

**VALLEY CLEAN ENERGY ALLIANCE
COMMUNITY ADVISORY COMMITTEE**

Staff Report - Item 5

TO: Community Advisory Committee

FROM: Gordon Samuel, Chief Operating Officer
Alisa Lembke, Board Clerk/Administrative Analyst

SUBJECT: Review 2025 CAC Legislative & Regulatory and Programs & Outreach Task Groups draft
“Charges”

DATE: March 27, 2025

RECOMMENDATION

Review, provide feedback and approve the draft 1) Legislative & Regulatory and 2) Programs & Outreach Task Group Charges.

BACKGROUND

At the CAC’s February 27, 2025 meeting, Task Groups for 2025 were formed. Thereafter, CAC Members have volunteered to continue to serve and serve on the Task Groups as follows:

1. Legislative/Regulatory
 - A. Members: Lorenzo Kristov (Chair), Jennifer Rindahl, Rahul Athalye, Ari Halberstadt, Keith Taylor
2. Programs & Outreach
 - A. Members: David Springer, Mark Aulman, Diccon Westworth
3. Bioenergy
 - A. Members: Mark Aulman, Danielle Ballard, Diccon Westworth
4. Strategic Plan
 - B. Members: Lorenzo Kristov, Rahul Athalye, Danielle Ballard

Currently, the Bioenergy and Strategic Plan Task Groups have not had the opportunity to prepare a draft Charge for the CAC’s review. They do plan on reviewing a draft soon with the goal of having a draft for review and approval at the CAC’s April 24, 2025 meeting.

This staff report transmits the draft Charges from the Legislative & Regulatory and Programs & Outreach Task Group Charges for the CAC’s review, input and approval.

Attachments:

1. Legislative & Regulatory Task Group draft charge
2. Programs & Outreach Task Group draft charge

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2025 LEGISLATIVE & REGULATORY TASK GROUP CHARGE

Members: Lorenzo Kristov, Chair
Jennifer Rindahl
Rahul Athalye
Ari Halberstadt
Keith Taylor

Staff: Mitch Sears, Executive Officer
Yvonne Hunter, Legislative and Project Specialist
Mark Fenstermaker, VCE Lobbyist, Pacific Policy Group

2025 Charge:

Work with VCE staff and VCE's lobbyist to:

- Provide feedback, technical information and strategic advice to VCE staff on key legislative and regulatory issues facing VCE and the CCA community in general in 2025, including legislation and regulatory issues related to VCE's Legislative and Regulatory Platform, Strategic Plan and Environmental Justice Statement.
- Provide periodic reports to the CAC about legislation and regulatory issues.
- Lead CAC discussions to solicit recommendations from the CAC to inform VCE positions on key legislation and regulatory proceedings.
- Contribute to VCE's engagement with legislators, regulatory proceedings and other stakeholders.
- Receive periodic updates about and discuss CalCCA legislative and regulatory priorities, emphasizing how VCE can most effectively contribute.
- Discuss and evaluate potential 2026 Legislative and Regulatory Platform positions related to transport electrification and consideration of wildlife, open space and other impacts of new generation and storage facilities.
- Work with staff to periodically review and update VCE's Legislative and Regulatory Platform for consideration by the CAC and the VCE Board.

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2025 PROGRAMS AND OUTREACH TASK GROUP CHARGE

Members: TBD (Chair)
TBD (Co-Chair)
David Springer
Mark Aulman
Diccon Westworth

Staff Lead: Rebecca Kuczynski

2025 Charge:

Collaborate with VCE staff and consultants on policies, procedures and programs aimed at improving the customer experience and customer satisfaction in VCE, including:

1. Assist in the development of public information strategies, planning, and materials related to VCE customer marketing, outreach, policies and programs. As requested by staff, review draft materials and provide comments as appropriate; assist with customer-facing community outreach to, and liaison with, member communities.
2. Help define audience segments within VCE's service area and consult on appropriate messages and communications approaches; provide a sounding board to assist in message development and copy testing. Conduct review of marketing materials at the draft (pre-release) stage upon request from staff. Assist with planning for focus groups in VCE service territory to better assess customer needs and preferences.
3. Assist with identification of statewide program opportunities and development of strategies for disseminating information on eligibility, rebate amounts, stacked incentives, and other details; assist Staff with finding and applying for external funding for potential programs.
4. Collaborate with Staff on an annual update to the 3-year Programs Plan, discuss 2025 program implementation with Staff; assist with the update of 2022 program design/implementation forms and program prioritization for implementation in 2025.
5. As requested by the Director of Customer Care and Marketing, provide outreach and messaging support for the efforts of other CAC task groups, as well as outreach to VCE's participating jurisdictions to encourage collaborative dissemination regarding programs, energy savings tips, rebates/incentives etc. on their websites and social media platforms.
6. Provide summaries and updates at monthly CAC meetings on Task Group activities.