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<td><strong>Next Steps – preliminary recommendations for the resource plan for consideration by VCEA Management, Board and General Public</strong></td>
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Local Renewables

Information – Review of issues related to local renewable power supply
Local Renewables
What Does it Mean to be “Local?”

• There are two categories:
  • Customer sited projects
    • usually not utility scale,
    • not NEM,
    • limited to within VCEA direct service area
  • Non-customer sited
    • utility scale projects
Local Renewables
Existing Area Renewable Resources

• Within 20 miles of Yolo County’s southeastern boarder is the Montezuma Hills Wind Resource Area.
  • Near Rio Vista
  • 1,035 MW installed wind capacity
• Within 25 miles of Yolo County’s northwestern border is the Geysers Geothermal Resource Area.
  • Largest dry steam geothermal field in the world
  • 1,634 MW installed geothermal capacity
Local Renewables
Existing Area Renewable Resources

- Existing renewable resources in the region surrounding and including Yolo county

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Local Renewables
Existing Area Renewable Resources

- Geyser Geothermal Resource Area
- Montezuma Hills Wind Resource Area

Locations:
- Yolo
- Napa
- Lake
- Colusa
- Sutter
- Solano
- Sacramento
Local Renewables
Permitted New Area Renewable Resources

- Renewable Projects with development permits in 7 county region surrounding and including Yolo

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<th>County</th>
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Local Renewables
Assessments of Yolo County Potential

- DavisFREE study estimated PV potential on city of Davis preferred land parcels of 154 – 178 MWs (≈300 GWhs/year of energy production).
- Solar has the greatest potential with regard to new renewable development within Yolo County, and the CPUC IRP supply curve indicates a significant amount of wind generation potential in Yolo County:
  - CPUC IRP Supply curve:
    - 962 MW of solar
    - 947 MW wind
    - 2 MW biomass/biogas
Local Renewables
Possible Definitions of “Local Renewables”

• Option 1. Projects only within Yolo County
• Option 2. Projects only having a nexus to Yolo county/VCEA. For example:
  • Projects sited within Yolo County/VCEA service area
  • Williams biomass – Rice processing operations in Yolo County send agricultural waste to plant for its fuel supply.
  • Indian Valley Hydro Project – owned by a public agency within Yolo county
  • A VCEA customer has a project not located in Yolo County
• Option 3. Define a geographic boundary beyond and including Yolo county
Item 8 - Outreach Update

April 9, 2018
COMMUNICATIONS PLAN GOALS

- Provide clear, accurate, and easily accessible program information
- Establish the brand as a trustworthy source with recognition within Yolo County - especially among agricultural customers
- Deliver clear and transparent messaging regarding electricity rates
- Strengthen brand awareness of the program prior to launch, including its sub-products
Provide clear, accurate, and easily accessible program information

- Deliver clear and easily accessible program information for relevant audiences
- Provides clear and concise information regarding electricity rates
- Part of overall targeted outreach strategy
Strengthen brand awareness

- Digital (Facebook, Google Adwords, Spanish-language sites)
- Outdoor (Yolobus, Davis Community Transit)
- Print/online (Sac News & Review, Davis Vanguard, Davis Enterprise, Daily Democrat, Valley Voice)
- Woodland and Davis Chamber of Commerce memberships
- Sponsorship of Yolo County Fair, Farm Bureau, Honey Festival, Celebrate Davis
Meet Enid Williams of Woodland Stroll Through History, our featured Ambassador

Enid Williams

Enid Williams of Woodland Stroll Through History, our featured Ambassador, has been a volunteer ambassador for the Chamber for more than 30 years. She is a retired teacher with experience from preschool through high school, including special education classes, and taught at a private school. She is a former member of the Woodland Chamber Grand Jury and has volunteered with the Woodland Heritage, which provides an 1890 experience for visitors. She also volunteers as a church volunteer experience.

What do you find most rewarding about being an Ambassador?

Getting to know people involved in doing things for our community. What is your role at the Stroll?

I am the current vice-chair. We meet every Tuesday to plan events and coordinate our Woodland Heritage, which focuses on historic architecture.

Why did you choose to be an Ambassador for the Woodland Chamber?

Because this is a group of engaged, lively, interesting people.
Strengthen brand awareness

Valley Clean Energy
Starting in June, residents and businesses in Davis, Woodland, and Yolo County will have a cleaner, greener choice in electricity at competitive rates.

Valley Clean Energy
A partir de junio, los residentes y las empresas de Davis, Woodland y el condado de Yolo tendrán una opción de electricidad más limpia y ecológica a precios competitivos.
SOCIAL MEDIA

Strengthen brand awareness
OUTREACH MATERIALS

Strengthen brand awareness

Starting June 2018, VCE is bringing cleaner energy at competitive rates to all residents and businesses.

SIGN UP FOR VCE UPDATES

<table>
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<tr>
<th>Name</th>
<th>Email</th>
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Advocates Talking Points

About: What is Valley Clean Energy?

- Who we are
- What we do
- Our mission
- Our values
- Our impact
- Our history

Who will benefit?

- Consumers
- Businesses
- Communities

Why choose Valley Clean Energy?

- Renewable energy
- Competitive rates
- Local focus
- Quality service

How can I get involved?

- Support our mission
- Donate
- Volunteer
- Spread the word

 valeyncleanenergy.com

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 valeyncleanenergy.com
COMMUNITY PRESENTATIONS

Establish the brand as a trustworthy source

CSAs:
- El Macero
- Willowbank
- North Davis Meadows
- Wild Wings

Others:
- Woodland Downtown Collaboration
- Capay Valley Citizens Advisory committee
UPCOMING ACTIVITIES

**Materials:**
- event collateral (banners, table runners)
- customer notifications (including NEM) (in progress)
- animated video (in progress)
- business cards

**Outreach:**
- letter to Farm Bureau (in progress)
- e-newsletter
- press release before launch
- continue presentations to local jurisdictions and community groups
UPCOMING ACTIVITIES

Timeline:
- Notification 1 sent
- Notification 2 scheduled for April 25
- Ad campaign to extend through May