Valley Clean Energy Board Meeting – February 11, 2021 via Webinar

Item 13 – 2021 VCE Outreach and Marketing Plan
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• Complementary to Strategic Plan
• Guides Marketing Team’s day-to-day work and decision-making
• Internal document; duration January-December 2021 (some items already underway)
• Bridges the gap between Staff Work Plan (on Monday.com) and VCE’s Strategic Plan
• Plan has gone through several rounds of edits after staff and CAC feedback
• Updated annually
Goals:

- Goal 1: Increase Customer Satisfaction and Retention
- Goal 2: Establish VCE as a Trusted Community Resource
- Goal 3: Support VCE’s Programs Plan and Decarbonization Roadmap
Incorporated OTG and CAC feedback:

• Changed emphasis to reflect a learning mindset re: needs and wants of customers and member communities

• Included more context, e.g. social media platforms, Spanish-speaking customers, etc.

• Fine-tuned tactics, including driving website traffic, distinguishing between customer retention and raising participation rate, honing newsletter to increase brand recognition, etc.

• Adjusted timing of some goals(metrics) to be more realistic
Item 13 – 2021 VCE Outreach and Marketing Plan
## 2021 Strategic Marketing Plan

**Goal 1: Establish VCE as a Trusted Community Resource**

<table>
<thead>
<tr>
<th>Name</th>
<th>Subitems</th>
<th>Strategic Plan Objective</th>
<th>Status</th>
<th>Metrics</th>
<th>Goal details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revamp Website</td>
<td>Add educational material, Make it accessible to all customers, Website improvements 2021, NEM page edits</td>
<td>Objective 3.4: Build awareness and trust of the VCE brand through direct engagement with customers, communities and organizations in VCE’s service territory.</td>
<td>Working on it</td>
<td>Increase website hits by 25% in 2021</td>
<td></td>
</tr>
<tr>
<td>Subitems</td>
<td>Name</td>
<td>Owner</td>
<td>In progress</td>
<td>In progress</td>
<td></td>
</tr>
</tbody>
</table>
<pre><code>                                                                                                  | Add educational material                                                        | Rebecca Boyles, Tessa Tobar | Done                                        |                                                                              |
                                                                                                  | Make it accessible to all customers                                            | Rebecca Boyles           |                                              |                                                                              |
                                                                                                  | Website improvements 2021                                                      |                          |                                              |                                                                              |
</code></pre>
<p>| Demonstrate partnerships with allies that are trusted by the community | Name                                                                     | Owner                                                                                   | Done                    |                                              |                                                                              |
| Green Ideals Outreach Plan 2020, Donations to community-based orgs, Build relationships on social media | Rebecca Boyles           |                                              |                                                                              |
| Subitems                                  | Name                                                                     | Owner                                                                                   | In progress             |                                              |                                                                              |
| Green Ideals Outreach Plan 2020                                               | Rebecca Boyles           |                                              |                                                                              |
| Donations to community-based orgs                                              |                          |                                              |                                                                              |
| Build relationships on social media                                           |                          |                                              |                                                                              |
| Demonstrate thought leadership within the industry | Name                                                                     | Owner                                                                                   | In progress             |                                              |                                                                              |
| Guest posts (1/quarter), Board and CAC pieces (1/quarter), Leadership within CaCCA committees, Host webinars (1 in 2021, 2 in 2022) | Rebecca Boyles           |                                              |                                                                              |
| Subitems                                  | Name                                                                     | Owner                                                                                   | In progress             |                                              |                                                                              |
| Guest posts (1/quarter)                                                        | Rebecca Boyles           |                                              |                                                                              |
| Board and CAC pieces (1/quarter)                                              |                          |                                              |                                                                              |
| Leadership within CaCCA committees                                            |                          |                                              |                                                                              |
| Host webinars (1 in 2021, 2 in 2022)                                         |                          |                                              |                                                                              |
| Ag Customers (through Farm Bureau or farming assists), Business customers (Chambers of Commerce, industry orgs) Customers active | Rebecca Boyles           |                                              |                                                                              |
| Events and presentations (1/quarter)       |                                                                          |                                                                                        |                         |                                              |                                                                              |</p>
Staff Recommendation:

• Adopt the 2021 VCE Outreach and Marketing Plan
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Item 14 – California Community Power JPA
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Background & Highlights

• Proposed Joint Powers Authority (JPA) Agreement creates a new public agency called California Community Power (CC Power).

• Creates a cost-effective, risk-minimized, CCA-controlled structure to develop/acquire resources that exceed the needs of a single CCA.

• This JPA stems from last year’s joint CCAs long duration storage Request for Information (RFI).

• Currently 9 other CCAs participating¹

1) SVCE, 3CE, MCE, EBCE, PCE, SCP, SFCleanPower (pending), San Jose Clean Energy, RCEA
Background & Highlights

- A JPA structure composed of CCAs including an enabling agreement with “opt-in” project participation.
- Projects will target stand-alone storage and renewable resources that exceed individual CCA demand.
  - Long Duration Energy Storage (LDES) is the first anticipated project.
- JPA to be finalized early 2021.
Business Need for CC Power

• Economies of scale
  • Opportunity to participate in large projects that VCE otherwise would not be able to.

• Enhanced negotiating power.

• Shared risk – execution, development and performance.
  • Joint procurement de-risks technology and financial risks.

• Potential for shared financing.

• Strategic value for participation.

1) Staff presented this opportunity to the CAC in January and for many of the above reasons, the CAC unanimously supported membership in CC Power.
Key Terms of Agreement

• CC Power members not responsible for debts, liabilities and obligations of CC Power, only assumes obligations under the approved projects that a member voluntarily joins.
• VCE Board must approve and project agreements VCE joins.
• Administrative costs equally shared by members.
• Member’s CEO/GM (or designee) comprise the CC Power Board.
• A member can withdraw from CC Power at any time.
Financial Commitment

• VCE’s estimated annual fixed cost would be approximately $10,000-$20,000\(^1\).

• Initial set-up of CC Power: VCE’s estimated portion would be $12,000.

Recommendation

• Staff recommends that the Board approves the Interim General Manager executing the California Community Power Agency Joint Powers Agreement.

1) Final values will depend on the number of CCAs that participate
Item 15 – Update on Time-of-Use (TOU) Rates Transition
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Item 15 – Update on Time-of-Use Rates Transition

Background:

• Statewide rates transition: IOUs and CCAs
• Purpose: send price signals to “flatten the duck curve”
• Some areas already transitioned: Sacramento, San Diego
• 2 TOU Pilots in PG&E territory
  • Data indicated minimal bill/customer impacts; noticeable load shift and curtailment
• Customers receive 90- and 30-day notifications
  • ME+O beyond notifications has been considerable
• Bill Protection provided by IOUs
  • VCE is evaluating
Schedule for VCE:

• VCE Residential customers (non-Solar NEM): February 2022
• VCE Residential customers (Solar NEM): in the month of their PG&E true-up, between April 2021-March 2022
• VCE Non-residential customers: March 2021; or
• Highly impacted agricultural customers: November 2021 or March 2022 (pending CPUC decision); or
• VCE Non-residential customers with more than one account: December 2021
Check the hour before using power

On Time-of-Use rate plans, shift some electricity usage to times when costs are less and demand is lower. On this rate plan, 5 to 8 p.m. are higher-priced (peak) times. All other times are lower-priced (off-peak).