



**Meeting of the Community Advisory Committee (CAC)
of Valley Clean Energy Alliance
Thursday, January 28, 2021
5:00 P.M.
Via Webinar**

Pursuant to the Provisions of the Governor’s Executive Orders N-25-20 and N-29-20, which suspends certain provisions of the Brown Act and the Orders of the Public Health Officers with jurisdiction over Yolo County, to Shelter in Place and to provide for physical distancing, all members of the Community Advisory Committee and all staff will attend this meeting telephonically. Any interested member of the public who wishes to listen in may join this meeting via Zoom Webinar, as set forth below.

Please note that the numerical order of items is for convenience of reference. Items may be taken out of order on the request of any CAC member with the concurrence of the other members. The CAC may decide to make a recommendation to the VCE Board regarding any of the agenda items below. Staff recommendations are advisory to the CAC. The CAC may take any action it deems appropriate on any item on the agenda even if it varies from the staff recommendation.

Members of the public who wish to listen to the CAC Webinar meeting may do so with the teleconferencing call-in number and Webinar meeting ID code.

Join meeting via Zoom WEBINAR:

- a. From a PC, Mac, iPad, iPhone, or Android device with high-speed internet.
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<https://us02web.zoom.us/j/81598387102>

Meeting ID: 815 9838 7102

- b. By phone

One tap mobile:

+16699009128,,81598387102 US

+12532158792,,81598387102 US

Dial:

+1-669-900-9128

+1-253-215-8782

Meeting ID: 815 9838 7102

Public comments may be submitted electronically or during the meeting. Instructions on how to submit your public comments can be found in the PUBLIC PARTICIPATION note at the end of this agenda.

Committee Members:

Christine Shewmaker (Chair), Cynthia Rodriguez (Vice Chair), Yvonne Hunter, Marsha Baird, Gerry Braun, Mark Aulman, Lorenzo Kristov, David Springer, Christine Casey, Jennifer Rindahl, Peter Meyer



5:00 P.M. CALL TO ORDER

- 1. Welcome**
- 2. Approval of Agenda**
- 3. Public Comment:** This item is reserved for persons wishing to address the CAC on any VCE-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 CAC are customarily limited to two minutes per speaker, electronically submitted comments should be limited to approximately 300 words. Comments that are longer than 300 words will only be read for two minutes. All electronically submitted comments, whether read in their entirety or not, will be posted to the VCE website within 24 hours of the conclusion of the meeting. See the information under **PUBLIC PARTICIPATION** at the conclusion of this agenda about how to provide your public comment.
- 4. Brief VCEA Staff and Advisory Task Group Reports (≈ 20 minutes)** - Representatives of VCE 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.
 - A. Task Group Reports**
 - B. 1/21/2021 Special Board Meeting Summary**
 - C. Staff Report**

CONSENT AGENDA (≈5 minutes)

- 5. Approval of December 17, 2020 Meeting Minutes.**
- 6. Receive Customer Enrollment update as of January 20, 2021.**

REGULAR AGENDA

- 7. Receive update on Valley Clean Energy's adopted 3-year Strategic Plan. (Informational) (≈10 minutes).**
- 8. Review and discuss formation of CAC Task Groups for 2021. (Discussion) (≈30 minutes)**
- 9. Receive 2021 Strategic Marketing Plan and make recommendation to the Board. (Discussion/Action) (≈20 minutes)**
- 10. Receive quarterly power procurement / Renewable Portfolio Standard update. (Informational) (≈10 minutes)**



11. **New Building electrification discussion and potential strategies. (≈25 minutes)**
12. **Discuss Valley Clean Energy joining the California Community Power Agency Joint Powers Authority and make recommendation to the Board. (Discussion/Action) (≈15 minutes)**
13. **Receive and update Community Advisory Committee 2021 Long-Range Calendar. (Discussion) (≈5 minutes)**
14. **Advisory Committee Member and Announcements. (≈ 5 minutes)** Action items and reports from members of the Advisory Committee, including announcements, reports on meetings, and information which would be of interest to the Committee or the public.
15. **Adjournment:** The next Community Advisory Committee meeting has been scheduled for Thursday, February 25, 2021 via Zoom teleconference at 5 p.m.

The Valley Clean Energy *Board* has scheduled a regular meeting for Thursday, February 11, 2021 at 4:00 p.m. via Zoom teleconference.

PUBLIC PARTICIPATION INSTRUCTIONS FOR UPCOMING VALLEY CLEAN ENERGY COMMUNITY ADVISORY COMMITTEE MEETING ON THURSDAY, JANUARY 28, 2021 AT 5:00 P.M.:

PUBLIC PARTICIPATION. Public participation for this meeting will be done electronically via e-mail ***and*** during the meeting as described below.

REMOTE PUBLIC COMMENTS:

Public participation via e-mail: If you have anything that you wish to be distributed to the CAC and included in the official record, please e-mail it to VCE staff at Meetings@ValleyCleanEnergy.org. If information is received by 3:00 p.m. on the day of the CAC meeting it will be e-mailed to the CAC members and other staff prior to the meeting. If it is received after 3:00 p.m. the information will be distributed after the meeting, but within 24 hours of the conclusion of the meeting.

Verbal public participation during the meeting: If participating during the meeting, there are two (2) ways for the public to provide verbal comments:

- 1) **Computer with a microphone:** activate the “participants” icon at the bottom of your screen, then press the “raise a hand” icon.
- 2) **Phone:** Press *9 to indicate a desire to make a comment.

VCE staff will acknowledge that you have a public comment to make during the item and will call upon you by name or phone number when it is your turn to comment. Speakers will be limited to no more than two minutes. Speakers will be asked to state their name for the record.



Public records that relate to any item on the agenda for a regular or special CAC meeting are available for public review on the VCE website. Records that are distributed to the CAC by VCE staff less than 72 hours prior to the meeting will be posted to the VCE website at the same time they are distributed to all members, or a majority of the members of the CAC. Questions regarding VCE public records related to the meeting should be directed to Board Clerk Alisa Lembke at (530) 446-2750 or Alisa.Lembke@ValleyCleanEnergy.org. The Valley Clean Energy website is located at: <https://valleycleanenergy.org/cac-meetings/>.

Accommodations for Persons 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, VCE Board Clerk/Administrative Analyst, as soon as possible and preferably at least two (2) working days before the meeting at (530) 446-2754 or Alisa.Lembke@ValleyCleanEnergy.org

**VALLEY CLEAN ENERGY ALLIANCE
COMMUNITY ADVISORY COMMITTEE**

Staff Report - Item 5

TO: Community Advisory Committee
FROM: Alisa Lembke, Board Clerk/Administrative Analyst
SUBJECT: CAC December 17, 2020 Meeting Minutes
DATE: January 28, 2021

Recommendation

Receive, review and approve the attached December 17, 2020 meeting minutes.



**MINUTES OF THE VALLEY CLEAN ENERGY ALLIANCE
COMMUNITY ADVISORY COMMITTEE MEETING
THURSDAY, DECEMBER 17, 2020
VIA TELECONFERENCE**

Chair Hunter opened the Community Advisory Committee of the Valley Clean Energy Alliance in a special meeting on Thursday, December 17, 2020 beginning at 5:01 p.m. via teleconference pursuant to the Provisions of the Governor’s Executive Orders N-25-20 and N-29-20, which suspends certain provisions of the Brown Act and the Orders of the Public Health Officers with jurisdiction over Yolo County, to shelter in place and to provide for physical distancing.

Welcome and Roll Call

Committee Members Present: Yvonne Hunter (Chair), Marsha Baird (Vice Chair), Gerry Braun, Christine Shewmaker, Mark Aulman, Lorenzo Kristov, David Springer (departed at 6:23 p.m.), Christine Casey, Cynthia Rodriguez, Jennifer Rindahl

Committee Members Absent: Peter Meyer

Approval of Agenda Christine Shewmaker made a motion to approve the December 17, 2020 meeting Agenda, seconded by Mark Aulman. Motion passed with Peter Meyer absent.

Public Comment / Introductions There were no written or verbal public comments.

Brief task Group and VCE staff Reports **Task Group Reports**

Programs Task Group: Ms. Baird reported that the Task Group continues to work with Staff on the 3-year programs plan and is targeting completion within the next month or two. The draft programs plan will be reviewed by the CAC then it will go to the Board. Ms. Shewmaker would like the CAC to ask the Board to support their individual agency’s adoption via resolution of electric reach codes for new construction and retrofitting of electricity thereby removing natural gas. The Task Group looked into supporting an electric program, but it is not cost effective; however, VCE can encourage other agencies to support this effort.

Outreach Task Group: Mark Aulman reported that they continue to work on the marketing plan and VCE’s SWOT (Strengths, Weaknesses, Opportunities and Threats) analysis.

Strategic Plan Task Group: Gerry Braun stated there is nothing to report.

Rates Task Group: Lorenzo Kristov stated there is nothing to report.

Leg/Reg Task Group: Chair Hunter reported that the Task Group had a meeting today and reviewed upcoming legislation that are being introduced. She informed those



present that the Board at their December 10th meeting adopted the 2021 Legislative Platform, which included suggestions from the CAC.

12/10/2020 Board meeting summary: Interim General Manager Mitch Sears informed those present that the 2021 Legislative Platform was adopted and all suggestions by the CAC were incorporated and adopted within. The Board received from VCE Staff George Vaughn an Enterprise Risk Management Report which summarized the types of risks that VCE faces and key mitigation strategies and activities aimed at managing those risks. VCE's Director of Marketing and Customer Care, Rebecca Boyes, provided a 2020 year-end review of community engagement and outreach activities. CAC Chair Yvonne Hunter gave a thorough review of the CAC's 2020 activities. The Board transitioned the Chair and Vice Chair positions to Dan Carson (City of Davis) as Chair and Jesse Loren (City of Winters) as Vice Chair, thereby placing Winters in the rotation. Mr. Sears announced that newly elected Mayra Vega is the new VCE Board Member representing City of Woodland.

Staff Report: Mr. Sears informed those present with the start of the legislative session, there is activity in Sacramento on energy related bills and CalCCA, and settlement agreement on power charge indifference adjustment (PCIA) issues, which was led by Southern California Edison (SCE). There was not a lot of action by the California Public Utilities Commission (CPUC), so most likely additional legislation will be introduced. VCE has been working on outreach efforts for Winters enrollment with two workshops held, introduction of VCE at a City of Winters Council meeting, and pole banners have been installed in Winters.

Mr. Sears answered a few questions. He informed those present that the enrollment of "legacy" NEM customers will conclude in the next few weeks with an opt out rate of approximately 10%. VCE hopes to hire a new Director of Finance and Internal Operations by the end of December with a transition to the new person in January 2021. All other services provided by SMUD will still occur.

There were no written or verbal public comments.

Consent Items

Chair Hunter informed those present that two corrections needed to be made to the draft Minutes: 1) date change and 2) Ms. Baird also prepared the draft CAC year-end report. Ms. Baird made a motion to approve the December 17, 2020 Consent Agenda items with minor corrections to the November 19, 2020 meeting minutes, seconded by Christine Shewmaker. Motion passed unanimously with Meyer absent. The following items were:

1. approved November 17, 2020 meeting Minutes as amended; and
2. received customer enrollment update as of December 9, 2020.

There were no written or verbal public comments.



**Item 7: Review
Revised
Procurement Guide.
(Informational)**

VCE Staff Gordon Samuel informed the CAC that although the Agenda requests action from the CAC; however, this item is informational. Mr. Samuel reminded those present that the Board determined VCE's 2021 targets during budget discussions. The intent of Staff's report is to provide a high-level overview of the product categories necessary to meet compliance obligations and maintain a balanced power portfolio while meeting power supply portfolio targets set by the VCE Board. Mr. Samuel reminded those present that the delegation of authority is to himself as the Director of Power Services and to SMUD. Bill Her of SMUD is present to answer any questions. Gordon reviewed the following:

- guiding principles and delegations of authority in order to meet VCE's compliance, regulatory and business practice requirements under the CPUC, CAISO and other relevant regulatory agencies;
- power supply portfolio targets set by the VCE Board;
- minimization of the potential risk exposure of the portfolio, according to practices defined in VCE's Wholesale Energy Risk Manual;
- product categories; and,
- portfolio approach.

Mr. Samuel reminded those present that the Board has set minimum targets of 10% renewable and 20% carbon-free for 2021 VCE which will meet or exceed Renewable Portfolio Standards (RPS) compliance obligations for the period of 2021-2024. He reviewed VCE's evolving portfolio and next steps.

Numerous items were discussed: risks of projects through power purchase agreements not meeting their targets; compliance strategy and the budget; financial flexibility and procurement impacts to VCE; impacts from the renewable and carbon free energy markets; timing and meeting compliance requirements; and, impacts to VCE's power content label.

There were no written or verbal public comments.

**Item 8: GHG Free
attributes large
hydro and/or
nuclear (2021 and
beyond). (Discussion
/ Action)**

Mr. Samuel informed those present that Staff is seeking CAC feedback and a recommendation to the Board regarding Pacific Gas & Electric's (PG&E) GHG-free allocations (including large hydro and nuclear) for 2021 and beyond. Mr. Samuel reminded those present that the Board in May 2020 approved PG&E's allocation of large hydro (only) GHG-free attributes for the year 2020. If approved by the California Public Utilities Commission (CPUC), PG&E will be offering GHG-free attributes for 2021.

David Springer departed at 6:23 p.m.

Numerous items were discussed: VCE's financial situation and uncertainties of the market value of GHG-free attributes; value of attributes within the power content label; uncertainty if VCE is receiving REQs or energy as the result of taking the large hydro GHG-free attributes; whether or not there is the same regulatory objection



limitation that the previous offer included; customer opinion on nuclear; and challenges due to Resource Adequacy (RA) market and power charge indifference adjustment (PCIA) uncertainty.

There were no written or verbal public comments.

Christine Shewmaker made a motion that the CAC recommend to the Board that VCE continues to take the PG&E's large hydro GHG-free attributes only, no nuclear, for 2021 only, seconded by Mark Aulman. Motion passed by the following vote:

AYES: Hunter, Baird, Shewmaker, Aulman, Casey, Rindahl, Rodriguez

NOES: Braun

ABSENT: Meyer, Springer

ABSTAIN: Kristov

Christine Shewmaker made a motion that the CAC recommend to the Board that this question on whether VCE should take PG&E's GHG-free attributes (hydro and/or nuclear) beyond 2021 be brought back to the CAC and Board for consideration and discussion with additional information that may include pricing, customer views on nuclear, and market viability, seconded by Gerry Braun. Motion passed by the following vote:

AYES: Hunter, Baird, Braun, Shewmaker, Aulman, Kristov, Casey, Rodriguez, Rindahl

NOES: None

ABSENT: Meyer, Springer

ABSTAIN: None

Item 9: Review draft updated CAC Charge and make recommendation to Board. (Action)

Chair Hunter informed those present that the draft updated CAC Charge presented, is the result of work done by Baird, Braun, Mr. Sears and herself. The redrafted and updated Charge includes input on policy level issues from the CAC Members and incorporates VCE's 3-year Strategic Plan and Environmental Justice statement. Vice Chair Baird reviewed the updates with those present. There were no written or verbal public comments.

Jennifer Rindahl made a motion to recommend to the Board to approve the revised and updated Charge, seconded by Gerry Braun. Motion passed with the following vote:

AYES: Hunter, Baird, Braun, Shewmaker, Aulman, Kristov, Casey, Rindahl, Rodriguez

NOES: None

ABSENT: Meyer, Springer

ABSTAIN: None



Item 10: Review and discuss formation of CAC Task Groups for 2021. (Discussion)

The CAC members and Staff had a preliminary discussion on what task groups are needed in 2021 to assist the Board and Staff. This discussion was continued to the CAC's January meeting. There were no written or verbal comments.

Item 11: Receive and update CAC 2021 Long-Range Calendar. (Discussion)

Chair Hunter reminded those present that due to the holidays in November and December, instead of meeting on the fourth Thursday, those meetings have been scheduled for the third Thursday. The CAC asked that a quarterly update on the Strategic Plan and SACOG grant project be added to the calendar. There were no written or verbal comments.

Item 12: Election of 2021 CAC Chair and Vice Chair (Effective January 2021)

Mark Aulman nominated Christine Shewmaker as Chair, seconded by Gerry Braun. Ms. Shewmaker informed those present that she would accept the nomination but that she would continue to meet via teleconference in 2021. Motion passed with Meyer and Springer absent.

Marsha Baird nominated Cynthia Rodriguez as Vice Chair, seconded by Christine Shewmaker. Motion passed with Meyer and Springer absent.

Advisory Committee Member and Announcements

Ms. Baird attended SMUD's webinar on their 2030 zero carbon vision. She encouraged all other Members to view the webinar on SMUD's website. Sacramento declared a climate emergency and adopted a 2030 carbon goal.

Mr. Sears on behalf of Staff and CAC, thanked Ms. Hunter and Ms. Baird for their work as Chair and Vice Chair and he thanked the CAC for all of their hard work this past year. Chair Hunter thanked the CAC Members for all of their hard work, dedication and input.

Adjournment to Next Meeting

The meeting adjourned at 7:18 p.m. The next regular CAC meeting is scheduled for Thursday, January 28, 2021 at 5 p.m. via teleconference.

Alisa M. Lembke
Board Clerk/Administrative Analyst

**VALLEY CLEAN ENERGY ALLIANCE
COMMUNITY ADVISORY COMMITTEE**

Staff Report – Item 6

TO: Community Advisory Committee
FROM: Rebecca Boyles, Director of Marketing & Customer Care
SUBJECT: Customer Enrollment Update (Information)
DATE: January 28, 2021

RECOMMENDATION

Receive the Customer Enrollment update as of January 20, 2021.

Attachment:

1. January 20, 2021 Customer Enrollment update

Item 6 - Enrollment Update

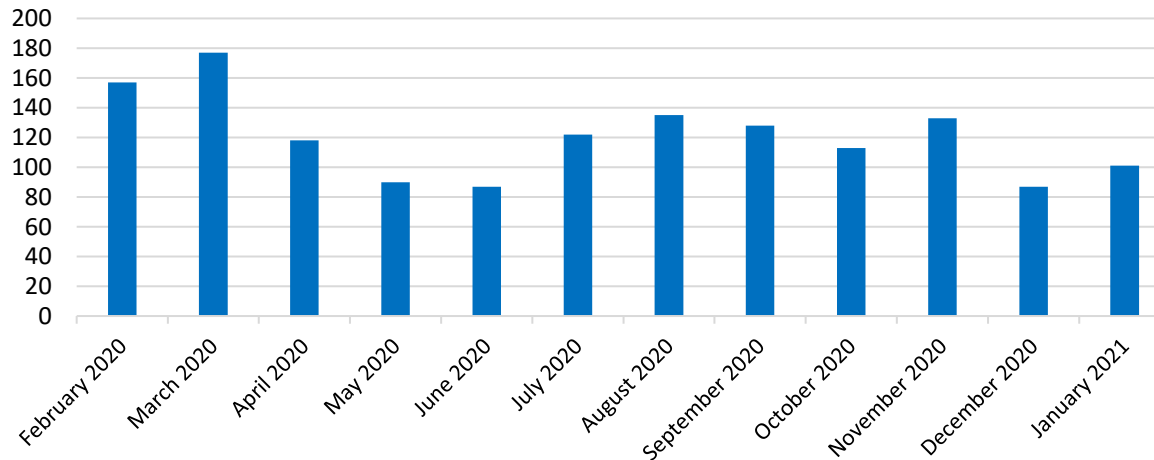
	Davis	Woodland	Winters	Yolo Co	Total	Residential	Commercial	Industrial	Ag	NEM	Non-NEM
VCEA customers	27,660	20,869	835	10,786	60,150	52,201	5,980	6	1,867	9,653	50,497
Eligible customers	28,945	23,755	963	12,289	65,952	57,194	6,527	6	2,121	10,426	55,526
Participation Rate	96%	88%	87%	88%	91%	91%	92%	100%	88%	93%	91%

There are currently 404 Winters customers not included in this table. NEM will enroll throughout 2021.

% of Load Opted Out

Residential	Commercial	Industrial	Ag	Total
9%	9%	0%	12%	9%

Monthly Opt Outs

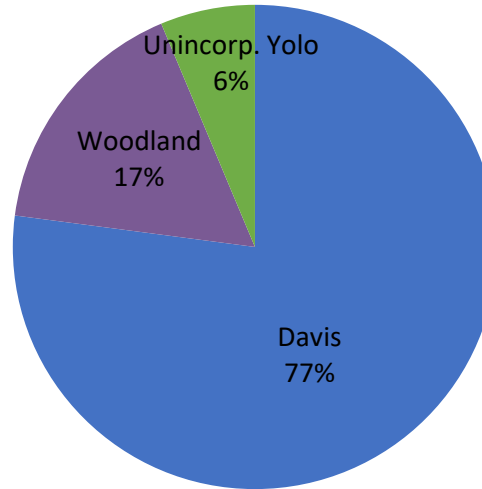


Status Date: 1/20/21

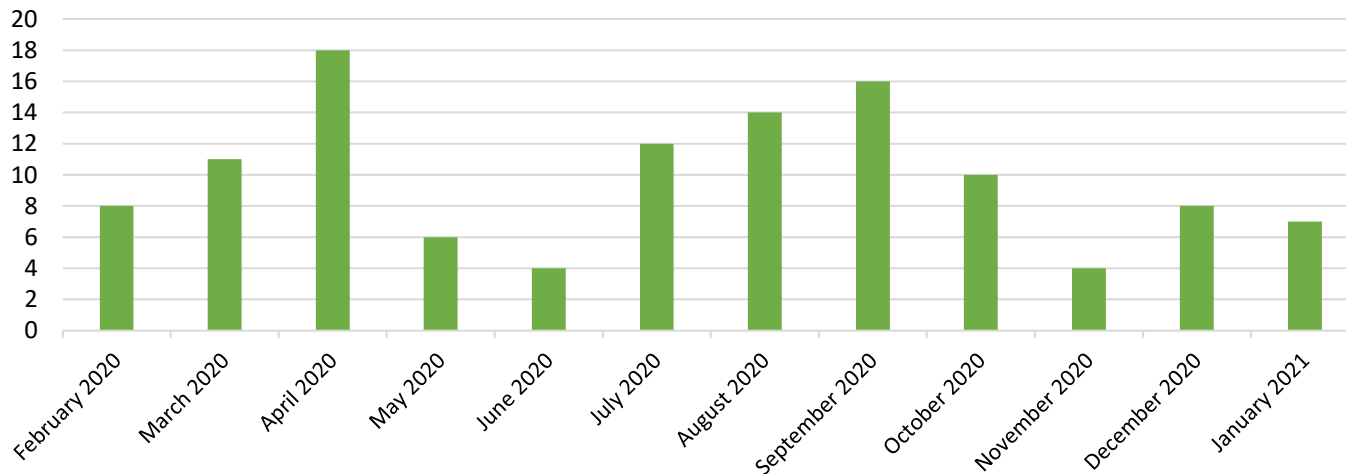


Item 6 - Enrollment Update

253 Opt Ups*



Monthly Opt Ups*



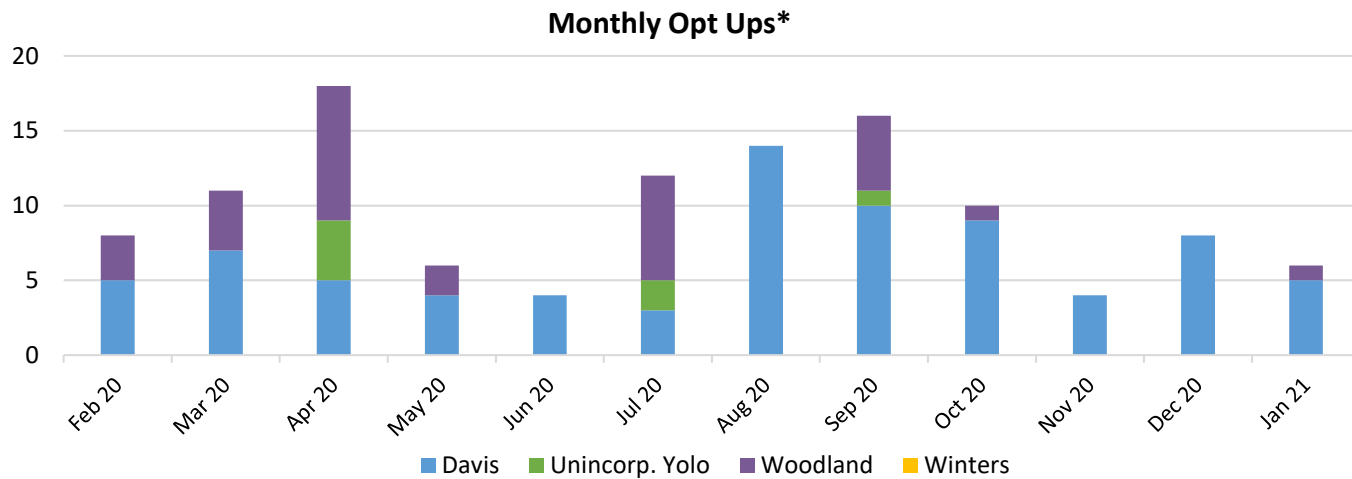
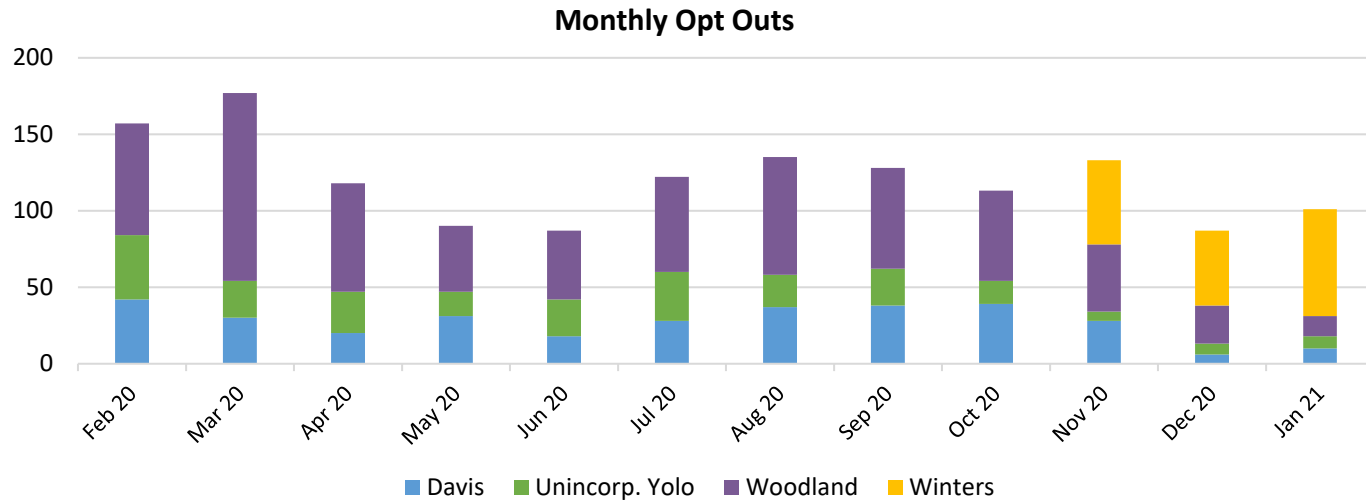
* These numbers represent opt ups for customers who are currently enrolled.

Status Date: 1/20/21



VALLEY
CLEAN ENERGY

Item 6 - Enrollment Update



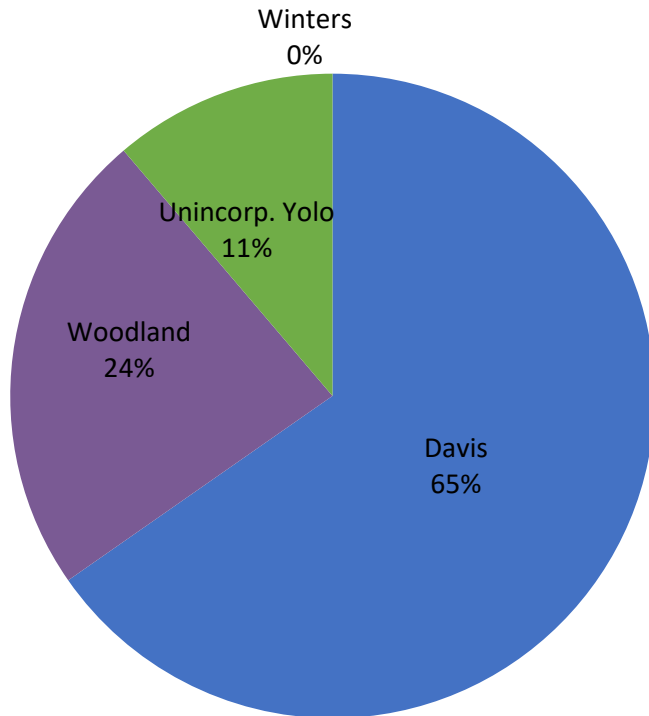
* These numbers represent all opt up or opt out actions ever taken regardless of current customer enrollment status.

Status Date: 1/20/21

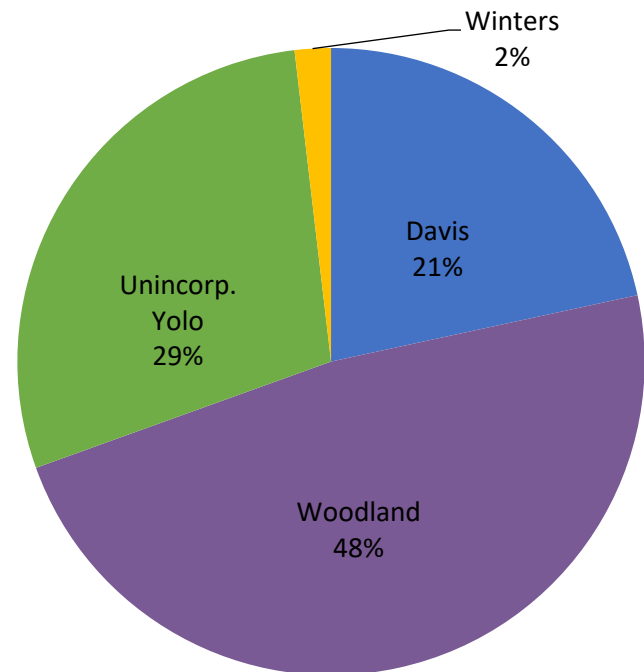


Item 6 - Enrollment Update

392 Opt Ups*



9347 Opt Outs



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

**VALLEY CLEAN ENERGY ALLIANCE
COMMUNITY ADVISORY COMMITTEE**

Staff Report - Item 8

TO: Community Advisory Committee

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

SUBJECT: Formation of CAC Task Groups for 2021

DATE: January 28, 2021

At the CAC's December 17, 2020 meeting, Staff discussed with the CAC the formation of Task Groups for the 2021 calendar year. Staff is suggesting the following Task Groups for 2021:

1. Legislative/Regulatory: works with VCE's lobbyist and VCE Staff to provide feedback, technical information and strategic advice on key legislative and regulatory issues facing VCE and the CCA community in general.
2. Outreach: collaborates with VCE staff and consultants on community outreach to, and liaison with, member communities by assisting in the development of public information strategies, planning, and materials related to VCE policies and programs.
3. Programs: planning and implementation of Customer Programs that meet with VCE's mission.
4. Rates: assist staff, consultants and VCE Board in reviewing, considering and evaluating existing and/or new rate options.
5. Strategic Plan: assist staff, consultants and VCE Board in the implementation of VCE's 3 year Strategic Plan with focus on the decarbonization roadmap and 100% carbon neutrality by 2030.

VALLEY CLEAN ENERGY ALLIANCE

Staff Report - Item 9

TO: Community Advisory Committee

FROM: Rebecca Boyles, Director of Customer Care and Marketing

SUBJECT: Review and Recommend that the Board of Directors Adopt the Valley Clean Energy 2021 Strategic Marketing Plan

DATE: January 28, 2021

RECOMMENDATION

Review the attached 2021 Strategic Marketing Plan and recommend that the Board adopt the Plan.

BACKGROUND

In 2020, the Valley Clean Energy Board of Directors adopted a Strategic Plan to better guide our organizational mission, vision and strategies. The plan was adopted after significant feedback from the Community Advisory Committee, the Board of Directors, consultants and VCE staff. The Strategic Plan lays out goals and objectives meant to guide VCE staff, the board, and the CAC in planning and decision-making for the next 3 years.

The attached draft 2021 Strategic Marketing Plan is meant to complement VCE's Strategic Plan and to give further direction on marketing and outreach strategy. The key goals in the draft Plan for 2021 include:

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

The direction in the draft Plan will help guide the marketing team's campaigns for the calendar year 2021 and will be updated annually. To accompany the Marketing Plan, tasks will be detailed in a project management platform along with timelines so that the VCE team can more easily connect the strategic vision to their day-to-day tasks.

ATTACHMENT

1. Draft 2021 Strategic Marketing Plan



VALLEY
CLEAN ENERGY

Strategic Marketing Plan

January-December 2021



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DRAFT

Executive Summary

In 2020, Valley Clean Energy (VCE) crafted a Strategic Plan to better guide our organizational mission, vision and strategies. The plan was adopted by the Board of Directors after feedback from the board, consultants, the Community Advisory Committee, and VCE staff. The Strategic Plan lays out goals and objectives meant to guide VCE staff, the board, and the CAC in planning and decision-making for the next 3 years.

This Strategic Marketing Plan is meant to complement VCE's Strategic Plan and to give further direction with regards to marketing and outreach strategy. The plan will guide the Marketing team's campaigns for the calendar year 2021 and will be updated annually. To accompany the Marketing Plan, tasks will be detailed in the project management platform Monday.com, complete with Gantt Charts to provide timelines so that the team can connect the strategic vision with their day-to-day tasks.

The Marketing team will focus on 3 main goals in 2021:

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

These goals will guide the team's projects, campaigns, and social media; however, due to the time sensitive nature of some aspects of Marketing and Communications, not all Marketing activities will be captured in this plan. Some activities detailed in the plan are in progress, and the plan will be reviewed by the Outreach Task Group and the Community Advisory Committee before being submitted to the Board of Directors for adoption.

Progress in 2020

The Marketing team, with support from VCE staff, contractors, the Community Advisory Committee, the Outreach Task Group, and the Board of Directors advanced several key initiatives in 2020. The enrollment of PG&E Net Energy Metering (NEM) customers began, as well as the recruiting, hiring, and training of a new Director of Customer Care and Marketing. June saw VCE's second anniversary of providing service, which was commemorated with Second Anniversary print advertisements and accompanying social media. VCE staff, the Customer Care team, the Community Advisory Committee and the Board of Directors, and contractors all transitioned to a remote work environment because of the coronavirus pandemic and adapted to the change with virtually no negative impacts to business.

Supporting the Winters enrollment with compliance mailers, presentations, advertisements, and outreach dominated the second half of 2020. During these large initiatives, the Marketing team contributed to the Strategic Planning process and executed website improvements, including translating more VCE material into Spanish to be accessible to our customers. Other large projects throughout the year included an interactive Energy Efficiency graphic and a City of

Winters page as a resource for customers enrolling in 2021. The team worked hard to realize innovations that saved paper and money, such as sending the Joint Rate Mailer and Power Content Label to customers via email for the first time. The team introduced new marketing analytics at the end of 2020 and will continue to build on our data infrastructure to better guide marketing and outreach decision-making. VCE's Twitter following grew by over 100% in 2020, with over 51 million impressions made. The team kept the local papers busy, with 14 press releases and 3 op-eds from Board of Directors and Community Advisory Committee members.

2020 was a landmark year for many reasons, and in response to social issues such as systemic racism and environmental injustice taking center stage in our country, the VCE board established a Working Group on Environmental Justice. The Marketing team supported the Working Group by drafting a Statement on Environmental Justice, revising it after seeking stakeholder feedback, and securing its adoption by the board. Statement adoption was not a singular task, as VCE staff, the Community Advisory Committee and the Board of Directors all feel strongly about furthering the cause of environmental justice by not just issuing a statement, but also changing what is within our purview to do so. 2021 will see plans to implement the action items in the Statement, as well as to augment our marketing and outreach efforts to customers in emerging and historically marginalized communities.

Looking forward to 2021, 2022 and 2023 will realize escalating challenges for the marketing team, such as regulatory and legislative uncertainty, the transition of both residential and non-residential accounts to default time-of-use rates, and a (projected) short-term reduction in the percentage of renewables in VCE's portfolio. VCE will have to remain nimble and pivot some of our past messaging of low-cost clean energy to promoting our enhanced community benefits through programs, engagement, and local control. However, we do not face these challenges alone, and we will work closely with our sister agencies across California to reach our customers with the message about the cumulative CCA impact on gHg emissions reductions, new local renewable projects, and the advancement of technologies such as battery storage and demand response programs.

Goals

Goal 1: Establish VCE as a Trusted Community Resource

VCE was formed by the community, for the community. However, we face the challenge that many of our customers do not know they are our customers. We would like to increase VCE's brand recognition within the community, and to build trust with our customers and community partners. Going further, we would like the community to see VCE as a trusted resource in energy matters, from energy efficiency to time-of-use rates. When our customers think of electricity, we want them to think of VCE – when they have a question about electricity, we want them to come to us first. To do that, we will need to further display thought leadership and expertise in the field, build deeper partnerships in the community, and continually improve our

collateral and website. VCE's commitment to Environmental Justice (EJ) should be a concept that the community associates with VCE branding.

Core Messaging customers receive as a result of Goal 1 tactics and campaigns:

- VCE is an **industry expert** that knows the wants/needs of our community
- VCE is **trustworthy**, accessible and credible
- VCE has my **best interest** at heart

Tactics

1. Revamp website
 - a. Phase 1 (2020-2021, see Green Ideals Outreach Plan 2020)
 - i. Add educational material
 - ii. Ensure accessibility to all customers
 1. ADA compliance
 2. Enhance Spanish materials
 - b. Phase 2 (2021-2022): Website overhaul
 - i. Integrate feedback from the CAC, Board and public
 - ii. Analyze structure, function, color, style and copy
2. Demonstrate partnerships with allies that are trusted by the community
 - a. Donations to community-based organizations
 - i. One-time
 - ii. Ongoing
 - b. Build relationships on social media
 - i. Like, follow, re-tweet
 - ii. Curate feed quarterly
 - iii. Identify and engage our most influential followers
 1. Increase number of influential followers in 2021-2022
3. Demonstrate thought leadership within the industry
 - a. Guest newsletter posts (1/quarter in 2021)
 - b. Board and CAC pieces in periodicals (1/quarter in 2021)
 - c. Demonstrate leadership within CalCCA committees
 - i. Participate in 3 multi-CCA initiatives by the end of 2022; publicize
 - d. Host webinars on electricity-related issues (1 in 2021; 2 in 2022)
 - e. Publicize working with PG&E on initiatives, emphasizing our efforts to make such initiatives more customer-friendly
 - i. Joint Rate Mailer (JRM)
 - ii. Time-of-Use transition
4. Events and presentations: (post-COVID) hold or participate in 2/year in 2021; 1/quarter in 2022
 - a. Target demographics:
 - i. Ag customers. Organizations: Farm Bureau, farming non-profit organizations
 - ii. Business customers: Chambers of Commerce, industry organizations

- iii. Engaged groups who might help promote UltraGreen: Local climate-focused groups; solar groups; groups promoting building electrification
- 5. Improve collateral
 - a. NEM (2020-2021)
 - i. Understanding your NEM bill video (rolled out in late 2020); evaluate in late 2021
 - ii. Website text updated bi-annually
 - iii. Sample bill updated annually
 - iv. NEM flier (update in Q1 2022)
 - b. Consider non-traditional collateral (2021-2022)
 - i. Yard signs
 - ii. Posters for local business
 - 1. Promoting UltraGreen
 - 2. Promoting Standard Green (community benefits such as local control, etc.)
 - c. Customer Programs promotional material
 - i. Website copy
 - ii. Digital and print fliers
 - iii. Improving ability of customers to sign up for programs, e.g. online forms
- 6. Demonstrate our commitment to Environmental Justice (EJ)
 - a. Accessibility: Spanish materials (2021-2022)
 - i. Website: organize more clearly as a community resource
 - ii. Translate 3 pieces of Spanish collateral annually
 - iii. Analyze satisfaction levels for calls in languages other than English and Spanish through the Contact Center
 - b. Partner with organizations with an EJ lens (5 partner events/co-written pieces by the end of 2022)
 - i. Social media campaigns and cross-promotion
 - ii. Events
 - iii. Co-authoring
 - c. Analyze opt-out and opt-up trends among Spanish-speaking customers by the end of 2021
- 7. Build closer relationships with Commercial & Industrial and Agricultural customers
 - a. Conduct a baseline analysis of current relationships and sentiment among ag customers
 - b. Develop targeted outreach materials
 - c. Add demonstrated impact to collateral (2021-2022)
 - i. Ag-focused programs
 - ii. Advocacy for ag customers (at CPUC, etc.)
 - d. Key Accounts outreach
 - i. Relationship building
 - ii. Avoiding opt-outs
 - iii. Bill/rate analysis support
 - e. Promote VCE as a resource in the time-of-use rates transition

Metrics

1. Increase social media following by 50% in 2021
2. Increase website hits and newsletter click-throughs by 25% in 2021
3. Minimize opt-outs among Spanish-speaking customers: strive to reach retention levels close to English interactions by the end of 2022
4. Realize a CARE/FERA enrollment increase of 10% in our service territory by December 2022

Social Media Campaigns

1. Educational information
 - a. Energy Efficiency
 - b. Promote thought leadership pieces and speaking engagements
 - c. FAQ Fridays: answer common customer questions and allay misconceptions about CCAs
2. Humanize VCE
 - a. Voluntary staff, CAC and board photos and personal posts (e.g. staff baking for Thanksgiving, etc.)
 - b. Humor – integrate more fully into voice
 - i. Nuanced, fresh, but not too edgy
 - ii. Target demographic: younger customers who aren't often engaged in their electricity service

Alignment with Strategic Plan

- Objective 3.4: Build awareness and trust of the VCE brand through direct engagement with customers, communities and organizations in VCE's service territory.
- Objective 5.2: Develop relationships with community stakeholder organizations that foster support for VCE's mission and vision.
- Objective 3.7: Integrate and address the concerns and priorities of emerging and historically marginalized communities in the design and implementation of VCE's services and programs.

Goal 2: Increase Customer Satisfaction and Retention

While VCE's customers are automatically enrolled in our electric generation services, one of the core tenets of Community Choice Aggregation programs is to provide product choice to customers. Therefore, the main goal in most of VCE's marketing strategy is to provide information about the choices customers have about their electricity service, and about energy issues in general. The first two years, VCE's marketing and outreach efforts were focused on brand awareness. This will be the natural continuation of that effort, emphasizing VCE's benefit to our communities.

The board has expressed a keen interest in ensuring we retain customers as much as possible, and currently we are experiencing some challenges in the legislative and regulatory landscapes that threaten the value proposition of "cleaner electricity at competitive rates." Therefore, VCE must adapt to the changing landscape by emphasizing the many benefits we provide to our customers, including choice, accessibility, and customer programs. Delineating these benefits more clearly could lead to more engaged customers that choose to participate in VCE rather than opt out.

Core Messaging - messages customers receive as a result of Goal 2 tactics and campaigns:

- I **understand** VCE's services
- Being a VCE customer has **more benefits** but costs about the same
- By supporting VCE, I am **supporting my community**

Tactics

1. Increase awareness of VCE brand
 - a. Advertising
 - i. Print, digital
 - ii. Explore radio advertising
 - b. Word-of-mouth campaigns
 - c. Swag (post-COVID)
 - d. Co-marketing/branding with trusted community partners
 - i. Bigger focus on brand evangelists
2. Improve analytics and customer data
 - a. Start with the data we have: Salesforce, 4013, load data, Monster Insights, Google analytics, MailChimp
 - i. Request inexpensive data: demographic/census data
 - b. Customer personas: map 4-7 customers to better understand and segment our customer base by the end of 2021
 - i. Feedback from CAC/OTG and Mitch
 - ii. Engage marketing contractors, SMUD
 - c. Develop customer and marketing dashboards in Q2-3 2021 to inform 2022-2023 marketing campaigns
 - d. Improve analytics and report monthly to OTG and Green Ideals
 - i. Report annually to OTG, CAC and Board of Directors in a Year-end Marketing and Customer Care review

3. Maintain high customer participation rate
 - a. Analysis of regional customer participation rates/opportunities for increased participation in 2021
 - b. Decrease opt-outs due to misinformation
 - i. Residential: introduce more information at time of opt-out (e.g. CARE discount remains the same)
 - ii. More info at time of move-in
 1. Work with PG&E to improve language on move-in materials
 - iii. Improve FAQs
 - iv. Social media campaigns, including FAQ Fridays
 - v. Analyze opt-out reason choices given on our online forms and Interactive Voice Response (IVR) phone system to determine whether they should be changed
 - c. Non-res: relationship building to increase retention
 - i. Customers: direct outreach
 - ii. Chambers of Commerce; Farm Bureau
4. Emphasize VCE benefits: Local control, more renewables, competitive rates, programs that benefit our customers
 - a. Add tangible benefits copy to website and collateral
 - i. Quantify VCE's, and all California CCAs' gHg emissions reductions
 - ii. Use graphics and analogies so customers better understand, e.g. "this solar project will power the equivalent of 25,000 homes," etc.
 - b. Better understand customer wants/needs around programs
 - i. Develop and administer 1 survey by June 2022; conduct a follow-up in 2023
 - ii. Investigate feasibility of focus groups and develop a plan by early 2022
5. Demonstrate our commitment to customers in disadvantaged communities (DACs)
 - a. Update website annually with resources for customers having trouble paying bills
 - b. Participate in the CPUC's Arrearage Management Plan (AMP) and promote on our website and social media
 - c. Initiate call-out campaign to customers in arrears to offer them assistance with resources such as CARE, FERA, Medical Baseline and LIHEAP
 - d. Investigate the feasibility of participation in the CPUC's Disadvantaged Communities Green Tariff program (DAC/GT)
 - i. Craft a marketing/outreach strategy to support program participation if appropriate
 - e. Develop targeted programs outreach for DACs
 - f. Develop targeted educational outreach for DACs
 - g. Enhance communications in Spanish

Metrics

1. Maintain participation rate of no less than 90%
2. Increase social media posts in Spanish by 25% by 2022

3. Develop and regularly update effective internal dashboards for customer care and marketing

Social Media Campaigns

1. Promote local control
 - a. “Come to our board meetings,” “Join the CAC” “You have a say in your electricity,” etc.
2. Programs promotion: VCE programs as well as statewide programs like CARE
3. Spanish social media posts

Alignment with Strategic Plan

- Objective 3.1: Develop engagement strategies to increase awareness of, and participation in, local control of VCE’s energy supply and programs with a particular focus on engaging disadvantaged and historically marginalized communities.
- Objective 3.3: Design and implement a strategy to more effectively engage local business and agricultural customers.
- Objective 3.6: Measure and increase customer satisfaction, using tools such as surveys and focus groups, while maintaining an overall participation rate of no less than 90%.

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

We care about the climate crisis. One of the main drivers in the exponential growth of CCA in California has been decarbonization of the electric grid, and VCE is proud to do our part in ensuring that we lower electricity-related gHg emissions in Yolo County. We would like to further engage the public and private sector (through marketing and outreach) in lowering their emissions. VCE will be developing a Decarbonization Roadmap starting in 2021, and one of the marketing team’s key goals will be supporting the marketing and outreach components of the roadmap.

One easy and cost-effective way to reduce emissions is by opting up to UltraGreen. The Marketing team will increase and improve messaging and campaigns that urge customers to opt up to VCE’s premium 100% renewable electric service. UltraGreen is an easy way for member communities to make significant progress in their Climate Action Plans, so VCE is committed to working with member communities to make sure they are aware of this option. We know that we cannot do this alone, so a key part of this strategy is to work with our community partners to spread the word and urge customers to opt up. Other CCAs have seen success in their campaigns when they engaged community groups and member communities in opt-up campaigns, and we aim to realize similar success in our campaigns.

Core Messaging - messages customers receive as a result of Goal 3 tactics and campaigns:

- UltraGreen:
 - UltraGreen is the easiest way to **cut my carbon footprint**
 - UltraGreen is **reasonably priced**
 - I’m proud to **do my part** by opting up to UltraGreen

- Decarbonization
 - TBD based on finished Decarbonization Plan

Tactics

1. Support Customer Programs that are working toward decarbonization
 - a. Education Component
 - i. In layperson's terms, explain what it is; how it contributes to decarbonization
 - b. Action Component: make it easy and accessible for customers to enroll and participate in programs by developing sign-up materials and making online sign up possible
 - c. Impact component:
 - i. Devise copy demonstrating: Mitigated X amount of emissions/carbon; equivalent to X (number of cars off the road, etc.)
2. Promote UltraGreen: present an easy gHg emissions reduction solution to customers
 - a. Residential:
 - i. Target demographics
 1. Customers who want solar but it's not practical or cost-effective for where they live
 2. EV owners
 3. NEM customers
 - a. Sample messaging: "carbon-free solution for those times when your solar panels are not producing"
 - b. Non-residential: Easiest way to reduce carbon; co-marketing benefits
 - i. Further develop co-marketing benefits
 1. Devise strategy in 2021; execute in 2021-2022
 - a. Develop swag
 - b. Develop collateral that businesses can use
 - ii. Target demographics
 1. Sustainable businesses
 2. Businesses that are seeking green certification
 3. New developments (especially in Davis)
 3. Work with member communities on Climate Action Planning
 - a. As detailed in Strategic Plan, support member agency achievement of energy-sector emissions reduction targets by conducting outreach and building relationships
 - b. Promote UltraGreen as an easy, cost-effective solution
 - i. Finalize process for quickly calculating the added cost of UltraGreen for the customer by the end of 2021
 4. Partner with other organizations on UltraGreen campaigns
 - a. Non-profits
 - b. Member agencies
 - c. Co-branded UltraGreen marketing campaigns

Metrics

1. Higher UltraGreen participation rate: increase by 10% by the end of 2021
2. Higher programs participation rate: increase by 10% by June 2022
3. Amount of carbon mitigated

Social Media Campaigns

1. UltraGreen awareness
2. UltraGreen Spotlight
3. Green Heroes program; co-marketing benefits
4. Demonstrating partnership with other organizations (non-profits and member communities)

Alignment with Strategic Plan

- Objective 3.1: Develop programs and initiatives to better support community goals, including supporting member agency achievement of energy-sector emissions reduction targets.
- Objective 4.3: Increase participation in VCE's UltraGreen 100% renewable product.

DRAFT

Appendix A: Green Ideals 2020 Outreach Plan

BACKGROUND

Green Ideals began working with VCE in December 2018. During the past 18 months, we have provided strategic and tactical tools to increase brand awareness and program participation, while trying to keep Opt Outs to a minimum. We have also provided some guidance for damage control, while we've all negotiated PG&E's bankruptcy filing and subsequent PSPS events.

Our goal during this fiscal year (until the end of our contract period) is the continued augmentation of brand awareness and more specifically, the development of positive expectations for VCE in the eyes of all customers—and prospective customers. We'll work to welcome customers from the City of Winters to the VCE family, and to make all electricity customers more aware of VCE's benefits, and of the general benefits of a cleaner environment. It's also important to convey to customers that through their participation in this program, they become part of something that is larger than themselves: a statewide initiative to improve air quality by reducing fossil fuel emissions—leading the way for the country as a whole.

The business, academic and social constraints we're experiencing as a result of COVID-19 and the CDC guidelines for safety mean that the community events and face-to-face interactions we once planned are not possible at this time. More creative channels must be developed, in order to reach out to people and help them feel confident about the positive role VCE plays in their lives. It's also clear that VCE marketing must make specific efforts to be inclusive towards every community segment, working to support social and environmental justice and equity.

The table on the following page offers specific recommendations to do that, along with approximate timing for each. Timing on some of the recommendations must be guided by practical considerations of program development and other factors.

We view this list of ideas as a general guide and will work with the VCE marketing team to augment and build upon it.

Valley Clean Energy | Outreach Recommendations 2020

Task/Idea	Deliverables	Timing
Website - update/refresh	<ul style="list-style-type: none"> • add excitement to HOME page with graphics • add topical news to HOME page • build out dedicated customer pages • reconfigure photos of board and CAC • add TOU pages (res and comm) • add NEM video/revised page text • build out EV and EE sections 	Aug/Sept 2020
General program collateral	<ul style="list-style-type: none"> • yard signs (all over, but especially in Winters) • hanging street banners (Opt Up / Winters enroll) • EV charger signs 	September 2020, ongoing
Green Heroes campaign, cont.	<ul style="list-style-type: none"> • new photos and testimonials from UltraGreen customers • commercial and residential • use on website, newsletter, social media 	October-December 2020
Winters enrollment	<ul style="list-style-type: none"> • Winters brochure - what is CCA and why do I care? • pre- and post-enrollment notices • local newspaper ads • hanging street banner • Mail Chimp reminders • OpEd and earned media releases • 2 digital workshops / digital invitations • Engage local community groups for support with outreach to underserved 	Oct/Nov 2020
COVID-19 assistance	<ul style="list-style-type: none"> • Provide local drive-up or walk-in location for COVID-19 instant testing - or sponsor same at UC Davis (depends on availability and practical concerns) • Publicize through social and traditional media, and on website 	As soon as possible
Opt Up all Yolo municipalities	<ul style="list-style-type: none"> • Engage local community organizations and UC Davis students to create campaign for all municipalities to Opt Up to UltraGreen 	November 2020, ongoing
Videos for social media and website	<ul style="list-style-type: none"> • Create brief videos to share on social media, every 3 weeks • It's so easy to opt up! • How much does UltraGreen cost me each month (how to read my bill)? • Here's our Clean Energy mascot of the month! 	Sept 2020 - ongoing
EV Program Promotion	<ul style="list-style-type: none"> • MailChimp, social media, news releases to announce Yolo EV charger stations • Rent EV with solar panels on the roof to drive around key neighborhoods • Post UC Davis students at each charging station to hand out stickers/clings to users 	Just prior to charging station launch
Earned media outreach	<ul style="list-style-type: none"> • Continue OpEds from Board members every 4-6 weeks or as needed • Davis TV free banner ad • news releases to digital and print • radio and cable TV interviews 	ongoing
Digital Opt Up campaign	<ul style="list-style-type: none"> • General UltraGreen promotion • Google and facebook push 	Spring/Summer 2021

**VALLEY CLEAN ENERGY ALLIANCE
COMMUNITY ADVISORY COMMITTEE**

Staff Report – Item 11

TO: Community Advisory Committee

FROM: Gordon Samuel, Assistant General Manager & Director of Power Services

SUBJECT: New Building Electrification Discussion and Potential Strategies

DATE: January 28, 2021

PURPOSE

The purpose of this report is to provide background, solicit feedback and discuss options to take to the VCE Board regarding the electrification of new homes and businesses in order to lower greenhouse gas (GHG) emissions. Staff plans to take this feedback and make a recommendation to the VCE Board in the first quarter of 2021.

STRATEGIC PLAN

One of the key factors driving the formation of VCE was to address climate change. In addition to providing carbon-free electricity, VCE is reinvesting in our region and expanding our toolset for furthering emissions reductions by launching decarbonization programs. These programs represent the next stage in VCE’s maturity and are a mechanism by which VCE will further engage our communities to achieve our mission. In order to bend the carbon curve downwards and improve the lives of our community members, VCE has made it a priority by including a strategic goal of decarbonization. New building electrification is one tool to help achieve that goal.

BACKGROUND

Over the past year, the Programs Task Group of the Community Advisory Committee (CAC) has been researching programs for the VCE territory that would encourage electrification of homes and businesses. In doing so, the group discovered that converting appliances (retrofitting homes) from gas to electric can be a costly and complicated project for homeowners and businesses, unless they are going through an extensive remodel. Managing retrofit programs can be costly and time consuming as well. In addition, research has been published recently on the negative impact burning natural gas indoors has on air quality and human health. As a more forward looking way to encourage electrification and lower GHG emissions, the task group also discussed new building electrification policies and actions that can be taken by cities and counties.

At the CAC meeting on December 19, 2020, CAC members Christine Shewmaker and David Springer briefly summarized the issue and suggested that the CAC hear a presentation on new building electrification polices that various cities and counties have undertaken at its January CAC meeting. This report and related materials follow up on that request.

ANALYSIS

The electrification of new buildings is becoming more commonplace in California cities and counties. Forty local jurisdictions have adopted varying levels of new building electrification requirements over the past several years. The benefits and challenges section below provides an overview of some of the main benefits and issues that have been identified as jurisdictions have consider this step. While not intended to be an exhaustive list of pros/cons, when considering the independence of the source material, on balance staff believes new building electrification is supported in the research and analysis conducted by the State (CEC) and local jurisdictions that have adopted these types of new building requirements. With regard to two key considerations, staff agrees that the source generation for electricity consumed in the new buildings and cost effectiveness are important factors. On the first issue, VCE is in direct control of the electricity source and on the second, cost effectiveness has been addressed in dozens of cities and counties in various regions of the state. A sample of key issues and background materials related to staff's general conclusions are offered below.

BENEFITS OF NEW BUILDING ELECTRIFICATION

- **Reduce CO2 emissions.** According to the California Air Resources Board ([CARB](#)), [residential and commercial buildings](#) are responsible for 25% of the GHG emissions in CA. These emissions come directly from fossil fuel combustion as well as electricity production for the buildings. Transitioning away from fossil fuel combustion in buildings lowers CO2 emissions.
- **Lower construction cost** – All-electric buildings cost less to build due mainly to eliminating requirements for natural gas infrastructure. In their [staff report supporting building electrification, Menlo Park](#) estimated savings of \$2k to \$5k for residential buildings and from \$20K to over a million dollars for office, retail, hotels, etc.

Reports generally favorable to the economics of electrification include a 2016 TRC report completed by TRC for Palo Alto, an EPRI report completed for SMUD, a 2018 Energy Commission funded report by Energy and Environmental Economics (E3)¹, a 2018 [report by Rocky Mountain Institute](#), a 2018 [report by Synapse for by NRDC](#), and a 2019 [report by E3](#) sponsored by SMUD, LADWP, and Southern California Edison.

- **Eliminate the need to electrify and decarbonize later.** VCE has the creation of a decarbonization road map in its strategic plan. The most efficient building decarbonization retrofit is one that does not need to happen.
- **Better indoor air quality.** [Studies by medical professionals](#) have correlated exposure to NO₂ with [respiratory illness such as asthma](#), particularly in children. [Lawrence Berkeley National Lab](#) has studied exposure to NO₂, micro-particulates (PM2.5), and other pollutants produced by inadequately vented ranges. In response, the Statewide Codes and Standards Team is proposing [Title 24 requirements](#) for 2022 that will apply a new American Society of Testing and Materials (ASTM) standard and require minimum capture efficiencies for residential range

¹ California Energy Commission Docket Number 18-IEPR-09, TN #223785

hoods, with higher capture efficiencies (or exhaust airflows) required for gas ranges than electric ranges (cooking on an electric range still produces PM2.5 and harmful gases).

Safer buildings –The presence of gas appliances in homes and businesses increases the risk of methane leaks, inadequate venting of combustion gases, fires and explosions. The California Mechanical Code still allows gas appliances to be located indoors and to use indoor air to support combustion. High volume exhaust fans, for example whole house fans and kitchen range hoods can cause backdrafting of flues with the risk of carbon monoxide poisoning or even fire. While this practice is uncommon in new homes the risk is prevented outright in all-electric residences.

CHALLENGES OF NEW BUILDING ELECTRIFICATION

There have been multiple reports on the costs and impacts of electrification, some favorable and some not. Here are several reports completed between 2016 and 2019 by different firms and with different sponsoring organizations.

- A 2018 [American Gas Association study](#) by ICF concluded that reduction in emissions from the residential sector would be offset by increased emissions from the power generation sector, “even in a case where all incremental generating capacity is renewable.” This report projected policy-driven electrification would increase average residential costs, including amortized costs for upgrades and utility bills, by 38 to 46 percent, and that the cost of GHG reduction would range from \$572 to \$806 per metric ton, significantly higher than the cost of other GHG reduction options.
- The California Building Industry Association sponsored a 2018 study by Navigant² focused on existing homes and stated that appliance electrification in 2020 may increase homeowner bills from \$50 to \$387 per year. If spread over a 15-year period, existing single-family homeowners would experience a combined annual cost increase of \$236 to \$1,302 if infrastructure upgrades are required, and -\$119 to \$922 if they are not required.

LOCAL JURISDICTION ACTIONS

Forty different California municipalities and counties have [taken action on building electrification](#). These actions vary and are described below. These local jurisdictions represent 13 counties – Alameda (5), Contra Costa (1), Los Angeles (1), Marin (3), San Diego (1), San Francisco (1), San Luis Obispo (1), San Mateo (9), Santa Clara (12), Santa Cruz (1), Sonoma (3), Ventura (1), Yolo (1) - and at least 10% of the population of California (10% was calculated prior to Oakland taking action). Of the 40, 36 are served by CCAs or will be and four are served by city run utilities. Population size in these 40 jurisdictions varies: two have populations from 900K to one million, two range from 5K to 7k and there are many in-between.

The actions taken by these 40 jurisdictions fall into three basic sub types. These are:

² California Energy Commission Docket Number 18-IEPR-09, TN #224761

- **Electric Preferred.** The most common approach is to adopt an Energy Commission approved “Reach Code” that allows mixed fuel buildings to be constructed under certain conditions. For example, they may be required to meet a higher efficiency standard, and/or may be required to provide adequate electrical capacity and pre-wiring to facilitate future conversion to electricity for water heating, space conditioning, cooking, and clothes drying, and/or to provide wiring for EV chargers. Higher permit fees may also be required. Energy efficiency improvements for mixed fuel buildings are typically implemented by requiring buildings to meet some marginal improvement in the Energy Design Rating (EDR), thus exceeding the minimum efficiency required by Title 24 Energy Standards. The higher the EDR margin, the greater the increase in energy efficiency. This rating is calculated using CEC approved software that is used to demonstrate compliance with energy standards by builders.
- **All Electric Required.** Adopted Reach Codes may require buildings to be constructed that meet all energy needs using electricity, and include exceptions that allow mixed fuel in some limited cases.
- **Natural Gas Ban.** Rather than require electricity, some are taking the approach to ban natural gas hook ups in new construction. This approach uses local ordinances rather than reach codes.

Within each sub type above there can be variations on types of buildings covered, residential or non-residential, low-rise or high-rise, etc. Over half of the 40 jurisdictions have chosen the all-electric approach.

As noted, the first two approaches involve Reach Codes. Reach Codes go beyond the state mandated Title 24 energy codes for building performance, must be shown to be cost-effective, and after passage by cities or counties require approval by the Energy Commission. Many of the REACH codes adopted to date have been approved by the CEC.

The “all electric required” or “natural gas ban” approaches also result in electrification of new buildings. A primary administrative difference is that a gas hookup ban does not require Energy Commission approval and is triggered on project approval, for example in entitlements and development agreements. All-electric reach codes are subject to CEC approval and are triggered by the building permit. Some municipalities, for example Berkeley and San Francisco, enacted gas bans but also adopted electric-preferred reach codes to address different building types.

The table below shows some examples of these 3 approaches by a sampling of the 40 jurisdictions (Note - three categories above are also those listed by the [PVE/SVCE/San Mateo OOS website](#) mentioned below).

THREE BASIC APPROACHES TO ELECTRIFICATION OF NEW BUILDINGS

Type	Municipality	Approach Details
Electric Preferred	Davis	New residential buildings that use mixed fuel need to have a Total EDR compliance margin of 9.5 for single family 10.0 for low-rise multifamily dwellings and provide pre-wiring for heat pump heating/cooling,

		water heating and electric ranges & ovens. All electric dwellings are exempt.
	San Luis Obispo	Similar to Davis except mixed fuel buildings must have an EDR margin of 9.0 for single family and 9.5 for multifamily. Mixed fuel non-residential buildings must also meet a higher performance standard with some exceptions such as commercial kitchens and public health uses. Offer technical support to builders who opt for all-electric construction.
All-Electric	Palo Alto	Residential buildings are required to be all-electric. Non-residential buildings may be mixed fuel but must meet a higher performance standard and be electrification ready. This is step towards stated goal of all electric in new construction by 2022. Will revisit in 2022.
	Oakland	All New Buildings to be all-electric. Also prohibits going from all electric to mixed fuel. Exemptions for ADUs and projects under prior development agreements.
	Menlo Park	Single family and low-rise multi-family residential to be all electric, with exceptions for stoves & fireplaces but prewiring must be provided. Nonresidential and high-rise to be all electric. Exceptions may be granted on appeal with third party verification.
	Redwood City	Requires all electric new buildings with exceptions for OSHPD regulated facilities, laboratories, and commercial kitchens. Residential buildings that are 100% affordable and ADUs are exempted.
Natural Gas Ban	Berkeley	No buildings built after January 2020 may be served by natural gas. Exceptions allowed where this is not physically feasible, or energy code compliance cannot be achieved, but these buildings must be provided with sufficient electrical capacity and wiring to be all-electric.
	San Jose	In November 2020 updated a previous ordinance (10/19) that banned natural gas hook ups in new single family and low-rise multi-family units to cover all new buildings. Exceptions for hospitals, ADUs, and facilities with a distributed energy resource,
	Morgan Hill	Buildings permitted after March 1, 2020 must be all-electric. Bans natural gas hook ups in new buildings with some exemptions for feasibility and public interest.

A full list of all 40 actions taken can be found at the [buildingdecarb.org](https://www.buildingdecarb.org) website: <https://www.buildingdecarb.org/uploads/3/0/7/3/30734489/activecodematrix12-22.pdf> - and is attached. Some measures also include solar and EV charging.

CCAs ENCOURAGING ELECTRIFICATION

- MBCP (3CE)
 - Offering [reach codes incentives \(15K\) to cities in service area and grants](#) for developers of all electric multi-unit dwellings.
- SVCE

- Has [web page on advantages of all electric buildings](#)
- In their [decarbonization roadmap](#) they list encouraging reach codes for electricity in new buildings by member cities as a major approach (page19)
- PCE
 - Has [award programs for design of all electric](#) commercial and residential buildings
 - Has a [web page to defining REACH](#) codes
- Coalition of [PCE, SVCE and San Mateo Office of sustainability](#) has coalition on all electric new buildings
 - Lists three basic approaches
 - Electric preferred Energy Code Ordinance
 - All- Electric Code Ordinance
 - Natural Gas Ban Ordinance
 - Have grants of 10K to municipalities to help establish REACH codes (separate form for PCE and SVCE cities)
 - Lots of supporting information and resources such as example ordinances for all three types above. Do note that for the first two types, the example ordinances are climate zone specific.

UTILITIES POSITIONS

- Supported [by PGE](#)
- Supported by [SMUD and CalCCA and SoCal Edison](#)
- Opposed by [So Cal Gas](#)

SMUD, LADWP, and Southern California Edison joined forces to support an [economic study](#) of housing electrification costs and benefits.

NEXT STEPS

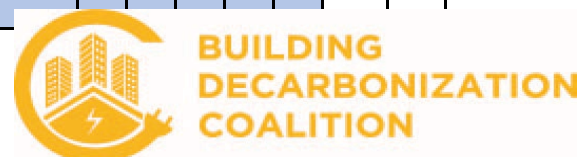
After discussing and receiving feedback from the CAC, staff plans to present information and policy options to the Board on new building electrification in the 1st quarter of 2021.

Attachment:

1. List of 40 Actions taken

Jurisdiction	Approach			Systems			Building Types							Add-Ons		
	Natural Gas Infrastructure Moratorium	All-Electric Reach	Electric-Preferred	Whole Building	Water Heating	Space Heating	Low Rise Residential	City-Owned Properties	High Rise Residential	Hotel	Retail	Office	Restaurant	Life Sciences	Additional Solar	Electric Vehicles
Alameda	X			X				X								
Berkeley**	X		X	X			X	X	X	X	X	X	X	X	X	X
Brisbane		X			X	X	X	X	X	X	X	X	X			X
Burlingame		X		X	X	X	X	X	X	X	X	X		X		X
Campbell		X			X	X	X									X
Carlsbad	X	X			X		X								X	X
Cupertino*		X		X			X	X	X	X	X	X				X
Davis			X	X			X									
East Palo Alto		X		X			X	X	X	X	X		X			X
Hayward		X	X	X			X	X	X	X	X	X	X	X	X	X
Healdsburg		X			X	X	X	X	X	X	X	X	X	X		
Los Altos*		X		X	X	X	X	X	X	X	X					X
Los Altos Hills		X			X	X	X	X	X	X	X	X				
Los Gatos		X		X			X									X
Marin County			X	X			X	X	X	X	X	X	X			X
Menlo Park*		X			X	X	X	X	X	X	X	X		X	X	X
Millbrae		X			X	X	X	X	X	X	X	X	X			X
Mill Valley			X	X			X		X							X
Milpitas			X	X			X	X	X	X	X	X	X			X
Morgan Hill	X			X			X	X	X	X	X	X	X			
Mountain View*		X		X			X	X	X	X	X	X		X	X	X
Oakland		X		X			X	X	X	X	X	X	X			
Ojai		X		X			X	X	X	X	X		X			
Pacifica		X			X	X	X	X	X	X	X	X		X	X	X
Palo Alto*		X	X	X			X	X	X	X	X	X	X			X
Piedmont		X		X			X							X		
Redwood City*		X		X			X	X	X	X	X					X
Richmond		X		X	X	X	X	X	X	X	X					X
San Anselmo			X	X			X	X	X	X	X	X	X			
San Francisco**	X		X	X			X	X	X	X	X	X	X	X	X	X
San Jose**	X			X			X	X	X	X	X	X	X	X	X	X
San Luis Obispo			X	X			X	X	X	X	X	X	X	X	X	
San Mateo**		X		X			X		X		X				X	X
San Mateo County		X		X			X	X	X	X	X	X				X
Santa Cruz	X			X			X	X	X	X	X		X			
Santa Monica			X	X			X	X	X	X	X	X	X	X	X	X
Santa Rosa		X		X			X									
Saratoga		X			X	X	X	X	X	X	X	X	X			X
Sunnyvale*		X		X			X	X	X	X	X	X	X			X
Windsor		X		X			X									

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 * Council went beyond staff recommendation
 ** Multiple ordinances passed to strengthen/expand scope



VALLEY CLEAN ENERGY ALLIANCE

Staff Report – Item 12

TO: Community Advisory Committee

FROM: Mitch Sears, Interim General Manager
Gordon Samuel, Assistant General Manager & Director of Power Services

SUBJECT: California Community Power Agency Joint Powers Authority Discussion

DATE: January 28, 2021

RECOMMENDATION

Support membership in the California Community Power Agency Joint Powers Agreement.

PURPOSE

The purpose of California Community Power or “CC Power” is to acquire energy, capacity, storage or other energy products on a scale that the individual members most likely will not be able to achieve on their own. The first proposed project focuses on entering into one or more long-duration storage contracts. CC Power is designed as a procurement and project based public agency, rather than policy making agency. The agreement states that “CC Power is not intended to be a policy-maker or advocate, though it may, from time to time, advance or support public policies in support of its purpose that do not conflict with interests or policies advanced by any Member.”

BACKGROUND & DISCUSSION

The proposed JPA Agreement creates a new public agency called California Community Power (CC Power). The origins of this JPA stem from last year’s joint CCAs long duration storage Request for Information (RFI). Although that RFI did not result in any agreements it did inform the CCAs that economies of scale and risk diversification are essential for (1) large scale projects and (2) emerging technology projects. The initial members of CC Power are all CCA’s and if the agreement is approved by their Boards of Directors, the initial members will be SVCE, 3CE, MCE, EBCE, PCE, SCP, SFCleanPower, San Jose Clean Energy, Redwood Coast Energy Authority and Valley Clean Energy. The JPA Agreement provides that the CC Power Board of Directors may adopt a policy establishing the criteria for other public agencies that are not CCA’s to become members with the approval of the Board.

Based on analysis conducted by other CCA’s the liability safeguard of the JPA structure will apply to CC Power. As a member, VCE would not be liable for the debts, liabilities, or obligations of CC Power. However, VCE would take on legal obligations with respect to each CC Power project it decides to join (e.g. long-duration storage). These projects must be approved by the VCE Board by way of a project agreement. Each project agreement will define the legal obligations of the parties

to it. Therefore, the VCE Board will have the opportunity to fully consider the benefits, obligations, and risks of each CC Power project that VCE may want to join.

The JPA Agreement provides that CC Power will be governed by a Board of Directors with each member having one director and one vote. The director will be the CEO or General Manager (or their designee) of the Member. The manner of selecting the director is a policy question. In the original drafting and preparation of the proposed JPA Agreement, the CEO's and General Counsels leading the effort decided to propose that the directors be administrative staff of the JPA members due to the very technical nature of this JPA which is project rather than policy oriented. It is relevant to this choice that the CC Power Board will not be able to commit Members to any obligations other than the annual payment for administrative costs of the JPA. Also, it was felt that continuity on the Board is important due to the fact that the project agreements will be long-term obligations and having directors with a long-term knowledge base is important with respect to decision-making on this JPA Board. It is more likely that staff members on the Board will have greater tenure with their agency than elected officials.

JPA Costs

The only costs imposed by the JPA Agreement on the members are the administrative costs of CC Power which do not include any project costs. All project related costs, including costs of consultants, will be allocated to the projects and the project participants. Administrative costs will be paid on an equal share basis by the members unless the Board decides by a two-thirds vote to provide for a different method of cost sharing. Project cost sharing will be determined by each project agreement and may take into account several factors such as the level of participation and credit strength of the project participants.

The JPA Agreement makes it easy for a member to withdraw from CC Power. The process simply involves notice of withdrawal by the member and the satisfaction of any outstanding obligations to CC Power by it. As long as there are no outstanding obligations, the CC Power Board is required to approve the withdrawal. For VCE, there should be no outstanding obligations to CC Power itself as any such obligations would require VCE Board approval. However, if VCE enters into any project agreements, it will remain bound to the project agreement even if it withdraws from CC Power. Each individual project agreement will define the manner in which project participants may withdraw from the project and at what cost.

If VCE joined the CC Power JPA it would have the opportunity, but not the obligation to participate in energy projects that most likely would not be otherwise available to it as an individual CCA. The costs of entry are not substantial as the staffing of this JPA will be limited with most staffing and operating costs allocated to individual projects that will be paid by project participants. VCE would only incur significant financial obligations if it later decides to join specific CC Power projects.

FINANCIAL IMPACTS

It is anticipated that the total annual administrative and general costs to operate CC Power will be approximately \$80,000 to \$120,000; therefore, VCE's estimated annual fixed cost would be

approximately \$10,000 depending on the number of entities that join CC Power. The cost of setting up CC Power has been budgeted at \$120,000 to be shared equally by the participating entities, with VCE's share being approximately \$12,000.

NEXT STEPS

Gather Input from the CAC, incorporate into the February Board materials and recommend that VCE join CC Power.

**VALLEY CLEAN ENERGY ALLIANCE
COMMUNITY ADVISORY COMMITTEE**

Staff Report – Item 13

TO: Community Advisory Committee
FROM: Alisa Lembke, Board Clerk/Administrative Analyst
SUBJECT: Board and CAC 2021 Long Range Calendar
DATE: January 28, 2021

Please find attached the **2021** Board and Community Advisory Committee (CAC) Long Range Calendar listing upcoming meetings and proposed topics for discussion. Please make suggestions if there are topics you wish to add.

Attachment:

1. 2021 Board and CAC Long Range Calendar

VALLEY CLEAN ENERGY

2021 Meeting Dates and Proposed Topics – Board and Community Advisory Committee

MEETING DATE		TOPICS	ACTION
January 14, 2021 Special Meeting January 21, 2021	Board WOODLAND	<ul style="list-style-type: none"> • Oaths of Office for Board Members • Approve Updated CAC Charge • Approve 2021 Procurement Plan • Treasurer Function / Investment • GHG Free Attributes • Power Purchase Agreement • Arrearage Management Plan 	<ul style="list-style-type: none"> • Action • Action • Action • Action • Action • Action • Action
January 28, 2021	Advisory Committee WOODLAND	<ul style="list-style-type: none"> • Formation of 2021 Task Groups • Quarterly Power Procurement / Renewable Portfolio Standard Update • Quarterly Strategic Plan update • New Building Electrification • 2021 Marketing Outreach Plan • CA Community Power Agency Joint Powers Authority 	<ul style="list-style-type: none"> • Discussion/Action • Informational • Informational • Informational/Discussion • Action: Recommendation to Board • Informational/Action: Recommendation to Board
February 11, 2021	Board DAVIS	<ul style="list-style-type: none"> • Update on SACOG Grant – Electrify Yolo • 2021 Marketing Outreach Plan • CA Community Power Agency Joint Powers Authority • Rate Adjustment 	<ul style="list-style-type: none"> • Informational • Action • Action • Action
February 25, 2021	Advisory Committee DAVIS	<ul style="list-style-type: none"> • Update on SACOG Grant – Electrify Yolo • 2021 Task Groups – Tasks/Charge 	<ul style="list-style-type: none"> • Informational • Discussion/Action
March 11, 2021	Board WOODLAND	<ul style="list-style-type: none"> • Preliminary FY21/22 Operating Budget (Regular) • 	<ul style="list-style-type: none"> • Review
March 25, 2021	Advisory Committee	<ul style="list-style-type: none"> • Re/Appointment of Members to Community Advisory Committee 	<ul style="list-style-type: none"> • Discussion

	WOODLAND		
April 8, 2021	Board DAVIS	<ul style="list-style-type: none"> River City Bank Revolving Line of Credit 	<ul style="list-style-type: none"> Action
April 22, 2021	Advisory Committee DAVIS	<ul style="list-style-type: none"> Re/Appointment of Members to Community Advisory Committee Quarterly Power Procurement / Renewable Portfolio Standard Update Quarterly Strategic Plan update 	<ul style="list-style-type: none"> Discussion Informational Informational
May 13, 2021	Board WINTERS	<ul style="list-style-type: none"> Update on FY21/22 Operating Budget Update on SACOG Grant – Electrify Yolo 	<ul style="list-style-type: none"> Informational Informational
May 27, 2021	Advisory Committee WOODLAND	<ul style="list-style-type: none"> Re/Appointment of Members to Community Advisory Committee Update on SACOG Grant – Electrify Yolo 	<ul style="list-style-type: none"> Discussion Informational
June 10, 2021	Board DAVIS	<ul style="list-style-type: none"> Final Approval of FY21/22 Operating Budget Receive Enterprise Risk Management Report Extension of Waiver of Opt-Out Fees for one more year Re/Appointment of Members to Community Advisory Committee SMUD CPI Increase Amendment 	<ul style="list-style-type: none"> Approval Informational Action Action Action
June 24, 2021	Advisory Committee DAVIS		
July 8, 2021	Board WOODLAND	<ul style="list-style-type: none"> Renewable Portfolio Standard (RPS) Procurement Plan River City Bank Line of Credit 	<ul style="list-style-type: none"> Action Action
July 22, 2021	Advisory Committee WOODLAND	<ul style="list-style-type: none"> Quarterly Power Procurement / Renewable Portfolio Standard Update Quarterly Strategic Plan update 	<ul style="list-style-type: none"> Informational Informational
August 12, 2021	Board DAVIS	<ul style="list-style-type: none"> Update on SACOG Grant – Electrify Yolo 	<ul style="list-style-type: none"> Informational
August 26, 2021	Advisory Committee	<ul style="list-style-type: none"> Update on SACOG Grant – Electrify Yolo 	<ul style="list-style-type: none"> Informational

	DAVIS		
September 9, 2021	Board WOODLAND	<ul style="list-style-type: none"> Approval of FY20/21 Audited Financial Statements (James Marta & Co.) River City Bank Revolving Line of Credit 	<ul style="list-style-type: none"> Action Action
September 23, 2021	Advisory Committee WOODLAND		
October 14, 2021	Board WINTERS	<ul style="list-style-type: none"> Financial Load Forecast FY2020/2021 Allocation of Net Margin Receive Update on 3 year Strategic Plan (adopted Oct. 2020) Certification of Standard and UltraGreen Products 	<ul style="list-style-type: none"> Informational Action Informational Action
October 28, 2021	Advisory Committee DAVIS	<ul style="list-style-type: none"> Receive Financial Load Forecast and Allocation of Net Margin information Update on Power Content Label Customer Mailer Committee Evaluation of Calendar Year End Quarterly Power Procurement / Renewable Portfolio Standard Update Quarterly Strategic Plan update 	<ul style="list-style-type: none"> Informational Informational Discussion Informational Informational
November 11, 2021 Veterans' Day – Holiday – need to reschedule	Board WOODLAND	<ul style="list-style-type: none"> Certification of Power Content Label Update on SACOG Grant – Electrify Yolo 	<ul style="list-style-type: none"> Action Informational
November 18, 2021 (3rd Thursday of the month due to Thanksgiving holiday)	Advisory Committee WOODLAND	<ul style="list-style-type: none"> Committee Evaluation of Calendar Year End Review Revised Procurement Guide Update on SACOG Grant – Electrify Yolo 	<ul style="list-style-type: none"> Discussion/Action Action: Recom.to Board Informational
December 9, 2021	Board DAVIS	<ul style="list-style-type: none"> Receive Enterprise Risk Management Report Approve Revised Procurement Guide Receive CAC 2021 Calendar Year End Report Election of Officers for 2022 	<ul style="list-style-type: none"> Informational Action Receive Nominations
December 16, 2021 (3rd Thursday of the month due to Christmas holiday)	Advisory Committee DAVIS	<ul style="list-style-type: none"> Discuss 2022 Task Group(s) formation Election of Officers for 2022 	<ul style="list-style-type: none"> Discussion Nominations

January 13, 2022	Board WOODLAND	<ul style="list-style-type: none"> • Oaths of Office for Board Members • Approve Updated CAC Charge (tentative) 	<ul style="list-style-type: none"> • Action • Action
January 27, 2022	Advisory Committee WOODLAND	<ul style="list-style-type: none"> • Quarterly Power Procurement / Renewable Portfolio Standard Update • Quarterly Strategic Plan update 	<ul style="list-style-type: none"> • Informational • • Informational

Note: CalCCA Annual Meeting EARLY November (tentative)