

**VALLEY CLEAN ENERGY ALLIANCE
COMMUNITY ADVISORY COMMITTEE**

Staff Report - Item 7

TO: Community Advisory Committee

FROM: Rebecca Kuczynski, Chief Customer Officer

SUBJECT: 2024 Power Content Label (PCL) Outreach Information

DATE: October 23, 2025

This is an information item

At the Board's September 11, 2025 meeting, the Board [\(Item 9\)](#) attested to the veracity of the information presented in VCE's 2024 Power Source Disclosure Annual Reports for Base Green, Standard Green, and UltraGreen products and 2024 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 2024 PCL via mail or email. VCE is currently preparing to mail and email customers prior to the deadline date of January 31, 2025.

Staff is planning to include marketing materials on the PCL email and mailer, and potentially information about how customers can enroll in CARE/FERA. After consulting with other CCAs on whether they include marketing materials in the PCL, staff learned that many CCAs include marketing information. VCE's contact center is prepared with talking points about the mailer.