

VALLEY CLEAN ENERGY ALLIANCE
Staff Report - Item 7

TO: Community Advisory Committee

FROM: Mitch Sears, Executive Officer
Rebecca Boyles, Director of Customer Care and Marketing

SUBJECT: Review and provide feedback on the Valley Clean Energy 2024-2026 Outreach & Marketing Plan Outline

DATE: August 22, 2024

RECOMMENDATION

Review the attached 2024-2026 Draft Outreach & Marketing Plan Outline and provide feedback.

BACKGROUND

In 2020, the Valley Clean Energy Board of Directors adopted a Strategic Plan to better guide our organizational mission, vision and strategies, and was updated in September 2023. The plan was adopted and updated after significant feedback from the Community Advisory Committee, the Board of Directors, consultants and VCE staff. The Strategic Plan lays out goals and objectives meant to guide VCE staff, the board, and the CAC in planning and decision-making. The 2021 Outreach & Marketing Plan adopted in February 2021 complemented VCE's Strategic Plan and guided staff's work on marketing and outreach strategy. The 2024-2026 Outreach & Marketing Plan will build on the success, goals and objectives of the 2021 Plan, align with the Strategic Plan update, and reach further with staff's goals around outreach and marketing.

The key goals in the plan for 2024-2026 include:

1. Increase customer satisfaction and retention
2. Continue to Enhance VCE's Role as a Trusted Community Resource
3. Spotlight VCE's Role in Decarbonization and Grid Innovation

This newer iteration of the Outreach & Marketing Plan will contain more detail on analytics and progress since the 2021 plan. The goals are similar to the goals in the 2021 plan but have been updated to reflect the progress made between 2021-2024. Tactics and subitems will be updated to reflect the new goals and progress since 2021, as well as systemic and organizational shifts that may have affected plan goals and progress.

Staff will incorporate feedback from the CAC on the outline and approach for the 2024-2026 Outreach & Marketing Plan before finalizing the plan and taking the plan to the Board of Directors. Some of the actions detailed in the plan are already underway.

Attachments:

1. VCE Outreach & Marketing Plan 2024-2026 Outline DRAFT
2. 2021 Outreach and Marketing Plan Results DRAFT

VCE Outreach & Marketing Plan 2024-2026 Draft Outline

1. Executive Summary & Situational Analysis
 - a. Background & Context
 - b. Relationship to VCE's Strategic Plan
 - c. Progress since 2021 Outreach & Marketing Plan
 - i. 2021 Goals, Objectives, Subitems, Metrics and progress
 - d. Organizational and systemic shifts affecting outreach and marketing strategies
 - e. Preview of Goals & Objectives for 2024-2026
2. Mission + Values
 - a. Core Value Statements
 - i. Serving as a Trusted Community Resource
 - ii. Empowering Communities with Clean, Renewable, Affordable, Reliable Energy
 - iii. Solution-Driven Community Collaboration
3. SWOT Analysis
 - a. Industry Peer Analysis
4. Demographics/Target Audience
5. Goals & Objectives for 2024-2026, with relevant Strategic Plan Objectives and metrics for success
 - a. Increase Customer Satisfaction and Retention
 - i. Initiatives Supporting this Goal:
 1. Improvements to minimize opt-outs (Res & Non-Res)
 2. Focus groups and surveys
 3. Publicizing program benefits for historically marginalized communities
 - ii. Proposed Metrics (Res & Non-Res):
 1. "Retained" customers call disposition (SMUD began to track this metric upon VCE's request)
 2. Email open and click rates
 3. Customer programs participation and feedback (especially rebate recipients)
 4. Number of participating customers in surveys and focus groups; positive survey and focus group results
 5. Engagement rates on social media (Facebook, Instagram, and Twitter/X)
 6. Sign-ups for the newsletter email list during events
 7. Non-residential customers:
 - a. [Potential] Bespoke rates participation and feedback
 - b. [Potential] Participation in focus groups and/or surveys; positive focus group and survey results
 - b. Continue to Enhance VCE's Role as a Trusted Community Resource
 - i. Initiatives Supporting this Goal:
 1. VCE's Electric Advisor service (launching Fall 2024)
 2. Phase 2 of the Electric Vehicle Rebate Program (not yet Board-approved)
 3. Memorandum of Understanding (MOU) with Cool Davis for VCE service territory-wide engagement

4. Consideration of advertising (e.g. billboards, bus ads, podcast appearances in English and Spanish)
 - ii. Proposed Metrics (Res and Non-Res):
 1. [Residential only] Participation and feedback from the Electric Advisor service, including rebates obtained and electrification and energy efficiency initiatives undertaken (where measurable)
 2. Participation in, and feedback from, Phase 2 of the EV Rebate Program
 3. Number of events showcasing VCE (and partners') energy expertise; number of participants both in-person and virtual
 - c. Spotlight VCE's Role in Decarbonization and Grid Innovation
 - i. Initiatives supporting this goal:
 1. Continuing to work with member jurisdictions on their Climate Action Plans
 2. Electrification plans through the Electric Advisor service
 3. [Potential] VPP Grant with UC Davis, PG&E and Panasonic
 4. REACT program
 5. AgFIT Expanded Pilots
 6. V2G Pilots with PG&E
 7. Advocating for public policies to support decarbonization and grid innovation
 - ii. Proposed metrics:
 1. Number of communications about decarbonization, including press releases, op-eds, and print and digital resources
 2. Participation and feedback in various carbon-reducing programs, including rebates obtained and electrification and energy efficiency initiatives undertaken (where measurable)
 3. VCE's participation in regulatory and legislative proceedings involving decarbonization
6. Messaging
- i. Brand Voice
 1. Conversational tone, "meet customers where they're at"
 2. Trusted advisor on energy
 3. Clear, direct communication
 4. Member of community
 5. Balancing the priorities of taking action on climate change, remaining financially solvent, keeping rates steady, affordable for customers
 - ii. Spanish Translation
 1. Digital, print translated
 2. Native Spanish speaker to ensure effective, authentic tone
 3. High percentage of calls in Spanish
- b. Content Strategy
- i. Content Pillars
 1. Renewable & Clean Energy
 2. Energy Efficiency

3. Electrification
4. News & Announcements
- ii. Media Channels
 1. Blogs, SEO content, images, videos, op-eds, press releases, brochures, compliance mailers, quarterly newsletters, OhmConnect and other marketing emails
- iii. Hashtag Strategy
 1. Powerful social media tool
- c. Methods
 - i. Website
 1. Website Tactics
 - a. Regular, timely, accurate updates
 - ii. Social Media
 1. Social Media Channels
 - a. X/Twitter, LinkedIn, Facebook, Instagram
 2. Social Media Objectives
 - a. Provide education, inform, build credibility
 3. Social Media Tactics
 - a. Consistent posting (3-5x/week)
 - b. Adhere to messaging/brand guidelines
 - c. Respond to all comments, questions within one business day where applicable
 - iii. Email
 1. Email Objectives
 - a. Proactively reach res & non-res audience
 - b. Remain in compliance with state agencies (CPUC & CEC)
 2. Email Tactics
 - a. Direct, conversational, informative
 - b. OhmConnect
 - c. Marketing emails
 - d. Compliance emails
 - iv. Focus Groups & Surveys
 1. Focus Groups & Surveys Objectives
 - a. Collect timely, high-quality feedback to inform strategy and tactics
 2. Focus Groups & Surveys Tactics
 - a. Seek feedback on survey or focus group design from sister agencies, the Community Advisory Committee, and stakeholder groups
 - b. Deploy surveys and focus groups in Yolo County, with both online and in-person participation options available
 - c. Consider compensating focus group participants and having a raffle for survey participants to encourage participation

- d. All surveys and focus groups will be available in English and Spanish
- e. Ensure adequate outreach and marketing around surveys and focus groups (website, social media, potentially other outlets)
- v. Media Relations
 - 1. Media Relations Objectives
 - a. Build rapport with reporters and journalists by drafting newsworthy content that leads to further interviews and conversations with VCE
 - b. Gain brand awareness and recognition through media placements
 - 2. Media Relations Tactics
 - a. Update contact list quarterly to ensure database is up to date with the best media list
 - b. Develop pitches in designed template
 - c. Draft newsworthy press releases
 - d. Distribute op-eds once per quarter
 - e. When possible, collaborate with partners, public figures, and industry peers when distributing press releases
- vi. Events
 - 1. Events Objectives
 - a. Engage current and potential customers
 - b. Increase brand awareness
 - c. Provide education and information about services and programs
 - d. Grow newsletter email list
 - e. Connect with influential members of the community such as elected officials
 - 2. Events Tactics
 - a. Identify key events within the community, participate
 - b. Sponsor relevant events
 - c. Adhere to event best practices including:
 - i. Be prepared with event materials on-hand.
 - ii. Deliver a professional booth setup
 - iii. Be friendly and conversational with visitors.
 - iv. Greet passersby with a smile
 - v. Engage audience by inviting them to participate in an activity at booth (i.e. spinner wheel).
 - vi. Refrain from personal conversations and excessive cell phone use during the event.
 - vii. Take well-lit photos of the booth setup and peers in action that can be used for marketing purposes.
 - viii. Be prepared with talking points to anticipate visitors' questions.

7. Communications Performance and Metrics

- a. Website
 - i. Web Tactics
 - 1. KPIs: page visits, traffic sources, most-viewed pages, location
 - a. Content adjusted as needed
- b. Social Media – goal: increase by 3%/year for next 2 years
 - i. Social Media Channels
 - 1. X/Twitter, LinkedIn, Facebook, Insta
 - ii. Social Media Objectives
 - 1. Engagement: likes, comments, shares, stories viewed, video views
- c. Email
 - i. Email Objectives
 - 1. Marketing: OhmConnect, newsletter
 - 2. Compliance: JRM, PCL
 - ii. Email Tactics
 - 1. Conversational tone
 - 2. Novel email titles
- d. Events
 - i. Events Objectives
 - 1. Engage, inform, educate, help
 - 2. 2 events/quarter
 - ii. Events Tactics
 - 1. Track participants and visitors; # of newsletter signups

Appendix A: Industry Peer Analysis

Appendix B: Messaging Matrix

Appendix C: Hashtags

2021 Outreach and Marketing Plan

Goal 1: Increase customer satisfaction and retention

Name	Subitems	Strategic Plan Objective	Status	Goal details
Better understand the needs/wants of customers and member communities	Improve customer analytics and data, Customer personas, Develop customer and marketing dashboards, Analyze data from different jurisdictions	Objective 3.1: Develop engagement strategies to increase awareness of, and participation in, local control of VCE's energy supply and programs with a particular focus on engaging disadvantaged and historically marginalized communities.	Done	VCE has made significant progress on this goal. We developed several engagement strategies, including for ERRO program, AgFIT Program and EV Rebate Program. We have advertised openings on the CAC to encourage local control, as well as advertising Board meetings and CAC meetings. VCE crafted an Environmental Justice Statement.
	Name		Status	Notes & Examples
	Improve customer analytics and data		Done	
	Customer personas		Not Done	VCE has not yet developed customer personas but may do so as part of the outreach for focus groups and surveys 2024-2026.
	Develop customer and marketing dashboards		Done	
	Analyze data from different jurisdictions		Done	
Increase awareness of VCE's brand	Advertising, Word-of-mouth campaigns, Swag, Co-marketing/branding with trusted		Done	VCE invested in bus ads in English and Spanish and has translated most customer-facing material into Spanish. VCE developed special swag for the 5-year anniversary and shared it with customers and
	Name		Status	Notes & Examples
	Advertising		Done	Staff engaged in successful advertising, and will look into advertising campaigns for 2024-2026, which may include bus ads and billboards, as well as podcasts.
	Word-of-mouth campaigns		Done	This goal was mostly achieved, and staff will continue to work on it. Lawn signs were deployed, and the AgFIT program was marketed successfully by word-of-mouth.
	Swag		Done	VCE developed special swag for the 5-year anniversary celebrations, including branded Bluetooth speakers, socks, and cell phone chargers. Staff also maintained current stocks of popular swag, including tote bags and bike lights, and updated the design of the tote bags.
	Co-marketing/branding with trusted community partners		Done	Co-marketing for the Electrify Yolo grant was done, in the form of signs with all jurisdiction logos beside VCE's. The MOU with Cool Davis will allow for more co-marketing.
	Newsletter: improve content and increase readership		Done	The newsletter format and design was updated, resulting in TBD% increase in readership.
	Increase awareness in Spanish-speaking communities		Done	VCE will continue this endeavor, and has increased Spanish content on the website, in collateral and on social media.
Maintain high customer participation rate	Analysis of regional customer participation rates/opportunities for increased participation, Decrease opt-outs due to misinformation, Non-res relationship building	Objective 3.6: Measure and increase customer satisfaction, using tools such as surveys and focus groups, while maintaining an overall participation rate of no less than 90%.	Done	VCE finished with its analysis of regional customer participation rates/opportunities for increased participation, took actions to decrease opt-outs due to misinformation and engaged in non-res relationship building, primarily in the ag sector.

Subitems

Name	Status	Notes & Examples
Analysis of regional customer participation rates/opportunities for increased participation	Done	Woodland was determined to have the highest opt-out rate. VCE staff has discussed strategy to minimize opt outs in Woodland, and will continue to work with stakeholders to that end.
Decrease opt-outs due to misinformation	Done	VCE made the change for customers to route directly to a CSR when one is available to opt out rather than being able to opt out automatically via the IVR (during business hours). Additionally, VCE instructed SMUD to begin tracking "retained" customers (customers who called to opt out but the CSR was able to retain them). VCE changed text on the opt-out page, and also did a retention analysis and is in the midst of implementing solutions to minimize web-based opt-outs due to misinformation.
Non-res relationship building	Done	VCE has engaged in a lot of relationship-building, especially with ag customers in AgFIT and REACT programs. VCE is investigating the feasibility of providing bespoke rates to non-residential customers.
Emphasize VCE's benefits: local control, more renewables, competitive rates, programs that benefit our customers	Done	VCE added a tangible benefits tracker that details the amount of money customers saved and the amount of money brought into the community through customer programs. VCE also revamped some key pieces of collateral and added language about being cheaper and more renewable. As part of the 2024-2026 Pla, VCE will update these items as needed.

Subitems

Name	Status	Notes & Examples
Add tangible benefits to website and collateral	Done	Tracker on home page; New VCE Basics flier, new FAQs and talking points for contact center that emphasize VCE's benefits
Better understand customer wants and needs re programs by using focus groups and surveys	In progress	Survey completed March 2021 (customer programs). For 2024-2026, VCE will engage in focus groups.
Demonstrate commitment to DACs/underserved communities	Done	VCE has updated the website semi-annually and initiated a call-out campaign in which customers having trouble paying their bills were connected with resources. 13 customers were successfully enrolled in programs that helped them. VCE participated in the PIPP and the AMP programs and publicized both.

Subitems

Name	Status	Notes & Examples
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Update website annually with resources for customers having trouble paying bills
Participate in AMP program; publicize it

Call-out campaign to customers in arrears to offer assistance

Investigate feasibility of DAC/GT

Develop targeted programs outreach for DACs
Develop targeted educational outreach for DACs
Enhance Spanish communications

Done	Updated in March 2021 with new "Financial Resources" page
Done	
Done	SMUD performed this campaign in 2021.
Done	VCE determined that because of low eligibility and high complications with the program, it would not be participating at this time.
Done	
Done	
Done	Now translating everything possible into Spanish

Goal 1 Metrics

Name	Subitems	Status	Goal details
Maintain participation rate of no less than 90%		Done	
Develop and regularly update effective internal dashboards for customer care and marketing		Done	
Number of improvements made to increase retention		Done	
Increase newsletter subscriptions by 50% at the end of 2022 (note" was added after board approved the document)		In progress	Percentage increase TBD

Goal 1 Campaigns

Name	Subitems	Status	Goal details
Promote Local Control Programs promotion		Done	
Social media in Spanish		Done	

Goal 2: Establish VCE as a trusted community resource

Name	Subitems	Strategic Plan Objective	Status	Goal details
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Revamp Website	Phase 1: add educational material, ensure accessibility, Phase 2: website overhaul: integrate feedback from the CAC, Board and public; analyze structure, function, color, etc.; Analysis of website traffic pre- and post-overhaul	Objective 3.4: Build awareness and trust of the VCE brand through direct engagement with customers, communities and organizations in VCE's service territory.	Done	
Subitems	<p>Name</p> <p>Phase 1: add educational material, ensure accessibility</p> <p>Phase 2: website overhaul: integrate feedback from the CAC, Board and public; analyze structure, function, color, etc.; Analysis of website traffic pre- and post-overhaul</p>		Done	
Demonstrate partnerships with allies that are trusted by the community	Donations to community-based orgs, Build relationships on social media	Objective 5.2: Develop relationships with community stakeholder organizations that foster support for VCE's mission and vision.	In progress	Full website overhaul, analysis and improvements completed in 2022-2023 Staff made some progress with this but will make more in 2024-2026, including the MOU with Cool Davis to work within VCE's full service territory
Subitems	<p>Name</p> <p>Donations to community-based orgs</p> <p>Build relationships on social media</p>		Done	RISE, Inc., NEM Donation Program
Demonstrate thought leadership within the industry	Guest posts (2/year), Board and CAC pieces (2/year), Leadership within CalCCA committees, Host webinars (1 in 2021; 2 in 2022), Publicize joint PG&E initiatives, e.g. JRM and TOU, Publicize rates if alternatives are adopted	Objective 3.4: Build awareness and trust of the VCE brand through direct engagement with customers, communities and organizations in VCE's service territory.	In progress	Progress was made but will continue to work on this 2024-2026 VCE has not met all these goals but has made significant progress, especially in leadership in CalCCA and in statewide dynamic rates groups.
Subitems	<p>Name</p> <p>Guest posts (2/year)</p> <p>Board and CAC pieces (2/year)</p> <p>Leadership within CalCCA committees</p> <p>Host webinars (1 in 2021; 2 in 2022)</p> <p>Publicize joint PG&E initiatives, e.g. JRM and TOU</p> <p>Publicize rates if alternatives are adopted</p>		Not Done	VCE will continue to work on this.
			Not Done	VCE will continue to work on this.
			Done	Programs Committee (started & Co-Chairing); "Future of CCAs" panels and panel moderation and speaking on dynamic rates at numerous conferences from 2021-2024.
			Done	Hosted 2 in 2022 on contractor electrification.
			Done	
			Done	Base Green and rates discounts publicized 2022-2024

Events and presentations (2/year)	<p>Ag Customers (through Farm Bureau or farming assns), Business customers (Chambers of Commerce, industry orgs), Customers active on climate issues: promote UltraGreen, building electrification,</p>	<p>Objectives 3.4 and 5.2: (3.4) Build awareness and trust of the VCE brand through direct engagement with customers, communities and organizations in VCE's service territory. (5.2) Develop relationships with community stakeholder organizations that foster support for VCE's mission and vision</p>	<p>Done</p>	
Subitems	Name	Status	Notes & Examples	
	<p>Ag Customers (through Farm Bureau or farming assns)</p>	<p>Done</p>		
	<p>Business customers (Chambers of Commerce, industry orgs)</p>	<p>Done</p>	<p>First presentation 4/12/21</p>	
	<p>Customers active on climate issues: promote UltraGreen, building electrification,</p>	<p>Done</p>		
Improve collateral	<p>Net Energy Metering (NEM): UYNB video; website text update bi-annually; sample bill update annually; NEM flier in Q1 2022, Consider non-traditional collateral: yard signs, posters for local business, Programs promotional material: website and digital/print fliers; improve online signup options</p>	<p>Objective 3.4: Build awareness and trust of the VCE brand through direct engagement with customers, communities and organizations in VCE's service territory.</p>	<p>In progress</p>	<p>Everything except sample bills completed; expected completion in 2024.</p>
Subitems	Name	Status	Notes & Examples	
	<p>Net Energy Metering (NEM): UYNB video; website text update bi-annually; sample bill update annually; NEM flier in Q1 2022</p>	<p>Done</p>	<p>Sample bills were updated; new sample bills in progress</p>	
	<p>Consider non-traditional collateral: yard signs, posters for local business</p>	<p>Done</p>	<p>UltraGreen yard signs and Electrify Yolo community signs deployed 2022-2023.</p>	
	<p>Programs promotional material: website and digital/print fliers; improve online signup options</p>	<p>Done</p>		

Demonstrate our commitment to Environmental Justice (EJ)

Subitems

Accessibility: Ensure all new collateral is translated within 3 months of introducing; analyze opt-out rates in Spanish, Partner with EJ orgs (3 partner events/pieces by end of 2022), social media promotion, co-authoring pieces, Analyze opt-out and opt-up trends among Spanish speaking customers by end of 2021, Increase social media posts in Spanish and set a percentage-based goal for 2022

Objective 3.7: Integrate and address the concerns and priorities of emerging and historically marginalized communities in the design and implementation of VCE's services and programs.

In progress

Staff has completed many of these goals but is still working with EJ groups to co-author pieces and has not yet set a percentage-based goal for Spanish posts.

Name

Status

Notes & Examples

Accessibility: Ensure all new collateral is translated within 3 months of introducing; analyze opt-out rates in Spanish Partner with EJ orgs (3 partner events/pieces by end of 2022), social media promotion, co-authoring pieces

Done

In progress

Analyze opt-out and opt-up trends among Spanish speaking customers by end of 2021

Done

Increase social media posts in Spanish and set a percentage-based goal for 2022

In progress

Conduct baseline analysis of current relationships and sentiment among ag customers, Develop targeted outreach materials for C&I and ag, Add demonstrated impact to collateral (2021-2022), Key accounts outreach - avoid opt-outs, bill/rate analysis support, etc., Promote VCE as a resource in TOU transition

Objective 3.4: Build awareness and trust of the VCE brand through direct engagement with customers, communities and organizations in VCE's service territory.

Done

Build closer relationships with C&I and Ag customers

Subitems

Name

Status

Notes & Examples

Conduct baseline analysis of current relationships and sentiment among ag customers
Develop targeted outreach materials for C&I and ag

Done

Done

Add demonstrated impact to collateral (2021-2022)
 Key accounts outreach - avoid opt-outs, bill/rate analysis support, etc.
 Promote VCE as a resource in TOU transition

- Done
- Done
- Done

Goal 2 Metrics

Name	Subitems	Strategic Plan Objective	Status	Goal details
Social Media Following: increase by 50% in 2021		Objective 3.4: Build awareness and trust of the VCE brand through direct engagement with customers, communities and organizations in VCE's service territory.	In progress	Percentage increase TBD
Website hits and newsletter click throughs: increase by 25% in 2021		Objective 3.4: Build awareness and trust of the VCE brand through direct engagement with customers, communities and organizations in VCE's service territory.	In progress	Percentage increase TBD
CARE/FERA increase of 5% by Dec 2022		Objective 3.7: Integrate and address the concerns and priorities of emerging and historically marginalized communities in the design and implementation of VCE's services and programs.		Unable to measure

Goal 2 Campaigns

Name	Subitems	Strategic Plan Objective	Status	Goal details
Educational information	Energy Efficiency (update annually), Promote thought leadership pieces and seeking engagements, FAQ Fridays	Objective 3.4: Build awareness and trust of the VCE brand through direct engagement with customers, communities and organizations in VCE's service territory.	Done	
Subitems	Name Energy Efficiency (update annually) Promote thought leadership pieces and seeking engagements FAQ Fridays		Status Done Done Done	Notes & Examples

Humanize VCE	Goal: present VCE as an org of people who "understand me" and "people I can identify with", Voluntary staff, BOard and CAC photos and personal posts (e.g. staff baking for holidays, etc.), Humor - more fully integrate into voice	Objective 3.4: Build awareness and trust of the VCE brand through direct engagement with customers, communities and organizations in VCE's service territory.	Done	
Subitems	Name	Status	Notes & Examples	
	Goal: present VCE as an org of people who "understand me" and "people I can identify with"	Done	Humanizing staff and Board, CAC with photos on social media	
	Voluntary staff, BOard and CAC photos and personal posts (e.g. staff baking for holidays, etc.)	Done	Holiday pics at most major holidays on social media	
	Humor - more fully integrate into voice	Done	Dogs in costumes for Halloween, funny staff pictures	

Goal 3: Support VCE's Programs Plan and Decarbonization Roadmap

Name	Subitems	Strategic Plan Objective	Status	Goal details
Support customer programs that are working toward decarbonization, EE and DR	Education component, Action component, Impact component	Objective 3.2: Develop programs and initiatives to better support community goals, including supporting member agency achievement of energy-sector emissions reduction targets.	Done	This work will continue 2024-2026
Subitems	Name	Status	Notes & Examples	
	Education component	Done	Made banner advertising member jurisdiction's UltraGreen participation	
	Action component	Done	Worked with member jurisdictions on CAPs and on going UltraGreen	
	Impact component	Done	Member jurisdictions were able to count gHg emissions reductions as a result of being enrolled in UltraGreen	
Promote UltraGreen: present an easy gHg mitigation solution to customers	Residential, Non-residential	Objective 4.3: Increase participation in VCE's UltraGreen 100% renewable product.	In progress	VCE has made some progress on this but it was put on hold because the organization's goal shifted to 100% renewable by 2030, and there is some uncertainty about the UltraGreen program as a result
Subitems	Name	Status	Notes & Examples	
	Residential	In progress	See above	
	Non-residential	Done	Worked closely with 2 member jurisdictions to analyze and convert accounts to UltraGreen. Conversations ongoing with other 2 member jurisdictions.	

Work with member communities on Climate Action Planning	Support member agency achievement on emissions reduction targets through outreach and relationship building, Promote UltraGreen to jurisdictions, Determine how VCE can support wider resiliency efforts	Objective 3.2: Develop programs and initiatives to better support community goals, including supporting member agency achievement of energy-sector emissions reduction targets.	Done	ERRO Program and CAP contributions
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Subitems	Name	Status	Notes & Examples
Partner with other organizations on UltraGreen campaigns	Support member agency achievement on emissions reduction targets through outreach and relationship building Promote UltraGreen to jurisdictions Determine how VCE can support wider resiliency efforts Non-profits, Member agencies, Develop co-branded marketing campaigns to promote UG	Objective 4.3: Increase participation in VCE's UltraGreen 100% renewable product.	This work will continue 2024-2026 Partnered with Davis Food Co-Op and made a banner for their UltraGreen participation; banner for Yolo County library

Subitems	Name	Status	Notes & Examples
	Non-profits Member agencies Develop co-branded marketing campaigns to promote UG	Done Done Done	

Goal 3 Metrics	Subitems	Status	Goal details
Higher UltraGreen participation rate: increase by 5% by June 2022 Measure and increase programs participation Amount of carbon mitigated		Done Done	Difficult to measure

Goal 3 Campaigns	Subitems	Status	Goal details
UltraGreen awareness UltraGreen Spotlight Boosting resiliency messaging (PSPS, battery storage, prep, etc.) Green Heroes Program Demonstrating partnership with other organizations (non-profits and member communities)		Done Done Done Done Done	