



Staff Report

August 8, 2017

TO: Honorable Mayor and Members of the Town Council
FROM: Roger Carroll, Treasurer/Finance Officer
DATE: July 25, 2017
RE: SVEA Name Change

Recommendation

It is recommended that the Town Council ratify and confirm the amendment to the Joint Exercise of Powers Agreement for the Sierra Valley Energy Authority to change the name of the Authority to Pioneer Community Energy. Adoption of the attached Resolution by all of the Parties to the Agreement will ratify and confirm this second amendment to the Amended and Restated Joint Powers Agreement for the Sierra Valley Energy Authority and formally change the name of the entity from Sierra Valley Energy Authority to Pioneer Community Energy.

Issue Statement and Discussion

The Sierra Valley Energy Authority (SVEA) was initially formed in September of 2015 between Placer County and the City of Colfax. The SVEA is a joint powers authority originally created as a financing conduit for the mPOWER Program which finances energy efficiency and renewable generation of the mPOWER Program beyond the borders of Placer County based on requests from outside jurisdictions. As such the name "Sierra Valley Energy Authority" was chosen to reflect the broader geographic range of the mPOWER Program. In February of 2017, Placer County and the City of Colfax amended the SVEA joint powers agreement to authorize the implementation of the Community Choice Aggregation (CCA) Program and further authorized the expansion of the voting members of the SVEA to include the Cities of Auburn, Colfax, Lincoln and Rocklin and the Town of Loomis, subject to the resolution by each of the municipalities. Each of these municipalities has now joined the JPA as voting members.

During the due diligence process for the CCA, County staff conducted a series of focus groups to gauge interest and response to the proposed CCA. Three focus groups were conducted. The first one was held in Auburn with participants from Auburn, Loomis, Foresthill, and Colfax. The second was held in Lincoln with participants from both incorporated and unincorporated areas of Lincoln. The third focus group was held in Rocklin with participants from the City of Rocklin. The focus group members were chosen to represent a cross section of citizenry including males, females, various age ranges, small business owners and employees and a range of educational backgrounds.

The focus groups were also used to gauge reaction to suggested names and words related to branding CCA. During these focus groups it was discovered that most of the participants did not identify with the geography of "Sierra Valley", they generally disliked the word "Authority" and the majority felt the name was too long.

Based on this feedback, along with other comments, County staff engaged the services of Augustine and Associates to assist with name and brand development. The name and branding process sought to define and portray an image of the Authority in a manner that: 1) reflects the common legacies, heritage and culture of the member jurisdictions, 2) reflects the value of local control and determination, and 3) projects a spirit of innovation, progress, and forward thinking.

As a result of this process a proposed new name, logo, brand mark, and color palette were developed. The proposal was presented at a meeting of the Sierra Valley Energy Authority held on July 17, 2017, and the Authority Board took action to approve the change in name. The Town Council ratification and confirmation of this amendment is necessary to file the amendment with the Secretary of State under Government Code Section 6503.5.

CEQA Requirements

There are no CEQA issues.

Financial and/or Policy Implications

None.

Attachments

- A. Resolution

TOWN OF LOOMIS

RESOLUTION NO. 17-

RESOLUTION OF THE TOWN COUNCIL OF THE TOWN OF LOOMIS AMENDING THE JOINT EXERCISE OF POWERS AGREEMENT FOR SIERRA VALLEY ENERGY AUTHORITY TO RATIFY AND CONFIRM THE NAME CHANGE FROM THE SIERRA VALLEY ENERGY AUTHORITY TO PIONEER COMMUNITY ENERGY

WHEREAS, this Sierra Valley Energy Authority (the "Authority") was established on September 9, 2015, between the County of Placer and the City of Colfax; and

WHEREAS, the Sierra Valley Energy Authority was originally created for the purpose of providing a financing and program expansion platform for the mPOWER Program; and

WHEREAS, the Amended and Restated Joint Exercise of Power Agreement for the Sierra Valley Energy Authority (the "Amended JPA Agreement") became effective on February 22, 2017; and

WHEREAS, the Amended JPA Agreement authorized the Cities of Auburn, Lincoln, and Rocklin and the Town of Loomis to become Voting Members of each of these municipalities have subsequent become Voting Members of the Authority; and

WHEREAS, one of the primary purposes of the Amended JPA Agreement was to allow for the establishment of a Community Choice Aggregation Program within the jurisdictions of the Voting Members; and

WHEREAS, the Governing Board of the Authority has taken action to rename and brand the Authority as Pioneer Community Energy, which reflects the common legacies, heritage and culture of their respective jurisdictions, reflects the value of local control and determination, while also projecting a spirit of innovation, progress, and forward thinking;

NOW THEREFORE BE IT RESOLVED, the Town Council of the Town of Loomis, hereby finds, declares and resolves as follows:

1. The above recitals are true and correct.
2. The second amendment to the Joint Exercise of Powers Agreement for the Sierra Valley Energy Authority, changing the name of the Authority to Pioneer Community Energy, is hereby ratified and confirmed and all references to the Sierra Valley Energy Authority or the Authority in the Amended and Restate Joint Exercise of Powers Agreement for the Sierra Valley Energy Authority shall, as amended by this second amendment, mean Pioneer Community Energy.

3. All actions heretofore taken by the officers and agents of the Authority with respect to the amendment to the Amended and Restated Joint Exercise of Powers Agreement for the Sierra Valley Energy Authority by this Resolution are hereby approved, confirmed and ratified, and the proper officers of the Authority are hereby authorized, for and in the name and on behalf of the Authority, to do any and all things and take any and all actions and execute and deliver any and all certificates, assignments and other documents that they, or any of them may deem necessary or advisable in order to consummate the second amendment to the Agreement. The officers of the Authority are further authorized to provide official notice of the name change as many be required, including, but not limited to official filing with regulatory and other agencies, and to conduct all future affairs of the Authority under the name of Pioneer Community Energy.

4. This Resolution shall take effect immediately upon its adoption.

PASSED AND ADOPTED by Town Council of the Town of Loomis this 8th day of August, 2017 by the following vote:

AYES:

NOES:

ABSENT:

ABSTAIN:

Mayor

Attest:

Town Clerk