

**VALLEY CLEAN ENERGY ALLIANCE  
COMMUNITY ADVISORY COMMITTEE**

**Staff Report - Item 9**

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**TO:** Community Advisory Committee

**FROM:** Gordon Samuel, Chief Operating Officer  
Alisa Lembke, Board Clerk/Administrative Analyst

**SUBJECT:** Review 2024 CAC Task Groups draft "Charges"

**DATE:** January 25, 2024

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At the CAC's December 21, 2023 meeting, Staff discussed with the CAC the formation of task groups for the 2024 calendar year. It was agreed that the Legislative/Regulatory (Leg/Reg) and Programs and Outreach task groups will continue into 2024 and that other task groups may be formed as needed. This staff report transmits the draft charges and tasks for the CAC's review, input and approval:

1. Legislative/Regulatory: works 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.
2. Programs and Outreach: development, planning and implementation of Customer Programs that meet VCE's mission and Strategic Plan; collaborates with VCE Staff and consultants on community outreach to, and liaison with, member communities by assisting in the development of public information strategies, planning, and materials related to VCE policies and programs.

Attachments:

1. Leg/Reg Task Group draft charge
2. Programs and Outreach Task Group draft charge

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**2024 LEGISLATIVE/REGULATORY TASK GROUP CHARGE**

**Members:** Lorenzo Kristov, Chair  
Jennifer Rindahl  
Rahul Athalye  
[Additional members to be added as identified]

**Staff:** Mitch Sears, Executive Officer  
Yvonne Hunter, Legislative and Project Specialist  
Mark Fenstermaker, VCE Lobbyist, Pacific Policy Group

**2024 Charge:**

Work with VCE staff and VCE's lobbyist to:

- Provide feedback, technical information and strategic advice to VCE staff on key legislative and regulatory issues facing VCE and the CCA community in general in 2024, including legislation and regulatory issues related to VCE's Legislative Platform, Strategic Plan and Environmental Justice Statement.
- Provide periodic reports to the CAC about legislation and regulatory issues.
- Solicit recommendations from the CAC to inform VCE positions on key legislation and regulatory proceedings.
- Work with staff and VCE's regulatory consultant to enhance the Task Group's and CAC's understanding of regulatory proceedings and their relationship to legislative matters, including ways to enhance VCE's Legislative Platform to include regulatory issues and possibly VCE's regulatory engagement.
- Contribute to VCE's engagement with legislators and other stakeholders.
- Discuss strategies to engage regulatory agencies and stakeholders to achieve a more level playing field for procuring local resources, address Resource Adequacy challenges, and to advance dynamic pricing programs, such as AgFIT, and other grid services opportunities, for VCE and other CCAs.
- Receive periodic updates about and discuss CalCCA legislative and regulatory priorities, emphasizing how VCE can most effectively contribute.
- Work with staff to periodically review and update VCE's Legislative Platform for consideration by the CAC and VCE Board.

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**2024 PROGRAMS AND OUTREACH TASK GROUP CHARGE**

**Members:** Keith Taylor (Chair)  
David Springer (Co-Chair)  
Mark Aulman  
Diccon Westworth

**Staff Lead:** Rebecca Boyles

**2024 Charge:**

Collaborate with VCE 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 VCE 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 2024 program implementation with Staff; assist with the update of 2022 program design/implementation forms and program prioritization for implementation in 2024.
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.