

**VALLEY CLEAN ENERGY ALLIANCE  
COMMUNITY ADVISORY COMMITTEE**

**Staff Report - Item 6**

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**TO:** Community Advisory Committee

**FROM:** Gordon Samuel, Assistant General Manager & Director of Power Services  
Alisa Lembke, Board Clerk/Administrative Analyst

**SUBJECT:** CAC 2023 Programs & Outreach Task Group Charge (Information)

**DATE:** April 27, 2023

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**RECOMMENDATION**

Informational – no action requested.

At the CAC's February 23, 2023 meeting, it was announced that the Customer Experience Task Group name was changed to Programs and Outreach Task Group (POTG). The draft POTG Charge was reviewed, revised and approved. Attached is the final Charge.

Attachment:

- Programs and Outreach Task Group 2023 Charge

**VALLEY CLEAN ENERGY  
COMMUNITY ADVISORY COMMITTEE**

**2023 PROGRAMS AND OUTREACH TASK GROUP CHARGE**

**Members:** Keith Taylor (Chair)  
David Springer (Co-Chair)  
Mark Aulman  
Rahul Athalye

**Staff Lead:** Rebecca Boyles

**2023 Charge:**

Collaborate with VCEA staff and consultants on policies, procedures and programs aimed at improving the customer experience and customer satisfaction in VCE, including:

1. Assist in the development of public information strategies, planning, and materials related to VCEA customer marketing, outreach, policies and programs. As requested by staff, review draft materials and provide comments as appropriate; assist with customer-facing community outreach to, and liaison with, member communities.
2. Help define audience segments within VCE's service area and consult on appropriate messages and communications approaches; provide a sounding board to assist in message development and copy testing. Conduct review of marketing materials at the draft (pre-release) stage upon request from staff.
3. Assist with identification of statewide program opportunities and development of strategies for disseminating information on eligibility, rebate amounts, stacked incentives, and other details; assist Staff with finding and applying for external funding for potential programs.
4. Collaborate with Staff on an annual update to the 3-year Programs Plan, discuss 2023 program implementation with Staff; assist with the update of 2022 program design/implementation forms and program prioritization for implementation in 2023.
5. As requested by the Director of Customer Care and Marketing, provide outreach and messaging support for the efforts of other CAC task groups, as well as outreach to VCE's participating jurisdictions to encourage collaborative dissemination regarding programs, energy savings tips, rebates/incentives etc. on their websites and social media platforms.
6. Provide summaries and updates at monthly CAC meetings on Task Group activities.