



**Meeting of the Community Advisory Committee (CAC)
of Valley Clean Energy Alliance
Thursday, August 22, 2024 at 5:00 p.m.
City of Davis CONFERENCE ROOM
(in Community Chambers building)
23 Russell Boulevard, Davis, California 95616**

CAC Members will be attending in-person and public participation will be in-person or available via Zoom Webinar (video/teleconference). Valley Clean Energy (VCE) will, to the best of its ability, provide hybrid and remote options for VCE meeting participants and to the public; however, VCE cannot guarantee these options will be available due to technical limitations outside of our control. For assurance of public comment, VCE encourages in-person and written public comments to be submitted as described below when possible. VCE, to the best of its abilities, will provide participation via the Zoom platform.

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, VCE Board Clerk/Administrative Analyst, at least two (2) working days before the meeting at (530) 446-2754 or Alisa.Lembke@valleycleanenergy.org.

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

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 CAC. 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 participate remotely in the CAC's meeting may do so with video/teleconferencing call-in number and meeting ID code. To join remotely, please see the Zoom Webinar (video/teleconference) information below:

From a PC, Mac, iPad, iPhone, or Android device with high-speed internet:

(If your device does not have audio, please also join by phone.)

<https://us02web.zoom.us/j/83644659480>

Meeting ID: 836 4465 9480

By phone:

One tap mobile:

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Dial:

+1-669-900-9128 US

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Meeting ID: 836 4465 9480

Public comments may be submitted electronically or verbally 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: Rahul Athalye (Chair), Keith Taylor (Vice Chair), Mark Aulman, David Springer, Lorenzo Kristov, Cynthia Rodriguez, Jennifer Rindahl, Diccon Westworth, Danielle Ballard, Ari Halberstadt

5:00 P.M. CALL TO ORDER

- 1. Welcome**
- 2. 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 or are listed on the Consent portion of the agenda. Public comments on matters listed on the Regular 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 below under **PUBLIC PARTICIPATION** at the conclusion of this agenda about how to provide your public comment.
- 3. 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. Staff Report**

CONSENT AGENDA (≈ 5 minutes)

- 4. Approval of June 27, 2024 Meeting Minutes.**
- 5. Receive copy of Customer Participation update (2nd Quarter 2024).**



REGULAR AGENDA

6. **Introduction and update on internship work on Virtual Power Plants. (Information) (≈ 20 minutes)**
7. **Review and provide feedback on the Valley Clean Energy 2024-2026 Outreach & Marketing Plan Outline. (Information) (≈ 30 minutes)**
8. **Receive update on VCE's programs and grants. (Information) (≈ 15 minutes)**
9. **Receive 2024 Long Range Calendar. (Information/Discussion) (≈ 5 minutes)**
10. **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.
11. **Announcement and Adjournment.** The CAC's next scheduled meeting is Thursday, September 26, 2024 at the City of Woodland Council Chambers located at 300 First Street, Woodland, California 95695.

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

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. Written public comments that do not exceed 300 words will be read by the VCE Board Clerk, or other assigned VCE staff, to the CAC and the public during the meeting subject to the usual time limit for public comments [two (2) minutes]. General written public comments will be read during Item 2, Public Comment. Written public comment on individual agenda items should include the item number in the "Subject" line for the e-mail and the Clerk will read the comment during the item. Items read cannot exceed 300 words or approximately two (2) minutes in length. All written comments received will be posted to the VCE website.

Verbal public participation during the meeting:

- 1) **If attending in person**, please complete a **Comment Card** and return it to the Board Clerk.
- 2) **If attending remotely via Zoom**, there are two (2) ways for the public to provide verbal comments:
 - A. If you are attending by computer, activate the "participants" icon at the bottom of your screen, then raise your hand (hand clap icon) under "reactions". When called upon, you will be "unmuted" to allow to speak.



- B. If you are attending by phone only, you will need to press *9 to raise your hand. When called upon, press *6 to unmute your microphone.

VCE staff will acknowledge that you have a public comment to make during the item and will call upon you to make your verbal comment.

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 4

TO: Community Advisory Committee
FROM: Alisa Lembke, Board Clerk/Administrative Analyst
SUBJECT: CAC June 27, 2024 Meeting Minutes
DATE: August 22, 2024

Recommendation

Receive, review and approve the attached June 27, 2024 meeting Minutes.

Attachment: June 27, 2024 meeting Minutes



**MINUTES OF THE VALLEY CLEAN ENERGY ALLIANCE
COMMUNITY ADVISORY COMMITTEE MEETING
Thursday, June 27, 2024 at 5:00 p.m.
City of Davis CONFERENCE ROOM
(inside Community Chambers building)
23 Russell Boulevard, California 95616**

Chair Athalye established that there was a quorum present and opened the Community Advisory Committee of Valley Clean Energy Alliance in a meeting on Thursday, June 27, 2024 beginning at 5:03 p.m., held at the City of Davis Conference Room located inside the Community Chambers building at 23 Russell Boulevard, California 95616.

Welcome and Roll Call

Committee Members Present: Raul Athalye (Chair), Mark Aulman, Lorenzo Kristov, Jennifer Rindahl, Cynthia Rodriguez, Diccon Westworth, Danielle Ballard

Committee Members Absent: Keith Taylor (Vice Chair), David Springer, Ari Halberstadt

Welcome Chair Athalye welcomed everyone and congratulated those members who have been reappointed and Ari Halberstadt and the newest CAC member Ari Halberstadt representing the City of Davis. Chair Athalye announced that VCE are still seeking candidates for the Yolo County CAC seat.

Public Comment / Introductions There were no verbal or written public comments on items not on the agenda and on Consent Agenda items.

Brief Task Group and VCE Staff Reports **Task Group Reports:**

Legislative/Regulatory: Per Lorenzo Kristov the Task Group has not met. Per VCE Staff Yvonne Hunter Staff have been monitoring and analyzing the State Budget. Mr. Kristov noted that many of the DER related bills are not moving forward, but Senate Bill (SB) 1374 (Net Energy Metering) for multiple-meters/sharing is headed to the Assembly Energy Committee.

Programs & Outreach: Per Mark Aulman, the Task Group has not met due to schedule conflicts. Nothing to report at this time.

Staff Report: VCE Chief Operating Officer Gordon Samuel, introduced Catherine Rowan, our intern, to the CAC Members. He reminded those present that the CAC will not have a meeting in July and the Board will not meet in August. The CAC's next meeting will be in August.



Consent Items

There were no written or verbal public comments as identified above. Jennifer Rindahl made a motion to approve the Consent agenda item, seconded by Lorenzo Kristov. Motion passed with Aulman and Westworth abstaining and Taylor, Springer, and Halberstadt absent. The following items were:

4. approved May 28, 2024 Meeting Minutes; and,
5. received Board Staff Report on supporting Energy Resources Program Account (ERPA) proposed budget trailer bill.

Regular Agenda

Mr. Samuel requested that Item 10 of the Regular Agenda be addressed first on the Regular Agenda, then the remaining Agenda items are to follow in their order.

Item 10: Review, provide feedback and approve 2024 CAC biomass Task Group draft Charge. (Discussion/Action)

Mr. Samuel reminded those present that the CAC had formed a Biomass Task Group at their last meeting. He informed those present that he is looking to broaden the name to the Bioenergy Task Group as indicated on the title of the draft Charge. The thought is that broadening it to bioenergy will allow the Task Group to explore all forms of bioenergy to formulate a position. Staff are looking for input from the CAC members on the draft Charge. Staff and the CAC discussed: conversion methods, initiating sites, different fuel sources with different emissions, benefits and liabilities of different sources, and whether there is an economic benefit to farmers. There were a few suggestions made to the draft. There were no written public comments.

Verbal Public Comment: Chris Granger of Cool Davis and also serving as an advisor to the Yolo County Climate Action Commission provided a verbal public comment that the Yolo County Climate Action Commission process has created great content on the natural working lands. And, the Technical Advisory Committee to the Commission has content as well. She suggested that these lists may be useful to the Task Group.

Jennifer Rindahl made a motion to approve the Bioenergy Task Group Charge as amended, seconded by Diccon Westworth. Motion passed with Taylor, Springer, and Halberstadt absent.

Item 6: Received 2024 Summer preparedness presentation. (Information)

Mr. Samuel introduced Jaclyn Harr of The Energy Authority who will be presenting a few slides. Mr. Samuel informed those present that this item is to provided information on how well VCE is prepared for Summer as well as the broader grid, when the most load is on the electric system. Ms. Harr provided a summary of CAISO and VCE Summer readiness by highlighting average to above average temperatures, power needs, including imports, and meeting hedging procurement requirements and load. She reviewed July, August and September weather forecasts across the United States; reviewed California's seasonal water shortage; CAISO's analysis of 2024 September supply and demand by the hour; and, reviewed VCE's Summer energy position.



The CAC discussed: liquidated damages as a supply resource, hedging, load shifting and education, and demand response. There were no written public comments.

Verbal Public Comment: Chris Granger from Cool Davis emphasized that demand response and education of Customers along with getting the word out of the numerous energy efficiency programs that are available to assist Customers with making changes and improvements to their homes.

Item 7: Receive Power Procurement / Renewable Portfolio Standard update. (Information)

Mr. Samuel provided update on VCE's projects, how those projects are performing and VCE's Renewable Portfolio Standard (RPS) position. He reviewed the expected and monthly generation of energy and comparing 2023 and 2024 from Aquamarine solar, Indian Valley hydro, Resurgence solar plus battery storage, Putah Creek solar plus battery storage, and Willy 9 Chaparral 2 solar plus battery storage. Mr. Samuel reviewed forecasted information for compliance period 4.

The CAC and Staff discussed: options for other "filler" resources rather than gas generation, prices, distribution of energy between commercial and residential, load, and, curtailment. There were no written or verbal public comments.

Item 8: Discuss and provide feedback on VCE Renewable Energy Credits. (Discussion)

Ms. Harr reviewed VCE Staff recommendation to provide feedback on VCE Renewable Portfolio optimization. Mr. Samuel reminded those present that last year a presentation was provided to the CAC on the different categories of Renewable Energy Credits (RECs). Ms. Harr informed those present that VCE is contemplating the selling some of VCE's excess renewable energy RECs with VCE retaining the renewable resources towards VCE's portfolio. Excess RECs are above the State targets, VCE's adopted goals for 2025, and compliance requirements. Three (3) options on selling PCC-1 category surplus attributes were presented for illustrative purposes. Ms. Harr noted that the profit from the sale of RECs will be used to fund other procurement needs in VCE's portfolio. Mr. Samuel is asking for the CAC's input and feedback on the idea of selling RECs rather than selecting a specific option, and if there are suggested boundaries around this topic.

The CAC and Staff discussed: REC buyers; market price, penalties, and longevity; surplus and retirement; load shift; revenue and financial benefits; the effects of resources coming online; and, VCE's renewable resource targets for the upcoming years. There were no written public comments.

Verbal Public Comment: Chris Granger of Cool Davis commented that the focus is on the Renewable Portfolio Standard rather than creating a revenue stream; however, possibly the sale could contribute to battery storage resources thereby keeping the renewable resources locally.



The CAC supports an approach that monetizes RECs as long as VCE remains at or above RPS compliance requirements.

Item 9: Review, provide feedback, and support the concept of a collaborative effort with Cool Davis. (Discussion / Action)

VCE Staff Yvonne Hunter presented a summary of the draft Memoranda of Understanding (MOU) with Cool Davis, a Davis non-profit organization dedicated to recreating community resiliency using strategies that reduce GHG emissions and help others adapt to climate change. The MOU formalizes the relationship between VCE and Cool Davis of working together to accomplish shared goals. VCE Staff are seeking feedback and a recommendation from the CAC for the Board to approve the MOU. Chris Granger, Executive Director of Cool Davis, informed those present that many of their goals align with VCE's and Cool Davis recently completed their Strategic Plan, which includes expanding their resources to other communities. The CAC provided some comments and support the idea of a more formal relationship. The CAC also encouraged the collaboration to support outreach and resources for low income and disadvantaged communities within VCE's territory. It was requested that the draft MOU be provided to the Outreach and Programs Task Group for their information. There were no verbal or written public comments.

A motion was made by Diccon Westworth to support the idea of a more formal relationship with Cool Davis and recommend to the Board that they support Staff proceeding with the effort. Motion was seconded by Jennifer Rindahl. Motion passed with Taylor, Springer, and Halberstadt absent.

Item 11: Receive 2024 Long Range Calendar.

This item was tabled to the next meeting.

Item 12: Advisory Committee Member and Staff Announcements.

There were no announcements from the CAC or Staff. Mark Aulman reminded those present to review and provide their public comments on the Yolo County 2030 Climate Action and Adaptation Plan (CAAP), comments are due on July 10, 2024. Staff were asked to circulate a link to the CAAP.

Adjournment to Next Meeting

The July 25, 2024 meeting has been cancelled. The next scheduled meeting is Thursday, August 22, 2024 at the City of Davis Conference Room, located in the Community Chambers building located at 23 Russell Boulevard, Davis, California 95616. The meeting was adjourned at 6:57 p.m.

Alisa M. Lembke
Board Clerk/Administrative Analyst

**VALLEY CLEAN ENERGY ALLIANCE
COMMUNITY ADVISORY COMMITTEE**

Staff Report – Item 5

TO: Community Advisory Committee

FROM: Rebecca Boyles, Director of Customer Care & Marketing

SUBJECT: Receive 7/11/24 Board Meeting Staff Report on Customer Participation update (Quarter 2 Calendar Year 2024) (Information)

DATE: August 22, 2024

RECOMMENDATION

Informational – no action requested.

At the Board’s [July 11, 2024](#) meeting, Staff provided a quarterly Customer Participation update for the second quarter of 2024. Please see [Item 9](#) for the staff report.

VALLEY CLEAN ENERGY ALLIANCE
Staff Report - Item 7

TO: Community Advisory Committee

FROM: Mitch Sears, Executive Officer
 Rebecca Boyles, Director of Customer Care and Marketing

SUBJECT: Review and provide feedback on the Valley Clean Energy 2024-2026 Outreach & Marketing Plan Outline

DATE: August 22, 2024

RECOMMENDATION

Review the attached 2024-2026 Draft Outreach & Marketing Plan Outline and provide feedback.

BACKGROUND

In 2020, the Valley Clean Energy Board of Directors adopted a Strategic Plan to better guide our organizational mission, vision and strategies, and was updated in September 2023. The plan was adopted and updated 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. The 2021 Outreach & Marketing Plan adopted in February 2021 complemented VCE's Strategic Plan and guided staff's work on marketing and outreach strategy. The 2024-2026 Outreach & Marketing Plan will build on the success, goals and objectives of the 2021 Plan, align with the Strategic Plan update, and reach further with staff's goals around outreach and marketing.

The key goals in the plan for 2024-2026 include:

1. Increase customer satisfaction and retention
2. Continue to Enhance VCE's Role as a Trusted Community Resource
3. Spotlight VCE's Role in Decarbonization and Grid Innovation

This newer iteration of the Outreach & Marketing Plan will contain more detail on analytics and progress since the 2021 plan. The goals are similar to the goals in the 2021 plan but have been updated to reflect the progress made between 2021-2024. Tactics and subitems will be updated to reflect the new goals and progress since 2021, as well as systemic and organizational shifts that may have affected plan goals and progress.

Staff will incorporate feedback from the CAC on the outline and approach for the 2024-2026 Outreach & Marketing Plan before finalizing the plan and taking the plan to the Board of Directors. Some of the actions detailed in the plan are already underway.

Attachments:

1. VCE Outreach & Marketing Plan 2024-2026 Outline DRAFT
2. 2021 Outreach and Marketing Plan Results DRAFT

VCE Outreach & Marketing Plan 2024-2026 Draft Outline

1. Executive Summary & Situational Analysis
 - a. Background & Context
 - b. Relationship to VCE's Strategic Plan
 - c. Progress since 2021 Outreach & Marketing Plan
 - i. 2021 Goals, Objectives, Subitems, Metrics and progress
 - d. Organizational and systemic shifts affecting outreach and marketing strategies
 - e. Preview of Goals & Objectives for 2024-2026
2. Mission + Values
 - a. Core Value Statements
 - i. Serving as a Trusted Community Resource
 - ii. Empowering Communities with Clean, Renewable, Affordable, Reliable Energy
 - iii. Solution-Driven Community Collaboration
3. SWOT Analysis
 - a. Industry Peer Analysis
4. Demographics/Target Audience
5. Goals & Objectives for 2024-2026, with relevant Strategic Plan Objectives and metrics for success
 - a. Increase Customer Satisfaction and Retention
 - i. Initiatives Supporting this Goal:
 1. Improvements to minimize opt-outs (Res & Non-Res)
 2. Focus groups and surveys
 3. Publicizing program benefits for historically marginalized communities
 - ii. Proposed Metrics (Res & Non-Res):
 1. "Retained" customers call disposition (SMUD began to track this metric upon VCE's request)
 2. Email open and click rates
 3. Customer programs participation and feedback (especially rebate recipients)
 4. Number of participating customers in surveys and focus groups; positive survey and focus group results
 5. Engagement rates on social media (Facebook, Instagram, and Twitter/X)
 6. Sign-ups for the newsletter email list during events
 7. Non-residential customers:
 - a. [Potential] Bespoke rates participation and feedback
 - b. [Potential] Participation in focus groups and/or surveys; positive focus group and survey results
 - b. Continue to Enhance VCE's Role as a Trusted Community Resource
 - i. Initiatives Supporting this Goal:
 1. VCE's Electric Advisor service (launching Fall 2024)
 2. Phase 2 of the Electric Vehicle Rebate Program (not yet Board-approved)
 3. Memorandum of Understanding (MOU) with Cool Davis for VCE service territory-wide engagement

4. Consideration of advertising (e.g. billboards, bus ads, podcast appearances in English and Spanish)
 - ii. Proposed Metrics (Res and Non-Res):
 1. [Residential only] Participation and feedback from the Electric Advisor service, including rebates obtained and electrification and energy efficiency initiatives undertaken (where measurable)
 2. Participation in, and feedback from, Phase 2 of the EV Rebate Program
 3. Number of events showcasing VCE (and partners') energy expertise; number of participants both in-person and virtual
 - c. Spotlight VCE's Role in Decarbonization and Grid Innovation
 - i. Initiatives supporting this goal:
 1. Continuing to work with member jurisdictions on their Climate Action Plans
 2. Electrification plans through the Electric Advisor service
 3. [Potential] VPP Grant with UC Davis, PG&E and Panasonic
 4. REACT program
 5. AgFIT Expanded Pilots
 6. V2G Pilots with PG&E
 7. Advocating for public policies to support decarbonization and grid innovation
 - ii. Proposed metrics:
 1. Number of communications about decarbonization, including press releases, op-eds, and print and digital resources
 2. Participation and feedback in various carbon-reducing programs, including rebates obtained and electrification and energy efficiency initiatives undertaken (where measurable)
 3. VCE's participation in regulatory and legislative proceedings involving decarbonization
6. Messaging
- i. Brand Voice
 1. Conversational tone, "meet customers where they're at"
 2. Trusted advisor on energy
 3. Clear, direct communication
 4. Member of community
 5. Balancing the priorities of taking action on climate change, remaining financially solvent, keeping rates steady, affordable for customers
 - ii. Spanish Translation
 1. Digital, print translated
 2. Native Spanish speaker to ensure effective, authentic tone
 3. High percentage of calls in Spanish
- b. Content Strategy
- i. Content Pillars
 1. Renewable & Clean Energy
 2. Energy Efficiency

3. Electrification
4. News & Announcements
- ii. Media Channels
 1. Blogs, SEO content, images, videos, op-eds, press releases, brochures, compliance mailers, quarterly newsletters, OhmConnect and other marketing emails
- iii. Hashtag Strategy
 1. Powerful social media tool
- c. Methods
 - i. Website
 1. Website Tactics
 - a. Regular, timely, accurate updates
 - ii. Social Media
 1. Social Media Channels
 - a. X/Twitter, LinkedIn, Facebook, Instagram
 2. Social Media Objectives
 - a. Provide education, inform, build credibility
 3. Social Media Tactics
 - a. Consistent posting (3-5x/week)
 - b. Adhere to messaging/brand guidelines
 - c. Respond to all comments, questions within one business day where applicable
 - iii. Email
 1. Email Objectives
 - a. Proactively reach res & non-res audience
 - b. Remain in compliance with state agencies (CPUC & CEC)
 2. Email Tactics
 - a. Direct, conversational, informative
 - b. OhmConnect
 - c. Marketing emails
 - d. Compliance emails
 - iv. Focus Groups & Surveys
 1. Focus Groups & Surveys Objectives
 - a. Collect timely, high-quality feedback to inform strategy and tactics
 2. Focus Groups & Surveys Tactics
 - a. Seek feedback on survey or focus group design from sister agencies, the Community Advisory Committee, and stakeholder groups
 - b. Deploy surveys and focus groups in Yolo County, with both online and in-person participation options available
 - c. Consider compensating focus group participants and having a raffle for survey participants to encourage participation

- d. All surveys and focus groups will be available in English and Spanish
- e. Ensure adequate outreach and marketing around surveys and focus groups (website, social media, potentially other outlets)
- v. Media Relations
 - 1. Media Relations Objectives
 - a. Build rapport with reporters and journalists by drafting newsworthy content that leads to further interviews and conversations with VCE
 - b. Gain brand awareness and recognition through media placements
 - 2. Media Relations Tactics
 - a. Update contact list quarterly to ensure database is up to date with the best media list
 - b. Develop pitches in designed template
 - c. Draft newsworthy press releases
 - d. Distribute op-eds once per quarter
 - e. When possible, collaborate with partners, public figures, and industry peers when distributing press releases
- vi. Events
 - 1. Events Objectives
 - a. Engage current and potential customers
 - b. Increase brand awareness
 - c. Provide education and information about services and programs
 - d. Grow newsletter email list
 - e. Connect with influential members of the community such as elected officials
 - 2. Events Tactics
 - a. Identify key events within the community, participate
 - b. Sponsor relevant events
 - c. Adhere to event best practices including:
 - i. Be prepared with event materials on-hand.
 - ii. Deliver a professional booth setup
 - iii. Be friendly and conversational with visitors.
 - iv. Greet passersby with a smile
 - v. Engage audience by inviting them to participate in an activity at booth (i.e. spinner wheel).
 - vi. Refrain from personal conversations and excessive cell phone use during the event.
 - vii. Take well-lit photos of the booth setup and peers in action that can be used for marketing purposes.
 - viii. Be prepared with talking points to anticipate visitors' questions.

- 7. Communications Performance and Metrics
 - a. Website
 - i. Web Tactics
 - 1. KPIs: page visits, traffic sources, most-viewed pages, location
 - a. Content adjusted as needed
 - b. Social Media – goal: increase by 3%/year for next 2 years
 - i. Social Media Channels
 - 1. X/Twitter, LinkedIn, Facebook, Insta
 - ii. Social Media Objectives
 - 1. Engagement: likes, comments, shares, stories viewed, video views
 - c. Email
 - i. Email Objectives
 - 1. Marketing: OhmConnect, newsletter
 - 2. Compliance: JRM, PCL
 - ii. Email Tactics
 - 1. Conversational tone
 - 2. Novel email titles
 - d. Events
 - i. Events Objectives
 - 1. Engage, inform, educate, help
 - 2. 2 events/quarter
 - ii. Events Tactics
 - 1. Track participants and visitors; # of newsletter signups

Appendix A: Industry Peer Analysis

Appendix B: Messaging Matrix

Appendix C: Hashtags

2021 Outreach and Marketing Plan

Goal 1: Increase customer satisfaction and retention

Name	Subitems	Strategic Plan Objective	Status	Goal details
Better understand the needs/wants of customers and member communities	Improve customer analytics and data, Customer personas, Develop customer and marketing dashboards, Analyze data from different jurisdictions	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.	Done	VCE has made significant progress on this goal. We developed several engagement strategies, including for ERRO program, AgFIT Program and EV Rebate Program. We have advertised openings on the CAC to encourage local control, as well as advertising Board meetings and CAC meetings. VCE crafted an Environmental Justice Statement.
Subitems	Name		Status	Notes & Examples
	Improve customer analytics and data		Done	
	Customer personas		Not Done	VCE has not yet developed customer personas but may do so as part of the outreach for focus groups and surveys 2024-2026.
	Develop customer and marketing dashboards		Done	
	Analyze data from different jurisdictions		Done	
Increase awareness of VCE's brand	Advertising, Word-of-mouth campaigns, Swag, Co-marketing/branding with trusted		Done	VCE invested in bus ads in English and Spanish and has translated most customer-facing material into Spanish. VCE developed special swag for the 5-year anniversary and shared it with customers and
Subitems	Name		Status	Notes & Examples
	Advertising		Done	Staff engaged in successful advertising, and will look into advertising campaigns for 2024-2026, which may include bus ads and billboards, as well as podcasts.
	Word-of-mouth campaigns		Done	This goal was mostly achieved, and staff will continue to work on it. Lawn signs were deployed, and the AgFIT program was marketed successfully by word-of-mouth.
	Swag		Done	VCE developed special swag for the 5-year anniversary celebrations, including branded Bluetooth speakers, socks, and cell phone chargers. Staff also maintained current stocks of popular swag, including tote bags and bike lights, and updated the design of the tote bags.
	Co-marketing/branding with trusted community partners		Done	Co-marketing for the Electrify Yolo grant was done, in the form of signs with all jurisdiction logos beside VCE's. The MOU with Cool Davis will allow for more co-marketing.
	Newsletter: improve content and increase readership		Done	The newsletter format and design was updated, resulting in TBD% increase in readership.
	Increase awareness in Spanish-speaking communities		Done	VCE will continue this endeavor, and has increased Spanish content on the website, in collateral and on social media.
Maintain high customer participation rate	Analysis of regional customer participation rates/opportunities for increased participation, Decrease opt-outs due to misinformation, Non-res relationship building	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%.	Done	VCE finished with its analysis of regional customer participation rates/opportunities for increased participation, took actions to decrease opt-outs due to misinformation and engaged in non-res relationship building, primarily in the ag sector.

Subitems

Name	Status	Notes & Examples
Analysis of regional customer participation rates/opportunities for increased participation	Done	Woodland was determined to have the highest opt-out rate. VCE staff has discussed strategy to minimize opt outs in Woodland, and will continue to work with stakeholders to that end.
Decrease opt-outs due to misinformation	Done	VCE made the change for customers to route directly to a CSR when one is available to opt out rather than being able to opt out automatically via the IVR (during business hours). Additionally, VCE instructed SMUD to begin tracking "retained" customers (customers who called to opt out but the CSR was able to retain them). VCE changed text on the opt-out page, and also did a retention analysis and is in the midst of implementing solutions to minimize web-based opt-outs due to misinformation.
Non-res relationship building	Done	VCE has engaged in a lot of relationship-building, especially with ag customers in AgFIT and REACT programs. VCE is investigating the feasibility of providing bespoke rates to non-residential customers.
Emphasize VCE's benefits: local control, more renewables, competitive rates, programs that benefit our customers	Done	VCE added a tangible benefits tracker that details the amount of money customers saved and the amount of money brought into the community through customer programs. VCE also revamped some key pieces of collateral and added language about being cheaper and more renewable. As part of the 2024-2026 Pla, VCE will update these items as needed.

Subitems

Name	Status	Notes & Examples
Add tangible benefits to website and collateral	Done	Tracker on home page; New VCE Basics flier, new FAQs and talking points for contact center that emphasize VCE's benefits
Better understand customer wants and needs re programs by using focus groups and surveys	In progress	Survey completed March 2021 (customer programs). For 2024-2026, VCE will engage in focus groups.
Demonstrate commitment to DACs/underserved communities	Done	VCE has updated the website semi-annually and initiated a call-out campaign in which customers having trouble paying their bills were connected with resources. 13 customers were successfully enrolled in programs that helped them. VCE participated in the PIPP and the AMP programs and publicized both.

Subitems

Name	Status	Notes & Examples
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Update website annually with resources for customers having trouble paying bills
Participate in AMP program; publicize it

Call-out campaign to customers in arrears to offer assistance

Investigate feasibility of DAC/GT

Develop targeted programs outreach for DACs
Develop targeted educational outreach for DACs
Enhance Spanish communications

Done	Updated in March 2021 with new "Financial Resources" page
Done	
Done	SMUD performed this campaign in 2021.
Done	VCE determined that because of low eligibility and high complications with the program, it would not be participating at this time.
Done	
Done	
Done	Now translating everything possible into Spanish

Goal 1 Metrics

Name	Subitems	Status	Goal details
Maintain participation rate of no less than 90%		Done	
Develop and regularly update effective internal dashboards for customer care and marketing		Done	
Number of improvements made to increase retention		Done	
Increase newsletter subscriptions by 50% at the end of 2022 (note" was added after board approved the document)		In progress	Percentage increase TBD

Goal 1 Campaigns

Name	Subitems	Status	Goal details
Promote Local Control Programs promotion		Done	
Social media in Spanish		Done	

Goal 2: Establish VCE as a trusted community resource

Name	Subitems	Strategic Plan Objective	Status	Goal details
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Revamp Website	Phase 1: add educational material, ensure accessibility, Phase 2: website overhaul: integrate feedback from the CAC, Board and public; analyze structure, function, color, etc.; Analysis of website traffic pre- and post-overhaul	Objective 3.4: Build awareness and trust of the VCE brand through direct engagement with customers, communities and organizations in VCE's service territory.	Done	
Subitems	<p>Name</p> <p>Phase 1: add educational material, ensure accessibility</p> <p>Phase 2: website overhaul: integrate feedback from the CAC, Board and public; analyze structure, function, color, etc.; Analysis of website traffic pre- and post-overhaul</p>		Status	Notes & Examples
Demonstrate partnerships with allies that are trusted by the community	Donations to community-based orgs, Build relationships on social media	Objective 5.2: Develop relationships with community stakeholder organizations that foster support for VCE's mission and vision.	In progress	Staff made some progress with this but will make more in 2024-2026, including the MOU with Cool Davis to work within VCE's full service territory
Subitems	<p>Name</p> <p>Donations to community-based orgs</p> <p>Build relationships on social media</p>		Status	Notes & Examples
Demonstrate thought leadership within the industry	Guest posts (2/year), Board and CAC pieces (2/year), Leadership within CalCCA committees, Host webinars (1 in 2021; 2 in 2022), Publicize joint PG&E initiatives, e.g. JRM and TOU, Publicize rates if alternatives are adopted	Objective 3.4: Build awareness and trust of the VCE brand through direct engagement with customers, communities and organizations in VCE's service territory.	In progress	VCE has not met all these goals but has made significant progress, especially in leadership in CalCCA and in statewide dynamic rates groups.
Subitems	<p>Name</p> <p>Guest posts (2/year)</p> <p>Board and CAC pieces (2/year)</p> <p>Leadership within CalCCA committees</p> <p>Host webinars (1 in 2021; 2 in 2022)</p> <p>Publicize joint PG&E initiatives, e.g. JRM and TOU</p> <p>Publicize rates if alternatives are adopted</p>		Status	Notes & Examples
			Not Done	VCE will continue to work on this.
			Not Done	VCE will continue to work on this.
			Done	Programs Committee (started & Co-Chairing); "Future of CCAs" panels and panel moderation and speaking on dynamic rates at numerous conferences from 2021-2024.
			Done	Hosted 2 in 2022 on contractor electrification.
			Done	
			Done	Base Green and rates discounts publicized 2022-2024

Events and presentations (2/year)	<p>Ag Customers (through Farm Bureau or farming assns), Business customers (Chambers of Commerce, industry orgs), Customers active on climate issues: promote UltraGreen, building electrification,</p>	<p>Objectives 3.4 and 5.2: (3.4) Build awareness and trust of the VCE brand through direct engagement with customers, communities and organizations in VCE's service territory. (5.2) Develop relationships with community stakeholder organizations that foster support for VCE's mission and vision</p>	<p>Done</p>	
Subitems	Name	Status	Status	Notes & Examples
	<p>Ag Customers (through Farm Bureau or farming assns)</p>		<p>Done</p>	
	<p>Business customers (Chambers of Commerce, industry orgs)</p>		<p>Done</p>	<p>First presentation 4/12/21</p>
	<p>Customers active on climate issues: promote UltraGreen, building electrification,</p>		<p>Done</p>	
Improve collateral	<p>Net Energy Metering (NEM): UYNB video; website text update bi-annually; sample bill update annually; NEM flier in Q1 2022, Consider non-traditional collateral: yard signs, posters for local business, Programs promotional material: website and digital/print fliers; improve online signup options</p>	<p>Objective 3.4: Build awareness and trust of the VCE brand through direct engagement with customers, communities and organizations in VCE's service territory.</p>	<p>In progress</p>	<p>Everything except sample bills completed; expected completion in 2024.</p>
Subitems	Name	Status	Status	Notes & Examples
	<p>Net Energy Metering (NEM): UYNB video; website text update bi-annually; sample bill update annually; NEM flier in Q1 2022</p>		<p>Done</p>	<p>Sample bills were updated; new sample bills in progress</p>
	<p>Consider non-traditional collateral: yard signs, posters for local business</p>		<p>Done</p>	<p>UltraGreen yard signs and Electrify Yolo community signs deployed 2022-2023.</p>
	<p>Programs promotional material: website and digital/print fliers; improve online signup options</p>		<p>Done</p>	

Demonstrate our commitment to Environmental Justice (EJ)

Subitems

Accessibility: Ensure all new collateral is translated within 3 months of introducing; analyze opt-out rates in Spanish, Partner with EJ orgs (3 partner events/pieces by end of 2022), social media promotion, co-authoring pieces, Analyze opt-out and opt-up trends among Spanish speaking customers by end of 2021, Increase social media posts in Spanish and set a percentage-based goal for 2022

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.

In progress

Staff has completed many of these goals but is still working with EJ groups to co-author pieces and has not yet set a percentage-based goal for Spanish posts.

Name

Status

Notes & Examples

Accessibility: Ensure all new collateral is translated within 3 months of introducing; analyze opt-out rates in Spanish Partner with EJ orgs (3 partner events/pieces by end of 2022), social media promotion, co-authoring pieces

Done

In progress

Analyze opt-out and opt-up trends among Spanish speaking customers by end of 2021

Done

Increase social media posts in Spanish and set a percentage-based goal for 2022

In progress

Conduct baseline analysis of current relationships and sentiment among ag customers, Develop targeted outreach materials for C&I and ag, Add demonstrated impact to collateral (2021-2022), Key accounts outreach - avoid opt-outs, bill/rate analysis support, etc., Promote VCE as a resource in TOU transition

Objective 3.4: Build awareness and trust of the VCE brand through direct engagement with customers, communities and organizations in VCE's service territory.

Done

Build closer relationships with C&I and Ag customers

Subitems

Name

Status

Notes & Examples

Conduct baseline analysis of current relationships and sentiment among ag customers
Develop targeted outreach materials for C&I and ag

Done

Done

Add demonstrated impact to collateral (2021-2022)
 Key accounts outreach - avoid opt-outs, bill/rate analysis support, etc.
 Promote VCE as a resource in TOU transition

- Done
- Done
- Done

Goal 2 Metrics

Name	Subitems	Strategic Plan Objective	Status	Goal details
Social Media Following: increase by 50% in 2021		Objective 3.4: Build awareness and trust of the VCE brand through direct engagement with customers, communities and organizations in VCE's service territory.	In progress	Percentage increase TBD
Website hits and newsletter click throughs: increase by 25% in 2021		Objective 3.4: Build awareness and trust of the VCE brand through direct engagement with customers, communities and organizations in VCE's service territory.	In progress	Percentage increase TBD
CARE/FERA increase of 5% by Dec 2022		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.		Unable to measure

Goal 2 Campaigns

Name	Subitems	Strategic Plan Objective	Status	Goal details
Educational information	Energy Efficiency (update annually), Promote thought leadership pieces and seeking engagements, FAQ Fridays	Objective 3.4: Build awareness and trust of the VCE brand through direct engagement with customers, communities and organizations in VCE's service territory.	Done	
Subitems	Name		Status	Notes & Examples
	Energy Efficiency (update annually)		Done	
	Promote thought leadership pieces and seeking engagements		Done	
	FAQ Fridays		Done	

Humanize VCE	Goal: present VCE as an org of people who "understand me" and "people I can identify with", Voluntary staff, BOard and CAC photos and personal posts (e.g. staff baking for holidays, etc.), Humor - more fully integrate into voice	Objective 3.4: Build awareness and trust of the VCE brand through direct engagement with customers, communities and organizations in VCE's service territory.	Done	
Subitems	Name	Status	Notes & Examples	
	Goal: present VCE as an org of people who "understand me" and "people I can identify with"	Done	Humanizing staff and Board, CAC with photos on social media	
	Voluntary staff, BOard and CAC photos and personal posts (e.g. staff baking for holidays, etc.)	Done	Holiday pics at most major holidays on social media	
	Humor - more fully integrate into voice	Done	Dogs in costumes for Halloween, funny staff pictures	

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

Name	Subitems	Strategic Plan Objective	Status	Goal details
Support customer programs that are working toward decarbonization, EE and DR	Education component, Action component, Impact component	Objective 3.2: Develop programs and initiatives to better support community goals, including supporting member agency achievement of energy-sector emissions reduction targets.	Done	This work will continue 2024-2026
Subitems	Name	Status	Notes & Examples	
	Education component	Done	Made banner advertising member jurisdiction's UltraGreen participation	
	Action component	Done	Worked with member jurisdictions on CAPs and on going UltraGreen	
	Impact component	Done	Member jurisdictions were able to count gHg emissions reductions as a result of being enrolled in UltraGreen	
Promote UltraGreen: present an easy gHg mitigation solution to customers	Residential, Non-residential	Objective 4.3: Increase participation in VCE's UltraGreen 100% renewable product.	In progress	VCE has made some progress on this but it was put on hold because the organization's goal shifted to 100% renewable by 2030, and there is some uncertainty about the UltraGreen program as a result
Subitems	Name	Status	Notes & Examples	
	Residential	In progress	See above	
	Non-residential	Done	Worked closely with 2 member jurisdictions to analyze and convert accounts to UltraGreen. Conversations ongoing with other 2 member jurisdictions.	

Work with member communities on Climate Action Planning	Support member agency achievement on emissions reduction targets through outreach and relationship building, Promote UltraGreen to jurisdictions, Determine how VCE can support wider resiliency efforts	Objective 3.2: Develop programs and initiatives to better support community goals, including supporting member agency achievement of energy-sector emissions reduction targets.	Done	ERRO Program and CAP contributions
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Subitems	Name	Status	Notes & Examples
	Support member agency achievement on emissions reduction targets through outreach and relationship building Promote UltraGreen to jurisdictions Determine how VCE can support wider resiliency efforts	Done	This work will continue 2024-2026
Partner with other organizations on UltraGreen campaigns	Non-profits, Member agencies, Develop co-branded marketing campaigns to promote UG	Done	Partnered with Davis Food Co-Op and made a banner for their UltraGreen participation; banner for Yolo County library

Subitems	Name	Status	Notes & Examples
	Non-profits Member agencies Develop co-branded marketing campaigns to promote UG	Done Done Done	

Goal 3 Metrics	Subitems	Status	Goal details
	Higher UltraGreen participation rate: increase by 5% by June 2022 Measure and increase programs participation Amount of carbon mitigated	Done Done	Difficult to measure

Goal 3 Campaigns	Subitems	Status	Goal details
	UltraGreen awareness UltraGreen Spotlight Boosting resiliency messaging (PSPS, battery storage, prep, etc.) Green Heroes Program Demonstrating partnership with other organizations (non-profits and member communities)	Done Done Done Done Done	

**VALLEY CLEAN ENERGY ALLIANCE
COMMUNITY ADVISORY COMMITTEE**

Staff Report – Item 9

TO: Community Advisory Committee

FROM: Alisa Lembke, Board Clerk/Administrative Analyst

SUBJECT: Review of 2024 Long Range Calendar meeting topics

DATE: August 22, 2024

Please find attached the 2024 Board and Community Advisory Committee (CAC) Long Range Calendar, which includes CAC meeting proposed topics located at the bottom.

At any time, if you have an item that you would like added, please send an email to Chief Operating Officer Gordon Samuel, Board Clerk Alisa Lembke, CAC Chair and Vice Chair for consideration.

Please note that the CAC's November and December 2024 meeting dates are as follows:

- November 21, 2024 (3rd Thursday) – City of *Woodland* Council Chambers
- December 19, 2024 (3rd Thursday) – City of Davis Conference Room (inside Community Chambers building)

Attachment:

1. 2024 Board and CAC Long Range Calendar

VALLEY CLEAN ENERGY
2024 Meeting Dates and *Proposed* Topics
Board and Community Advisory Committee (CAC)
(Note: Meeting locations and Topics are subject to change)

MEETING DATE		TOPICS	ACTION
January 11, 2024	Board (Woodland)	<ul style="list-style-type: none"> Oaths of Office for Board Members [new Members(s) only] Election of Officers for 2024 (Annual) 2023 Year End Review: Customer Care and Marketing Customer Participation Update 	<ul style="list-style-type: none"> Action Nominations Information Information
January 25, 2024	Advisory Committee (Woodland)	<ul style="list-style-type: none"> Customer Participation Update Brown Act & Social Media Platforms Review CAC Task Group “Charges” AgFIT (Agriculture Flexible Irrigation Technology) Pilot Program – How it works 2024 Budgets and Rates 	<ul style="list-style-type: none"> Information Information Discussion/Action Information Information
February 8, 2024 CANCELLED	Board (Davis)	<ul style="list-style-type: none"> MEETING CANCELLED 	
February 22, 2024	Advisory Committee (Davis)	<ul style="list-style-type: none"> Strategic Plan Update (Annual) Electrification Retrofit Rebate Outreach (ERRO) / Concierge Service (received public comment, tabled item) Resource Adequacy – Slice of Day 	<ul style="list-style-type: none"> Information Discussion/Action Information
March 14, 2024 CANCELLED	Board (Woodland)	<ul style="list-style-type: none"> Cancelled due to a lack of quorum 	
March 28, 2024	Advisory Committee (Woodland)	<ul style="list-style-type: none"> Electrification Retrofit Rebate Outreach (ERRO) / Concierge Service 2023 Net Margin Allocation BioMAT Program 	<ul style="list-style-type: none"> Discussion/Action Discussion Information
April 11, 2024	Board (Davis)	<ul style="list-style-type: none"> Strategic Plan Update (Annual) Receive Enterprise Risk Management Report (Bi-Annual) Customer Participation update (1st Quarter 2024) Update to VCE Conflict of Interest Code 	<ul style="list-style-type: none"> Information Information Information Action

		<ul style="list-style-type: none"> • Calendar Year 2023 Audited Financial Statements (James Marta & Co.) • 2023 Net Margin Allocation • ERRO/Concierge Service 	<ul style="list-style-type: none"> • Action • Discussion/Action • Discussion/Action
April 16 – 18, 2024	CalCCA Annual Conference San Jose	VCE Staff and some Board and CAC members attending	
April 25, 2024	Advisory Committee (Davis)	• NO MEETING	•
May 9, 2024	Board (Woodland)	<ul style="list-style-type: none"> • Update on SACOG Grant – Electrify Yolo • Resource Adequacy “Slice-of-Day” • Load Management Standards Plan • Recap of CalCCA April 2024 Annual Conference 	<ul style="list-style-type: none"> • Information • Information • Discussion/Action • Information
May 23, 2024	Advisory Committee (Yolo County Community Services Dept., Cache Creek Room, Woodland)	<ul style="list-style-type: none"> • Load Management Standards • Customer Participation update (1st Quarter 2024) • Reserves Policy / Dividend Program update • BioMAT Program 	<ul style="list-style-type: none"> • Information • Information • Discussion/Action • Discussion/Action
June 13, 2024	Board (Davis)	<ul style="list-style-type: none"> • Re/Appointment of Members to Community Advisory Committee (Annual) • Mid-Year 2024 Financial Update • Legislative update provided by Pacific Policy Group 	<ul style="list-style-type: none"> • Action • Information • Information
June 27, 2024	Advisory Committee (Davis)	• Power Procurement / Renewable Portfolio Standard Update	• Information
July 11, 2024	Board UC Davis – CA Lighting Technology Center, Davis	<ul style="list-style-type: none"> • Status of SACOG Grant – Electrify Yolo • Customer Participation Update (2nd Quarter 2024) • Resource Adequacy “Slice of Day” update • Updated VCE Financial Reserve Policy and Dividend Program Guidelines 	<ul style="list-style-type: none"> • Information/Discussion/Action • Information • Information/Discussion • Action
July 25, 2024	Advisory Committee	• NO MEETING*	

*No meeting unless an urgent matter needs to be addressed

	(Woodland)		
August 8, 2024	Board (Davis)	<ul style="list-style-type: none"> • NO MEETING* 	
August 22, 2024	Advisory Committee (Davis)	<ul style="list-style-type: none"> • Customer Participation Update (2nd Quarter 2024) • Outreach and Marketing Plan update 	<ul style="list-style-type: none"> • Information • Discussion/Action
September 12, 2024	Board (Woodland)	<ul style="list-style-type: none"> • Certification of 2023 Power Content Label (Annual) • Enterprise Risk Management Update (Bi-annual) • Treasurer’s report • Outreach and Marketing Plan update 	<ul style="list-style-type: none"> • Action • Information • Information • Discussion/Action
September 26, 2024	Advisory Committee (Woodland)	<ul style="list-style-type: none"> • Receive Board Staff Report on Certification of Standard and UltraGreen Products / 2023 Power Content Label 	<ul style="list-style-type: none"> • Information/Discussion
October 10, 2024	Board (Davis)	<ul style="list-style-type: none"> • Update on SACOG Grant – Electrify Yolo • 2024 Operating Budget Update and 2025 preliminary Operating Budget • Customer Participation Update (3rd Quarter 2024) • Progress Update on Programs Plan and 2025 program concepts • Legislative End of Session Update 	<ul style="list-style-type: none"> • Information • Information • Information • Discussion/Action • Information
October 24, 2024	Advisory Committee (Davis)	<ul style="list-style-type: none"> • 2023 Power Content Label outreach • Customer Participation Update (3rd Quarter 2024) • Legislative End of Session Update • Draft 2025 Legislative Platform • Electric Vehicle Rebate Program (Phase 2) (placeholder) 	<ul style="list-style-type: none"> • Information • Information • Information • Discussion/Action • Discussion/Action
November 14, 2024	Board (Woodland)	<ul style="list-style-type: none"> • 2025 Operating Budget Update • 2023 Power Content Label outreach • 2025 Legislative Platform • Electric Vehicle Rebate Program (Phase 2) (placeholder) 	<ul style="list-style-type: none"> • Information/Discussion • Information • Discussion/Action • Discussion/Action
November 28, 2024 November 21, 2024 (rescheduled to November 21 due to Thanksgiving holiday on Nov. 28 th)	Advisory Committee (Woodland)	<ul style="list-style-type: none"> • GHG Free Attributes • 2025 Budget Update/Preview • Review and finalize CAC Task Group Year-end Reports 	<ul style="list-style-type: none"> • Information • Information • Discussion
December 12, 2024	Board (Davis)	<ul style="list-style-type: none"> • Approve 2025 Operating Budget (Annual) and 2025 Customer Rates • GHG Free Attributes 	<ul style="list-style-type: none"> • Discussion/Action • Action

*No meeting unless an urgent matter needs to be addressed

		<ul style="list-style-type: none"> • Receive VCE Grant/Program activity summary • Receive CAC Year-end Task Group Reports 	<ul style="list-style-type: none"> • Information • Information
<p>December 26, 2023 December 19, 2024 (rescheduled to December 19 due to Christmas holiday on Dec. 25th)</p>	<p>Advisory Committee (Davis)</p>	<ul style="list-style-type: none"> • 2025 CAC Task Group(s) formation (Annual) • Power Procurement / Renewable Portfolio Standard Update • Election of Officers for 2025 (Annual) 	<ul style="list-style-type: none"> • Discussion/Action • Information • Nominations
<p>January 9, 2025</p>	<p>Board (Woodland)</p>	<ul style="list-style-type: none"> • Oaths of Office for Board Members (Annual - new Members only) • Election of Officers for 2025 (Annual) • Customer Participation Update (4th Quarter 2024) • 2024 Year in review: Customer Care & Marketing 	<ul style="list-style-type: none"> • Action • Nominations • Information • Information
<p>January 23, 2025</p>	<p>Advisory Committee (Woodland)</p>	<ul style="list-style-type: none"> • Rates/Budget 2025 Update • Customer Participation Update (4th Quarter 2024) • Review 2025 Task Group “Charges” 	<ul style="list-style-type: none"> • Information • Information • Discuss/Action

PLEASE NOTE: April 28-30, 2025: CalCCA Annual Conference in Irvine, California/More information will be provided as received

CAC PROPOSED FUTURE TOPICS Topics and Discussion dates may change as needed	<u>ESTIMATED</u> MEETING DATE(S)
Electric Vehicle Rebate Program – Phase 2	Oct. 2024 (Board in Nov. 2024) placeholders
Inflation Reduction Act (IRA) opportunities	TBD
Regionalization (Information)	TBD
Self Generation Incentive Program (SGIP)	TBD
Agri-voltaics (for information only)	TBD
Status of Net Billing Tariff (NBT)/Solar Billing Plan (SBP) (as needed)	
Legislative Items (as needed)	

*No meeting unless an urgent matter needs to be addressed