

VALLEY CLEAN ENERGY ALLIANCE

Staff Report - Item 9

TO: Valley Clean Energy Alliance Board of Directors
FROM: Mitch Sears, Interim General Manager
SUBJECT: Communications Plan Update
DATE: January 18, 2018

Recommendation

Receive informational update.

Background and Analysis

The following is a summary of recent and planned outreach activities. In addition, the Outreach Task Force has provided feedback on various outreach materials including pamphlets, poster, and the power point presentation for community groups.

- **Collateral:** Materials have been produced for distribution through outreach activities including:
 - VCE poster, brochure, talking points, T-shirts, tote bags, stickers, and temporary tattoos.
- **Community Outreach:** A VCE Champion workshop to train advocates, city staff, members of the CAC, and other volunteers will be held on how to help spread the word about VCE. The workshop will take place on Jan 24th in Davis. As a reminder, please contact Emily Henderson if you are interested in participating.
- **Stakeholder Outreach:** VCE has been reaching out to community organizations and stakeholder groups in member communities to schedule presentations and share materials about VCE. Below is a list of past and upcoming presentations.

Completed:

- Woodland Sunrise Rotary Club (1/4)
- Yolo Flood and Irrigation District (1/9)
- Moore Village Mutual Housing Community (1/11)

Upcoming:

- Woodland Chamber of Commerce (1/17)
- Woodland Kiwanis Club (1/22)
- El Marcero CSA (1/23)

- Woodland Downtown Collaboration (1/26)
 - Wild Wings CSA (2/7)
 - Capay Valley Citizen Advisory Committee (2/7)
 - Downtown Davis Association (2/8)
 - Davis Sunset Rotary (2/14)
 - Mutual Housing Community- Davis Properties (2/15)
 - Esparto Unified School District (2/22)
 - Davis Sunrise Rotary (3/9 or 3/23)
- **Customer Notifications:** Customer notices are currently being developed and will be shared with the CAC and Board in February.

Attachment

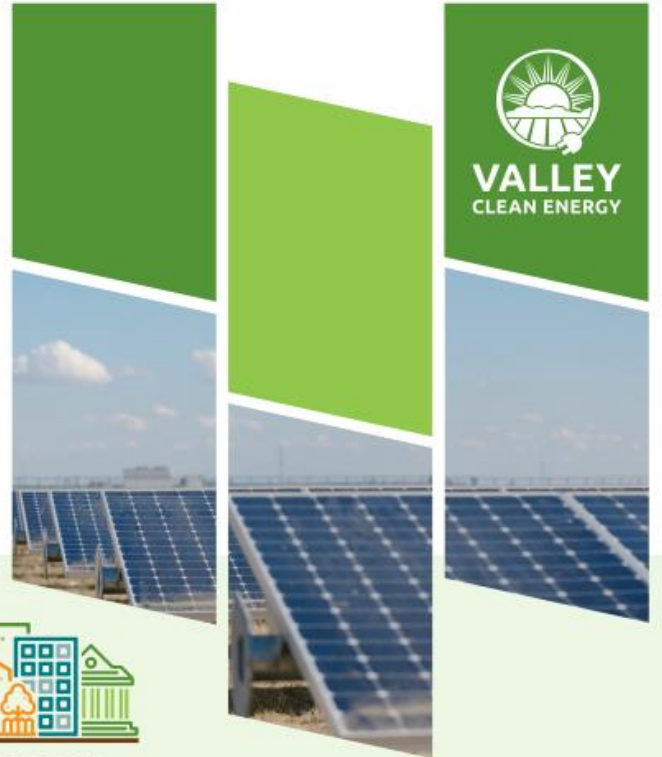
1. VCE Poster (Sample)

COMING SUMMER 2018!

We are **Valley Clean Energy**,
your official community-
governed electricity provider.

You now have the power to choose and save.

Valley Clean Energy (VCE) is bringing cleaner energy at competitive rates to Woodland, Davis, and unincorporated Yolo County. Residents and businesses now have a choice in who provides your power and how much of your electricity comes from clean, renewable sources—such as solar and wind.



SOURCE
VCE

Valley Clean Energy pools the electricity demands of our communities and purchases power with higher renewable and lower greenhouse gas content than is offered by PG&E.



DELIVERY
UTILITY (PG&E)

PG&E continues to deliver the electricity, restore service during outages, maintain the power lines, read your meter, and send you a single, consolidated bill, as required by state law.



CUSTOMER
YOU

You'll receive cleaner energy at competitive rates without doing a thing!

To learn more visit ValleyCleanEnergy.org

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