



**Valley Clean Energy Alliance (VCEA)  
Community Advisory Committee (CAC) Meeting  
Thursday, January 24, 2019 at 5:30 p.m.  
City of Woodland Council Chambers, 300 1st Street, Woodland, CA 95695**

Meetings are accessible to people with disabilities. Individuals who need special assistance or a disability-related modification or accommodation to participate in this meeting, or who have a disability and wish to request an alternative format for the meeting materials, should contact Alisa Lembke, VCEA Board Clerk/Administrative Analyst, at least two (2) working days before the meeting at (530) 446-2754 or [Alisa.Lembke@valleycleanenergy.org](mailto:Alisa.Lembke@valleycleanenergy.org).

If you have anything that you wish to be distributed to the Committee and included in the official record, please hand it to a member of VCEA staff who will distribute the information to the Board members and other staff.

**Committee Members:** Gerry Braun (Chair), Christine Shewmaker (Vice-Chair), Marsha Baird (Secretary), Mark Aulman, Yvonne Hunter, Lorenzo Kristov, David Springer, and Christine Casey

**5:30 PM CALL TO ORDER**

- 1. Welcome, Roll Call and introduction of new CAC member**
- 2. Approval of Agenda and brief review of meeting protocol**
- 3. Public Comment** - This item is reserved for persons wishing to address the Advisory Committee on any VCEA-related matters that are not otherwise on this meeting agenda. Public comments on matters listed on the agenda shall be heard at the time the matter is called. As with all public comment, members of the public who wish to address the Committee are customarily limited to two minutes per speaker, but an extension can be provided at the discretion of the Chair.
- 4. Brief VCEA Staff and Advisory Task Group Reports** - Representatives of VCEA staff and active Task Groups will provide updates on on-going staff and task group work. Task Group recommendations requiring Committee attention require a regular agenda item. Summaries of written reports received by the Committee in advance of the meeting will receive a time allocation of up to ten minutes. Otherwise, the time allocation will be five minutes, including questions and answers. The Committee may decide to allocate additional time at the end of the regular agenda.

**CONSENT AGENDA**

- 5. Approval of draft December 3, 2018 Committee Meeting Minutes**
- 6. Receive Customer Enrollment Update**



## REGULAR AGENDA

7. **Informational presentation: Carl Linvill (Regulatory Assistant Project): 1) offer of assistance to Valley Clean Energy through the Regulatory Assistance Project (RAP) and 2) invitation for Valley Clean Energy to participate in the March 2019 Davis Interfaith Climate Conference. (15 minutes)**
8. **Administrative: setting regular meeting dates for 2019.**
9. **Informational: Preliminary discussion and timeline of studying annual dividend rebate structure (“New Rate Structure / Rebate Program”) for 2020 Fiscal Year End.**
10. **Development of Community Advisory Committee Work Plan 2019: (60 minutes)**
  - A. Review and provide status of Board and Community Advisory Committee 2019 Long Range Calendar Agenda Items.
  - B. Review scope of services and projects of customer outreach and marketing services contractor Green Ideals; receive Outreach Task Group update; and identify projects that the Community Advisory Committee can assist with.
  - C. Review CalCCA 2019 legislative and regulatory priorities.
  - D. Review and provide status of priority items highlighted in the Community Advisory Committee Updated Charge.
  - E. Receive and discuss CAC member recommendations of what projects are to be focused on by the CAC during the first and second half of calendar year 2019.
  - F. Discuss CAC coordination with staff and 2019 CAC priority topics.
  - G. Discuss possible next steps toward interactions with other CCA advisory groups.
  - H. Review, discuss, and modify as needed CAC task group structure; consider creation of new task group(s); and, provide projects to each task group.
11. **Advisory Committee Member and Staff Announcements:** Action items and reports from members of the Advisory Committee, including announcements, future agenda items, and reports on meetings and information which would be of interest to the Committee or the public.

The next Community Advisory Committee meeting has been scheduled for Monday, February 4, 2019 at 5:30 p.m. at the Yolo County Department of Community Services, Cache Creek Room, 292 W. Beamer St., Woodland, CA 95695.

The next Valley Clean Energy Alliance *Board* meeting is scheduled for Thursday, February 14, 2019, at 5:30 p.m. at the City of Davis Community Chambers, 23 Russell Blvd., Davis, CA 95616.

12. **Adjournment (Approximately 7:30 p.m.):** Public records that relate to any item on the open session agenda for a regular board meeting are available for public inspection. Those records that are distributed less than 72 hours prior to the meeting are available for public inspection at the same time they are distributed to all members, or a majority of the members of the Board. VCEA public records are available for inspection by contacting Board Clerk Alisa Lembke at (530) 446-2750 or [Alisa.Lembke@ValleyCleanEnergy.org](mailto:Alisa.Lembke@ValleyCleanEnergy.org). Agendas and Board meeting materials can be inspected at VCEA’s offices located at 604 2<sup>nd</sup> Street, Davis, California 95616; those interested in inspecting these materials are asked to call (530) 446-2750 to make arrangements. Documents are also available on the Valley Clean Energy website located at: [www.valleycleanenergy.org/meetings](http://www.valleycleanenergy.org/meetings).

**VALLEY CLEAN ENERGY ALLIANCE  
COMMUNITY ADVISORY COMMITTEE**

**Staff Report Item 5**

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**TO:** VCEA Community Advisory Committee  
**FROM:** Alisa Lembke, Board Clerk/Administrative Analyst  
**SUBJECT:** CAC Draft December 3, 2018 Meeting Minutes  
**DATE:** January 24, 2019

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**Recommendation**

Receive, review and approve the attached draft December 3, 2018 CAC meeting Minutes.



**MINUTES OF THE VALLEY CLEAN ENERGY ALLIANCE  
COMMUNITY ADVISORY COMMITTEE MEETING  
Monday, December 3, 2018**

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Chairperson Gerry Braun opened the Community Advisory Committee of the Valley Clean Energy Alliance in regular session on Monday, December 3, 2018 at 5:31 p.m. held at the Davis Senior Center, 646 A Street, Davis, California.

**Welcome and Roll Call**

Committee Members Present: Gerry Braun (Chair), \*Christine Shewmaker (Vice-Chair / \* departed at 7:30 p.m.),  
, Marsha Baird (Secretary), Yvonne Hunter, Lorenzo Kristov

Committee Members Absent: Mark Aulman, David Springer

**Approval of  
Agenda**

Ms. Shewmaker made a motion to approve the December 3, 2018 Community Advisory Committee Agenda, seconded by Ms. Baird. Motion passed unanimously by the following vote:

AYES: Braun, Shewmaker, Baird, Hunter, Kristov

NOES: None

ABSENT: Aulman, Springer

ABSTAIN: None

**Public Comment**

Chairperson Braun opened up the meeting for public comment. Josh Cunningham of Valley Climate Action Center informed those present that they, along with Cool Davis, are ramping up to push electricity in all new construction with zero carbon emissions. Later, they will push towards all electric retrofits. In the future, Climate Action will look towards VCEA to collaborate on other projects. No other comments were made by the public at this time. Chairperson Braun closed the public comment period.

**VCEA Staff and  
Advisory Task  
Group Reports**

Regulatory / Legislative Task Group – Ms. Hunter informed those present that the Task Group team identified topics to be discussed with VCEA Interim General Manager Mitch Sears. A meeting has been set up with the Task Group’s members and Mr. Sears to improve the Task Group’s operations and processes.

Mr. Sears informed those present that there are over 160 Cities and Counties across the State that are served by CCA’s. Butte County has been severely impacted due to the Camp Fire and so has the City of Chico. He continues to offer VCE’s support, then when appropriate, VCE will provide support to them in forming a CCA. He informed those present that the City of Woodland Council Member and VCE Board Member, Tom Stallard, informed him that there will be a benefit event for Butte County on Sunday, December 9<sup>th</sup>.



**Consent Agenda  
– Approval of  
October 29, 2018  
Committee  
Meeting Minutes**

Ms. Hunter informed those present that a correction needed to be made on page one of the October 29, 2018 draft CAC meeting minutes, under the Regulatory / Legislative Task Group Report, “she” should be replaced with “they”. Ms. Hunter made a motion to approve the Consent items with the correction to the October 29, 2018 meeting minutes, seconded by Chairperson Braun. Motion passed unanimously by the following vote:

AYES: Braun, Shewmaker, Baird, Hunter, Kristov

NOES: None

ABSENT: Aulman, Springer

ABSTAIN: None

**Receive  
Customer  
Enrollment  
Update**

Ms. Hunter made a motion to approve the Consent items, including the Customer Enrollment update, with the correction to the October 29, 2018 meeting minutes, seconded by Chairperson Braun. Motion passed unanimously by the following vote:

AYES: Braun, Shewmaker, Baird, Hunter, Kristov

NOES: None

ABSENT: Aulman, Springer

ABSTAIN: None

**Recommendation  
to Proceed /  
Complete PCC-2  
Procurement for  
2019**

VCE Staff Gary Lawson introduced this item and reminded the CAC that on May 30, 2018 the CAC reviewed Staff’s recommendation to suspend PCC-2 Procurements and the Board made the decision to suspend procurement on June 6, 2018. Mr. Lawson clarified that Staff are only seeking CAC’s recommendation to the Board to proceed and complete procurement of renewable energy (PCC-2) for 2019. A brief question, answers and discussion amongst Staff and Members occurred.

Ms. Hunter made a motion to support Staff’s recommendation that the VCE Board approve a resolution authorizing staff to resume the procurement of PCC-2 Renewal Power for VCE’s projected 2019 needs, seconded by Mr. Kristov. Motion passed unanimously by the following vote:

AYES: Braun, Shewmaker, Baird, Hunter, Kristov

NOES: None

ABSENT: Aulman, Springer

ABSTAIN: None

**Public Comment**

Mr. Sears informed Chairperson Braun that a couple of people recently joined the meeting and missed the Public Comment period during the beginning of the meeting and would now like to address the Committee. After Chairperson Braun confirmed that the public had comments to items not listed on the agenda, he opened the floor back up to the public.

Jason Taormino of West Davis Active Adult informed those present that they are building an electric-renewable demonstration home in collaboration with Valley Climate Action Center (VCAC). They also have a retrofit existing homes project



program and hope to work in the future with Valley Clean Energy on projects and/or programs.

A resident asked where VCE is purchasing their electricity and suggested that VCE look at procuring it from a hydroelectric facility located in Butte County. The resident also asked what other types of electric are being looked at, such as solar. Chairperson Braun said that there is an item on the Agenda where this will be discussed.

There being no other public comments, Chairperson Braun closed the floor and moved on to the next item on the Agenda.

**Review VCE Board Approved Modifications to rate structure, rate discount and postponement of NEM Customer Enrollment RE: PCIA**

Mr. Sears provided an update on the Board's policy adjustments taken at their November 15, 2018 meeting in which they addressed VCE's rate structure, discount, and the postponement of NEM Customer enrollment. The actions taken were in response to the California Public Utilities Commission's (CPUC) decision on the Power Charge Indifference Adjustment (PCIA) charges for those who exit an IOU (PG&E) to receive electricity from a Community Choice Aggregator (CCA). Mr. Sears informed those present that there are legislative efforts being made by CalCCA towards addressing PCIA, Resource Adequacy (RA) and having the CPUC support CCAs statewide. Mr. Sears recapped that the Board approved the following:

1. adopted a minimum VCE net margin (after bank loan principal payments) target of 5%;
2. postponed enrollment of Net Energy Metering customers until at least January 2020 with a reassessment of enrollment date in mid-2019;
3. for 2019, adopted electric generation rates identical to PG&E, after factoring the Power Charge Indifference Adjustment (PCIA) imposed by regulatory agencies; and,
4. study adoption of a new rate structure featuring an annual dividend rebate structure to be implemented starting in July 2019.

Mr. Sears informed those present that the CPUC missed their Proposed Decision (PD) issue deadline in early December; therefore, it is anticipated that the CPUC will adopt the PD in January 2019. This will make the rates effective March 1<sup>st</sup>. The PCIA number was folded into the model, but it is still unknown what the PG&E rates will be.

There were brief discussions on when the rebate would go into effect, when the NEM enrollment would occur, and when/what postponement information will be communicated to the NEM customers. It was suggested that VCE keep solar installers informed of the postponement too.

It was also suggested that VCE Staff look at the residential and commercial solar customer base to determine if VCE should be communicating to them differently. In addition, factors, such as the load, resource adequacy, fixed costs, and rates of each



of these segments, should be looked at to determine if VCE should take a different approach when communicating with them.

Chairperson Braun opened the floor to public comments. There being none, the discussion amongst the Members and Staff continued.

In reference to Mr. Sears comment earlier in the meeting, where there are over 160 cities and counties that are CCAs, it was asked what the load or migration of other cities and counties is moving to CCA's. Mr. Sears informed those present that 30 to 40% of load is going to CCAs and it is anticipated to increase to approximately 50% as new CCAs enter into the market.

**Review and Discuss Updated CAC Charge, Year Two Activities and Topics, CAC Work Plan Priorities and possible 2019 Task Groups and Process Improvements**

Chairperson Braun introduced this item and summarized that the following documents were provided in the CAC packet to encourage discussion:

- First year progress report, specifically for the second year – operational phase activities;
- Updated CAC Charge;
- VCE Integrated Resource Plan (IRP) – listing of possible local resource related action plan activities; and,
- 2019 VCE Calendar.

Mr. Sears had a meeting with three of the CAC Members to discuss how does the CAC operate moving forward, now that we are in the operational phase of VCE. It was agreed that the role of the CAC should be more on the strategic planning, topics such as: long term goals, dividend rate structure, NEM, other programs and items mentioned in the IRP-list of possible plan activities, community outreach implementation, and legislative engagement.

Chairperson Braun asked each of the Members present what their priorities are for the CAC in 2019.

Mr. Kristov: he asked that the 12-month calendar include as much as possible upcoming items to be addressed by the CAC so that better planning and preparation could be achieved by each individual member. Items of importance to him are: the alignment of the JPA members, how VCE can support other jurisdictions in their energy efficiency efforts and the impact of green energy.

Ms. Hunter: she would like to be able to balance innovative programs and ideas with the financial constraints of VC; brainstorm and have in depth discussion on items, such as rate structure, NEM options, opting up outreach; and, how to help VCE with all the things that VCE would like to do.





Ms. Baird: she would like to concentrate on the IRP local resource related action plan activities and do some long-term planning. Possibly have a task group focusing on portions of the IRP to do some in depth work, then provide the information to the CAC.

Ms. Shewmaker: she would like to first concentrate on those items that must be addressed, then look at those projects and/or programs that VCE would like to do. Having a more explanative calendar will assist in this. And, she would like to focus on Items 7 and 6 listed under Year Two (Operational Phase) of the First Year Progress Report.

Chairperson Braun: he would like to focus on: 1) the process as the CAC is most effective when they know what is expected of them, so planning out the year on the calendar will assist in narrowing down their focus; 2) short term goals, such as what can VCE do to enhance their revenues, additional rate options, all solar, looking into what other CCAs do for pricing, what is the flexibility for rate setting; and, 3) long term goals, such as collaborating the utilities and member communities engaging the public.

Chairperson Braun opened the floor to public comment.

A resident commented that “customer loyalty through local options and programs PG&E does not offer” as stated in the 7.g. of the Year two (Operation Phase) Frist Year Report, is very important to people - going local and building up the momentum.

A resident commented that she would like to see communities get back to energy efficiency, so providing information on how to be energy efficient needs to be widely accessible to the public. There being no other public comment, Chairperson Braun closed the floor.

Mr. Kristov commented that it is important to provide a narrative to be heard by the public, which tells the story about CCAs, rather than the CPUC’s narrative. VCE’s narrative should reemphasize the goals of CCAs to reduce greenhouse gases, etc., which is in line with the State’s goals.

It was suggested that the new customer outreach and marketing consultant, Green Ideals, be asked to “craft a story”, a narrative, to inform the public why CCAs are important with the hopes of gaining loyalty from the customers.

Ms. Baird commented that the CAC should focus on items that they can make an impact on rather than making decisions on items where there are not a lot of options. Chairperson Braun added that the CAC need to be more efficient with their time in addressing items.





Chairperson Braun asked Mr. Sears if they need to address the Task Groups at this meeting or if the item can be tabled to the CAC's next meeting. And, do they need to form new Task Groups. Mr. Sears informed those present that Task Groups could be tabled to the next meeting and that the CAC should review, disband, re-create, change and if needed form new Task Groups. This item was tabled until the next CAC meeting.

Since the CAC's Monday, December 31<sup>st</sup> meeting has been cancelled, the CAC Members asked that the Board Clerk send out an inquiry to the Members on a mid-January date to meet. Mr. Sears informed those present that the Board will discuss rates at their January 10<sup>th</sup> meeting.

It was asked what the status was of the City of Woodland candidate who submitted an application for appointment to the CAC. Mr. Sears informed those present that the consideration of appointment is to be addressed at the Board's December 10<sup>th</sup> meeting. Chairperson Braun asked what the status was on filling the vacant Yolo County seat on the CAC. No applications have been received to date for this seat, but efforts are on-going.

**Election of Chair,  
Vice Chair and  
Secretary**

Chairperson Braun thanked all of the CAC members for their service and work as he felt it was a big team effort. The Members present discussed whether there was a need to follow the Board's yearly rotation of its officers amongst the three jurisdictions and all agreed that was not necessary as the Board consists of elected officials and the CAC consists of volunteers.

Ms. Hunter made a motion that Gerry Braun, Christine Shewmaker, and Marsha Baird hold their same positions of Chair, Vice Chair, and Secretary for the 2019 year, seconded by Mr. Kristov. Motion passed unanimously by the following vote:

AYES: Braun, Shewmaker, Baird, Hunter, Kristov

NOES: None

ABSENT: Aulman, Springer

ABSTAIN: None

The following CAC Members will hold the positions of:

Chair: Gerry Braun (City of Davis)

Vice Chair: Christine Shewmaker (City of Woodland)

Secretary: Marsha Baird (Yolo County)

**Advisory  
Committee  
Member and  
Staff  
Announcements**

Ms. Shewmaker asked that Staff find out what other CCA Advisory Committees are doing and working on. She is interested in the topics, issues and how they are addressing the items that come to the CAC for review, discussion and analysis. Possibly a monthly conference call amongst the CAC's and/or visiting other CAC meetings.



Ms. Hunter informed those present that she met with Beth Vaughn of CalCCA. They discussed a variety of subjects. Ms. Shewmaker asked that Ms. Vaughn be invited to attend a VCE CAC meeting. Mr. Sears will put the request into CalCCA.

Ms. Hunter is also interested in having monthly meetings/conference calls with the other CAC's.

Mr. Kristov provided an update to those present on the PUC's decision of IOU's becoming the central buyer for procuring local resources, which he believes undermines the CCAs. Stakeholders because they cannot be implemented in 2020. IOUs will become the central buyer. Undermining the CCAs. This will have to be a legislative item for CCA's.

Ms. Shewmaker departed at 7:30 p.m.

Mr. Sears informed those present that CalCCA is aware of the central buyer and resource adequacy issues and will be focusing on addressing them. He reminded those present that the Transportation Committee will be approving the SACOG grant allocation at a meeting this week, of which VCE Staff Jim Parks will be attending. In addition, he informed those present that he was asked to speak to the San Joaquin Forum on climate protection.

Chairperson Braun informed those present that a Climate Emergency Declaration was passed by the towns of South Lake Tahoe, Truckee, and Nevada City.

**Next Meeting**

The December 31, 2018 meeting has been cancelled and a mid-January 2019 meeting is being requested. Thereafter, the next meeting is scheduled for Monday, February 4, 2019 at 5:30 p.m. at the Yolo County Department of Community Services, Cache Creek Room, 292 W. Beamer Street, Woodland, California.

**Adjournment**

Chairperson Braun adjourned the meeting at 7:36 p.m.

Alisa Lembke  
Board Clerk/Administrative Analyst

# VALLEY CLEAN ENERGY ALLIANCE

## Staff Report – Agenda Item 6

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**TO:** VCEA Community Advisory Committee  
**FROM:** Mitch Sears, Interim General Manager, VCEA  
**SUBJECT:** Customer Enrollment Update (Information)  
**DATE:** January 24, 2019

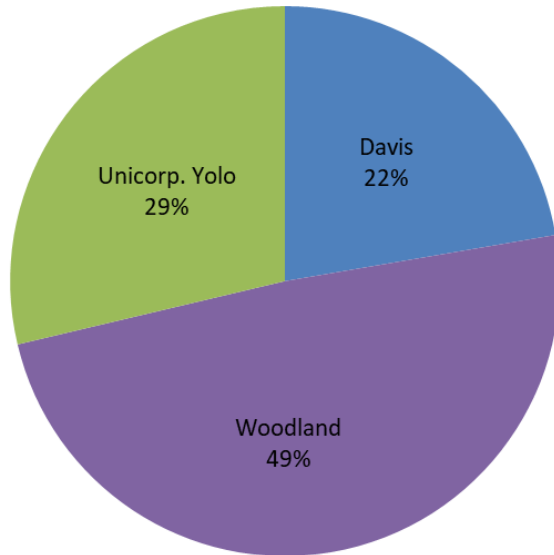
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### RECOMMENDATION

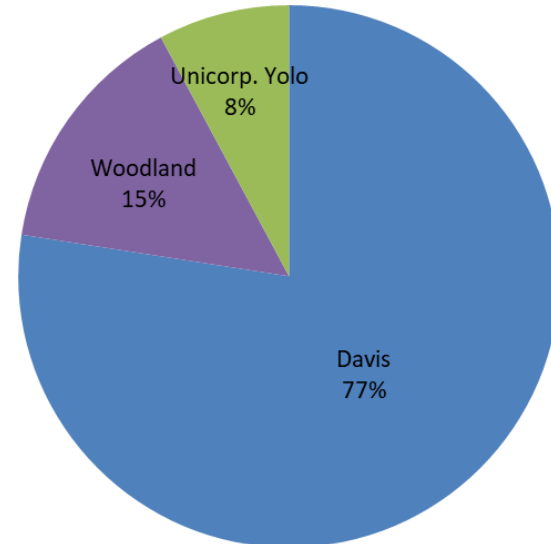
Receive and review the attached Customer Enrollment update as of January 14, 2019.

# Enrollment Update

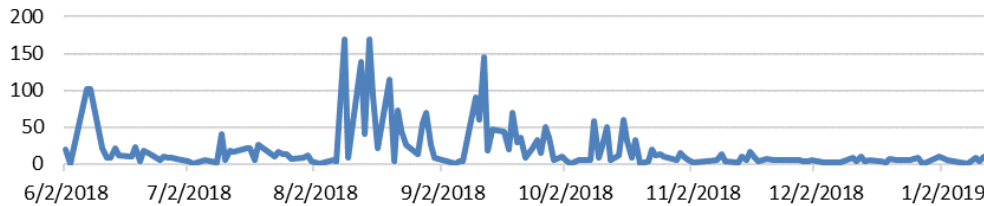
**4,446 Opt Outs**  
6.8% of customers



**102 Opt Ups**



**Daily Opt Outs**



	Eligible	Opt-Out	% Opt Out
Residential	56,500	3,746	6.6%
Non-Residential	8,500	700	8.2%
<b>Total</b>	<b>65,000</b>	<b>4,446</b>	<b>6.8%</b>



Status Date: 1/14/19

**VALLEY CLEAN ENERGY ALLIANCE  
COMMUNITY ADVISORY COMMITTEE**

**Staff Report Item 8**

**TO:** VCEA Community Advisory Committee

**FROM:** Alisa Lembke, Board Clerk/Administrative Analyst

**SUBJECT:** Setting Regular Meeting Dates for 2019

**DATE:** January 24, 2019

**Background:**

The information below is provided to facilitate a discussion to set CAC meeting dates for the 2019 calendar year.

At the CAC’s December 3, 2018 meeting, Staff was asked to inquire with all CAC Members if they could meet on a consistent day of the week each month, rather than meeting approximately ten (10) days prior to a Board meeting. Staff reviewed their calendars and selected the 4<sup>th</sup> week (Monday, Wednesday, or Thursday) as an option. Staff received the following responses:

4 <sup>th</sup> Week of the Month			
	Monday	Wednesday	Thursday
<b>Gerry Braun</b>	X	X	X
<b>Christine Shewmaker</b>		X	X
<b>Marsha Baird</b>	X	X	
<b>Yvonne Hunter</b>	X1	X2	X3
<b>Mark Aulman</b>		X	
<b>David Springer</b>	X	X Possibly	
<b>Lorenzo Kristov</b>			X
<b>Christine Casey</b>	X1	X2	X1

X# = 1<sup>st</sup>, 2<sup>nd</sup>, and 3<sup>rd</sup> choice (if provided)

The Board is scheduled to meet the second Thursday of the month; however, sometimes their regular meeting is canceled, and a special meeting is scheduled to accommodate other Agency meeting dates, such as the California Public Utilities Commission meetings.

CAC meetings dates and locations according to the long-term calendar (approximately 10 days prior to a Board meeting) have been secured.

## VALLEY CLEAN ENERGY ALLIANCE

### Staff Report – Item 9

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**TO:** Community Advisory Committee

**FROM:** Mitch Sears, Interim General Manager

**SUBJECT:** Preliminary discussion and timeline of studying an alternative rebate structure.

**DATE:** January 24, 2019

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#### RECOMMENDATION

Create a CAC task group to collaborate with staff to analyze a new rate structure and rebate program for fiscal year 2019/2020.

#### BACKGROUND AND DISCUSSION

At the November 15, 2018 board meeting, staff recommended a package of policy modifications that work together to address PCIA volatility and resulting budget shortfalls anticipated for 2019 and 2020. One of the policy modifications approved by the Board was to study adoption of a new rate structure starting in July 2019 (VCE's 2020 Fiscal Year).

As an alternative to providing customers with a pre-determined, up front rate discount relative to PG&E service, but to still provide the opportunity for customers to obtain generation rate savings and to allow VCE to meet its financial obligations, staff recommended studying an alternative rebate structure. The alternative would move from a monthly fixed rate discount structure to a yearly "dividend" rate structure where bill credits are awarded annually if VCE meets certain financial thresholds. In essence, if VCE does well its customers will benefit by receiving bill credits. This is a rate structure currently employed by Monterey Bay Community Power (MBCP). Under this potential rebate structure, VCE customers would no longer receive a fixed monthly discount but would receive an annual bill credit if VCE met certain financial thresholds. Based on preliminary research leading up to the Board's November 2018 direction, staff identified the following potential advantages for VCE related to a "dividend" rebate structure:

- Financial stabilization. Allows more precise management of financial standing based on financial thresholds defined by VCE by rewarding customers with bill credits on the basis of VCE financial performance.
- Communication with customers. Financial thresholds that trigger annual divided bill credits are transparent and can be easily communicated to VCE customers.

In addition, monthly customer bill questions are likely to decrease since there will not be a monthly percentage discount to calculate.

- Simplified rate administration. As noted in the previous section on electric generation rates, setting identical rates to that of PG&E can save VCE time and money otherwise required to develop rate schedules.
- Mission driven. The “dividend” approach allows VCE to shift the focus from rate comparisons and rate design to the range of goals that define the reasons VCE was established in the first place. Namely, cost competitive cleaner resources, local control, custom tailored programs responsive to community needs, and improving the local economy by investing in clean power resources and returning some of the annual savings back to the customers.
- Build customer satisfaction and loyalty. CCA programs are community owned, managed and directed by a local Board representing its customers. It is therefore reasonable to provide a return/dividend to VCE customers at the end of each year as a bill credit. This dividend could be announced annually at the beginning of the operating year, once staff has established a budget that will consider operational and program expenditures and reserve requirements. By allocating the dividend or credit at the end of the fiscal year, VCE would be able to pay out on a “performance basis,” and build customer satisfaction and loyalty as well.

The potential primary drawbacks of this rate structure for VCE include:

- Changing rate design one year after launch could cause customer confusion that will need to be addressed in VCE outreach.
- Some customer classes may prefer monthly discounts. However, MBCP has observed that this type of rate design has not been a significant driver for opt-outs.
- Based on the projected PCIA rate for 2019, VCE will not have the ability to provide a dividend to its customers in the immediate future which could lead to increased opt-outs in certain customer classes.

Based on Board interest in seeing analysis of this (and potentially other) rebate approaches by mid-2019, staff has prepared the attached tentative timeline to have the final new rate structure and rebate program considered by the Board in April 2019.

#### **REQUESTED ACTION**

- Create a CAC task group to collaborate with staff to develop a new rate structure and rebate program for fiscal year 2019/2020.

#### **Attachment**

Timeline for New rate structure and rebate program



# NEW RATE STRUCTURE/REBATE PROJECT TIMELINE

ENTER START DATE:

1/24/2019

ACTIVITY	START	END	NOTES
Project Start	1/25/2019		
CAC task group and staff work on draft of rate/rebate structure	1/25/2019	2/27/2019	
Present draft of rate/rebate structure to CAC	3/4/2019	3/4/2019	
Present draft of rate/rebate structure to VCE Board	3/14/2019	3/14/2019	
Finalize rate/rebate structure	3/15/2019	3/27/2019	
Approve recommendation to Board by CAC	4/1/2019	4/1/2019	
Approve final rate/rebate structure by VCE Board	4/11/2019	4/11/2019	
SMUD to make changes to the back office billing	4/12/2019	6/30/2019	
Marketing & Outreach on New Rate Structure/Rebate	4/12/2019	6/30/2019	
Implement New Rate/Rebate Structure	7/1/2019	7/1/2019	
Monitor and review billing of New rate/rebate structure	7/1/2019	7/31/2019	
Project End	7/31/2019		

**VALLEY CLEAN ENERGY ALLIANCE  
COMMUNITY ADVISORY COMMITTEE**

**Staff Report – Agenda Item 10**

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**TO:** VCE Community Advisory Committee

**FROM:** Mitch Sears, Interim General Manager  
Alisa Lembke, Board Clerk/Administrative Analyst

**SUBJECT:** Development of Community Advisory Committee Work Plan 2019

**DATE:** January 24, 2019

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**Background:**

The Board approved an updated CAC Charge at their November 15, 2018 meeting, which reflects Board direction on the goals and priorities of the CAC as Valley Clean Energy moves into the operational phase of its growth. At the CAC's December 3, 2018 meeting, goals and objectives for 2019 and each Member's priorities were discussed.

The purpose of this report is to assist the Committee in organizing and creating a work plan for the Committee and Task Groups that correlates with Board goals, projects and objectives. At the CAC's December 3, 2018, the CAC Members expressed the following suggestions:

1. using the Calendar more effectively by listing upcoming items to be addressed by the CAC;
2. focusing the CAC's time and energy on subject matter and programs that need to be researched and vetted;
3. concentrating on long-term planning and integrating the Integrated Resource Plan list of possible local resource action plan activities;
4. using Task Groups more effectively by giving them specific assignments that are in alignment with the CAC Updated Charge;
5. looking into how VCE can support and align other jurisdictions' and groups' energy efficiency efforts;
6. communicating with and having regular interaction with other CCA advisory groups to share information, ideas, and approach;
7. encourage and inform public of the need and urgency to address climate concerns and the importance of VCEA's climate action role; and,
8. a few ideas of subject matter to be addressed by CAC: rate structure and options; Net Energy Metering options; "opt up" campaign; outreach efforts to a) increase public engagement and ownership and b) emphasize the goals of CCAs to reduce greenhouse gases; and, year-end dividend rebate program.

Based on discussions with the CAC Chair, Vice-Chair, and Secretary, staff suggests that the Committee explore the following items in developing its 2019 work plan:

- A. Review and discuss Board and Community Advisory Committee 2019 Long Range Calendar identifying current agenda items/projects (calendar attached). Please add items as needed.
- B. Review scope of services and projects of customer outreach and marketing services contractor Green Ideals (Scope of Services attached); receive Outreach task Group Update (verbal); and identify projects the Community Advisory Committee can assist with.
- C. Review CalCCA 2019 legislative and regulatory priorities.
- D. Review and provide status of priority items highlighted in the Community Advisory Committee Updated Charge (attached).
- E. Receive and discuss CAC member recommendations of what projects are to be focused on by the CAC during the first and second half of calendar year 2019
- F. Discuss CAC coordination with staff and 2019 CAC priority topics (attached is a copy of the VCE Integrated Resource Plan – List of Possible Local Resource Related Action Plan Activities).
- G. Discuss possible next steps toward interactions with other CCA advisory groups. Currently, the following CCA's have advisory committees:
  1. East Bay Community Energy
  2. Clean Power Alliance
  3. Monterey Bay Community Power
  4. Peninsula Clean Energy
  5. Redwood Coast Energy Authority
  6. San Jose Community Energy (forming)
  7. Silicon Valley Clean Energy
  8. Sonoma Clean Power
- H. Review, discuss, and modify as needed CAC task group structure; consider creation of new task group(s); and, provide projects to each task group. All task groups are to be reviewed.

The CAC Chair and Vice Chair will lead a discussion at the CAC meeting to address these topics with the goal of developing a draft 2019 work plan.

#### **Attachments**

1. 2019 Long Range Calendar
2. Green Ideals Scope of Services
3. Updated CAC Charge
4. VCE Integrated Resource Plan – List of Possible Local Resource Related Action Plan Activities

**VALLEY CLEAN ENERGY**  
**2019 Meeting Dates and Topics – Board and Community Advisory Committee**

MEETING DATE		TOPICS	ACTION
<del>January 10, 2019</del> January 23, 2019	<b>Board</b> WOODLAND	Special Meeting scheduled for <b>Wednesday, January 23rd</b> , at 5:30 p.m. at <b>Yolo County Board of Supervisors Chambers</b> , Woodland <ul style="list-style-type: none"> <li>Procurement Authority / Procure Energy for 2020</li> <li>Schedule of New Rate Structure / Rebate Program</li> </ul>	<ul style="list-style-type: none"> <li>Action</li> <li>Informational</li> </ul>
January 24, 2019	<b>Advisory Committee</b> WOODLAND	Thursday, January 24 <sup>th</sup> at City of Woodland Council Chambers, Woodland <ul style="list-style-type: none"> <li>Preliminary Discussion on New Rate Structure / Rebate Program</li> </ul>	<ul style="list-style-type: none"> <li>Discussion / Formation of Task Group / timeline</li> </ul>
February 4, 2019	<b>Advisory Committee</b> DAVIS	<ul style="list-style-type: none"> <li>Status on New Rate Structure / Rebate Program</li> <li>Net Energy Metering (NEM) Enrollment – Reassessment</li> </ul>	<ul style="list-style-type: none"> <li>Discussion</li> <li>Discussion</li> </ul>
February 14, 2019	<b>Board</b> DAVIS	<ul style="list-style-type: none"> <li>ERRA/PCIA/PG&amp;E</li> </ul>	<ul style="list-style-type: none"> <li></li> </ul>
March 4, 2019	<b>Advisory Committee</b> WOODLAND	<ul style="list-style-type: none"> <li>New Rate Structure / Rebate Program – Draft Recommendation</li> <li>Net Energy Metering (NEM) Enrollment – Reassessment</li> <li>Time of Use for Residential Customers</li> </ul>	<ul style="list-style-type: none"> <li>Action: Draft Recommendation</li> <li>Discussion</li> <li>Info./Discussion</li> </ul>
March 14, 2019	<b>Board</b> WOODLAND	<ul style="list-style-type: none"> <li>Preliminary FY19/20 Operating Budget (Regular)</li> <li>New Rate Structure / Rebate Program – Review Preliminary Recommendation and Staff Report</li> </ul>	<ul style="list-style-type: none"> <li>Review</li> <li>Review and provide feedback</li> </ul>
April 1, 2019	<b>Advisory Committee</b> DAVIS	<ul style="list-style-type: none"> <li>New Rate Structure / Rebate Program – Finalize Recommendation</li> <li>Net Energy Metering (NEM) Enrollment – Reassessment</li> <li>Time of Use for Residential Customers</li> </ul>	<ul style="list-style-type: none"> <li>Action: Finalize Recommendation to Board</li> <li>Discussion</li> <li>Discussion</li> </ul>
April 11, 2019	<b>Board</b> DAVIS	<ul style="list-style-type: none"> <li>New Rate Structure / Rebate Program</li> </ul>	<ul style="list-style-type: none"> <li>Approve</li> </ul>

April 29, 2019	<b>Advisory Committee</b> WOODLAND	<ul style="list-style-type: none"> <li>Net Energy Metering (NEM) Enrollment – Reassessment – Draft Report</li> <li>Time of Use for Residential Customers</li> </ul>	<ul style="list-style-type: none"> <li>Discussion</li> <li>Discussion</li> </ul>
May 9, 2019	<b>Board</b> WOODLAND	<ul style="list-style-type: none"> <li>Final Approval of FY19/20 Operating Budget (Consent)</li> </ul>	<ul style="list-style-type: none"> <li>Approve</li> </ul>
June 3, 2019	<b>Advisory Committee</b> DAVIS	<ul style="list-style-type: none"> <li>Net Energy Metering (NEM) Enrollment – Reassessment Finalize Report to Board</li> </ul>	<ul style="list-style-type: none"> <li>Action: Recommendation to Board</li> </ul>
June 13, 2019	<b>Board</b> DAVIS	<ul style="list-style-type: none"> <li>Net Energy Metering (NEM) Enrollment Reassessment Report</li> </ul>	<ul style="list-style-type: none"> <li>Action</li> </ul>
July 1, 2019	<b>Advisory Committee</b> WOODLAND	<ul style="list-style-type: none"> <li>Time of Use for Residential Customers</li> </ul>	<ul style="list-style-type: none"> <li>Discussion</li> </ul>
July 11, 2019	<b>Board</b> WOODLAND	<ul style="list-style-type: none"> <li></li> </ul>	<ul style="list-style-type: none"> <li></li> </ul>
July 29, 2019	<b>Advisory Committee</b> DAVIS	<ul style="list-style-type: none"> <li>Time of Use for Residential Customers (Draft Report)</li> </ul>	<ul style="list-style-type: none"> <li>Discussion</li> </ul>
August 8, 2019	<b>Board</b> DAVIS	<ul style="list-style-type: none"> <li></li> </ul>	<ul style="list-style-type: none"> <li></li> </ul>
September 2, 2019 HOLIDAY NEED TO RESCHEDULE	<b>Advisory Committee</b> WOODLAND	<ul style="list-style-type: none"> <li>Time of Use for Residential Customers Report - Finalization</li> </ul>	<ul style="list-style-type: none"> <li>Action: Recommendation to Board</li> </ul>
September 12, 2019	<b>Board</b> WOODLAND	<ul style="list-style-type: none"> <li>Time of Use for Residential Customers Report</li> </ul>	<ul style="list-style-type: none"> <li>Action</li> </ul>
September 30, 2019	<b>Advisory Committee</b> DAVIS	<ul style="list-style-type: none"> <li>Committee Evaluation of Calendar Year End (Draft Report)</li> </ul>	<ul style="list-style-type: none"> <li>Discussion</li> </ul>
October 10, 2019	<b>Board</b> DAVIS	<ul style="list-style-type: none"> <li>Approval of FY18/19 Audited Financial Statements (James Marta &amp; Co.)</li> <li></li> </ul>	<ul style="list-style-type: none"> <li>Action</li> </ul>
November 4, 2019 NEED TO FIND DIFFERENT LOCATION	<b>Advisory Committee</b> WOODLAND	<ul style="list-style-type: none"> <li>Committee Evaluation of Calendar Year End (Draft Report)</li> </ul>	<ul style="list-style-type: none"> <li>Discussion</li> </ul>

November 14, 2019	<b>Board</b> WOODLAND	•	•
December 2, 2019	<b>Advisory Committee</b> DAVIS	<ul style="list-style-type: none"> <li>• Election of Officers for 2020</li> <li>• Finalization of Committee Calendar Year End Report</li> </ul>	<ul style="list-style-type: none"> <li>• Nominations</li> <li>• Approve Report</li> </ul>
December 12, 2019	<b>Board</b> DAVIS	<ul style="list-style-type: none"> <li>• Election of Officers for 2020</li> <li>• Receive CAC Calendar Year End Report</li> </ul>	<ul style="list-style-type: none"> <li>• Nominations</li> <li>• Receive</li> </ul>

## **EXHIBIT A**

### **SCOPE OF SERVICES**

Under the direction of VCE staff and in collaboration with VCE vendors, Green Ideals will develop, enhance, implement and maintain a multi-faceted plan for building program awareness, engaging potential VCE residential, commercial and agricultural customers, supporting the program website and design needs, promoting VCE's 100% renewable program, UltraGreen, and participating in customer notification/enrollments.

Tasks in this service category include but are not limited to the following:

#### **1. Program Branding, Design, Identity:**

- a. Working with existing program name and mission statement, develop brand refinements/style guides, and create sub-brand names/logos for different product offerings and programs.
- b. Maintain and update multi-functional, multi-lingual website (English and Spanish) that includes a rate calculator and ability to opt-out of the program.
- c. Develop and maintain social media presence for VCE utilizing existing platforms in VCE member communities (e.g. Facebook, Nextdoor, etc.)
- d. Develop/update program collateral including FAQs, program brochures, fact sheets and power point templates.
- e. If budget allows, develop short informational videos for use on website, social media and community meetings.

#### **2. Community Outreach/Stakeholder Engagement:**

- a. At the direction of VCE staff, work with the County, City and other VCE member jurisdictions to support local stakeholder and public outreach which may include but is not limited to: 1:1 meetings with key stakeholder groups, public workshops/webinars, local presentations, event tabling, newsletter articles, and other key outreach/engagement activities.



b. Develop and maintain VCE list-serve to facilitate outreach/engagement activities. Refine/expand use of e-newsletters and info blasts to VCE list-serve and other local communication outlets.

c. Support efforts to train/partner with local advocates and community-based organizations to build local capacity and augment VCE's efforts to plan and carry out outreach/engagement activities.

d. Develop long-term community engagement framework and local capacity development strategy.

### 3. Marketing Campaigns:

a. Develop multi-lingual (English/Spanish) and multi-cultural advertising campaign to raise public awareness of VCE and its offerings; this will include both paid and earned media, print and digital, in a variety of mediums which could include newspapers, on-line ads, radio spots, billboards, bus backs/bus shelters, social media, etc.

b. Manage and conduct press outreach - schedule editorial board meetings, draft press releases, op-eds and news articles.

c. Maintain a social media presence for VCE on Facebook, Twitter, Next Door, etc.

### 4. Communication Outreach Plan:

Consultant may be required to develop a communications and outreach plan appropriate to the demographics of Davis, Woodland and unincorporated Yolo County and include a detailed set of deliverables, timelines and estimated budget. The outreach plan should address post-launch communications and outreach under low/moderate/high opt-out scenarios. The final scope, deliverables and budget presented to the VCE Board for consideration will be based upon discussions with VCE staff and others on the selection team.

**Valley Clean Energy Alliance**  
**Community Advisory Committee**  
**Updated Charge**

Consistent with the policy adopted by the Valley Clean Energy Alliance (VCEA) Board of Directors, the VCEA Community Advisory Committee (CAC) adopts the Charge to:

- Advise the VCEA Board of Directors on VCEA’s general policy and operational objectives, including portfolio mix and objectives, technical, market, program and policy areas, strategic objectives and strategies to reduce carbon emissions, accelerate development of local resources and promote energy resilience.
- Assist in the development of public information materials related to customer energy investments and choices offered by VCEA, PG&E and third parties.
- Collaborate with VCEA staff and consultants on community outreach to and liaison with member communities;
- Collaborate with VCEA staff on monitoring legislative and regulatory activities related to Community Choice Energy issues.

In order to achieve the goals and mission of VCEA, the CAC will develop, periodically review and update a workplan for the short and longer terms. The Committee will monitor organizational performance toward fulfillment of the VCEA Board of Director’s Vision Statement and may recommend policy changes to further the VCEA vision. The CAC will also engage with VCEA, Staff and consultants through its task groups, and evaluate, and make recommendations on select items at the request of the Board or Interim General Manager’s request or in consultation with the Interim General Manager.

The Community Advisory Committee will periodically review this charge and make recommendations for changes to the Board of Directors in order to reflect new issues, opportunities and challenges impacting the VCEA.

Adopted: November 15, 2018

## VCEA Integrated Resource Plan

### Listing of Possible Local Resource Related Action Plan Activities

Priority	Title	Description
	<b>Five-year Business Plan</b>	<ol style="list-style-type: none"> <li>1. Five year income statement, cash flow and reserve forecasts, balance sheet.</li> <li>2. Planned new product offerings and related revenue targets, e.g. EV charging product.</li> </ol>
	<b>Green Metrics</b>	<ol style="list-style-type: none"> <li>1. Review PG&amp;E Green Comms information for member jurisdictions.</li> <li>2. Summarize strategic implications of key individual jurisdiction trends.</li> <li>3. First annual report summarizing actual vs. forecasted outcomes</li> </ol>
	<b>Local Economic Impacts</b>	<ol style="list-style-type: none"> <li>1. Review San Jose area CCA economic impact analysis</li> <li>2. Determine valid methodology for evaluating economic benefits of local clean energy resource deployment in VCEA jurisdictions.</li> <li>3. Recommend targets for balancing out of service area resources and in-service area resources.</li> </ol>
	<b>Solar Plus Storage</b>	<ol style="list-style-type: none"> <li>1. Identify cost forecasts for on-site, community and utility-scale solar and battery storage.</li> <li>2. Evaluate and determine best long-term mix of storage coupled and stand-alone storage for on-site, in-service area and outside service area deployment.</li> </ol>

## VCEA Integrated Resource Plan

### Listing of Possible Local Resource Related Action Plan Activities

Priority	Title	Description
	<b>Electrification</b>	<ol style="list-style-type: none"> <li>1. Evaluate the economic implications of alternative heating end use decarbonization scenarios.</li> </ol>
	<b>Electric Vehicles</b>	<ol style="list-style-type: none"> <li>1. Determine impacts of EV deployment in the VCEA service territory.</li> <li>2. Evaluate related early related demand response uses.</li> <li>3. Evaluate future potential load leveling and energy security uses.</li> <li>4. Evaluate EV charging incentive programs offered by other CCAs, e.g. SCP.</li> </ol>
	<b>Community Solar</b>	<ol style="list-style-type: none"> <li>1. identify inventory of potential sites in the service area, including and esp. brownfield sites.</li> <li>2. Consider possible pilot program or project for Davis rental and multi-family customers.</li> <li>3. Evaluate longer term program design options.</li> </ol>
	<b>Net Zero</b>	<ol style="list-style-type: none"> <li>1. Evaluate the impacts of new housing developments under the new state standard for net zero electricity.</li> <li>2. Determine rate options consistent with equitable cost recovery and expected timing of net supply and net usage.</li> </ol>

## VCEA Integrated Resource Plan

### Listing of Possible Local Resource Related Action Plan Activities

Priority	Title	Description
	<b>Efficiency/Other Customer-facing Programs</b>	<ol style="list-style-type: none"> <li>1. Review programs offered by PG&amp;E and other CCAs.</li> <li>2. Identify best fits for VCEA jurisdictions.</li> </ol>
	<b>R&amp;D</b>	<ol style="list-style-type: none"> <li>1. Create initial list of state and Federal programs and pending grant opportunities.</li> </ol>
	<b>Local Clean Energy Businesses</b>	<ol style="list-style-type: none"> <li>1. Create a list of clean energy businesses operating in the service territory for possible use in responding to customer inquiries.</li> </ol>
	<b>Integrated Energy Analysis</b>	<ol style="list-style-type: none"> <li>1. Review (and update?) DavisFREE integrated energy analysis and main report.</li> <li>2. Determine future analysis needs for other jurisdictions.</li> </ol>
	<b>Climate Action</b>	<ol style="list-style-type: none"> <li>1. Develop an outline for energy sections of VCEA jurisdiction CAAPs</li> <li>2. Convene meeting to discuss CAAPs with jurisdictions and possibly UC Davis.</li> </ol>
	<b>PG&amp;E Coordination</b>	<ol style="list-style-type: none"> <li>1. Recommend priorities for VCEA and member jurisdiction engagement with PG&amp;E.</li> </ol>
	<b>Demand Forecasts</b>	<ol style="list-style-type: none"> <li>1. Initiate demand forecasting specific to member jurisdictions.</li> </ol>
	<b>Environmental Standards</b>	<ol style="list-style-type: none"> <li>1. Recommend environmental guidelines for projects supplying electricity to VCEA.</li> </ol>