



# CITY OF LODI

# COUNCIL COMMUNICATION

**AGENDA TITLE:** Approval of Temporary Position of Electric Services Administrator/Customer Programs (Annual Salary - \$62,000)

**MEETING DATE:** June 3, 1998

**SUBMITTED BY:** Electric Utility Director

**RECOMMENDED ACTION:** That the City Council adopt the attached Resolution to approve a temporary position of an Electric Services Administrator/Customer Programs.

**BACKGROUND INFORMATION:** This person will serve in the capacity of customer outreach/education and retention of City of Lodi electric customers, and is expected to dovetail efforts with the ongoing statewide residential marketing outreach programs being coordinated by AL&Z Advertising and our Electric Utility Management Administrator. The primary objective of this position is to develop new business programs, and to implement a proactive external relations, education and communications effort to:

- ◆ industrial electric customers;
- ◆ large and small commercial electric customers;
- ◆ residential electric customers;
- ◆ various coalitions, associations and community organizations in Lodi;

with immediate and initial focus on the following topics:

- ◆ deregulation of the electric industry in California;
- ◆ goods and services provided by the City of Lodi Electric Utility Department.

In addition, the Electric Services Administrator will provide professional support in the following areas:

- ◆ assist in the development and implementation of strategic plans;
- ◆ assist in managing competitive threats resulting from the deregulation of California's electric industry;
- ◆ serve as "one-stop information source" for electric customers in Lodi;
- ◆ perform other duties as assigned by Director;
- ◆ develop strategy for attraction of new electric customers to Lodi electric service.

In March of this year, California's electric utility industry underwent significant change. Specifically, the generation component of the industry was deregulated by the California Public Utilities Commission. Although deregulation only affects investor-owned utilities around the state, conventional wisdom suggests public power entities, like Lodi, will also be affected in the near future.

Approved \_\_\_\_\_

  
H. Dixon Flynn  
City Manager

With the advent of competition, it is imperative that the City of Lodi proactively position itself in regards to deregulation. As outlined above, the Electric Utility Department requests the creation of an Electric Services Administrator/Customer Programs, to assist in preparing our customer-owners for a restructured electric industry. Under the direction of the Electric Utility Director, this individual will proactively interface with electric customers in Lodi, with the specific charge of education and ultimately, retention of those customers as it pertains to deregulation.

For the City of Lodi to retain electric customers in the future, the need for proactive communication and outreach is paramount. The Electric Utility Department is confident that by implementing an aggressive outreach effort to our customer-owners now, will significantly reduce the number of customers who will choose a different energy provider in the future.

**COST:** Salary (annual) \$ 62,000

**FUNDING:** Electric Utility Public Benefit Funds



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Alan N. Vallow  
Electric Utility Director

**Prepared by:** Alan N. Vallow, Electric Utility Director

**Funding Available:** Ruby R. Gaiste for  
Vicky McAthie, Finance Director

ANV/pn

- c: City Attorney
- Finance Director
- Human Resources Director
- Manager, Rates & Resources

RESOLUTION NO. 98-79

A RESOLUTION OF THE LODI CITY COUNCIL APPROVING  
TEMPORARY PART-TIME POSITION OF ELECTRIC SERVICES  
ADMINISTRATOR/CUSTOMER PROGRAMS

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BE IT RESOLVED, that the Lodi City Council hereby approves the temporary part-time position of Electric Services Administrator/Customer Programs, serving in the capacity of customer outreach/education and retention of City of Lodi customers at an annual salary of \$62,000.

Dated: June 3, 1998

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I hereby certify that Resolution No. 98-79 was passed and adopted by the Lodi City Council in a regular meeting held June 3, 1998 by the following vote:

AYES: COUNCIL MEMBERS - Johnson, Land, Mann, Pennino and  
Sieglock (Mayor)

NOES: COUNCIL MEMBERS - None

ABSENT: COUNCIL MEMBERS - None

ABSTAIN: COUNCIL MEMBERS - None

  
ALICE M. REIMCHE  
City Clerk