

REACH
STRATEGIES

Providing Marketing &
Communications Services
Presented by REACH Strategies Team

October 12, 2023

Dedicated Team POCs



Amanda Scarborough
Director, Program Strategy
and Development

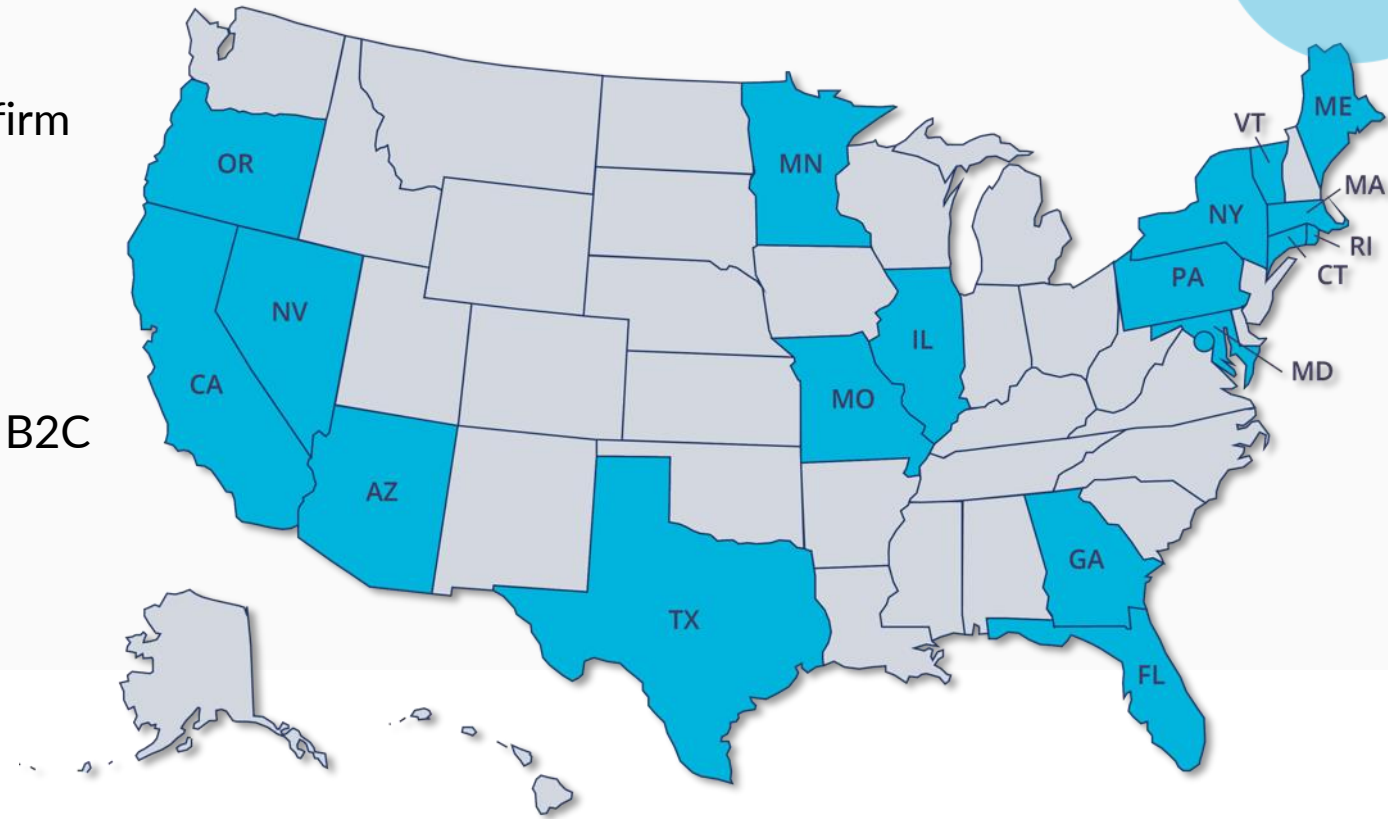


Michelle Davis
Communications
Program Strategist, III

About REACH Strategies



- Established in 2011
- Mission-driven, full-service communications firm
- Focus on education and outreach for:
 - Utilities & CCAs
 - Public agencies
 - Non-governmental organizations
- Work extends across the country in B2B and B2C communications
- Strategic partnership approach



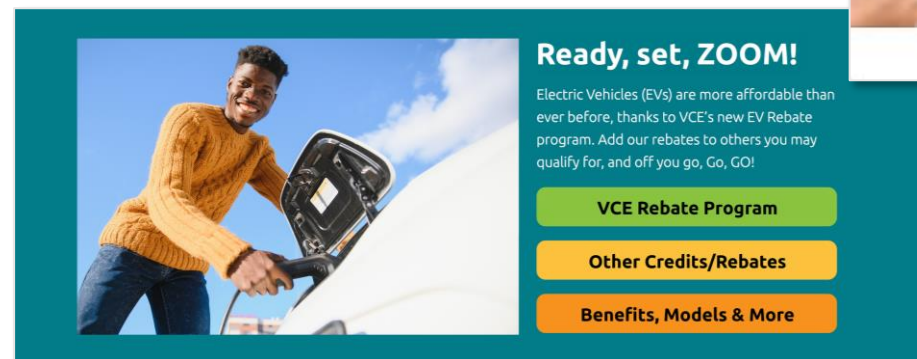
Integrated Marketing and Communications Support

- Web Management & Design
- Social Media
- Email Campaigns
- Press and Media Relations
- Program Collateral
- **Engagement Kick-Off: March 2023**
- Customer Engagement
- Team Extension



Branding

- Developed and launched new look/feel
 - Lifestyle and diverse imagery
 - Engaging graphics
 - Social media presence
- Five-year anniversary logo design



Community Engagement

- 5-year anniversary community events (3)
 - Ride & drive delivering 60 EV experiences
- Community event participation
 - Sponsorship coordination
 - Event preparation
 - Promotion
- EV Program Phase 2 survey administration
 - 542 responses
 - Two email sends
 - Average open rate of 63.2%



VALLEY CLEAN ENERGY

VCE Event Materials Checklist

The following list is to be used as a guide for preparation for participation in in-person events. This checklist may vary depending on the event and the requirements for each venue.

<p>Standard Materials</p> <ul style="list-style-type: none"> <input type="checkbox"/> 6' Table (1-2) <input type="checkbox"/> Folding chairs (2) <input type="checkbox"/> 10' x 10' Canopy <input type="checkbox"/> Canopy Weights <input type="checkbox"/> Canopy wall (optional) <input type="checkbox"/> Tablecloth (1-2) <input type="checkbox"/> Battery operated lights <p>Branded Materials</p> <ul style="list-style-type: none"> <input type="checkbox"/> Branded tablecloth or runner (1-2) <input type="checkbox"/> Pop-up signage <input type="checkbox"/> A-frame prints (event specific) <input type="checkbox"/> Table prints <ul style="list-style-type: none"> <input type="checkbox"/> QR code to sign up for newsletter <input type="checkbox"/> Specific program promotional signage <input type="checkbox"/> Step and Repeat <p>Raffle/ Giveaways</p> <ul style="list-style-type: none"> <input type="checkbox"/> Spinning wheel <input type="checkbox"/> Raffle tickets <input type="checkbox"/> Raffle box <input type="checkbox"/> Giveaway items <ul style="list-style-type: none"> <input type="checkbox"/> Speakers 	<ul style="list-style-type: none"> <input type="checkbox"/> Charging banks <input type="checkbox"/> Toy cars <p>Uniforms</p> <ul style="list-style-type: none"> <input type="checkbox"/> VCE t-shirts or polos <input type="checkbox"/> VCE hats <p>Supplemental Supplies</p> <ul style="list-style-type: none"> <input type="checkbox"/> Heavy duty clear tape <input type="checkbox"/> Scissors <input type="checkbox"/> Pens <input type="checkbox"/> Water <input type="checkbox"/> Small toolkit <input type="checkbox"/> Stapler <input type="checkbox"/> Rope <input type="checkbox"/> Twine <input type="checkbox"/> Extra weight signage at <input type="checkbox"/> Zip ties
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VALLEY CLEAN ENERGY

SHARE YOUR OPINION

We Want to Hear From You

Valley Clean Energy is designing the second phase of our Electric Vehicle Rebate Program and would like your thoughts on how to best serve our customers. Your input will help VCE tailor the program design, including decisions on how to prioritize funding.

We value your feedback and time! The survey should take no longer than 10 minutes to complete.

[SHARE YOUR OPINION](#)

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5 YEARS OF SERVICE VALLEY CLEAN ENERGY

CHECK IN HERE

FREE MEALS
for first 100 attendees

GIVEAWAYS
for joining our newsletter

50 RAFFLE
for gift card to a local restaurant

or being a VCE customer,
in celebrating 5 years!

U.S. HOUSE OF REPRESENTATIVES

Certificate of Special Congressional Recognition

Presented to
Valley Clean Energy

in recognition of your support of the environment by providing a cleaner, greener energy source. Thank you for your invaluable contributions to our community.

Congratulations on your 5-year anniversary!

June 10, 2023
Mike Thompson
Member of Congress
4th District, California

5 YEARS OF SERVICE VALLEY CLEAN ENERGY

REGISTER HERE

TEST DRIVE AN ELECTRIC VEHICLE

Residential Marketing

- Social media campaigns
 - 60% increase in LinkedIn followers
 - 63.74% increase in Facebook engagement
 - 918.75% increase in Instagram engagement
- Content development
 - Monthly blog
 - Infographics
 - 5-Year anniversary video
- Newsletter revamp
 - 47% open rate, up 7.6%

June 2023
10 Budget-Friendly Ways to Make Your Home Energy Efficient for Summer
Have you ever noticed that your home seems to hold in heat during the summer? Is your air conditioner constantly running to keep your home cool? Not only can energy bills rise with the temperatures, the demand on the power grid is much greater. Improving your home's energy efficiency is a sound investment that can
[\(read more\)](#)

May 2023
Stacking Electric Vehicle Rebates Can Make EVs Accessible
Electric vehicles (EVs) are fun to drive, simple to charge, and cost less to fuel and maintain – not especially when powered by the clean energy Valley Clean Energy (VCE) provides. That's why VCE is providing rebates for EVs. The initial cost of switching
[\(read more\)](#)

May 2023
Income-qualified Valley Clean Energy Customers Bicycle Incentive Program Coming Soon
Our region is a demonstrated leader in fostering bicycling as the first city in the nation to legislate and standardize bike lanes in America. Electric bikes, or e-bikes, are becoming an increasing

E-Bikes on the Rise

- 1 E-bikes offer a carbon free transportation method with zero emissions.
- 4 Using a standard outlet a full charge is usually obtained within 4 hours.

Family Friendly
Family and passenger e-bikes are available to accommodate more than a single-rider making e-bikes a great alternative transportation mode.

\$1K The state of California's e-bike rebate program offers up to \$1,000 for e-bike purchases.

Sources:
<https://freesidetravel.com/entire/>
<https://www.ebikes.com/guide/bike-rebate/>

5 YEARS OF SERVICE VALLEY CLEAN ENERGY

SUMMER 2023

Celebration Video | Energy Efficiency | EV Rebates Paused | Art Contest | Join Our Advisory | Enroll

Our 5-Year Anniversary

This month, VCE celebrates five years of service. We recognized this milestone during our customer appreciation events with the communities of Woodland and Davis. We were honored to have been presented with a Certificate of Special Congressional Recognition by Rep. Mike Thompson. Along with Congressman Thompson, we were joined by Darcie L. Houck, California Public Utilities Commissioner, Siva Gunda, California Energy Commission, Vice Chair, and our own Tom Stallard, VCE, Chair.

We are grateful to our customers that came out to celebrate with us and to our special guests for making our celebration that much more memorable. We're looking forward to continuing to serve the communities of Woodland, Davis, Winters and Yolo County for many years to come.

[Read More](#)

VALLEY CLEAN ENERGY

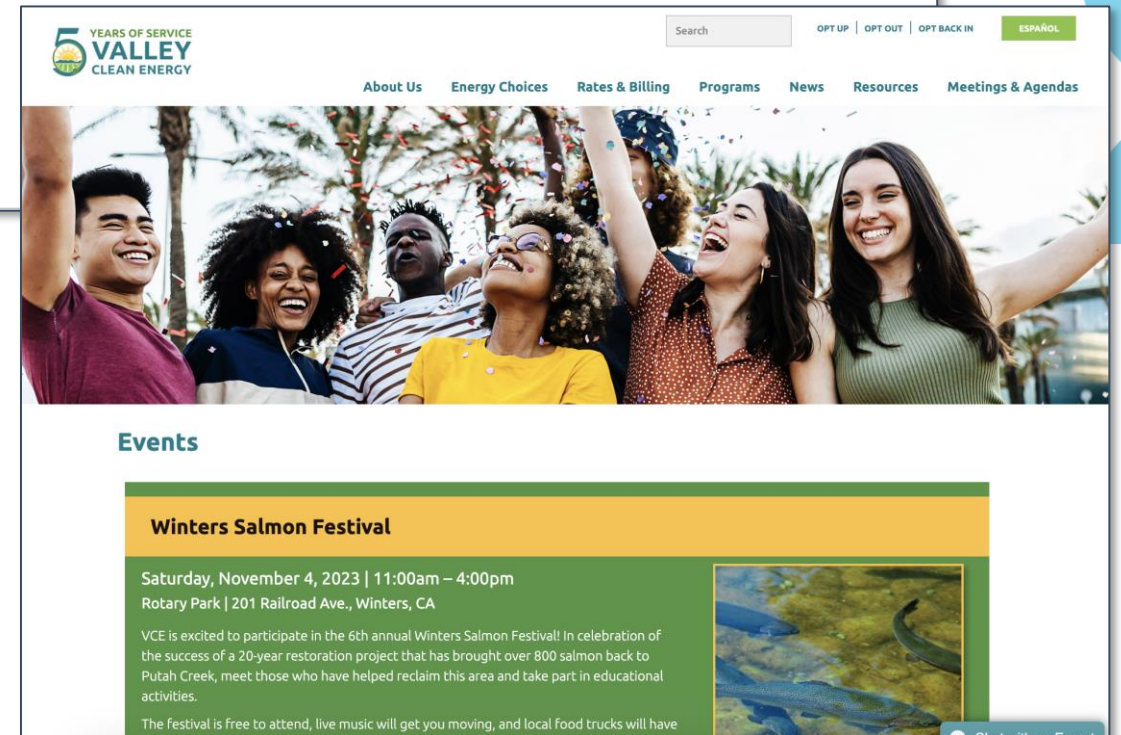
Digital Resources

- Complete audit (Feb. 2023)
- Security monitoring
- Page development
 - Events
 - Home EE (draft)
 - Business EE (in dev.)
 - Rebuild home page (in dev.)
- Ongoing support and management
- JRM & Rate tables

Enhancing Customer Engagement on Valley Clean Energy Website

Reaching Our Goals

- User experience: verify all links are live and accurate and condense some sections of website
- Aesthetic: leverage lifestyle imagery and ensure correct dimensions for optimal viewing
- Accessibility: increase color contrast on all pages, images, and forms
- Maintain consistent punctuation throughout the website



Commercial Marketing

- LinkedIn engagement
- AgFIT program award highlights
 - Press placement in Winters Express
- UltraGreen Spotlight social media campaign

Valley Clean Energy receives award for AgFIT pilot program
 By Winters Express Jun 1, 2023

Valley Clean Energy

TOP 3

1. Celebrate C the Winters

2. Celebrate In Older Perso

3. CHP shares adults

Special to the Express

As part of the California Community Choice Association's (CalCCA) annual conference from May 17-19 in San Diego, Valley Clean Energy (VCE) was honored as runner-up in the Reliability category of the annual Community Impact Awards in recognition of its AgFIT Pilot Program.

Launched in 2022, VCE's AgFIT, or Agricultural Flexible Irrigation Technology pilot, supports local growers in decreasing energy usage and costs. In partnership with Polaris Energy Services and TeMix, the program provides incentives for irrigation automation and leverages software to help agricultural customers manage energy costs while providing maximum flexibility. The system gives agricultural customers visibility into energy prices a week ahead to help schedule irrigation for when energy costs (and other demands on the grid) are lowest.

Valley Clean Energy
 357 followers
 1mo ·

Davis Coworking is in the UltraGreen spotlight! As a commercial VCE customer, this business chose to opt up to our UltraGreen program to receive 100% carbon-free, renewable energy. Davis Coworking is a shared office environment founded by Do Tromp, a local environmental enthusiast. Davis Coworking aims to promote sustainable business practices for start-ups and small companies by providing a flexible work environment that can help businesses accomplish their goals while maintaining a commitment to the planet. We commend your choice to opt up to UltraGreen!

<https://lnkd.in/dqjK846>

VCE Commercial UltraGreen Spotlight

Valley Clean Energy
 357 followers
 2mo · Edited ·

If you're an agricultural producer looking for a solution to help you save money on your energy costs, we have the program for you! VCE's award-winning AgFIT program pairs automated technology with dynamic rates to result in lower energy costs. This is a flexible program that puts the growers in control. Curious how it can help you? Get in touch with us to learn more.

<https://lnkd.in/gf78erik>

#AgriculturalTechnology #AgriculturalInnovation #VCEAgFIT

Award-Winning AgFIT Program
 Flexible cost-saving energy solutions.

Press & Media Relations

- Contact list development
 - Over 200 contacts
- Press release development (4)
- Distribution and coordination
- Received four placements

California Community Power asks offshore wind developers for information



Ads by Google

Stop seeing this ad

Why this ad? |>

"It's a good signal for them [developers] that there is interested buyers," said Matthew Marshall, executive director of RCEA. (Tobias Schwarz/AFP/Getty Images)

Electric vehicles get Central Park showcase

By Leslie Crenna, Special to The Enterprise Sep 22, 2023 Updated Sep 22, 2023 0



Volunteer Katrina Sutton gets a better view of the proceedings at the 2022 EVs@thePavilion event, which featured 37 electric vehicles with more than 350 attendees engaging in conversations with 55 volunteers. Johan Verink/Courtesy photo

The Davis Electric Vehicle Association (DEVA), Cool Davis, and SacEV will host a free event for National Drive Electric Week — EVs@thePavilion — at Central Park, 301 C St. in Davis, from 11 a.m. to 2 p.m. Sunday, Oct. 1.

Valley Clean Energy's Board commits to goal of 100% renewable electricity by 2030 as it celebrates 5 years of service.

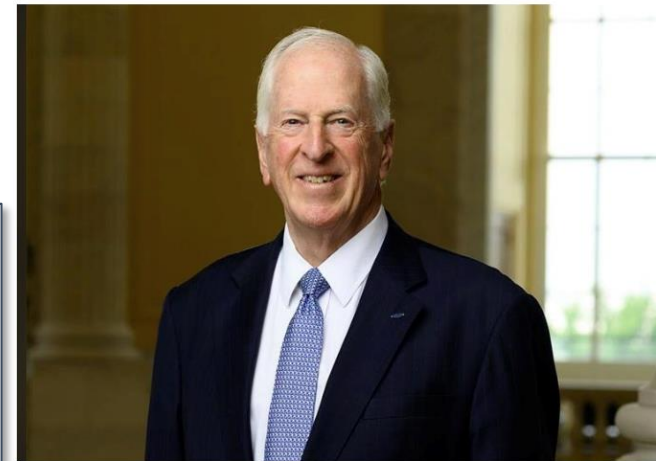


Valley Clean Energy's Board commits to goal of 100% renewable electricity by 2030 as it celebrates 5 years of service.

VCE makes a tremendous impact for climate and customers in Yolo County during its first five years of operations.

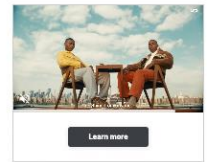
Thompson joins Valley Clean Energy event

By Enterprise staff Jun 8, 2023 0



Rep. Mike Thompson, D-St. Helena. Courtesy photo by Sebastian Onate

In honor of its five-year anniversary, Valley Clean Energy, the local community choice energy provider, will host a free Customer Appreciation event Saturday at Central Park in Davis from 4 to 7 p.m.



Learn more

Trending Now

- 1 Comings & Goings: Steak for Woodland; tea for Davis
- 2 Wheels back on campus
- 3 Our view: Inviting the lunatic fringe
- 4 Commentary: How to respond to toxic politics in Davis
- 5 Sixth bomb threat investigated; police chief announces expanded probe

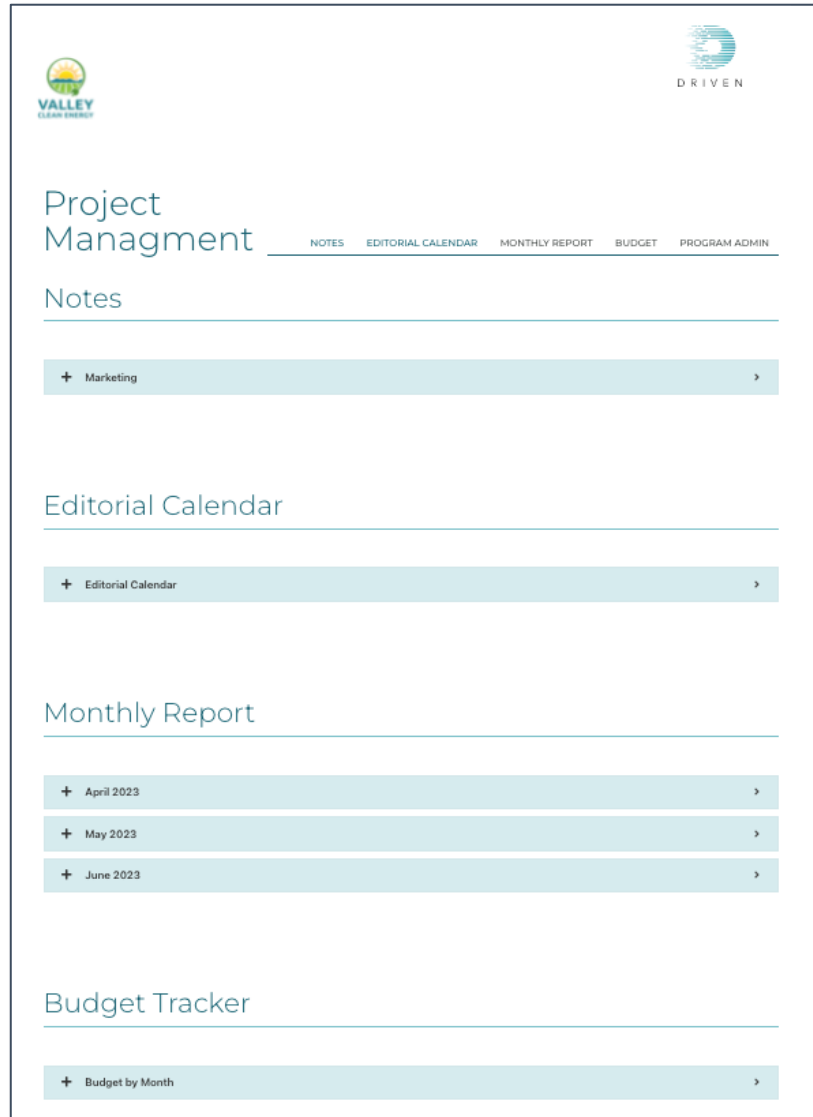
Daily Headlines

Regulatory/Stakeholder

- 5-Year Anniversary Board celebration coordination
- 5-Year impacts highlights
- Giveaway development



Project Management



The screenshot shows a web dashboard for Project Management. At the top left is the 'VALLEY CLEAN ENERGY' logo, and at the top right is the 'DRIVEN' logo. Below the logos, the text 'Project Management' is followed by a horizontal menu with options: 'NOTES', 'EDITORIAL CALENDAR', 'MONTHLY REPORT', 'BUDGET', and 'PROGRAM ADMIN'. The 'NOTES' option is currently selected. Under the 'Notes' section, there is a light blue bar with a plus sign, the text 'Marketing', and a right-pointing arrow. Below this, the 'Editorial Calendar' section has a similar bar with 'Editorial Calendar'. The 'Monthly Report' section contains three stacked bars for 'April 2023', 'May 2023', and 'June 2023'. Finally, the 'Budget Tracker' section has a bar for 'Budget by Month'.

Driven Dashboard: Continuous Updates

- Single project management portal
- Running notes
- Monthly/annual reporting
- Budget tracking

Q & A

Closing / Next steps



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wonnehunterphotography.com

Valley Clean Energy Board Meeting – October 12, 2023 via video/teleconference

Item 15 – Legislative Updates



Change is Afoot

- Many new legislators in 2023, many more to come in 2025
- Legislative Leadership:
 - New Assembly Speaker Robert Rivas
 - Incoming Senate Pro Tem Mike McGuire
- Budget Riches to Budget Decline
 - 2022 = \$97.5B Surplus | 2023 = \$31.5B Deficit
- Bonds
 - Energy funding for the first time in a legislative bond proposal
 - Mental health bond – March 2024 ballot

AB 1373 (Garcia) Central Procurement Entity

- Started out as Governor’s proposal in trailer bill
 - Did not identify CPE, allowed IOUs to play the role
 - Did not specify resources
 - Included IRP Enforcement
 - Burdensome RA Penalty Provisions

- Lobbied to move proposal into policy bill

- AB 1373 became the vehicle in the Spring – VCE Oppose Unless Amended

- Resolved IRP and RA penalty issues early – VCE moved to Neutral position

- CPE details refined through the end of session – PCE reaffirmed Neutral position

AB 1373 (Garcia) Continued

- Resources that DWR may procure are limited to resources that:
 - Are not fossil-fuel based
 - Are found by the PUC to not be under contract at sufficient levels
 - Have a construction and development lead time of at least five years
 - Does not use combustion

- Provisions provide clarity on how DWR will cover RA deficiencies of LSEs
 - Deficient LSEs will be assessed a capacity payment
 - Deficient LSEs may also be assessed a penalty, the capacity payment may cover all or a portion of the penalty

- Authorizes LSEs to voluntarily obtain incremental resources from DWR

Budget Woes

- After two years of surplus, state budget settled at a \$31.5 billion deficit
- Governor reduced, deferred, or shifted many aspects of climate budget, including energy programs
 - Governor has intimated a climate bond can backfill
- Budget may be in worse shape, tax filing deadline extended to October
- Budget outlook for FY 2024-25 is continued deficit

What's Ahead

- Climate Bond
 - Must be signed by Governor by June 27, 2024, to be placed on November 2024 ballot
 - Proposals right now around \$15.5 billion total with \$2 billion for clean energy programs

- Clean Energy Reliability Investment Program Funding
 - \$400 million in FY 24-25
 - \$500 million in FY 25-26

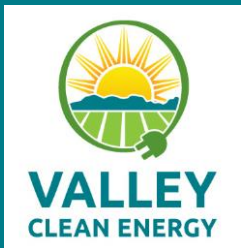
- Hydrogen Policy
 - How it's produced and how it's used

- Regional Grid
 - West-Wide Governance Pathways Initiative



Valley Clean Energy Board Meeting – October 12, 2023

Item 16 - 2023 Operating Budget Update 2024 Preliminary Budget



To Provide Public Comment on any agenda item please:

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

OR

If in person, complete a COMMENT CARD

OR

Join the Public Comment Queue by

- “Raising Hand” on Zoom Meeting

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- Press *9 if joining by phone

Emailed comments received **before** the item has concluded will be read into the record.

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Overview

VCE's short-term (2024) outlook indicates some stability in power market prices and increased volatility for Resource adequacy and Renewable Energy Credits (REC's). VCE's Longer-term outlook (2025-2027) indicates healthy margins/reserves.

This presentation will provide:

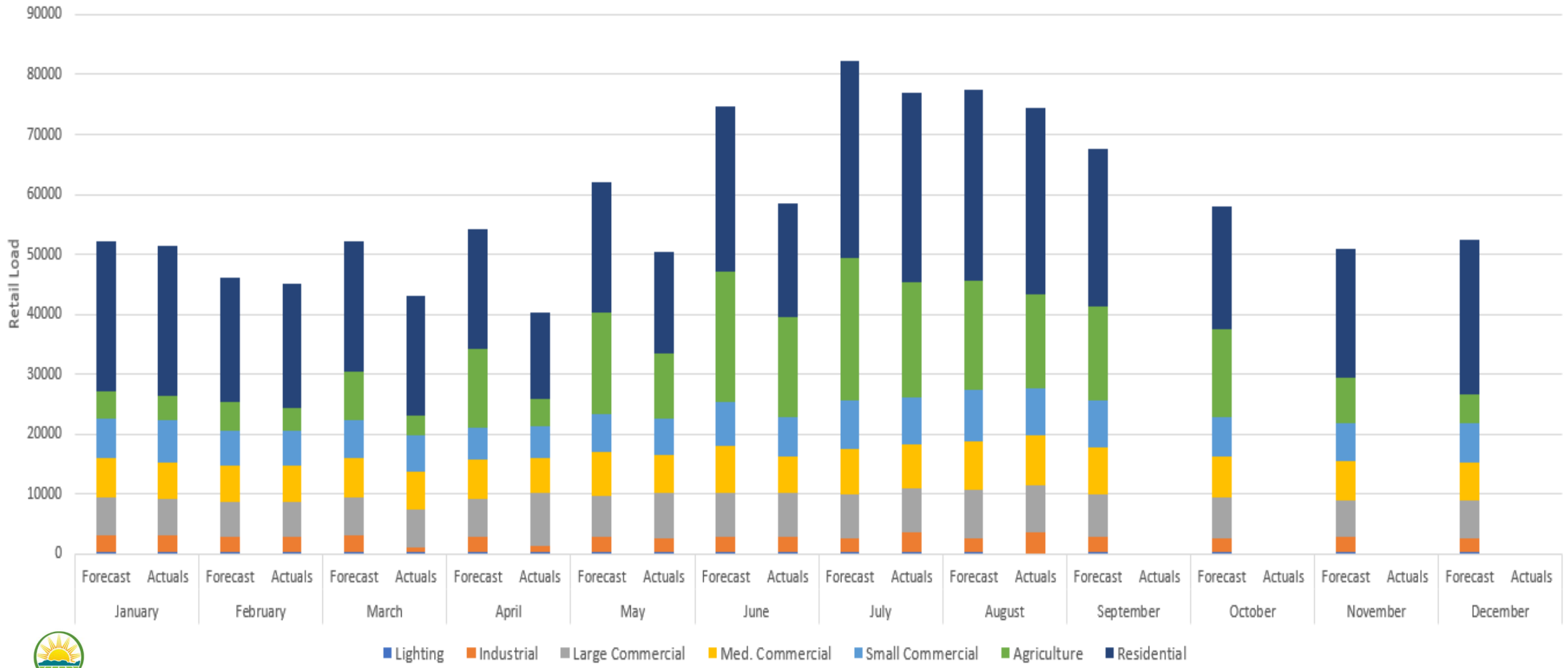
- Key Factors influencing short-term operating budgets
- 2023 Financials Update
- 2024 Preliminary Budget and Multi-Year Forecast Update

Key factors – Operating Budgets Results

- Load Forecast - 2023 energy use has been significantly less than forecasts due to (1) residential and (2) commercial use related to agriculture due to wet and long winter, lower overall summer temperatures, and reduced heat events.
- Power Prices - Average forward market power prices have decreased from the high 2022/23 winter costs due to an abnormally wet winter and increased hydro production.
- Budgeted revenues - Budgeted normalized load revenues have not fully materialized due to the lower overall load as described above.

Item 16 – 2023 Operating Budget Update / 2024 Preliminary Budget

VCE Retail Load by Customer Class

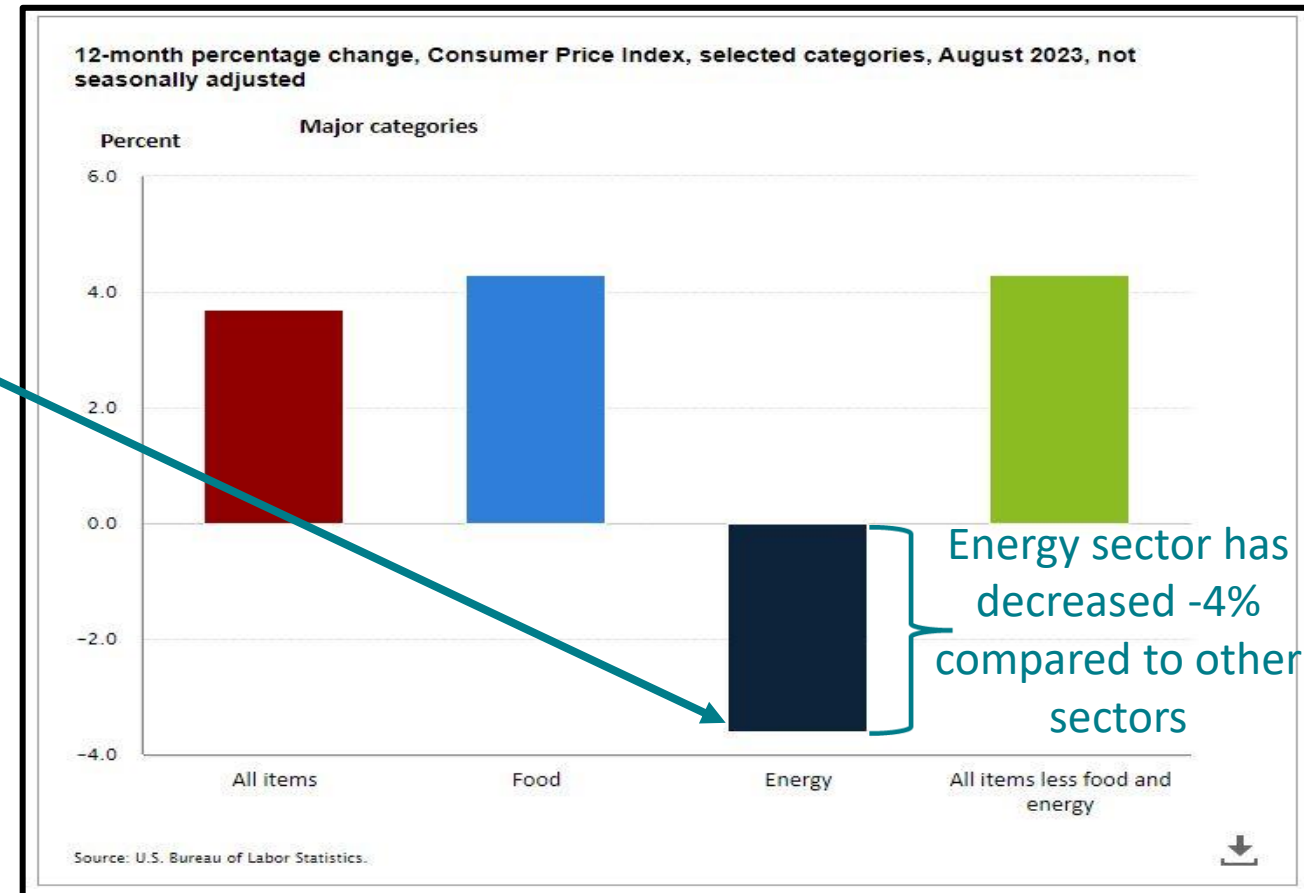
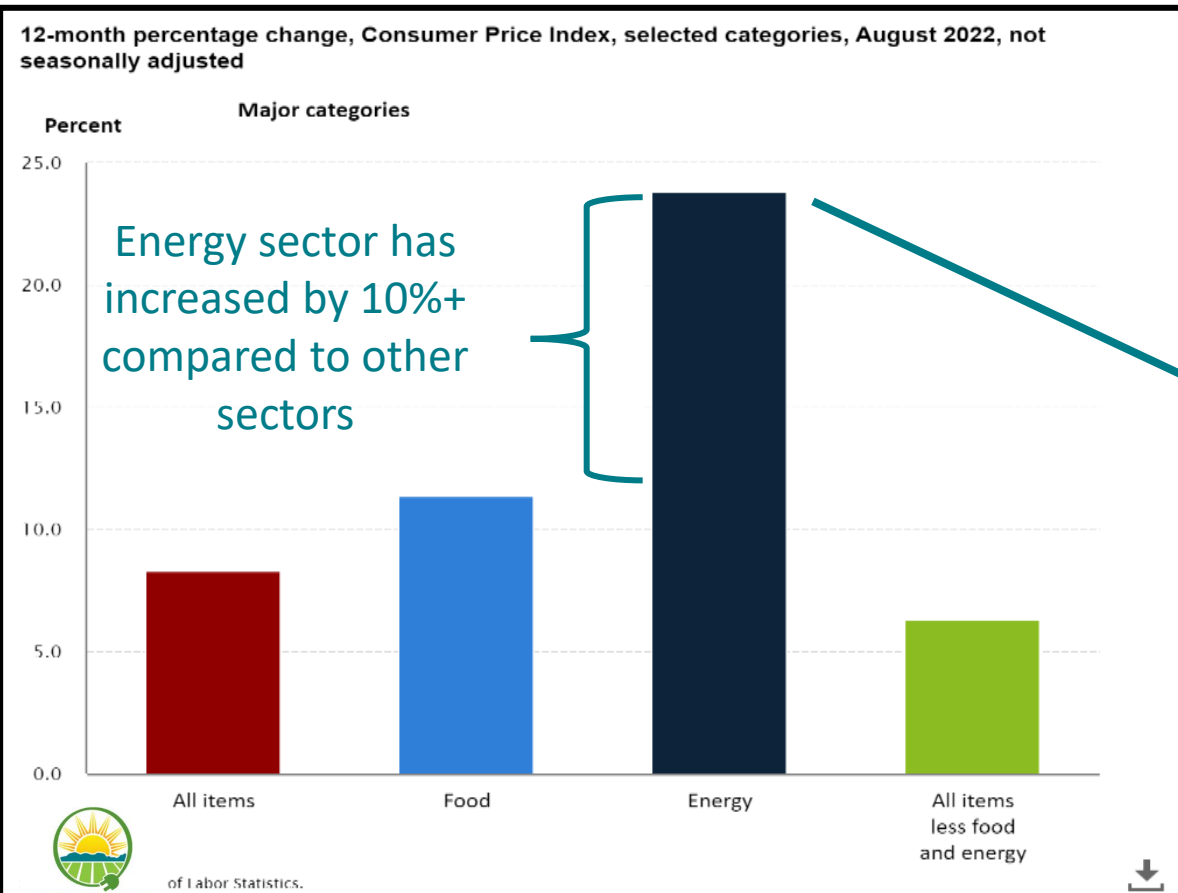


Item 16 – 2023 Operating Budget Update / 2024 Preliminary Budget

Net ~20% Overall Increase in Energy Sector for 2023 & 2024

2022 CPI Trend (Prior Year)

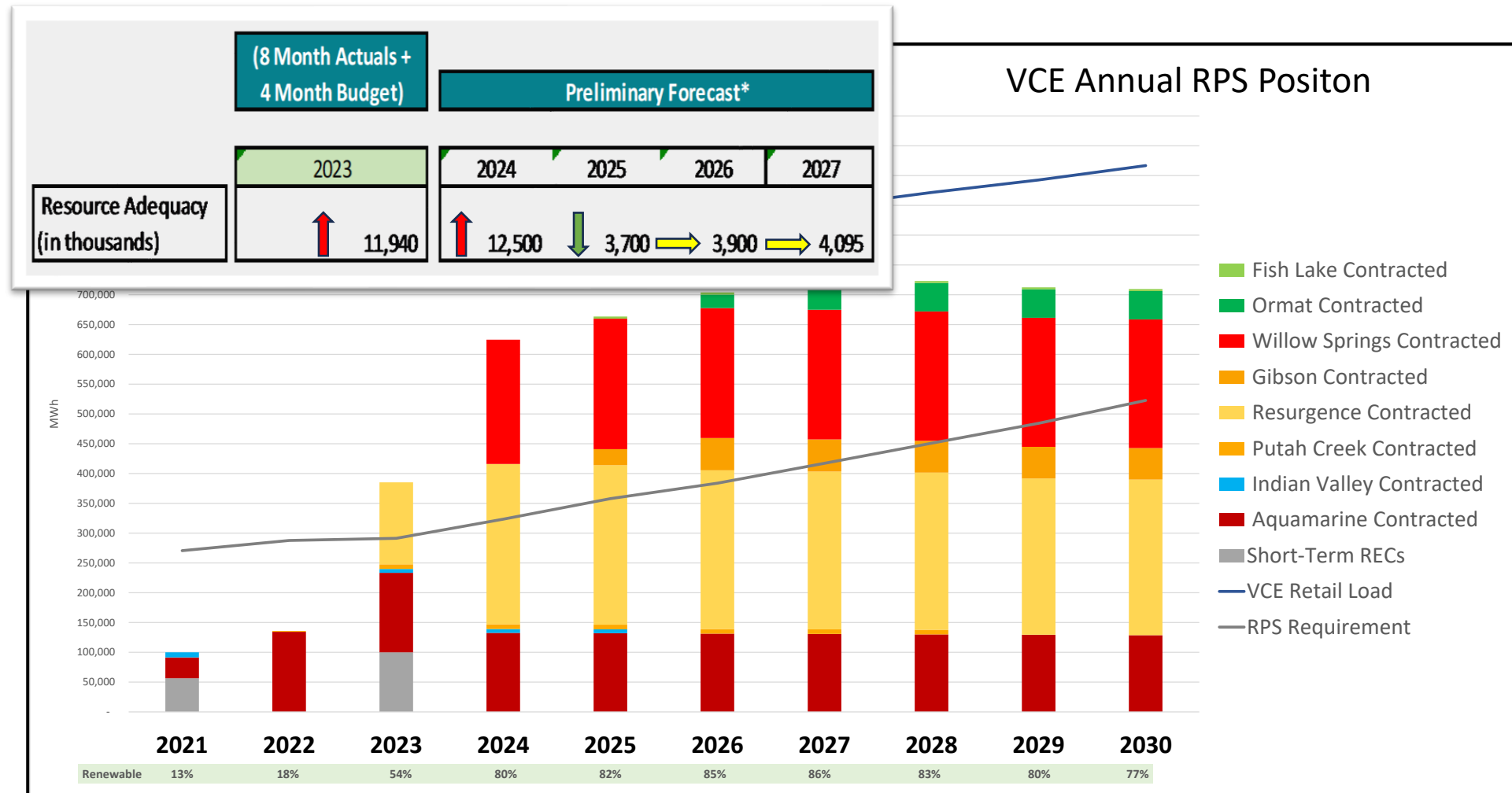
2023 CPI Trend (Current Year)



Item 16 – Operating Budget Update

Resource Adequacy (RA)

- VCE's Power Purchase Agreements have significantly increased in 2023 and 2024
- RA Contributions from PPAs have been outpaced by RA cost increases
- Forecast for 2025 and 2026 see reduced VCE RA requirements



Item 16 – 2023 Operating Budget Update / 2024 Preliminary Budget

2023 Budget Proforma Update (8 Months Actuals – unaudited)

Description	APPROVED 2023 BUDGET	2023 Proforma (8 Month Actuals + 4 Month forecast)	Variance
Revenue	\$ 109,500	\$ 98,800	\$ (10,700)
Power Cost	\$ 71,650	\$ 75,200	\$ (3,550)
Other Expenses	\$ 6,430	\$ 6,600	\$ (170)
Net Income	\$ 31,420	\$ 17,000	\$ (14,420)

Key Highlights

- Budgeted Revenues - Lower than normalized load has resulted in lower revenues.
- Power Costs – Lower near term power costs have been outpaced by RA and Renewable Energy Credits prices.

Item 16 – 2023 Operating Budget Update / 2024 Preliminary Budget

Updated Multi-Year Forecast

Description	Actuals	(8 Month Actuals + 4 Month Budget)	Preliminary Forecast*			
	2022	2023	2024	2025	2026	2027
Customer Revenue	85,323	98,800	87,500	98,000	101,000	105,000
Power Cost	75,130	75,200	68,600	62,900	68,500	77,500
Other Expenses	4,469	6,600	6,800	7,100	7,500	7,900
Net Income	5,724	17,000	12,100	28,000	25,000	19,600

Key Factors in Multi-Year Forecast

- Continue to contribute to reserve funds to obtain an initial investment grade credit rating
- PCIA: 2024 PCIA to have a net zero change due to decreased energy cost recovery offset by increased recovery of resource adequacy costs and renewable energy credits.
- PG&E Bundled rates (PCIA & Generation): 4% decrease – Results in approximately \$4M reduced revenue incorporated into table for 2024

Other Considerations

- High Power Prices - Generally, increased power costs increase PG&E rates, decrease PCIA, and increase VCE's ability to recover costs and set competitive rates.
- Budget Other operating expenses (not including power costs) are nearly flat compared to the 2023 budget, reflecting only a 3% increase

Next Steps

- Mid October– PG&E filing for PCIA & Rates
- November 2023 – Preliminary 2023 Budget
- December 2023 – Adopt 2024 Budget & Rates

Discussion



yvonnehunterphotography.com

Valley Clean Energy Board Meeting – October 12, 2023

Item 17 – 3-Year Programs Plan Update, 2024 Program Concepts



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Item 17 – 3-Year Programs Plan Update, 2024 Program Concepts

2021-2024 Strategy and Priorities

The 3-Year Programs Plan (3YPP) focuses on two main strategies; to:

- 1) Promote the electrification of transportation, residential and commercial buildings, and agricultural operations.
- 2) Encourage and incentivize energy efficiency, demand response flexibility, and resiliency.

Item 17 – 3-Year Programs Plan Update, 2024 Program Concepts

Strategy 1: Promote the electrification of transportation, residential and commercial buildings

Active Pilots and Educational Programs:

- EV Rebate Program
- Electrify Yolo
- ERRO (to be launched 2023)
- Heat Pump Pilot
- EV Information (Educational)

Item 17 – 3-Year Programs Plan Update, 2024 Program Concepts

Strategy 2: Encourage and incentivize energy efficiency, demand response flexibility, and resiliency.

Active Pilots and Educational Programs:

- AgFIT
- ERRO (to be launched 2023)
- OhmConnect
- Energy Efficiency Information (Educational)

Item 17 – 3-Year Programs Plan Update, 2024 Program Concepts

2024 Program Concepts

- Video Bill Explainer
- Customer Concierge Service



Item 17 – 3-Year Programs Plan Update, 2024 Program Concepts

Next Steps

- Continue active programs
- Re-design eligibility process, T&Cs, admin needs for Phase 2 EV Rebate Program
- Design/Implementation forms completed for 2024 concepts, seek POTG/CAC feedback, bring back to Board