

**VALLEY CLEAN ENERGY
COMMUNITY ADVISORY COMMITTEE**

Staff Report – Item 7

TO: Community Advisory Committee

FROM: Mitch Sears, Chief Executive Officer
Edward Burnham, Chief Financial Officer

SUBJECT: VCE Strategic Plan Update - 2026-2029 Strategic Plan Major Update Initial draft

DATE: July 24, 2025

RECOMMENDATION

Provide feedback on the 2026-2029 Strategic Plan Major Update Initial draft.

OVERVIEW /BACKGROUND

At the January 23, 2025, CAC Meeting, Staff provided an update on the process of the major update to the VCE Strategic Plan (Plan), which can be found [here](#). The CAC has formed the Strategic Plan Task Group to review and provide feedback as part of the update process. Staff presented the preliminary drafts and initial feedback at the April 24, 2025 meeting, which can be found [here](#). Since that meeting, two workshops and a customer survey have been conducted to support the development of the Major update:

- May 22, 2025 Workshop – Focused on Goal 1: Financial Strength and Rates and Goal 2: Procurement & Power Supply
- June 26, 2025 Workshop – Focused on Goal 3: Customers and Community and Goal 4: Decarbonization and Grid Innovation

Workshop Feedback

Over the course of the two workshops comments and feedback from the CAC and a limited number of participants from the public were gathered. General themes and several specific points outlined below have been incorporated into the attached draft Initial Plan Update. Generally these include added emphasis on:

- Affordability
- Incorporating additional local distributed energy resources into VCE's resource mix
- Affirming commitment and focus on low-income and other vulnerable customers.

Strategic Plan Survey Results

The Strategic Plan Survey was distributed via email to VCE's customer list of 45,117 contacts and included a raffle for prizes from local vendors to encourage engagement. The survey was distributed on May 16, 2025, with a follow-up email sent to recipients who did not open the initial email on May 20, 2025. The survey aimed to gather input from VCE's customers and stakeholders to help shape the direction for the 2025 Strategic Plan revisions.

The open rate (the percentage of recipients who opened the email) was almost 13%, which is on the low side of the industry average. Over 200 recipients provided their email addresses to receive follow-up and be entered into the raffle. Raffle prizes are currently being distributed to the three winners. The survey yielded a mix of feedback, with a large number of participants choosing to provide written comments that ranged from positive to negative. VCE asked survey participants what they think VCE's Strategic Plan priorities should be, and participants ranked their top choices:

- #1 (46%): 100% clean or renewable electricity
- #2: (41%): Giving discounts to customers
- #3: (39%): Customer-benefiting programs
- #4: (38%): Building financial reserves

Qualitative feedback was varied, but several themes emerged, including affordability/high rates; the need for more education so customers are familiar with VCE; and the desire for VCE to be municipalized in Yolo County.

Incorporation into Draft Plan Update

The examples below and other sections of the draft Initial Plan Update have been modified to reflect the input and feedback received during the Workshops and the survey.

- Affordability – An emphasis has been generally incorporated in the Goals and Objectives of the attached draft Update.
 - e.g. Objective 1.4: Manage customer rates to optimize VCE's financial goals while maintaining rate affordability and competitiveness with PG&E.
- Emphasis on incorporating additional local distributed energy resources into VCE's resource mix.
 - e.g. Objective 2.3 Identify and pursue cost-effective, local distributed energy resources, including both front-of-meter solar+storage resources for VCE's renewable energy supply portfolio, as well as behind-the-meter solar+storage aggregations (VPPs) to help reduce RA requirements.
 - Objective 2.5 Develop strategies to cost-effectively achieve the intent of the 100% renewable target while incorporating both utility-scale resources as well as behind the meter resources.

- Objective 4.2: Work with member jurisdictions (e.g., city and school district planning staff) to help plan and implement local energy resilience, decarbonization and electrification initiatives and where practical, powered by local supply resources.
- Re-emphasize commitment and focus on low-income and other vulnerable customers.
 - e.g Objective 3.5: Develop and implement customer programs and initiatives that prioritize decarbonization, community resiliency, rate affordability, and customer savings, including focused efforts on low-income and medically vulnerable customers.

The purpose of this agenda item is to provide the CAC with the opportunity to provide high-level feedback on the Initial Draft of the Strategic Plan Major Update for 2026-2029, as well as a subsequent survey in August.

CONCLUSION

Staff is seeking to discuss the 2026-2029 Strategic Plan Major Update Initial draft before seeking a Board recommendation from the CAC at the August 28, 2025 meeting. Staff plans to create a subsequent survey in August to send to customers and stakeholders who agreed to be contacted for additional feedback. CAC and additional customer feedback will be incorporated into the draft of the Strategic Plan, which will be reviewed at the September Board Strategic Plan Workshop. The updated Plan is anticipated to be adopted by the Board by the end of 2025.

ATTACHMENTS

1. Strategic Plan Major Update – 7/24/25 Initial Draft
2. Customer Survey Results



Valley Clean Energy Strategic Plan

Last Approved update by VCE Board August 16,2023
2026-2029 Major Update (Initial Draft)

VCE MISSION

Deliver cost-competitive affordable clean electricity, product choice, price stability, energy efficiency, and greenhouse gas emission reductions.

VCE VISION

Valley Clean Energy Alliance (VCE) is a joint-powers authority working to implement a state- authorized Community Choice Energy (CCE) program. Participating VCE governments include the City of Davis, the City of Woodland, the City of Winters, and County of Yolo. The purpose of VCE is to enable the participating jurisdictions to determine the sources, modes of production and costs of the electricity they procure for the residential, commercial, governmental, agricultural and industrial users in the VCE territory. PG&E continues to deliver the electricity procured by VCE and performs billing, metering, and other electric distribution utility functions and services. Customers within the participating jurisdictions have the choice not to participate in the VCE program.

Near-Term⁺ Vision (Launch)

The near-term vision ~~was essential for the launch of for~~ VCE ~~is~~ to provide electricity users with greater choice over the sources ~~and~~ prices of the electricity they use, by:

- Offering basic electricity service with higher renewable electricity content, at a rate competitive with PG&E;
- Developing and offering additional low-carbon or local generation options at modest price differentials;
- Establishing an energy planning framework for developing local energy efficiency programs and local energy resources and infrastructure; and
- Accomplishing the goals enumerated above while accumulating reserve funds for future VCE energy programs and mitigation of future energy costs and risks.

Long -Term Vision

The future-long-term vision for VCE is to continuously improve the electricity choices available to VCE -customers, while expanding local energy-related economic opportunities, by:

- Causing the deployment of new renewable and low carbon energy sources;
- Evaluating and adopting best practices of the electricity service industry for planning and operational management;
- Substantially increasing the renewable electricity content of basic electricity service, with the ultimate goal of achieving zero carbon emissions electricity;
- Developing and managing customized programs for energy efficiency, on-site electricity production and storage;
- Accelerating deployment of local energy resources to increase localized investment, employment, innovation and resilience;
- Working to achieve the climate action goals of participating jurisdictions to shape a sustainable energy future;
- Saving money for ratepayers on their energy bills; and
- Remaining open to the participation of additional jurisdictions.

± Launch Phase and First Year

STRATEGIC PLAN

The VCE Strategic Plan is focused on achieving better energy outcomes for its customers, and communities and member jurisdictions by guiding the organization's actions. The Plan and major minor update map a route to VCE's goals and allows for course correction as new information and learning occurs. The energy sector in California is in a transformational period and VCE allows local energy priorities and needs to be heard and ultimately acted upon. This plan helps VCE build a strong foundation from which to identify and guide strategic actions, being mindful of the longer-term aspirations of the Agency. The Plan is designed to be reviewed periodically to ensure that VCE remains on track and course corrects if necessary.

As VCE drafts this major strategic plan update, climate scientists are pointing to likely 3-degree C global warming, with severe impacts occurring more rapidly than was anticipated just a few years ago. At the same time, electricity customers in IOU service areas are experiencing an energy affordability crisis, driven mainly by IOU escalating delivery charges. This plan therefore increases VCE's emphasis on climate resilience (ensuring continuous electric service during heat extremes and utility grid outages) and affordability (engaging with our CCA allies to focus state policy makers on measures to reduce major cost drivers, rather than cutting needed services like low-income bill relief and energy efficiency).

METHODOLOGY AND ORGANIZATION

VCE's initial strategic plan was based on the experience of the Agency's first two years in operation as well as current energy market conditions. The original Plan incorporated a strengths/weaknesses/opportunities/threats (SWOT) analysis which was completed in 2019, and detailed feedback from the Board of Directors, Community Advisory Committee (CAC) members and VCE staff. This 2025 Plan update continues to cover six topical categories which are most relevant to VCE's operations. Within each category, the Plan specifies a set of aspirational goals and follows with strategies to achieve or make progress toward those goals during the planning period of 2026-2026. Subsequent, Strategic Plan major updates will occur every four years.

Strategic Plan Update Schedule

2021-2023 Plan Extension			Strategic Plan				Strategic Plan			
2023	2024	2025	2026	2027	2028	2029	2030	2031	2032	2033
Minor Update		Major Update		Minor Update		Major Update		Minor Update		Major Update

VCE's STRATEGIC GOALS

A) FINANCIAL STRENGTH

A successful CCA program requires disciplined financial strategies and policies. VCE is committed to managing its financial resources responsibly and setting a standard of transparency and accountability, ensuring efficiency and strong stewardship of the agency's financial resources. At VCE, our commitment to financial and operational excellence will ensure that all processes and operations are clearly defined and efficiently designed to align people, systems, and policies to maximize productivity and improve efficiency. Adhering to these policies and actively examining and assessing risk will help earn a high credit rating and a healthy position from which to deliver customer and community value.

Goal 1: Maintain and grow a strong financial foundation and manage costs to achieve long-term organizational health.

- 1.1. Objective: ~~Maintain consistently healthy~~ Develop a cash model to maintain reserves policies to fund VCE's mission, vision, and goals.
- 1.2. Objective: ~~Achieve an~~ Maintain investment-grade credit rating ~~by end of 2028~~.
- 1.3. Objective: Commit to fiscal efficiencies to build a program foundation from which to deliver customer and community value.
- 1.4. ~~Objective: Manage customer rates to optimize VCE's financial goals while maintaining rate~~ affordability and competitiveness with PG&E and lowering customer costs.
- 1.5. Objective: Develop a long range financial model for financial health and rate stability.
- 1.6. Objective: Develop a long term cash reserve and community investment strategy for reserve management.

B) PROCUREMENT AND POWER SUPPLY

Navigating the world of wholesale power markets and state-mandated power mix and reliability requirements while fulfilling our commitment to sourcing low/no-carbon electricity requires a constant search for the right resources to meet sustainability and value proposition goals. The threat of losing load, either to Direct Access or the investor-owned utility (IOU) presents ~~new~~ challenges and opportunities to enhance product offerings to meet VCE's decarbonization goals and our customers' own environmental goals while considering financial and risk impacts. VCE is committed to providing carbon free electricity through a balanced approach that considers cost, risk, long-term value and best fit in meeting community goals while exceeding California's RPS mandates.

Goal 2: Manage power supply resources to consistently exceed California's Renewable Portfolio Standard (RPS) while working toward a resource portfolio that is 100% renewable by 2030.

- 2.1 Objective: Continue to identify and pursue cost effective local renewable energy and storage resources.
- 2.2 Objective: Through strategic procurement Acquire sufficient carbon neutral and bundled energy and renewable resources including storage and other resource adequacy products to achieve VCE's greenhouse gas reduction targets and regulatory requirements.
- ~~2.3 Objective: Deploy storage and other strategies to achieve renewable, carbon neutral, resource adequacy, and resiliency objectives.~~
- 2.3 Objective: Identify and pursue cost-effective, local distributed energy (e.g., behind the meter rooftop solar+storage) resources to help meet reliability needs. Identify and pursue cost-effective, local distributed energy resources, including both front-of-meter solar+storage resources for VCE's renewable energy supply portfolio, as well as behind-the-meter solar+storage aggregations (VPPs) to help reduce RA requirements.
- 2.4 Evaluate and pursue opportunities for shared investment and procurement strategies with other CCAs.
- ~~2.2 Objective: Study and present options for achieving a 100% carbon neutral resource portfolio as well as 100% carbon free resource portfolio (carbon free hour by hour) by 2030.²~~
- 2.5 Develop strategies to cost-effectively achieve the intent of the 100% renewable target while incorporating both utility-scale resources as well as behind the meter resources
- 2.6 Objective: Optimize the hedging strategy to mitigate risk in accordance with the energy risk guidelines and procurement plan.

C) CUSTOMERS AND COMMUNITY

VCE is a customer- and community-focused organization. We ~~will~~ use all available channels and platforms to cultivate relationships with, and bring customer value to, all segments of the communities we serve – including those that have been historically underserved/under-resourced. These channels include leveraging existing outlets established by our member agencies, partnering with commercial customers to enhance their community presence, and re-engaging with those who have opted out. Partnerships with commercial and agricultural customers are particularly important to building VCE's brand in a region rooted in food production and innovation. Focusing on affordability for customers wherever possible will help us to continue to build a loyal and satisfied customer base. Communicating our competitive rates and product and service benefits in clear and accessible ways will strengthen customer loyalty and enhance our financial standing, enabling us to better serve our communities while ensuring rate affordability.

Goal 3: Enhance and amplify ~~Prioritize enhancing and marketing~~ VCE's community benefits, and increase customer satisfaction and retention.

- 3.1 Objective: Develop and implement 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.
- 3.2 Objective: Develop and implement programs and initiatives to better support community goals, including supporting member agency achievement of energy-sector emissions reduction targets.
- 3.3 Objective: Design and implement a strategy to more effectively engage local business and agricultural customers.
- 3.4 Objective: Build awareness and trust of the VCE brand through direct engagement with customers, communities and organizations in VCE's service territory.

² Carbon neutral electricity is net zero carbon electricity that may include the use of carbon credits and/or higher production of carbon free electricity that averages out to provide a carbon free portfolio over a period of time whereas carbon free hour by hour means all electricity consumed by VCE customers will be from carbon free and/or renewable resources.

- 3.5 Objective: Develop and implement customer programs and initiatives that prioritize decarbonization, community resiliency, rate affordability, and customer savings, including focused efforts on low-income and medically vulnerable customers.
- 3.6 Objective: Measure and increase customer satisfaction, using tools such as surveys and focus groups, while maintaining an overall participation rate of no less than 90%.
- 3.7 Objective: Develop a roadmap to integrate and address the concerns and priorities of emerging and historically marginalized communities in the design and implementation of VCE's services and programs.
- 3.8 Objective: Consider affordability when making rates, services, and program design decisions.

- ~~3.7 Objective: Develop and implement customer programs and initiatives that prioritize decarbonization, community resiliency and customer savings.~~
- ~~3.8 Objective: Measure and increase customer satisfaction, using tools such as surveys and focus groups, while maintaining an overall participation rate of no less than 90%.~~
- ~~3.9 Objective: Integrate and address the concerns and priorities of emerging and historically marginalized communities in the design and implementation of VCE's services and programs.~~

D) DECARBONIZATION AND ENERGY SERVICE RESILIENCE GRID INNOVATION

One of the key factors driving the formation of VCE was to address climate change and improve local resiliency. We will play a vital role in this decades-long endeavor, with the ongoing support of our community and our Board. In addition to providing carbon-free electricity, we are reinvesting in our region and expanding our toolset for furthering emissions reductions and energy resiliency by launching decarbonization and grid innovation programs. These programs represent the next stage in VCE's maturity and are the mechanism by which VCE will further engage our communities to achieve our mission. We will leverage partnerships, prioritize innovation and use data science to manage and influence carbon-free energy use. We will embody the entrepreneurial and innovative spirit of the community in which we live and work, the spirit of Yolo County, to bend the carbon curve downwards and improve the lives of our community members while maintaining rate affordability.

Goal 4. Promote and deploy local decarbonization and grid innovation energy resilience programs to improve grid stability, reliability, community energy resilience, and safety.

- 4.1 Objective: Working with a variety of local, regional and state partners, to develop strategies and initiatives to pressure state policy makers to remove barriers to technical feasibility and economic viability of local renewable and storage resources, both FOM and BTM. Working with a variety of local, regional and state partners, to develop strategies and initiatives to pressure state policy makers to remove barriers to technical feasibility and economic viability of local solar + storage resources, both FOM and BTM, a grid innovation roadmap for VCE's service territory that supports community energy resilience and reliability.
- 4.2 Objective: Work with member jurisdictions (e.g., city and school district planning staff) to help plan and implement local energy resilience, decarbonization and electrification initiatives and where practical, powered by local supply resources. Work with member jurisdictions (e.g., city and school district planning staff) to help plan and implement local energy resilience, decarbonization and electrification initiatives powered by local supply resources. Develop a VCE decarbonization roadmap to guide near and long term program decisions and offerings.
- 4.3 Objective: Increase participation in VCE's UltraGreen 100% renewable product.
- 4.4 Objective: Identify external funding sources to support decarbonization, community energy resilience and grid-related programs and initiatives.
- 4.5 Objective: Identify and pursue cost effective, local distributed energy (e.g., behind the meter opportunities) resources to help meet reliability needs.

E) STATEWIDE ISSUES: REGULATORY AND LEGISLATIVE AFFAIRS

The regulatory and legislative processes wield critical influence over VCE's ability to serve our customers and fulfill our core goals and mission. Working with CalCCA and other operating CCAs, VCE will actively engage with the regulatory and legislative communities in order to advance a positive narrative on the value of CCA, manage operational risk, protect the interests of our customers, enhance our ability to mitigate greenhouse gas emissions, and help build a regulatory framework that supports innovation and customer choice in an equitable and cost-effective manner while preserving reliability and universal access.

Goal 5. Strongly advocate for public policies that support VCE's Vision/Mission.

- 5.1 Work with a variety of local, regional and state partners, to develop strategies and initiatives to pressure state policy makers to remove barriers to technical feasibility and economic viability of local solar+storage resources, both FOM and BTM.
- 5.2 As state's search for affordability solutions proceeds, work with statewide allies to oppose false solutions (e.g., cutting energy efficiency or low-income assistance) and promote the benefits of local energy resources, including climate resilience (reducing cost impacts of outages) and reducing transmission needs.
- 5.3 Objective: Work with CalCCA and other partners to proactively engage State regulators, legislators, and other State authorities in developing policy that furthers VCE's mission and facilitates our contributions to decarbonization, grid reliability, energy resiliency, affordability, local programs and social equity.
- 5.42 Objective: Develop relationships with community stakeholder organizations that foster support for VCE's mission and vision.
- 5.53 Objective: Optimize regulatory compliance activities.

F) ORGANIZATION, WORKPLACE, AND TECHNOLOGY

Human capital is a successful organization's greatest asset, and at VCE we've built a highly talented and dedicated team that will ensure the success and prosperity of our organization. Contracting with Sacramento Municipal Utility District (SMUD) to deliver high-quality services and personnel support during launch and early operations has allowed VCE to realize these objectives from the outset. Over the period of this strategic plan, VCE will explore transition from a contract dependent organization to one that balances the values and efficiencies of development and retention of high-quality in-house staff supported by high-quality outside services. Building, valuing, and nurturing this team's talent will require an start-up-adaptive culture that supports creativity, open communication, and the free flow of ideas to spur mission-focused innovation. We will provide an infrastructure within VCE that supports and cultivates our employees through professional and personal development, recognizes and rewards their contributions to achieving our mission, and offers opportunities that position our people, as well as VCE, for success. In attracting and maintaining skilled employees, VCE will continue to provide a rewarding workplace experience.

VCE will develop a decision support system that will enable it to nimbly assess and react to expansion opportunities as they arise. In addition, VCE will assess opportunities for shared services with other CCAs to optimize function and efficiency of service.

We also take customer information, privacy, and security seriously. Our systems and processes follow best practices and industry standards. Performance metrics are in place to ensure resiliency and high system availability on standard and mobile platforms. Periodic upgrades to IT resources will ensure continued adherence to these high standards. This strategic plan provides the approach that VCE is taking to address the challenges of delivering IT services in a dynamic environment with new regulations and continuous advancements in science and technology.

Goal 6: Analyze and implement optimal long-term organizational, management, and information technology structure at VCE.

- 6.1 Objective: Develop a roadmap to evaluate and guide future steps toward formation of a local Publicly Owned Utility (POU).
- 6.2 Objective: Evaluate and pursue opportunities for shared services with other CCAs for certain functions.
- 6.3 Objective: Develop an evaluation framework to guide future expansion opportunities beyond the existing service territory.
- 6.4 Objective: Identify optimal management, staffing and contracting structure of VCE in the near and long term; factors include balance of internal staff vs. consultant support services, ~~transition of leadership positions to permanent internal employees.~~
- 6.5 Objective: Promote diversity, equity and inclusion in leadership, hiring, promotion, and contracting policies.
- 6.6 Objective: ~~Support~~ Develop a performance reward system that promotes health, wellness, and a productive workplace.
- 6.7 Objective: Create an innovation-focused culture that rewards based on ~~active~~ proactive participation, proactive problem solving, new ~~ideas~~ customer-focused initiatives, and creative use of partnerships and member agencies.
- 6.8 Objective: Deploy a modernized ~~IT infrastructure~~ Enterprise Resource Planning (ERP) approach that enables knowledge management, dashboard analytics, and collaboration through robust use of live data and information resources.
- ~~6.8~~ 6.9 Objective: Develop a quality management system (QMS) to improve effectiveness and efficiency continuously to meet customer and regulatory requirements.

TIMING, MEASUREMENT AND UPDATES

VCE's Strategic Plan is a living document that will be revisited and updated regularly. At a minimum, staff will review and update the Plan on an annual basis, including goals, objectives and metrics. In addition, staff will establish an implementation timeline and appropriate reporting format to use in reporting performance against the Plan's goals and objectives to VCE leadership and Board. The reports, commencing in 2021, will show metrics, status and mitigations where appropriate. Consolidated summary reporting on the status of all high-priority enterprise goals and objectives will be reported out as follows:

- **Quarterly Report to VCE Management**
Staff will report quarterly to the Executive Officer on the status of goals, objectives and metrics for which they are responsible.
- **Annual Report to Board and CAC**
Staff will report annually to the Board and CAC on the status of goals, objectives and metrics, and will recommend any mitigations or amendments as may be necessary for Board approval.

VCE Strategic Plan Survey Report

Survey Summary

The 2025 Strategic Plan Survey aimed to gather input from VCE's customers to help shape the direction for the upcoming strategic plan revisions. VCE is committed to aligning with the community's goals and priorities to more effectively serve its customers.

The survey was distributed via MailChimp to VCE's customer email list of 45,117 contacts and included a raffle for prizes from local vendors to encourage engagement. The survey was distributed on May 16, 2025, with a second send to recipients who did not open the first email on May 20, 2025.

Survey Analytics

Customer Emails

Date	Sends	Delivered	Opens	Open Rate
5/16/2025	45,117	44,142	7,952	12.7%

Date	Sends	Delivered	Opens	Open Rate
5/20/2025	31,238	30,929	1,905	4.2%

Stakeholder Emails

Date	Sends	Delivered	Opens	Open Rate
5/16/2025	39	32	14	15.6%

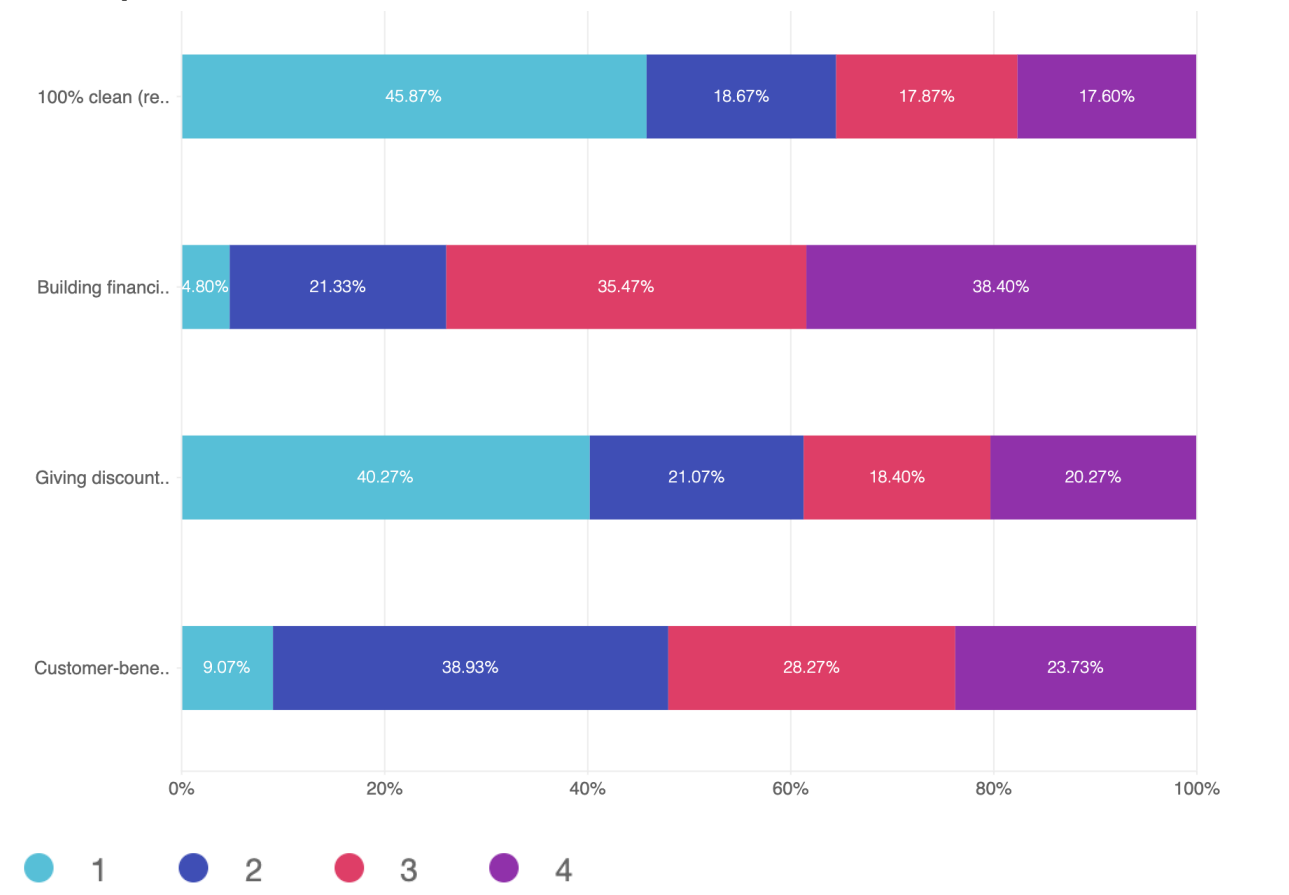
Date	Sends	Delivered	Opens	Open Rate
5/20/2025	28	25	3	8%

Feedback Analysis

The survey gathered a mix of feedback and customer perspectives. VCE can use these insights to refine its messaging and marketing efforts, ensuring they better align with customer needs. The feedback may also inform the future development of customer programs. To support deeper analysis, [responses](#) have been organized by category.

Survey Results

What do you think VCE’s top priorities as an agency should be? Please rank the following priorities in order of importance with 1 being most important, and 4 being least important.



Please provide your opinion on VCE's priorities and add any that are not listed.

1. Cheaper electricity, right now there's not much real savings over just using PGE. Bills are too high to really think about other priorities.
2. People think VCE is a scam and prefer to opt-out on the PG&E bill.
3. Collaborating with SMUD.
4. Customer service is a plus one being able to talk to someone for help.
5. Why the fuck is our power so fucking expensive?
6. I have no idea who you are or how you work or how your business is affecting my bill! Your services and billing through PG&E is so weird and vague! I wish I knew exactly how to understand if your service is actually saving me money or not. I'm probably getting ripped off to be honest.
7. When VCE was established, one of the big selling points was that it was going to be cheaper. With the ever increasing electric rates, the push to electrify everything becomes less and less viable for many people. Focus on making VCE a good value for customers, then it will be easier to bring people along for the "higher goals".
8. It's about the climate and the community
9. Prices are way way way too high!
10. A company cannot survive without revenue, so 100% renewables and clean energy will require massive infrastructure and financial adaptation over a period of time. VCE can lead the way by ensuring access to as much clean and green power as possible, starting with incentives to customers who contribute to clean power by installing solar and energy storage. A secondary effort should come in the form of commitment from VCE board members voluntarily accepting reduced salaries, and shareholders accepting fewer dividends, so the company can build a reserve to weather the coming changes.
11. Let's get back to buying out PG&E for Yolo County.
12. Reducing fire risks.
13. Minimizing costs charged to users.
14. Discounts are my first priority because we have such high PG&E rates in Davis.
15. Buying out PG&E within VCE's service area and becoming a municipal utility should be a high priority.
16. Reliable energy sources within the county.
17. I'm tired of constant rate hikes and excuses to justify rate hikes. It's ironic: we get messages from PG&E on how to conserve energy & then they say they're poor because they don't make enough money....
18. Rates are crazy high. We need something like SMUD.
19. These are all high priorities.
20. Undercut PG&E by buying back unused solar electricity at a better rate. (I would much rather "give" my extra power to you.)
21. Building financial reserves will allow VCE to be viable and more effective in the long term, which will ultimately benefit customers more. Customer benefit programs and customer discounts will help attract new customers and help retain

existing customers, ultimately building a broad base. It will support #1. Providing 100% renewable and/or carbon free energy is a great long term aspiration, but I'm not used to how practical it is right now, especially in the national political climate. It's also probably more expensive currently. Increase what's offered when feasible, but solidify the long term financial position #1.

22. I would like to see VCE combat misinformation circulating on Nextdoor that VCE is responsible for increases in people's energy bills and that switching back to PG&E for electricity will lower one's bills. Generally, the community needs more education about the benefits of VCE.
23. I'd really appreciate the option to pay the rates monthly rather than waiting until the end of the year. The combination of your fee and the collective taxes I'm required to pay is excessive. It's frustrating that the energy I generate and sell to you is valued so low, while the rates I'm charged are significantly higher. That doesn't seem fair or reasonable.
24. Customer education about electricity and gas prices even though gas is not your game.
25. Our electricity rates are so high. I have medical equipment that I rely on and there was a problem with getting my doctor's office to send in the paperwork to PG&E so they dropped me from the medical baseline. The power needs of our country are greater than can be delivered by "clean energy". So natural gas and other sources must be used also. Natural gas is cleaner and much more efficient. When I see they mandate water heaters to be electric instead of gas it makes me angry because electricity is so inefficient at heating up water compared to natural gas and with natural gas plants In our area it's being done with natural gas anyway for many.
26. Lobbying the governor's office to abolish the PUC and set up a new agency that will benefit users and will return to PV buy-back rates that make new PV systems economically feasible.
27. I favor clean energy and lower charges from PG&E.
28. Sharing home solar generated electricity to the Grid may be the most cost-effective strategy for clean energy supply.
29. Consider a long term big vision such as incorporating into an independent metropolitan municipal utility district along the lines of SMUD, so we are no longer captive to our PG&E evil overlords.
30. The 100 percent clean should be all renewable. Would not want to see VCEA using nuclear either in short term or as part of long term strategy. And large hydro is not reliable enough for a long term strategy Also - the 100% goal needs to state when that will be achieved. At present it is 100% renewable by 2030 and I would not want to see it any later than 2030.
31. Support current levels of solar energy payments for people who have purchase power agreements.
32. Lower cost of clean energy
33. No opinion

34. I have never really understood what I was getting from VCE or how it was helping me.
35. To reinsure that customers are getting the best rates to accommodate customers hardships
36. It would be great to have some fees lowered if possible. I thought that having solar panels would decrease the costs of paying for electricity.
37. Priority should be given to incentivizing home solar generation. The exact opposite of what PG&E does. This choice is not offered above, even though it is implied by the first line of "clean electricity." Encourage customers to make their own, and financially incentivize doing so.
38. Replace PGE.
39. Fire reduction strategies-controlled burns, cutting back vegetation, etc (I don't know enough about it to know if you could help PGE?)
40. Not being beholden to stockholders.
41. #1 priority should be Safety. #1.5 priority should be uninterrupted electrical service. #2 priority should be rapid response to power outages, especially to rural areas.
42. Advocacy for clean energy requirements and policies at the state and federal level.
43. Rebates for personal energy production.
44. Provide a discounted online store like SMUD's Energy Store that sells discounted LED bulbs, air filters, surge protectors, etc.
45. Getting less expensive electricity to low-income households should be a high priority in an area controlled by PGE and their outrageous rates. The company will need financial flexibility to achieve the above. Even if that's at the cost of 100% renewable energy I think the immediate financial relief to those who need it should be higher priority.
46. Provide a much lower cost alternative to PG&E, like SMUD.
47. Providing additional resources to help cut costs of \$50.00 per family.
48. Cheaper rates for all needs to be your priority.
49. We are offering communities the opportunity to build large solar projects, allowing them to trade apples for apples(Kwh) with the PPA that Valley Clean already has.... This is what people really want to hear, instead of the usual "your city council made a deal and now you're a customer that pays PGE more for power so that we can wet our beak". There's no incentive for communities to invest in clean energy projects, you don't supply large batteries to capture excess power generated, you don't provide any demand side reductions by using batteries as a negative load for grid stability, you don't eliminate peak pricing, and FYI - we know that you can sell power for whatever price you want to. PGE gets their \$13 connection fee to maintain the lines, but the more unstable the lines get with increased electrification of transportation fuel, household appliances, and HVAC units, means the more PGE will continue to request an increase in rates. I get it that you are involved in mitigation credits with the SF office of USACE and somehow filing paperwork with Yolo Assessor concerning Meridian and Mount Diablo projects that create wetlands and groundwater recharge projects, among

other similar projects like Swanstons Ranch that intentionally circumvent the knowledge of general public and your customers in specific. I'm a fan of the vernal pools and fairy shrimp too. But I think that providing the public with a more transparent portfolio and actually investing in the communities similar to how a 501c3 works and operate less like a not for profit company, not to mention one that predominantly resides in a certain community but is investing zero in irrigation or power for the people of that community. If not in your own people than in who can you believe?

50. I would like to add battery storage, but I could use assistance. Is also like to increase my solar production.
51. Support and promote net metering and increasing reimbursement rates for electricity generated.
52. Lower Bills than PG&E.
53. Educating consumers on how they can contribute meaningfully to this effort.
54. Any price increases will be really difficult to meet.
55. We are all your customers. I don't want some to benefit from rebates if others are footing the bill for that.
56. Rates are too high.
57. N/A
58. Lower rates.
59. I don't think we need two "energy" companies. It should be either you or PG&E. I am paying for two top managements.
60. Your clean energy policies are based on fraud. They do not produce "clean" energy when viewed in the entirety of the massive waste produced.
61. Seeking to keep rates low for all.
62. Solar PV and battery storage need to be encouraged and protected going forward. The CPUC's recent moves are essentially killing the solar efforts in CA at a time when we need to be onboarding as much solar as possible to prepare for our net carbon neutral future in California.
63. I may be just a knucklehead, but I still find billing, re-buying rates, and true-ups to a lesser extent confusing. Following how much I produce, use, and the costs to buy power, and how it is off-set by my production are confusing. Just saying. Maybe it is just me.
64. Focus on reducing electricity costs. After being a member of VCE from its inception, I do not understand what value you create for customers.
65. Drop the green energy scam of wind and solar. Promote NG and Nuclear energy make electricity cheap and plentiful. Stop drinking the coolaid.
66. Lobby the PUC to DROP PG&E. Increase Woodland's renewable energy sources and generate more electricity locally!
67. Supporting micro grids and grid independence for urban areas.
68. What's the point of having lower rates when PG&E just adds a delivery charge that ups the cost to match using energy they provide? My bill this month (where I didn't use any heating or cooling) was \$154 for electricity. \$50 was Valley Clean

Energy, \$104 was the delivery fee. At the end of the month, any savings is completely negated. So now we just have another pointless agency to deal with. This is why people hate the government.

69. I am satisfied with your stated priorities.
70. It's most important to me that VCE actually be 100% clean energy, and that it be transparent about what it provides. I would gladly pay more than that, but am not sure whether what I'm getting is any more green than PG&E. There's not much information going out to Davis residents that I can see.
71. You should have a discount for seniors and people with disabilities.
72. Clean energy is important and rebates for those who purchase electric vehicles
73. Attempting to take over the PG&E assets and becoming a utility (like SMUD and East Bay MUD). That would free us from the stranglehold of PG&E entirely.
74. If appropriate, engaging in lobbying activity to encourage legislative action that would facilitate CA's shift to 100% Clean/Renewable energy.
75. The cost to live is rising at an out of control rate. Keeping energy costs down is a paramount priority!
76. Getting us off PG&E. Stand up to their monopoly on delivery.
77. I think that clean energy programs are in general good but for some of us it is costly and it needs to be more balanced to be affordable.
78. Not sure what 3 and 4 cover, topics are too vague.
79. I am not familiar with VCE.
80. PG&E should be owned by the state, not a for profit company that keeps raising rates for their customers.
81. Being double bill by PGE and VCE.
82. Cleaner energy at lower rates.
83. Assisted in the fight against PGE's attempt to cancel NEM2 contracts and force people into NEM3.
84. PG&E's rates keep getting higher and higher with little concern for how this affects customers' ability to pay. He repaired the system but not at the cost of the customer. We didn't stop them from making improvements or repairs when needed. Poor management to line their pockets. Don't be like them!!!! It may take longer to do things but customers don't have to decide on groceries or heat. Medicines or running the A/C or fans to cut down the heat in their homes. Rate increase after rate increase. There is no heart, no compassion!
85. Don't pay attention to my rankings. I think your priority should be communicating who you are and what you do.
86. Why is electricity so costly in California? In the midwest, electricity cost is much cheaper. Customers should only pay for the actual usage of electricity, and not the delivery cost associated with its delivery.
87. Need a reprieve from outrageous energy costs, don't care about green energy initiatives or other political grandstanding.
88. FORGO GROWING PROFITS AND KEEP RATES AS LOW AS POSSIBLE!
89. I will send further thoughts via separate email.

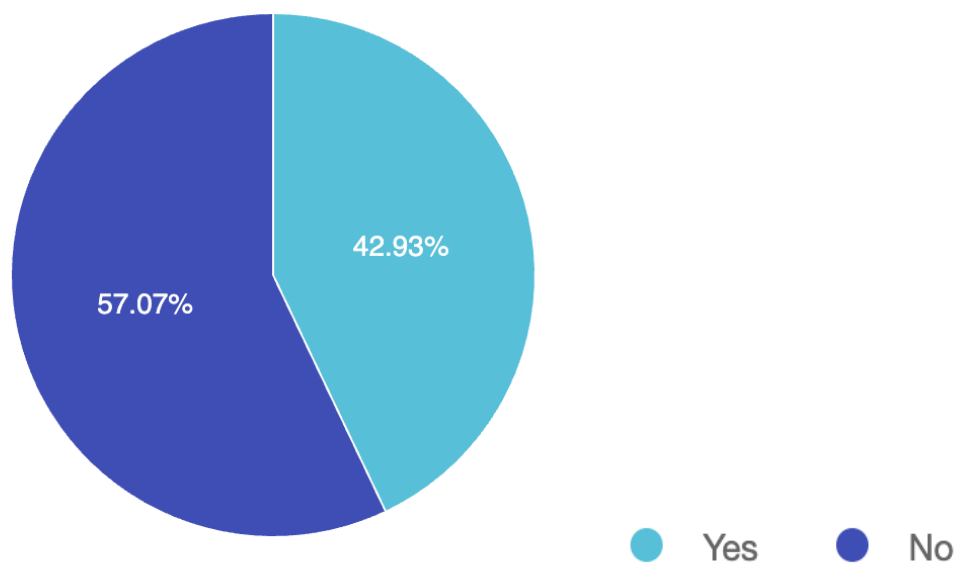
90. LOWER RATES!
91. Stop charging high rates people can't afford to live and keep paying high rates.
92. Stabilizing energy costs which have risen drastically in recent years.
93. Need to reduce the cost of utilities.
94. Incentive for increasing electrical capacity for households not at 200 amp line. Individual rebates don't help if you have insufficient capacity and running new electrical lines from the transformer is very expensive.
95. Since "Clean Energy" is in the name, this should be the priority and the more VCE can do to help advance this goal for its customers the better. Since Davis is generally an environmentally conscious city, having customer-benefiting programs should be a strong priority and would be measurable by uptake. Another goal should be cost savings since California now has the highest energy costs in the US and this is constantly used against California and clean energy by its well-funded opponents.
96. Get out of PG&E. We need to be our own municipal utility like SMUD or Roseville Electric.
97. Clean energy is important, but people are struggling right now so anything helpful for people to be able to afford their power would be great.
98. Energy costs like everything else keep going up but our paychecks are not. This is a problem.
99. A free Battery power supply like PG&E has offered in the past would be welcomed. Losing power during the high wind hot days is dangerous to seniors like myself who must have medical devices.
100. No coal or natural gas.
101. I think you should prioritize ease of contacting your organization if/when customers want to change something. You are notorious for being difficult to contact and also for not making requested changes if contacted.
102. Multi-year rate projections to give customers peace of mind. Bill credits for signing up for clean energy or time-of-use plans. Increased outreach so customers actually know about available rebates or how to apply. Loyalty or long-term customer benefits for sticking with VCE over time.
103. Since VCE buys so much electricity on the market, it is hard to say that we are more CO2 free than PG&E. However, we are still paying for nuclear in one way or another I believe, but we don't get credited with any of that CO2-free power. Nor do we partake of the large hydro that, as PG&E ratepayers, we should have rights to. This is a problem with accounting for legacy generation that the CPUC ought to address. We should be credited with our share of carbon-free legacy power that we have paid for and continue to pay for in part.
104. Lowest possible utility bill.
105. Support for residential solar installation.
106. It is going to take time to get to 100% clean energy. Rather than focus on that now, we should build our capital reserves in the near term so we have more control of our ability to meet our needs in the longer-term. Where possible, we should

procure resources locally because that generates significant value for the local economy. Discounts at this point are negligible. Provide the minimum amount to show that you are more cost-effective than PG&E, and focus the rest of your efforts on owning assets and building capacity.

- 107. Bill too high just because of you guys.
- 108. Building whose financial reserves?
- 109. Please prioritize making electricity more affordable.
- 110. I don't have any further feedback.
- 111. I am much more concerned about the outlandish energy prices in CA than how the electricity is generated. Please focus on reducing general costs to consumers.
- 112. Building financial reserves for what? Generous federal and state tax deductions should be available to all who invest in battery storage for their homes or who purchase electric vehicles. When energy companies establish customer-benefitting programs, sure, that is helpful but I fear that it helps to shift responsibility from our federal and state governments and ultimately makes them less supportive of a green economy. Because the electricity that I purchase from VCE is billed to me as part of my monthly PG&E bill, this gives the appearance of VCE being cozy with PG&E. PG&E is an evil corporation beholden to its shareholders. As such all business decisions are made with a goal of maximizing profits. Evil, evil, evil. But I digress. In my opinion the long-term goal of VCE should be to acquire PG&E's electrical transmission lines in Yolo County and end our dependence on PG&E. Probably very unrealistic to think that this could happen in my lifetime Anyway, you asked.
- 113. Encouraging more customers to get solar.
- 114. Seeing as how PG&E is trying to get out of the contract(s) they agreed to with Solar customers, how will VCE see that solar customers get credit for doing the right thing? PG&E is getting power from many people, but does not want to return the service.
- 115. Anything that can be done to promote clean energy.
- 116. I think this organization is working well.
- 117. Continue exploring a Yolo wide electric company to compete with PG&E. Support local experimentation of microgrids- including legislation that enables this, especially in low income areas.
- 118. N/A
- 119. Revised tiered rate structure that incentivizes energy conservation.
- 120. Why TF would you be focused on building financial reserves??? If you can't make energy cheaper for PGE customers, get out of the game. I'm getting convinced you are a scam concocted by PGE to bilk more money out of already stressed Californians.
- 121. Renewable energy should be the highest priority for your company.
- 122. I would put as no 1: Investing in just transition ie programs that support marginalized communities most impacted by climate change And no 2: building local generation capacity

123. Having safe equipment that will not cause fires: underground cabling
124. I think VCE is fraudulent.....this is bull shit.
125. Clean and yet affordable energy is the top priority for me. Any extra perks like discounts or customer- benefitting programs are nice extras, but my main focus would be overall affordable and clean energy.
126. Keeping costs down

Would you like to be involved in giving your opinion going forward? Examples of involvement could include interviews, surveys, and/or participation in focus groups.



What feedback do you have for us?

1. I have yet to understand why and how Valley Energy exists. Totally transparent from PG&E. No clear benefit. Electricity is still expensive. I'm paying essentially the same price. What do you people do everyday anyway? Just skim some extra money from the already high energy cost? If VCE disbands tomorrow, no one would likely notice
2. I have opted out at my theater and at home. The city of Davis and you have duped the people of Yolo County. We never approved using your scam service that doubles the rates. If you'd like to talk to me, Steve Isaacson 530-902-240.
3. Clean energy is important, but not when it's priced too high. Rewarding those who are using clean energy would be nice.
4. You're a fucking UTILITY. Provide a service, not make a profit.

5. I have no idea who you are or how you work or how your business is affecting my bill! Your services and billing through PG&E is so weird and vague! I wish I knew exactly how to understand if your service is actually saving me money or not. I'm probably getting ripped off to be honest.
6. Be more visible about who you are and what you are doing.
7. I am about to rig up solar panels and go off grid!! So SICK of paying these inflated prices.
8. My bill keeps going up. I would love to see it stabilize.
9. The PGE billing is totally unclear. I try to understand it every month and I get nowhere. PGE has a billing rate and then there is a section for VCE which I am not where that information fits into the billing. I am on the ETOUC Rate Schedule and I always seem to generate more kWh than I use on an annual basis but I haven't received a refund since the first year I transitioned. ESP customer number 7742299005.
10. Love ya. Keep increasing the renewable energy in our area.
11. What do you actually do?
12. My bills seem to vary so widely that it's hard to make sense of them. I try very hard to use less energy and yet my bill is often wildly high. Other times it's bizarrely low. I have no idea how all this makes any sense,
13. More articles in the local press & PSAs would be helpful. Too many people still don't understand enough about VCE.
14. My advanced age of 95+ with some health issues limits my involvement.
15. Just focus on more cost effective rates. At the end of the day, people want affordability in their energy, not politics or ideology. It's not settled science that carbon emissions are affecting the climate. So just focus on affordability.
16. The current incentive program (OhmConnect) is really difficult to understand. We have saved a lot of ohms, but is there a way to monetize this? I'd be fine with just subtracting an equivalent number off our bill but that doesn't seem to be an option. Their giveaways seem really phony, too, like sign up for a chance to win something, then subtracting some number of ohms for entering - kind of like gambling. It doesn't entice me to do the savings every time it is offered anymore because of this - but I do join just to be a good citizen.
17. I find the PG&E bills very confusing (not VCE's fault) and am never clear about actual charges until our solar true-up. The VCE section is also very confusing. Although I hear that VCE discounts the PG&E prices, the way that it's worded on the bill doesn't come across. (Again, it may not be anything that VCE has control over).
18. Meetings are not easy to follow. Can you provide a summary stating what decisions were made?
19. I admire the concept of clean energy; it's the broken system that provides power to us and the favoritism that PUC seems to show towards the companies when they should represent the customers that frustrates me.

20. Clarity on the scope of responsibility owned by PG&E and that of VCE needs to be delineated better, in precise but everyman terms (jargon free, acronym free language).
21. I wish I could see a comparison on my bill of what I pay you and what it would have been on PGE. I wish there were ways to lower my bill like PG&E has. Not ones where I have to buy solar or a car.
22. VCE is doing an excellent job. Keep it up. Thank you for giving me the opportunity to provide feedback on priorities based on my opinion.
23. I would like more info on how VCE and PG&E work together/apart.
24. Promote microgrids wherever possible.
25. Again... I'd really appreciate the option to pay the rates monthly rather than waiting until the end of the year. The combination of your fee and the collective taxes I'm required to pay is excessive. It's frustrating that the energy I generate and sell to you is valued so low, while the rates I'm charged are significantly higher. That doesn't seem fair or reasonable.
26. If you provide the cheapest local energy source then great, but a smaller carbon footprint will do nothing as long as China and India are in the world. Safe nuclear energy is the way to go. Nevada has a repository already built for the waste.
27. None
28. I support the overall goal of VCE but I don't think the message is getting out and ignorance undermines your mission.
29. Thank you.
30. Moved here 13 yrs ago, electricity has skyrocketed! We went solar 5yrs ago and purchased an electric vehicle last year. We had a \$1000 tru-up bill, not acceptable.
31. Bring back the EV rebates since the current Fed killed them.
32. I wish as you did before, when the home grid produces extra energy, you can share some of it as cash with the customer. I figured last year it did not happen. Thanks for your services to the planet.
33. I'd be happy to fill out surveys
34. I like the high level or overarching approach to goals in this survey. One other I would like you to consider having here is customer education both as to need to address climate change and help in going all electric. I know you do have some for helping folks go all electric - but would like to see an overarching goal of customer education
35. The decision to do a PPA was made to make my electricity bills more stable during retirement.
36. It's difficult to tell any difference between PG&E and VCE. Start a new business - help customers build 100% off grid systems.
37. With consistent restrictions and rising costs, we need ways to save more. I have solar and the cost to install and continuing rising gas costs I'm struggling. I am out of age and health concerns selling my home much to my chagrin.
38. None
39. Thank you for all you do, and for sending the survey to give us a voice.

40. Prioritize saving energy and making it clean at home.
41. Lobby CPUC to cancel PGE license for incompetence.
42. I'm happy so far with everything.
43. We just moved to Woodland. Having to pay PG&E is hard enough on our budget, but then to add your fees is overkill. Living expenses are really tough on retirees, I don't see how people are getting by.
44. I don't live in California anymore because of high energy rates!
45. Do a better job marketing on social media about the consumer cost benefit and ways to save as there is often negativity around VCE.
46. We didn't have a choice but would rather opt out.
47. I would want my light bill to be less as I have to also pay for a solar in Yolo Housing that isn't reflected on my light bill and the solars aren't working/connected. I have two light bills that need to be paid (PG&E and Yolo Housing Solar) So some sort of help in saving money on my monthly bill would be great.
48. Being stuck with PG&E currently is unfortunate. The rates go up to pay for their losses in lawsuits
49. It's hard to understand the bill and what I get back for using less electricity than I use.
50. Extend scholarships to students. Outreach at more events.
51. Keep providing us clean energy at low prices.
52. Have Davis try again at eliminating PG&E and VCE or SMUD take over.
53. No feedback at this time.
54. Keep customers informed.
55. Thank you! I'd like quarterly updates on how to save money on power. I have solar and would like to expand my system, at least add a second battery backup. I've looked into it and it seems it isn't financially beneficial. It should be a good idea to store more power. I live in the older part of Woodland and we lose power a few times a year.
56. I like the extra penny per kilowatt hour being paid for solar generation. It makes a difference in what I pay or receive at True Up.
57. Cheaper rates for all needs to be your priority.
58. Good job.
59. I appreciate this opportunity to provide direct feedback. Local voice is one of the primary benefits of CCA's. Please continue to prioritize keeping rates as low as possible while families and businesses are struggling during these challenging financial times.
60. Still confused about how your work relates to PG&E
61. If you can lower customer bills, that would be great.
62. Still don't understand what you do and what impact can be made through these 3rd party energy suppliers.
63. Clean energy.
64. I value clean energy, however costs need to be kept down please. My yes answer to giving my opinion is for surveys only.

65. None.
66. VCE's rates are exorbitant. The facilitation cost of electricity is often much higher than the cost of electricity generation on our bills. Curious how VCE is "paying it forward" in their efforts to model a more sustainable energy future, because YOLO county customers are in the dark about how Valley Clean Energy operates more sustainably than in years past.
67. N/A
68. None at this time.
69. See above. Your company is just another burden on the public.
70. Valley Clean Energy is designed to extract money from the people and nothing else. Our power bills have soared under Valley Clean Energy.
71. Keep up the good work.
72. See above as it would be better placed here.
73. Prove to your customers the value of VCE.
74. Stop all subsidies and mandates for "green" energy because it's not.
75. Run a program similar to OhmConnect. Send text and email communications to customers about when peak use is expected and remind customers to minimize their energy use during those hours to protect the grid and vulnerable members of our community. Give discounts to 2 customers every month in a drawing of who reduced their energy 10% compared to the same reporting period or week.
76. There should be more education about what it means for VCE members when PG&E requests to raise fees every few months.
77. Originally the priority was to provide the consumer a lower cost clean option against the rate structure and practices of PG&E. Don't get sucked into their criminal (in my opinion) activity. Stick to the original priorities.
78. Energy provision works best when non-profit entities provide it.
79. I think an email or Newsletter showing your rates compared to PGE, SMUD other CA providers would be a tool customers can use to know you are competitive and keeping rates in line. So much social media with false information creates bad press for you.
80. It's most important to me that VCE actually be 100% clean energy, and that it be transparent about what it provides. I would gladly pay more than that, but am not sure whether what I'm getting is any more green than PG&E. There's not much information going out to Davis residents that I can see.
81. I'm still not clear as to the purpose of VCE.
82. Feedback on applications to be used by VCE users or account holders.
83. I would like to see a better explanation of the values reported on the annual Informational NEM Statement. I have not been able to determine how the values in the Credited to NEM Balance and NEM Balance columns are calculated from the Net Charges before taxes column.
84. I like receiving the reports from PG&E notifying me as to how much electricity I am using each week. My electric bill seems high but I am home all day. My bill is lower

because I recently had a heat pump installed for cooling and heat so my gas bill for the hot water is very low.

85. I have a strong interest in developing 100% renewable power plants, incorporating biomass, wind, solar, and geothermal plus wave/tidal energy when appropriate. The ultimate goal is to completely replace fossil fuel plants in CA with these renewable systems. Since water vapor is also a greenhouse gas, these plants would incorporate distillation/storage technology to provide more water for the state.
86. Unfortunately energy costs keep accelerating and are outpacing salary and COLA increases. I wish I had the answer cause its way out of line with percentage of income. I personally have reduced my lighting, heat and air use at least by one half and my cost keep escalating. The balance of comfort vs cost is having a real impact on me.
87. Electricity is outrageous. Those who are blue collar workers here pay taxes and work hard, yet cant afford to use electricity. Sadly enough no one seems to care. Prices just keep going up and customers keep leaving California.
88. Utilities should be public.
89. In my opinion there is a need for more help for low income customers.
90. Being involved depends on the topic. Surveys are okay but participation and interviews are not because we are busy enough.
91. Tell me if you have any savings for power customers in Woodland CA.
92. Who are you?
93. I'm angry that we (customers) have NO choice but to pay PG&E's "Delivery" charge in addition to your charge for Electricity which most of the time is the same amount! It's not like they have to install a new delivery system every month! Not to mention the fact that they are a monopoly leaving us no options but to pay for their GREED! There are NO other Countries in the World that manipulate and extort their fellow citizens like PG&E does! VCE simply must find a way to deliver power to its customers!
94. I am very with my service from VCE.
95. None.
96. You should just offer free solar panels then give your clients a set discount and use the extra power.
97. Happy with VCE so far. I wish we had a way to reduce or avoid PG&E and its costly transmission fees!
98. To be honest I feel like our concerns fall on deaf ears and nothing will change.
99. Thank you for involving the community in this effort.
100. I am in favor of locally operated municipalities but need to see results rather than existing solely as a place to land for former local government officials pursuing career advancement.
101. Glad to have VCE as an alternative to PG&E.
102. Please work with PG&E to keep energy for home use affordable. Some of us cannot afford to install solar panels and batteries.

- 103. More to follow in email.
- 104. None.
- 105. Way too expensive.
- 106. As a customer, I always want the lowest prices possible for the energy I purchase.
- 107. Thank you. You do a good job but anything that improves that job is always better.
- 108. Lower Rates should definitely be your highest priority.
- 109. None.
- 110. People don't understand what you do or why they should stick with you. Maybe some way of informing the public about your goals and purpose would be helpful.
- 111. With the excessively high cost of electricity in CA, just wanting clean, renewable electricity is now a low priority. It must be less expensive.
- 112. I would like to see VCE continue to develop with the end goal of operating as a local electric cooperative, with ownership of all electrical infrastructure in the service area, complete control of electricity procurement, and responsibility for end user billing. I commend VCE's commitment to clean energy, but I believe that all sources of carbon-free energy should be part of VCE's portfolio, not just sources that are classified as renewable. Large hydro and nuclear are vital to a stable, carbon-free energy portfolio.
- 113. Look, I know that companies need to make a profit to survive and to make money for their investors but seniors living on very fixed income means every penny counts. Increasing rates on seniors can be the difference between eating healthy vs eating cheap.
- 114. Get independent of PG&E. It's unbelievable that we pay 3-4 times higher rates compared to SMUD.
- 115. See above.
- 116. Find a way to create our own system like SMUD! Time to separate from PG&E.
- 117. PRICES ARE TOO HIGH no matter how we try to conserve.
- 118. As a VCE customer, I strongly support the move toward clean and local energy — but what matters just as much to me is rate stability and real, accessible incentives for participating in programs. I'd like to see long-term planning that protects customers from sudden rate hikes, especially as the energy market becomes more volatile. Transparency about how VCE sets its rates and how they compare to PG&E or other options is important to me. I'm also looking for more tangible benefits — like rebates or bill credits — that make it easier and more rewarding to electrify my home, upgrade appliances, or switch to an electric vehicle. These kinds of incentives are what turn good policy into real change for everyday people.
- 119. Is VCE looking at creating an “island” that could be self-sufficient for electricity when the statewide grid blacks out? I imagine this would be expensive, and of course we still want to connect to sell excess generation, or purchase during peak times. But it seems worth working toward. I really don't have any idea what VCE is already doing along these lines.

120. Prices are high (not your fault). Do what you can to help those of us that struggle to pay bills while keeping temperatures hot in summer and cold in winter to keep bills low.
121. Doing a great job branding and supporting community events, and going after grants and partnerships with the University.
122. I've only been part of your program for a year so I'm still figuring things out. I was with SCP prior to moving to Davis.
123. Lower our electricity bill.
124. This is way too confusing for older adults.
125. Still not cheap with all the rate hikes.
126. Pursue our priority #1 (above) as much as possible.
127. I want out.
128. I'm still not clear how the solar rebates work nearly two years after going Solar.
129. VCE = Good PG&E = Evil The ultimate goal should be to convert all for-profit utilities to cooperatively-owned non-profit utilities. I assume VCE is aware of and supports TURN, The Utility Reform Network.
130. You have thousands of customers so my feedback won't count for much, but I will say I am so pleased that we chose to get solar years ago and wish that you had more kinds of programs that encourage more of your customers to do the same.
131. I really don't know whether VCE is providing me with ANY customer financial benefits. Some people I know have ceased their relationship with VCE. Please communicate why I should NOT do this!
132. See above.
133. More information should be provided about how your program works in the monthly PG&E bill.
134. I haven't had information on you since I signed up.
135. Keep up your good work.
136. Consider more opportunities for customers to meet face to face with VCE staff. Have REAL office hours in Davis, not just phone service provided by SMUD for general questions.
137. Don't over regulate.
138. Prefer to get a check then constant reimbursement on our PGE bill.
139. None.
140. I am a solar customer and was shocked at my year end true up. Every month the statement says it will be minimal-less than \$20 and then November is \$58, Dec is \$228 and the final true is close to \$500. The formula for year end could be vastly improved.
141. You had better show your customers savings and a real reason to use you, or you will be the target of a class action lawsuit.
142. None at this time.
143. Let's put environmental justice at the heart of VCE's vision.
144. I like what you do but my electricity bill is ridiculously high. I may move to SMUD territory to alleviate this nonsense.

- 145. I appreciate the work VCE has been doing and hope it continues on this good trajectory.
- 146. New customer, so I'm still getting acquainted with the current programs and services. I have liked what I've seen and experienced so far, but I need some time to consider things more deeply and provide better formulated feedback and suggestions
- 147. Are TOU electric rates calculated into the "value" of the home owner generated electricity to VCE? If so, how?
- 148. Please do something about PG&E/CPU's efforts to penalize customers with home solar systems. Why are solar owners not rewarded instead of penalized for contributing to clean, renewable energy— which power companies claim to care about but whose actions tell a different truth.

Please enter your email address to be entered into a drawing for prizes from local vendors.

[216 responses](#) were recorded in Zoho Survey for this question.