

**VALLEY CLEAN ENERGY ALLIANCE
COMMUNITY ADVISORY COMMITTEE**

Staff Report – Item 8

TO: Community Advisory Committee

FROM: Alisa Lembke, Board Clerk/Administrative Analyst

SUBJECT: 2020 Year End Review – Evaluation of Calendar Year Activities

DATE: October 22, 2020

This staff report transmits the following draft 2020 **Task Group** reports for discussion:

- Legislative / Regulatory
- Outreach
- Programs
- Strategic Planning
- Rate Options

Attachments:

1. Legislative / Regulatory
2. Outreach
3. Programs
4. Strategic Planning
5. Rate Options

LEG/REG TASK GROUP
2020 REPORT

Task Group Members: Yvonne Hunter, Lorenzo Kristov, Jennifer Rindahl

2020 Charge/Work Plan

1. Work with VCE's lobbyist and VCE staff to:
 - Provide feedback, technical information and strategic advice on key legislative and regulatory issues facing VCE and the CCA community in general.
 - Provide periodic reports to the CAC about legislation and regulatory issues.
 - Solicit recommendations from the CAC on VCE positions on key legislation and regulatory proceedings.
 - Contribute to VCE's engagement with legislators and other stakeholders.
 - Advise on CalCCA's regulatory work where and when appropriate.
2. Work with VCE staff and the Outreach Task Group to create a new resource on the VCE website related to legislative and regulatory issues.

Highlights of Accomplishments in 2020

During 2020, the Leg/Reg Task Group met bi-weekly with staff and VCE's lobbyist and worked closely with them to:

1. Review pending legislation, provide feedback, technical and policy information, strategic guidance and recommend VCE positions and legislative strategies for pending legislation and regulatory issues.
2. Prepare a "Legislative Platform" for VCE's board and lobbyist to use as a guide for legislative engagement.
3. Update the Legislative Platform to incorporate, among other topics, appropriate items from the newly adopted VCE strategic plan and EJ statement for review by the CAC and consideration by the VCE board (in process).
4. Provide input on VCE's engagement with legislators and other stakeholders.
5. Complete development of a new resource section on the VCE website related to legislative and regulatory issues that VCE has a position on.
6. Consider key issues for potential legislative engagement in the 2021-2022 legislative session (in process).
7. Provide periodic information related to selected regulatory proceedings before the Public Utilities Commission.

Challenges

1. Determining the best way to brief the CAC about Leg/Reg Task Group activities in light of the fast-moving legislative session.
2. Staying informed about CPUC regulatory activities that affect VCE and other CCAs in the same manner in which the Task Group is informed about legislative issues.

Opportunities

1. Continue to engage local stakeholders and other potential partners in advancing VCE's positions on legislative and regulatory issues.
2. Incorporate relevant topics from the newly adopted Strategic Plan into the Task Group's work.

VCE COMMUNITY ADVISORY COMMITTEE OUTREACH TASK GROUP (OTG) 2020 ACTIVITIES REPORT

Task Group Members: Mark Aulman (chair), Marsha Baird, Christine Casey, Yvonne Hunter

Charge

- Collaborate with VCEA staff and consultants on community outreach to, and liaison with, member communities
- Assist in the development of public information strategies, planning, and materials related to VCEA policies and programs. As requested by staff, review draft materials and provide comments as appropriate

Highlights of Accomplishments:

- Reviewed and provided editorial feedback on in-progress marketing materials at the request of the Director of Marketing.
- Provided support during the transition from retiring Director of Marketing Jim Parks to incoming Director of Marketing Rebecca Boyles.
- Assisted with public outreach by staffing tables at public venues as conditions allowed.
- Reviewed corporate identity advertising campaign and updates to the VCE website.
- Monitored social media for VCE-related postings and replied as needed.
- Initiated monthly task group meetings to review near-term marketing project calendar and provide feedback on specific projects in-progress.
- Received Green Ideals 2020 Outreach Plan.
- Participated in a SWOT analysis of VCE outreach strategies, policies and projects.
- Contacted community members in the City of Winters and provided the Director of Marketing with recommendations for the Winters enrollment campaign.

Lessons Learned – Challenges and Opportunities

Challenges:

- VCE must be prepared to clearly communicate the benefits it delivers to customers as it navigates an evolving fiscal and regulatory environment.
- Development should continue on messaging to diverse customer segments in the communities VCE serves.
- The OTG continues to recommend a proactive, rather than reactive role, to ensure the accuracy and clarity of marketing materials, following marketing communications industry best practices.

Opportunities:

- The VCEA Strategic Plan provides the opportunity to promote the plan's goals and objectives through consistent communications that stress customer and community benefits.
- The phase-in of NEM customers, together with the participation of the City of Winters will enable VCE to tell its story to an expanding group of new customers.
- The professional experience of our second Director of Marketing, Rebecca Boyles, will continue to strengthen VCE's outreach strategies and programs.

**VCE COMMUNITY ADVISORY COMMITTEE
PROGRAMS TASK GROUP (PTG)
2020 ACTIVITIES REPORT**

Task Group Members: Marsha Baird (chair), Christine Shewmaker, David Springer

2020 Charge: The CAC Programs Task Group will aid Staff with planning and implementation of Customer Programs that meet the VCE Mission. Specifically, the Task Group will:

- (1) collaborate with Staff on 5-year programs plan for VCE
- (2) collaborate with Staff on implementation of additional programs during CY2020
- (3) review programs offered by other CCAs and PG&E and make recommendations of options, with special attention to VCE customer segments, such as agriculture
- (4) provide summaries and updates at the monthly CAC meetings on task group activities

Highlights of Accomplishments:

- Assisted Staff with the development and implementation of current VCE programs:
 - Electric Vehicle – Phase 1 (educational) launched December 2019. Staff is monitoring website traffic and plans to improve website tracking and reporting.
 - Energy Efficiency – Phase 1 (educational) launched June 2020. Graphic with residential energy savings tips.
 - NEM Donation – Planned launch by end of 2020. Staff is working with charitable organizations to set up donation process. Additionally, Staff is preparing letters to be sent to NEM customers with information on the program option.
- Developed news article titled “Flattening the Curve” which serves as an educational piece with ways customers can shift their electricity usage away from peak times (3-10pm).
- Brainstormed and discussed with Staff program options such as battery/storage (SGIP), electrification (for agriculture as well as residential) and home energy audits.
- Reviewed and provided feedback on drafts of VCE 3-year Programs Plan. The Plan will incorporate the goals from VCE’s Strategic Plan and is targeted to be completed by the end of 2020.

Lessons Learned – Challenges and Opportunities

Challenges:

- Locating sources of funding for programs.
- Limited staff time to develop programs due to lean staffing and other marketing activities and priorities.

Opportunities

- Continue to learn from experiences of other CCAs on programs that have worked well for their customers.
- Research grants and other funding options.

CAC Strategic Planning Task Group

Mark Aulman
Gerry Braun – Chair
Lorenzo Kristov
Jennifer Rindahl

Charge

Assist staff, consultants, and the Valley Clean Energy Board Strategic Planning Subcommittee in the development of an initial 3 to 5-year Strategic Plan for Valley Clean Energy

Focus on core policy issues and potential projects relevant to the achievement of VCEA's vision and mission

Provide input and feedback on strategic planning matters to staff liaison

Specific Tasks

1. Maintain visibility into all strategic planning workshops and meetings

No workshops were conducted. See item 2.
2. Conduct CAC Strategic Planning Task Group meetings, as needed.

TG members attended and provided staff with notes on one meeting in which staff and consultants outlined main strategic plan elements.
3. Review strategic planning analysis conducted by staff and consultants, and provide staff with input and feedback

No analysis was available for review.
4. Review proposed recommendations made by staff and provide input and feedback

Three TG members reviewed an initial draft plan, which was subsequently condensed.
5. Review draft strategic plan documents and serve as a sounding board for staff and the VCEA Board Strategic Planning Subcommittee

No sounding board requests were received.
6. Provide concise summaries of strategic planning activities at monthly CAC meetings

Done.

Respectfully submitted,

G. Braun

Rate Options Task Group of the VCE CAC
2020 Report
DRAFT

Members

Lorenzo Kristov (chairman), Gerry Braun

Charge

Assist staff, consultants, and the Valley Clean Energy Board Subcommittee as requested, when existing or new rate options are being considered and evaluated.

Help staff evaluate the impact of current and potential rate options on VCE customer responses and other energy choices.

Specific Tasks

1. Conduct CAC Rate Options Task Group meetings and expand participation to other interested CAC members or external experts, as needed.
2. Review rate-related financial analysis conducted by staff and consultants and provide staff with input and feedback.
3. Review proposed staff recommendations regarding rate options and provide input and feedback.

2020 Activities

The Task Group met once with staff (Mitch and Gordon) on July 29 to develop common understanding of task group matters: recent direction from the Board to look into rate options, some review of rate options offered by other CCAs, and ideas for further effort.

We understand our service as a Task Group will be “as needed.” We have not met either as a separate task group or with staff since the July 29 meeting.