

VALLEY CLEAN ENERGY ALLIANCE

Staff Report – Item 17

TO: VCE Board of Directors

FROM: Mitch Sears, Interim General Manager
Jim Parks, Director of Customer Care and Marketing

SUBJECT: Approval of VCE Sponsorship Guidelines

DATE: February 13, 2020

RECOMMENDATION

1. Approve a resolution adopting the attached “Valley Clean Energy Sponsorship Program Guidelines” and authorizing the Interim General Manager to make minor amendments to the guidelines as-needed provided they are consistent with the intent and purpose of the guidelines.

BACKGROUND and ANALYSIS

VCE staff occasionally get requests to sponsor organizations, projects, or events, but have not up to this point, had a policy in place to guide sponsorship decisions. The attached document contains sponsorship guidelines and a sponsorship application to help guide staff when these requests come in. VCE currently has a sponsorship budget of approximately \$6,000 per year.

The purpose statement contained in the Guidelines is:

Purpose of the program

The goal of Valley Clean Energy’s sponsorship program is to increase awareness of VCE and the benefits it provides, build community alliances, support sustainability, increase electrification and energy efficiency, and support our community-based nonprofit partners. We hope to strengthen the connections between quality of life for the people in our region and the sustainability of the places they share.

Staff proposes that VCE-sponsored events will be exempt from the Guideline application process. These are events that VCE has sponsored in the past and/or staff believes will provide benefits to VCE by getting our message out to the community. Past events have included the Honey Festival, Carnitas Festival, Salmon Festival, Tomato Festival and the Yolo County Fair. The application process is intended to be used for events, programs and organizations where VCE or its customers will receive benefits, but VCE may not be involved beyond the sponsorship of an event.

Staff also requests permission to make minor adjustments to the Guidelines without returning to the Board for approval provided the minor amendments are consistent with the purpose of the guidelines. It is difficult to develop this type of policy that anticipates all potential requests.

Staff expects changes will be needed as the sponsorship program evolves. Staff believes that providing authorization for staff to make minor amendments to the policy would be an effective tool to adapt the policy provided the amendments are consistent with the intent and purpose of the policy. If there are significant changes proposed, staff would return to the Board for authorization.

ATTACHMENTS

1. Sponsorship Guidelines
2. Resolution

Valley Clean Energy Sponsorship Program Guidelines

Purpose of the program

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Eligible applicants

While VCE's sponsorship program is designed to harness the ingenuity and leadership of forward-thinking individuals within our communities, all applicants must be incorporated nonprofit or municipal organizations within VCE's service territory and/or providing services to VCE customers and/or aligns with VCE mission and goals. These include but are not necessarily limited to community-based non-profits, chambers of commerce, property-based improvement districts, neighborhood associations, school districts, local governments, and homeowners' associations.

Awarded sponsorship funds will be disbursed only to the identified applicant.

Eligible sponsorships

To be eligible for funding, an applicant must be able to demonstrate that the proposed funds have a connection to VCE's mission and business objectives and/or encourages economic development that benefits VCE's customers. The sponsorship must promote positive change in the community/area it is intended to serve. This may include, but is not necessarily limited to initiatives promoting greenhouse gas reduction; improvements to increase energy efficiency or promote economic development; events promoting sustainability and efficiency, etc.

Organizations and projects that are not eligible to apply

Some organizations/activities are ineligible for sponsorship funding. Examples include:

- Political or individual lobbying activities.
- Religious activities, in whole or in part, for the purpose of furthering religious doctrine. (Faith-based organizations may be considered if they provide services to all clients regardless of denomination.)
- Organizations that discriminate on the basis of race, creed, color, sex, or national origin.
- General operating support or travel expenses.
- School-affiliated field trips, fundraisers, sports teams, graduations or performing arts events.
- Organizations whose services are not provided in VCE's service territory.
- Donations of VCE electric service for which a fee is normally charged.

VCE's mission and values

At Valley Clean Energy, our mission is to deliver clean electricity, product choice, investment in the community, and greenhouse gas emission reductions—all with local control at competitive prices.

VCE is proud to give back to our community by supporting efforts that improve quality of life in our region. Through the financial support of programs, organizations, and events, we seek partnerships with eligible applicants that support projects, initiatives and events that make a difference and align with and promote the following:

1. Sustainability/greenhouse gas reductions
 - a. Renewable energy
 - b. Energy efficiency
 - c. Electrification measures
 - d. Energy security
 - e. Energy storage
 - f. Demand response
 - g. Environmental stewardship
2. Education
 - a. Focusing on areas related to VCE’s mission such as environmental sustainability
 - b. Innovative educational programs
3. Community
 - a. Healthy and Sustainable Communities
4. Awareness of VCE
5. Reinvestment in the community

Funding priorities

From among all eligible sponsorships, VCE will prioritize funding for those that include one or more of the following elements:

- Promotion of energy efficiency, energy conservation and greenhouse gas reduction.
- New investment in emerging renewable energy resources and technologies.
- Education related to energy efficiency, renewable energy or STEM-related fields.
- Services provided to low-income electricity customers.
- Community and workforce development, particularly for diverse and underserved communities.
- Energy-related programs focused on disadvantaged communities.

Sponsorship amounts

Sponsorships range depending on need, alignment with VCE mission and goals, cost share, and availability of funds. Sponsorships are typically in the range of \$100 to \$1,000.

Matching requirements

Matching funds may be required depending on the sponsorship. For general event sponsorships, recipients may be required to identify match funds. For project sponsorships, a

minimum 50% match is required. Projects with higher match funding will receive higher priority for sponsorship funds. Matching funds may be provided as cash, in-kind, or a combination of cash and in-kind.

In-kind contributions are defined as materials or labor that an organization commits to a project in-lieu of cash.

For materials, we request that applicants use the retail value of the goods or materials provided.

Funding disbursements

Funding disbursements will be lump-sum.

Fiscal and performance reporting

Project sponsorship recipients may be required to submit performance reports that document progress toward accomplishing project milestones and achieving identified performance metrics. Reporting requirements will be determined individually for each funded project and based upon that project's unique characteristics.

How to apply

To apply for a sponsorship, please fill out the attached application.

Please note: Application submission is not a guarantee of a funding award.

Request for Sponsorship from Valley Clean Energy

Application

Organization Name: _____

Organization Contact: _____

Title: _____

This request is for (circle one):

- a. Non-profit
- b. School/Educational Foundation
- c. Chambers/Business Group
- d. Local government
- e. Other

I/We are customers of VCE: Yes _____ No _____

Address: _____

City: _____ State: _____

Zip Code: _____ Phone: _____

Email: _____

Organization Website: _____

Details

- a. Event/effort Name: _____
- b. Date of Event: _____
- c. Location: _____
- d. VCE's response date: _____

e. Other confirmed event sponsors (if applicable): _____

f. Please provide a brief description of the event/opportunity: _____

g. Projected Attendance: _____

h. Target Audience: _____

Please tell us which of VCE's community outreach program core focus areas this effort/event supports (Circle all that apply):

a. GHG Reductions and Climate Solutions

b. Local education/schools (with an emphasis on STEM programs)

c. Basic Needs (food, housing, family support serves, etc.)

d. Yolo County Business Communities

e. Yolo County Key Industries/Key Economic Drivers

f. Creating Visibility Awareness for VCE's service territory

g. Other (please describe) _____

Please provide additional information you may have about the event/effort (optional)

Sponsorship Elements

a. Please explain how VCE will benefit from sponsoring the event/effort (i.e.

brand/logo recognition, signage, public relations, print/program ad, onsite

opportunities, etc.): _____

b. Requested sponsorship amount: _____

Please submit your form to Valley Clean Energy at least 30 days in advance of the event.

Thank you for considering VCE to sponsor your effort/event.

VALLEY CLEAN ENERGY ALLIANCE

RESOLUTION NO. 2020-___

**RESOLUTION OF THE BOARD OF DIRECTORS OF THE VALLEY CLEAN ENERGY ALLIANCE
ADOPTING THE VALLEY CLEAN ENERGY SPONSORSHIP PROGRAM GUIDELINES**

WHEREAS, the Valley Clean Energy Alliance (“VCE”) is a joint powers agency established under the Joint Exercise of Powers Act of the State of California (Government Code Section 6500 et seq.) (“Act”), and pursuant to a Joint Exercise of Powers Agreement Relating to and Creating the Valley Clean Energy Alliance between the County of Yolo (“County”), the City of Davis (“Davis”), the City of Woodland and the City of Winters (“Cities”) (the “JPA Agreement”), to collectively study, promote, develop, conduct, operate, and manage energy programs;

WHEREAS, VCE is engaged with communities located within our agency jurisdictions; and,

WHEREAS, the purpose of a Sponsorship Program is to increase awareness of VCE and the benefits it provides, build community alliances, support sustainability, increase electrification and energy efficiency, and support our community-based nonprofit patterns; and,

WHEREAS, in anticipation of VCE receiving requests to sponsor organizations, projects, or events, there is a need to establish guidelines; and,

WHEREAS, Sponsorship Program Guidelines will exclude VCE sponsored events; and,

WHEREAS, Sponsorship Program Guidelines include an application process intended to be used for events, programs and organizations where VCE or its customers will receive benefits.

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

1. Adopt the attached “Valley Clean Energy Sponsorship Program Guidelines” and authorize the Interim General Manager to make minor amendments to the guidelines as-needed provided they are consistent with the intent and purpose of the guidelines.

PASSED, APPROVED, AND ADOPTED, at a regular meeting of the Valley Clean Energy Alliance, held on the ___ day of _____ 2020, by the following vote:

AYES:

NOES:

ABSENT:

ABSTAIN:

Don Saylor, VCE Chair

Alisa M. Lembke, VCE Board Secretary

Attachment A: Valley Clean Energy Sponsorship Program Guidelines

Attachment A

Sponsorship Guidelines