REDWOOD COAST EnergyAuthority

Arcata | Blue Lake | Blue Lake Rancheria | County of Humboldt | Eureka | Ferndale | Fortuna | Rio Dell | Trinidad | Yurok Tribe

Community Advisory Committee (CAC) Regular Meeting Agenda

Jefferson Community Center Auditorium
1000 B Street, Eureka, CA 95501

Tuesday, November 10 2026
6-7:30 PM

Meeting Information

1. Meeting Reports and Comments

Pursuant to Government Code section 54957.5, all writings or documents relating to any item on this agenda which have been provided to a majority of the Community Advisory Committee (CAC), including those received less than 72 hours prior to the Committee's meeting, will be made available to the public at redwoodenergy.org.

Speakers wishing to distribute materials to the Board at the meeting must provide 15 copies to the Board Clerk.

2. How to Participate

When technical difficulties arise that prevent members of the public from offering comments, or if broadcasting is disrupted due to matters out of RCEA's control, the meeting will be discontinued unless otherwise allowed by law.

To participate in the meeting online, go to https://us02web.zoom.us/j/82223381610.

To participate by phone, call (669) 900-6833 Enter webinar ID: 822 2338 1610.

To speak during the public comment periods, raise your hand in the online Zoom webinar, or press star (*) 9 on your phone to raise your hand. Staff will ask you to unmute your phone or computer when it is your turn. You will have 3 minutes to speak.

Email written comments to PublicComment@redwoodenergy.org. Identify the agenda item number in the subject line. Comments will be included in the meeting record but not read aloud during the meeting.

3. Accessibility

Need help with accessibility? Any member of the public needing special accommodation to participate in this meeting or access the meeting materials should email LTaketa@redwoodenergy.org or call (707) 269-1700 at least 3 business days before the meeting. Assistive listening devices are available.

Meeting Agenda

Underlined actions indicate that a vote is needed.

1. Open 6 - 6:05 p.m. (5 min.)

- Roll call
- Confirm any remote member participation.
- Review meeting agenda and goals.

Brown Act Teleconference Participation Rules

2. Non-Agenda Item Public Comment 6:05 - 6:10 p.m. (5 min.)

This item is provided for the public to address the Committee on matters not on the agenda. At the end of public comments, the Committee may respond to statements or refer requests requiring action to the Executive Director or the Board of Directors.

3. Executive Director's Report 6:10 - 6:20 p.m. (10 min.)

Hear Executive Director's Update.

4. Consent Calendar 6:20- 6:25 p.m. (5 min.)

All matters on the Consent Calendar are considered routine by the CAC and are enacted in one motion. There is no separate discussion of any of these items. If discussion is required, that item is removed from the Consent Calendar and considered separately. At the end of the reading of the Consent Calendar, CAC members or members of the public can request that an item be removed for separate discussion.

a. Approve September 8, 2026, CAC Meeting Minutes.

5. Items Removed from Consent Calendar 6:25 - 6:30 p.m. (5 min.)

This time is set aside for discussion of items removed from the Consent Calendar.

6. PacWave OR Wave Energy Presentation 6:30 – 6:50 p.m. (20 min.)

Hear a presentation by PacWave Director Dan Hellin on PacWave South, the first fully operational, pre-permitted and grid-connected wave energy test facility in the continental US. (Information only)

7. Policy Platform Input 6:50 – 7:05 p.m. (15 min.)

Review and propose updates to RCEA's Regulatory and Legislative Policy. This document guides RCEA's actions on state and federal legislation and with agencies regulating RCEA's work.

Provide input on draft 2027 RCEA Policy Platform updates.

8. Brand Awareness Survey Results 7:05 – 7:20 p.m. (15 min.)

Hear the results of the RCEA brand awareness survey on community awareness of RCEA. (Information only)

9. Member and Board Liaison Reports 7:20 – 7:30 p.m. (10 min.)

This time is provided for Committee members and the Board Liaison to share information on topics not on the agenda. At the end of member reports, the Executive Director will set requests requiring action to a future agenda or refer requests to staff or the Board.

a. Board Liaison
b. Committee Members

10. Close & Adjourn 7:30 p.m.

Next Regular CAC Meeting

Tuesday, January 12, 2027, 6 p.m.
Jefferson Community Center Auditorium, 1000 B Street, Eureka, CA 95501

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REDWOOD COAST Energy Authority

Staff Report

Agenda Item # 1

Information

Agenda Date	November 10, 2026
To	RCEA Community Advisory Committee
Prepared by	Eileen Verbeck, Deputy Executive Director
Subject	Member Teleconference Participation

Background

The California legislature revised the state's open meeting laws, or the Brown Act, in response to the COVID-19 State of Emergency which ended in early 2023. Since the pandemic, the Brown Act has been amended to codify modern teleconference meeting practices. SB 707 (Durazo, 2025) sets out the latest Brown Act revisions.

Summary

Beginning January 1, 2026, CAC members may attend up to two meetings per year from a remote location without making the location accessible to the public for "just cause," as defined below:

1. Childcare or caregiving to child, parent, grandparent, grandchild, sibling, spouse, domestic partner; or
2. Contagious illness that prevents in person attendance; or
3. Mental of physical need not subject to reasonable accommodation provisions; or
4. Travel while on official business of RCEA or another state or local agency; or
5. Immunocompromised child, parent, grandparent, grandchild, sibling, spouse, or domestic partner that requires remote participation; or
6. Physical or family medical emergency; or
7. Military service obligations. "Emergency circumstance" due to a physical or family medical emergency that prevents the member from attending in person.

A vote is not necessary for a member to attend remotely for just cause, but the following requirements must be fulfilled:

1. At the beginning of the meeting, the remotely participating CAC member provides a brief description of the just cause reason, protecting the member's (or family member's) medical privacy;
2. Meeting minutes reflect the specific just cause reason;
3. Member participates through audio and visual means, unless a physical condition results in the member's need to participate off camera;
4. Member discloses individuals 18 years or older present in the room, and the general nature of their relationship with the CAC member;

5. At least a quorum of the CAC must participate from one or more physical locations within Humboldt County that are publicly accessible and noticed on the meeting agenda;
6. If disruption in teleconference service occurs, the meeting must be discontinued until teleconference service is restored;
7. Votes are conducted by roll call; and
8. Member may participate remotely due to just cause up to two times per year.

If the CAC member needs to participate remotely for more than 2 meetings per year or for non-just cause reasons, staff recommends arranging for a publicly and ADA-accessible space with visual and audio meeting capabilities from which to participate in keeping with pre-COVID Brown Act teleconference meeting requirements.

Staff asks to be notified one-week in advance of remote meeting attendance so the member's publicly and ADA accessible remote meeting address can be published in the agenda, as may be required by the Brown Act.

In addition to expanded "just cause" teleconference meeting participation guidelines, SB 707 codified reasonable accommodation measures for CAC members with physical or mental disabilities, as defined under the Americans with Disabilities Act. Members living with these disabilities may participate remotely from non-public locations. Their participation will be treated as in-person attendance at the physical meeting location, including for quorum purposes. Reasonable accommodation participation requires the following:

1. CAC member must use audio and visual technology, unless their physical condition results in needing to participate off camera; and
2. Member must disclose individuals 18 years old or older present in the room and disclose the general nature of their relationship to the member.

These reasonable accommodation requirements supersede all other teleconferencing requirements.

Alignment with RCEA's Strategic Plan

N/A - Compliance with the Brown Act is a transparency requirement for California local public agencies.

Equity Impacts

SB 707 author Senator Maria Elena Durazo stated an intention for the bill to increase public meeting participation. The bill's measures increase civic engagement opportunities for people facing barriers due to disability and distance from meeting locations by using technology that was widely adopted during the COVID-19 pandemic.

Financial Impact

Procurement and staff time related to complying with Brown Act requirements are included in the current fiscal year budget.

Staff Recommendation

None.

Resources

- Link to the Ralph M. Brown Act[1], California Government Code Sections 54950 - 54963, revised October 3, 2025.
- RCEA's public meeting location list:

Body	Date	Time	Location
Board of Directors	4th Thursday of each month	3:30 p.m.	Wharfinger Building Bay Room, 1 Marina Way, Eureka, CA 95501
Community Advisory Committee	2nd Tuesday of odd-numbered months	6 p.m.	Jefferson Community Center Auditorium, 1000 B Street, Eureka, CA 95501
Finance Committee	As needed, dates TBD	TBD	RCEA Offices, 633 Third Street, Eureka, CA 95501

[1] California Code, GOV 54950.5.: https://leginfo.legislature.ca.gov/faces/codes_displaySection.xhtml?sectionNum=54950.&nodeTreePath=6.2.1.22&lawCode=GOV

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REDWOOD COAST Energy Authority

Staff Report

Agenda Item # 3

Information

Agenda Date	November 10, 2026
To	Community Advisory Committee
Prepared by	Elizabeth Burks, Executive Director
Subject	Executive Director’s Report

Summary

Executive Director Elizabeth Burks will provide updates on topics as needed.

Staff Recommendation

None. Information only.

Attachments

None.

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Community Advisory Committee (CAC) Draft Meeting Minutes

Jefferson Community Center Auditorium
1000 B Street, Eureka, CA 95501

Tuesday, September 8 2026
6:00 PM

Attendance

Members Present

Norman Bell, Deborah Dukes, Benjamin Fordham, Richard Johnson, Chair Ethan Lawton, Vice Chair Dennis Leonardi, Hope Sakho.

Absences

Luna Latimer, Kit Mann, Carol Schmitt. Board Liaison Sarah Schaefer (non-voting).

Board-Nominee Vacancies

Blue Lake Rancheria, Fortuna, Rio Dell, Yurok Tribe.

Staff Present

Grants and Contracts Analyst Ronnie Chaussé, Executive Director Elizabeth Burks, Power Resources Director Richard Engel, Customer Programs Director Stephen Kullmann, Board Clerk Lori Taketa.

Meeting (Call to Order)

1. Open

Chair Lawton called the hybrid in-person and teleconference meeting to order on the above date at 6:03 p.m. The meeting agenda was posted on September 3, 2026.

2. Non-Agenda Item Public Comment

There were no non-agenda item public comments received for this meeting.

DRAFT

3. Executive Director's Report

Executive Director Burks reported on wave energy developments in Oregon and ongoing Power Charge Indifference Adjustment (PCIA) advocacy with CalCCA, including a pending California Supreme Court decision regarding the market price benchmark methodology. Both the PCIA and market price benchmark affect RCEA customer electricity bills. The Board-approved generation rate adjustment to 6% above PG&E rates became effective September 1, 2026. RCEA has not experienced an increase in customer opt-outs following the change. Staff continue customer outreach work.

In September, the RCEA Board will consider the Regional Climate Action Plan Memorandum of Understanding (RCAP MOU), which outlines local jurisdictions' participation in the Regional Climate Committee and support for the Climate Program Manager position. Participating jurisdictions' governing bodies will consider signing the MOU in the coming weeks. Emily Benvie will be the new Director of Engagement and Regional Climate Planning and the CAC's new staff liaison. The group discussed a PG&E announcement regarding capital expenditures which staff did not anticipate would impact RCEA customers. There was no public comment.

4. Consent Calendar

3.1. Approve July 14, 2026, CAC Meeting Minutes.

Neither CAC members nor members of the public requested Consent Calendar item discussion.

Motion Dukes, Second Leonardi: Approve July 14, 2026, CAC Meeting Minutes.

The motion passed with a unanimous roll call vote: Ayes: Bell, Dukes, Fordham, Johnson, Lawton, Leonardi, Sakho. Noes: None. Abstain: None. Absent: Latimer, Mann, Schmitt.

6. Customer Programs Overview

Customer Programs Director Kullmann presented an overview of RCEA programs serving residential, commercial, and public-agency electricity customers. RCEA distributes free home energy-saving kits; does over-the-phone home energy-efficiency assessments; provides rebates for induction stoves, heat pump space and water heaters and pool heaters; partners with local contractors to install energy efficient devices in homes and businesses; and participates in workforce development and training programs with local agencies. RCEA also helps public agencies, Tribes, fire, water and school districts pursue funding for energy efficient equipment and provides installation project management support. NREN is developing a program to help public-agencies and businesses pay for energy improvements with no- to low-interest loans through North Edge.

In 2026-27, RCEA's Customer Programs will bring in $5.6 million in outside funding from the Northern Rural Energy Network (NREN), PG&E's Local Government Partnership, and competitive grants. Local CCE dollars fund a small portion of RCEA's customer programs. Historically, Humboldt County and other rural residents paid into the statewide Public Purpose Program (PPP) through their utility bills without benefitting much from PPP-funded energy-saving programs. Staff pursued NREN formation to bring PPP funds back to rural Northern California customers for these programs.

Director Kullmann explained electric heat pump operation, efficiency and available incentives. Contractor direct-install programs currently receive higher payout incentives. Enhanced incentives are available to customers enrolled in qualifying income-based assistance programs.

Committee members and staff discussed program outreach, administrative costs, lower-greenhouse-gas natural refrigerants and heat pump service needs and operating lifespans. Assessments, project management, inspections, and other staff-intensive work are program requirements for higher-incentive projects. Executive Director Burks encouraged CAC members to promote RCEA programs through their community networks. Staff described outreach to contractors and appliance retailers.

Member of the public and EPIC Environmental Attorney Matt Simmons suggested reaching out to realtors because equipment replacement decisions often occur during property transactions.

Member of the public Marty Smukler inquired whether the rate increase would impact solar and commercial customers. The proposed changes do not alter RCEA's solar programs. The rate change applies across customer classes. Chair Lawton closed the public comment period.

7. Annual Report on Humboldt Sawmill Company Memorandum of Understanding

Power Resources Director Engel presented Humboldt Sawmill Company's (HSC) annual information disclosure under its memorandum of understanding with RCEA. RCEA's power purchase agreement with HSC runs through 2031. RCEA's Integrated Resource Plan includes possible procurement from HSC beyond 2031 but does not commit the agency beyond the current agreement.

Diesel use for cold plant restarts decreased from approximately 80,000 gallons to 40,000 gallons annually, due to fewer shutdowns and closing off a steam loop formerly used to heat Scotia homes. Biomass-related carbon dioxide emissions remained level and are high compared with other California biomass plants, possibly due to wetter fuel used at the HSC plant.

There were no new notices of violation during the reporting period. A draft health risk assessment prepared at the Air District's direction determined that modeled cancer risk due to emissions fell below public notification or remediation thresholds. The Biomass Technical Advisory Group (BTAG) was unable to convene this year. Staff received little written feedback after distributing the annual data. Committee members expressed concern about the level of BTAG participation, discussed carbon dioxide and particulate emissions, respiratory health concerns, and how CAC involvement has led to greater transparency about HSC biomass plant operations and emissions.

Member of the public and EPIC Environmental Attorney Matt Simmons stated that EPIC considers biomass procurement inconsistent with RCEA's mission. He expressed hope that energy storage and other dispatchable clean resources could support a transition away from biomass by 2031. There were no other public comments.

8. Member and Board Liaison Reports

Members requested a future presentation from wave and tidal energy technology developers in Oregon and a wind energy update.

9. Close & Adjourn

Chair Lawton adjourned the meeting at 7:31 p.m.

Lori Taketa
Clerk of the Board

The author used CoPilot, Otter AI, and Zoom AI to create a draft of this document. The author reviewed and edited the resulting draft and takes full responsibility for its content.

DRAFT

REDWOOD COAST Energy Authority

Staff Report

Agenda Item # 6

Information

Agenda Date	November 10, 2026
To	Community Advisory Committee
Prepared by	Richard Engel, Director of Power Resources
Subject	PacWave South Wave Energy Facility Presentation

Summary

In August 2026 Oregon State University and the U.S. Department of Energy announced the ribbon cutting for PacWave South, “the first fully operational, pre-permitted and grid-connected wave energy test facility in the continental United States.”[1] This facility, located off the coast near Newport, Oregon, will allow wave energy device developers to deploy and test their equipment without further permitting processes. Dan Hellin, Director of PacWave[2] based at Oregon State University has agreed to provide an online presentation on the project for the Community Advisory Committee.

Equity Impacts

This presentation is informational and has no equity impacts.

Alignment with RCEA’s Strategic Plan

This topic is related to the following strategy included in RCEA’s *RePower Humboldt* strategic plan:

> 4.1.12.1 Pursue Wave and Tidal Energy Development. Build on the previous WaveConnect and CalWave projects to explore and evaluate opportunities for local wave and tidal energy research, development, and pilot deployment.

Financial Impact

This presentation is informational and has no financial impact on RCEA.

[1] https://www.energy.gov/cmei/water/articles/does-office-critical-minerals-and-energy-innovation-announces-testing-facility?utm_medium=email&utm_source=govdelivery
[2] https://pacwaveenergy.org/

REDWOOD COAST Energy Authority

Staff Recommendation

Informational only, no staff recommendation.

Attachments

None.

Wave Energy & PacWave

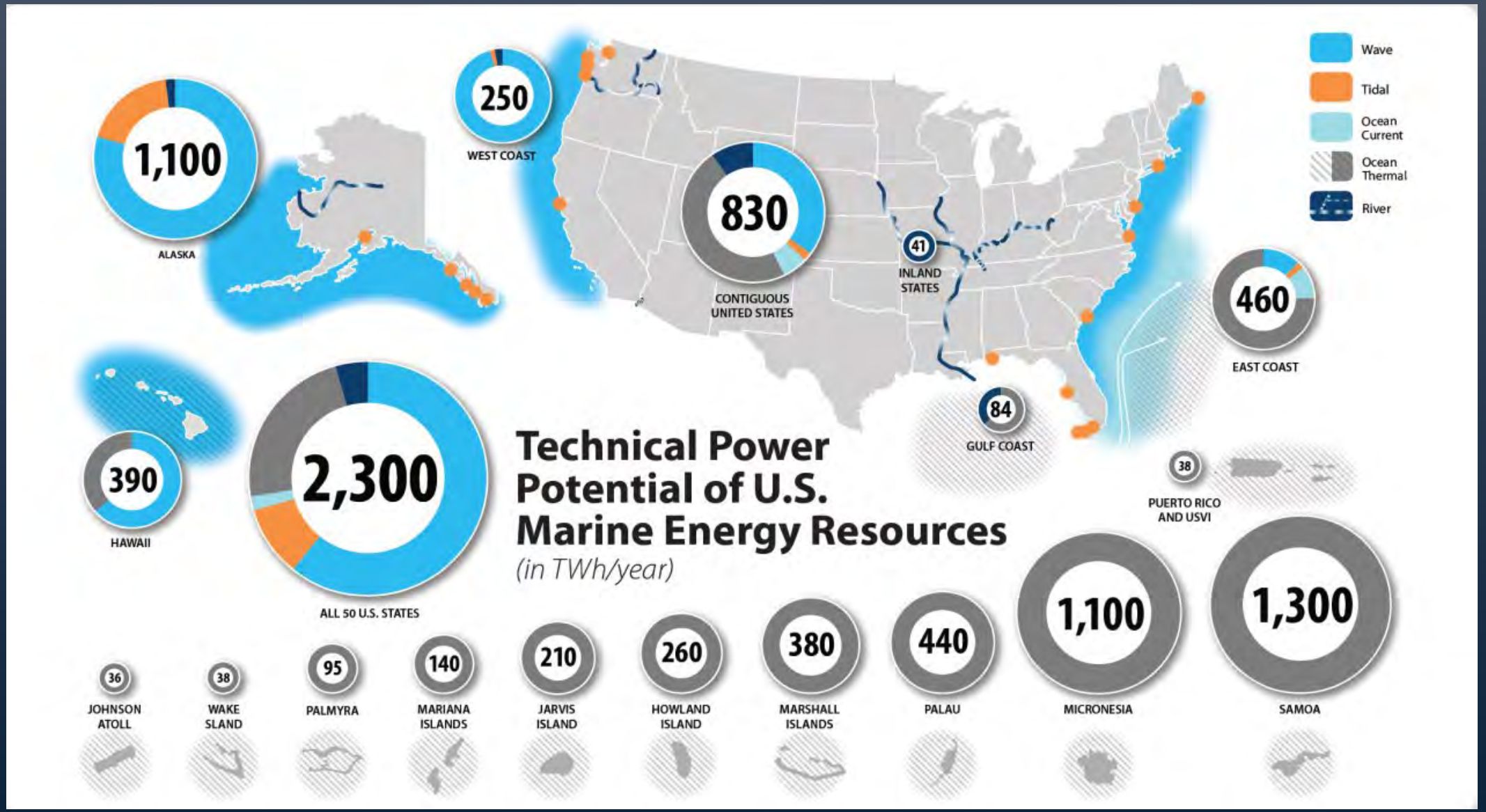


Dan Hellin, PacWave Director

Redwood Coast Energy Authority, Community Advisory Committee Meeting

November 10, 2026

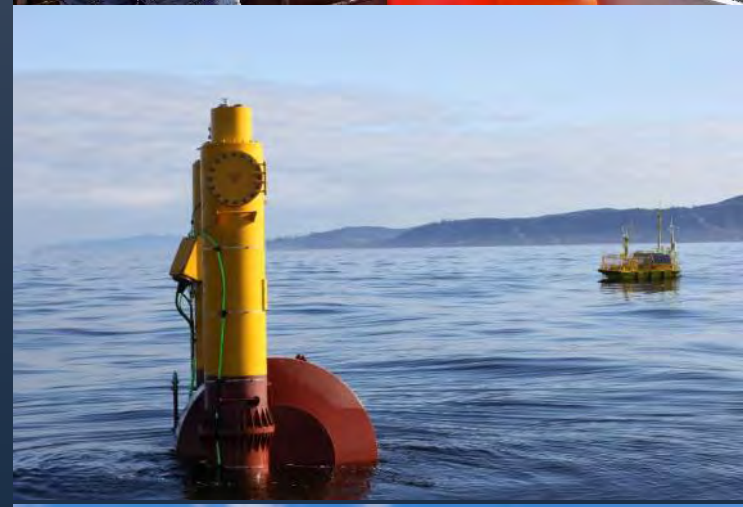
Why Wave Energy?



Wave Energy Potential

- Annual energy potential of waves off the U.S. is 63% of the U.S. utility-scale electricity generation in 2023
- Wave energy is considered a highly concentrated energy source, with a power density averaging 30 kW/m – almost 3 times that of offshore wind and 6 times that of onshore wind
- Waves are relatively consistent and available 24/7/365 – making wave energy a more predictable and reliable source than wind or solar
- Wave energy can complement wind and solar energy



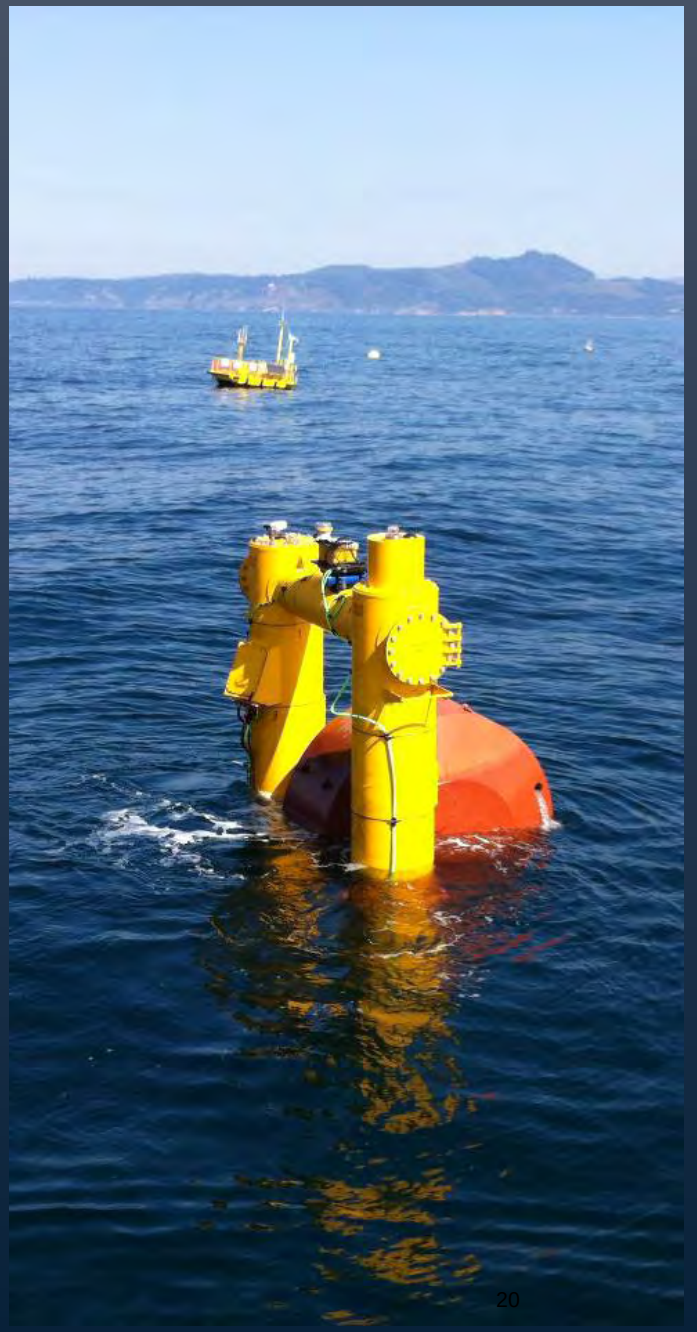




PacWave

What is PacWave?

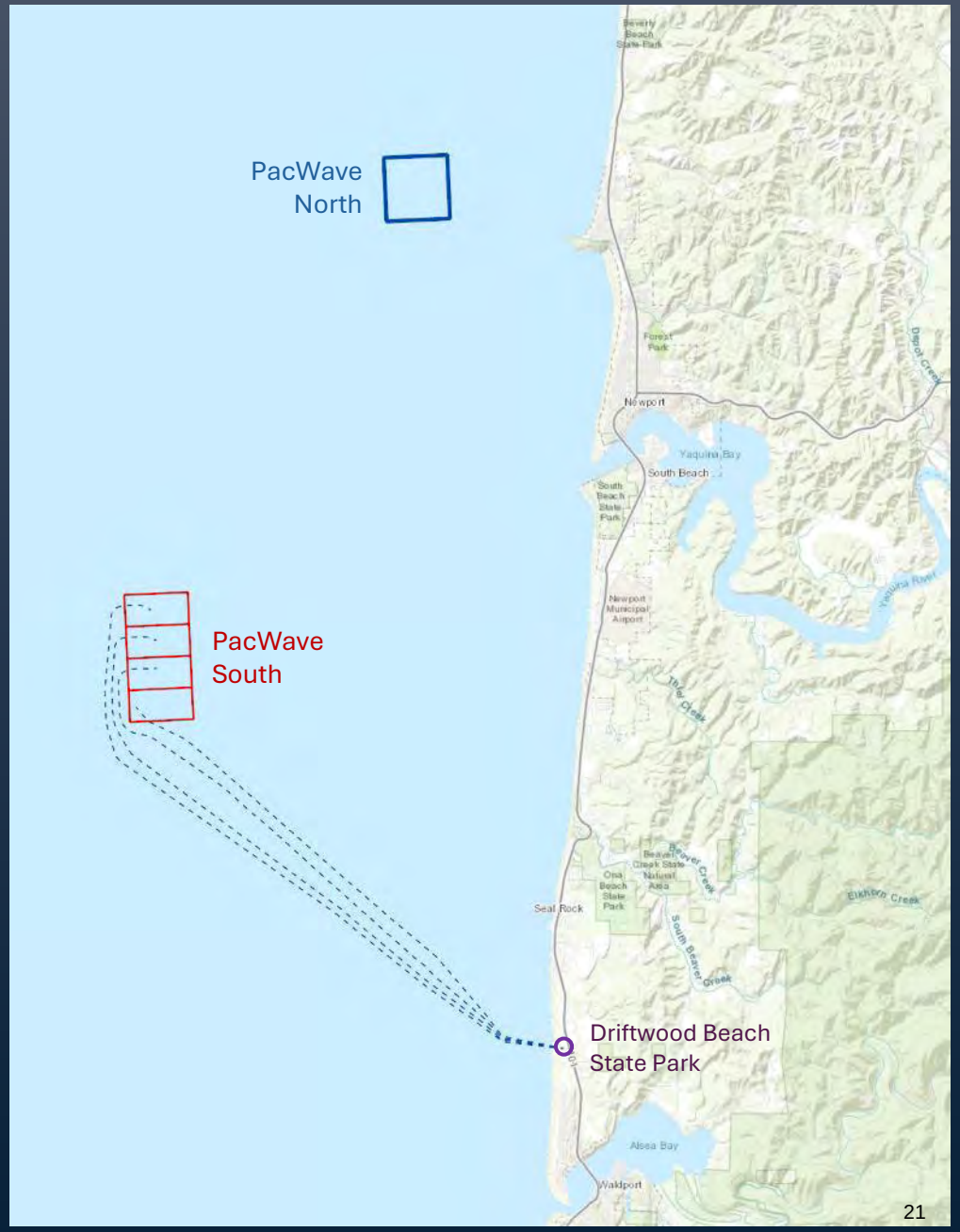
- Only pre-permitted, grid-connected, open-ocean wave energy test facility in the U.S.
- Provides integrated support for testing, R&D, demonstration, and full-scale deployment of wave energy systems and associated technologies
- **Primary mission:** Support the advancement of national and international marine energy industries toward commercialization by reducing the barriers to testing
- **Secondary mission:** Enable and support research that accelerates marine energy innovation
- Developed and operated by Oregon State University
- Primarily funded by the U.S. Department of Energy



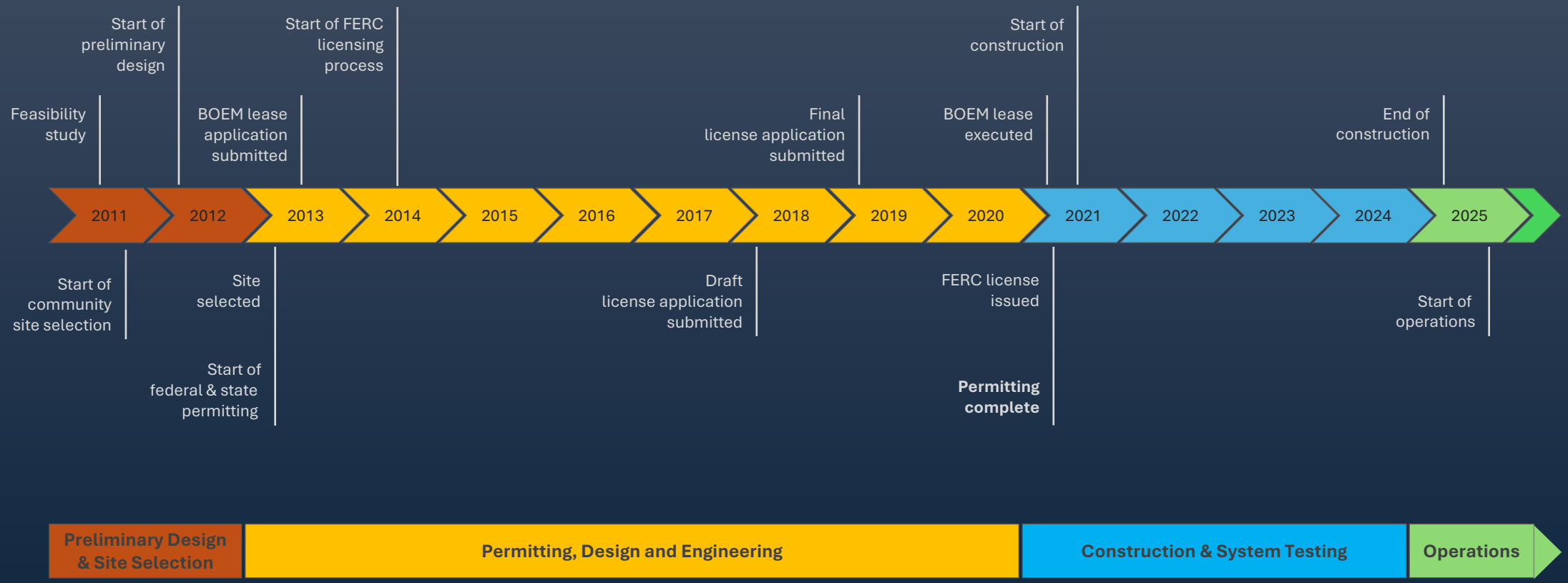
PacWave

PacWave Test Sites





PacWave South Timeline



Construction
June 2021 to
October 2025


Cable Manufacture & Installation 2023-2025



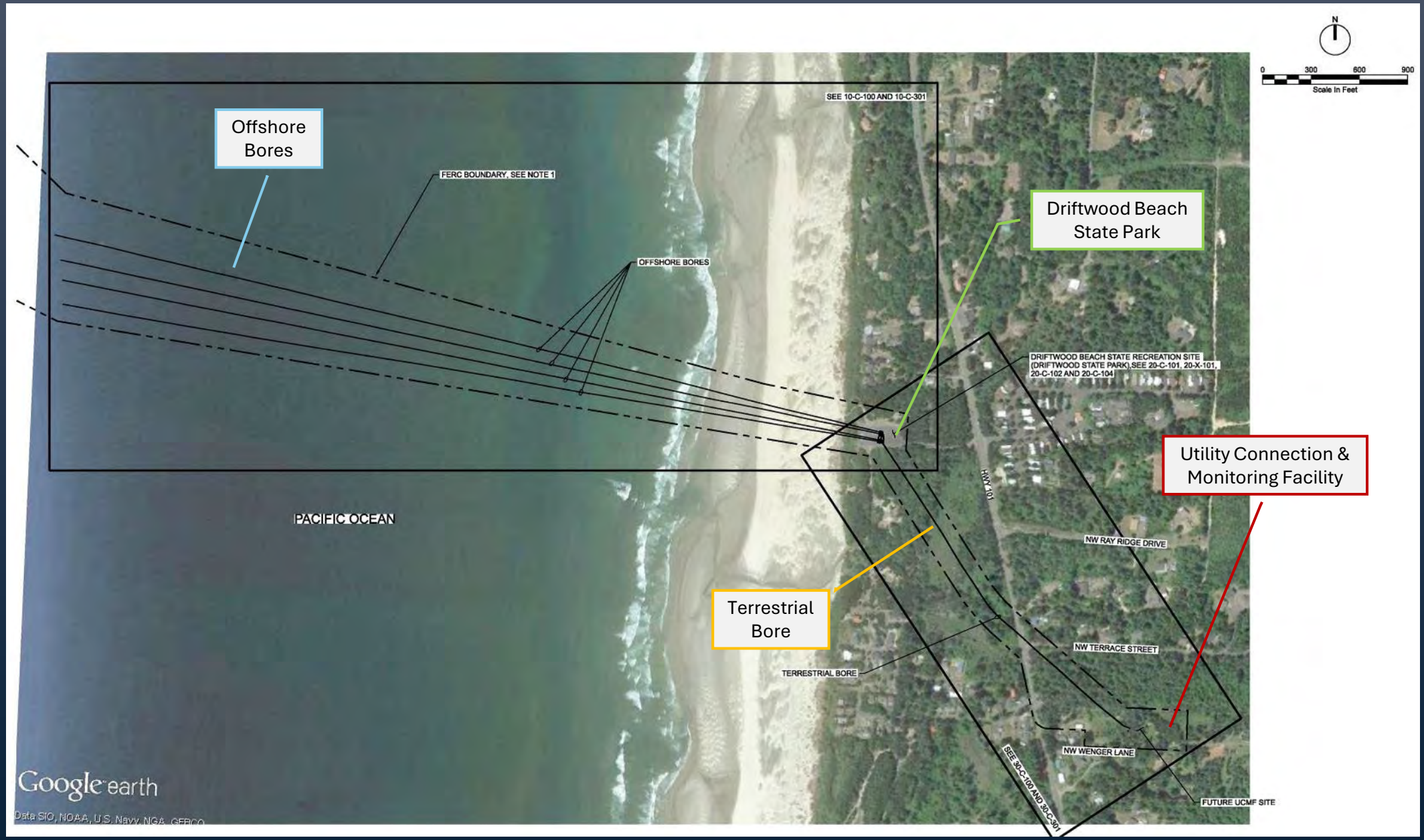
Underground Construction 2021-2022


Terrestrial Construction 2021-2025

PacWave

Underground Construction

June 2021 to May 2022



Underground Construction

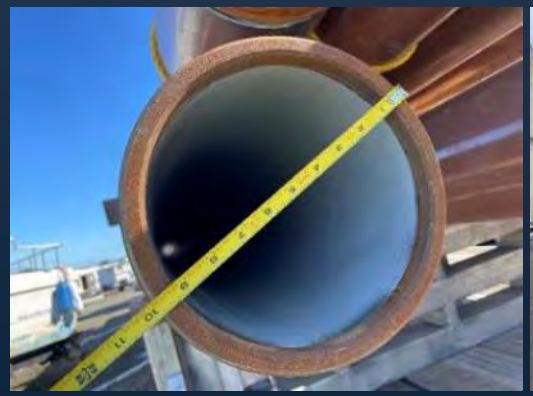
June 2021 to May 2022



Underground Construction

June 2021 to May 2022











Underground Construction

June 2021 to May 2022



Underground Construction

June 2021 to May 2022



PacWave

Underground Construction

June 2021 to May 2022



Underground construction work took almost a year.

A total of 6.2 miles of cable conduit were installed below ground.

Approximately 1,200,000 pounds of steel and 70,000 pounds of high-density polyethylene (HDPE) conduit were installed.

Cable Manufacture & Installation

January 2023 to April 2025

RTC
R.T. CASEY, L.L.C.

Nexans
ELECTRIFY THE FUTURE

MacArtney
UNDERWATER TECHNOLOGY



PacWave

Graphic: Nexans

Cable Manufacture & Installation

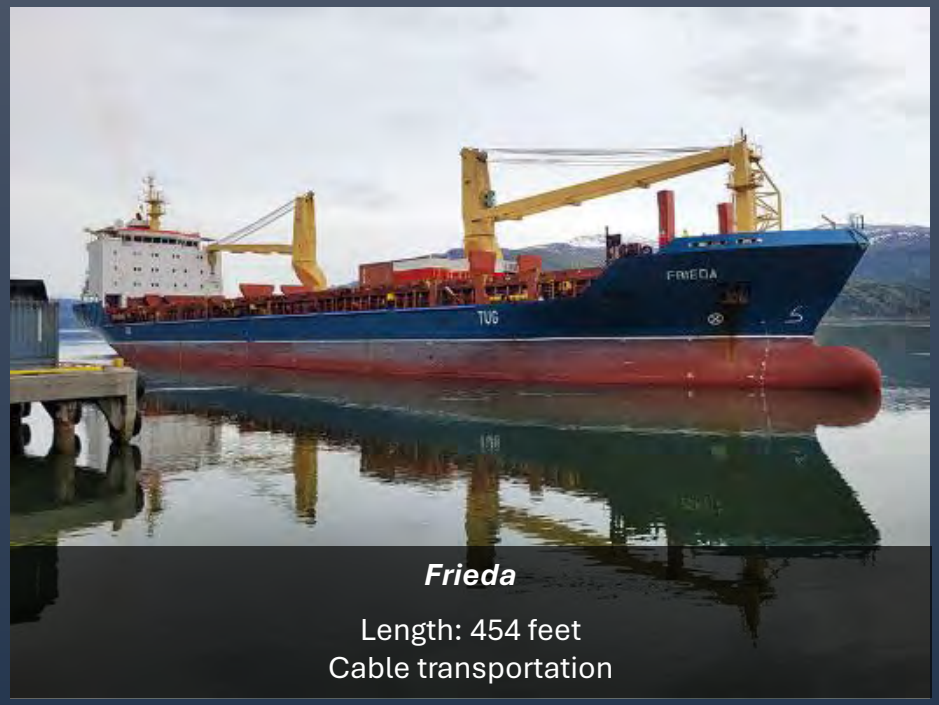
January 2023 to April 2025



Graphic: Nexans

Cable Manufacture & Installation

January 2023 to April 2025



Frieda

Length: 454 feet
Cable transportation



HOS Innovator

Length: 240 feet POB: 40
Cable lay



Liberty

Length: 89 feet POB: 8
Dive operations



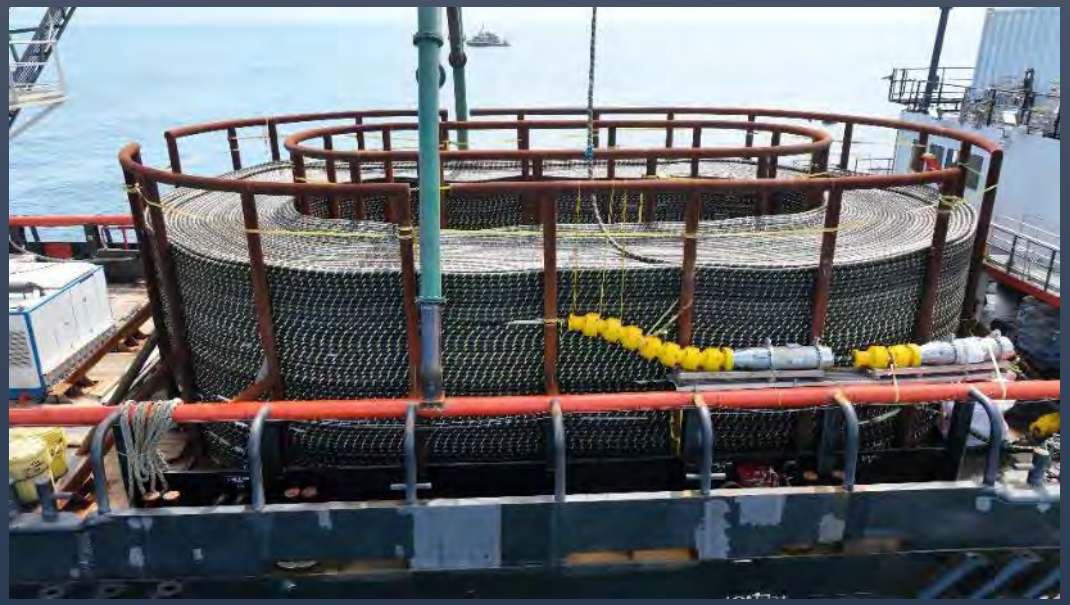
Nautilus

Length: 242 feet POB: 31
Cable burial

: Nexans

Cable Manufacture & Installation

January 2023 to April 2025







Graphic: Nexans

Cable Manufacture & Installation

January 2023 to April 2025



Graphic: Nexans

Cable Manufacture & Installation

January 2023 to April 2025



Graphic: Nexans

Cable Manufacture & Installation

January 2023 to April 2025



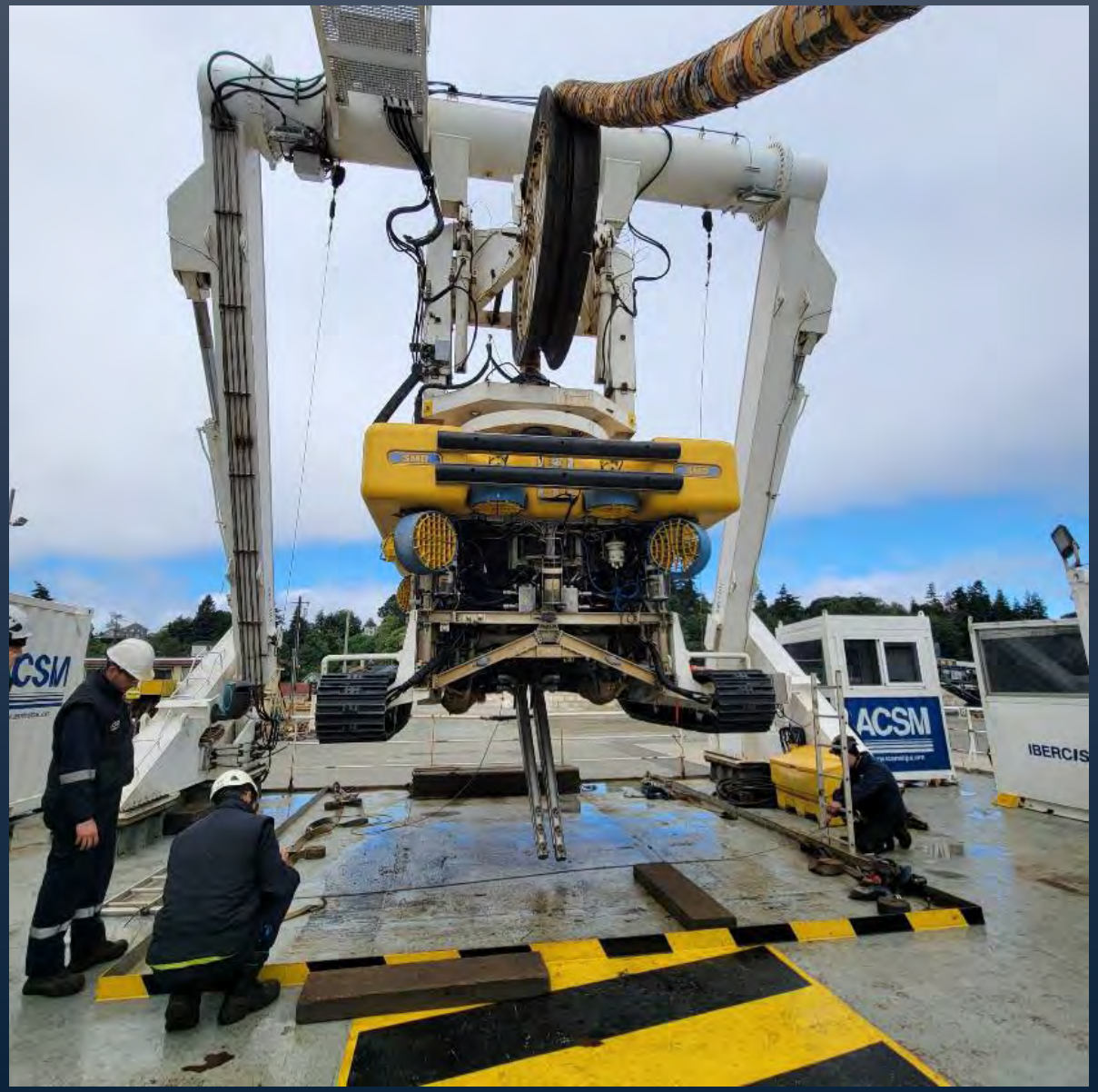
Cable Manufacture & Installation

January 2023 to April 2025



Cable Manufacture & Installation

January 2023 to April 2025



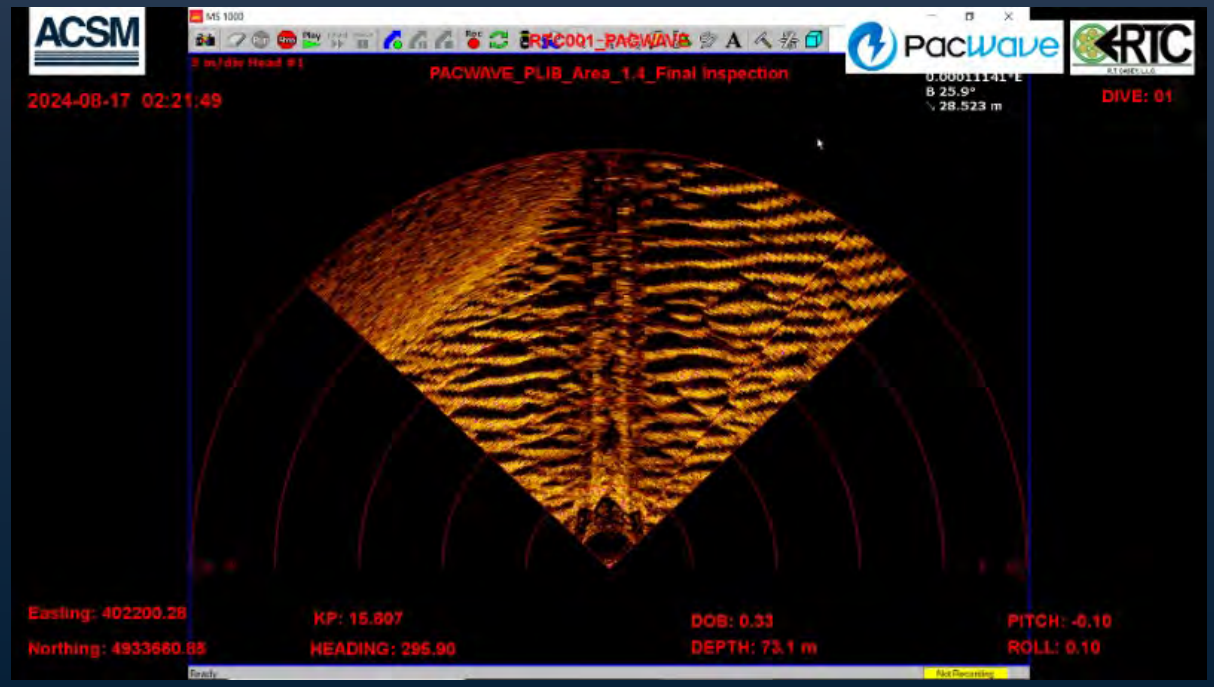


Cable Manufacture & Installation

January 2023 to April 2025







Cable Manufacture & Installation

January 2023 to April 2025



- 50 miles of cable installed
- 300 vessel-days on charter
- 5,000 person-days for installation
- 1,000 ROV-hours for cable burial
- Included the CMROV's longest work dive - 138 hours, or 5.75 days

Terrestrial Construction

June 2021 to March 2025

2018



Printed on 9/7/2026 **Tax Lot Data For Assessment Purposes Only**

Lincoln County Government Use only. Use for any other purpose is entirely at the risk of the user. This product is for informational purposes and may not have been prepared for, or be suitable for legal, engineering, or surveying purposes. Users should review the primary information sources to ascertain their usability.

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Lincoln County OREGON

PacWave

Terrestrial Construction

June 2021 to March 2025



Terrestrial Construction

June 2021 to March 2025



1.5-acre site

Three buildings totaling approximately 18,200 square feet

Metering and switchgear to support up to 20 megawatts of power generation

Power feeding onto the Central Lincoln People's Utility District system

HGE ARCHITECTS

GERDING BUILDERS

PacWave

Terrestrial Construction

June 2021 to March 2025



Terrestrial Construction

June 2021 to March 2025



PacWave

Terrestrial Construction

June 2021 to March 2025



Terrestrial Construction

June 2021 to March 2025



Utility & Grid Agreements

In September 2025, OSU signed:

- Interconnection Agreement with Central Lincoln PUD
- Power Purchase Agreement with Bonneville Power Administration
  - Five-year term – renewable to align with 25-year FERC license
  - All rights, title, and interest in and to the Environmental Attributes sold to BPA
  - No scheduling requirements
  - Energy Price = 0.75 x CAISO Index
  - Price can be negotiated in good faith to better reflect future market value of PacWave's energy

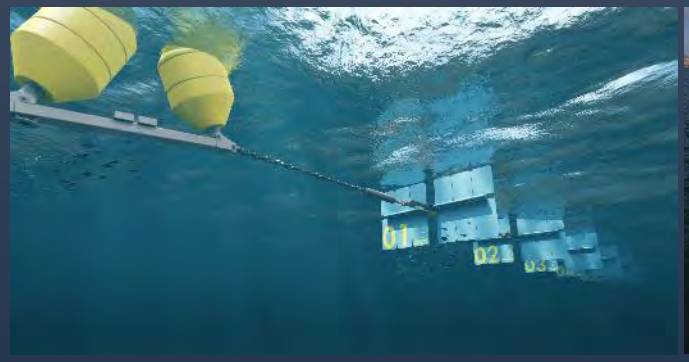


PacWave

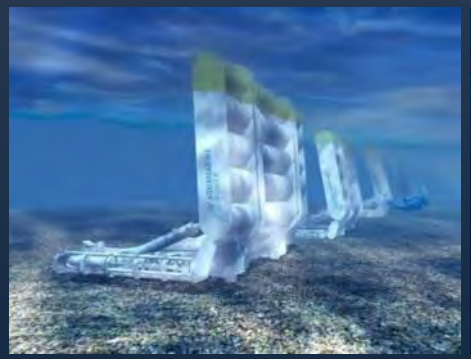
Types of Wave Energy Converters

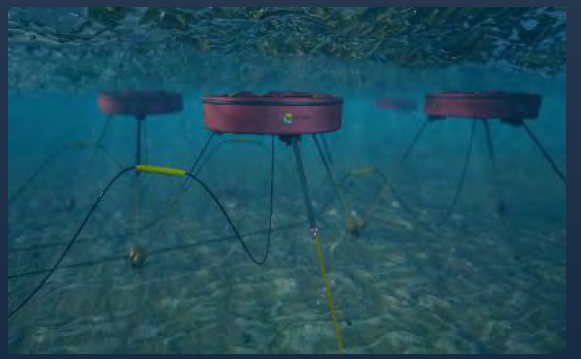










PacWave

Initial Testing Clients

Company	Location	Deployment*
Aquaharmonics - with Portland State University	Oregon	2027
CalWave	California	2028
C-Power	Virginia/Oregon	2028

** planned*

All funded through a 2022 Department of Energy funding opportunity



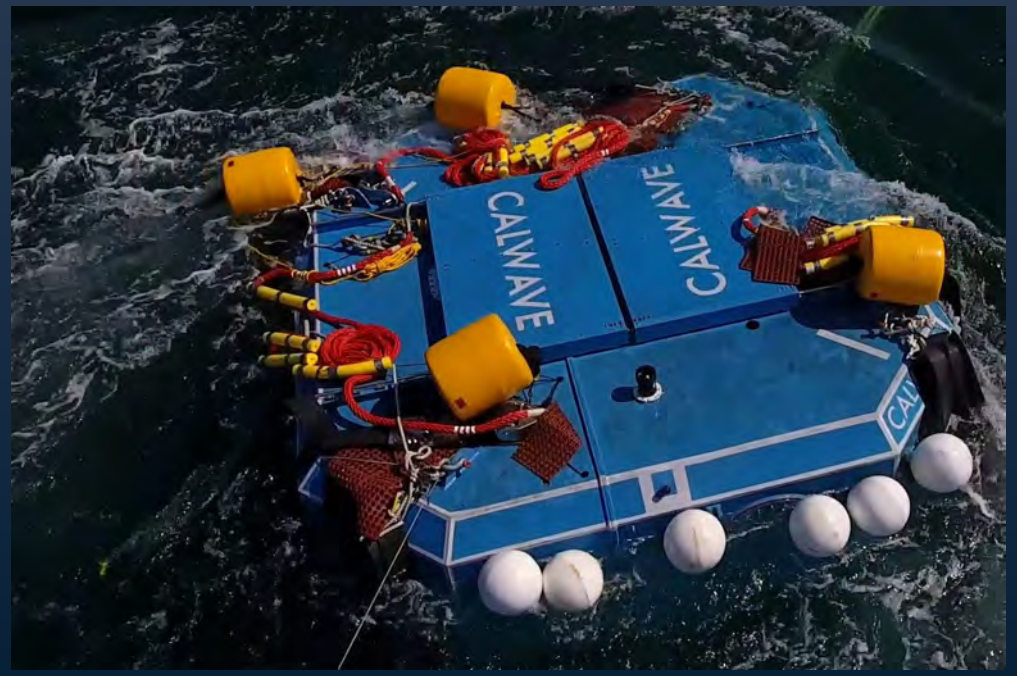


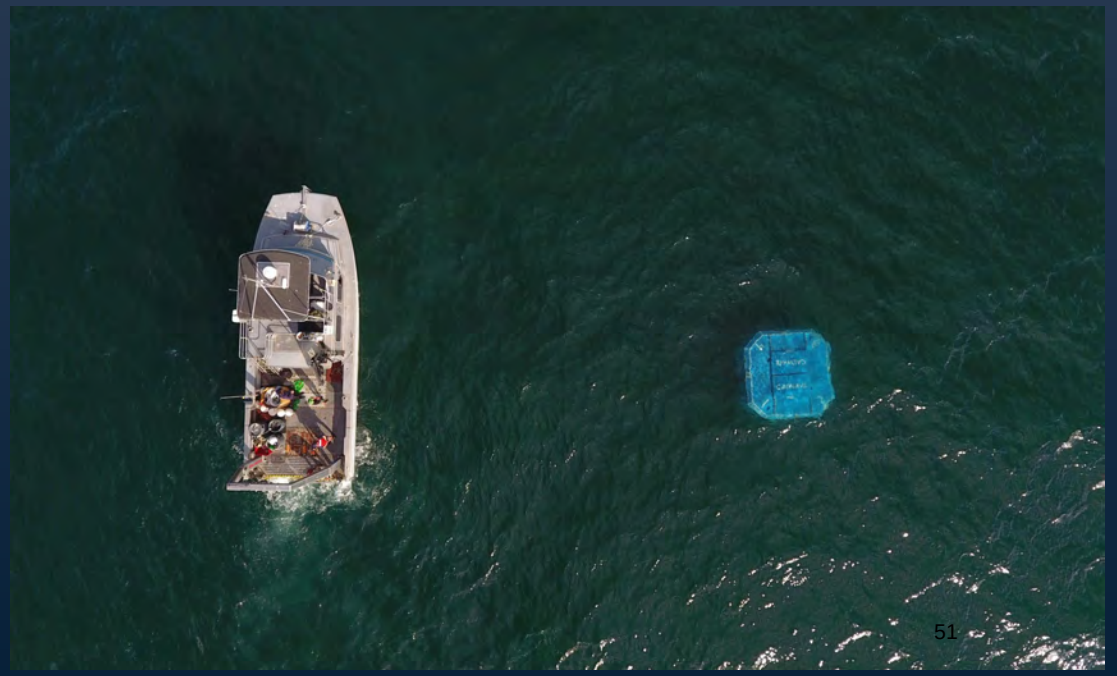
PacWave

CALWAVE









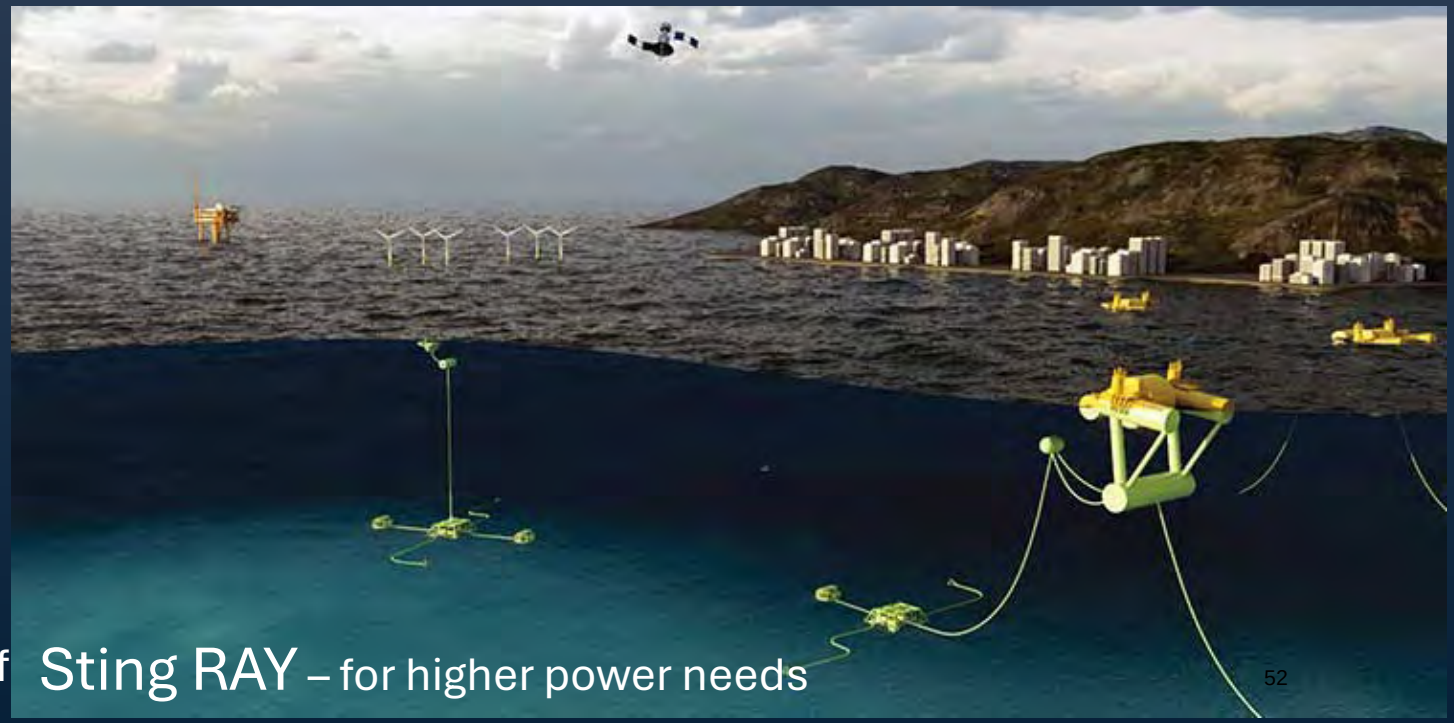
Pacwave

C·POWER





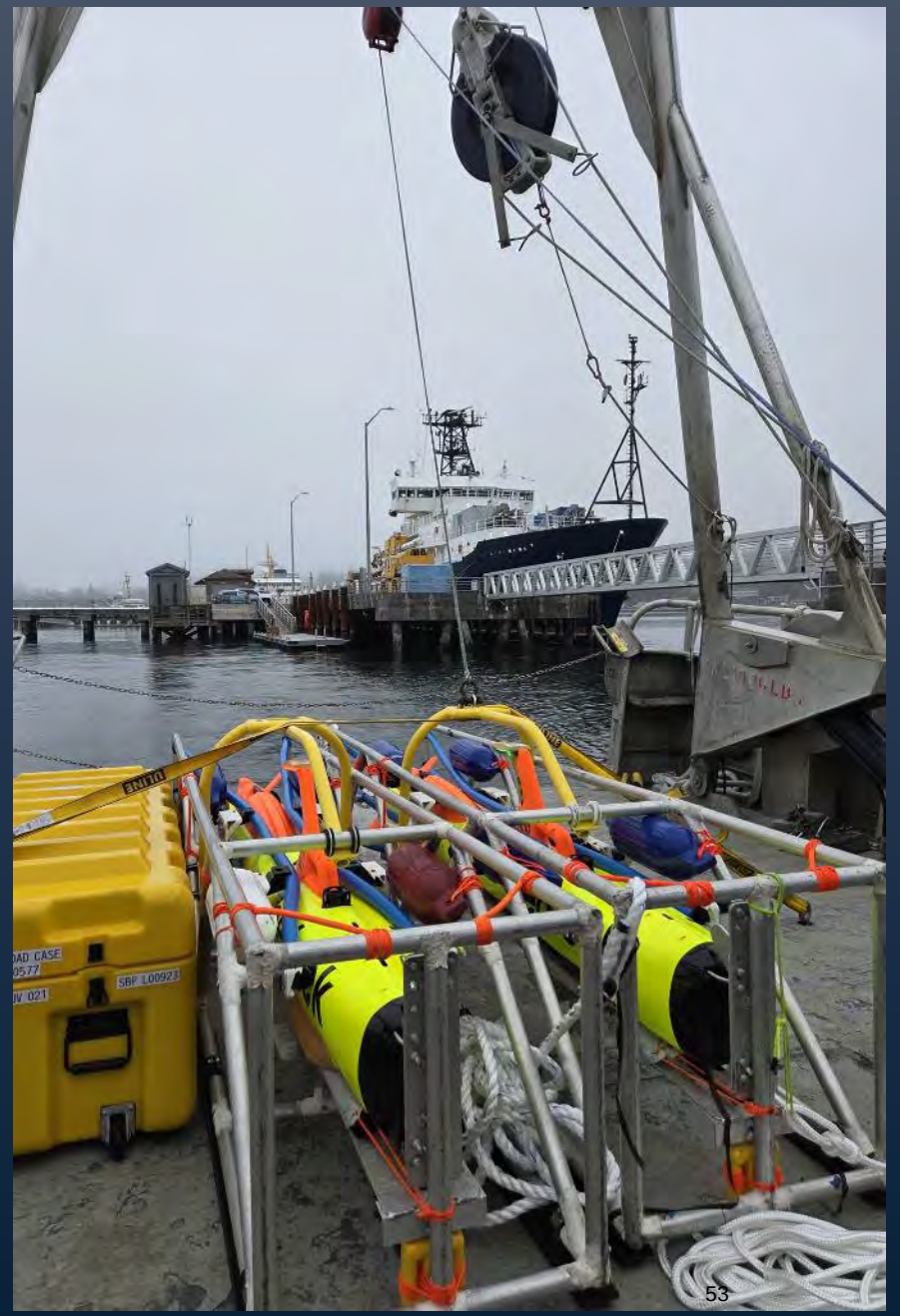




PacWave

Other Potential Testing & Demo Activities

- Community-scale power
- Anchor and mooring system
- WEC connection systems
- Environmental monitoring systems
- Operations associated with marine energy systems
- Wave-powered oceanographic instrumentation
- Other ….



PacWave

Research at PacWave

In collaboration with the Oregon State University, the Pacific Marine Energy Center, the National Laboratory of the Rockies (NLR) and the Pacific Northwest National Laboratory (PNNL), research includes:

- Environmental effects of marine energy
- Resource characterization
- Distributed acoustic sensing
- WEC engineering and design
- Risk and safety for offshore deployments
- Energy systems and grid integration
- Policy & social dimensions of marine energy



PacWave Ribbon-Cutting 10/27/2026





“Our oceans offer a largely untapped resource of abundant, affordable power. The PacWave South facility will help reduce testing barriers for wave energy developers and spur innovation to America's benefit for years to come.”

Nichole Fitzgerald
Director
U.S. Department of Energy
Hydropower and Hydrokinetic Office (H20)

Questions?



PacWave

Oregon State University

U.S. DEPARTMENT of ENERGY

Dan Hellin
[redacted]

PacWaveEnergy.org

REDWOOD COAST Energy Authority

Staff Report

Agenda Item # 7

Information

Agenda Date	November 10, 2026
To	Community Advisory Committee
Prepared by	Faith Carlson, Regulatory and Legislative Policy Manager Giovanna Signorelli, Regulatory and Legislative Policy Intern
Subject	2026 Policy Platform Update

Summary

RCEA staff reviewed the 2026 Policy Platform and suggested revisions which are redlined in the attached document.

Background

On March 24, 2022, the RCEA Board of Directors adopted the RCEA 2022 Policy Platform (Platform), which is brought to the Board periodically (typically annually) for updates. The purpose of the Platform is to deliver on RCEA's RePower Humboldt goals and maintain the operation of RCEA's various programs. The Platform allows RCEA to be nimbler in adopting positions on regulatory and legislative matters in a timely manner without full Board approval if the position is aligned with the Board-approved platform. This Platform also helps inform RCEA's regulatory activities to ensure staff engagement aligns with the Board's priorities and RCEA's goals.

The 2026 Policy Platform and Draft 2027 Policy Platform support the following overarching policy priorities:

- To maintain local control to preserve the ability to self-procure its power resources, and to self-determine rates and the energy programs RCEA offers or is exploring offering to its residents, businesses, and communities it serves, through the mechanisms of local governance;
- To restructure the electric utility sector to allow for increased government ownership of energy infrastructure;
- To ensure cost effective reliable energy service;
- To support community resilience;
- To support climate adaptation plans;
- To support the development of local renewable energy resources;
- To provide equitable and just economic, resilience, and climate benefits to the local community;
- To maintain an efficient, transparent governance structure and operations that preserve Board approved programs.

Equity Impacts

The Platform contains a section on “Environmental Justice and Equity”.

Alignment with RCEA’s Strategic Plan

The Platform was developed to allow RCEA to efficiently engage in regulatory and legislative development that will support RCEA’s ability to implement strategies in RePower Humboldt and achieve the objectives articulated in RCEA’s Mission Statement.

Financial Impact

Funding for staff advocacy and regulatory work related to positions outlined in the RCEA Policy Platform is included in the agency’s current fiscal year budget.

Staff Recommendation

Provide input on draft 2027 RCEA Policy Platform updates.

Attachments

Redwood Coast Energy Authority Draft 2027 Policy Platform, clean and redlined.

2027 POLICY PLATFORM

Introduction

Redwood Coast Energy Authority ("RCEA") is a joint powers authority of the cities of Arcata, Blue Lake, Eureka, Ferndale, Fortuna, Rio Dell, Trinidad, the Yurok Tribe, Blue Lake Rancheria, and the County of Humboldt. The mission of RCEA is to develop and implement sustainable energy initiatives that reduce energy demand, increase energy efficiency, and advance the use of clean, efficient, and renewable resources available in the region for the benefit of the member agencies and their constituents.

This Policy Platform serves as a guide for regulatory and legislative engagement based on principles set forth in RCEA's RePower Humboldt 2019 Update

Avenues and Examples of Advocacy

Legislation and regulation are two distinct, but related, policy tools. Legislation sets principles of public policy, while regulation implements these principles and brings legislation into effect.

Examples of RCEA legislative advocacy include submitting letters in support or opposition of specific bills, as well as meeting with legislators in the California State Senate, the California State Assembly, U.S. House of Representatives, and U.S. Senate.

Most of RCEA's regulatory engagement takes place through the California Public Utilities Commission ("CPUC"), the primary State agency responsible for executing legislation and issuing regulations pertinent to Community Choice Aggregation ("CCA") and Regional Energy Network ("REN") operations. However, RCEA's operations are also impacted by other state and federal agencies including but not limited to the California Energy Commission, the California Independent System Operator, the California Air Resources Board, the California Department of Water Resources, the Federal Energy Regulatory Commission, and the federal Bureau of Ocean Energy Management. Examples of advocacy in this sphere include meeting with agency staff, agency decision-makers, and submitting comments in response to regulations.

Procedures

RCEA regulatory and legislative engagement is conducted at the staff level under the authority of the Executive Director in a manner consistent with RCEA's mission, this policy platform, RCEA's strategic plan, RCEA's Racial Justice Plan, and any applicable RCEA plans and policies.

Issues not addressed in the platform will continue to be brought to the Board on a case-by-case basis. To keep the Board apprised of advocacy activities, staff will notify the full Board of positions taken by RCEA through periodic reports to the Board summarizing policy engagement. This platform will be brought to the RCEA Board on an annual basis for review and input.

Policy Priorities

Local Governance and Statutory Authority

1. Ensure jurisdictions and tribal governments can form or become members of a REN, CCA, or explore other alternatives to Investor Owned Utility Service ("IOU").
2. Protect local governments and CCA rate-setting, programming, or procurement autonomy.
3. Empower local government energy program's ability to effectively and affordably serve their customers.
4. Support customer engagement and operational transparency.
5. Enable energy programs to collaborate with jurisdictions on projects to advance environmental objectives.
6. Support the development of energy generation resources that align with Board-adopted strategic plan goals that are consistent with local and state regulatory requirements, and are informed by input from host communities including but not limited to tribal governments.

Restructuring the Electric Utility Sector

Reduce reliance on Investor-Owned Utilities ("IOUs"):

1. Support governments' ability to fund or own electric infrastructure, including transmission and distribution infrastructure.
2. Stabilize, remove, or reduce costs associated with leaving IOU service, such as the Power Charge Indifference Adjustment or costs associated with maintaining a Provider of Last Resort.

Where IOU service is retained:

1. Reform the utility regulatory and business model to transform IOUs into entities that solely provide transmission and distribution services.
2. Discourage new gas infrastructure and retire or repurpose existing gas infrastructure, while recognizing and addressing social inequities that retirement of such infrastructure may cause.[1]
3. Reform the utility regulatory and business model to ensure IOUs deliver effective service to ratepayers, increase safety and reliability, and reduce costs.
4. Foster greater collaboration and transparency among CCAs, RENs, tribes, state and local governments, and IOUs, particularly in local planning efforts related to energy resources, load planning, response to wildfire and other utility-related emergencies, and programs.
5. Oppose direct access electric service expansion.[2]

Reliability

Outage Events:

1. Reduce duration and frequency of power outages and improve grid reliability.
2. Increase transparency surrounding outage events.
3. Create standards and thresholds for outage events.[3]
4. Support equitable treatment of non-utility owned generation during shutoff events and during related island operation of sections of the grid.

Resource Adequacy ("RA"):

1. Reform the RA program to improve system reliability cost-effectively.
2. Remove barriers to demand response, microgrids, and behind the meter resources to provide RA or other load modification value.

Transmission and Interconnection:

1. Allow for reliable customer access to the grid and connection of new resources and loads through transmission and distribution development and maintenance.
2. Advocate for regional transmission that meets Humboldt County's needs.

[1] For instance, low income households that utilize gas appliances may be disproportionally disadvantaged by gas infrastructure retirement due to appliance replacement and operating costs.
[2] https://www.cpuc.ca.gov/consumer-support/consumer-programs-and-services/electrical-energy-and-energy-efficiency/community-choice-aggregation-and-direct-access-/direct-access
[3] For example, RCEA has proposed equity metrics for outage frequencies and impacts.

Community Resilience

1. Support funding programs to increase community resilience to electric service disruptions.
2. Increase the development of community-level distributed energy resources that reduce the need for new transmission and distribution infrastructure.

Climate Action

1. Increase federal, state, local, and utility investments in greenhouse gas reduction and climate adaptation initiatives.
2. Support accelerated building decarbonization through electrification, energy efficiency, load flexibility, and distributed energy resources.
3. Support natural and working lands strategies that increase carbon sequestration while improving ecosystem health and community resilience.
4. Advocate for climate planning and funding programs that recognize the unique needs of rural, coastal, and tribal communities.
5. Support advancement of building codes to improve energy performance while maintaining housing affordability.
6. Promote transportation decarbonization through zero-emission vehicles, charging infrastructure, active transportation, and transit investments.

Energy Generation Sources

1. Support development of local and regional sources of renewable energy, including efforts to establish Humboldt Bay as the primary west coast hub for the offshore wind industry.
2. Advocate for permanent waste solutions for nuclear plants and oppose policies that extend the life of Diablo Canyon Nuclear Power Plant.

Environmental Justice and Equity

1. Engage in policy developments that impact the ability of rural, low-income, and underserved communities to have affordable, reliable, and clean energy.

2. Enable all communities, including emerging and historically marginalized communities, and individuals, regardless of race, color, national origin, religion, sexual orientation, sex, gender identity, age, disability, or socioeconomic status, in California to participate in the decarbonization of the state's electric grid, building stock, and the transportation sector in a cost-effective manner.

3. Advocate for metrics and cost effectiveness rules that do not create a disadvantage in serving low income and other vulnerable customers.

4. Allow tribal governments to be recognized as public agencies for the purpose of being eligible to be direct recipients of program funding.
5. Oppose the shifting of marginal costs of interconnecting and serving large new industrial or commercial loads such as data centers to other rate classes such as residential and small commercial customers.
6. Alleviate residential and commercial financial hardship caused by public health emergencies or natural disasters.

Programs

1. Protect CCA and REN autonomy to administer Board approved programs, including but not limited to:
    1.1. Integrated demand side management (including but not limited to microgrids, distributed energy resources, virtual power plants, demand response, energy efficiency, electrification, distributed generation and storage, vehicle-to-grid storage)
    1.2. Low-carbon transportation (including but not limited to advanced fuel deployment, fuel efficiency, fueling infrastructure)
    1.3. Energy generation and utility services (including but not limited to rates and tariffs, transmission and distribution infrastructure)
2. Avoid interruptions, gaps, or reductions in program funding.
3. Protect Public Purpose Program support for energy efficiency and equity programs.[4]
4. Treat non-regulated fuels, such as propane and firewood, comparably with natural gas in allowing for electrification incentives.

[4] Public Purpose Program covers CARE, ESA, FERA, and more programs. https://liob.cpuc.ca.gov/wp-content/uploads/sites/14/2024/03/Item-09b_Joint-IOU-Presentation-Programs-Update_PPP-Surcharge.pdf

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REDWOOD COAST Energy Authority

Arcata | Blue Lake | Blue Lake Rancheria | County of Humboldt | Eureka | Ferndale | Fortuna | Rio Dell | Trinidad | Yurok Tribe

2027 POLICY PLATFORM

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[1] ~~https://redwoodenergy.org/wp-content/uploads/sites/850/2025/09/REpower-2019-Strategic-Plan-250919.pdf~~

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4. Support ~~CCA and REN~~ customer engagement and operational transparency.
5. Enable ~~CCAs and RENs~~energy programs to collaborate with ~~their member~~ jurisdictions on ~~local energy resources and~~ projects to advance environmental objectives.
6. Support the development of energy generation ~~projects~~resources that align with Board-adopted strategic plan goals ~~and RCEA's energy risk policy, as long as local development and siting criteria~~that are consistent with ~~city and county land use authority, other~~ local and state regulatory requirements, and are informed by input from ~~local~~host communities including but not limited to tribal governments.

~~2.~~ Restructuring the ~~Electricity~~Electric Utility Sector

Reduce reliance on Investor-Owned Utilities ("IOUs"):

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5. Oppose direct access electric service expansion.[3]

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[3] https://www.cpuc.ca.gov/consumer-support/consumer-programs-and-services/electrical-energy-and-~~energyefficiency~~energy-efficiency/community-choice-aggregation-and-direct-access-/direct-access

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2. ~~-~~Advocate for regional transmission that meets Humboldt County's needs.

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2. Increase the development of community-level ~~resources~~ distributed energy resources that reduce the need for new transmission and distribution infrastructure.~~-~~

~~5.~~ Climate Action

1. ~~a.~~ Increase ~~resources for climate change mitigation~~federal, state, local, and utility investments in greenhouse gas reduction and climate adaptation ~~and support~~ initiatives.
2. Support accelerated building decarbonization through electrification, energy efficiency, load flexibility, and distributed energy resources.
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3. ~~6.~~ Advocate for climate planning and funding programs that recognize the unique needs of rural, coastal, and tribal communities.
4. Support advancement of building codes to improve energy performance while maintaining housing affordability.
5. Promote transportation decarbonization through zero-emission vehicles, charging infrastructure, active transportation, and transit investments.

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3. Advocate for metrics and cost effectiveness rules that do not create a disadvantage in serving ~~equity~~low income and other vulnerable customers.
4. ~~Support and advocate for policies that allow~~Allow tribal governments to be recognized ~~by the California Public Utilities Commission (CPUC)~~ as public agencies for the purpose of being eligible to be direct recipients of ~~CPUC~~ program funding.
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2. Avoid interruptions, gaps, or reductions in program funding.

3. Protect Public Purpose Program support for energy efficiency and equity programs.[5]

4. Treat non-regulated fuels, such as propane and firewood, comparably with natural gas in allowing for electrification incentives.

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REDWOOD COAST Energy Authority

Staff Report

Agenda Item # 8

Information

Agenda Date	November 10, 2026
To	Community Advisory Committee
Prepared by	Brytann Busick, Community Strategies Manager
Subject	Brand Awareness Survey Results

Background

In 2025, Redwood Coast Energy Authority (RCEA) conducted a brand awareness survey of residential customers to gain a clearer understanding of how customers view RCEA, what they know about the organization, and what aspects of RCEA's work they value most. This research is an important step in deepening our understanding of the community we serve and ensuring that RCEA's programs and services continue to reflect local priorities and needs.
ReconMR, a professional public opinion research firm, was selected to conduct the survey. ReconMR specializes in quantitative and qualitative research for public agencies, utilities, and community organizations, and has worked with several other California Community Choice Aggregators (CCAs) on similar brand awareness and customer perception studies. Their experience in conducting research for community energy programs ensured statistically valid results and meaningful insights into how local residents perceive and engage with RCEA.
Survey results showed that RCEA's unaided brand awareness was just 38%, though 92% of Humboldt County receives electricity from RCEA. Aided brand awareness (RCEA listed among other electricity providers as an option to select) stands at 56%. While PG&E holds near-universal awareness (98%), its brand health is notably weaker, with less than half of residents (44%) holding a favorable opinion. Therefore, survey results indicate that RCEA could benefit from increasing brand awareness among customers.
The survey provides valuable insights into customer awareness, familiarity with RCEA's role in providing electricity and energy services, and perceptions of our impact in the region. These findings will help inform how RCEA engages with customers moving forward and ensure our future outreach and program development are grounded in customer perspectives

Summary

Brytann Busick, Community Strategies Manager, will present the results of RCEA's 2025 residential brand awareness survey. The
presentation will cover:

- Customer awareness and understanding of RCEA's role and services
- Key themes and takeaways from survey responses
- Insights to support future outreach and customer engagement strategies

Alignment with RCEA's Strategic Plan

4.2.4 Provide Outstanding Customer Service to RCEA Customers. Ensure that participants in RCEA's community choice energy program receive high-quality customer service related to enrollment, rates, billing, and customer programs supported by CCE program customer funds.

Several goals in the Strategic Plan (1.5.3 Develop Public Displays, 1.5.2 Hold Regional Energy Forums,1.5.4 Provide Energy Efficiency, Conservation and Electrification Education and Training, and 4.3.6 Provide Education on all Electric Rate Schedule Options) call on RCEA to provide education to customers. The results of the Brand Awareness Survey provide essential information to inform educational opportunities for our customers and community

Equity Impacts

The Brand Awareness Survey results support RCEA's Racial Justice Plan initiatives because it will help us know more about customers and therefore be better able to incorporate diversity, equity, and inclusion in program selection, design, and implementation.

Financial Impact

None.

Staff Recommendation

Information only.

Attachments

1. ReconMR PowerPoint Slides: 2025 RCEA Brand Awareness Survey Results.

Awareness Tracking Survey

November 24, 2025

Conducted for:

REDWOOD COAST EnergyAuthority

Methodology

10,000 households in Humboldt County (customers and non-customers) were randomly selected for survey invitations using RCEA lists.

We received 839 respondents for an impressive 8.4% response rate.

Survey invitations were delivered via U.S. Mail

- The Redwood Region Economic Development Commission (RREDC) sponsored the survey
- Having a third party as the sponsor enables a more accurate reading of RCEA's unaided awareness
- Letters were mailed September 17th and responses were accepted through October 15th.
- Letters were provided in both English & Spanish (double-sided)

The 18-minute survey was a self-administered, online survey hosted by ReconMR

Completed surveys were confirmed to be demographically balanced and mirror the Humboldt County population

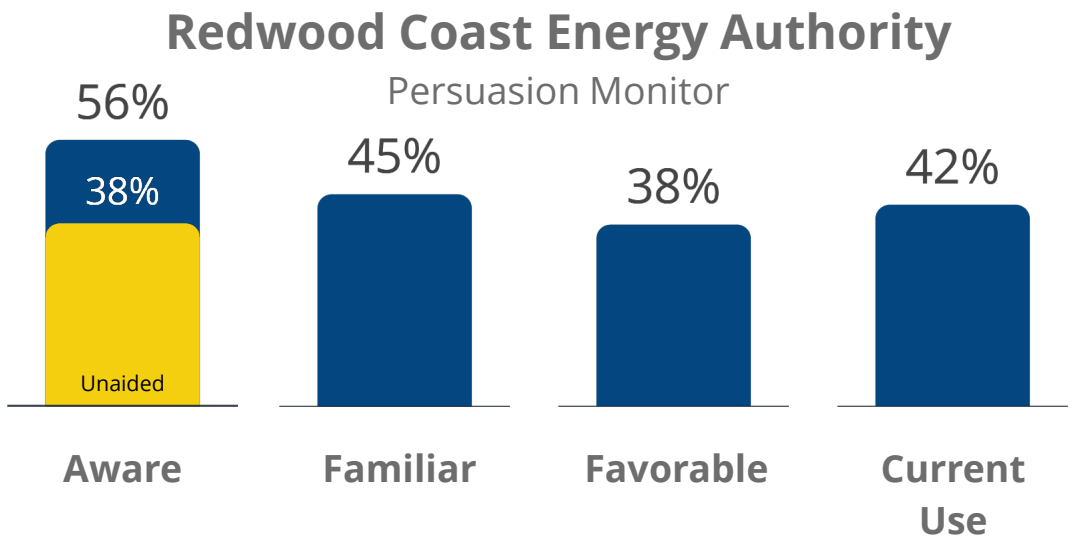
Participation was incentivized with a sweepstakes offering 2 winners of $300 and 8 prizes of $50

Persuasion Monitor™- Redwood Coast Energy Authority

56% of Humboldt county residents are aware of RCEA when prompted (38% unaided recall). Among those aware, the majority are familiar with RCEA and have a favorable opinion of the company.

- While RCEA provides service to 92% of Humboldt County households, customer recognition lags significantly, with only 42% identifying RCEA as their provider.

- The brand struggles to stand out among other "Redwood" named companies.



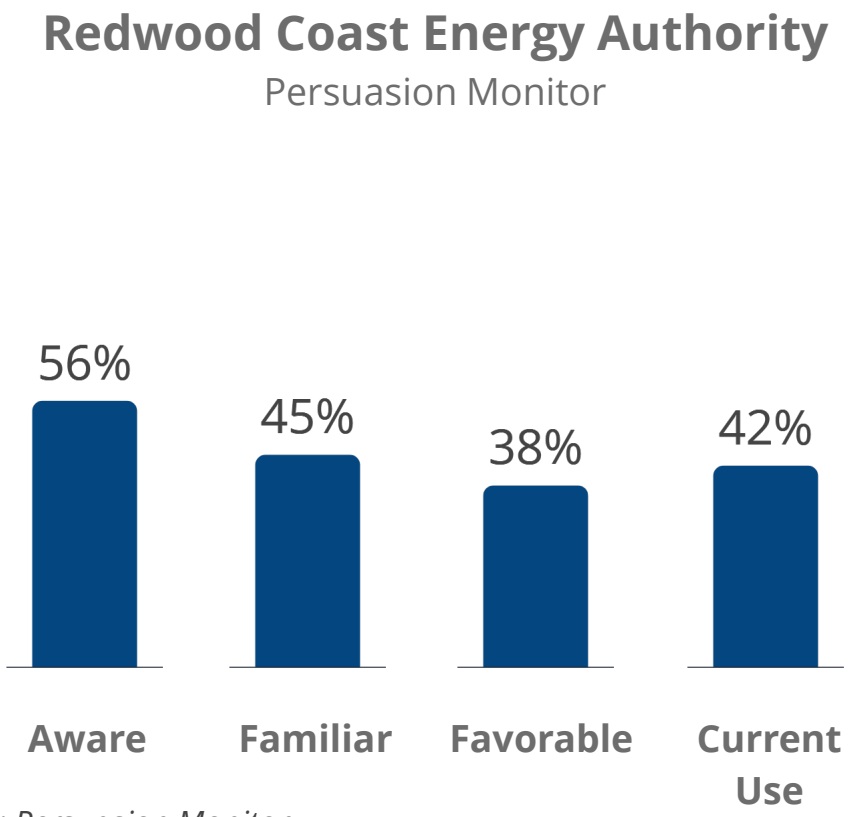
Similar Unaided Mentions (7%)
Redwood Community Energy Association
Redwood Energy
Redwood Energy Authority
Redwood Energy Commission
Redwood Community Power

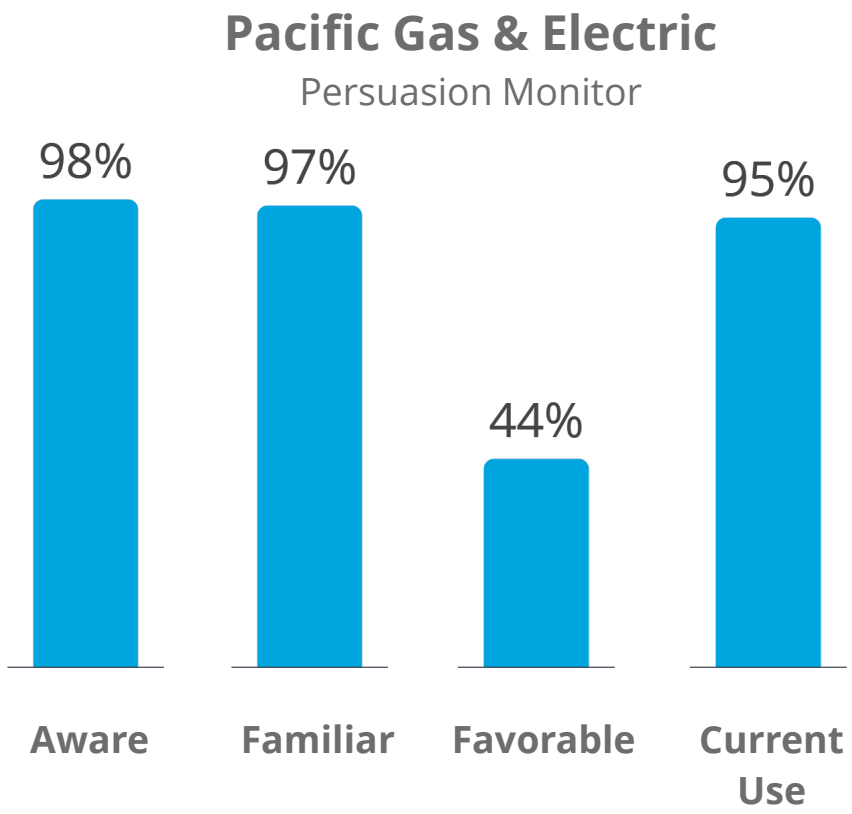
Back Next

Q1-Q6: Persuasion Monitor
Base: Total (n=839)

Persuasion Monitor™- Energy Providers in Humboldt County

While PG&E has nearly universal brand awareness at 98%, less than half of Humboldt county residents have a favorable opinion of them.





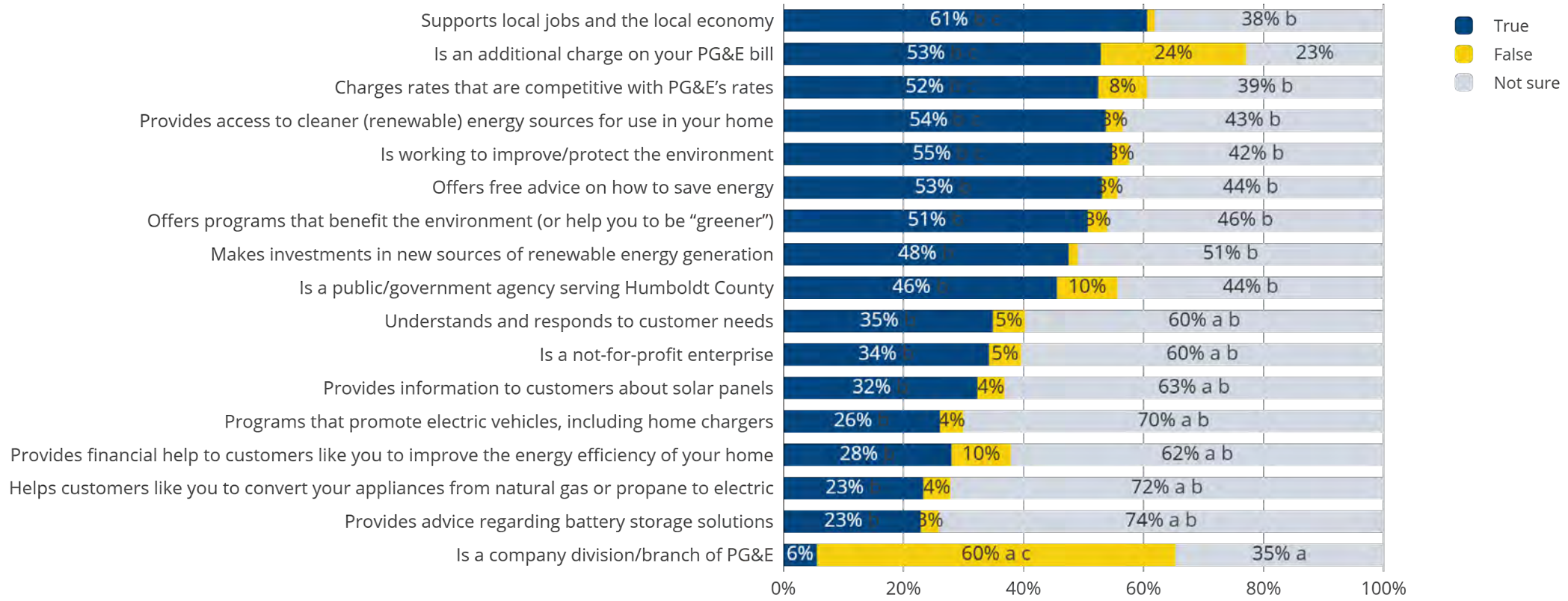
Q1-Q6: Persuasion Monitor
Base: Total (n=839)

Back Next

Perceptions of Redwood Coast Energy Authority

Among residents aware of RCEA, a majority hold positive perceptions, believing it supports local jobs (61%) and provides cleaner energy (54%).

60% correctly differentiated that RCEA is not a branch of PG&E. However, 53% incorrectly believe that RCEA is an extra charge on their bill.

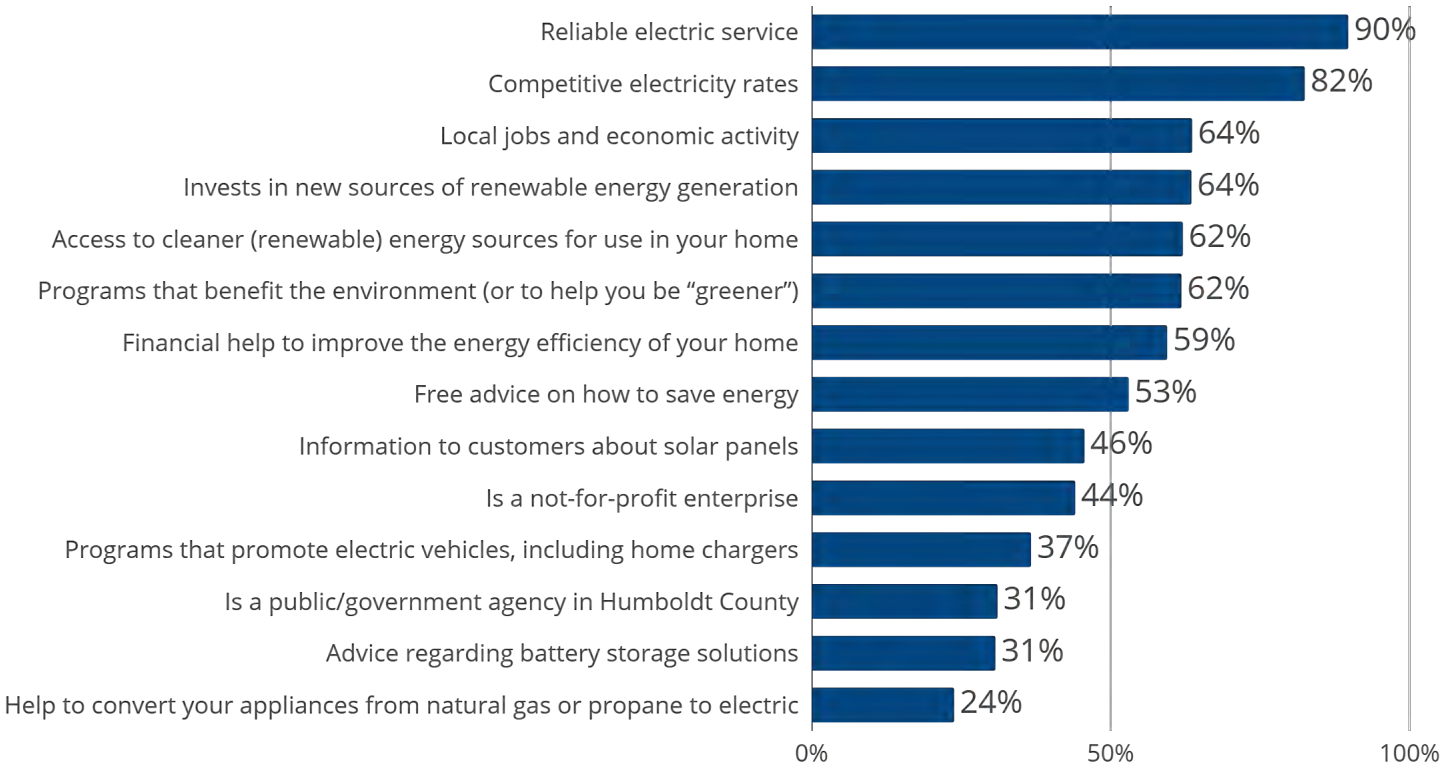


Q9 - For each statement, please indicate if you think it is true or false about Redwood Coast Energy Authority.
Base: Aware of RCEA (n=470)

Resident Priorities

When asked to identify the most important provider priorities, residents select those that align with RCEA's mission to provide clean, reliable electricity and valuable programs.

The top residential priorities are "reliable electric service" (90%), "competitive rates" (82%) and "investing in renewables" (64%).

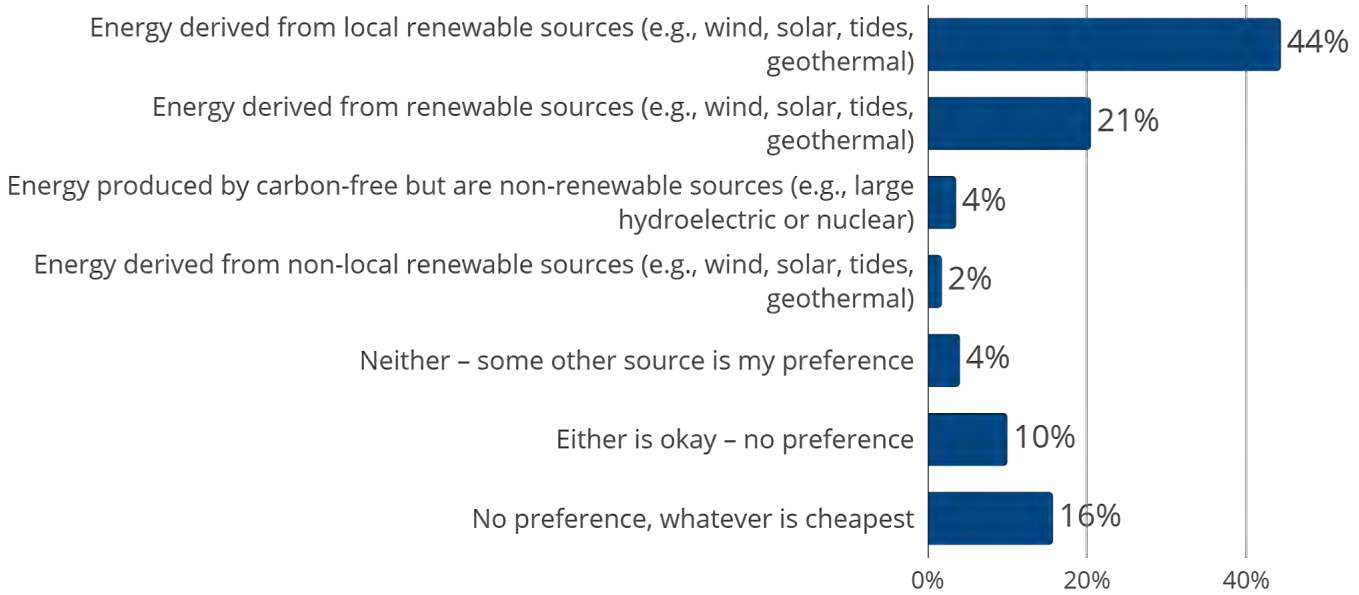


*Q7a - How important is it to you that the company providing electricity to your home offers each of the benefits listed below?**
Base: Total (n=839)

Back Next

Ideal Energy Source

When cost isn't an issue, 44% of people want energy from local, clean sources. This was the most popular choice. Overall, 66% prefer clean energy (from any place), but 16% just want whatever costs the least.



Back Next

EA4 - Assuming only minor differences in cost, given the choice of the source of energy for your home, which one would you choose?
Base: Total (n=839)

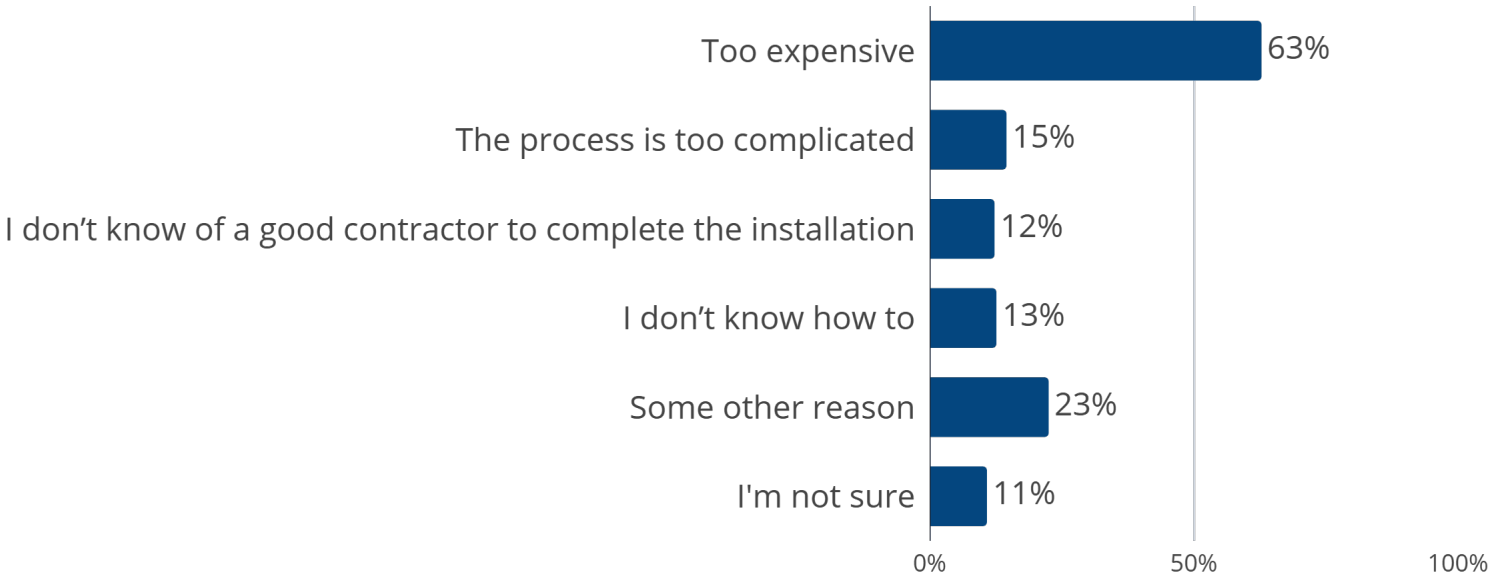
Energy-Related Actions Taken

- Nearly all residents (98%) would at least consider taking action, such as weatherizing their doors, reducing their energy use, changing their rate plan or making their home more energy efficient.
- Adding a Home Battery Backup had the highest amount of consideration among energy related actions with 59% considering a battery and an additional 17% investigating the purchase.
- There is a strong reluctance in electrification. 40% of residents would not consider converting their appliances to electric, and 35% would not consider an EV.

EA9a - Which of the following home energy-related actions have you completed during the past few years, investigated, or that you would consider doing within the next few years?
Base: Total (n=839)

Reasons For Not Taking Action

The primary reason residents do not pursue energy-related actions is overwhelmingly cost, with 63% of respondents stating it is "too expensive". Secondary concerns include the complexity of the process (14%) and not knowing a good contractor (12%).

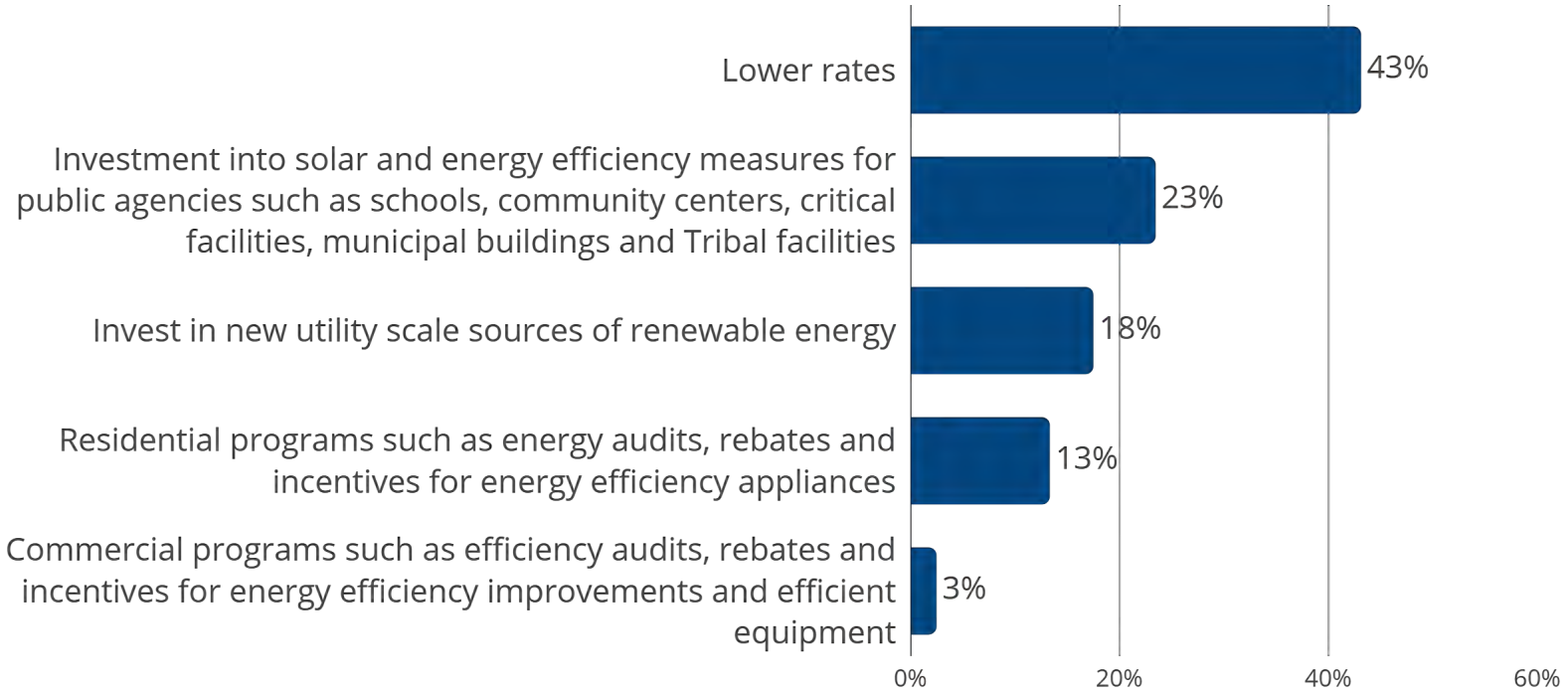


EA9b - What would you say most prevents or dissuades you from pursuing/investigating the types of actions listed?

Base: Total (n=839)

Preference in Government Spending

When asked how local government funds for energy should be spent, the top choice for residents is lower rates (43%). This is followed by investments in solar and efficiency for public facilities like schools and community centers (23%).



EAx - How would you like your local energy-related government funding to be spent? Pick only one.

Base: Total (n=839)

Executive Summary

RCEA has built a positive brand reputation centered on local, clean energy.

- Moderate Brand Awareness with Room for Improvement
- Customer Priorities Align with RCEA's Mission
- Cost is the Overwhelming Driver and Barrier to Action

Recommendations

The path to improving RCEA's market share and community impact:

- Prioritize Awareness
- Clarify Identity
- Promote Programs as Solutions

Questions?

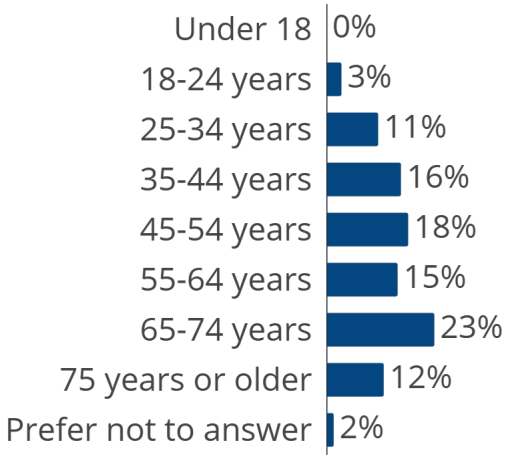


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criepe@reconmr.com

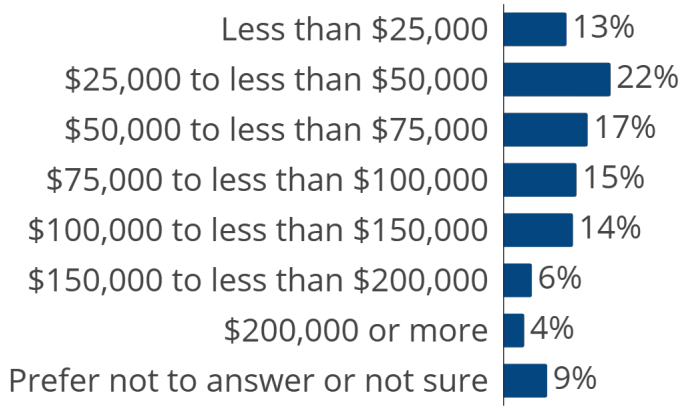
Appendix

Participant Profiles - Household Characteristics

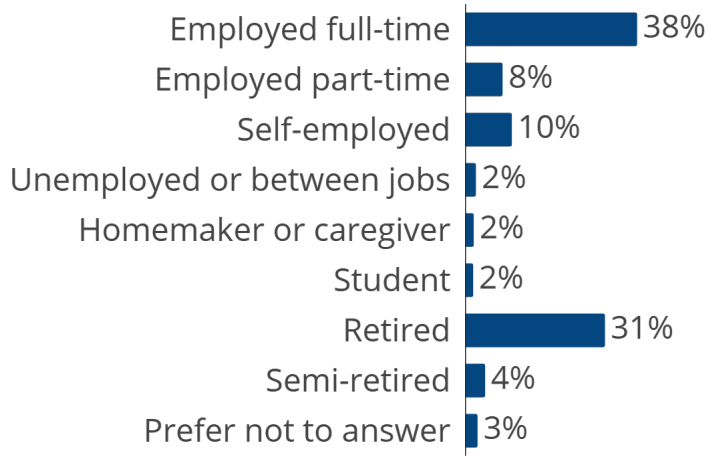
Age



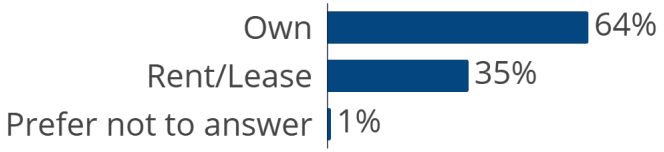
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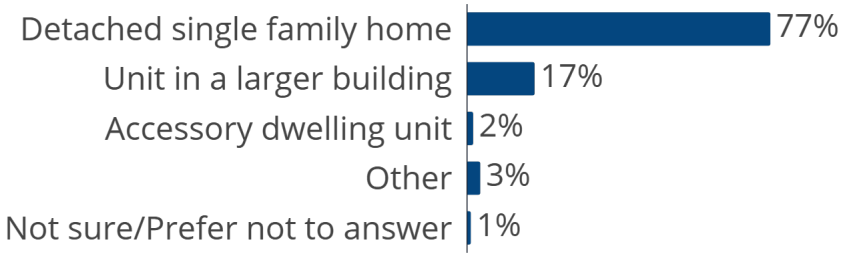
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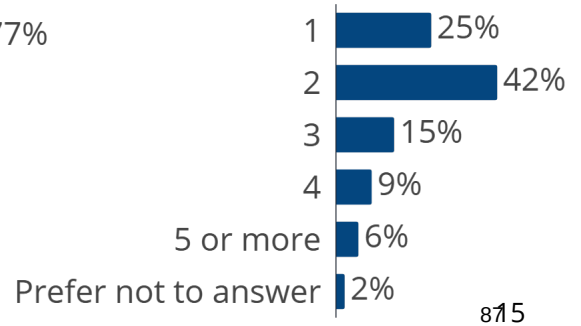
Dwelling Type



Dwelling Type



Household Size

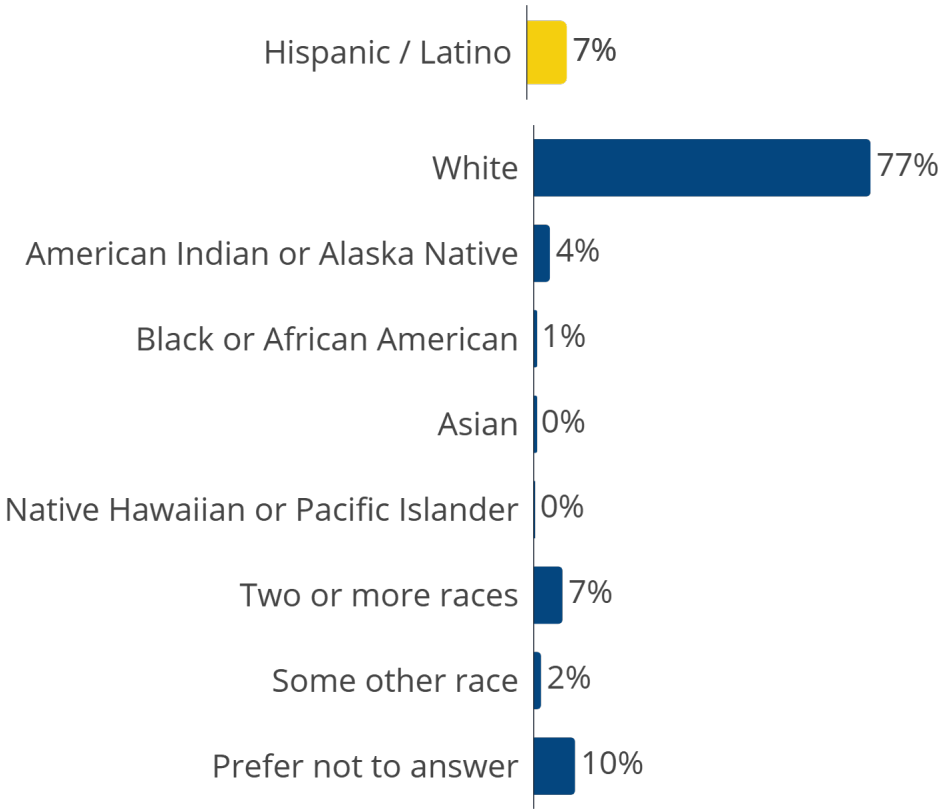


Base: Total (n=839)

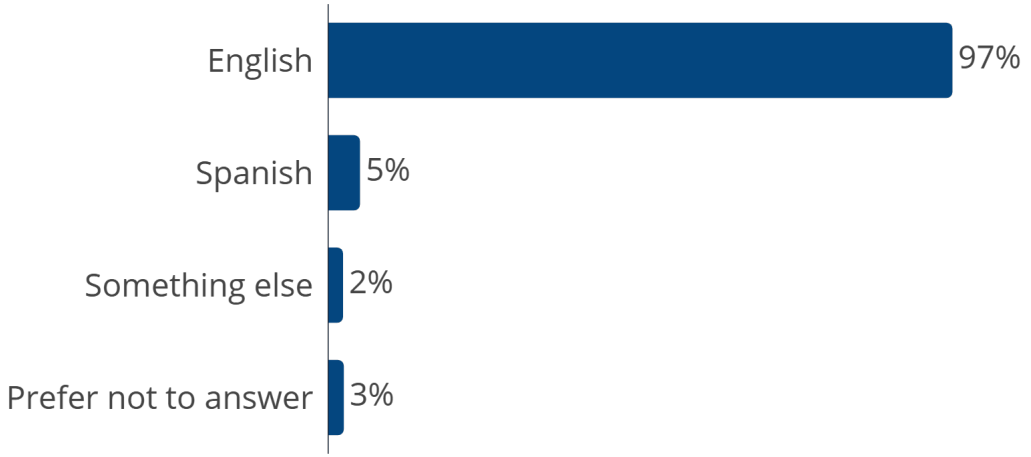
Back Next

Participant Profiles - Ethnicity

Ethnicity



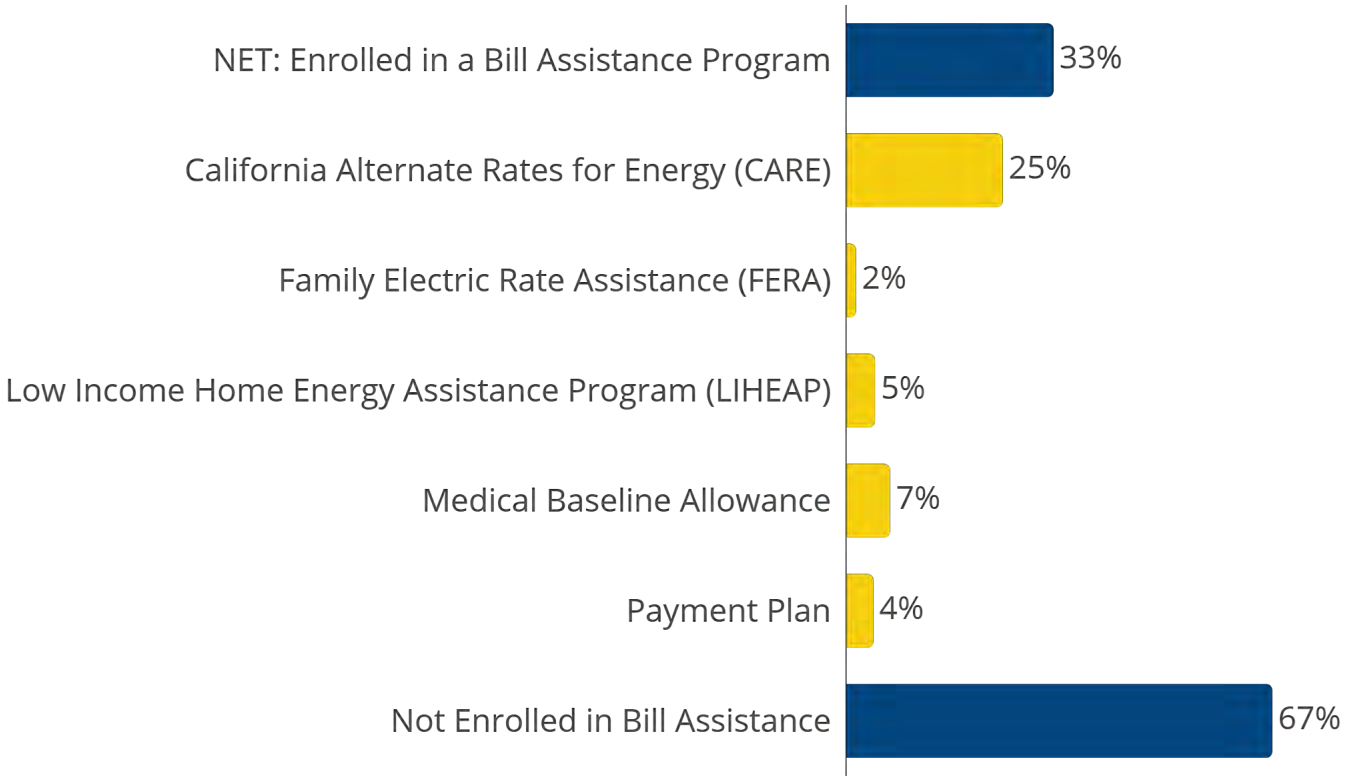
Language Used in Home



Base: Total (n=839)

Participant Profiles - Assistance Programs

Enrollment in Bill Assistance Programs



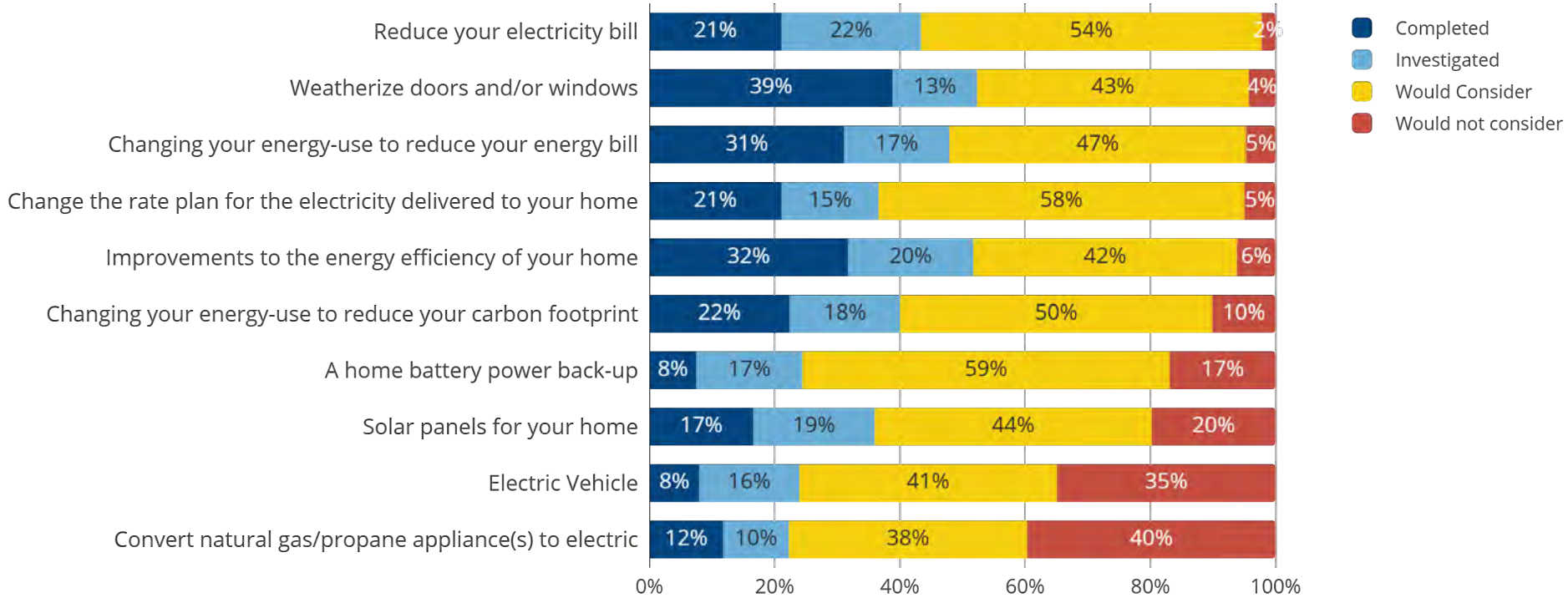
Base: Total (n=839)

Back Next

Energy-Related Actions Taken

Weatherizing doors and windows is the most common completed home energy action (39%). A large portion of residents would consider changing their rate plan (58%) or installing a home battery (59%) in the next few years.

- There is a strong reluctance to adopt electrification, evidenced by 40% who are not considering converting their appliances.



EA9a - Which of the following home energy-related actions have you completed during the past few years, investigated, or that you would consider doing within the next few years?
Base: Total (n=839)