

### CAC Assisting With—

- Ongoing outreach activities—messaging (PSAs, speaking points, letters)
- Website recommendations
- Ongoing marketing collateral

### Moving Forward

- Consulting with staff and Green Ideals on short-term and long-term outreach strategies
- Helping to define audience segments and consulting on appropriate messages and communications approaches
- Providing a sounding board to assist in message development and copy testing
- Soliciting input from individual Community Advisory Committee members on audience segments, messages, and other issues that may impact VCE
- Reviewing development procedures for marketing communications projects
- Conducting review of marketing materials at the draft (pre-release) stage
- Preparing concise monthly summaries for the CAC on all marketing materials currently in the development pipeline

# Planned/Future Activities

- Re-scheduling presentations with community groups
- Continued support of farmers markets and other events include the Heating and Cooling Workshop (1/27), Almond Festival in Esparto (2/24), Interfaith Summit in Davis (3/16)
- Write/distribute Op Eds on topics of interest/concern, as needed
- Develop radio/TV pitch list to arrange for interviews of VCE leaders re: program achievements and topics of special interest
- Revise website for freshness, optimism, updated information, ease of navigation, relevant news, info banner on HOME page
- Update communication plan to:
  - Detail cost-effective opportunities to create positive impressions via traditional and social media channels
  - Build brand awareness
  - Shift focus away from cost to emphasize other benefits of VCE, such as taking control of power resources, responding to climate change, and investing in our communities
- Emphasize community benefits and helping customers to realize why it's important—not merely what it is

# Update on Potential PG&E Bankruptcy

## Background

- PG&E 15 day notice to file bankruptcy; file on or about January 29, 2019; PG&E estimates a 2 year process
- PG&E CEO and Senior Management step down
- Would be 2<sup>nd</sup> bankruptcy since 2001

## VCE/CCA related topics

- PG&E role in CCA operations; 12 operating CCA's in PG&E service area; 41% of load in 2019
- No expected interruption in service by PG&E (same as 2001 bankruptcy); “business as usual” for VCE customers and VCE operations
- Additional wildfire related fees? Unknown; will be determined by CPUC; CCA's plan to participate in CPUC proceedings on bankruptcy related issues
- VCE activities – monitoring closely; participating in CalCCA joint efforts

CCA	First Power Delivery	Jurisdiction	CAC	CAC link	Number of members on CAC	Composition	Meeting Frequency
<a href="#">Pennisula Clean Energy</a>	October 2016	San Mateo County	Yes	<a href="#">PCE CAC</a>	up to 15		2 Thursday b/4 BOD
<a href="#">Clean Power Alliance</a>	began some in Feb 2018 - phasing in all 31	31 Communitis in LA and Ventura Counties	Yes	<a href="#">CPA CAC</a>	15 members	representing 7 sub-regio	fairly new - had other committees ( Leg/Reg, Finance, Energy)
<a href="#">East Bay Clean Energy</a>	November 2018	Alameda County	Yes	<a href="#">EBCE CAC</a>	9		"regular basis"
<a href="#">Monterey Bay Community Power</a>	Spring 2018	Communities in Monterey, San Benito and Santa Cruz Counties	Yes	<a href="#">MBCP CAC</a>	11		3rd Thursday at 6 unless otherwise indicated
<a href="#">Redwood Coast Energy Authority</a>	May 2017	County of Humboldt, 7 cities and Humboldt Bay Water District	Yes	<a href="#">RCEA CAC</a>	up to 15	must live in Humbolt cou	quarterly / others as needed
<a href="#">San Jose Clean Energy</a>	Stared Sept 2018 to municipal customers, phase in rest by early 2019	City of San Jose ( in Santa Clara County)	Yes	<a href="#">forming - is a pre-existing clean energy advisory commission</a>	9		monthly
<a href="#">Silicon Valley Clean Energy</a>	April 2017	13 Communitis in Santa Clara County	Yes	<a href="#">Customer Program Advisory Group</a>	15		3rd Wednesday from 11 to 1
<a href="#">Sonoma Clean Power</a>	May 2014	In Sonoma and Mendocino Counties	Yes	<a href="#">SCP CAC composition https://sonomacleapower.org/who-we-are meetings https://sonomacleapower.org/documents</a>	7 to 11		
<a href="#">Valley Clean Energy</a>	June 2018	Davis, Woodland, Yolo County	Yes	<a href="#">VCEA CAC composition https://valleycleanenergy.org/about-us/ VCEA Meetings https://valleycleanenergy.org/about-us/meetings/</a>	9	3 per jurisdiction	monthly

<a href="#">Apple Valley Choice Energy</a>	2017	Town of Apple Valley ( In San Bernardino County)	Not on website				
<a href="#">Clean Power SF</a>	? When started (Jan 2016) ? Phasing in others to finish by mid 2019	City and County of San Francisco	Not on website				
<a href="#">Desert Community Energy</a>	Planned Aug 2018 - on hold	Three cities in Coachella Valley	Not on website				
<a href="#">King City Community Power</a>	July 2018	King City ( city limits - in Monterey County)	Not on website				
<a href="#">Lancaster Choice Energy</a>	May 2015	City of Lancaster ( in LA County)	Not on website				
<a href="#">MCE</a>	2010	All of Marin and Napa County, unincorp Contra Costa county and 13 communities therein	Not on website				
<a href="#">Pico Rivera Innovative Municipal Energy</a>	September 2017	City of Pico Rivera ( in LA county)	Not on website				
<a href="#">Pioneer Community Energy</a>	Early 2018	In Placer County	Not on website				
<a href="#">Rancho Mirage Energy Authority</a>	May 2018	The City of Rancho Mirage ( in Riverside County)	Not on website				
<a href="#">San Jacinto Power</a>	April 2018	City of San Jacinto ( in Riverside County)	Not on website				