To Provide Public Comment on any agenda item please:

- E-mail 300 words or less to: meetings@valleycleanenergy.org
  
  OR

- Join the Public Comment Queue by
  
  - “Raising Hand” on Zoom Meeting
  
  OR

- Press *9 if joining by phone

Emailed comments received **before** the item has concluded will be read into the record.

Emailed comments received **after** the item has concluded but before the end of the meeting will not be read but will be included in the meeting record.
Item 21 – 2021 Year in Review: Customer Care and Marketing

Most photos by Yvonne Hunter: yvonnehunterphotography.com
Presentation Roadmap:
Strategic Outreach & Marketing Plan: 2021 Implementation

1. Establish VCE as a Trusted Community Resource
   Outreach, website, press releases, social media, social media and website analytics

2. Increase Customer Satisfaction & Retention
   Responding directly to customer concerns and feedback, customer care analytics

3. Support VCE’s Programs Plan and Decarbonization Roadmap
   OhmConnect, Opt-up campaigns, collateral and presentations

Going Forward in 2022
2021 Strategic Outreach & Marketing Plan
Goal 1: Establish VCE as a Trusted Community Resource

Promotional and outreach efforts included:

- Completed website refresh in Q2
- Opt-up Mini Campaign with Davis Food Co-op; in-store signage
  - 52% increase in opt-ups
- EV program signage (temp/perm)
- Social media: continued efforts to inform and educate
- Digital quarterly newsletter: educate and familiarize
- Updates to home page headers; Website landing pages
- Digital holiday card

Winters EV Charging Station signage

Home page header image
2021 Strategic Outreach & Marketing Plan

Goal 1: Establish VCE as a Trusted Community Resource

Events Included:

• “Make a Plan for a Clean Energy Home” webinar with Cool Davis
• UC Davis Graduate Seminar by EEI
• Winters Chamber of Commerce in-person event
• Davis Chamber of Commerce Roadshow
• Putah Creek Groundbreaking
• CalCCA Equity Committee on Envtl Justice
• Pioneer Elementary Presentations
2021 Strategic Outreach & Marketing Plan
Goal 1: Establish VCE as a Trusted Community Resource

Website: a Critical Communication Tool

Design, functionality updates:
• Complete website refresh
• New header photos to inspire and offer a sense of place (courtesy of our volunteer staff photographer, Yvonne Hunter)
• New pages for OhmConnect, Financial Resources
• New landing pages
2021 Strategic Outreach & Marketing Plan
Goal 1: Establish VCE as a Trusted Community Resource

Website: a Critical Communication Tool

Design, functionality updates:
• News carousel additions keep viewers updated on events of interest
  • Regularly updated with time-sensitive information
2021 Strategic Outreach & Marketing Plan
Goal 1: Establish VCE as a Trusted Community Resource

Website: a Critical Communication Tool

Design, functionality updates:
• Interactive “Understand your Bill” feature
• Navigation improvements/expansion
• Expanded Spanish website sections
• Infographics and program logos to aid understanding
• Search Engine Optimization (SEO) in English and Spanish
• NEM page updated for clarity
2021 Strategic Outreach & Marketing Plan
Goal 1: Establish VCE as a Trusted Community Resource

Publicity and Public Outreach

Strategic Outlook Brochure

• Who we are
• What we’re doing now
• What we’re planning for the near future
• Why it matters
2021 Strategic Outreach & Marketing Plan

Goal 1: Establish VCE as a Trusted Community Resource

Op-eds & Press Releases, 2021

• 11 press releases
• Focused on procurement, local renewables, CC Power, programs
• Why VCE matters, organizational priorities
2021 Strategic Outreach & Marketing Plan

Goal 1: Establish VCE as a Trusted Community Resource

Building Brand Awareness through Social Media

- Regular posts to offer advice or build awareness of programs and options
- FAQ Fridays to educate and correct misinformation
2021 Strategic Outreach & Marketing Plan
Goal 1: Establish VCE as a Trusted Community Resource

2021 Social Media Analytics
2021 Strategic Outreach & Marketing Plan

Goal 1: Establish VCE as a Trusted Community Resource

2021 Website Analytics
2021 Strategic Outreach & Marketing Plan
Goal 1: Establish VCE as a Trusted Community Resource

2021 Website Analytics
2021 Strategic Outreach & Marketing Plan

Goal 1: Establish VCE as a Trusted Community Resource

Key Support for Staff:

• Community Advisory Committee
  • Evaluation of strategic planning efforts
• Task Groups: Outreach Task Group, Programs Task Group
  • Content review: website, collateral, presentations
2021 Strategic Marketing Plan

Goal 2: Increase customer satisfaction and retention

Being Responsive to Customer Concerns

- Customer NEM billing issue affecting over 200 accounts
  - Many low-income
- Participated in 2 workshops (1 in Spanish)
- Worked with customers and management to find solutions
- Arranged for a call-out campaign to reach all customers (including those not affected by billing issue)
  - Provided support and solutions to customers having trouble paying
2021 Strategic Marketing Plan

Goal 2: Increase customer satisfaction and retention

Being Responsive to Customer Concerns

- Responsive to customer feedback: new content creation
- Provided talking points on trending issues (NEM, rates, etc.)
2021 Strategic Marketing Plan

Goal 2: Increase customer satisfaction and retention

2021 Customer Care Analytics
2021 Strategic Marketing Plan

Goal 2: Increase customer satisfaction and retention

2021 Customer Care Analytics
2021 Strategic Marketing Plan

Goal 2: Increase customer satisfaction and retention

* These numbers represent all opt up actions ever taken regardless of current customer enrollment status.

2021 Customer Care Analytics

- 10,533 Opt Outs
  - Winters 4%
  - Unincorp. Yolo 27%
  - Davis 21%
  - Woodland 48%

- 485 Opt Ups*
  - Davis 66%
  - Winters 2%
  - Unincorp. Yolo 10%
  - Woodland 22%

* These numbers represent all opt up actions ever taken regardless of current customer enrollment status.
2021 Strategic Marketing Plan

Goal 2: Increase customer satisfaction and retention

2021 Customer Care Analytics
2021 Strategic Marketing Plan

Goal 2: Increase customer satisfaction and retention

2021 Customer Care Analytics

Monthly Opt Out Reason - VCEA

Reason for Opt-Out
- Concerns about Government-run Power Agency
- Decline to Provide a Reason
- Dislike being Automatically Enrolled
- No Entry
- Other
- Rate/Cost concerns
- Renewable Energy Reliability Concerns
- Service/Billing Concerns

Enrollment Action Log: Created Date
2021 Strategic Marketing Plan

Goal 2: Increase customer satisfaction and retention

2021 Customer Care Analytics

Monthly CSR Interaction Type VCEA

Interaction Type
- Bill inquiry
- Customer Credit
- Escalation – Internal
- Escalation – To CCA
- Internal
- Opt down
- Opt in - Up
- Opt in – Base
- Opt out - Immediately
- Opt out – 6 months

Record Count

January 2021
February 2021
March 2021
April 2021
May 2021
June 2021
July 2021
August 2021
September 2021
October 2021
November 2021
December 2021
2021 Strategic Marketing Plan

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

OhmConnect Program and Marketing Campaign
2021 Strategic Marketing Plan

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

Local Power Contracts Publicized

Updated map and contract links for use on the website, in presentations and marketing collateral
2021 Strategic Marketing Plan
Goal 3: Support VCE’s Programs Plan and Decarbonization Roadmap

Opt-up campaigns and outreach

• Ongoing work with member jurisdictions on UltraGreen
• Opt-up mini-campaign with Davis Food Co-op
  • Included developing and deploying new opt-up form and process without need for account number
  • Average of opt-ups/month increased by 52% from Sept-Dec 2021
Compliance Mailers: Adding Communication Value

Design constraints for the Power Content Label postcard required messaging ingenuity.

VCE is your local source for cleaner electricity!

With VCE, you now have a say in where your electricity comes from. You automatically receive a higher percentage of renewable electricity for the same price, and you do not need to take action to be enrolled. VCE continues to handle electric delivery and billing, as always.

Learn more at ValleyCleanEnergy.org

VCE su fuente de electricidad más limpia!

Con VCE, ahora tienes voz y voto sobre de dónde proviene su electricidad. Recibirás automáticamente un porcentaje más alto de electricidad renovable por el mismo precio y no es necesario que realices ningún acto para inscribirte. VCE todavía maneja el suministro y facturación de electricidad, como siempre.

Obtenga más información en ValleyCleanEnergy.org/es

Updated new move-in cards

Why am I receiving this notice?

VCE is required by the California Energy Commission to send this information to all customers who received VCE service at any time between January 1st and December 31st, 2020. The Power Content Label illustrates the content of the power you buy, compared to the standard Power Mix in California.
Going Forward in 2022:

• Emphasis on Program Support
  • Bus ads, joint press releases

• Deepen Partnerships in Member Jurisdictions for Greater Impact

• Continued Support for Decarbonization Efforts
  • Opt-up and building decarbonization

• Improved Dashboards and Analytics
  • Better information -> better decisions on how to use resources wisely
To Provide Public Comment on any agenda item please:

➢ E-mail 300 words or less to: meetings@valleycleanenergy.org

OR

Join the Public Comment Queue by

➢ “Raising Hand” on Zoom Meeting

OR

➢ Press *9 if joining by phone

Emailed comments received **before** the item has concluded will be read into the record.

Emailed comments received **after** the item has concluded but before the end of the meeting will not be read but will be included in the meeting record.
Overview

• Background
• 2022 Customer Rate & Budget Scenarios
• Next Steps & Discussion
Item 22 – 2022 Customer Rates & Budget Overview

**Background**

- November 8th: PG&E filed a November update for its 2022 Power Charge Indifference Adjustment (PCIA) and Generation Rates
- November 10th: VCE Board adopted cost-based rate policy and deferred consideration of an expanded customer rate structure
  - The cost-based rate setting approach is designed to meet VCE’s annual expenditures and build long-term fiscal stability through the establishment and maintenance of reserves.
- November 18th & January 20, 2022: CAC Recommended Rates and Implementing Procedure
- According to the CPUC proposed decision filed January 24, 2022.
  - 2022 PCIA set to decrease 57%
  - 2022 PG&E’s average generation rates set to increase by 33%
  - All rate changes are inclusive of PG&E December actuals
### CPUC Amended Proceeding Schedule (PG&E 2022 Rates):

<table>
<thead>
<tr>
<th>EVENT</th>
<th>ORIGINAL SCHEDULE</th>
<th>NEW SCHEDULE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Matter Submitted</td>
<td>Friday, January 7, 2022</td>
<td>no change</td>
</tr>
<tr>
<td>PD mailed</td>
<td>Friday, January 14, 2022</td>
<td>Monday, January 24, 2022</td>
</tr>
<tr>
<td>Comments Due</td>
<td>Thursday, January 20, 2022</td>
<td>Monday, January 31, 2022</td>
</tr>
<tr>
<td>Reply Comments Due</td>
<td>N/A</td>
<td>Thursday, February 3, 2022</td>
</tr>
<tr>
<td>Commission Meeting</td>
<td>Thursday, January 27, 2022</td>
<td>Thursday, February 10, 2022</td>
</tr>
</tbody>
</table>

Note: At this time, the CPUC updates schedule is not forecasted to cause a delay in the March 1, 2022, implementation of Power Charge Indifference Adjustment (PCIA) and Generation Rates.
2022 Customer Rate & Budget Scenarios

Using the information from CPUC proposed decision on January 24, 2022, staff conducted a financial analysis that included three rate scenarios:

1. Base Case: no modifications; all revenues directed to reserves.
2. Low Income/At-Risk* Credit: 2.5% rate credit for CARE/FERA customers; all other revenues directed to reserves.
3. Low Income/At-Risk* + Credit: 3.5% rate credit for CARE/FERA customers plus 1% rate credit for other customers; all other revenues directed to reserves.

• Each scenario holds the PCIA reduction at the December filing level (57% reduction) and PG&E Rates increase 33% for 12 months ending March 1, 2023.
# Updated Customer Rate & Budget Scenarios - Staff’s prelim recommendation – Scenario 2

<table>
<thead>
<tr>
<th>Scenario 1</th>
<th>Actuals</th>
<th>Oct. 31 (4 MO) + Forecast (2)</th>
<th>Budget Scenarios</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenue</td>
<td>51,035</td>
<td>55,249</td>
<td>54,657</td>
</tr>
<tr>
<td>Power Cost</td>
<td>38,540</td>
<td>41,538</td>
<td>54,234</td>
</tr>
<tr>
<td>Other Expenses</td>
<td>3,850</td>
<td>4,346</td>
<td>4,267</td>
</tr>
<tr>
<td>Net Income</td>
<td>8,646</td>
<td>9,365</td>
<td>(3,844)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Scenario 2</th>
<th>Actuals</th>
<th>Oct. 31 (4 MO) + Forecast (2)</th>
<th>Budget Scenarios</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenue</td>
<td>51,035</td>
<td>55,249</td>
<td>54,657</td>
</tr>
<tr>
<td>Power Cost</td>
<td>38,540</td>
<td>41,538</td>
<td>54,234</td>
</tr>
<tr>
<td>Other Expenses</td>
<td>3,850</td>
<td>4,346</td>
<td>4,267</td>
</tr>
<tr>
<td>Net Income</td>
<td>8,646</td>
<td>9,365</td>
<td>(3,844)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Scenario 3</th>
<th>Actuals</th>
<th>Oct. 31 (4 MO) + Forecast (2)</th>
<th>Budget Scenarios</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenue</td>
<td>51,035</td>
<td>55,249</td>
<td>54,657</td>
</tr>
<tr>
<td>Power Cost</td>
<td>38,540</td>
<td>41,538</td>
<td>54,234</td>
</tr>
<tr>
<td>Other Expenses</td>
<td>3,850</td>
<td>4,346</td>
<td>4,267</td>
</tr>
<tr>
<td>Net Income</td>
<td>8,646</td>
<td>9,365</td>
<td>(3,844)</td>
</tr>
</tbody>
</table>

* Revenues are highly subject to PG&E filings that impact generation rates and PCIA. Power costs are based of current forward market pricing that impact PPA values (cost reductions) and unhedged load costs.
Updated Financial Forecast and Reserves Target

Staff is seeking feedback on VCE setting rates for 2022 at a level that will fully fund the 2022 budget and build back reserves that have been used over the past 18 months to stabilize customer rates

• Staff’ preliminary recommendation that VCE establish a minimum target of 80-90 days cash reserve by the end of 2022 which would provide two key benefits:
  (1) increased financial stability while taking a significant step toward establishing an investment grade credit rating
  (2) preparing for future PCIA and power market volatility
Updated CAC Recommendation – Jan 20th
(Consistent with preliminary staff recommendation)

1. Adopt customer rates for 2022 to match PG&E 2022 generation rates for all customer classes to cover VCE’s FY 2022 budget expenditures and to achieve between 80-90 days cash reserves by the end of 2022;

2. Provide a 2.5% rate credit for CARE and FERA customers in 2022;

3. Conduct a mid-year rates review in Q2 2022 to assess rates forecast and determine the feasibility of:
   a) allocating additional funds for 2022 clean energy content procurement
   b) allocating additional funds to program implementation
   c) providing additional rate credits for all customer classes during peak summer months in 2022.
Next Steps

• Final Staff review of budget based on proposed decision
• February 2022 – Board consideration of VCE 2022 rates
• February 2022 – Board consideration of VCE 2022 Budget
• Q2 2022 Mid-year rates and budget review

Discussion