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**Valley Clean Energy Board Special Meeting - January 27, 2022
via video/teleconference**



Item 21 – 2021 Year in Review: Customer Care and Marketing

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- E-mail 300 words or less to: meetings@valleycleanenergy.org

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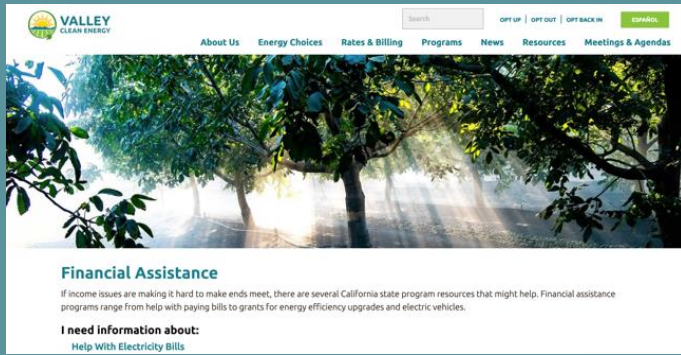
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Item 21 – 2021 Year in Review: Customer Care and Marketing



Most photos by Yvonne Hunter: yvonnehunterphotography.com

Item 21 – 2021 Year in Review: Customer Care and Marketing



Presentation Roadmap:

Strategic Outreach & Marketing Plan: 2021 Implementation

1. Establish VCE as a Trusted Community Resource

Outreach, website, press releases, social media, social media and website analytics

2. Increase Customer Satisfaction & Retention

Responding directly to customer concerns and feedback, customer care analytics

3. Support VCE's Programs Plan and Decarbonization Roadmap

OhmConnect, Opt-up campaigns, collateral and presentations

Going Forward in 2022

Item 21 – 2021 Year in Review: Customer Care and Marketing

2021 Strategic Outreach & Marketing Plan

Goal 1: Establish VCE as a Trusted Community Resource

Promotional and outreach efforts included:

- Completed website refresh in Q2
- Opt-up Mini Campaign with Davis Food Co-op; in-store signage
 - 52% increase in opt-ups
- EV program signage (temp/perm)
- Social media: continued efforts to inform and educate
- Digital quarterly newsletter: educate and familiarize
- Updates to home page headers; Website landing pages
- Digital holiday card



Winters EV Charging Station signage



Home page header image

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2021 Strategic Outreach & Marketing Plan

Goal 1: Establish VCE as a Trusted Community Resource

Events Included:

- “Make a Plan for a Clean Energy Home” webinar with Cool Davis
- UC Davis Graduate Seminar by EEI
- Winters Chamber of Commerce in-person event
- Davis Chamber of Commerce Roadshow
- Putah Creek Groundbreaking
- CalCCA Equity Committee on Env'tl Justice
- Pioneer Elementary Presentations



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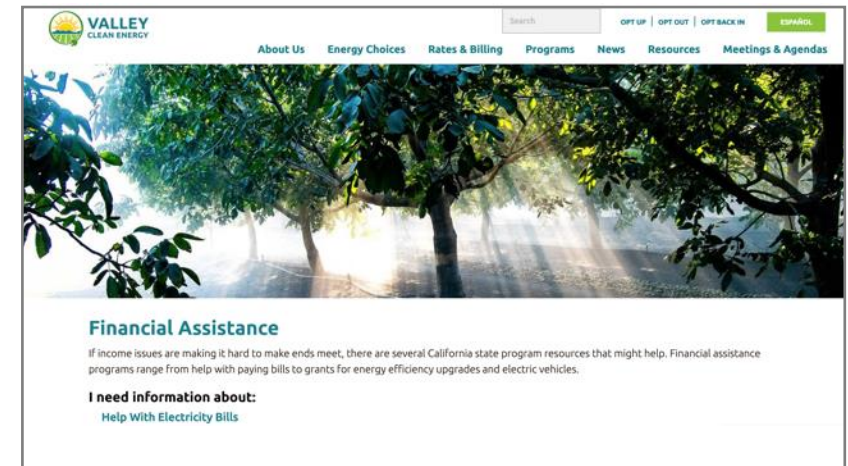
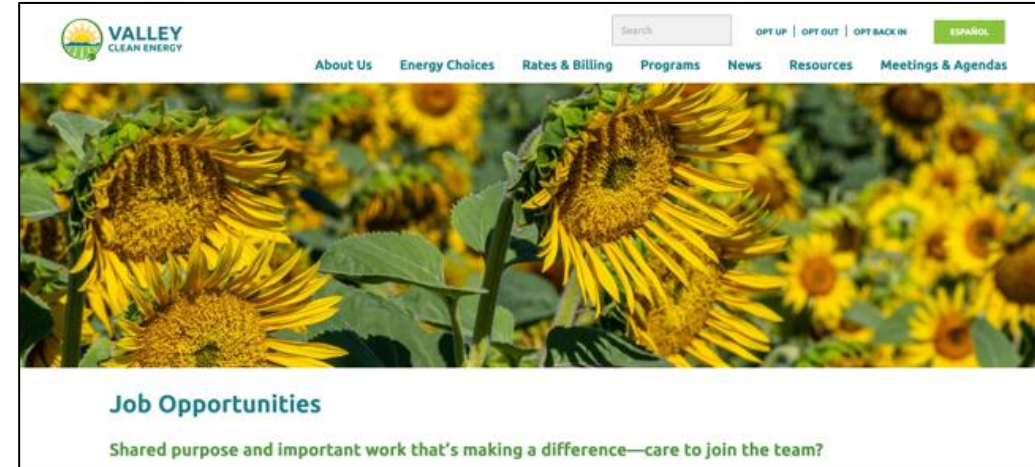
2021 Strategic Outreach & Marketing Plan

Goal 1: Establish VCE as a Trusted Community Resource

Website: a Critical Communication Tool

Design, functionality updates:

- Complete website refresh
- New header photos to inspire and offer a sense of place (courtesy of our volunteer staff photographer, Yvonne Hunter)
- New pages for OhmConnect, Financial Resources
- New landing pages



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2021 Strategic Outreach & Marketing Plan

Goal 1: Establish VCE as a Trusted Community Resource

Website: a Critical Communication Tool

Design, functionality updates:

- News carousel additions keep viewers updated on events of interest
 - Regularly updated with time-sensitive information



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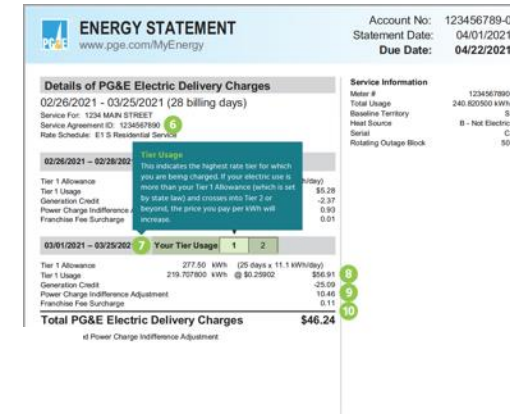
2021 Strategic Outreach & Marketing Plan

Goal 1: Establish VCE as a Trusted Community Resource

Website: a Critical Communication Tool

Design, functionality updates:

- Interactive “Understand your Bill” feature
- Navigation improvements/expansion
- Expanded Spanish website sections
- Infographics and program logos to aid understanding
- Search Engine Optimization (SEO) in English and Spanish
- NEM page updated for clarity



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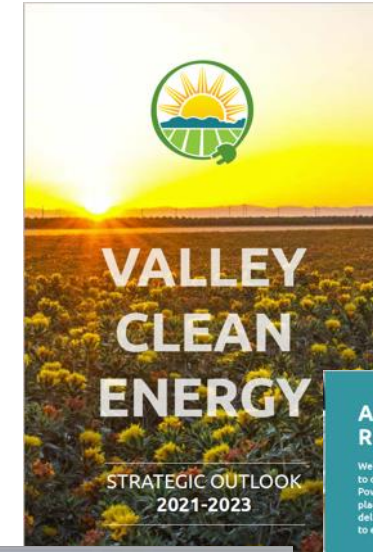
2021 Strategic Outreach & Marketing Plan

Goal 1: Establish VCE as a Trusted Community Resource

Publicity and Public Outreach

Strategic Outlook Brochure

- Who we are
- What we're doing now
- What we're planning for the near future
- Why it matters



Item 21 – 2021 Year in Review: Customer Care and Marketing

2021 Strategic Outreach & Marketing Plan

Goal 1: Establish VCE as a Trusted Community Resource

Op-eds & Press Releases, 2021

- 11 press releases
- Focused on procurement, local renewables, CC Power, programs
- Why VCE matters, organizational priorities



The screenshot shows the Valley Clean Energy website. At the top left is the logo for Valley Clean Energy, which includes a sun and a leaf icon. To the right of the logo is a search bar and navigation links for "OPT UP | OPT OUT | OPT BACK IN" and "ESPAÑOL". Below these are menu items: "About Us", "Energy Choices", "Rates & Billing", "Programs", "News", "Resources", and "Meetings & Agendas". The main content area features a large image of solar panels. Below the image is a headline: "VALLEY CLEAN ENERGY MAKES MAJOR SOLAR+STORAGE POWER DEAL". The text below the headline reads: "DAVIS, Calif. (January 26, 2021) — With its recent approval of a new power purchase agreement, the Valley Clean Energy (VCE) Board of Directors took another big step toward the agency's goal of providing cost-effective renewable energy—and resilience—to its customers. VCE is the local electric generation provider for Davis, Woodland, Winters and unincorporated Yolo County." The text continues: "The VCE Board approved the 20-year agreement to purchase the output from the Resurgence Solar I project under development in San Bernardino County by a subsidiary of NextEra Energy Resources, LLC. The total capacity of the solar photovoltaic project is 90 megawatts (MW) of power and 75 MW of battery energy storage. This project supplies enough to power 2/3 of the households served by VCE, and storage delivers power to the electricity grid when it's needed most—the early evening." There are two quotes: "We are very pleased to work with Valley Clean Energy to help meet their renewable energy goals and bring clean, affordable home-grown solar energy to their customers," said NextEra Energy Resources Senior Vice President of Development Matt Handel. "This agreement, along with a series of other recent actions taken by VCE, is a turning point in our efforts to deliver cost-effective, renewable power to our customers," said Dan Carson, a Davis City Council member and Chair of VCE's Board of Directors. "Once the solar power and battery storage from the Resurgence Solar project come online, we project that over 60% of VCE's power will come from renewable energy." Carson said that this one agreement alone will power the equivalent of 40,000 homes annually in the VCE service territory. Carson added that these types of initiatives are possible "when your power provider is a locally controlled and responsive agency with a Board that understands local needs." The contract includes two innovative extras, paid for by a subsidiary of NextEra Energy Resources and distributed over a 10-year period: a \$200,000. At the bottom right of the screenshot is a "Chat with an Expert" button.

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2021 Strategic Outreach & Marketing Plan

Goal 1: Establish VCE as a Trusted Community Resource

Building Brand Awareness through Social Media

- Regular posts to offer advice or build awareness of programs and options
- FAQ Fridays to educate and correct misinformation



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2021 Strategic

Outreach &

Marketing Plan

Goal 1: Establish

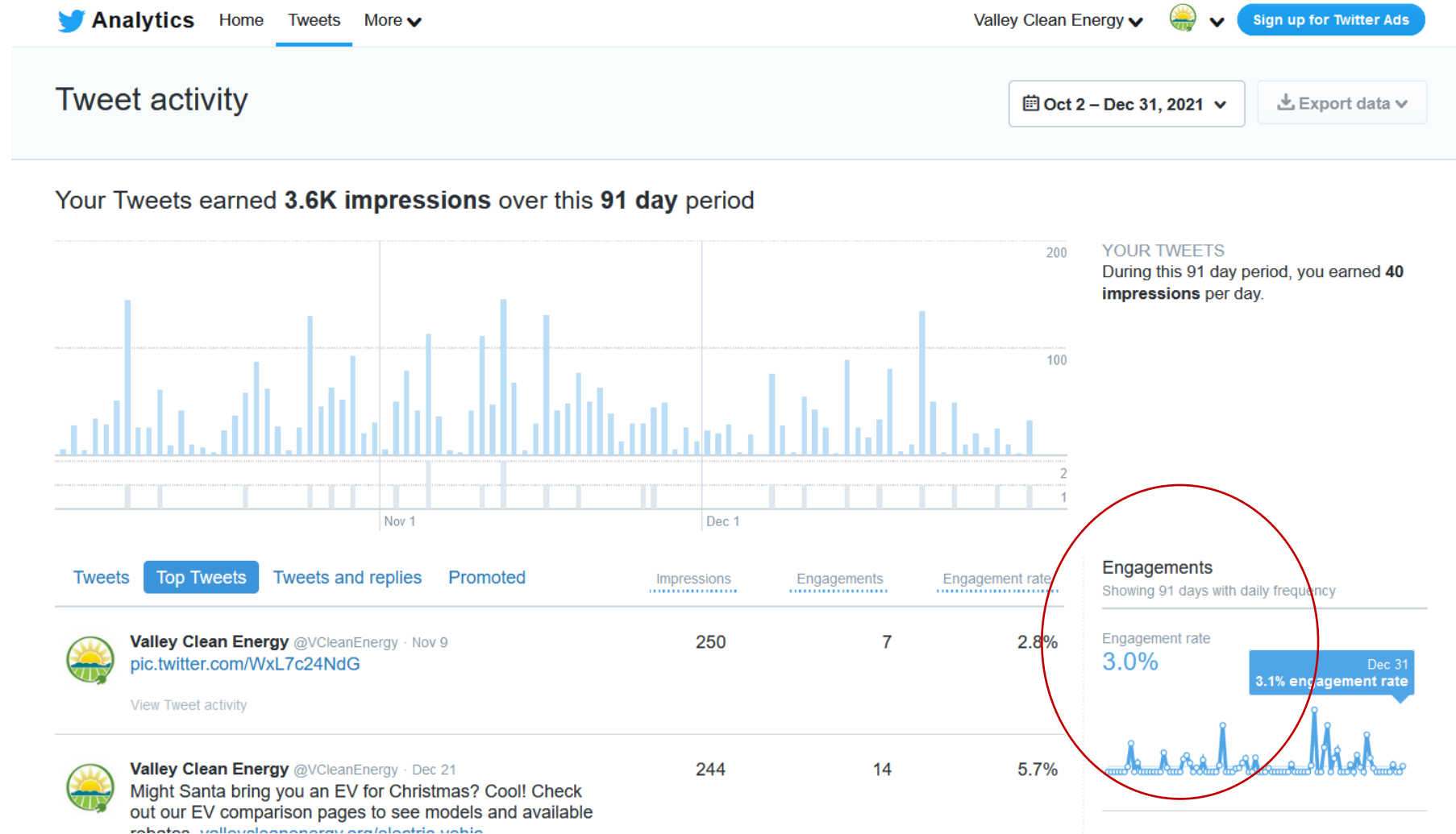
VCE as a Trusted

Community

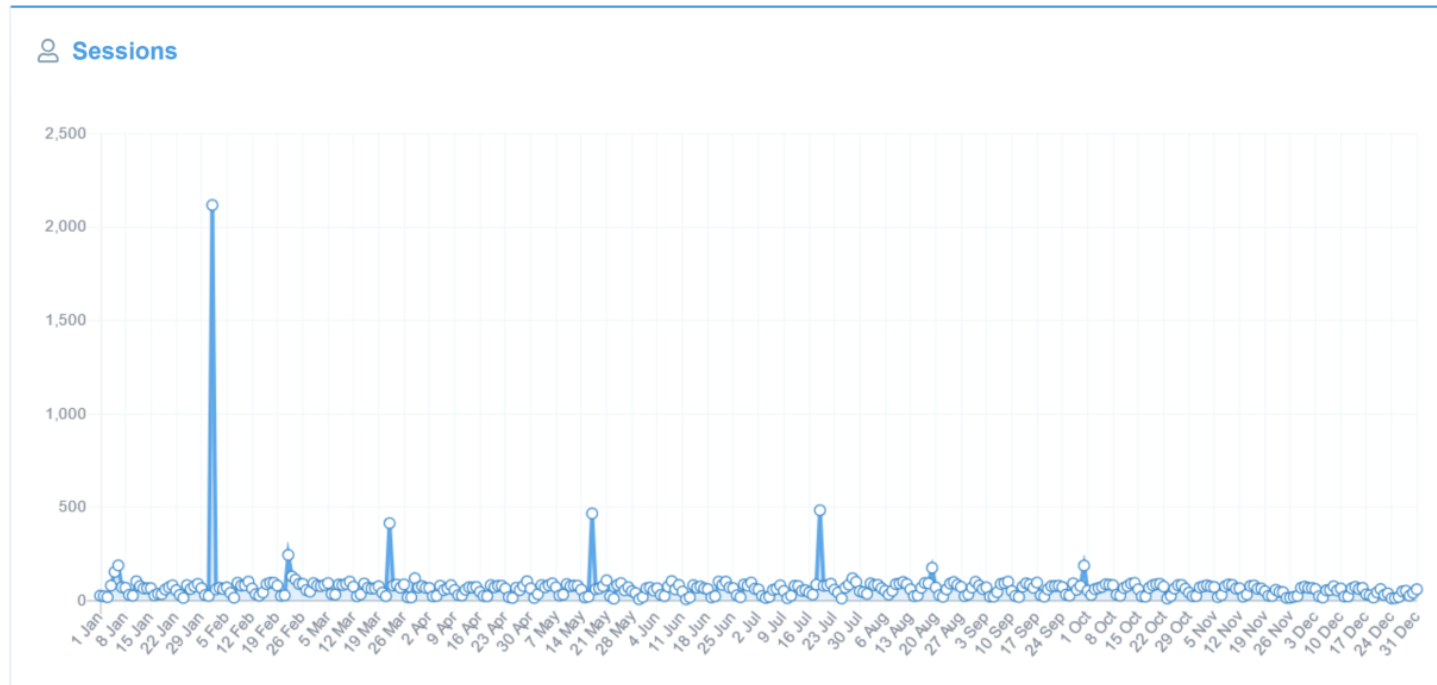
Resource

2021 Social Media

Analytics



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Sessions 25,697 ↑ 66% <small>vs. Previous 365 Days</small>	Pageviews 51,837 ↑ 54% <small>vs. Previous 365 Days</small>	Avg. Session Duration 2m 13s ↓ -10% <small>vs. Previous 365 Days</small>	Bounce Rate 54.52% ↑ 8% <small>vs. Previous 365 Days</small>
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2021 Strategic Outreach & Marketing Plan

Goal 1: Establish VCE as a Trusted Community Resource

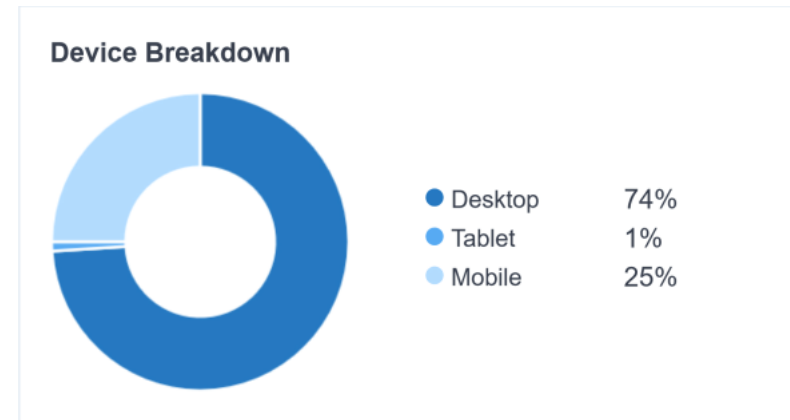
2021 Website Analytics

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2021 Strategic Outreach & Marketing Plan

Goal 1: Establish VCE as a Trusted Community Resource

2021 Website Analytics



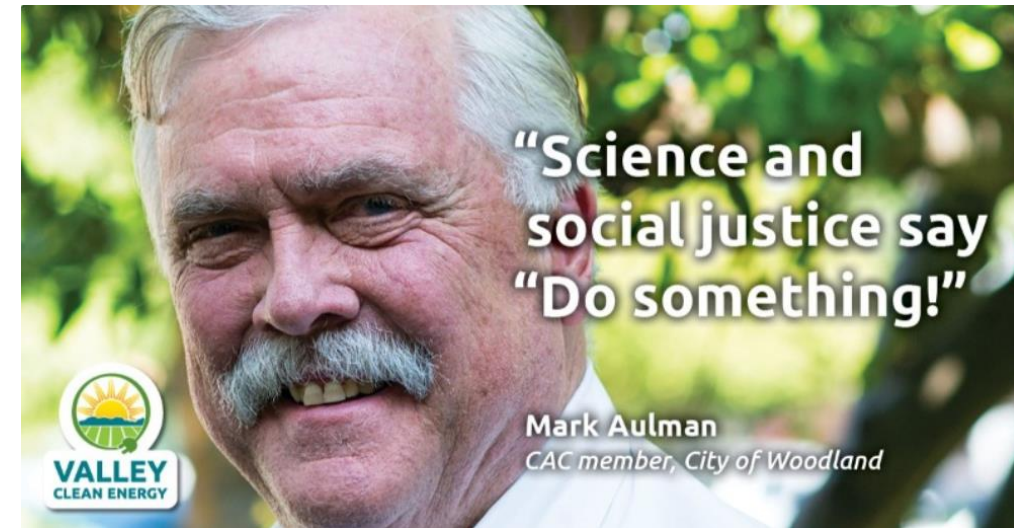
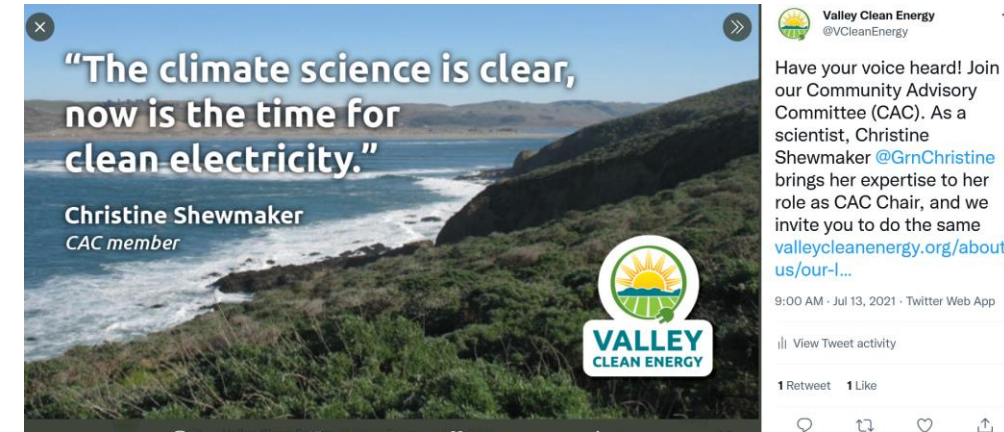
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2021 Strategic Outreach & Marketing Plan

Goal 1: Establish VCE as a Trusted Community Resource

Key Support for Staff:

- Community Advisory Committee
 - Evaluation of strategic planning efforts
- Task Groups: Outreach Task Group, Programs Task Group
 - Content review: website, collateral, presentations



Item 21 – 2021 Year in Review: Customer Care and Marketing

2021 Strategic Marketing Plan

Goal 2: Increase customer satisfaction and retention

Being Responsive to Customer Concerns

- Customer NEM billing issue affecting over 200 accounts
 - Many low-income
- Participated in 2 workshops (1 in Spanish)
- Worked with customers and management to find solutions
- Arranged for a call-out campaign to reach all customers (including those not affected by billing issue)
 - Provided support and solutions to customers having trouble paying

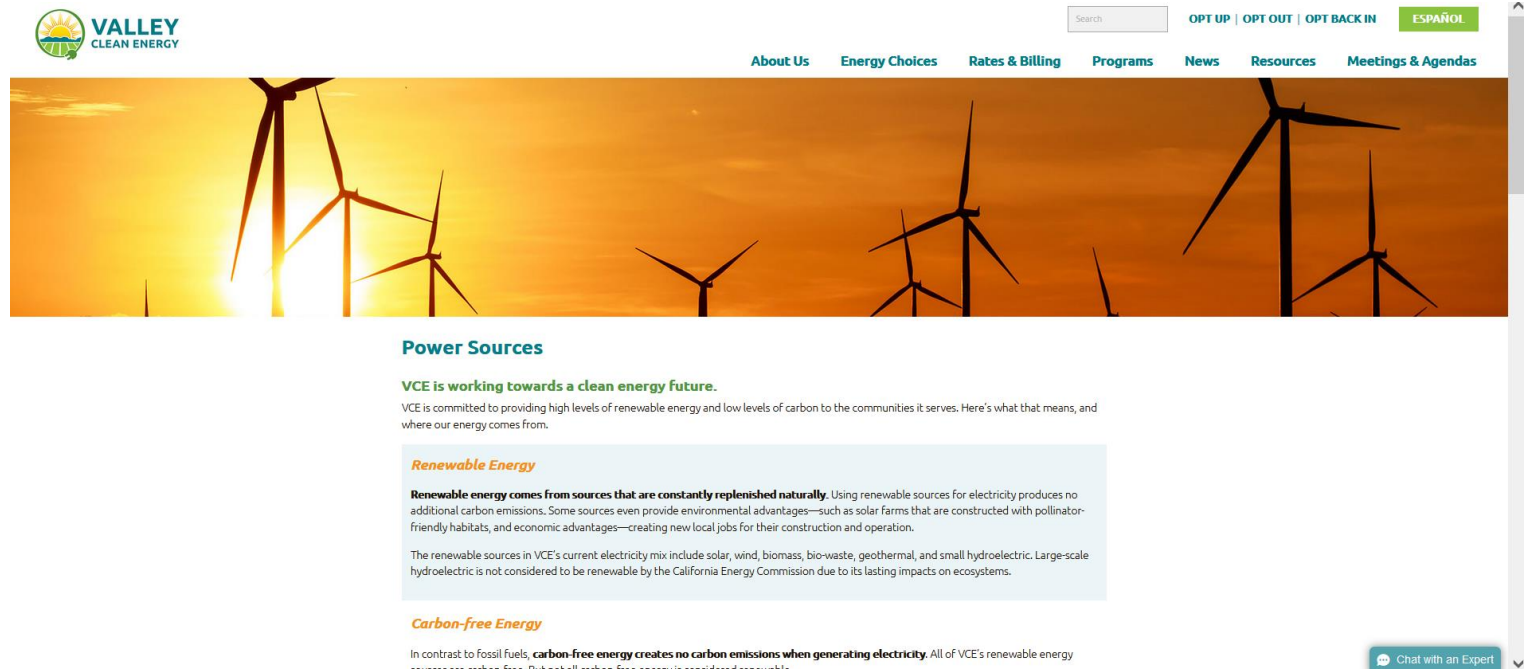
Item 21 – 2021 Year in Review: Customer Care and Marketing

2021 Strategic Marketing Plan

Goal 2: Increase customer satisfaction and retention

Being Responsive to Customer Concerns

- Responsive to customer feedback: new content creation
- Provided talking points on trending issues (NEM, rates, etc.)

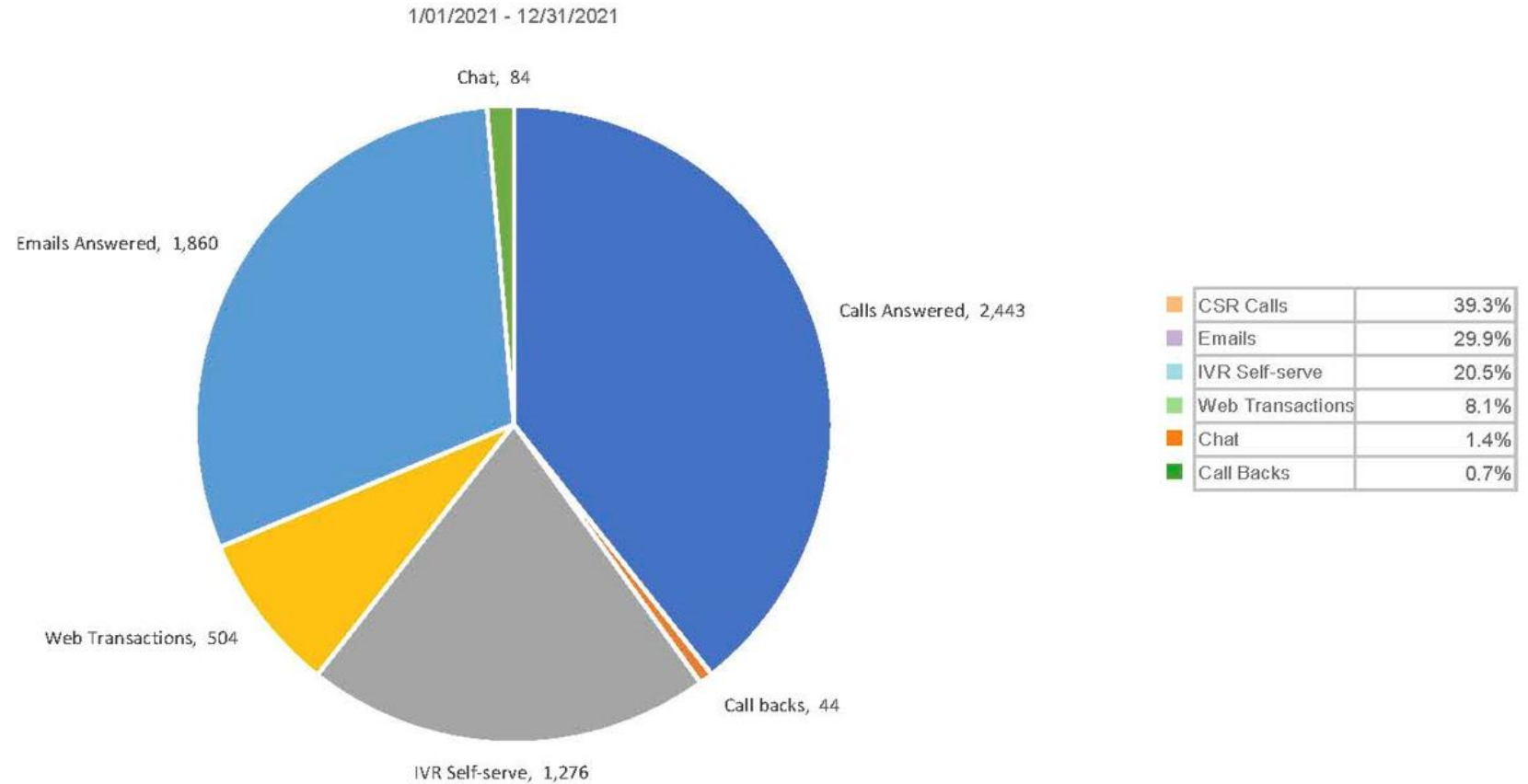


Item 21 – 2021 Year in Review: Customer Care and Marketing

2021 Strategic Marketing Plan

Goal 2: Increase customer satisfaction and retention

2021 Customer Care Analytics



Item 21 – 2021 Year in Review: Customer Care and Marketing

2021 Strategic Marketing Plan

Goal 2: Increase customer satisfaction and retention

2021 Customer Care Analytics

Contact Center Customer Care

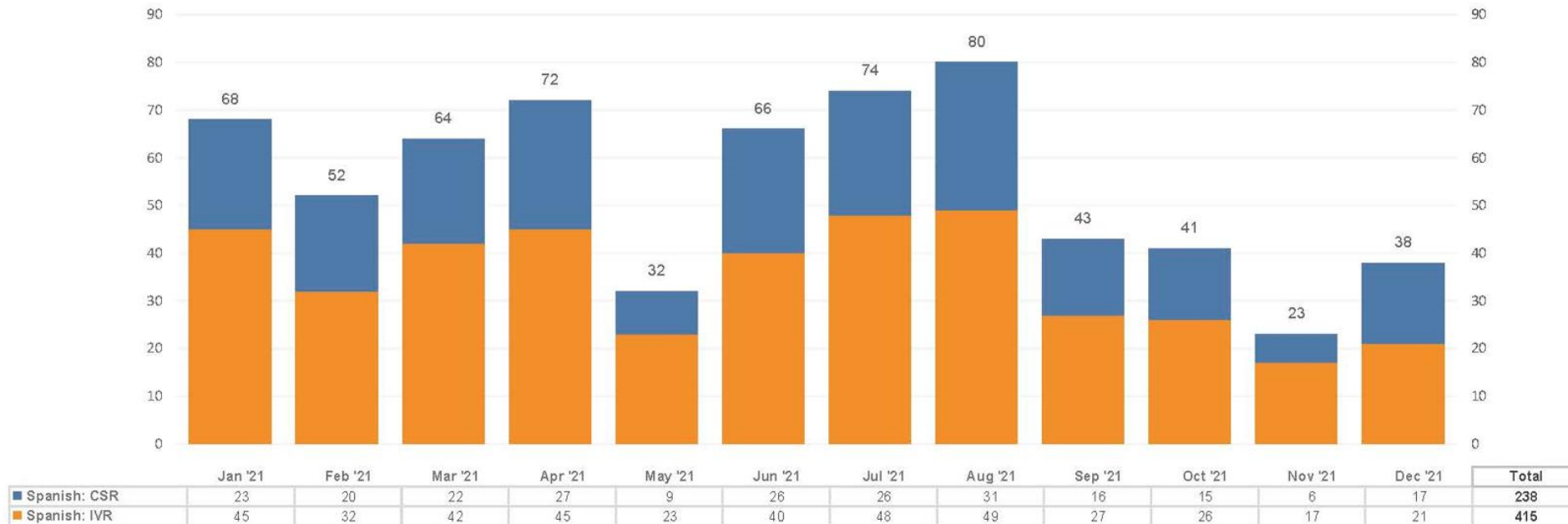
Week ending 12/31/2022

Rolling 12-Month

LANGUAGE TRANSLATION TRENDS



Dec '21	
% of CSR calls in Spanish	11.7%
% of IVR calls in Spanish	7.8%

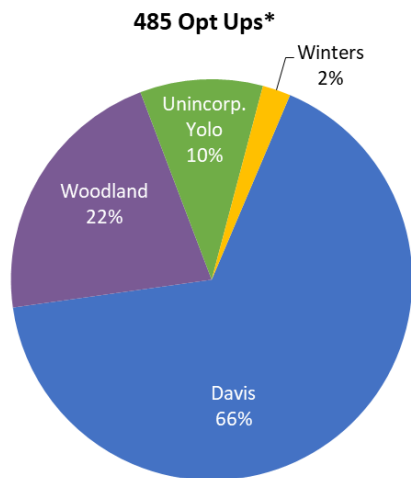
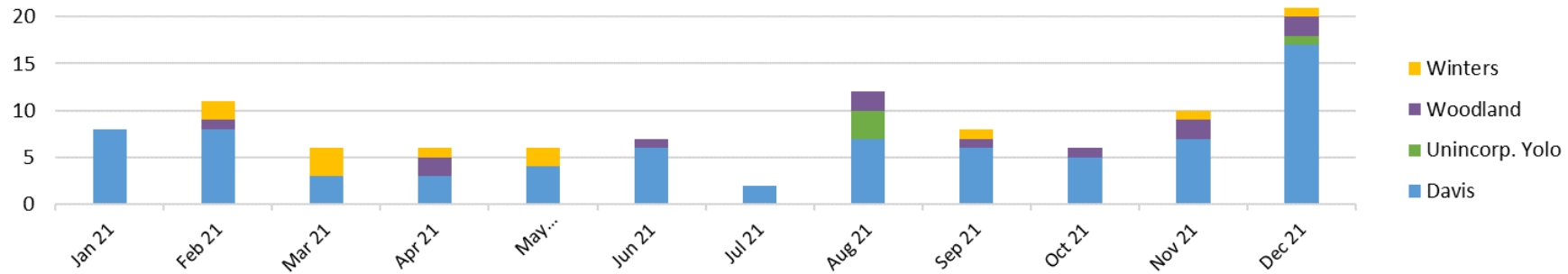


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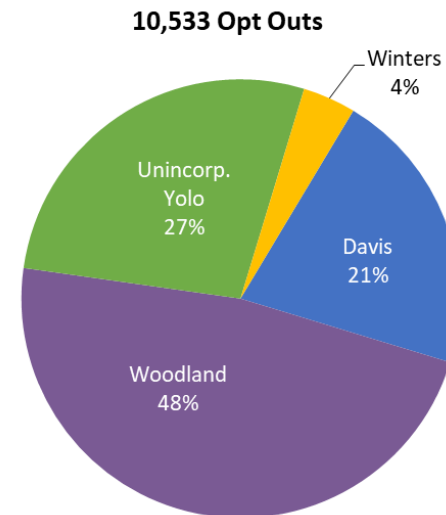
2021 Strategic Marketing Plan

Goal 2: Increase customer satisfaction and retention

2021 Customer Care Analytics



* These numbers represent all opt up actions ever taken regardless of current customer enrollment status.

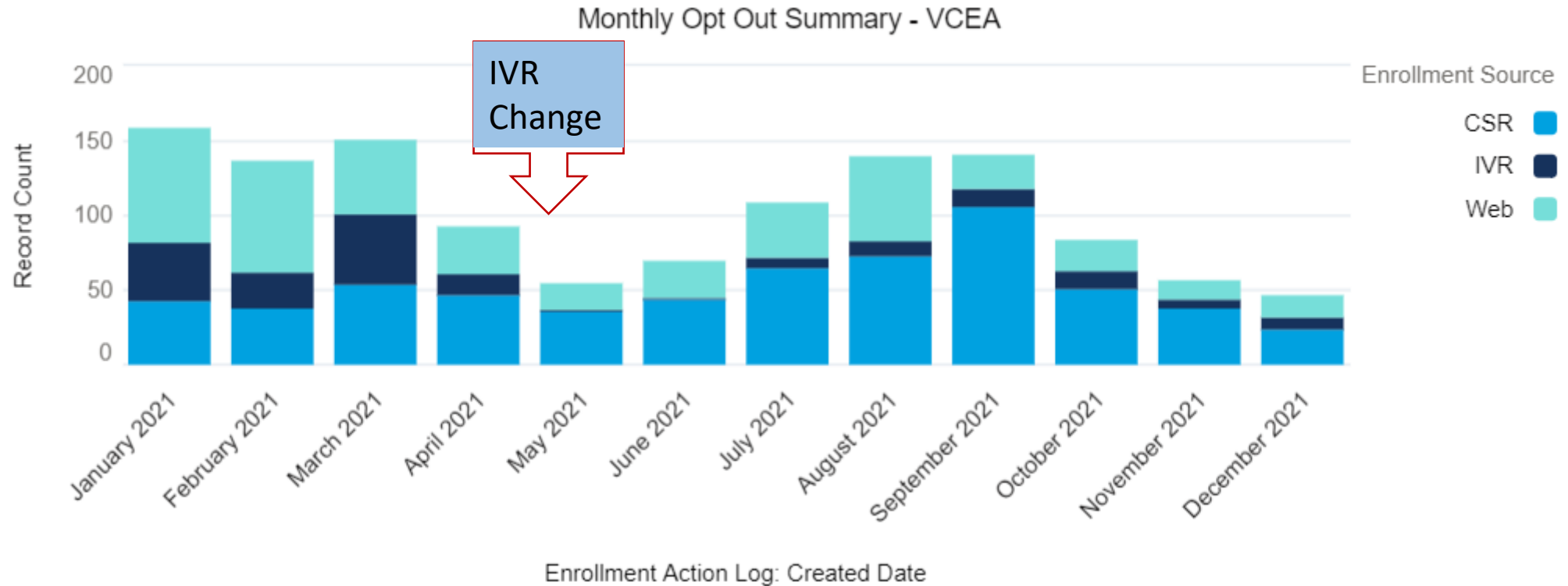


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2021 Strategic Marketing Plan

Goal 2: Increase customer satisfaction and retention

2021 Customer Care Analytics

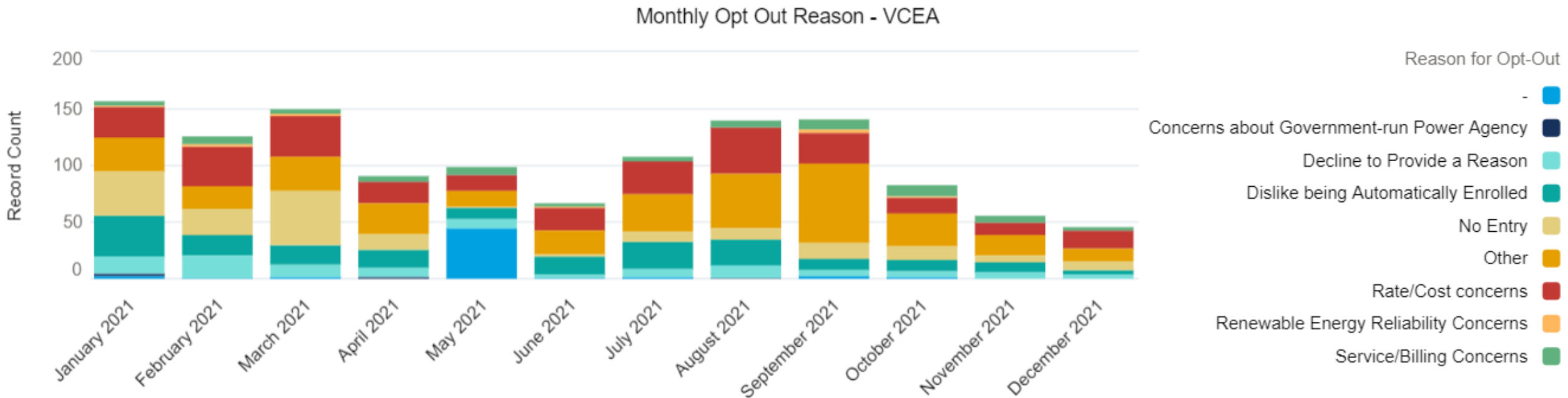


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2021 Strategic Marketing Plan

Goal 2: Increase customer satisfaction and retention

2021 Customer Care Analytics



Enrollment Action Log: Created Date

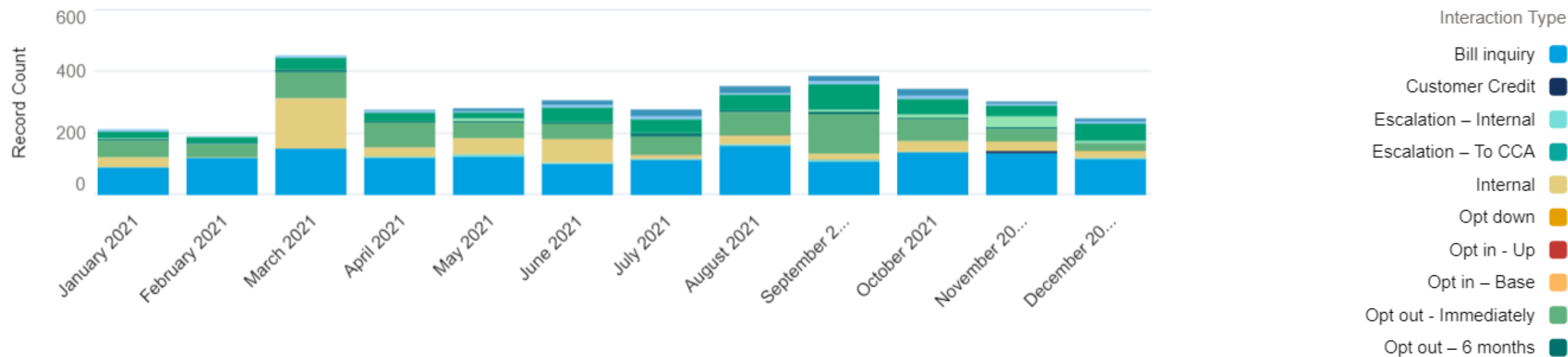
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2021 Strategic Marketing Plan

Goal 2: Increase customer satisfaction and retention

2021 Customer Care Analytics

Monthly CSR Interaction Type VCEA

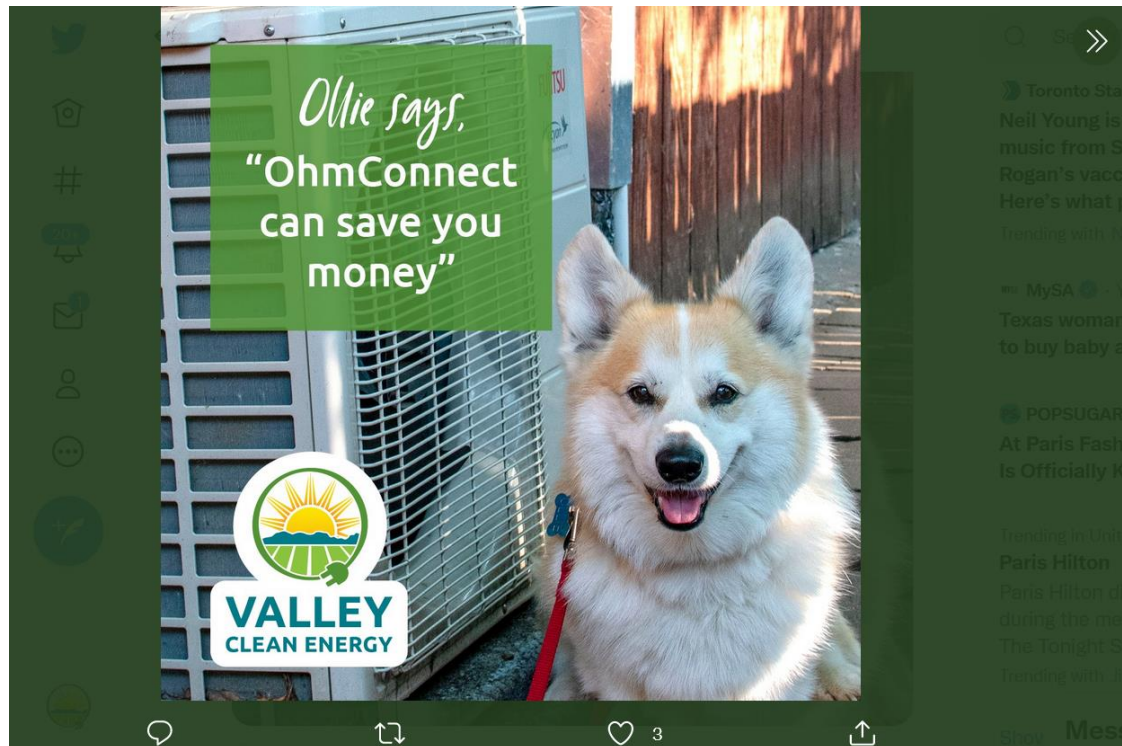


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2021 Strategic Marketing Plan

Goal 3: Support VCE's Programs Plan and Decarbonization Roadmap

OhmConnect Program and Marketing Campaign



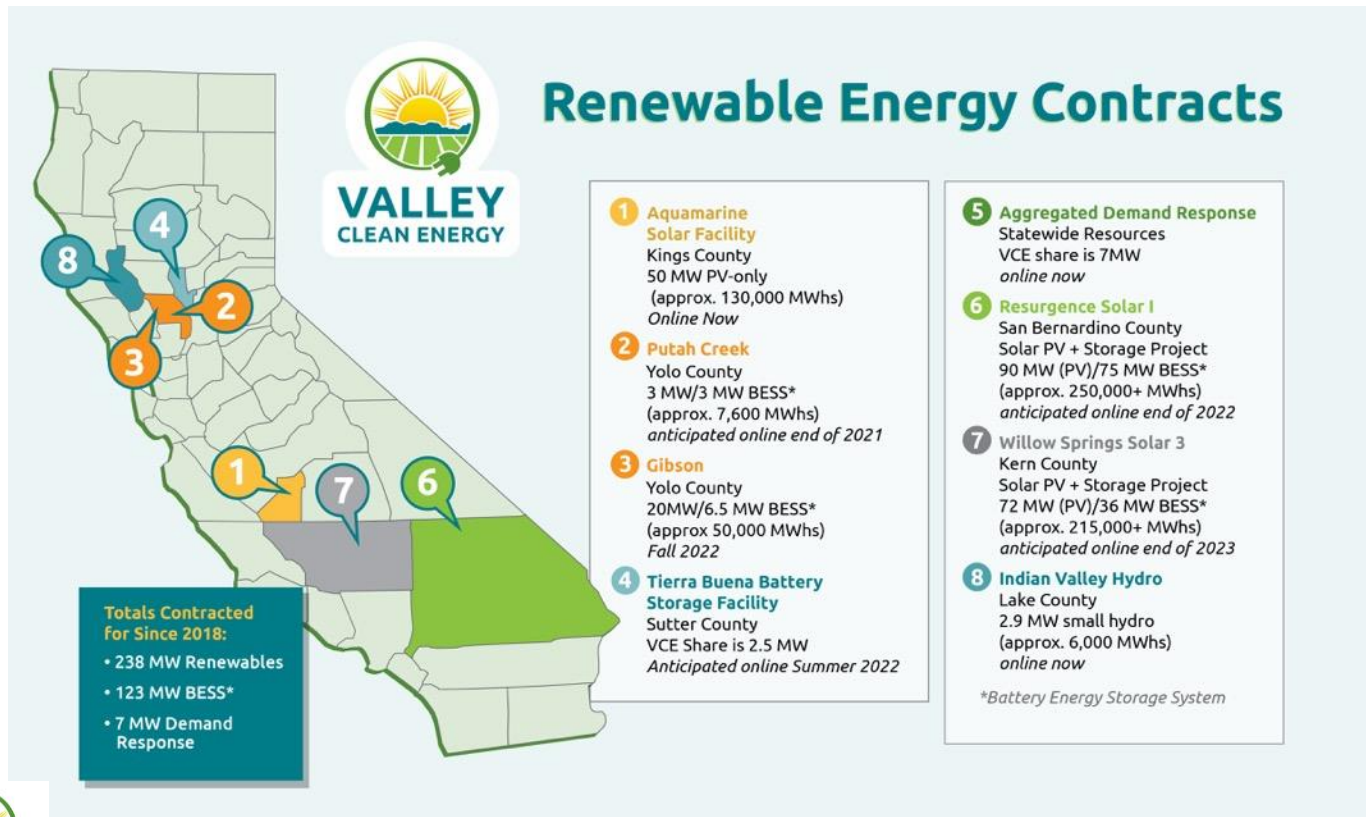
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2021 Strategic Marketing Plan

Goal 3: Support VCE's Programs Plan and Decarbonization Roadmap

Local Power Contracts Publicized

Updated map and contract links for use on the website, in presentations and marketing collateral



Item 21 – 2021 Year in Review: Customer Care and Marketing

2021 Strategic Marketing Plan

Goal 3: Support VCE's Programs Plan and Decarbonization Roadmap

Opt-up campaigns and outreach

- Ongoing work with member jurisdictions on UltraGreen
- Opt-up mini-campaign with Davis Food Co-op
 - Included developing and deploying new opt-up form and process without need for account number
 - Average of opt-ups/month increased by 52% from Sept-Dec 2021

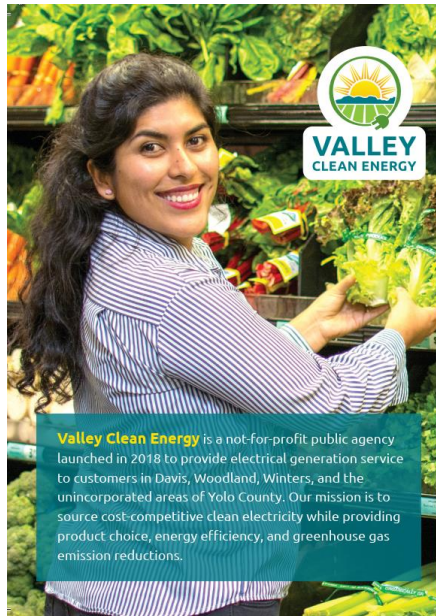


UltraGreen ad in Davis Food Co-op

Item 21 – 2021 Year in Review: Customer Care and Marketing

Compliance Mailers: Adding Communication Value

Design constraints for the Power Content Label postcard required messaging ingenuity.



VCE is your local source for cleaner electricity!

With VCE, you now have a say in where your electricity comes from. You automatically receive a higher percentage of renewable electricity for the same price, and you do not need to take action to be enrolled. PG&E continues to handle electric delivery and billing, as always.

[Learn more at ValleyCleanEnergy.org](http://ValleyCleanEnergy.org)

¡VCE su fuente de electricidad más limpia!

Con VCE, ahora tiene voz y voto sobre de dónde proviene su electricidad. Recibirá automáticamente un porcentaje más alto de electricidad renovable por el mismo precio y no es necesario que realice ninguna acción para inscribirse. PG&E todavía maneja el suministro y facturación de electricidad, como siempre.

[Obtenga más información en ValleyCleanEnergy.org/es](http://ValleyCleanEnergy.org/es)

Read our Terms & Conditions at ValleyCleanEnergy.org/terms-conditions/
Or call us toll-free at 855-699-8232, Monday-Friday, 7am-7pm.

Lea nuestros términos y condiciones en ValleyCleanEnergy.org/es/terminos-y-condiciones/
O llámenos gratis al 855-699-8232, Lunes-Viernes, 7am-7pm.

Updated new move-in cards



Putah Creek Solar Farm is ready for panel installation

Why am I receiving this notice?
VCE is required by the California Energy Commission to send this information to all customers who received VCE service at any time between January 1st and December 31, 2020. The Power Content Label illustrates the content of the power you buy, compared to the standard Power Mix in California.

2020 POWER CONTENT LABEL			
Valley Clean Energy Alliance			
https://valleycleanenergy.org/power-sources/			
Greenhouse Gas Emissions Intensity (lbs CO ₂ e/MWh)			Energy Resources
Standard Green	UltraGreen	2020 CA Utility Average	Standard Green
190	0	466	43.9%
			100.0%
			33.1%
			2.2%
			0.0%
			0.0%
			1.2%
			26.0%
			14.4%
			0.0%
			0.0%
			36.5%
			0.0%
			0.0%
			0.0%
			19.6%
			100.0%
			0.0%
			0.0%
			2.5%
			4.9%
			1.4%
			13.2%
			11.1%
			2.7%
			12.2%
			37.1%
			9.3%
			0.2%
			5.4%
			100.0%
			0%
			0%

Percentage of Retail Sales Covered by Retired Unbundled RECs³: 0% 0%

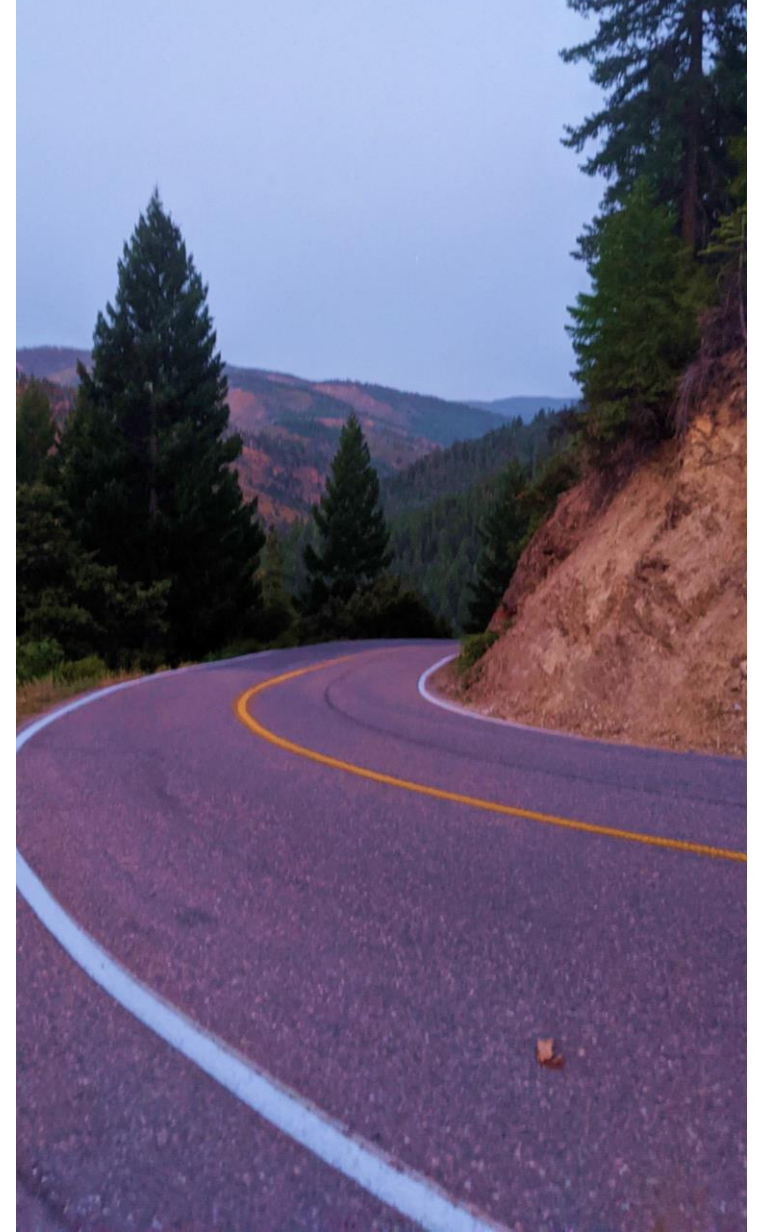
¹The eligible renewable percentage above does not reflect RPS compliance, which is determined using a different methodology.
²Unspecified power is electricity that has been purchased through open market transactions and is not traceable to a specific generation source.
³Renewable energy credits (RECs) are tracking instruments issued for renewable generation. Unbundled renewable energy credits (RECs) represent renewable generation that was not delivered to serve retail sales. Unbundled RECs are not reflected in the power mix or GHG emissions intensities above.

For specific information about this electricity portfolio, contact: **Valley Clean Energy Alliance** 1-855-699-8232
For general information about the Power Content Label, visit: <http://www.energy.ca.gov/pci/>
For additional questions, please contact the California Energy Commission at: Toll-free in California: 844-454-2906
Outside California: 916-653-0237

Item 21 – 2021 Year in Review: Customer Care and Marketing

Going Forward in 2022:

- Emphasis on Program Support
 - Bus ads, joint press releases
- Deepen Partnerships in Member Jurisdictions for Greater Impact
- Continued Support for Decarbonization Efforts
 - Opt-up and building decarbonization
- Improved Dashboards and Analytics
 - Better information -> better decisions on how to use resources wisely

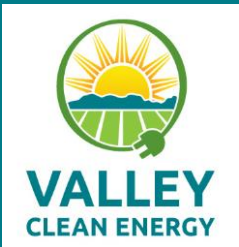




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Valley Clean Energy Board Special Meeting – January 27, 2022 via video/teleconference

Item 22 – 2022 Customer Rates & Budget Overview



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Item 22 – 2022 Customer Rates & Budget Overview

Overview

- Background
- 2022 Customer Rate & Budget Scenarios
- Next Steps & Discussion

Item 22 – 2022 Customer Rates & Budget Overview

Background

- November 8th PG&E filed a November update for its 2022 Power Charge Indifference Adjustment (PCIA) and Generation Rates
- November 10th VCE Board adopted cost-based rate policy and deferred consideration of an expanded customer rate structure
 - The cost-based rate setting approach is designed to meet VCE's annual expenditures and build long-term fiscal stability through the establishment and maintenance of reserves.
- November 18th & January 20, 2022 CAC Recommended Rates and Implementing Procedure
- According to the CPUC proposed decision filed January 24, 2022.
 - 2022 PCIA set to decrease 57%
 - 2022 PG&E's average generation rates set to increase by 33%
 - All rate changes are inclusive of PG&E December actuals

Item 22 – 2022 Customer Rates & Budget Overview

CPUC Amended Proceeding Schedule (PG&E 2022 Rates):

EVENT	ORIGINAL SCHEDULE	NEW SCHEDULE
Matter Submitted	Friday, January 7, 2022	no change
PD mailed	Friday, January 14, 2022	Monday, January 24, 2022
Comments Due	Thursday, January 20, 2022	Monday, January 31, 2022
Reply Comments Due	N/A	Thursday, February 3, 2022
Commission Meeting	Thursday, January 27, 2022	Thursday, February 10, 2022

Note: At this time, the CPUC updates schedule is not forecasted to cause a delay in the March 1, 2022, implementation of Power Charge Indifference Adjustment (PCIA) and Generation Rates.

2022 Customer Rate & Budget Scenarios

Using the information from CPUC proposed decision on January 24, 2022, staff conducted a financial analysis that included three rate scenarios:

1. Base Case: no modifications; all revenues directed to reserves.
 2. Low Income/At-Risk* Credit: 2.5% rate credit for CARE/FERA customers; all other revenues directed to reserves.
 3. Low Income/At-Risk* + Credit: 3.5% rate credit for CARE/FERA customers plus 1% rate credit for other customers; all other revenues directed to reserves.
- Each scenario holds the PCIA reduction at the December filing level (57% reduction) and PG&E Rates increase 33% for 12 months ending March 1, 2023.

Item 22 – 2022 Customer Rates & Budget Overview

Updated Customer Rate & Budget Scenarios - Staff's prelim recommendation – Scenario 2

Scenario 1	Actuals			Actual YTD Oct. 31 (4 MO) + Forecast (2 FY2022	Budget Scenarios CY2022	Preliminary Forecast*		
	FY2019	FY2020	FY2021			CY2023	CY2024	CY2025
Revenue	51,035	55,249	54,657	29,136	90,500	70,250	71,500	71,800
Power Cost	38,540	41,538	54,234	29,746	66,990	52,400	47,100	48,400
Other Expenses	3,850	4,346	4,267	2,350	5,105	5,140	5,269	5,400
Net Income	8,646	9,365	(3,844)	(2,961)	18,405	12,710	19,132	18,000
Scenario 2	FY2019	FY2020	FY2021	FY2022	CY2022	CY2023	CY2024	CY2025
Revenue	51,035	55,249	54,657	29,136	89,750	69,500	70,750	71,050
Power Cost	38,540	41,538	54,234	29,746	66,990	52,400	47,100	48,400
Other Expenses	3,850	4,346	4,267	2,350	5,105	5,140	5,269	5,400
Net Income	8,646	9,365	(3,844)	(2,961)	17,655	11,960	18,382	17,250
Scenario 3	FY2019	FY2020	FY2021	FY2022	CY2022	CY2023	CY2024	CY2025
Revenue	51,035	55,249	54,657	29,136	89,000	68,750	70,000	70,300
Power Cost	38,540	41,538	54,234	29,746	66,990	52,400	47,100	48,400
Other Expenses	3,850	4,346	4,267	2,350	5,105	5,140	5,269	5,400
Net Income	8,646	9,365	(3,844)	(2,961)	16,905	11,210	17,632	16,500

* Revenues are highly subject to PG&E filings that impact generation rates and PCIA. Power costs are based of current forward market pricing that impact PPA values (cost reductions) and unhedged load costs.

Updated Financial Forecast and Reserves Target

Staff is seeking feedback on VCE setting rates for 2022 at a level that will fully fund the 2022 budget and build back reserves that have been used over the past 18 months to stabilize customer rates

- Staff' preliminary recommendation that VCE establish a minimum target of 80-90 days cash reserve by the end of 2022 which would provide two key benefits:
 - (1) increased financial stability while taking a significant step toward establishing an investment grade credit rating
 - (2) preparing for future PCIA and power market volatility

Item 22 – 2022 Customer Rates & Budget Overview

Updated CAC Recommendation – Jan 20th

(Consistent with preliminary staff recommendation)

1. Adopt customer rates for 2022 to match PG&E 2022 generation rates for all customer classes to cover VCE's FY 2022 budget expenditures and to achieve between 80-90 days cash reserves by the end of 2022;
2. Provide a 2.5% rate credit for CARE and FERA customers in 2022;
3. Conduct a mid-year rates review in Q2 2022 to assess rates forecast and determine the feasibility of:
 - a) allocating additional funds for 2022 clean energy content procurement
 - b) allocating additional funds to program implementation
 - c) providing additional rate credits for all customer classes during peak summer months in 2022.

Item 22 – 2022 Customer Rates & Budget Overview

Next Steps

- Final Staff review of budget based on proposed decision
- February 2022 – Board consideration of VCE 2022 rates
- February 2022 – Board consideration of VCE 2022 Budget
- Q2 2022 Mid-year rates and budget review

Discussion