

**VALLEY CLEAN ENERGY ALLIANCE
COMMUNITY ADVISORY COMMITTEE**

Staff Report - Item 7

TO: Community Advisory Committee

FROM: Gordon Samuel, Chief Operating Officer
Rebecca Kuczynski, Director of Marketing and Customer Care

SUBJECT: 2023 Power Content Label (PCL) Outreach Information

DATE: December 19, 2024

This is an Information Item

At the Board's November 14, 2024 meeting, the Board [\(Item 10\)](#) attested to the veracity of the information presented in VCE's 2023 Power Source Disclosure Annual Reports for Base Green, Standard Green, and UltraGreen products and 2023 Power Content Label.

Consistent with applicable regulations and CEC guidance, VCE will complete required customer communications in accordance with the January 31, 2025, deadline. All customers currently enrolled in the VCE program will receive the 2023 PCL via mail or email. VCE is currently preparing to mail and email customers prior to the deadline date of January 31, 2025.

For the first time, staff is planning to include marketing materials on the PCL email and mailer. After consulting with other CCAs on whether they include marketing materials in the PCL, staff learned that many CCAs are now including marketing information. One CCA cautioned that if we are including marketing for a program, to make sure the program is available to all customers, and not in danger of reaching a funding threshold. The marketing information staff is planning to include is about the Electric Advisor service, which is available to all customers. Including this information will allow VCE to spread the message about an important, free new service available to all customers. VCE's contact center will be prepared with talking points about the mailer, and about the Electric Advisor service.