



**Valley Clean Energy Board Meeting – December 10, 2020
Via Teleconference**

Item 12 – 2021 Legislative Platform



Public Comments

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Item 12 - Legislative Platform

Background:

- The original 2020 Legislative Platform was prepared at request of Board Chair Don Saylor and was adopted at the July 8, 2020 board meeting.
- The Legislative Platform is to be updated annually and in advance of the new legislative session.
- VCE's Vision Statement and positions taken on past and current legislation serve as the basis for the proposed actions and positions outlined in the Legislative Platform.
- The VCE Board has adopted a strategic plan as well as a Statement on Environmental Justice; both documents are incorporated in this iteration of the Legislative Platform.
- The Legislative Platform will serve as a guide for VCE's lobbyist, Pacific Policy Group, to evaluate bills and positions to recommend to VCE staff and the Board.

Item 12 - Legislative Platform

Updated Issue Areas:

- **Section 2 – Restructuring the Electric Utility Sector**

- c. Advocate for greater collaboration to occur between CCAs and incumbent IOUs, particularly in local planning efforts related to energy, EV charging, community resource centers, etc.
- d. Support efforts that result in IOUs providing meter data in real time to enable CCAs to better forecast and schedule load.

- **Section 3 – Resource Adequacy**

- c. Advocate for and support efforts to remove barriers to demand response, microgrids and behind the meter resources to provide Resource Adequacy.

- **Section 4 – Power Cost Indifference Adjustment**

- b. Support efforts that create a pathway to wind down the PCIA.

Item 12 - Legislative Platform

New Issue Areas:

- **Section 6 – Covid-19 Response**

- a. Support legislation or budget appropriations to alleviate residential and commercial financial hardship caused by the COVID-19 pandemic that could disrupt electricity service to VCE customers or restrict VCE customers accessing clean energy opportunities. This could include, for example, to avoid electric service disconnection or economic recovery funding for transportation electrification.

- **Section 9 – Environmental Justice**

- a. Engage in legislation that directly or indirectly impacts the ability of underserved communities in the VCE service territory to have affordable, reliable and clean energy.
- b. Support legislation that strengthens the resilience of vulnerable communities to the impacts of climate change.

Item 12 - Legislative Platform

New Issue Areas:

- **Section 9 – Environmental Justice (Continued)**
- c. Support legislation that enables all communities, including emerging and historically marginalized communities, and individuals, regardless of race, color, national origin, religion, sexual orientation, sex, gender identity, age, disability or socioeconomic status, in California to participate in the transition to a zero carbon electrical grid in a cost-effective manner.
- d. Support efforts to enable all communities, including emerging and historically marginalized communities, and individuals, regardless of race, color, national origin, religion, sexual orientation, sex, gender identity, age, disability or socioeconomic status, in California to participate in the decarbonization of the state's building stock and the transportation sector.



**Valley Clean Energy Board Meeting – December 10, 2020
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Item 13 – Enterprise Risk Management (ERM) Update



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Item 13 - Overview

- Background & Timing
- Summary of ERM activities
- Steps taken since last update
- Risk Matrix
- Key Risks:
 - Power Charge Indifference Adjustment (PCIA) increases
 - Commodity procurement
 - Regulatory & policy risk
 - Capital availability/cash flow
 - Economic uncertainty

Item 13 - Background & Timing

- In 2018, the Board approved VCE's Enterprise Risk Management (ERM) Policy
- Centered on energy best practices and modeled after SMUD's policy
- The ERM is a structured approach to managing risk that outlines a framework and processes
- The Enterprise Risk Oversight Committee (EROC) has primary responsibility for ERM implementation
- Staff is to provide a bi-annual risk report to the Board – last update was in July 2019

Item 13 - Summary of ERM Activities Since Adoption



























1. Established Interim General Manager as Chief Risk Officer and establish Director of Finance & Internal Operations as risk process owner
2. Developed ERM framework and tools
3. Conducted a risk survey
4. Developed VCE's top risk portfolio
5. Surveyed staff and management for ongoing risk input
6. Held monthly EROC meetings





Item 13 - Steps Taken Since Last Board Update

Recent actions taken to address key risks:

1. Made progress in stabilizing PCIA via multi-party Settlement Agreement with CalCCA and PG&E.
2. Entered into six long-term agreements to procure power and resource adequacy (RA) addressing power cost volatility.
3. Have actively engaged from a regulatory and legislative standpoint on a variety of fronts
4. Secured another extension on the River City Bank line of credit, with Letter of Credit capability.

Item 13 - Risk Matrix


Risk	Description	Current Residual Risk	Target Residual Risk
PCIA	Risk that PCIA rate will increase <i>as a result of</i> CPUC decisions		
Commodity Procurement	Risk of extreme fluctuations associated with commodity prices, including energy prices, resource adequacy, and other components of the energy portfolio		
Regulatory & policy risk	Risk of additional regulatory requirements increasing complexity and cost of operations		
Capital availability/cashflow	Risk that VCE is unable to secure affordable financing		
Economic Uncertainty	Risk that customers will be impacted by poor economy, lowering or flat revenue impacting VCE growth opportunities, ongoing Covid-19 related economy-wide and revenue impacts		
Rate structure	Risk of rate design not following cost of service (non-time of use (TOU), PCIA, demand charges, varying generation rates)		
Cyber security & data privacy	Risk of data breach <i>as a result of</i> a cyber breach or physical attack		
Financial Markets Volatility	Swings in global financial markets and currencies may create significant challenges that VCE will have to address		
Changing customer expectations	Risk that customer's changing expectations <i>as a result of</i> innovation may result in reduced customer revenue and loyalty		
Opt-out rate	Risk of higher than expected opt-out level		
Business model	Ability to quickly identify and respond to business risks that have the potential to impact the ability to achieve VCE goals.		
Media & community	Risk of unfavorable public communications or events; spillover customer dissatisfaction related to PG&E's PSPS		
Unknown risks	Business and utilities attempt to identify and adapt to known risks but there are potential events and happenings which could have a debilitating impact on utilities in general and VCE in particular.		

-  High
-  High/Moderate
-  Low/Moderate
-  Low

Item 13 - Key Risks


- Key Risks:
 - Power Charge Indifference Adjustment (PCIA) increases
 - Commodity procurement
 - Regulatory & policy risk
 - Capital availability/cash flow
 - Economic uncertainty

Item 13 - Key Risk: PCIA


Risk Event	Response	Trend	Plan	Trigger/Control	Owner
PCIA	Reduce risk		<p>1) Continue direct involvement with CalCCA task groups to seek favorable rulings and settlements in the PCIA, ERRA, and other filings, such as favorable PUBA payoff terms.</p> <p>2) Work towards potential long-term goal of attaining an option for 1-time full PCIA buy-out.</p> <p>3) Work towards stabilizations and reduction of the PCIA from a regulatory and legislative standpoint</p> <p>4) Influence and monitor future long-term PCIA impacts, both favorable and unfavorable (such as retirement of Diablo Canyon units).</p>	<p>Risk of PCIA rate increases not only from the 2021 ERRA Forecast case (A.20-07-002) but also from PG&E's PUBA trigger.</p> <p>CPUCs annual approval of PG&E's PCIA rate within the Energy Resource Recovery Account (ERRA) forecast</p>	Director of Finance




Item 13 - Key Risk: Commodity Procurement

Risk Event	Response	Trend	Plan	Trigger/Control	Owner
Commodity Procurement	Reduce & manage risk		<ol style="list-style-type: none"> 1) Continue to pursue long-term power purchase agreements to reduce the average cost of power in future years 2) Pursue regulatory and legislative avenues in addressing the extreme swings in pricing and requirements of Resource Adequacy (RA) costs. 3) Take an active role in regulatory proceedings at the CPUC, including appeals, on various regulations that impact the cost of electricity along with support from CalCCA Regulatory Committee 4) Follow the guidelines and recommendations of VCE's Wholesale Energy Risk Manual 	<p>Execution of PPA contracts</p> <p>Regulatory rulings that affect commodity procurement cost and RA cost</p>	<p>Director of Power Procurement</p>

Item 13 - Key Risk: Regulatory & Policy Risk

Risk Event	Response	Trend	Plan	Trigger/Control	Owner
Regulatory & policy risk	Monitor risk & actively engage and respond		<ol style="list-style-type: none"> 1) Take an active role in legislative sessions (contract with lobbyist and engage Board members for support/opposition on bills) along with support from CalCCA legislative committee 2) Follow and continue to update annual VCE Legislative Platform 3) Take an active role in regulatory proceedings at the CPUC, including appeals, on various regulations that impact VCE and CC's that increase cost or bureaucracy without any significant safety or cost benefits to VCE and its customers along with support from CalCCA Regulatory Committee 	<p>Weekly CalCCA Regulatory and Legislative Committee meetings</p> <p>Regulatory rulings</p> <p>Legislative actions</p>	General Manager

Item 13 - Key Risk: Capital Availability/Cash Flow

Risk Event	Response	Trend	Plan	Trigger/Control	Owner
Capital Availability/ Cash Flow	Monitor risk & actively engage and respond		<ol style="list-style-type: none"> 1) Continue to work towards conserving cash reserves by lowering costs and increasing cash revenue collection 2) Work towards the long-term goal of securing a credit rating 3) Negotiate favorable terms with banks and contract counterparties 4) Engage in regulatory policies that affect cash flow 	<p>Line of credit agreements & renewals</p> <p>Monitor VCE's credit status and review goal of securing a credit rating on a regular basis.</p> <p>Monitor revenue collections</p>	Director of Finance

Item 13 - Key Risk: Economic Uncertainty

Risk Event	Response	Trend	Plan	Trigger/Control	Owner
Economic Uncertainty	Accept & monitor risk	↑	<p>1) Monitor economic conditions in service territory and develop rate and program options that provide assistance</p> <p>2) Continue active role in influencing various regulations through the CPUC proceedings along with support from CalCCA Regulatory Committee in matters that would benefit the local customer base</p>	<p>Economic outlook forecasts</p> <p>Regulatory proceedings</p>	General Manager



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Item 14 – 2020 Year in Review: Customer Care & Marketing



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Item 14 - 2020 Year in Review: Customer Care and Marketing



For the past 2 years, VCE has been busy!
We couldn't have done it without you. THANK YOU!

- Energy even cleaner than promised
- Supporting Yolo Food Bank
- Welcoming Winters customers in 2021
- Buying renewables close to home
- Start-up loans repaid early
- Working hard for you

TOGETHER we're building a clean energy future!

The Value of Community Choice Energy



Promoting clean and renewable energy. Providing local control. Lowering rates. They sound like lofty goals, but we're meeting them today. Since their beginnings in 2010, Community Choice Aggregation (CCA) programs have grown in number and impact throughout California.

As this publication details, Valley Clean Energy, one of the newest CCAs, is bringing that reality to the cities of Davis and Woodland, unincorporated Yolo County and, in 2021, the City of Winters.

Today, there are 29 operating CCA entities — and growing. Given the success of existing CCAs, we expect the movement to continue. The City of San Diego is moving toward a 2021 launch and others will follow.

We expect this industry to contribute to energy efficiency in a variety of ways, including the support of increased electric car use, as well as battery storage.

Shelby City Bank is proud to have been the launch bank for the CCA industry since the launch of Marin Clean Energy in 2010. We now count 15 of the 29 operational CCAs as our clients.

The Future of Energy

Valley Clean Energy fights for our clean energy future

BY MATT JOCKS

In a mere year, the success of Valley Clean Energy can be measured in dollars. But for those who believe in VCE's vision, it's more about vision.

Building on a sense of community, and the common sense of a healthier future, Valley Clean Energy has emerged on solid footing, just in time for Davis, Woodland and unincorporated Yolo County in the summer of 2018.

The hard evidence of that can be found in the checks VCE issued, paying back to those cities in loans of \$500,000 each to the three entities that helped launch the Community Choice Aggregation program.

Clear numbers also indicate a rising star for VCE. It exceeded its goals for percentage of renewables and percentage of carbon-free energy purchased for its customers. In both areas, VCE outperformed PG&E, as well as the California rate average, as measured by the California Energy Commission.

"It was extraordinary that we were able to pay off those loans with interest in less than 18 months," says Tom Stallard, a member of the Woodland City Council and the VCE Board of Directors. "There are many challenges ahead. We're working as hard as we can to do the best we can."

Members will part of the story of that effort. However, Stallard also emphasizes that the success of community choice is a powerful one.

"We've been so inspired by the public," he says. "That's very different from an investor-owned public utility."

"We are out there at the farmers' markets, reaching out to customers. We live here. These are our lives and our properties."

TOM STALLARD
 Board of Directors, VCE

"We are out there at the farmers' markets, reaching out to customers. We live here. These are our lives and our properties."

There has been expansion, with the addition of Winters, and of West Sacramento as an associate member. Stallard, however, says residential growth is the goal.

"By maintaining a diverse area, I think that makes it more feasible for us to make the bid to purchase PG&E's assets," Stallard says.

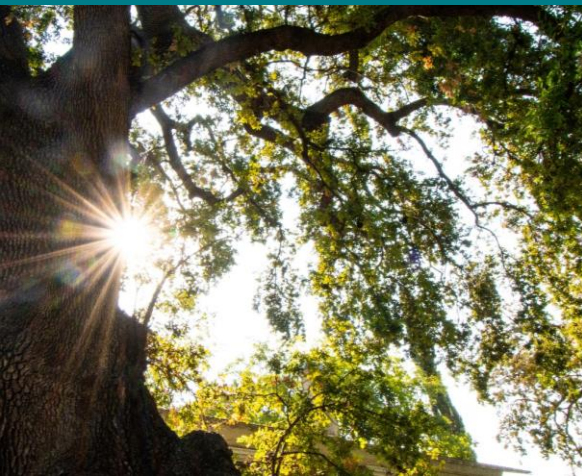
But it is not the only goal VCE has in mind.

Stallard says VCE is exploring the efforts of other CCAs, such as those in Sonoma and Marin counties, by purchasing renewable energy from solar fields that were built because of their agreement with the developer.

Another area VCE is looking toward is attempting to expand opportunities for renewable energy storage, electric vehicle charging infrastructure, energy efficiency and building electrification.

"The net is just plain education," Stallard says. "The more people are aware of the situation and its possibilities, the more able we are to do something about it."

"I do believe it is critical that energy is in the public domain. At VCE, we do not have to pay shareholders or give large salaries to executives. We're not in business to make money. So we can give the lowest possible rates to our customer programs that are essential to reduce demand for fossil fuels."



Item 14 - 2020 Year in Review: Customer Care and Marketing

Overview:

- I. 2020 Strategy and Priorities
- II. Customer Care Updates and Statistics
- III. Outreach for Brand Visibility
- IV. Enrollments: NEM and Winters
- V. Communications: Website, Publicity and Innovation
- VI. 2021 Planning

Item 14 - 2020 Year in Review: Customer Care and Marketing

I. 2020 Strategy and Priorities

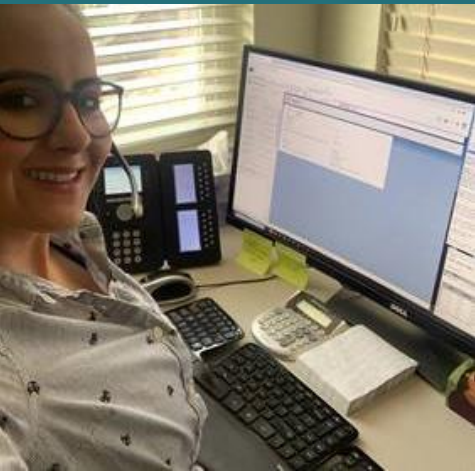
- New Director mid-year – transition in roles and responsibilities of team
- Winters enrollment planning/scheduling
- Website improvements and planning
- Innovation: processes and content to stay ahead of the curve
- 2021 Strategic Marketing plan





II. Item 14 -2020 Year in Review: Customer Care and Marketing

2020 Customer Care and Billing Operations Support Staff



Item 14 - 2020 Year in Review: Customer Care and Marketing

2020 Customer Care

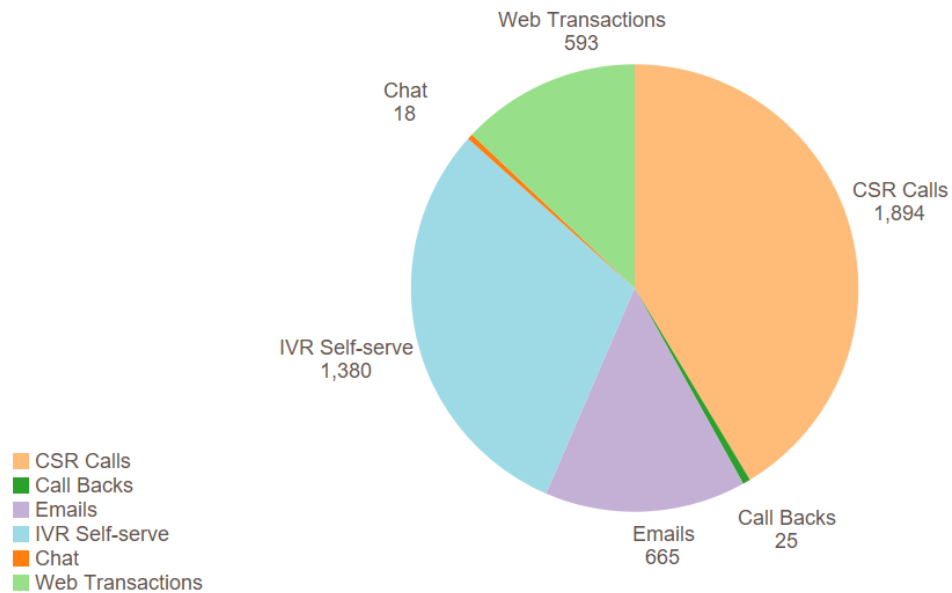
Contact Center Customer Care

Week ending 12/5/2020

TOTAL CONTACTS



1/1/2020 - 12/5/2020



CSR Calls	41.4%
Call Backs	0.5%
Emails	14.5%
IVR Self-serve	30.2%
Web Transactions	13.0%
Chat	0.4%

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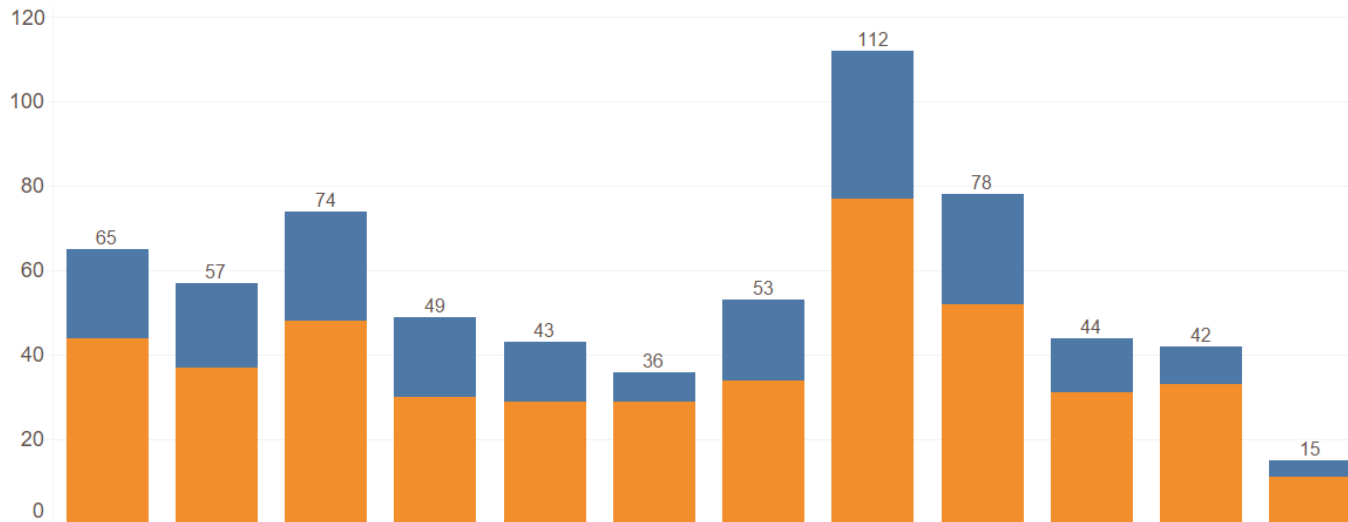
2020 Customer Care

Contact Center Customer Care

Week ending 12/5/2020

Rolling 12-Month

LANGUAGE TRANSLATION TRENDS

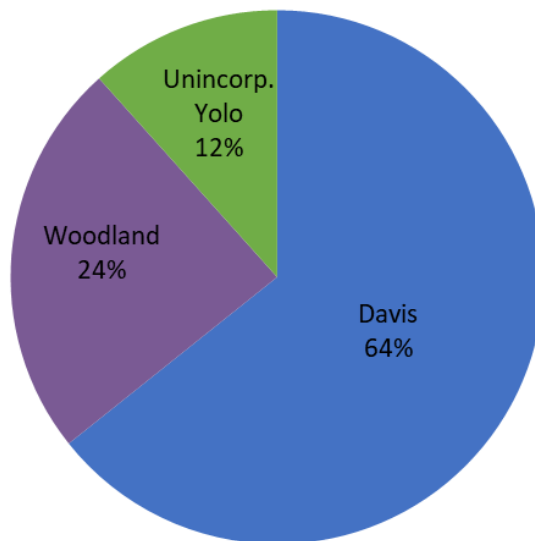


	Jan '20	Feb '20	Mar '20	Apr '20	May '20	Jun '20	Jul '20	Aug '20	Sep '20	Oct '20	Nov '20	Dec '20	Total
CSR: Spanish	21	20	26	19	14	7	19	35	26	13	9	4	213
IVR: Spanish	44	37	48	30	29	29	34	77	52	31	33	11	455

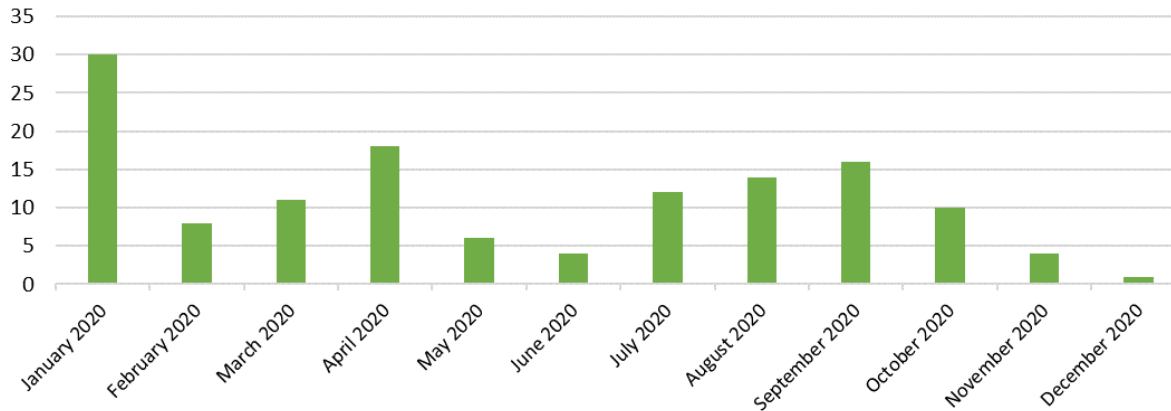
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2020 Customer Care

378 Opt Ups

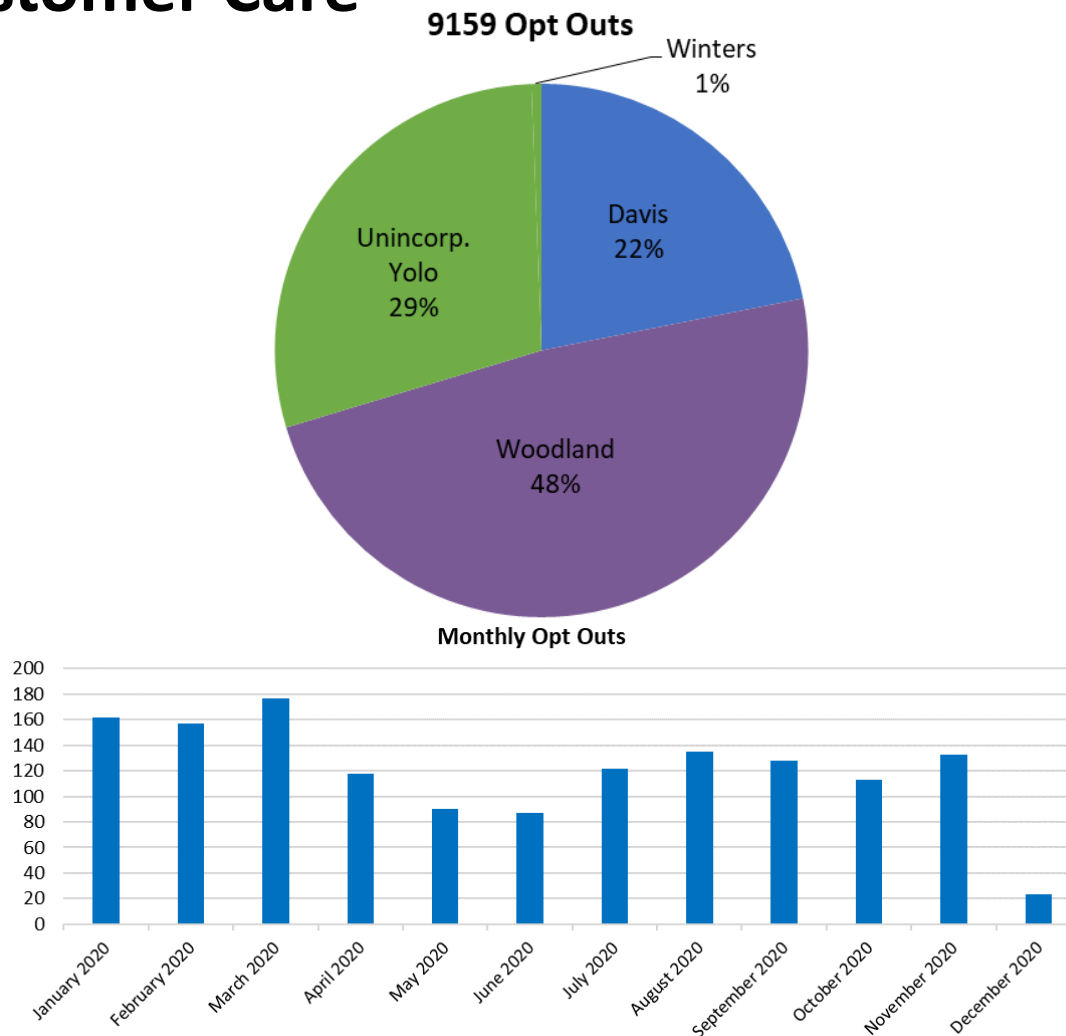


Monthly Opt Ups



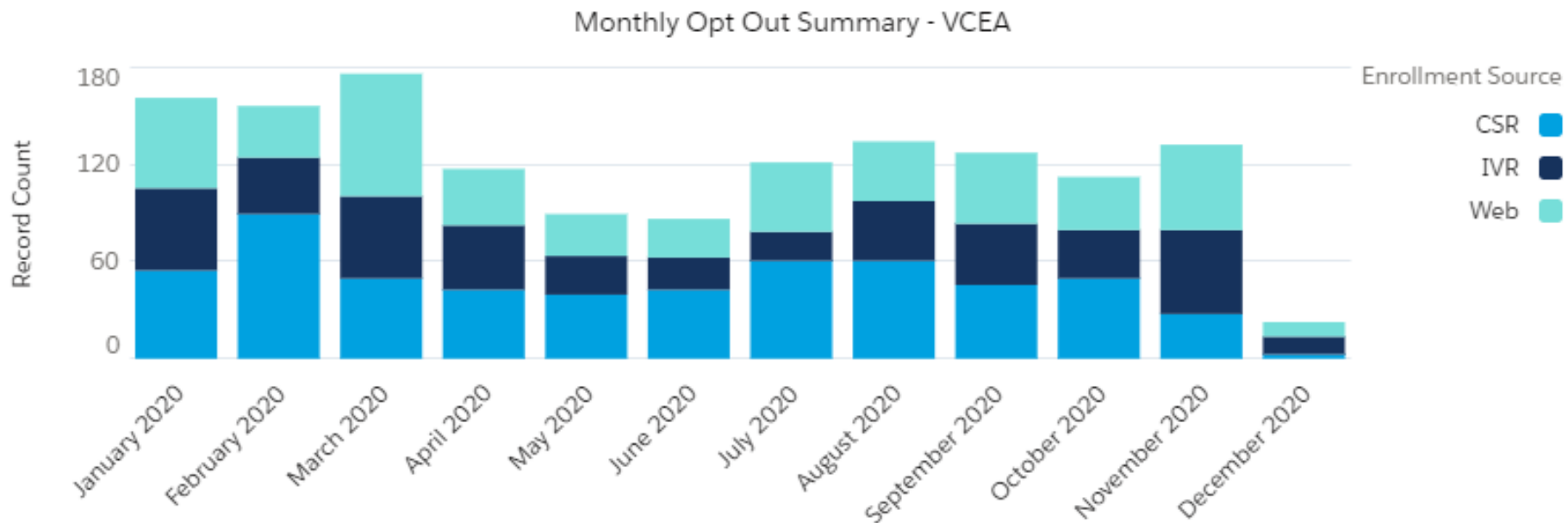
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2020 Customer Care



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2020 Customer Care



Item 14 - 2020 Year in Review: Customer Care and Marketing

III. Outreach for Brand Visibility

Promotional and outreach efforts have included:

- Standing banner redesign
- Social media: inform, promote, build a following
- Digital quarterly newsletter: inform and educate
- Window clings
- Winters pole banners
- Digital holiday card



Bilingual Pole Banners



Standing banners

Item 14 - 2020 Year in Review: Customer Care and Marketing

2020 Outreach tasks have included:

- Strategic and tactical planning
- PG&E NEM customer enrollment
- Winters outreach, enrollment planning and notices (bilingual)
- Website updates, expansion, graphics and translation
- Brand-building work – print and digital ads and banners
- Publicity – Op-eds and news releases, donations
- Outreach materials – newsletters, direct mail, window clings and stickers



VALLEY
CLEAN ENERGY

Item 14 - 2020 Year in Review: Customer Care and Marketing

Key Support for Staff:

- Community Advisory Committee
 - Evaluation of strategic planning efforts
 - Institutional memory, organizational context
 - Photography for website, collateral, advertisements
- Task Groups: Outreach Task Group, Programs Task Group, Environmental Justice Working Group
 - Content review: website, collateral, enrollment materials
 - VCE EJ Statement
 - Outreach-focused SWOT analysis
 - Messaging review



Item 14 - 2020 Year in Review: Customer Care and Marketing

IV. PG&E NEM customer enrollment

Monthly enrollment for all PG&E solar customers:

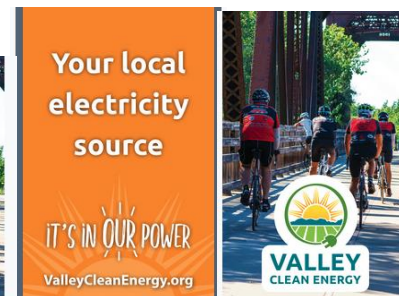
- Pre- and post-enrollment notices – design and production
- Scheduling of monthly notices
- Website updates to reflect program changes



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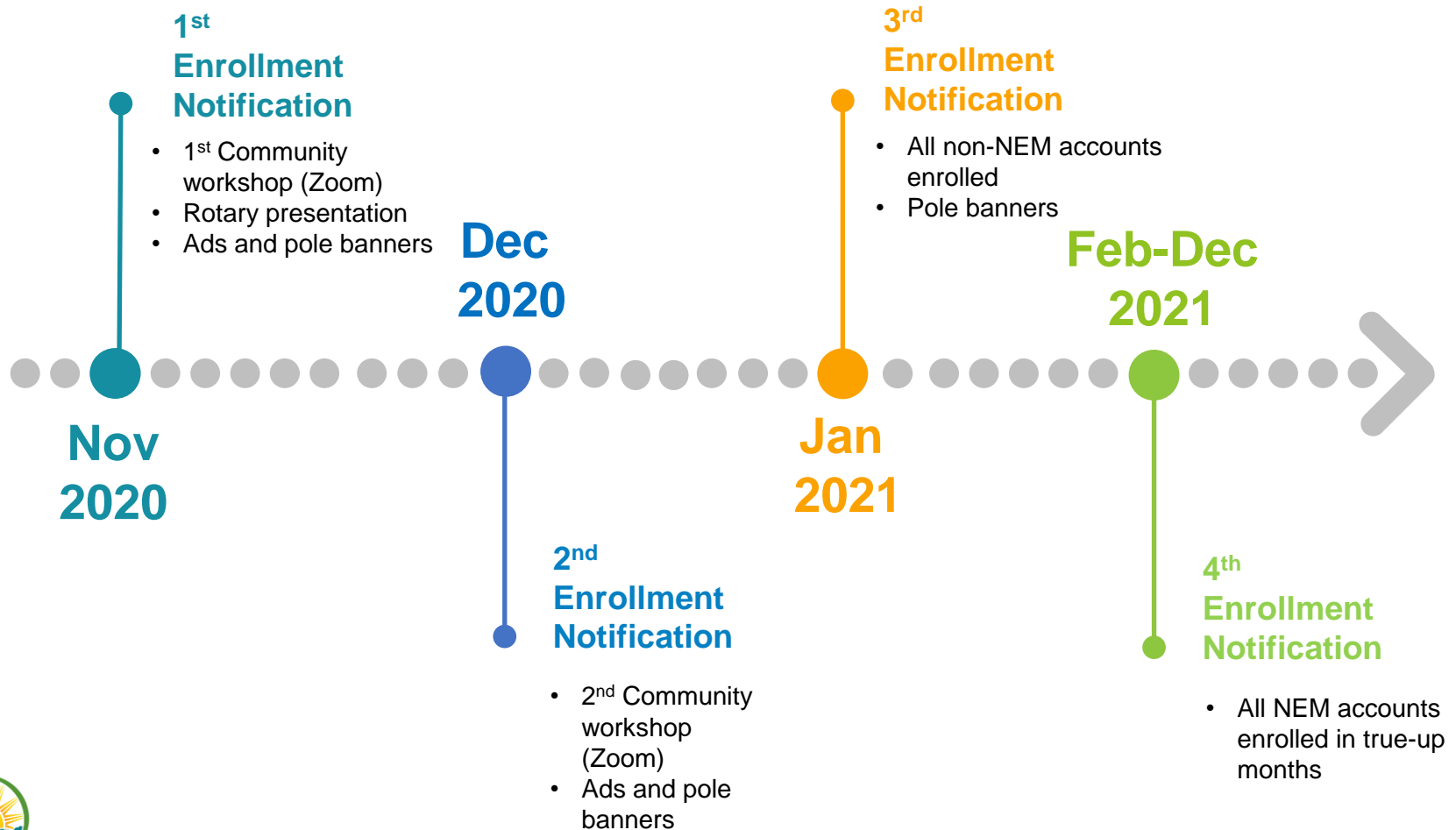
IV. Winters Enrollment

- Pre- and post-enrollment compliance notices – scheduling, design and production for general and NEM customers
- Website updates to reflect program changes
- Print ads to announce community workshops
- Rotary and Hispanic Advisory Committee presentations
- Pole banners designed for downtown
- Interviews for future testimonial campaigns



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Winters Enrollment Timeline

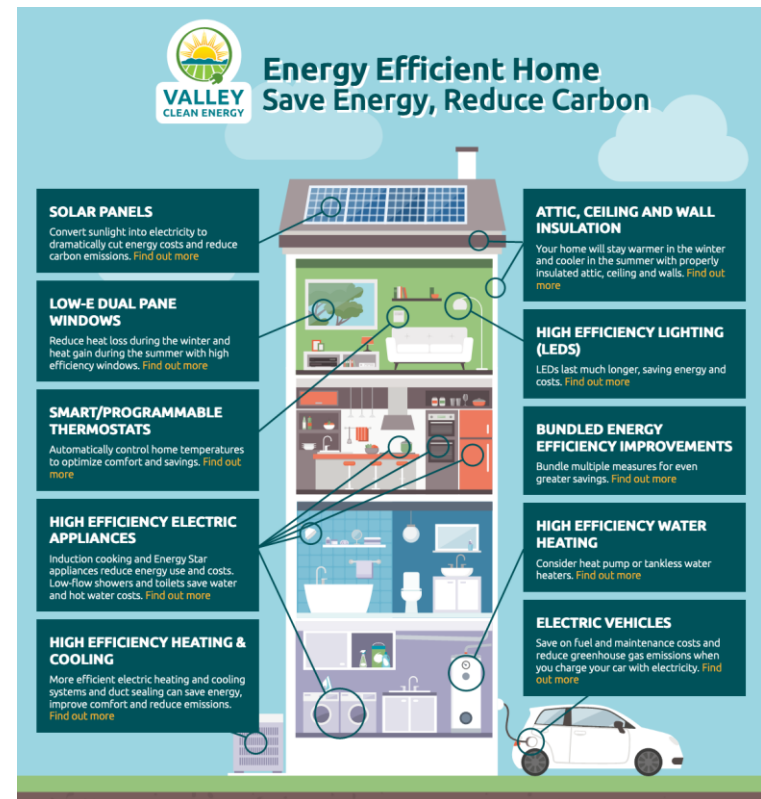


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V. Website: a Critical Communication Tool

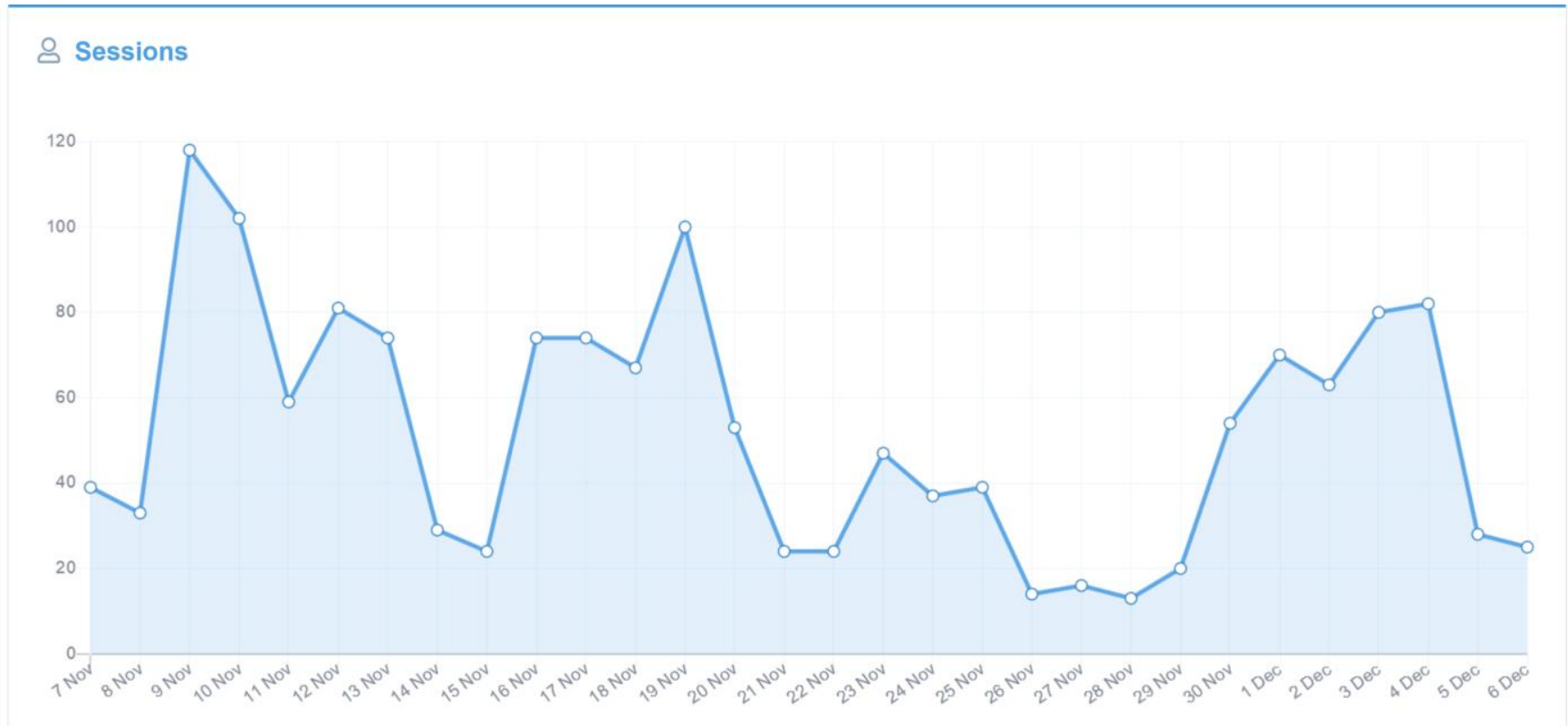
Design, functionality updates:

- New photos – fresh, local and optimistic
- News features
- Interactive Energy Efficiency program page
- Navigation improvements/expansion
- Staff and Board member headshots/links
- Expanded Spanish sections
- Customer-friendly NEM page edits
- City of Winters page – expanded content and functionality
- Compliance updates



Item 14 - 2020 Year in Review: Customer Care and Marketing

Website Analytics: Page Views

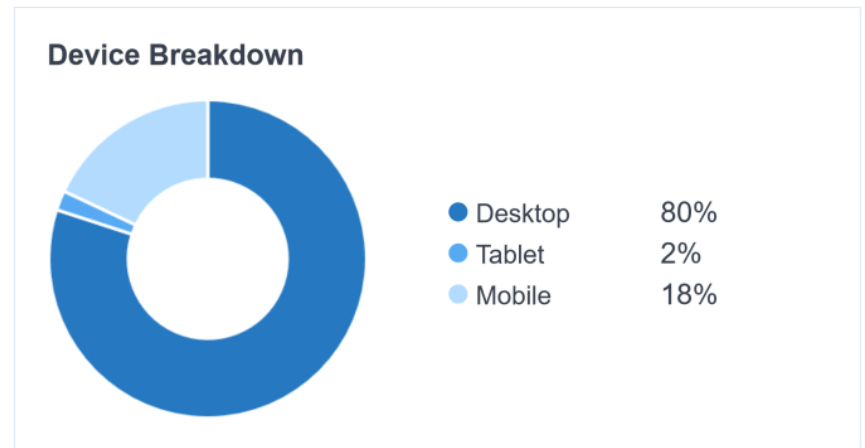


Item 14 - 2020 Year in Review: Customer Care and Marketing

Website Analytics Example: Page Views

(other data available includes page visit detail and download information)

Sessions 1,563 ↓ -10% vs. Previous 30 Days	Pageviews 3,583 ↓ -8% vs. Previous 30 Days	Avg. Session Duration 2m 55s ↑ 7% vs. Previous 30 Days	Bounce Rate 51.82% ↑ 4% vs. Previous 30 Days
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Item 14 - 2020 Year in Review: Customer Care and Marketing

Publicity: Keeping the Local Papers Busy

Op-eds and News Releases were distributed across the county:

- 3 Op-eds from Board and CAC Members
- 14 Press Releases
- Almond Festival ads
- Print ads announcing City of Winters community workshops

County health officer recommends quarantine after travel out of state

By Anne Temus-Bellamy
Holliston Health

Yolo County's health officer is recommending residents who travel to areas outside of California with higher risk of COVID-19 quarantine for 14 days upon their return.

Dr. Almee Sisson's health advisory issued on Thursday, Nov. 19 is a recommendation, not a requirement, and is based on the fact that residents who travel to areas with higher COVID-19 rates than Yolo County pose a risk here when they return.

Individuals should quarantine regardless of the purpose of their travel, as the risks presented by essential and non-essential travel are identical. Additionally, a negative test during quarantine does not shorten the 14-day quarantine period. Since Yolo County is

in the purple tier just like most of the rest of the state, there is no need to quarantine after travel within California, the advisory said. But for those leaving the state, "residents, employees and employees are advised to reference maps of COVID risk level before travel to make informed decisions and upon return from travel to determine the need for quarantine."

"Be sure to use a map that presents average daily cases or case rate for the previous one to two weeks, rather than total cases to date, in order to show current risk levels," the advisory said. "If the risk level of the destination is higher (than) the risk level in Yolo County, quarantine is recommended."

Find useful maps at <https://cal.network2019-IVC>.



Your local source for cleaner electricity, starting in January 2021
Locally controlled. Cost competitive. Investing in our communities.

Join us online to learn about your program options.

We'll also describe the benefits of our Net Energy Metering (NEM) program for solar customers.

Dec. 9, 2020 at 5:30 pm

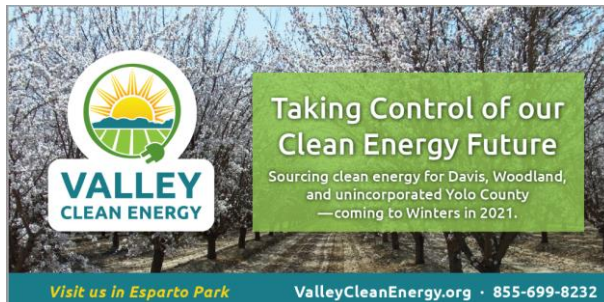
Details at:
valleycleanenergy.org/city-of-winters/

TOGETHER we're building a clean energy future!

ValleyCleanEnergy.org IT'S IN OUR POWER
serving Woodland, Davis, and unincorporated Yolo County since 2018



Almond Festival ad



Winters workshop ad

Item 14 - 2020 Year in Review: Customer Care and Marketing



Item 14 - 2020 Year in Review: Customer Care and Marketing

V. Innovation in Compliance Mailers

Understanding your energy choice

2019 Commercial Rate Comparison, A-1 TOU*

	PG&E	PG&E Solar Choice	Valley Clean Energy	
			Standard Green	UltraGreen
Generation Rate (\$/kWh)	\$0.11540	\$0.09135	\$0.08775	\$0.10275
PG&E Delivery Rate (\$/kWh)	\$0.13682	\$0.13682	\$0.13682	\$0.13682
PG&E PCIA/FF (\$/kWh)	N/A	\$0.02905	\$0.02765	\$0.02765
Total Electricity Cost (\$/kWh)	\$0.25222	\$0.25722	\$0.25222	\$0.26722
Average Monthly Bill (\$)†	\$327.45	\$333.95	\$327.45	\$346.93

* This compares electricity costs for an average commercial customer in the VCE/PG&E service area (Woodland, Davis and unincorporated Yolo County) with an average monthly usage of 1,298 kilowatt-hours (kWh). This is based on a representative 12-month billing history for all customers on A-1 TOU rate schedules for PG&E's and VCE's published rates as of October 1, 2019.

Generation Rate is the cost of creating electricity to power your business. The generation rate varies based on your energy provider and the resources included in your energy provider's generation supply.

PG&E Delivery Rate is a charge assessed by PG&E to deliver electricity to your business. The PG&E delivery rate depends on your electricity usage, but is charged equally to both VCE and PG&E customers.

PG&E PCIA/FF represents the Power Charge Indifference Adjustment (PCIA) and the Franchise Fee surcharge (FF). The PCIA is a charge to recover PG&E's above-market costs for generation resources acquired prior to a customer's switch to a third-party electric generation provider. The PCIA also applies to PG&E customers that elect to take service under PG&E's optional Solar Choice program. PG&E acts as a collection agent for the Franchise Fee surcharge, which is levied by the California Public Utilities Commission (CPUC) on behalf of cities and counties in PG&E's service territory for all customers. The costs for resources included in the PCIA and FF surcharges are included in the generation rate for PG&E bundled service customers.

2018 Electric Power Generation Mix

Specific Purchases	PG&E Solar Choice		Valley Clean Energy	
	Standard Green	UltraGreen	Standard Green	UltraGreen
Renewable	38.9%	100%	48%	100%
• Biomass & Biowaste	4.3%	0%	0%	0%
• Geothermal	3.7%	0%	0%	0%
• Eligible Hydroelectric	2.7%	0%	0%	56%
• Solar Electric	18.2%	100%	0%	0%
• Wind	10%	0%	48%	44%
Coal	0%	0%	0%	0%
Large Hydroelectric	12.7%	0%	37%	0%
Natural Gas	14.9%	0%	0%	0%
Nuclear	33.5%	0%	0%	0%
Other	0%	0%	0%	0%
Unspecified Sources of Power**	0%	0%	15%	0%
TOTAL	100%	100%	100%	100%

** "Unspecified sources of power" means electricity from transactions that are not traceable to specific generation sources.
** Percentages are estimated annually by the California Energy Commission based on the electricity generated in California and net imports as reported to the Quarterly Fuel and Energy Report database and the Power Source Disclosure program.

Electric Generation Rates
Price (\$) per kWh

PCIA/FF fees are included in PG&E's base generation rates, but are charged separately for VCE and Solar Choice customers.
Chart is for illustrative purposes only and is not to scale.

† If this comparison does not address your specific rate, please visit us online at valleycleanenergy.org or pgs.com/ca.

For information, visit:
Para detalles de este programa en español, visite:
valleycleanenergy.org

PG&E refers to Pacific Gas and Electric Company, a subsidiary of PG&E Corporation.
©2018 Pacific Gas and Electric Company. All rights reserved. 9.18 CCR-0918-0263

Joint Rate Mailer: Saved ~\$6,800 by sending via email



Item 14 - 2020 Year in Review: Customer Care and Marketing

Innovation in Compliance Mailers

Community Choice is working!
YOU—and over **10 million customers** just like you—are increasing **renewable energy** production.
Over **6,000 MW of new** renewable energy is being **generated** in **California** because of **increased demand**.

IT'S IN OUR POWER

VALLEY CLEAN ENERGY


Valley Clean Energy is one of 23 Community Choice programs statewide that are directly reducing the use of fossil fuels.

Focus on Statewide CCA Movement and Impact

Power Content Label Redesign


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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 between January and December 2019.
This table illustrates the content of the power you buy, compared to the standard Power Mix in California.


What California CCAs are doing
VCE is one of 23 public power programs in the state serving over 10 million customers. Taken together, these programs have already resulted in the commitment of over 6,000 megawatts of NEW renewable energy and storage in California.
YOU are helping us create a clean energy future!




3,680 Megawatts
New Solar Panels



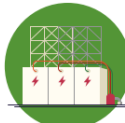
1,030 Megawatts
New Wind turbines




1,030 Megawatts
New Geothermal



3,680 Megawatts
New Biogas



3,680 Megawatts
New Energy Storage



Opt up to 100% carbon free UltraGreen today!
Find out more at valleycleanenergy.org or call 1-855-699-8232

2019 POWER CONTENT LABEL
Valley Clean Energy
valleycleanenergy.org/power-sources/

ENERGY RESOURCES	Standard Green	Ultra Green	2018 CA Power Mix
Eligible Renewable¹	60%	100%	31.7%
Biomass & Biowaste	1.6%	0%	2.4%
Geothermal	3.3%	0%	4.8%
Eligible Hydroelectric	6.1%	0%	2%
Solar	20%	50%	12.3%
Wind	29%	50%	10.2%
Coal	0%	0%	3%
Large Hydroelectric	29.3%	0%	14.6%
Natural Gas	0%	0%	34.2%
Nuclear	1%	0%	9%
Other	0%	0%	.2%
Unspecified sources of power²	9.7%	0%	7.3%
Total	100%	100%	100%
Percentage of Retail Sales Covered by Retired Unbundled REC	0%	0%	0%

¹ The eligible renewable percentage above does not reflect RPS compliance, which is determined using a different methodology.
² Unspecified sources of power is electricity that has been purchased through open market transactions and is not traceable to a specific generation source.
³ Renewable 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 **Valley Clean Energy** electricity product, contact: **1-855-699-8232**
For general information about the Power Content Label, please visit: www.energy.ca.gov/pcl/

These figures may not sum up to 100 percent due to rounding. Under Energy Resources, "Other" represents electric power registered by the California Air Resources Board and assigned an emission factor near zero metric tons of carbon dioxide equivalent per megawatt hour

Power Content Label Redesign



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New Emphasis on Environmental Justice

Valley Clean Energy's Statement on Environmental Justice

Valley Clean Energy (VCE) is a mission-driven community-based not-for-profit public electricity supplier serving nearly 90% of the electricity customers in unincorporated Yolo County and the cities of Woodland, Davis, and Winters. We supply cost-competitive clean electricity to everyone who chooses our service, regardless of race, gender, economic status, sexual orientation, gender identification, nationality, religion or political views. We were established to achieve better outcomes for the customers and communities we serve and are therefore stronger and more effective when the full range of customer voices we serve are reflected in our decisions.

Valley Clean Energy recognizes that Environmental Justice (EJ) issues are deeply ingrained in our society. This includes the energy sector, where VCE can have a role in directly addressing energy-related inequities many people in under-resourced or disadvantaged communities face. This time of broad awakening across our country challenges us to respectfully acknowledge our role in truly effecting better outcomes for all of the communities and customers we serve.

We acknowledge that historically not all customers have had equitable access to the decisions that shape and affect their communities. We will do our part to ensure that the decisions we make about energy supply and community reinvestment help to further Environmental Justice.

VCE has adopted the official definition of Environmental Justice from the Environmental Protection Agency (EPA), which is: *"the fair treatment and meaningful involvement of all people regardless of race, color, national origin, or income with respect to the development, implementation and enforcement of environmental laws, regulations and policies¹."*

Valley Clean Energy is committed to supplying more electricity that is produced by renewable, non-polluting sources such as solar, wind and hydroelectric. We are also committed to identifying and improving our systems that could perpetuate institutional barriers. To this end,



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VI. 2021 Strategic Marketing Plan: Purpose

- Complementary to VCE's Strategic Plan
- Bridges the gap between Strategic Plan and Staff Workflows
- Guides Marketing Team's day-to-day work and decision-making
- Internal document; duration January-December 2021
- Integrates Green Ideals Outreach Plan and Tasks

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2021 Strategic Marketing Plan: Goals

1. Establish VCE as a trusted community resource
2. Increase customer satisfaction and retention
3. Support VCE's Programs Plan and Decarbonization Roadmap

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We have accomplished a lot this year. Thank you for your continued support!

