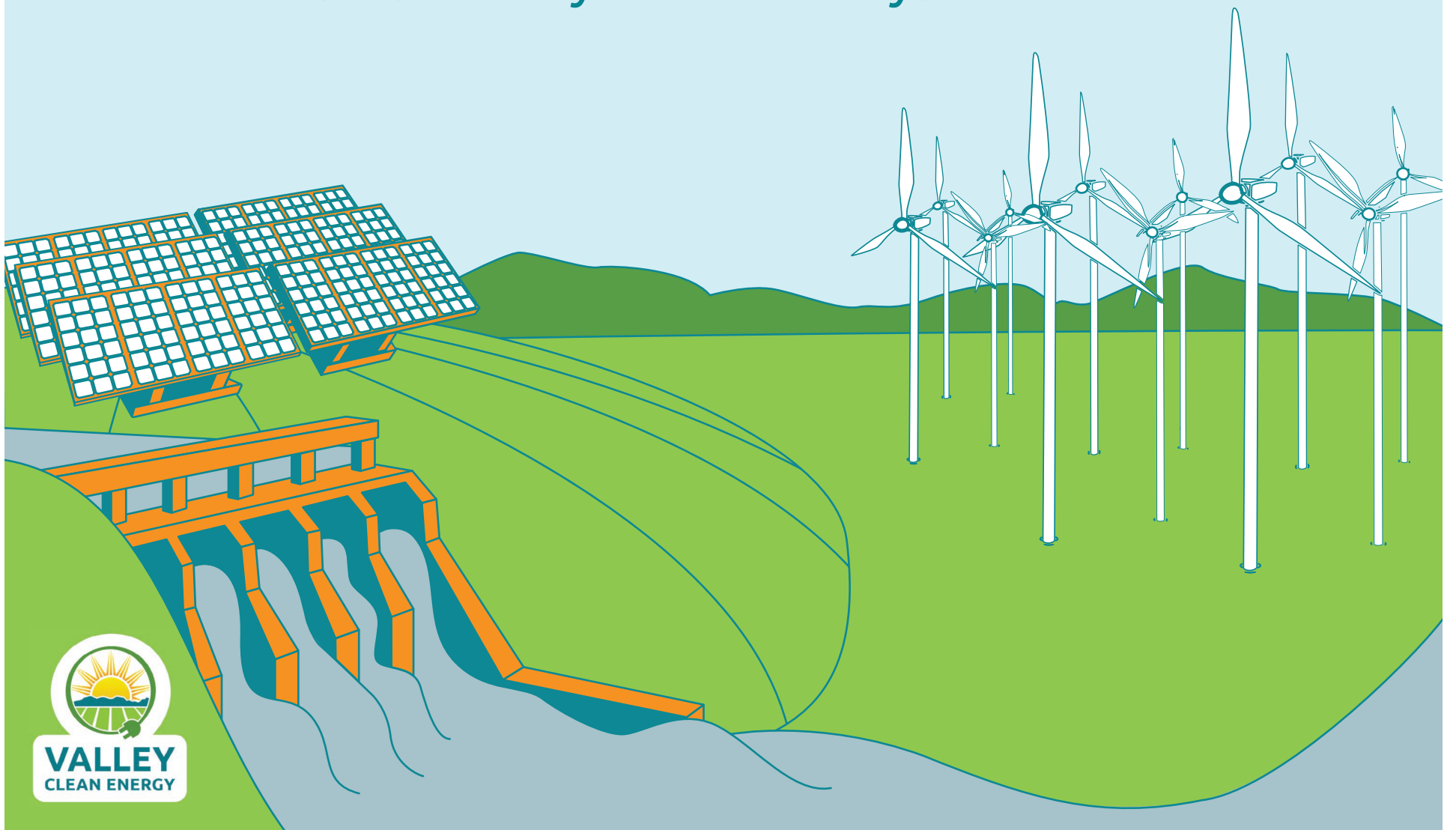


The Future of Clean Energy

Valley Clean Energy puts the power back into
the hands of community members like you!



Satisfied Customers



Johanna Abasto
*Former marketing manager,
Davis Food Co-op*

"Part of our mission is to be more sustainable.

We are always working toward that, for example, with low waste and educating our employees. **Going with reusable energy is completely aligned to this.** Another part of our mission is to support local vendors so we are aligned there as well."



Mele Echiburu
*Davis homeowner,
Spanish teacher at
Emerson Junior High*

"We believe that climate change is real.

Renewable energy is one way to cut back on greenhouse emissions. **We opted for 100% renewable energy because we wanted to make a difference.** Anything you do for the environment costs more, but in the end, it pays off. We are doing our part to help the environment."



Gil Walker
Woodland homeowner, retired

"I am a very satisfied customer of Valley Clean Energy. It's so hard to

find ways to do something about climate change as an individual. This is one of those ways. **I like that I am getting renewable energy at a reasonable cost.** It is my way of putting a 'dent' in climate change."

PHOTOS BY YVONNE HUNTER

A Sense of Community

A not-for-profit electricity company increases renewable energy

In some ways, the success of Valley Clean Energy can be measured in dollars. But for those who believe in VCE's vision, it's more about sense.

Building on a sense of community, and the common sense of a healthier future, Valley Clean Energy has emerged on a solid footing since it began serving Woodland, Davis and unincorporated Yolo County in the summer of 2018.

The hard evidence of that can be found in the checks VCE issued, paying back the three start-up loans of \$500,000 early to each of the three entities that helped launch the Community Choice Aggregation program.

Other numbers also indicated a running start for VCE. It exceeded its goals for percentage of renewables and percentage of carbon-free energy purchased for its customers. VCE outperformed PG&E in percentage of renewables, as well as the California state average, as estimated by the California Energy Commission.

"It is extraordinary that VCE was able to repay those loans to the cities and county with interest in less than 18 months while still exceeding its renewable energy goals," says Mark Aulman, VCE Community Advisory Committee member for the City of Woodland. "While there are many challenges ahead, we're working as hard as we can to meet them."

Numbers tell part of the story of that effort. However, Yvonne Hunter, VCE's Community Advisory Committee chair representing the City of Davis, also emphasizes that the concept of community choice is a powerful one.

"We are here to respond to the public," she says. "That's very different from an investor-owned public utility. We are out there at the farmers' markets, reaching out to customers. We live here. This is our home."

There has been expansion, with service to Winters starting in January 2021 and West Sacramento joining as an associate member to jointly study possible ownership of the local electricity system. Hunter, however, says territorial growth is not the only goal.

VCE is replicating the efforts of other CCAs, such as those in Sonoma and Placer counties, by contracting for renewable energy from solar fields in California that were built because of the CCAs' purchase agreement with the solar developer.

VCE is also looking to expand opportunities for local renewable energy production, energy storage, electric vehicle charging infrastructure, energy efficiency and building electrification.

"Education is important," Hunter says. "The more people are aware of the possibilities, the more able we are to do something about it."

Marsha Baird, VCE's Community Advisory Committee vice chair representing unincorporated Yolo County, says, "As a public not-for-profit electricity company, VCE does not have to pay shareholders. VCE is not in business to make money but to give the lowest possible rates to its customers and provide them with programs designed to meet their needs and to reduce demand for fossil fuels."

"We are out there at the farmers' markets, reaching out to customers. We live here. This is our home."

YVONNE HUNTER
Chair, VCE's Community Advisory Committee



Businesses Benefit

Yolo County agriculture industry sees perks in VCE's Services

BY MATT JOCKS

When you grab a handful of pistachios or slice a tomato for your sandwich, it may seem pretty low-tech. But it's the 21st century and the farm that brought those goods to you is not your parent's farm.

At Bullseye Farms in Woodland, practices like aerial imaging, integrated pest management and the latest irrigation technology are used to put food on area tables. While it still takes human toil, it also takes plenty of electricity.

According to Bullseye's sustainability and food safety manager Kristin Jacobs, the farm has found a comfortable fit with Valley Clean Energy.

"In my role, I feel confident that VCE is going to provide more renewable options than PG&E," Jacobs says. "They continue to search for more renewable sources, to increase the percentage of renewable energy."

Bullseye's operations emphasize soil regeneration, returning what could be seen as waste product, back into the process. VCE's emphasis on energy generation meshes easily with that approach.

"We want to use as much renewable energy as possible and we're fortunate to have found a like-minded provider," she says.

Electricity usage on a modern farm is extensive, from the operation and maintenance of equipment and

irrigation facilities to the office operations. The effects of a changing climate put an even higher priority on sustainability.

"We've been so lucky that Yolo County has a pretty stable water table," Jacobs says. "But we still have water usage issues to deal with."

In the wake of devastating fires in California in recent years, farms must also brace for the effects of the public safety power shutoffs.

"Summer harvest months equal wildfire season," Jacobs says. "Every minute the power is out at our walnut huller and dryer, money is wasted."

Aside from the increased percentage of renewables, Jacobs pointed to local control as a major benefit of switching to VCE. That control becomes more important in times of volatility.

"Since VCE is controlled by individuals who are aware of Yolo's agricultural operations, I hope that VCE directly reaches out to us to

ask us about what kinds of programs would benefit us or how we feel about their proposed programs," she says. "Each county's agricultural operations have different energy needs, since every county grows different crops that have different irrigation needs."

"We want to use as much renewable energy as possible and we're fortunate to have found a like-minded provider."

KRISTIN JACOBS
*Sustainability and food safety manager,
Bullseye Farms*



Why Local Control Matters

Responds to the community's needs

With locally elected officials from the cities of Davis, Woodland, Winters and Yolo County, VCE's board **intimately understands local energy needs and priorities**. This board is also accountable to voters, not shareholders.

Returns revenue to the community

The local VCE board **brings revenue directly to our region**, funding green energy projects and energy efficiency programs.

Steers local energy consumption toward green energy

VCE is focused on green energy: solar, wind and hydro. This will also keep VCE **ahead of local and state requirements for the reduction of carbon-based sources** that increase greenhouse gas levels.

Offers competitive rates

VCE matches PG&E rates while providing higher levels of renewable energy, local control, and reinvestment in the community.

VCE Choices Can Reflect Personal Values

VCE offers consumers a way to align their beliefs with their actions

BY MATT JOCKS

For Alex Kane, it was a matter of living the lessons he was teaching. As the director of The Capay Atelier, an academic nature school in Rumsey, Kane has been trying to impart to students the importance of living in harmony with the natural world. The personal energy Kane was using in running the school and spreading the knowledge was sparkling clean. The electricity he was using to light and cool his house? Not so much.

That changed when he discovered and signed up for UltraGreen, Valley Clean Energy's 100% renewable energy service. "Considering all of the global repercussions of using fossil fuels, it was really a struggle for us ethically," Kane says of the family's previous energy package.

At Capay Atelier, students not only learn traditional academic subjects, they also receive hands-on instruction about the world they live in. The campus is an organic farm lined by two creeks. Many of the students are well-versed in virtual reality; the school also immerses them in the reality of nature.

Whether they're using casts and molds of fossils or seeing first-hand the effects of the creeks' receding water on plant life,

the students get to see and feel the environment, in addition to reading and writing about it.

Aligning that mission with his own real-life electricity needs has made a difference for Kane.

"It was a wonderful sense of relief," he says.

It helped that it also didn't come with a large price tag, either in terms of dollars and cents or hassle.

"I was really impressed with how seamless the transition was," Kane says. "The cost wasn't much and it was just a little change on the billing."

In addition to the satisfaction of reducing his family's carbon footprint, Kane says there is a larger lesson.

He isn't sure whether some of his students may pursue a future in environmental activism, but adds, "it doesn't matter what they choose to do. I'd like to think we can affect how they look at the world."

Kane says that while people may be resistant to change, the effect of individuals opting for a more sustainable energy package will multiply.

"It all has to start somewhere," he says. "Every little step is a step in the right direction. And the cumulative effect of all of these things will lead to a bigger change."

"I was really impressed with how seamless the transition was."

ALEX KANE

Director, The Capay Atelier



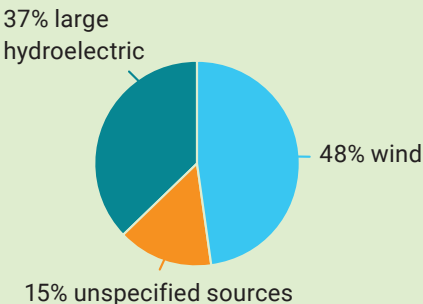
Alex Kane, director of The Capay Atelier, with his family
PHOTO BY YVONNE HUNTER



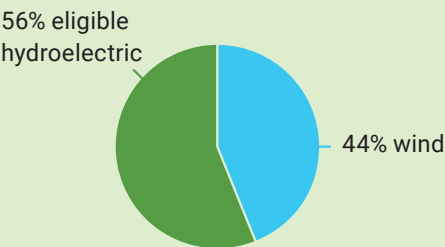
Green By the Numbers

VCE delivers **high levels of renewable energy**, mostly from California. Sources include solar, biomass, bio-waste, geo-thermal, hydroelectric and wind. Both VCE's Standard Green and UltraGreen options contain **no energy from coal, natural gas or nuclear power**.

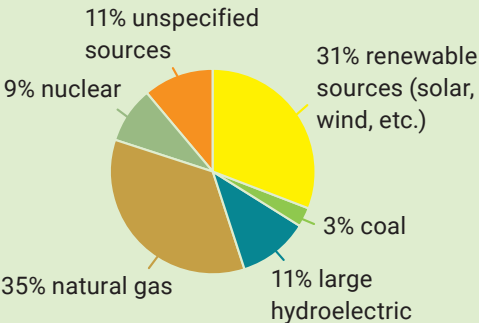
VCE Standard Green



VCE UltraGreen



California Power Mix





Third-generation vintners Ryan, Jody and Warren Bogle (l-r)
PHOTO COURTESY OF BOGLE VINEYARDS

Simply Sustainable

Bogle Vineyards gets its electricity from VCE — which fits its overall environmental profile as a Yolo County company

BY ALLEN PIERLEONI

“Sustainability” is a term that gets tossed around a lot in the worlds of wine and food. When it comes to California winegrowing and winemaking, just what does it mean?

It’s a multifaceted menu of best practices by growers and vintners that protect the environment and conserve resources. In a vineyard, it’s all about the stewardship of the land and water, and mindfulness of the ecosystem. It’s also about energy efficiency, being a thoughtful neighbor in the community, and creating a common culture among employees and management. Combined, they all contribute to the growth and harvest of premium grapes for premium wines.

Longevity and steady improvement are other components, ones that Jody Bogle knows well. She and brothers Ryan and Warren are the third generation to guide the 52-year-old Clarksburg-based Bogle Vineyards, founded on 20 acres by their grandfather, and the sixth generation of farmers.

Today, the winery is the nation’s 12th largest, producing 2.5 million cases yearly of at least 20 varietals from 1,900 acres in Clarksburg, as well as from fruit sourced from other certified-sustainable vineyards.

“We make a lot of wine, but we do so with small-winery tactics,” Jody Bogle says.

That’s partly reflected by two of the winery’s many honors — the 2018 California Green Medal for sustainable

winegrowing leadership, and being named Wine Enthusiast 2019 American Winery of the Year for “its role in advancing the quality, affordability and sustainability of California wines.”

Also, the winery is a member of the California Sustainable Winegrowing Alliance, and its vineyards are certified by the California Rules Sustainable Winegrowing program.

“We reclaim all the water we use in the winemaking process,” Bogle points out. “We built out the roof in a solar array, we have company-wide recycling programs and we practice energy conservation. Anything we can do to create more efficiency, we do.”

One way Bogle Vineyards’ management maintains its commitment to sustainable efforts is by relying on VCE’s renewable energy for powering its infrastructure. In this way, Bogle as a local business helps to reinvest in its own community.

How does all this interface with making quality wine?

“We grow our grapes sustainably because we feel it’s the right thing to do,” she says. “When you take those extra steps, it really reinforces the quality of the bud-to-grape-to-crush process.”

“We’re a sixth-generation farming family, and hope to be a seventh, eighth and ninth. In order to do that, all these pieces need to come together. We just hope what we do resonates with consumers.”

“Anything we can do to create more efficiency, we do.”

JODY BOGLE
Bogle Vineyards co-owner



Working Toward a Clean Energy Future

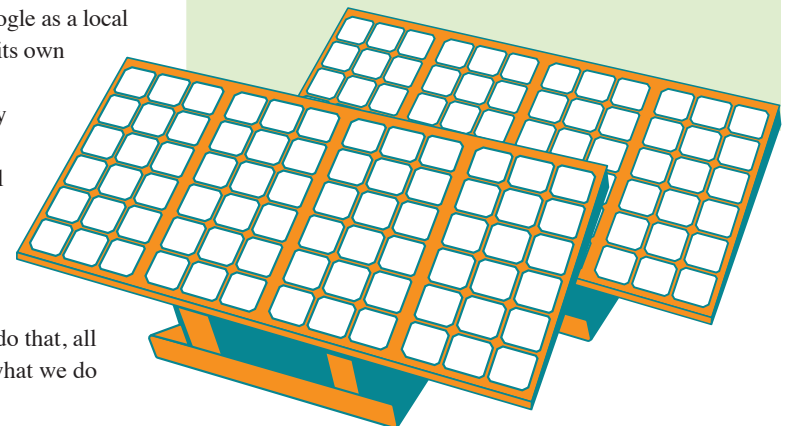
As a region, Yolo County is interested in new ways to access renewable energy and cut down on carbon emissions. VCE is furthering that effort by **helping to increase the number of publicly available, networked electric vehicle charging stations.**



In fact, VCE was awarded a \$2.9 million grant in 2018 — via a joint application with the City of Davis, City of Woodland and Yolo County — **that will result in new charging infrastructure including:**

- ✓ up to 60 240-volt, level 2 chargers throughout both cities and the county
- ✓ two to five fast chargers near highway corridors, such as Interstates 5, 80 and 505, as well as Highway 113
- ✓ up to 10 mobile electric vehicle chargers and an electric bus serving downtown Davis and the UC Davis campus

The grant is provided through the Sacramento Area Council of Governments’ Green Region Program. The grant partners have four years to complete the project.





Benefits for the Community

As a locally managed agency, VCE is committed to providing meaningful benefits to the community. One of its newest offerings is an **Electric Vehicle Program**, with a collection of useful resource pages now on the website at:

ValleyCleanEnergy.org/electric-vehicles



Why should you consider “driving electric?”

There are plenty of reasons, in VCE’s view.

1. Electric vehicles (EVs) are **fun to drive**.
2. They have quick acceleration made for a **quiet smooth ride**.
3. They **cost less** to maintain.
4. Tune-ups are **never needed**.
5. **Charging an EV costs just a fraction**, compared to gas.
6. When you add in the **tax credits and rebates that may be available**, EVs are more affordable than ever.

Jim Parks, former director of customer care and marketing for VCE, says, “We’re working with our local government partners to help build charging infrastructure throughout Yolo County in the months ahead. Now is the time to drive electric!”

CCAs in California on the Rise

VCE provides local control of clean energy at competitive rates

BY ELISSA EINHORN

In 2002, then-Assembly member Carole Migden from San Francisco authored AB 117, legislation that became law and authorized California cities and counties to buy electricity on behalf of their residents and businesses by forming a Community Choice Aggregation program (or CCA).

An alternative to investor-owned utilities that supply energy, “CCA is an aggregate of retail energy customers,” explains Richard Schorske, executive director of the ZNE (Zero Net Energy) Alliance. VCE, launched in 2018, “aggregates” its energy purchasing power, as do all other CCA programs. This enables them to contract with large and generally more local generators of energy, a tactic not available to individual buyers and businesses.

Here’s how it works: A CCA purchases high levels of clean energy — categorized as carbon free and renewable — from qualified providers who are selected through a carefully controlled bidding process. The energy is then delivered by the local investor-owned utility (IOU) — in this case, PG&E. The IOU maintains the energy grid and also delivers VCE’s cleaner energy to customers. All customers are automatically included by law, unless they affirmatively opt out.

VCE’s participation rate is 90%, equal to 54,200 customers. Its opt-out rate of just 10% is in line with the estimated 10% rate that all CCAs intend to maintain. As of June 2020, over 20 CCA programs serve more than 10 million California customers. Dozens more California communities are considering launching CCA programs in the foreseeable future. CalCCA, which represents the interests of operational CCA providers at the California Legislature and regulatory agencies, met the goal of serving 10 million customers in 2019.

Among its benefits, VCE is able to enhance local economic development, have local control over energy systems, offer equal or better pricing, and provide customers greener power. In fact, Schorske says the impetus to launch VCE was a result of local green activists who

formed an alliance with those who had a civic interest in local control and development. Collectively, they prevailed upon city leaders who are required to support the creation of a CCA by vote, which they did.

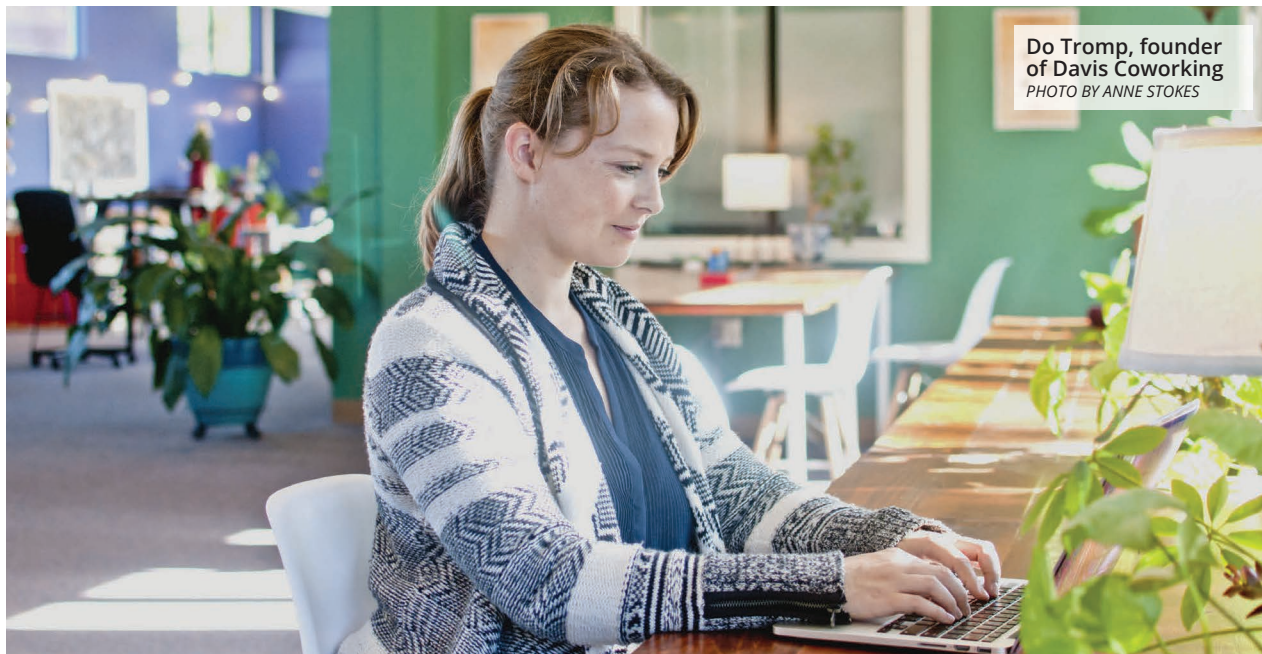
“Almost all CCAs buy greener power than the incumbent utility,” Schorske notes, adding, “California CCAs have been successful in meeting or beating their rates, while also providing greener power.”

“Almost all CCAs buy greener power than the incumbent utility.”

RICHARD SCHORSKE
Executive director,
ZNE Alliance

So, when will California be a 100% carbon-free energy state? Under former Governor Jerry Brown, the state passed legislation to meet this ambitious goal by 2045. That means additional CCA programs will join VCE and its customers who are taking an important step toward keeping California green.





Do Tromp, founder
of Davis Coworking
PHOTO BY ANNE STOKES

One Person Can Make a Big Difference

BY
ELISSA
EINHORN

VCE's UltraGreen service offers a carbon-free option

When Do Tromp was a child, she would handcraft fliers encouraging neighbors to downsize from two cars to one.

"I would put them in their mailboxes and then run away," she says of growing up in the Netherlands where energy conservation was a way of life, from turning off the water while brushing your teeth and the lights when you left a room to riding a bike instead of driving a car.

When she arrived in the U.S. a decade ago, Tromp was shocked to find a very different — and significantly larger — environmental footprint. Her first stop was Wisconsin where the whole building she was in was set to one temperature and she had to open the window in the middle of winter because she was so warm.

She now lives in Davis and is the founder of Davis Coworking, a shared work space for startup entrepreneurs, small business owners, or home-based freelancers who find they are more productive when they leave their houses.

One of the services Tromp is especially proud to offer her clients is her participation in VCE's UltraGreen program. UltraGreen provides individuals and businesses with renewable energy sources that have a zero-carbon footprint, due to its reliance on wind and water energy. Davis Coworking employs

other energy saving tactics too — for example, they avoid using single-use cups and use smart energy lighting.

"This is not just a business I'm running," Tromp says. "I also want to set an example of how to run a good business. I hope to inspire the people that have startup businesses here to see that you can run a business while also keeping in mind an environmentally conscious outlook."

"...you can run a business while also keeping in mind an environmentally conscious outlook."

DO TROMP
Founder, Davis Coworking

The 36-year-old, who earned a Ph.D. in neuroscience, uses social media, personal connections and traditional media to spread her message about sustainability to business owners and community members. It's a message she heard her entire life, from television shows talking about conservation to public discourse.

This business owner adds that thanks to VCE, the barrier to join UltraGreen is low — just one step to sign up. It is one of two VCE options: The other is Standard Green, which offers higher levels of renewable energy than is supplied by PG&E for the same price.

"A better environment starts with you," Tromp emphasizes. "The only variable you can influence is yourself. That's how I live my life."



The Value of Community Choice Energy



Promoting clean and renewable energy.
Providing local control. Lowering rates.

They sound like lofty goals, but we're meeting them today. Since their beginnings in 2010, Community Choice Aggregation (CCA) programs have grown in number and impact throughout California.

As this publication details, Valley Clean Energy, one of the newest CCAs, is bringing that reality to the cities of Davis and Woodland, unincorporated Yolo County and, in 2021, the City of Winters.

Today, there are over 20 operating CCA entities — and growing. Given the success of existing CCAs, we expect the movement to continue. The City of San Diego is moving toward a 2021 launch and others will follow.

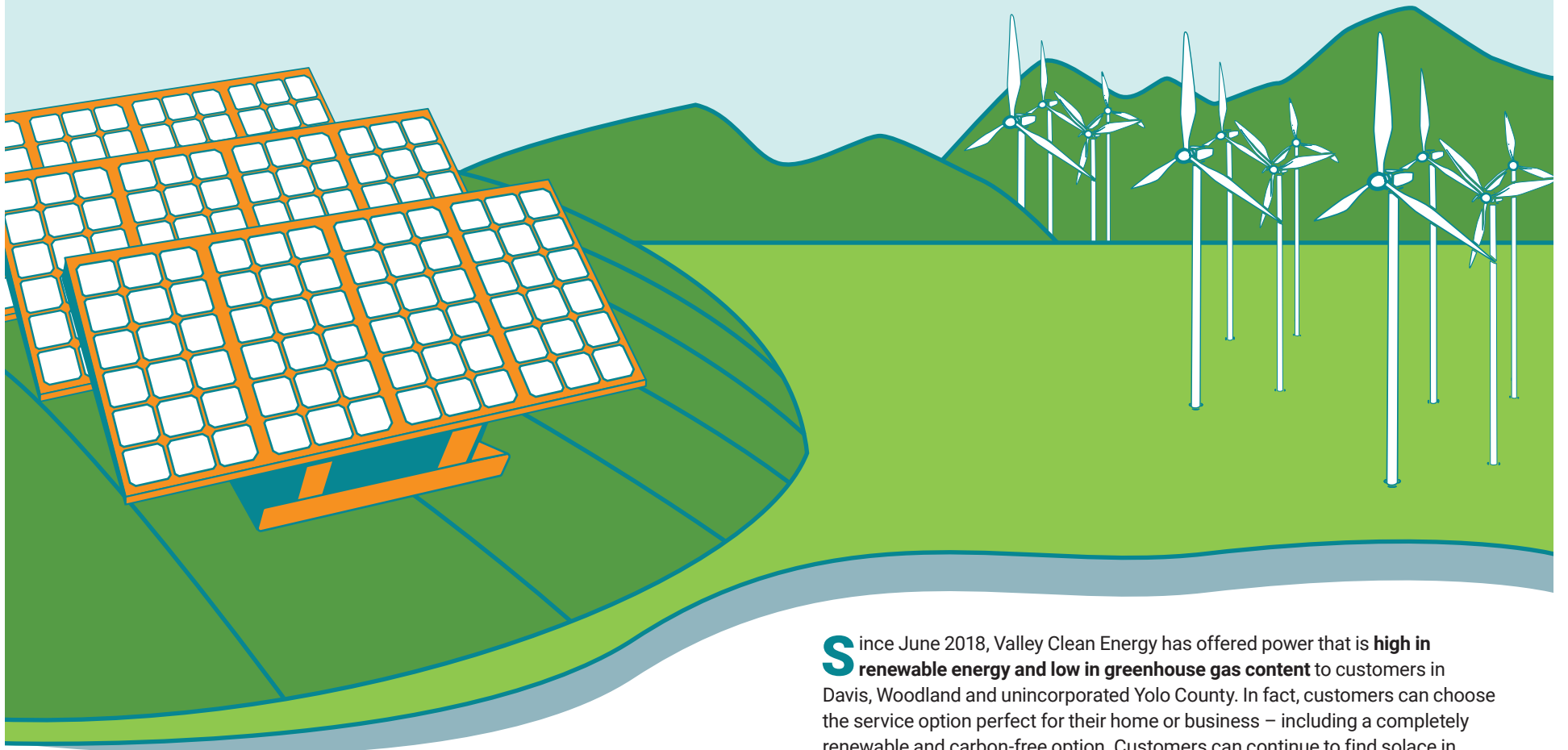
We expect this industry to contribute to energy efficiency in a variety of ways, including the support of increased electric car use, as well as battery storage.

River City Bank is proud to have been the leading bank for the CCA industry since the launch of Marin Clean Energy in 2010. We now count 17 of the 22 operational CCAs as our clients.

Continue reading to learn more about what CCAs are bringing to Yolo County.

Stephen Fleming
President/CEO, River City Bank

Go UltraGreen!



Connect with Valley Clean Energy



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@ info@valleycleanenergy.org;
customerservice@valleycleanenergy.org

Administrative Office

📍 604 2nd Street
Davis, CA 95616
☎ 530-446-2750

Since June 2018, Valley Clean Energy has offered power that is **high in renewable energy and low in greenhouse gas content** to customers in Davis, Woodland and unincorporated Yolo County. In fact, customers can choose the service option perfect for their home or business – including a completely renewable and carbon-free option. Customers can continue to find solace in knowing that **net revenues from the not-for-profit do not go to shareholders**. Instead, they are invested in local green energy projects, green infrastructure and jobs. With cleaner electricity, local control and community investment, Valley Clean Energy is here to provide you with a clean energy choice.

UltraGreen is Supreme!

Derived **entirely from renewable sources and completely carbon-free**, the UltraGreen option is the ultimate choice for everyone who wants to make a substantial contribution to a cleaner environment. There's never a charge for making a change to your service, so give UltraGreen — and the environment — a chance! (<https://valleycleanenergy.org/opt-up/>)



Learn more at valleycleanenergy.org