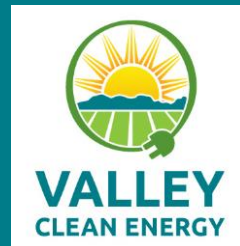




**Valley Clean Energy Board Meeting – February 11, 2021
via Webinar**

Item 13 – 2021 VCE Outreach and Marketing Plan



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Item 13 – 2021 VCE Outreach and Marketing Plan

- Complementary to Strategic Plan
- Guides Marketing Team's day-to-day work and decision-making
- Internal document; duration January-December 2021 (some items already underway)
- Bridges the gap between Staff Work Plan (on Monday.com) and VCE's Strategic Plan
- Plan has gone through several rounds of edits after staff and CAC feedback
- Updated annually

Item 13 – 2021 VCE Outreach and Marketing Plan

Goals:

- Goal 1: Increase Customer Satisfaction and Retention
- Goal 2: Establish VCE as a Trusted Community Resource
- Goal 3: Support VCE's Programs Plan and Decarbonization Roadmap

Item 13 – 2021 VCE Outreach and Marketing Plan

Incorporated OTG and CAC feedback:

- Changed emphasis to reflect a learning mindset re: needs and wants of customers and member communities
- Included more context, e.g. social media platforms, Spanish-speaking customers, etc.
- Fine-tuned tactics, including driving website traffic, distinguishing between customer retention and raising participation rate, honing newsletter to increase brand recognition, etc.
- Adjusted timing of some goals/metrics to be more realistic

Item 13 – 2021 VCE Outreach and Marketing Plan

Add board description

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Goal 1: Establish VCE as a Trusted Community... subitems

Strategic Plan Objective

Status

Metrics

subitems	Owner	Status	Date	Note & Examples	+
Revamp Website					
Add educational material		In progress		EE infographic	
Make it accessible to all customers		In progress			
Website improvements 2021					
NEM page edits		Done			
+ Add					
Demonstrate partnerships with allies that are trusted ...					
Demonstrate thought leadership within the industry					
Events and presentations (1/quarter)					
Improve collateral					

Upgrade

Item 13 – 2021 VCE Outreach and Marketing Plan

File Home Insert Page Layout Formulas Data Review View Help Share Comments

AutoSave Off Undo Redo Print Save

F21 fx

2021 Strategic Marketing Plan					
Goal 1: Establish VCE as a Trusted Community Resource					
Name	Subitems	Strategic Plan Objective	Status	Metrics	Goal de
Revamp Website	Add educational material, Make it accessible to all customers, Website improvements 2021, NEM page edits	Objective 3.4: Build awareness and trust of the VCE brand through direct engagement with customers, communities and organizations in VCE's service territory.	Working on it	Increase website hits by 25% in 2021	
Subitems	Name	Owner	Status	Date	Note &
	Add educational material		In progress		EE info
	Make it accessible to all customers		In progress		
	Website improvements 2021	Rebecca Boyles, Tessa Tobar			
	NEM page edits	Rebecca Boyles	Done		
Demonstrate partnerships with allies that are trusted by the community	Green Ideals Outreach Plan 2020, Donations to community-based orgs, Build relationships on social media	Objective 5.2: Develop relationships with community stakeholder organizations that foster support for VCE's mission and vision.			
Subitems	Name	Owner	Status	Date	Note &
	Green Ideals Outreach Plan 2020				
	Donations to community-based orgs				
	Build relationships on social media				
Demonstrate thought leadership within the industry	Guest posts (1/quarter), Board and CAC pieces (1/quarter), Leadership within CalCCA committees, Host webinars (1 in 2021; 2 in 2022)	Objective 3.4: Build awareness and trust of the VCE brand through direct engagement with customers, communities and organizations in VCE's service territory.			
Subitems	Name	Owner	Status	Date	Note &
	Guest posts (1/quarter)				
	Board and CAC pieces (1/quarter)				
	Leadership within CalCCA committees				
	Host webinars (1 in 2021; 2 in 2022)				
Events and presentations (1/quarter)	Ag Customers (through Farm Bureau or farming assns), Business customers (Chambers of Commerce, industry orgs), Customers active	Objectives 3.4 and 5.2: (3.4) Build awareness and trust of the VCE brand through direct engagement with customers, communities and organizations in VCE's service territory. (5.2) Develop relationships with community			

2021-strategic-market + 70%



Item 13 – 2021 VCE Outreach and Marketing Plan

Staff Recommendation:

- Adopt the 2021 VCE Outreach and Marketing Plan



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Item 14 – California Community Power JPA



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Item 14 – California Community Power JPA

Background & Highlights

- Proposed Joint Powers Authority (JPA) Agreement creates a new public agency called California Community Power (CC Power).
- Creates a cost-effective, risk-minimized, CCA-controlled structure to develop/acquire resources that exceed the needs of a single CCA.
- This JPA stems from last year's joint CCAs long duration storage Request for Information (RFI).
- Currently 9 other CCAs participating¹



Item 14 – California Community Power JPA

Background & Highlights

- A JPA structure composed of CCAs including an enabling agreement with “opt-in” project participation.
- Projects will target stand-alone storage and renewable resources that exceed individual CCA demand.
 - Long Duration Energy Storage (LDES) is the first anticipated project.
- JPA to be finalized early 2021.

Item 14 – California Community Power JPA

Business Need for CC Power¹

- Economies of scale
 - Opportunity to participate in large projects that VCE otherwise would not be able to.
- Enhanced negotiating power.
- Shared risk – execution, development and performance.
 - Joint procurement de-risks technology and financial risks.
- Potential for shared financing.
- Strategic value for participation.



1) Staff presented this opportunity to the CAC in January and for many of the above reasons, the CAC unanimously supported membership in CC Power.

Item 14 – California Community Power JPA

Key Terms of Agreement

- CC Power members not responsible for debts, liabilities and obligations of CC Power, only assumes obligations under the approved projects that a member voluntarily joins.
- VCE Board must approve and project agreements VCE joins.
- Administrative costs equally shared by members.
- Member's CEO/GM (or designee) comprise the CC Power Board.
- A member can withdraw from CC Power at any time.

Item 14 – California Community Power JPA

Financial Commitment

- VCE's estimated annual fixed cost would be approximately \$10,000-\$20,000¹.
- Initial set-up of CC Power: VCE's estimated portion would be \$12,000.

Recommendation

- Staff recommends that the Board approves the Interim General Manager executing the California Community Power Agency Joint Powers Agreement.

1) Final values will depend on the number of CCAs that participate



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Item 15 – Update on Time-of-Use (TOU) Rates Transition



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Item 15 – Update on Time-of-Use Rates Transition

Background:

- Statewide rates transition: IOUs and CCAs
- Purpose: send price signals to “flatten the duck curve”
- Some areas already transitioned: Sacramento, San Diego
- 2 TOU Pilots in PG&E territory
 - Data indicated minimal bill/customer impacts; noticeable load shift and curtailment
- Customers receive 90- and 30-day notifications
 - ME+O beyond notifications has been considerable
- Bill Protection provided by IOUs
- VCE is evaluating



Item 15 – Update on Time-of-Use Rates Transition

Schedule for VCE:

- VCE Residential customers (non-Solar NEM): February 2022
- VCE Residential customers (Solar NEM): in the month of their PG&E true-up, between April 2021-March 2022
- VCE Non-residential customers: March 2021; or
- Highly impacted agricultural customers: November 2021 or March 2022 (pending CPUC decision); or
- VCE Non-residential customers with more than one account: December 2021

Item 15 – Update on Time-of-Use Rates Transition

Check the hour before using power



On Time-of-Use rate plans, shift some electricity usage to times when costs are less and demand is lower. On this rate plan, 5 to 8 p.m. are higher-priced (peak) times. All other times are lower-priced (off-peak).

WEEKDAYS



Source: https://www.pge.com/en_US/residential/rate-plans/rate-plan-options/time-of-use-base-plan/tou-weekdays.page