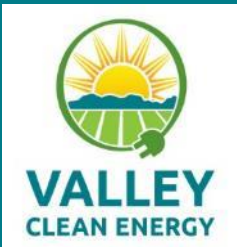yvonnehunterphotography.com

**VCE Community Advisory Committee Meeting – February 27, 2025**

**Item 8 – 2024 Year-End Review: Customer Care and Marketing**

1

# 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



**Lower Rates, New Tagline**



**New Programs Launched**



**A Growing Team**

### Community Impact

**378** MW — Increased clean energy capacity since 2018

**$2** M — VCE customer savings since 2018

**$7** M — Dollars allocated to community reinvestment programs

**Projected to increase to $8.25M savings by the end of 2025**

**2024 Year in Review:**
**Marketing & Outreach**



*Photo: YvonneHunterPhotography.com*

## 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


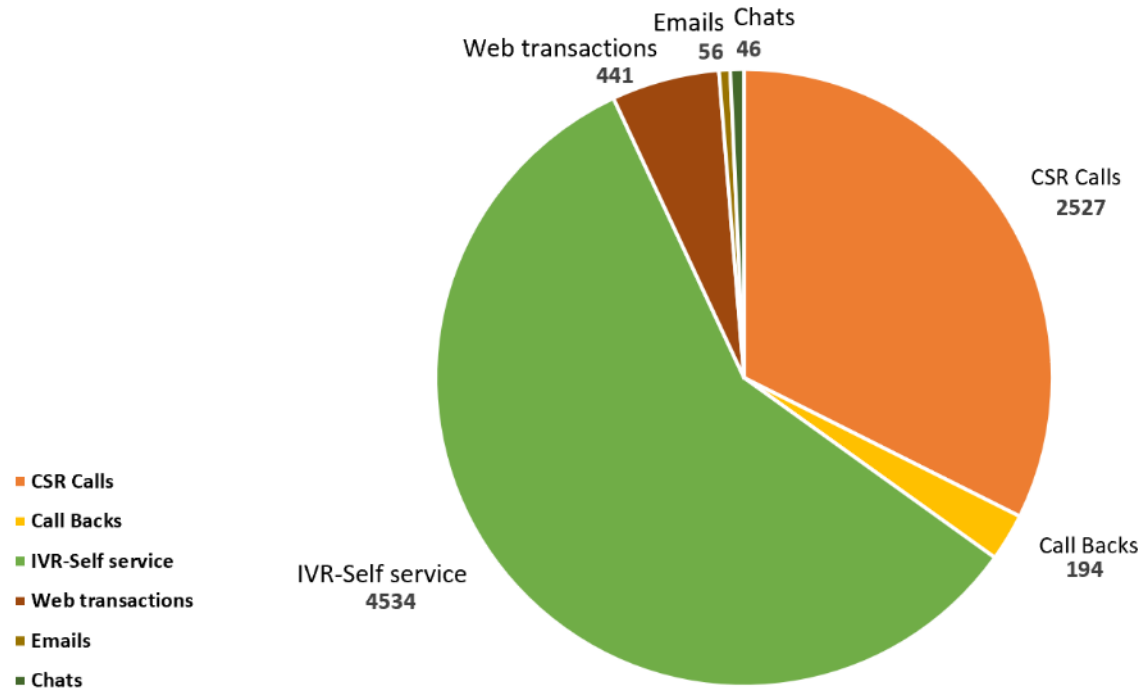
*Photo: YvonneHunterPhotography.com*

## Customer Service Representative (CSR) Interactions



**Total Contacts**

01/01/2024-12/31/2024

Emails 56
Chats 46
Web transactions 441
CSR Calls 2527
Call Backs 194
IVR-Self service 4534

Legend:
- CSR Calls
- Call Backs
- IVR-Self service
- Web transactions
- Emails
- Chats

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

## Customer Service Representative (CSR) Interactions

### YEARLY RECAP

| Metrics (January 2024-December 2024) | |
|---|---|
| Abandon Rate % | 1.37% |
| Avarage 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 |
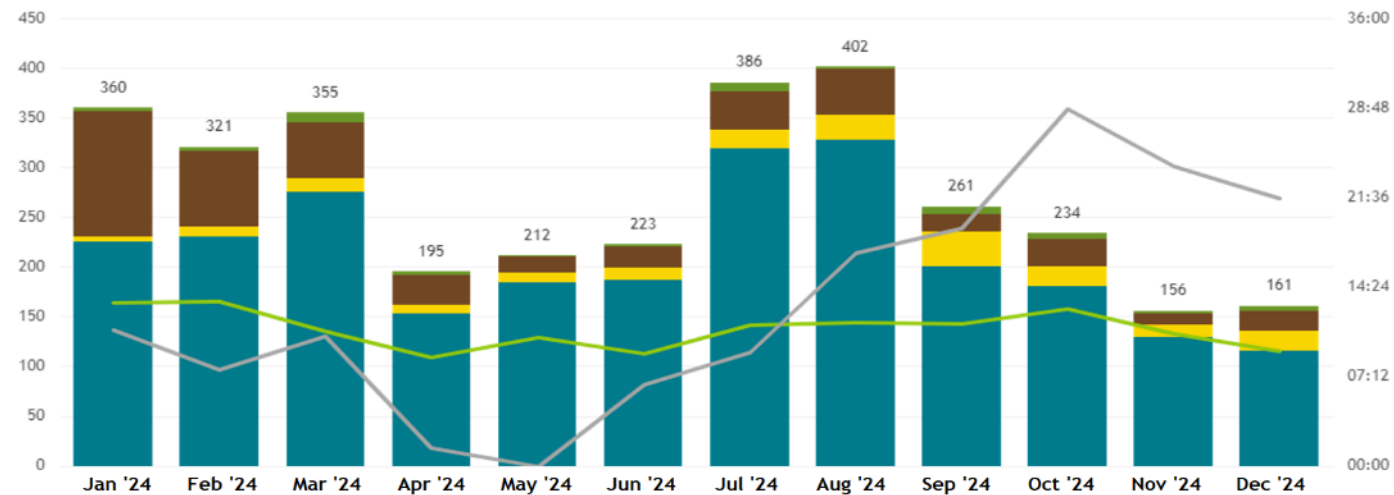
**VALLEY CLEAN ENERGY**

## Opt-outs & Opt-ups, 2024



**947 Opt Outs**
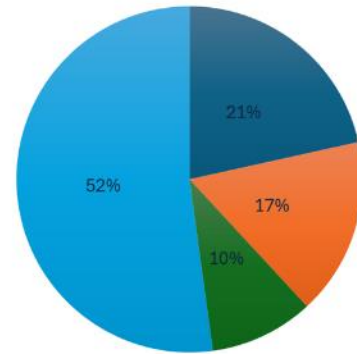
- 21% DAVIS INC
- 17% UNINC YOLO CO
- 10% WINTERS INC
- 52% WOODLAND INC

**36 Opt Ups**
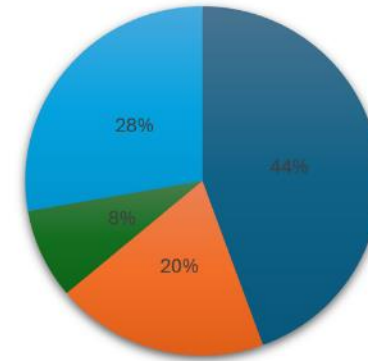
- 44% DAVIS INC
- 20% UNINC YOLO CO
- 8% WINTERS INC
- 28% WOODLAND INC

**Monthly Opt Outs**
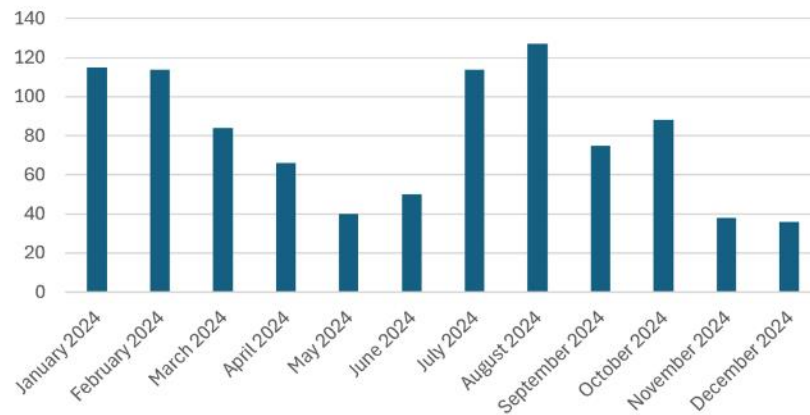
**Monthly Opt Ups**
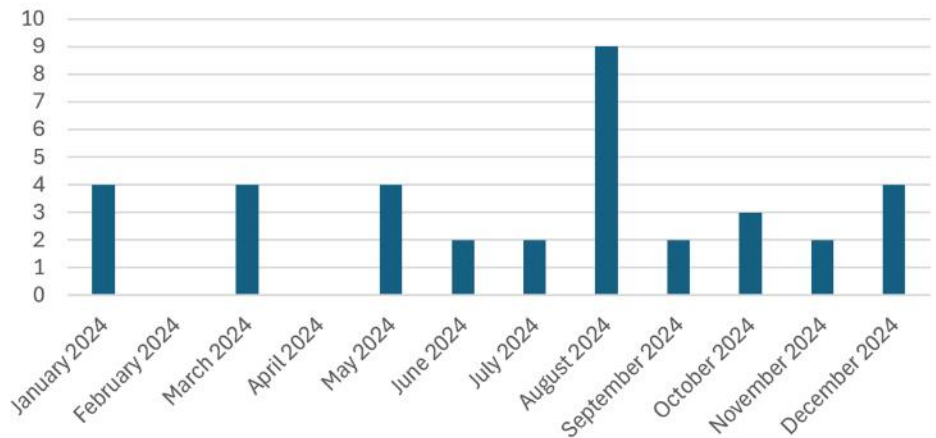
## Monthly Interaction Type
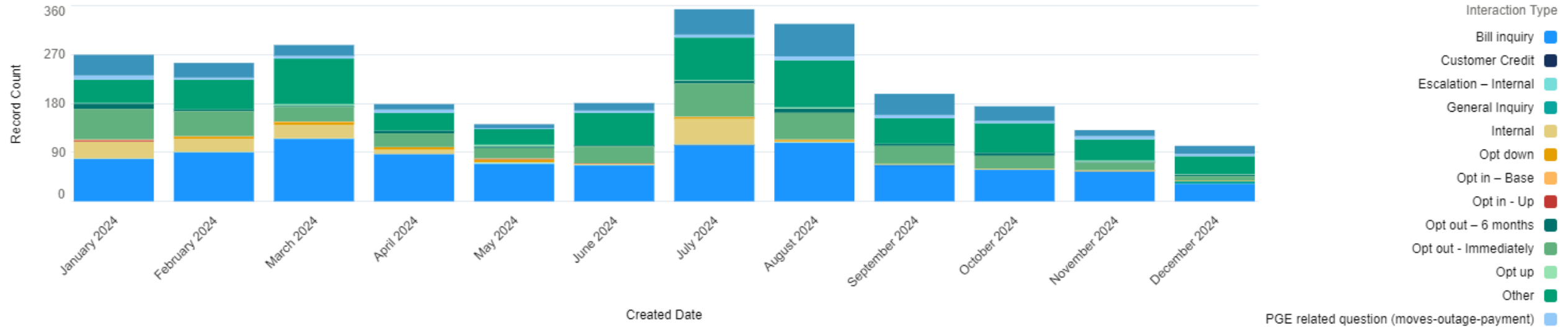
## Website Analytics: Page Views & Engagement

| Page title and screen class | ↓ Views | Active users | Views per active user | Average engagement time per active user |
|---|---|---|---|---|
| Total | **89,209**<br>100% of total | **22,339**<br>100% of total | **3.99**<br>Avg 0% | **1m 23s**<br>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

11

# 2024 Year in Review:
# Programs



Photo: YvonneHunterPhotography.com

## Program Highlights

**Electric Advisor - LAUNCHED**



**AgFIT - CONCLUDED**



**Hourly Flex Pricing - LAUNCHED**



**REACT - LAUNCHED**



**Continued**



*Ag and Solar photos:*
*YvonneHunterPhotography.com*

Program Spotlight: Electric Advisor

## Cases



Total Cases
24

3

21
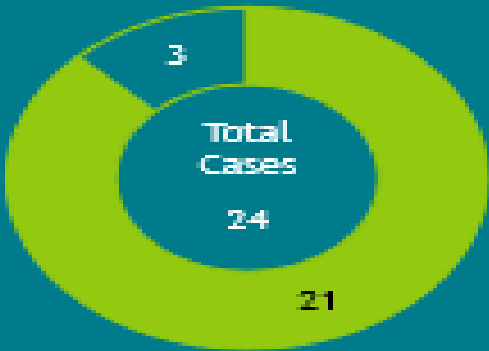
■ Closed  ☐ In Progress

Channel of Initial Contact

9   10   5   0

City

| Davis | 12 |
| Uninc. Yolo | 1 |
| Winters | 3 |
| Woodland | 6 |
| Unknown | 2 |
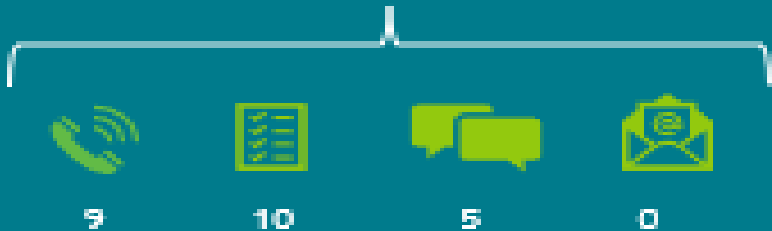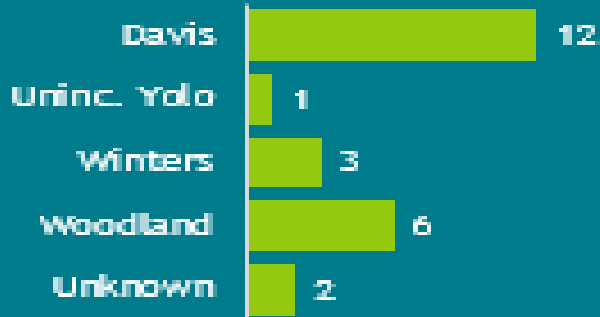
## Website User Analytics

Total Users
3345

Average Engagement Time (sec)
5

User Traffic
3218

72

55

Nov        Dec        Jan

2024                  2025

14
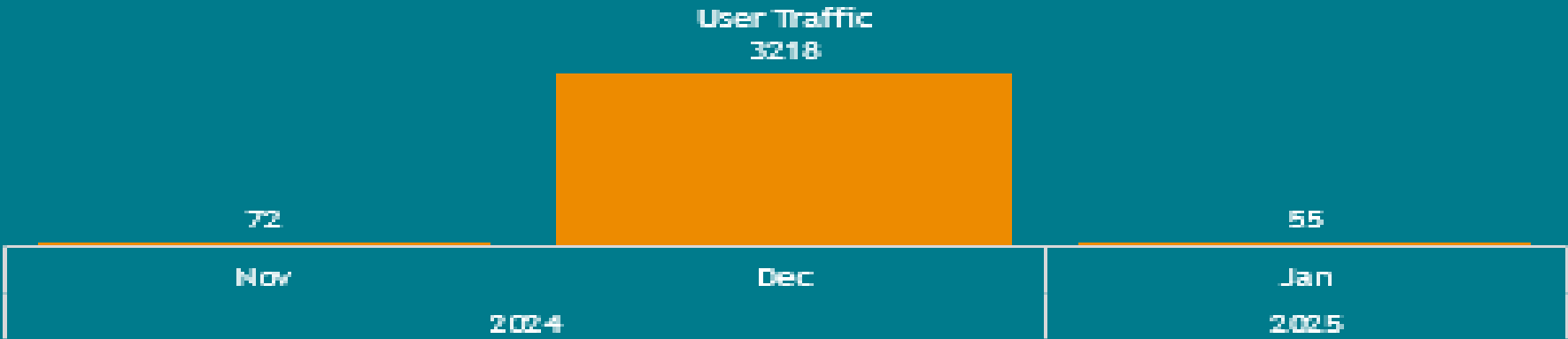
# Item 8 – 2024 Year-End Review: Customer Care and Marketing

## Program Spotlight: Electric Advisor

### Interactions

**Reason for Contact**

- General Guidance: 4
- Technical Assistance
- Go Electric Roadmap
- Energy Audit: 1
- Finding a Contractor: 1
- Reviewing Quotes
- Incentives & Applications: 12
- Energy Efficiency: 3
- Billing: 2
- Other

**Electrification Status**

- Considering: 11
- In Progress: 2
- Partially: 5
- Fully
- Unknown: 5

**Equipment Type Discussed**

- Dryer: 1
- Electrical Panel: 1
- Electric Vehicle: 0
- EV Charger: 0
- Heat Pump HVAC: 7
- Heat Pump Water Heater: 7
- Induction Cooktop/Range: 4
- Prewiring/Wiring/Circuits: 0
- Solar (rooftop): 0
- Storage (battery): 2
- Windows/Doors/Insulation: 0
- Other: 0
- None: 0

**Outcome of Interaction**

- Transferred to Specialist/Expert
- Applications Completed
- VCE Programs Referred
- External Programs Referred: 7
- VCE + External Programs Referred
- Resources Provided: 5
- Technical Assistance Provided
- Recommendations Provided: 5
- Go Electric Roadmap Initiated/Provided
- Additional Information Needed: 3
- Virtual Energy Audit Completed: 1
- Call Back/Appointment Scheduled
- Assisted with Billing Question
- Other: 2