



yvonnehunterphotography.com

VCE Community Advisory Committee Meeting – January 23, 2025

Item 6 – VCE Strategic Plan Update & Task Group Formation



Public Comments

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 6 - VCE Strategic Plan Update: Overview

Overview

Introduce VCE's Strategic Plan Major Update draft schedule and request the formation of a Strategic Plan Task Group.

This presentation will provide:

- Strategic Plan (Recap)
- Strategic Plan Guidelines & Major Update
- Recommendation & Discussion

Item 6 – VCE Strategic Plan Update: Background

FINANCIAL STRENGTH



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

PROCUREMENT & POWER SUPPLY



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

CUSTOMERS & COMMUNITY



Goal: Prioritize VCE's community benefits and increase customer satisfaction and retention.

DECARBONIZATION & GRID INNOVATION



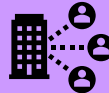
Goal: Promote and deploy local decarbonization and grid innovation programs to improve grid stability, reliability, community energy resilience, and safety.

STATEWIDE ISSUES: REGULATORY & LEGISLATIVE AFFAIRS



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

ORGANIZATION, WORKPLACE & TECHNOLOGY



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

Item 6 – VCE Strategic Plan Update: Guidelines

Strategic Plan Guidelines

Initial strategic plan “Rolling” update in 2023 (completed)

- One-year extension in 2024
- Maintain a three-year outlook starting in 2023.

Strategic Plan Schedule for Regular Updates (Major and Minor) beginning in 2025

- Major updates every four years that do not align with Integrated Resource Plan (IRP) updates
- Minor Updates by Staff every other intervening year

Extension of 2021-2023 Plan			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
	IRP WORK		IRP WORK		IRP WORK		IRP WORK		IRP WORK	

The Strategic Plan incorporates the following schedule for status reporting:

- Quarterly Report to VCE Management – Staff reports quarterly to the Executive Officer on the status of goals, objectives and metrics under their responsibility.
- Annual Report to Board and CAC - Staff reports annually to the Board and CAC on the status of goals, objectives and metrics, and recommends any mitigations or amendments as may be necessary for Board approval.

Item 6 – VCE Strategic Plan Update: Major Update

Key Objectives of Strategic Plan Major Updates

Major Update – The purpose is a more detailed review/update of the Strategic Plan, including a review of VCE’s Vision/Mission and existing goals and objectives. Major Plan updates may include more comprehensive reviews incorporating workshops at various levels of the organization, including community stakeholder engagement. The baseline activities would incorporate those enumerated in the Minor Update.

Key activities in a Major Update include:

- Identify changes in the overall CCA environment (economics, policy, technology, etc.) and describe their relevance for VCE
- Review key organizational fundamentals (Mission, Vision, and Strategic Plan Goals)
- Long-term adjustments based on strategic and customer requirements

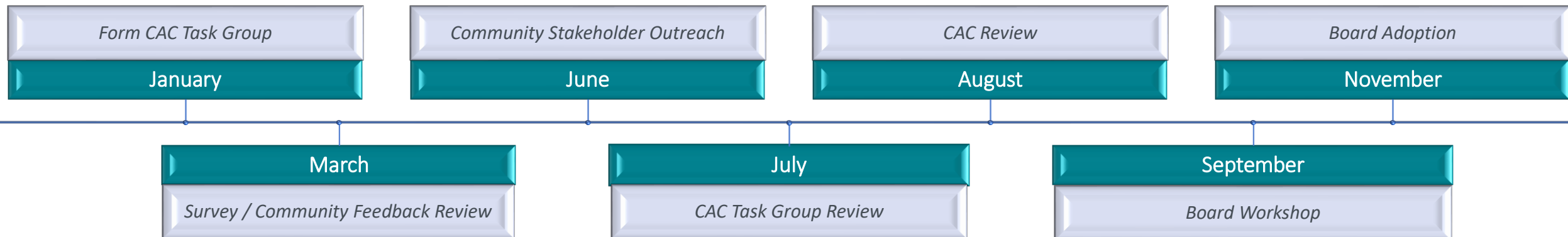
Item 6 – VCE Strategic Plan Update: Process and Timeline

Proposed Plan Development Process and Timeline

The Major Plan update is organized into four components that will occur over the course of 2025.

- Q1 – Review of existing Plan and development of Initial Draft Plan Update
- Q2 – Gather community and stakeholder feedback on Draft Plan Update
- Q3 – Develop Draft Plan Update; present Draft Plan Update to Board
- Q4 – Develop final Draft Plan Update; present to Board for adoption

Timeline: 2025 Strategic Plan Major Update



Item 6 – VCE Strategic Plan Update: Summary / Recommendation

Summary / Recommendation

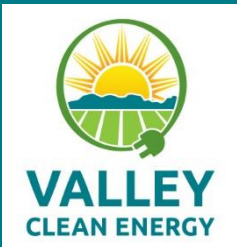
The proposed Major Plan Update process is consistent with the Board's adopted Strategic Plan Guidelines. Staff is recommending the CAC form a Strategic Plan Task Group to provide feedback related to the development of a Major Plan Update.



yvonnehunterphotography.com

VCE Community Advisory Committee Meeting – January 23, 2025

Item 8 – 2024 Year in Review: Customer Care and Marketing



Public Comments

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.

2024 Year in Review: Impact



Cleaner Energy. Lower Rates.
Lower Rates, New Tagline



New Programs Launched



A Growing Team

Community Impact		
 378 MW	 \$2 M	 \$7 M
Increased clean energy capacity since 2018	VCE customer savings since 2018	Dollars allocated to community reinvestment programs



Projected to increase to **\$9M** savings by the end of 2025

2024 Year in Review:
Marketing & Outreach

Photo: YvonneHunterPhotography.com



Item 8 – 2024 Year in Review: Customer Care and Marketing

Outreach: Meeting Our Customers Where They Are



Photos:
YvonneHunterPhotography.com



Events: 9 events; 40,000+ people reached (including media, in-person)



Media: 4 press releases, 7 press placements, 1 media event, 200 + media contacts



Customer inquiries: rapid, tailored responses with emphasis on authenticity and engagement

2024 Year in Review: Customer Care

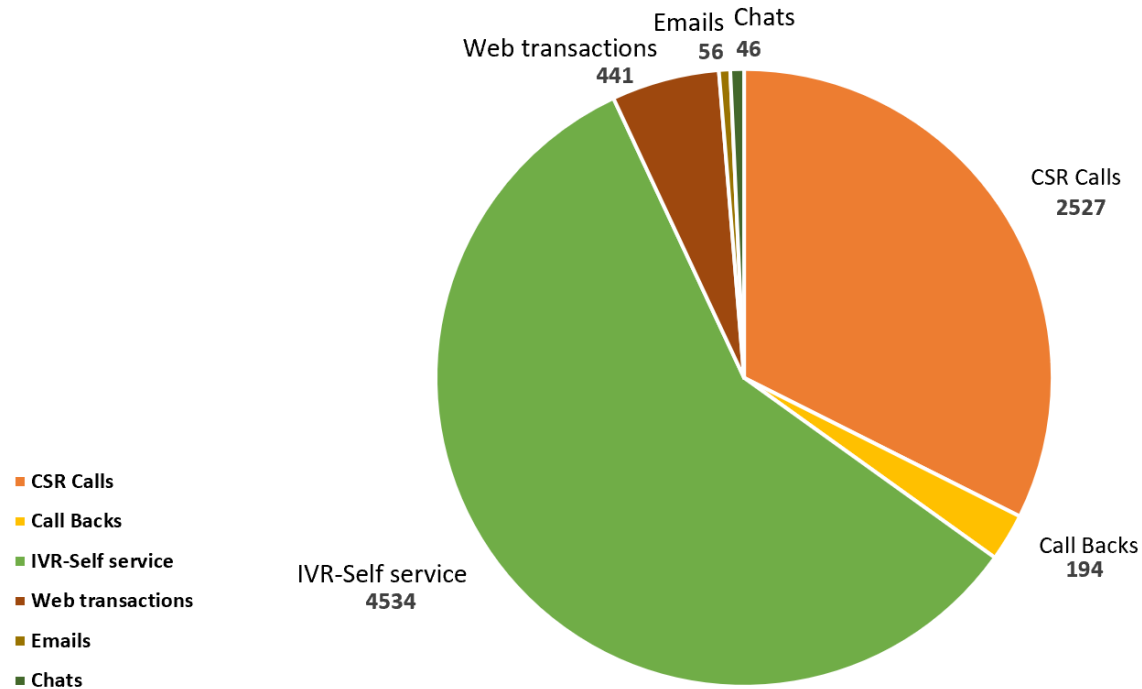
Photo: YvonneHunterPhotography.com



Customer Service Representative (CSR) Interactions

Total Contacts

01/01/2024-12/31/2024



CSR Calls	32%
Call Backs	2%
IVR-Self service	58%
Web transactions	6%
Emails	1%
Chats	1%

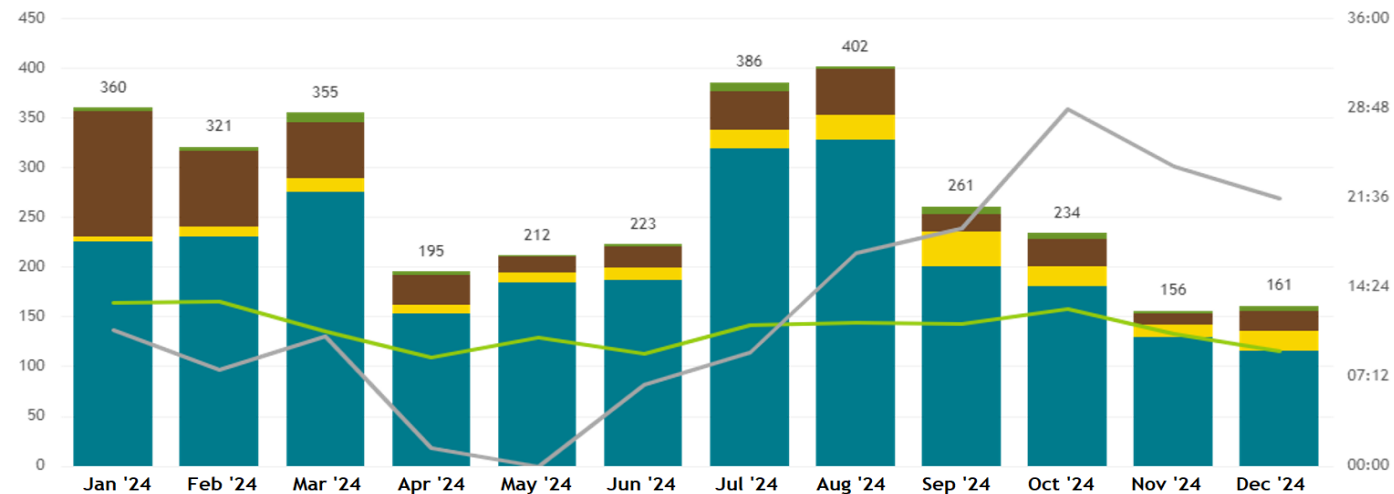
Item 8 – 2024 Year in Review: Customer Care and Marketing

Customer Service Representative (CSR) Interactions

YEARLY RECAP

Metrics (January 2024-December 2024)

Abandon Rate %	1.37%
Average Speed of Answer (Seconds)	0.34



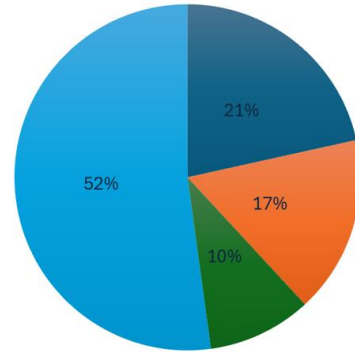
	Jan '24	Feb '24	Mar '24	Apr '24	May '24	Jun '24	Jul '24	Aug '24	Sep '24	Oct '24	Nov '24	Dec '24
■ Calls Answered	226	230	275	153	184	187	319	328	201	180	129	115
■ Call Backs	5	11	14	9	10	12	19	25	34	21	13	21
■ Emails Answered	126	76	56	30	17	21	39	46	18	27	11	19
■ Chat	3	4	10	3	1	3	9	3	8	6	3	6
— Call AHT (mm:ss)	13:11	13:13	10:50	8:44	10:22	9:01	11:24	11:36	11:28	12:37	10:38	9:17
— Chat AHT (mm:ss)	10:55	7:46	10:28	1:29	0:00	6:32	9:11	17:07	19:06	28:44:00	24:09:00	21:31



Item 8 – 2024 Year in Review: Customer Care and Marketing

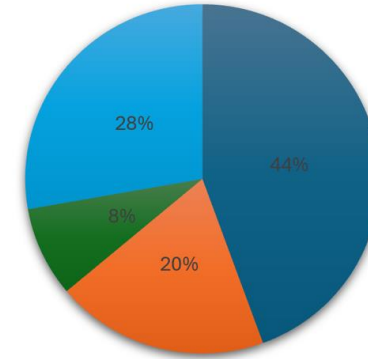
Opt-outs & Opt-ups, 2024

947 Opt Outs



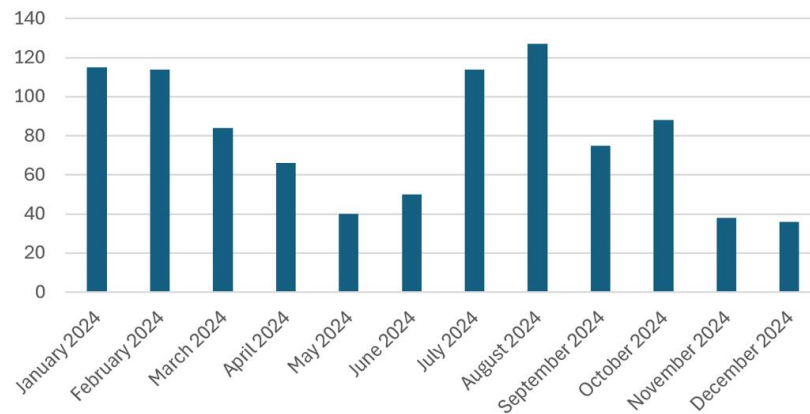
■ DAVIS INC ■ UNINC YOLO CO ■ WINTERS INC ■ WOODLAND INC

36 Opt Ups

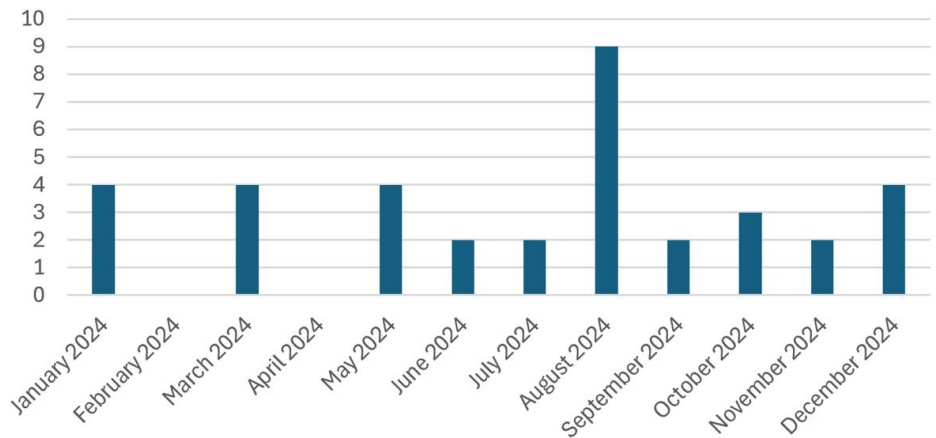


■ DAVIS INC ■ UNINC YOLO CO ■ WINTERS INC ■ WOODLAND INC

Monthly Opt Outs

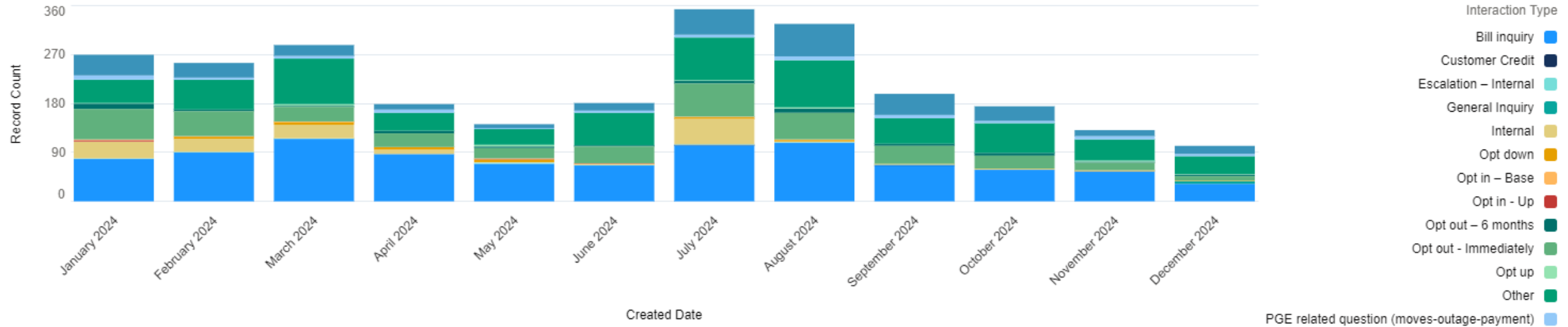


Monthly Opt Ups



Item 8 – 2024 Year in Review: Customer Care and Marketing

Monthly Interaction Type



Item 8 – 2024 Year in Review: Customer Care and Marketing

Website Analytics: Page Views & Engagement

Page title and screen class	↓ Views	Active users	Views per active user	Average engagement time per active user
Total	89,209 100% of total	22,339 100% of total	3.99 Avg 0%	1m 23s Avg 0%
1 (not set) VCE Home	32,286	824	39.18	11m 29s
2 Home - Valley Clean Energy	12,317	7,749	1.59	27s
3 Credits & Rebates - Valley Clean Energy	3,757	2,623	1.43	32s
4 2024 Almond Festival - Valley Clean Energy	2,293	1,912	1.20	11s
5 Residential - Valley Clean Energy	2,114	1,355	1.56	32s
6 Board Meetings and Agendas - Valley Clean Energy	1,357	512	2.65	1m 38s
7 Opt out - Valley Clean Energy	1,306	969	1.35	34s
8 A Flexible Irrigation Pilot Program for Agriculture - Valley Clean Energy	1,197	703	1.70	23s
9 Solar Customers / Net Energy Metering (NEM) - Valley Clean Energy	1,188	889	1.34	1m 35s
10 Staff - Valley Clean Energy	1,156	836	1.38	48s

Average Time Spent on Websites

Across Industries: 53 seconds
(VCE: 1 minute 23 seconds)

E-Commerce Pages:
31 seconds-1
minute 43 seconds

Blogs/Press
Releases: 2 minutes

2024 Year in Review: Programs

Photo: YvonneHunterPhotography.com



Item 8 – 2024 Year in Review: Customer Care and Marketing

Program Highlights



AgFIT - CONCLUDED

Electric Advisor - LAUNCHED



Hourly Flex Pricing - LAUNCHED



REACT - LAUNCHED



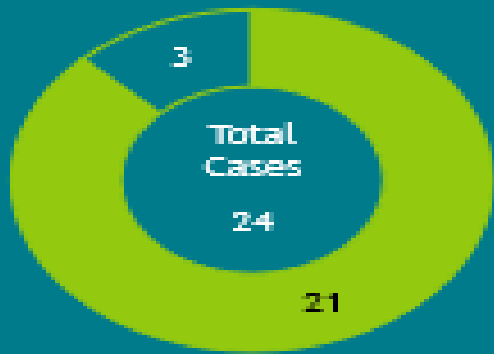
Continued



Item 8 – 2024 Year in Review: Customer Care and Marketing

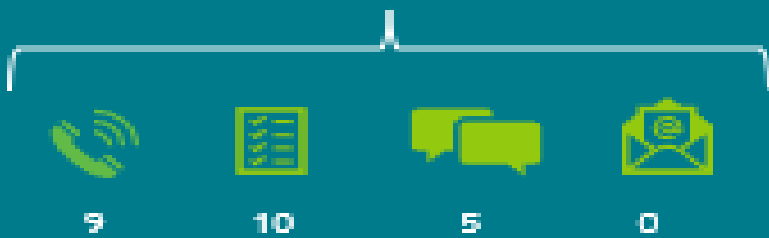
Program Spotlight: Electric Advisor

Cases

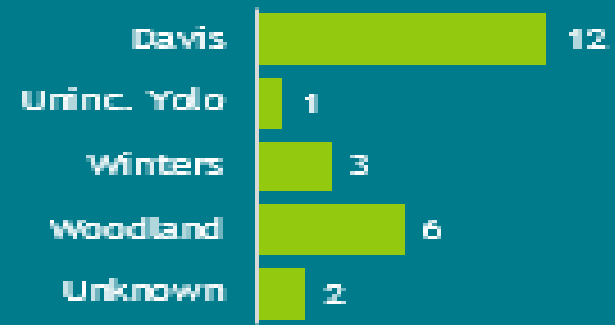


■ Closed ■ In Progress

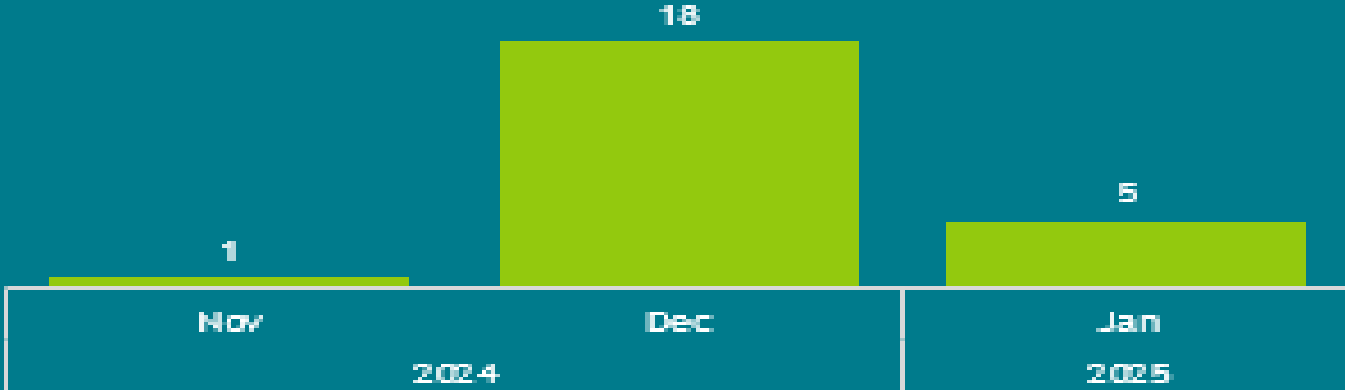
Channel of Initial Contact



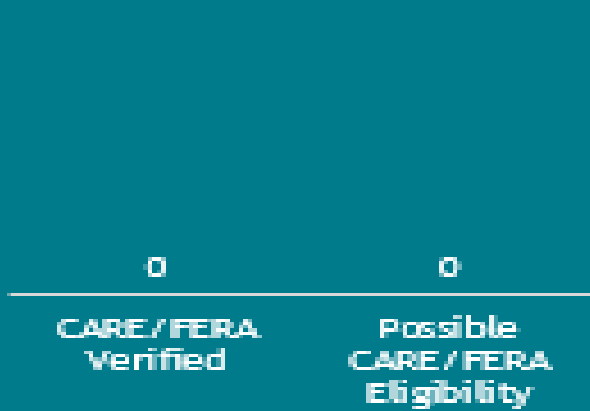
City



Monthly Volume



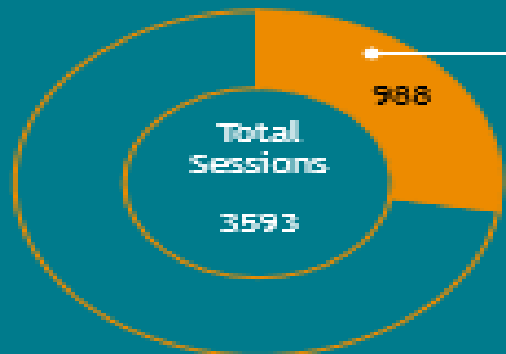
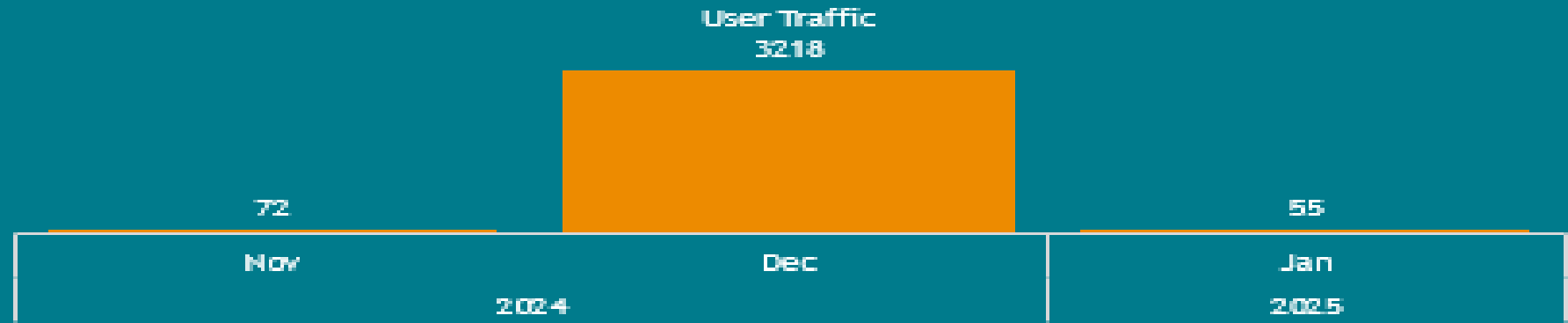
Low Income Identifier



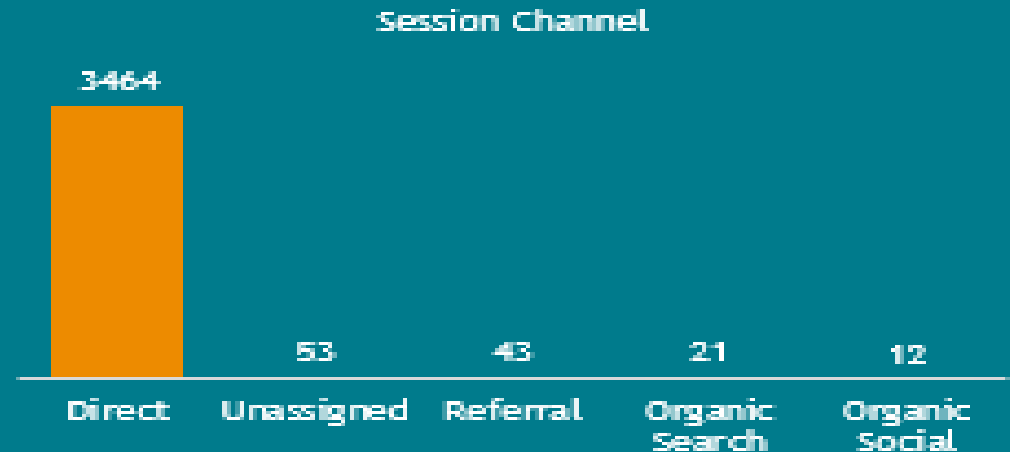
Item 8 – 2024 Year in Review: Customer Care and Marketing

Program Spotlight: Electric Advisor

Website User Analytics



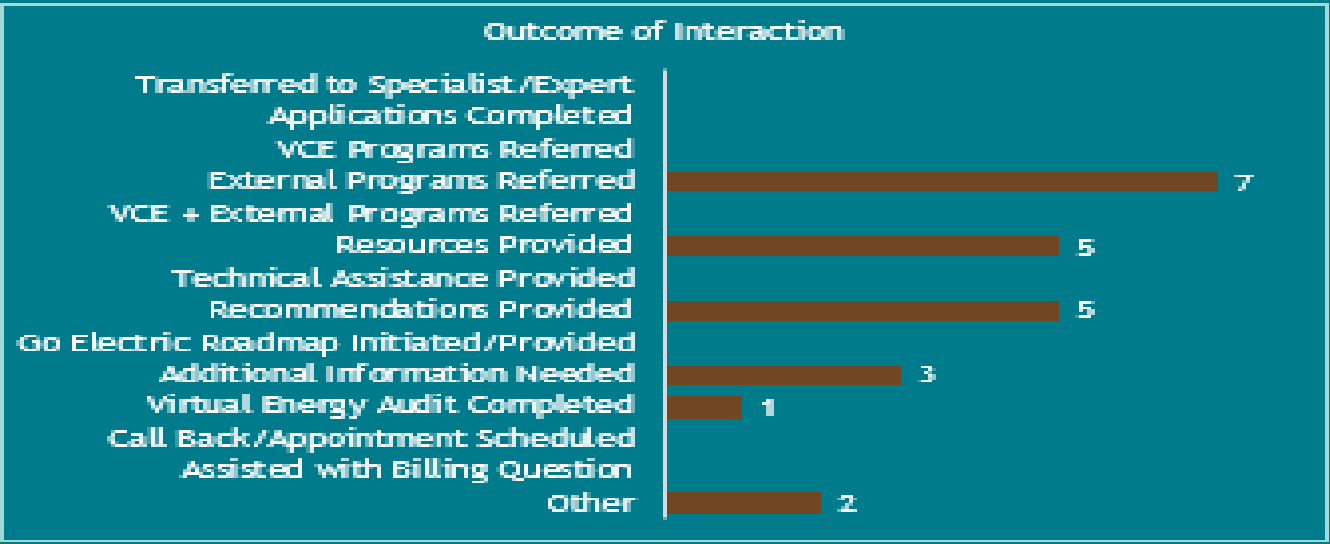
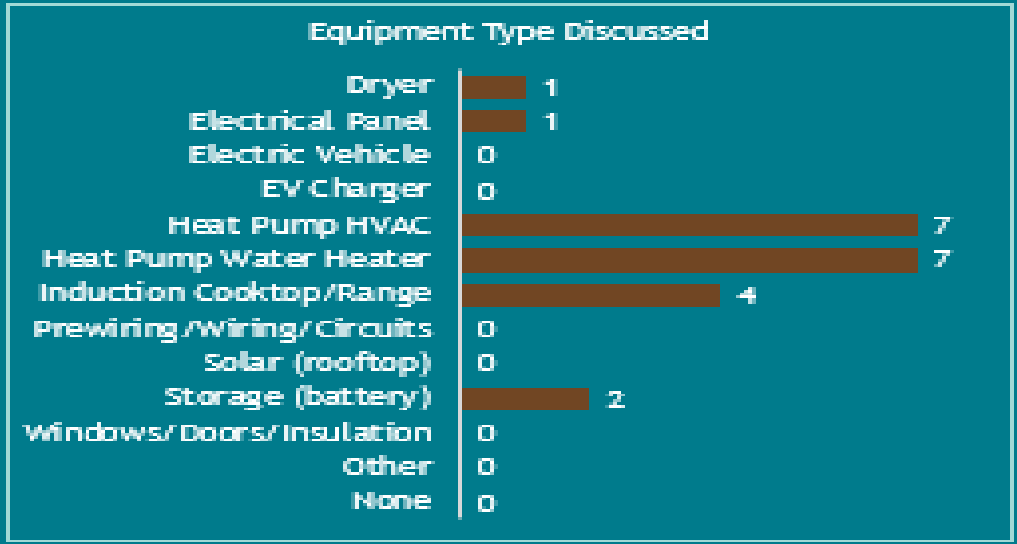
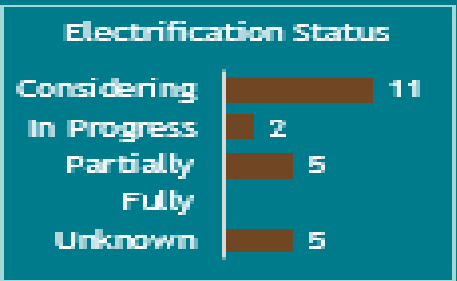
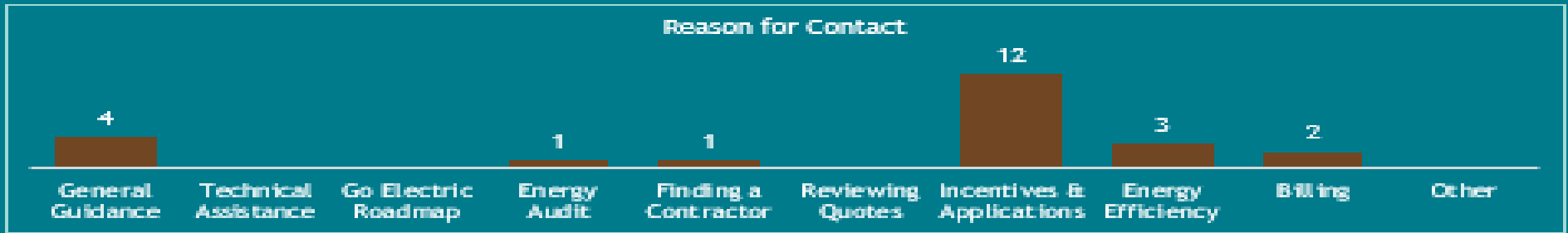
Engaged Sessions
The number of sessions that lasted longer than 10 seconds or had 2 or more screen or page views.



Item 8 – 2024 Year in Review: Customer Care and Marketing

Program Spotlight: Electric Advisor

Interactions



Item 8 – 2024 Year in Review: Customer Care and Marketing

Program Spotlight: Electric Advisor

Customer Satisfaction & Impact

