

CHAPTER 3– Organizational Structure

This section provides an overview of the organizational structure of the Town and its proposed implementation of the CCA program. Specifically, the key agreements, governance, management, and organizational functions of the Town are outlined and discussed below.

Organizational Overview

The Apple Valley Town Council is responsible for establishing AVCE Program policies and objectives and overseeing AVCE's operation. The Apple Valley Town Manager will serve as the AVCE Executive Director to manage the operations of AVCE in accordance with policies adopted by the Town Council.

Governance

The AVCE Program will be governed by the Apple Valley Town Council. AVCE is the CCA entity that will register with the CPUC, and it is responsible for implementing and managing the program pursuant to the Town Council's direction. The Town Council is comprised of five councilmembers, one of which, the Mayor, serves as the presiding officer at all meetings. The AVCE Program will be operated under the direction of an Executive Director appointed by the Town Council, with legal and regulatory support provided by the Town Clerk office.

The Town Council's primary duties are to establish program policies, approve rates and provide policy direction to the Executive Director, who has general responsibility for program operations, consistent with the policies established by the Town Council. The Town may form various standing and ad hoc committees, as appropriate, which would have responsibility for evaluating various issues that may affect the Town and its customers, including rate-related and power contracting issues, and would provide analytical support and recommendations to the Town Council in these regards.

Management

The AVCE Executive Director has management responsibilities over the functional areas of Administration & Finance, Marketing & Public Affairs, Power Resources & Energy Programs, and Government Affairs. In performing the defined obligations to AVCE, the Executive Director may utilize a combination of internal staff and/or contractors. Certain specialized functions needed for program operations, namely the electric supply and customer account management functions described below, will be performed initially by experienced third-party contractors.

Major functions of AVCE that will be managed by the Executive Director are summarized below.

Administration

AVCE's Executive Director will be responsible for managing the organization's human resources and administrative functions and will coordinate with the Town Council, as necessary, with regard to these functions. The functional area of administration will include oversight of employee hiring and termination, compensation and benefits management, identification and procurement of requisite office space and various other issues.