy efficiency
- Other: _____