

**VALLEY CLEAN ENERGY ALLIANCE
COMMUNITY ADVISORY COMMITTEE**

Staff Report - Item 9

TO: Community Advisory Committee

FROM: Mitch Sears, Executive Officer
Alisa Lembke, Board Clerk/Administrative Analyst

SUBJECT: CAC 2023 Customer Experience Task Group draft Charge

DATE: February 23, 2023

At the CAC's December 15, 2022 meeting, Staff discussed the formation of 2023 task groups: Customer Experience and Legislative/Regulatory and noted that additional task groups could be formed as needed.

At the CAC's January 26, 2023 meeting, a Legislative/Regulatory Task Group Charge was approved (see attached); the CAC asked that the Customer Experience Task Group (CETG) submit a draft Charge for review and discussion; and confirmed that CAC Vice Chair Rahul Athalye would like to participate on the CETG.

The CETG's draft Charge is attached for your review and approval.

As a recap, below are the Members of the two Task Groups:

1. Legislative/Regulatory
Members: Lorenzo Kristov, Jennifer Rindahl

2. Customer Experience
Members: Mark Aulman, David Springer, Cynthia Rodriguez, Keith Taylor, Rahul Athalye

Attachment:

1. Legislative/Regulatory Task Group 2023 Charge (Final)
2. Customer Experience Task Group draft 2023 Charge

**VALLEY CLEAN ENERGY
CAC LEGISLATIVE/REGULATORY TASK GROUP
2023 CHARGE**

Members: Lorenzo Kristov, Chair
Jennifer Rindahl
[Additional members to be added as identified]

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

2023 Charge

Work with VCE staff and VCE's lobbyist to:

- Provide feedback, technical information and strategic advice to VCE staff on key legislative and regulatory issues facing VCE and the CCA community in general in 2023, including legislation and regulatory issues related to VCE's Legislative Platform, Strategic Plan and Environmental Justice Statement.
- Provide periodic reports to the CAC about legislation and regulatory issues.
- Solicit recommendations from the CAC on VCE positions on key legislation and regulatory proceedings.
- Work with staff to consider options to enhance the Task Group's and CAC's understanding of regulatory proceedings.
- Contribute to VCE's engagement with legislators and other stakeholders.
- Discuss strategies to engage regulatory agencies and stakeholders to advance dynamic pricing programs, such as AgFIT, and other grid services opportunities, for VCE and other CCAs.
- Receive periodic updates and discuss CalCCA legislative priorities, emphasizing how VCE can most effectively contribute.
- Advise VCE staff on CalCCA's regulatory and legislative work, when appropriate.
- Work with staff to periodically review and update VCE's Legislative Platform for consideration by the CAC and VCE Board.

**VALLEY CLEAN ENERGY
COMMUNITY ADVISORY COMMITTEE**

2023 CUSTOMER EXPERIENCE TASK GROUP CHARGE

Members: Mark Aulman
David Springer
Rahul Athalye
Keith Taylor
Cynthia Rodriguez

Chair:

Staff Lead: Rebecca Boyles

2023 Charge:

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

1. Assist in the development of public information strategies, planning, and materials related to VCEA customer marketing, outreach, policies and programs. As requested by staff, review draft materials and provide comments as appropriate; assist with customer-facing community outreach to, and liaison with, member communities.
2. Help define audience segments within VCE's service area and consult on appropriate messages and communications approaches; provide a sounding board to assist in message development and copy testing. Conduct review of marketing materials at the draft (pre-release) stage upon request from staff.
3. Assist with identification of statewide program opportunities and development of strategies for disseminating information on eligibility, rebate amounts, stacked incentives, and other details; assist Staff with finding and applying for external funding for potential programs.
4. Collaborate with Staff on an annual update to the 3-year Programs Plan, discuss 2023 program implementation with Staff; assist with the update of 2022 program design/implementation forms and program prioritization for implementation in 2023.
5. As requested by the Director of Customer Care and Marketing, provide outreach and messaging support for the efforts of other CAC task groups, as well as outreach to VCE's participating jurisdictions to encourage collaborative dissemination regarding programs, energy savings tips, rebates/incentives etc. on their websites and social media platforms.
6. Provide summaries and updates at monthly CAC meetings on Task Group activities.