

Community Renewable Energy Agency Board Communications Committee Special Meeting Minutes

The Communications Committee of the Community Renewable Energy Agency Board met in a SPECIAL MEETING on **Thursday, September 3, 2026**, at Millcreek City Hall, located at 1330 E. Chambers Avenue, Millcreek, UT 84106 and participated electronically via Zoom.

PRESENT:

Board Members

In person

Glade Sowards, *Salt Lake City*

Electronic

Dan Dugan, *Salt Lake City*

Chris Cawley, *Alta*

Randy Aton, *Springdale*

Kyla Topham, *Springdale*

Drew Quinn, *Holladay*

Lorenzo Long, *Ogden*

Roger Bourke, *Alta*

SPECIAL MEETING: 10:30 a.m.

TIME COMMENCED: 11:53 a.m.

1. Welcome, Introduction, and Preliminary Matters

1.1 Purpose and Overview of Meeting

2. Business Matters

2.1 Update from Communications Committee on the Community Clean Energy Program and review of communications resources and assets available to participating communities to conduct outreach regarding the program

Board Member Sowards gave a brief overview of the program. The program was created out of Utah community's desire for more renewable energy and House Bill 411, legislation passed in 2019. The program has come a long way since 2019; the URC Agency and Rocky Mountain Power have navigated several milestones over the past several years to come up with this program. Rocky Mountain Power formally signed the utility agreement, completing a key prerequisite for program launch.

16 communities are participating in the program including: Alta, Castle Valley, Francis, Grand County, Emigration Canyon, Holladay, Midvale, Millcreek, Moab, Oakley, Ogden, Park City, Salt Lake City, Salt Lake County, Springdale, and Summit County.

The Community Clean Energy Program allows the addition of new renewable energy resources to the Rocky Mountain Power grid that powers our communities. Over time,

more renewable energy will be added to the grid until the amount of the electricity consumed by participating customers is matched with clean energy generation.

Just about all Rocky Mountain Power customers in the 16 participating communities are eligible to participate in the program. This includes residential, commercial, and industrial customers with the exception of residential customers on rate schedule 135.

Households will pay an extra \$4 per month to participate in the program. \$0.10 of this monthly cost will go towards funding for low-income customers (those enrolled in HELP) to participate for free. Non-residential customers pay \$0.00609 per kWh plus a 12 cents surcharge per month.

Rates may adjust no more than annually and future rate adjustments will be determined by the Public Service Commission. While URC doesn't know what future rate adjustments will be at this point, the PSC has expressed that they expect rates will be highest at the onset of the program and will likely decrease over time. It is important to note that this is not guaranteed, and the PSC will untimely decide how rates are adjusted.

There are different ways to support renewable energy as a RMP customer in Utah including Blue Sky, subscriber solar, and other opt-in programs offered by RMP or otherwise. The CCEP is easier to participate in because it is an opt-out program where customers will be automatically enrolled with the option to opt out. Customers who participate in the program will remain RMP customers. Program costs are a simple line item added to a typical bill, and service will remain the same and be reliable.

The noticing period is scheduled to begin November 2nd of this year. That starts an initial opt out window of 60 days. Customers will receive at least two notices during this time: the first will be paper notice sent via mail. Customers subscribed to electronic billing will receive their second notice via email, customers who receive paper bills will receive their second notice in the mail. Large customers with over 1 megawatt of service will receive an in-person or virtual visit from a regional business manager with RMP to walk them through the program and ensure they are well informed about their decision to participate. Beginning January 1, 2027, the program rate will be charged to customers who did not opt out in the two months prior. Between January and May, customers will have four months to test drive the new rate and can cancel their participation in the program with no termination fee. After May 1, 2027, customers who opt out of the program will pay a termination fee of \$30 for residential customers and a fee based on usage for non-residential customers.

Board Member Sowards shared what the notice sent to residential customers will look like. It will include information about the program, the rates, the website, and way to contact RMP. He also shared what the outside of the envelope will look like, noting that the language will likely change.

More information is found on the Agency's website, utahrenewablecommunities.org, and sent via an e-newsletter that can be subscribed to via the website.

Board Member Cawley explained the roles and responsibilities of three key parties pushing the program forward: RMP, URC Communications Committee, and participating communities.

RMP is administering the program. They will provide the initial customer notices, including opt-out notices. They will handle the customer billing and provide a webpage and telephone hotline for customer inquiries, so when people start getting opt-out notices and see the schedule 100-line item, they can call a number on their bill to talk to someone about it and get questions answered. The RMP website for CCEP is rockymountainpower.net/ccep.

The URC Communications Committee's role is to develop communications guidelines and marketing materials to support participating community staff in sharing information about the program. Some key tools developed include a website, e-newsletter, press inquiries, and social media.

The participating local governmental role is to take the lead in communicating about the program with their constituents. This includes leveraging materials from the URC Communications Committee, cross-promoting social media, newsletter and other content created by URC, and identifying local champions that can represent the program like elected officials, businesses, or nonprofits.

Board Member Cawley shared some key marketing materials including the URC website, an informational handout, stickers to share with constituents, window clings for local businesses to showcase their participation in the program, and yard signs that can be produced by local printers and shared with community members that want to showcase their support. All these materials were created in compliance with the Utility Agreement and therefore were reviewed and approved by RMP.

Tyler Poulson, Collaborative Climate, shared a communications plan he developed with the URC Communications Committee to help local governments share information about the program. Mr. Poulson walked through some key sections of the plan, including:

1. The *Executive Summary* section which explains how local government staff can use this plan, including the top five things communities can do to inform constituents about the program.
2. The *Objectives, Messages, and Audience* section which includes key objectives for local governments marketing CCEP to their communities, priority messages to elevate in communications tactics and strategies, and information on renewable energy polling data audience segments.
3. The *Building your Engagement Strategy* section which outlines and the roles and responsibilities of program stakeholders, avenues and tactics communities can utilize, and an example calendar that includes engagement activities local governments can facilitate during key program milestones.
4. The *Appendix of Resources and Templates*, including standard operating procedures that communities can use to build their own communications

resources, a URC branding and style guide, and other collateral that Board Member Cawley reviewed earlier in the presentation.

Board Member Cawley reviewed what the Agency is doing and what else URC communities can do to help spread information about the program. The Agency will be posting to social media at least once per month, providing updates via the e-newsletter, maintaining the website with updated information, and issuing a press release in October prior to the November-December noticing period. The Agency is also considering additional communications assets and materials including an explainer video that would be produced with the help of Penna Powers. URC communities can create internal resources for communications and customer service staff to answer constituent questions, cross post content on to their municipal websites, social media and newsletters, distribute collateral provided by the URC Communications committee, work with local environmental groups for support, and collaborate with other URC communities.

2.2 Open forum and additional Q&A

Lina Costa with Holladay asked whether content created from existing collateral needs to be approved by RMP. Board Member Glade Sowards said it could be a judgement call. When in doubt there is no harm in reaching out to RMP. Sophia Nicholas went into more detail about the Utility Agreement, explaining it is better to get approval from RMP. The turnaround time is typically less than 5 days.

Sophia Nicholas mentioned that participating community collaboration on social media posts are welcome and encouraged, and the Communications Committee can help facilitate that if desired.

Kyle Topham from Springdale asked what more resources might be coming. Sophia explained the URC Communications Committee is not currently planning to make anything more physical. Currently, there are flyers, yard signs, window clings, and stickers available for participating communities to print and use.

Board Member Bourke asked how the URC Agency is projecting opt-out. Board Member Sowards responded that the Agency projects 80% participation for residential customers, 30% for small and medium businesses, and about 5% for large customers, like industries.

Kathryn Kair, a Sierra Club volunteer, asked if board members have a sense of which communities may have outreach covered and which communities may be looking for more support. Board Member Sowards said some of the smaller communities may not have as much staff support as larger communities and encouraged smaller communities to connect with Kathryn for support. Board Member Sowards also suggested that the environmental organizations can bring another perspective to the Agency's more formal communications.

Erica Okada asked about whether materials will be available in languages other than English. Sophia Nicholas responded that Salt Lake City is translating the flyer to Spanish and welcomes staff with needs for other languages to contact the SLC staff members.

3. Adjournment
With no further discussion, the meeting adjourned at 11:53 pm.

APPROVED:  _____ Date 9/17/26
Dan Dugan, Chair

ATTEST:

 _____
Emily Quinton, Secretary