

**VALLEY CLEAN ENERGY ALLIANCE  
COMMUNITY ADVISORY COMMITTEE**

**Staff Report – Item 8**

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**TO:** Community Advisory Committee

**FROM:** Alisa Lembke, Board Clerk/Administrative Analyst

**SUBJECT:** 2020 Year End Review – Draft Report to the Board

**DATE:** November 12, 2020

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This staff report transmits the draft CAC 2020 Year End report to the Board, including final Task Group Reports, summarizing the CAC's activities, for review and discussion. The goal is to have a finalized report to the Board for their January 2021 meeting.

For your reference, the CAC's updated Charge adopted by the Board on 11/15/18 is attached. Please note that the CAC's 11/15/18 updated Charge will be reviewed and discussed in Item 9 of the Agenda.

**Attachments:**

1. Draft CAC 2020 Year End Report
2. Legislative / Regulatory Task Group Report (Final)
3. Outreach Task Group Report (Final)
4. Programs Task Group Report (Final)
5. Strategic Planning Task Group Report (Final)
6. Rate Options Task Group Report (Final)
7. CAC Updated Charge (11/15/2018)

**Valley Clean Energy Alliance  
Community Advisory Committee  
2020 Annual Report**

Background and Introduction

The Community Advisory Committee (CAC) of the Valley Clean Energy Alliance (VCEA) was created by the Board in December 2016 and held its first meeting in August 2017. In September 2017, the Board adopted a “charge” for the CAC outlining its goals, purpose and direction. The CAC charge was revised by the CAC and approved by the Board in November 2018. This report summarizes the main activities and issues addressed by the CAC during 2020.

2020 CAC Members:

*Davis:* Gerry Braun, Yvonne Hunter (Chair), Lorenzo Kristov

*Woodland:* Mark Aulman, Chris Casey, Christine Shewmaker

*Unincorporated Yolo County:* Marsha Baird (Vice Chair), Cynthia Rodriguez (July-December), David Springer (January-May)

*Winters (June-December):* Peter Meyer, Jennifer Rindahl, David Springer

Main Activities and Issues Addressed 2020

1. Provided input and feedback on planning documents:
  - a. Integrated Resource Plan (IRP)
  - b. Legislative Platform
  - c. Strategic Plan
  - d. Statement on Environmental Justice
2. Reviewed and provided input on critical issues facing VCEA, including:
  - a. Power procurement and RFOs (Requests for Offers)
  - b. Finance and budget-related items and associated policy considerations
  - c. PG&E’s offer of GHG-free resources
3. Reorganized and added task groups to work more closely with Staff in key areas and report back to the full CAC. These were: Legislative/Regulatory, Outreach, Programs, Strategic Planning and Rates. Summary reports from each task group are provided in the Appendix.
4. Welcomed new VCE Staff (Gordon Samuel and Rebecca Boyles) and new CAC members (Peter Meyer, Cynthia Rodriguez, Jennifer Rindahl)

Conclusion

Over the past three years, the CAC has developed a strong working relationship with Staff and has provided considered insights to the Board on issues. The Committee feels it has matured as an organization and found effective ways to engage as needed in decisions critical to the success of VCEA.

Appendix

1. Board Charge to the CAC
2. Task Group Summaries
  - a. Legislative/Regulatory
  - b. Outreach
  - c. Programs
  - d. Strategic Planning
  - e. Rates

**Valley Clean Energy Alliance  
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Appendix

1. Board Charge to the CAC

Consistent with the policy adopted by the Valley Clean Energy Alliance (VCEA) Board of Directors, the VCEA Community Advisory Committee (CAC) adopts the Charge to:

- Advise the VCEA Board of Directors on VCEA's general policy and operational objectives, including portfolio mix and objectives, technical, market, program and policy areas, strategic objectives and strategies to reduce carbon emissions, accelerate development of local resources and promote energy resilience;
- Assist in the development of public information materials related to customer energy investments and choices offered by VCEA, PG&E and third parties;
- Collaborate with VCEA staff and consultants with community outreach to and liaison with member communities; and
- Collaborate with VCEA staff on monitoring legislative and regulatory activities related to Community Choice Energy issues.

In order to achieve the goals and mission of VCEA, the CAC will develop, periodically review and update a workplan for the short and longer terms. The Committee will monitor organizational performance toward fulfillment of the VCEA Board of Director's Vision Statement and may recommend policy changes to further the VCEA vision. The CAC will also engage with VCEA Staff and consultants through its task groups, and evaluate, and make recommendations on select items at the request of the Board or Interim General Manager or in consultation with the Interim General Manager.

**LEG/REG TASK GROUP 2020 REPORT**  
**October 2020**

**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 2020 Report**

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**

### **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.

**Valley Clean Energy Alliance**  
**Community Advisory Committee**  
**Updated Charge**

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The Community Advisory Committee will periodically review this charge and make recommendations for changes to the Board of Directors in order to reflect new issues, opportunities and challenges impacting the VCEA.

Adopted: November 15, 2018