

VALLEY CLEAN ENERGY ALLIANCE**Staff Report - Item 14**

TO: Board of Directors

FROM: Mitch Sears, Chief Executive Officer
Edward Burnham, Director of Finance & Internal Operations
Rebecca Boyles, Director of Customer Care and Marketing

SUBJECT: Approve Amendment 2 to SMUD Agreement Task Order 8 (Consulting Services) for customer program support services

DATE: February 13, 2025

RECOMMENDATIONS

Approve Task Order Amendment (2) with Sacramento Municipal Utilities District (SMUD) for implementation and support of the customer program services in an amount not to exceed \$207,036.

BACKGROUND

On April 13, 2023 the VCE Board approved [Item 11](#) for the 5-year extension of VCE's Master Services Agreement with the Sacramento Municipal Utilities District (SMUD).

The support services provided by SMUD, including customer support and billing services, are extremely important for VCE's operations, customer retention, and receivables management. The partnership VCE has established with SMUD through the Master Services Agreement has been instrumental in VCE's current and future success. This amendment is to expand SMUD's scope of services using the customer relationship management (CRM) software (Salesforce) for an integrated platform to include support for VCE in implementing customer programs in areas such as program processes and documentation, third-party engagement, training personnel, reporting, customer marketing and outreach.

FISCAL IMPACT

The requested Customer Program Support services expenditures are accounted for in VCE's 2025 budget. Future VCE programs and program expansions that require these support services will be approved individually and include any required budget amendments.

ATTACHMENTS

1. Resolution 2025-XXX
2. Amendment 2 to SMUD Task Order 8

VALLEY CLEAN ENERGY ALLIANCE

RESOLUTION NO. 2025 - ____

A RESOLUTION OF VALLEY CLEAN ENERGY ALLIANCE APPROVING AMENDMENT 2 TO TASK ORDER 8 – CONSULTING SERVICES OF THE SACRAMENTO MUNICIPAL UTILITIES DISTRICT PROFESSIONAL SERVICES AGREEMENT AND AUTHORIZING THE EXECUTIVE OFFICER IN CONSULTATION WITH LEGAL COUNSEL TO FINALIZE AND EXECUTE AMENDMENT 2 TO TASK ORDER 8.

WHEREAS, The Valley Clean Energy Alliance (“VCE”) was formed as a community choice aggregation agency (“CCA”) on November 16, 2016, Under the Joint Exercise of Power Act, California Government Code sections 6500 et seq., among the County of Yolo, and the Cities of Davis and Woodland, to reduce greenhouse gas emissions, provide electricity, carry out programs to reduce energy consumption, develop local jobs in renewable energy, and promote energy security and rate stability in all of the member jurisdictions. The City of Winters, located in Yolo County, was added as a member of VCE and a party to the JPA in December of 2019; and,

WHEREAS, on August 31, 2017, the VCE Board considered a proposal by the Sacramento Municipal Utilities District (“SMUD”) to provide program launch and operational services and subsequently directed VCE staff to negotiate a services agreement between VCEA and SMUD for consideration and action by the VCEA Board; and,

WHEREAS, on September 21, 2017, the SMUD Board of Directors authorized its CEO to enter into a contract with VCE to provide Community Choice Aggregate (CCA) support services; and,

WHEREAS, on April 13, 2023, the VCE Board approved Amendment 1 to the Master Services Agreement (MSA) extending the term of the MSA through December 31, 2028; approved Amendment 32 to Task Order 3 (Wholesale Energy Services) reducing the scope of work; and, approved Task Order 7 (Data Management and Customer Call Center Services), Task Order 8 (Consulting Services); and Task Order 9 (Debt Collection Services) with an expiration date of December 31, 2028; and,

WHEREAS, on April 11, 2024, the Board approved Amendment 1 to Task Order 8 (Consulting Services) providing Concierge Service to assist with enhanced customer service offerings for customer electrification support through December 31, 2025, with a not-to-exceed amount of \$184,234; and.

NOW, THEREFORE, the Board of Directors of the Valley Clean Energy Alliance resolves as follows:

1. Approve Amendment 2 to Task Order 8 (Consulting Services) to assist with enhanced customer service offerings for customer programs support service, with a not-to-exceed amount of \$207,037; and,

2. Authorize the Chief Executive Officer in consultation with legal counsel to finalize and execute Amendment 2 to Task Order 8 (Consulting Services) for customer program support service.

PASSED, APPROVED AND ADOPTED, at a special meeting of the Valley Clean Energy Alliance, held on the _____ day of _____ 2025, by the following vote:

AYES:

NOES:

ABSENT:

ABSTAIN:

_____, VCE Chair

Alisa M. Lembke, VCE Board Secretary

Attachment:

1. Amendment 2 to SMUD MSA Task Order 8 (Consulting Services) for customer program support service.

AMENDMENT 2 TO EXHIBIT A: SCOPE OF SERVICES Task Order 8 – Consulting Services

Concierge Service

The Sacramento Municipal Utility District (SMUD) and Valley Clean Energy (VCE) agree to the following services, terms and conditions described in this Amendment 2 to Task Order 8 the provisions of which are subject to the terms and conditions of the Master Service Agreement (MSA) between the Parties. If any specific provisions of this Amendment 2 to Task Order 8 conflict with any general provisions in the MSA, Task Order 8, or any preceding Amendments to Task Order 8, the provisions of this Amendment to Task Order 8 shall take precedence. Capitalized terms used in this Amendment which are not defined in this Amendment will have the respective meanings ascribed to them in the MSA.

The Effective Date of this Task Order 8 is the date of last signature below.

Section 1, SCOPE OF WORK is amended to include:

1.1 Perform the following services:

Task	Hours	2025 Rate	Sum
Create program documentation	50.5		
Develop business rules	4	\$ 183.46	\$ 733.85
Develop participant journey map	4	\$ 183.46	\$ 733.85
Develop participant application form	4	\$ 183.46	\$ 733.85
Develop participant agreement	4	\$ 183.46	\$ 733.85
Develop participant claim form	4	\$ 183.46	\$ 733.85
Develop qualifying equipment	4	\$ 183.46	\$ 733.85
Develop equipment specifications	4	\$ 183.46	\$ 733.85
Develop incentive levels	4	\$ 183.46	\$ 733.85
Develop low-income eligibility criteria	4	\$ 183.46	\$ 733.85
Develop participant email templates	4	\$ 183.46	\$ 733.85
Develop participant survey	4	\$ 183.46	\$ 733.85
Send documentation	0.5	\$ 183.46	\$ 91.73
Adjust documentation	4	\$ 183.46	\$ 733.85
Finalize documentation	2	\$ 183.46	\$ 366.93
Create MF and Com documentation	36.5		
Develop business rules	4	\$ 183.46	\$ 733.85
Develop participant application form	4	\$ 183.46	\$ 733.85
Develop participant agreement	4	\$ 183.46	\$ 733.85
Develop participant claim form	4	\$ 183.46	\$ 733.85
Develop qualifying equipment	4	\$ 183.46	\$ 733.85
Develop equipment specifications	4	\$ 183.46	\$ 733.85

Develop incentive levels	2	\$ 183.46	\$ 366.93
Develop participant survey	4	\$ 183.46	\$ 733.85
Send documentation	0.5	\$ 183.46	\$ 91.73
Adjust documentation	4	\$ 183.46	\$ 733.85
Finalize documentation	2	\$ 183.46	\$ 366.93
Create processes	52.5		
Create eligibility verification process	4	\$ 183.46	\$ 733.85
Program application form	4	\$ 183.46	\$ 733.85
Program claim form	4	\$ 183.46	\$ 733.85
Set up email box	4	\$ 183.46	\$ 733.85
Set up phone number	8	\$ 183.46	\$ 1,467.71
Set up payment account	4	\$ 183.46	\$ 733.85
Set up payment processing	8	\$ 183.46	\$ 1,467.71
Set up VCE billing	4	\$ 183.46	\$ 733.85
Create processes flow map	8	\$ 183.46	\$ 1,467.71
Send process flow map	0.5	\$ 183.46	\$ 91.73
Adjust process flow map	2	\$ 183.46	\$ 366.93
Finalize process flow map	2	\$ 183.46	\$ 366.93
Develop dealership engagement	116		
Determine dealership targets	8	\$ 183.46	\$ 1,467.71
Develop engagement plan	8	\$ 183.46	\$ 1,467.71
Draft email copy	4	\$ 183.46	\$ 733.85
Develop email templates	4	\$ 183.46	\$ 733.85
Develop training plan	8	\$ 183.46	\$ 1,467.71
Develop training materials	8	\$ 183.46	\$ 1,467.71
Develop dealership application	4	\$ 183.46	\$ 733.85
Draft dealership participation agreement	4	\$ 183.46	\$ 733.85
Develop dealership claim form	4	\$ 183.46	\$ 733.85
Draft dealership survey	4	\$ 183.46	\$ 733.85
Develop dealership webpage	4	\$ 183.46	\$ 733.85
Develop a dealership journey map	4	\$ 183.46	\$ 733.85
Train dealerships (10)	40	\$ 183.46	\$ 7,338.54
Develop address lookup tool	8	\$ 183.46	\$ 1,467.71
Develop program database	4	\$ 183.46	\$ 733.85
Train personnel	52.5		
Develop training plan	8	\$ 183.46	\$ 1,467.71
Send training plan	0.5	\$ 183.46	\$ 91.73
Adjust training plan	2	\$ 183.46	\$ 366.93
Finalize training plan	2	\$ 183.46	\$ 366.93

Develop training materials	24	\$ 183.46	\$ 4,403.13
Deliver training (staff and VCE)	16	\$ 183.46	\$ 2,935.42
Develop reporting	12.5		
Develop weekly report and dashboard format	8	\$ 183.46	\$ 1,467.71
Send report formats	0.5	\$ 183.46	\$ 91.73
Adjust report formats	2	\$ 183.46	\$ 366.93
Finalize report formats	2	\$ 183.46	\$ 366.93
Develop marketing plan	58		
Develop marketing plan and metrics	24	\$ 183.46	\$ 4,403.13
Send marketing plan	0.5	\$ 183.46	\$ 91.73
Adjust marketing plan	4	\$ 183.46	\$ 733.85
Finalize marketing plan	2	\$ 183.46	\$ 366.93
Develop web copy	16	\$ 183.46	\$ 2,935.42
Translate web copy	8	\$ 183.46	\$ 1,467.71
Send web copy	0.5	\$ 183.46	\$ 91.73
Adjust web copy	2	\$ 183.46	\$ 366.93
Finalize web copy	1	\$ 183.46	\$ 183.46
Manage program	99.3		
Manage customer inquiries (5 min @ 52)	4.3	\$ 183.46	\$ 795.01
Process customer surveys (10 min @ 52)	8.7	\$ 183.46	\$ 1,590.02
Manage dealership inquiries (5 min @ 20)	1.7	\$ 183.46	\$ 305.77
Engage dealerships bi-monthly (15 min @ 5)	1.3	\$ 183.46	\$ 229.33
Process applications (15 min @ 75)	18.8	\$ 183.46	\$ 3,439.94
Process claims (15 min @ 52)	13.0	\$ 183.46	\$ 2,385.03
Process dealership surveys (10 min @ 10)	1.7	\$ 183.46	\$ 305.77
Produce reports weekly	26	\$ 183.46	\$ 4,770.05
Update program documentation 1 hr	1	\$ 183.46	\$ 183.46
Provide program recommendations 1 hr	1	\$ 183.46	\$ 183.46
Perform other tasks as assigned 10 hrs	10	\$ 183.46	\$ 1,834.64
Meet with SVCE staff monthly	12	\$ 183.46	\$ 2,201.56
Design, Development, Admin Total	441.3		\$87,665.02
Design and manage two additional programs	650.7		\$ 119,371.31

Section 4.2, Optional Service Fees, is added to include:

Task #	Task Title	Hours	Total
1	Create program documentation	50.5	\$9,264.91
2	Create MF and Com documentation	36.5	\$6,696.42
3	Create processes	52.5	\$9,631.84
4	Develop dealership engagement	116	\$21,281.78
5	Train personnel	52.5	\$9,631.84
6	Develop reporting	12.5	\$2,293.30
7	Develop marketing plan	58	\$10,640.89
8	Manage program	99.3	\$18,224.05
9	Develop and manage two additional programs	650.7	\$ 119,371.31
	Total	1128.5	\$ 207,036.33

[Signature Page follows]


SIGNATURES

The Parties have executed this Task Order 8 Amendment 2, and it is effective as of the date of last signature below.

Valley Clean Energy

By _____
Name _____
Title _____
Date _____
Approved As To Form N/A

Sacramento Municipal Utility District

By  _____
Name Tracy Carlson
Title Director Community Energy Services
Date 1.29.2025
Approved As To Form _____
