



**Marketing, Regulatory and Legislative Subcommittee
Meeting**

Friday, June 16, 2023
12:00 pm

In Person:

EBCE Conference Room 1
1999 Harrison Street
Suite 800
Oakland, CA 94607

Or from the following remote locations:

- Wells Fargo Building - 2140 Shattuck Avenue, Floor 6, Berkeley, CA 94704
- 33349 9th Street Union City, CA 94587
- ABLE Charter School Administrative Office F2 - 6529 Inglewood Ave Stockton, CA 95207

Zoom:

<https://ebce-org.zoom.us/j/88008124818>

Or join by phone:

+Dial(for higher quality, dial a number based on your current location):

US: +1 669 444 9171 or +1 669 900 6833 or +1 346 248 7799 or +1 719 359
4580 or +1 253 205 0468 or +1 253 215 8782 or +1 309 205 3325

Webinar ID: 880 0812 4818

Meetings are accessible to people with disabilities. Individuals who need special assistance or a disability-related modification or accommodation to participate in this meeting, or who have a disability and wish to request an alternative format for the meeting materials, should contact the Clerk of the Board at least 2 working days before the meeting at (510) 707-1764 or cob@ebce.org.

If you have anything that you wish to be distributed to the Marketing, Regulatory and Legislative Subcommittee (MRL), please email it to the clerk by 5:00 pm the day prior to the meeting.

1. Welcome & Roll Call

2. Public Comment

This item is reserved for persons wishing to address the MRL Subcommittee on any EBCE-related matters that are not otherwise on this meeting agenda. Public

comments on matters listed on the agenda shall be heard at the time the matter is called. As with all public comment, members of the public who wish to address the subcommittee are customarily limited to three minutes per speaker and must complete an electronic [speaker slip](#). The MRL Chair may increase or decrease the time allotted to each speaker.

- 3. Approval of Minutes from November 4, 2022**
- 4. Regulatory Update (Informational Item)**
Update on EBCE regulatory proceedings and processes
- 5. Legislative Update (Informational Item)**
Update on the bills EBCE took a position on in our last board meeting
- 6. EBCE Name Proposal (Informational Item)**
Present the process and proposed new name for EBCE
- 7. Committee Member and Staff Announcements including requests to place items on future Subcommittee Agendas**
- 8. Adjourn**

The next meeting of the Marketing, Regulatory and Legislative will take place on:

Friday, October 13, 2023
EBCE Conference Room 1
1999 Harrison Street
Suite 800
Oakland, CA 94607



Draft Minutes

Marketing, Regulatory and Legislative Subcommittee Meeting

Friday, November 4, 2022
12:00 pm

Please click the link below to join the webinar:

<https://us02web.zoom.us/j/82375344642>

Or join by phone by dialing: +1 669 900 6833 or 888 475 4499 (Toll Free)

Webinar ID: 823 753 4642

Consistent with the provisions of Assembly Bill 361, the East Bay Community Energy Board of Directors and standing committee meetings will be held via teleconference/videoconference during the current State of Emergency. Any interested member of the public can participate via Zoom by utilizing the link listed above or telephonically by utilizing the dial-in information listed on this agenda.

Meetings are accessible to people with disabilities. Individuals who need special assistance or a disability-related modification or accommodation to participate in this meeting, or who have a disability and wish to request an alternative format for the meeting materials, should contact the Clerk of the Board at least 2 working days before the meeting at (510) 906-0491 or cob@ebce.org.

If you have anything that you wish to be distributed to the Marketing, Regulatory and Legislative Subcommittee, please email it to the clerk by 5:00 pm the day prior to the meeting.

1. Welcome & Roll Call

Directors: Tiedemann (Albany), Munro (Livermore) and Chair Patino (Union City)

Excused: Harrison (Berkeley) and Kumagai (Dublin)

2. Public Comment

This item is reserved for persons wishing to address the Marketing, Regulatory and Legislative Subcommittee on any EBCE-related matters that are not otherwise on this meeting agenda. Public comment on matters listed on the agenda shall be heard at the time the matter is called. As with all public comment, members of the public who wish to address the Marketing, Regulatory and Legislative Subcommittee are customarily limited to three minutes per speaker. The MRL Chair may increase or decrease the time allotted to each speaker.

EBCE is committed to protecting our environment and is proud to be a

[Certified California Green Business](#)

Vaughn shared insights from the Renewable Energy Plus 2022 conference, emphasizing the future potential of microgrids and home battery technologies. Vaughn suggested that as renewable technology becomes more affordable, more people may opt for off-grid energy solutions. Vaughn called attention to the challenges that microgrids could present to companies like PG&E and Sun Anderson and suggested that EBCE should proactively explore policies and strategies around this technology. Vaughn mentioned that Sunnova, Inc, and energy services provider, petitioned the California Public Utilities Commission to establish a town-wide microgrid, signaling a shift from large-scale power distribution to more local, decentralized energy generation. Vaughn predicted that microgrids could become a primary source of power in the next ten to fifteen years, replacing traditional, larger scale power plants.

The clerk read Audrey Ichinose's written public comment, summarized below, into the record. The full public comment letter is provided as Exhibit A:

Audrey Ichinose, representing East Bay Clean Power Alliance and the California Alliance for Community Energy, provided a written public comment commending EBCE's mission to provide clean, affordable electricity, local economic development and equitable climate justice outcomes. Audrey Ichinose highlighted various initiatives with similar goals to inspire EBCE. These initiatives include the City of San Leandro's 2022-23 Resilience Hubs Initiative which focuses on disaster preparedness and community care, Peninsula Clean Energy's investment in a 3-MW solar project to benefit disadvantaged customers, and a UK-based electricity retailer, Octopus Energy, which pays its customers for reducing their electricity usage in order to maintain grid reliability.

3. Approval of Minutes from September 16, 2022

Member Tiedemann (Albany) motioned to approve the minutes. Member Munro (Livermore) seconded the motion which passed 3/0. Excused: Members Harrison (Berkeley) and Kumagai (Dublin)

4. Inflation Reduction Act of 2022 (Informational Item)

Update on Inflation Reduction Act programs most relevant to EBCE

There was no Committee discussion about this item.

Beth Weinberger asked for staff to provide information about the process of applying for Home Energy Efficiency rebates. Beth Weinberger inquired if she is eligible for receive rebates for equipment that she had previously installed and how she might apply for them.

Jennifer West representing Stop Waste, asked about the prevailing wage under investment tax credits and if other electrification funding will also be tied to prevailing wage in terms of workforce.

5. Marketing and Account Services Update (Informational Item)

Update on Marketing and Account Services

There was no Committee discussion about this item.

There was no public comment for this item.

6. Committee Member and Staff Announcements including requests to place items on future Board agendas

Member Munro praised staff for the quality of their presentations. Member Munro's sentiment was reflected by Chair Patino and Member Tiedemann.

7. Adjournment to date: TBD

Julie Roche, Chair

Attest:

Raïssa Ngoma, Assistant Clerk of the Board

Exhibit A

Public Comment submitted by Audrey Ichinose for 11/4/22 EBCE MRL Subcommittee meeting

To: Marketing Subcommittee, Community Advisory Committee, Board of Directors,
Appropriate Staff

From: Audrey Ichinose
East Bay Clean Power Alliance, California Alliance for Community Energy

Re: Public Comment for 11/4/22 Marketing Subcommittee meeting

Members and Staff,

Thank you for taking this written public comment. I cannot attend "in person."

The East Bay Clean Power Alliance is one of the many groups and individuals that helped to establish EBCE. We support its pursuit of clean and affordable electricity, local economic development and climate justice and equitable outcomes for all.

Given today's extraordinary circumstances, I wanted to alert the Marketing Subcommittee to the actions of other entities that pursue similar goals to EBCE's. Here are just a few examples of the many efforts being made locally, and internationally, to mobilize ratepayers on behalf of their programs.

- Hopefully you did not miss this important initiative launched by the **City of San Leandro**. The City of San Leandro's 2022-23 Resilience Hubs Initiative will support the development of a network of resilience hubs, spaces and blocks, centering the most vulnerable populations while integrating disaster preparedness, climate solutions and community care into neighborhoods and community-serving sites - from places of worship to community centers.
- A sister CCA, **Peninsula Clean Energy**, recently invested in a new 3-MW solar project to benefit disadvantaged customers. The Dos Palos Clean Power project includes inland service territory, affording over 1,000 income-qualified ratepayers in San Mateo County and the City of Los Banos emissions-free electricity at a 20% bill discount. Renewable America is developing, financing, constructing and maintaining operation of the project in Merced County. It is expected to be online in August 2023. Read more:
<https://www.solarpowerworldonline.com/2022/10/peninsula-clean-energy-new-3-mw-solar-project-disadvantaged-customers/>
- **Octopus Energy**, the UK's 4th largest electricity retailer, has just started a program to pay its customers for collectively curtailing their electricity. The program resembles the Flex Alerts called in August that enabled CA to avoid rolling blackouts, but *pays customers for participating!* Especially appealing is its low-cost approach to grid reliability. For more (and to see its promotional pink plush octopuses: https://www.canarymedia.com/articles/utilities/this-winter-uk-households-can-get-paid-to-help-prevent-grid-blackouts?utm_campaign=canary&utm_medium=email&_hsmi=232214481&_hsenc=p2ANqtz-9eSpvhYCCHtA3Pyg2ecOGG1bmjKpx0YEnWmjGpg1b01Xcznx4SRJrFo4U0gCogRRGhUJHZbxZnij4UzIz1v2cljulk7w&utm_source=newsletter

JUNE 16, 2023

Regulatory Update



Key Regulatory Activities

Resource Portfolio Related

Resource Adequacy

Integrated Resource Planning

Renewable Portfolio Standard

Demand-Side Procurement Related

High DER

Key Regulatory Deadlines for 2023

- 7/17 2023 RPS Procurement Plan (forward looking)
- 8/1 IRP Procurement Compliance Report (demonstrating progress towards assigned procurement targets)
- 8/1 2023 RPS Compliance Report (backward looking)
- 10/31 Resource Adequacy (RA) 2024 Year Ahead Showing
- 11/30 RA 2024 Slice of Day Showing (*practice year*)

JUNE 16, 2023

Legislative Update



Key Deadlines for the 2023 Legislative Year

- 1/4: Legislature reconvened
- 1/10: Governor submitted budget
- 2/17: Bill introduction deadline
- 4/28: Policy cmtes to move fiscal bills to fiscal cmtes (1st house)
- 5/5: Policy cmtes to move nonfiscal bills to floor (1st house)
- 5/19: Fiscal cmtes must move bills to floor (1st house)
- 6/2: Last day for bills to be passed out of 1st house
- 6/15: Budget bill must be passed
- 7/14: Policy cmtes to meet and report bills (2nd house)
- 9/1: Fiscal cmtes to move bills to floor (2nd house)
- 9/14: Last day for each house to pass bills
- 10/14: Last day for Governor to sign/veto bills

Recommended Bill Positions

Bill #	Author	Description	Sponsor(s)	Recommended EBCE Position
BUDGET TRAILER				
AB 1373	Garcia	Establishes a Central Procurement Entity for long-lead time resources, penalizes LSEs for missing RA targets, and expands CPUC control over CCA resource mix		OPPOSE UNLESS AMENDED
INTERCONNECTION				
AB 50	Wood	Requires CPUC to create an IOU shot-clock on interconnection for new and upgraded load , as well as increased reporting and transparency		SUPPORT
AB 643	Berman	Requires CPUC to create an IOU shot-clock on interconnection for distributed energy resources , consider penalties, reduce administrative burden, and increase reporting and transparency	California Solar and Storage Association (CalSSA)	SUPPORT
SB 83	Weiner	Requires CPUC to create an IOU shot-clock on new development , issue penalties for missed deadlines, and increase reporting		SUPPORT
SB 410	Becker	Requires CPUC to create an IOU shot-clock on interconnection for new and upgraded load , consider remedial actions for misses, increase reporting, and ensure adequate staffing	International Brotherhood of Electrical Workers	SUPPORT

Recommended Bill Positions

Bill #	Author	Description	Sponsor(s)	Recommended EBCE Position
BROWN ACT				
AB 557	Hart	Permits local agencies, like EBCE's board, to indefinitely continue the teleconference flexibilities given during the COVID state of emergency	CA Special Districts Assoc., League of CA Cities, CA State Assoc. of Counties	SUPPORT
ELECTRIC VEHICLES				
SB 529	Gonzalez	Requires CEC to create a grant program to facilitate EV sharing services at affordable, multifamily housing properties	Los Angeles Cleantech Incubator	SUPPORT
BUILDING DECARBONIZATION				
SB 527	Min	Establishes an Neighborhood Zonal Decarbonization Program for 15 communities and authorizes gas corporations to cease service if the CPUC determines an area is better suited for electrification	Building Decarbonization Coalition	SUPPORT

Next Steps

- Review and analyze new amendments
- Monitor bills on our watch list; determine when EBCE should formally take a position
- Send position letters for bills once EBCE formally takes a position
- Engage with CalCCA on legislative efforts



Staff Report Item 6

TO: East Bay Community Energy Marketing, Regulatory, & Legislative Committee

FROM: Annie Henderson, Vice President of Marketing & Account Services;
Theresa McDermit, Head of Brand

SUBJECT: New Brand Name Proposal

DATE: June 16, 2023

Recommendation

Provide feedback on the proposal of Ava Community Energy as the market-facing brand name for our agency.

Background and Discussion

In recent years, EBCE has dramatically increased its focus on actively promoting and enabling electrification, decarbonization, and efficiency initiatives while maintaining its ongoing commitment to the delivery of clean power at low prices. Since early 2022, staff have led an effort to define and articulate an updated brand strategy in support of this broadening mandate.

In December of 2022, an RFP was issued for a partner to support the evolution of our brand identity. And in February of this year, the Board approved the request to move forward with a preferred supplier. Since that time, we have worked swiftly to build out our evolved brand identity, beginning with the recommended brand name.

To arrive at this naming recommendation, we followed this detailed process:

Strategic Alignment and Naming Criteria: We established a framework for evaluating potential names to guide subsequent steps in the process. These guardrails helped ensure that an eventual name fulfill our objectives for a name change which broadly fall into two categories:

- 1) Ease of use, memorability; ability to support our expanded engagement efforts
- 2) Inclusivity; welcoming to all constituents including those outside of the “East Bay.”

Ideation: In the initial phase, over 150 names were generated and reviewed. Promising candidates were screened for availability at a high level.

Feedback: In an iterative process, the most promising candidate names were shared with agency leadership, select staff, and members of the ad hoc committees of the Board of Directors and Community Advisory Committee. Several rounds of feedback and review yielded a small set of finalist names.

Clearance and Protection: We’ve taken care to ensure the appropriateness and availability of our recommended name with the following actions:

- A full trademark search was conducted by our counsel, DWT. They found no relevant competing claims on the name
- Native speakers of the most frequently spoken languages in our territory are reviewing the name to ensure there are no unintended linguistic or cultural associations
- Relevant URLs and social media handles were secured
- A placeholder trademark filing was prepared to signal our intent to use and protect the recommended name upon approval.

Fiscal Impact

Fiscal impact is driven by the need to communicate any changes to our brand identity and the creation / recreation of branded materials. Actual costs will be determined once the full extent and timing of changes are known. The funding for implementation and outreach on a new brand identity is included in the amount presented to the board for approval as part of the FY23/24 budget.

Committee Recommendation

Ad hoc committees of the Board of Directors and CAC have stated their support for adoption of the recommended name. The Executive Committee discussed this proposal on June 7, 2023. Feedback was generally supportive. Comments from board members and members of the public centered on focusing the name and messaging on our role as a public agency and regions served, while avoiding personification.

Attachments

- A. New Name Proposal ppt.

New Brand Name Proposal

Marketing, Regulatory, & Legislative Committee
JUNE 16, 2023



Overview

- Background & Rationale
- Insights
- Stakeholder Engagement & Timelines
- Process & Considerations
- New Brand Name Proposal

Background & Rationale

EBCE Brand Evolution



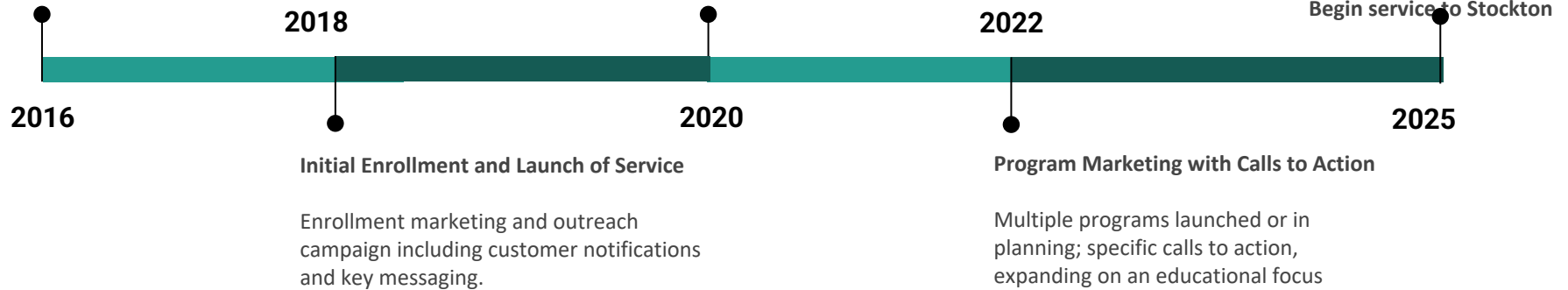
Original Brand and Logo Development

County hired consultants to develop initial website, collateral, and logos.

Updates to Look & Feel

Website update to give a more modern look and feel to the brand. Logo and key messaging remain unchanged.

First customer program offering.



In the Beginning...

When we launched EBCE, our primary objective was to educate:

- What is a CCA?
- How does your bill work?
- EBCE is not a scam...

CLEANER ELECTRICITY. LOWER RATES. LOCAL BENEFITS.

Residents and businesses in Alameda County and 11 of its cities* now have a new, greener choice for the electricity that powers our homes and businesses.

East Bay Community Energy (EBCE) is our new local power supplier, committed to providing our community with electricity generated from renewable sources such as solar and wind.

BENEFITS

- LOWER RATES**
EBCE purchases cleaner energy at lower rates for residents and businesses.
- SUSTAINABILITY**
You will reduce your greenhouse gas emissions, an easy and economical way to reduce your carbon footprint.
- RELIABILITY**
EBCE procures cleaner electricity for our customers, and PG&E delivers that electricity to your home or business.
- LOCAL INVESTMENT**
Net revenues will help fund local green energy projects and programs.

*Albany, Berkeley, Dublin, Emeryville, Fremont, Hayward, Livermore, Oakland, Piedmont, San Leandro and Union City

LAUNCH SCHEDULE

EBCE began providing service to municipal and business accounts in June 2018. Residential customers will be enrolled in November 2018. Customers with rooftop solar will be enrolled in 2019 around the time of their annual true-up with PG&E.

CONTACT US

- ebce.org
- /EastBayCommunityEnergy
- @PoweredbyEBCE
- customer-support@ebce.org
- 1-833-699-EBCE (3223)

EAST BAY COMMUNITY ENERGY

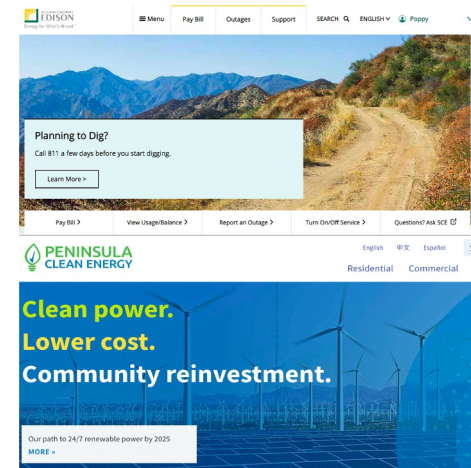
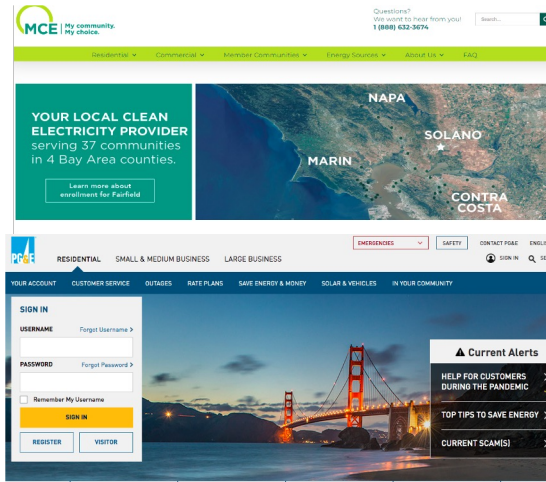
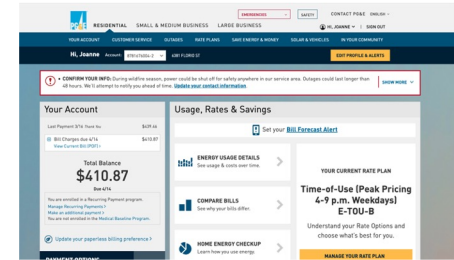
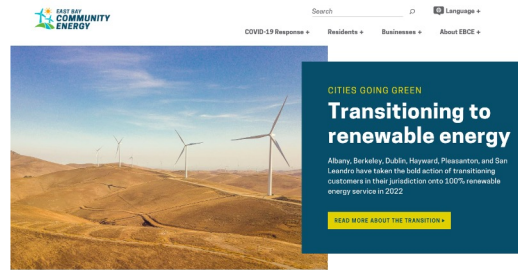
CREATING A BRIGHTER, CLEANER FUTURE FOR OUR COMMUNITIES

A BRIGHT CHOICE

A Brand Expression to Support Education and Trust

Our brand expression is:

- Very literal; we have a highly descriptive name and logo
- Self-referential; our messaging has traditionally focused on what we do (as opposed to what that means for the consumer)
- Familiar; our “look” is similar to many other CCAs or IOUs



We've Been Successful

On track to implement the strategy for **100% clean by 2030**

95% average retention rate across our service area

Steady expansion of our service area; Pleasanton, Newark + Tracy 2022; Stockton 2024



2022 National Notable Achievement Award for Land Revitalization Team Excellence

\$21 million spent on local programs like battery energy storage, induction cooking, and electric heat pump water heaters

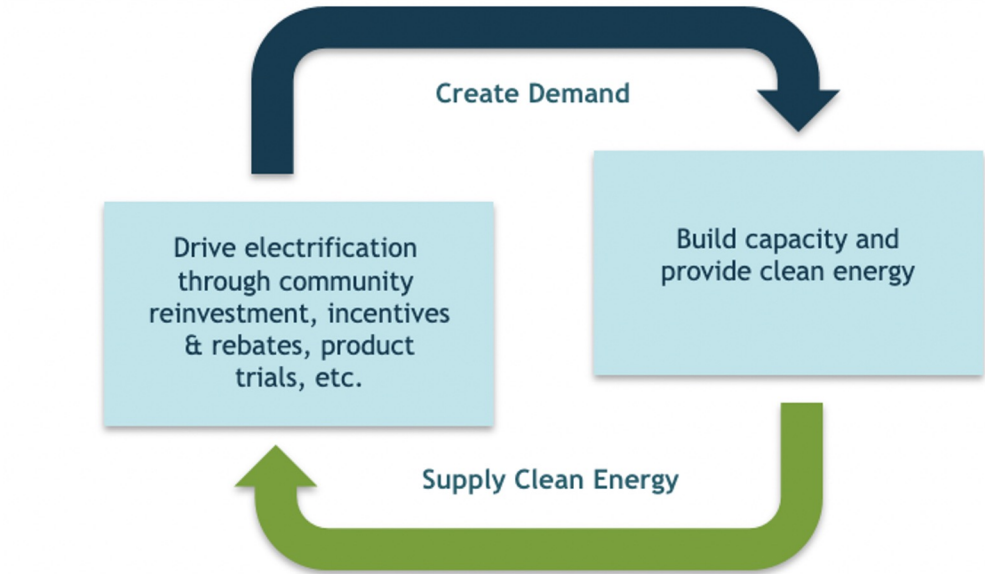
\$19 million annual customer savings vs. what would have been paid for PG&E service

1,015 megawatts of new wind, solar, and battery storage, including projects in Alameda County



We Continue to Mature and Evolve to Better Serve our Communities

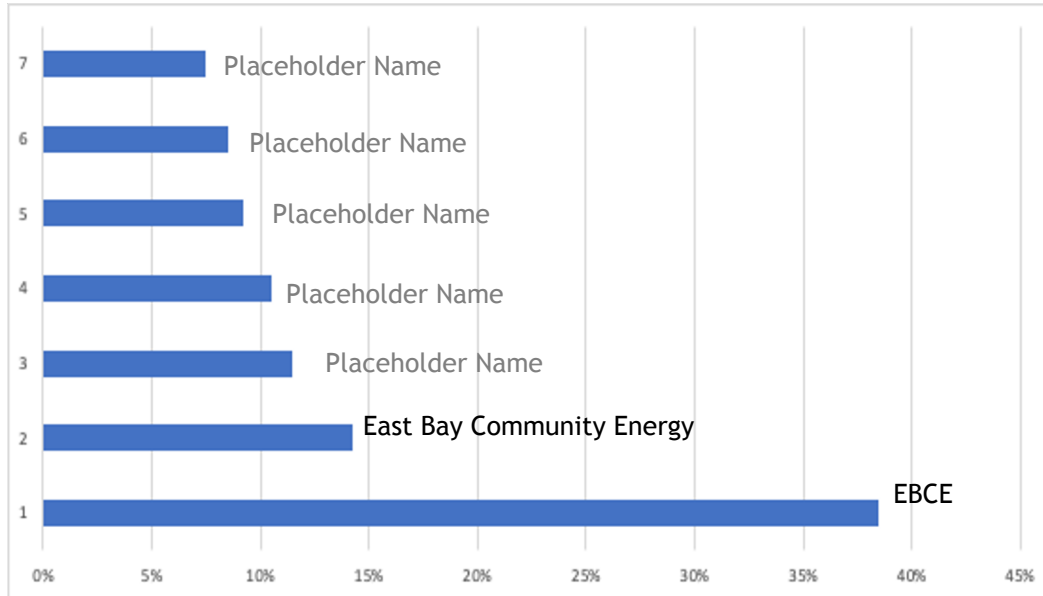
- We are moving from simply filling demand to creating it
- Growing capacity and expertise to stand up consumer- and commercial-facing programs that expose customers to electric alternatives and speed their adoption, accelerating decarbonization



Insights

Our Name is a Barrier to Success in San Joaquin County

Q12. Which one of these names is your least favorite?



Q13: Why?

EBCE

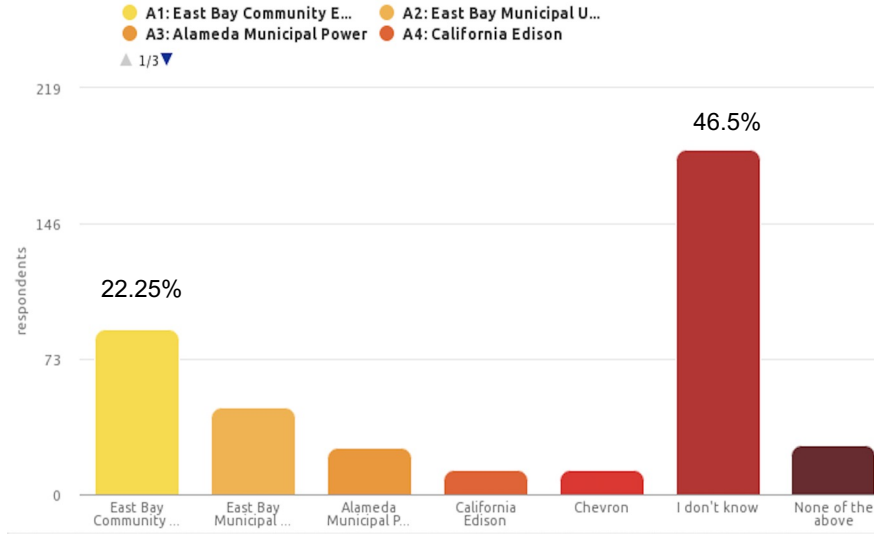
- Acronyms are off-putting; hard to remember

East Bay Community Energy

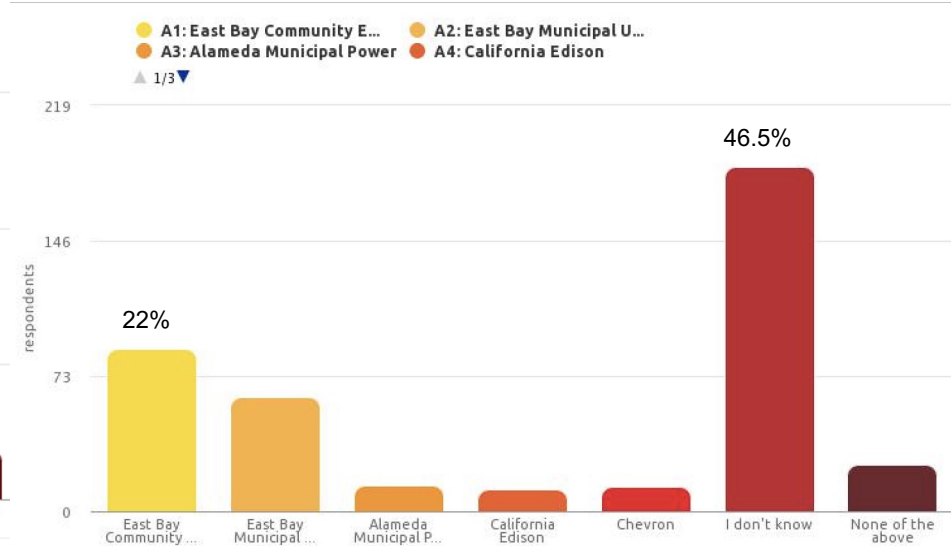
- San Joaquin County not part of East Bay; East Bay too expensive / doesn't represent my values

Unaided Awareness

Question: PG&E manages the electricity system in your area. You also have an option for generation service (power plants). Is that...



May 2022



October 2022

Stakeholder Engagement & Timelines

Meetings and Public Information - 2022 to early 2023

- 4/1/22 - Presented [brand refresh concept](#) to MRL Subcommittee
- 10/19/22 - BOD meeting [CEO Report](#) notes hiring of Head of Brand
- 12/14/22 - BOD meeting [CEO Report](#) provides update on brand efforts
- 12/15/22 - [RFP](#) posted for partner to support Brand Identity Evolution
- 2/15/23 - BOD meeting consent agenda for [approval of contract](#) for Brand & Visual Identity Services

Winter/Spring 2023

- **February**
 - Ad Hoc Committees of the Board and CAC established; initial meetings
- **March**
 - Survey of stakeholders, customers, and staff
 - Presentation to MuniPals
- **April**
 - Ad Hoc Committee meetings
 - Presentation to Exec Comm, CAC, and Board
- **May**
 - Ad Hoc Committee meetings
 - Update in CEO Report to Board
 - Presentation on brand at Marketing & Account Services Special Board Retreat
 - Special meeting of the MuniPals

June 2023

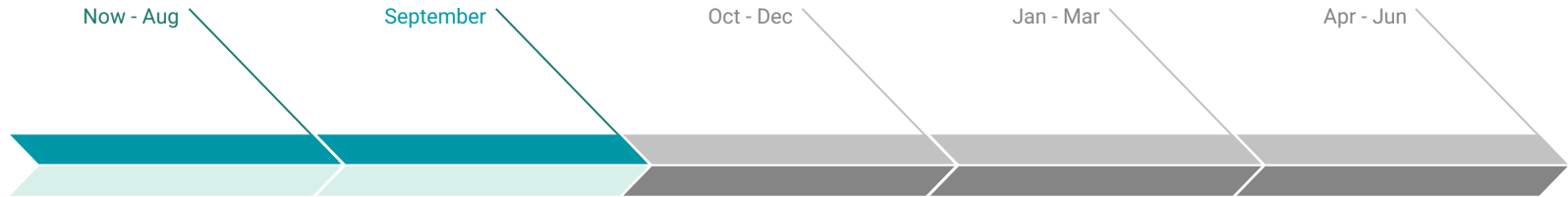
Info and discussion

- **June 7**
 - Executive Committee
- **June 16**
 - Marketing, Regulatory, & Legislative Committee
- **June 20**
 - Community Advisory Committee

Discussion and vote

- **June 21**
 - Board of Directors Meeting

Ahead: Implementing our Evolved Name & Brand (Attachment Staff Report Slide 11)



Plan, Prepare, Build

- Catalog / update all branded assets
- Build launch plan x audience
- Create toolkits x audience (e.g. logo, guidelines, FAQ, messaging, social posts, newsletter content)

Stakeholder Enablement

- Communications and training for internal and external stakeholders (e.g. all employees, MuniPals, sponsored entities, program partners)

Soft Launch

- Notice customers
- Reskin website
- Apply brand to external touchpoints
- Social media campaign
- Outreach at events

Robust Comms

- Integrated campaign to inform and build excitement among our constituents (e.g. radio, buses, BART, OOH)
- Launch evolved website
- Measure awareness

Transition to Steady State*

- Begin messaging shift from introduction to steady state
- Continue elevated level of outreach with programs focus
- Integrate tracking data and stakeholder input to drive additional activities

* Timing influenced by results of tracking survey

Reference: Ad Hoc Committees

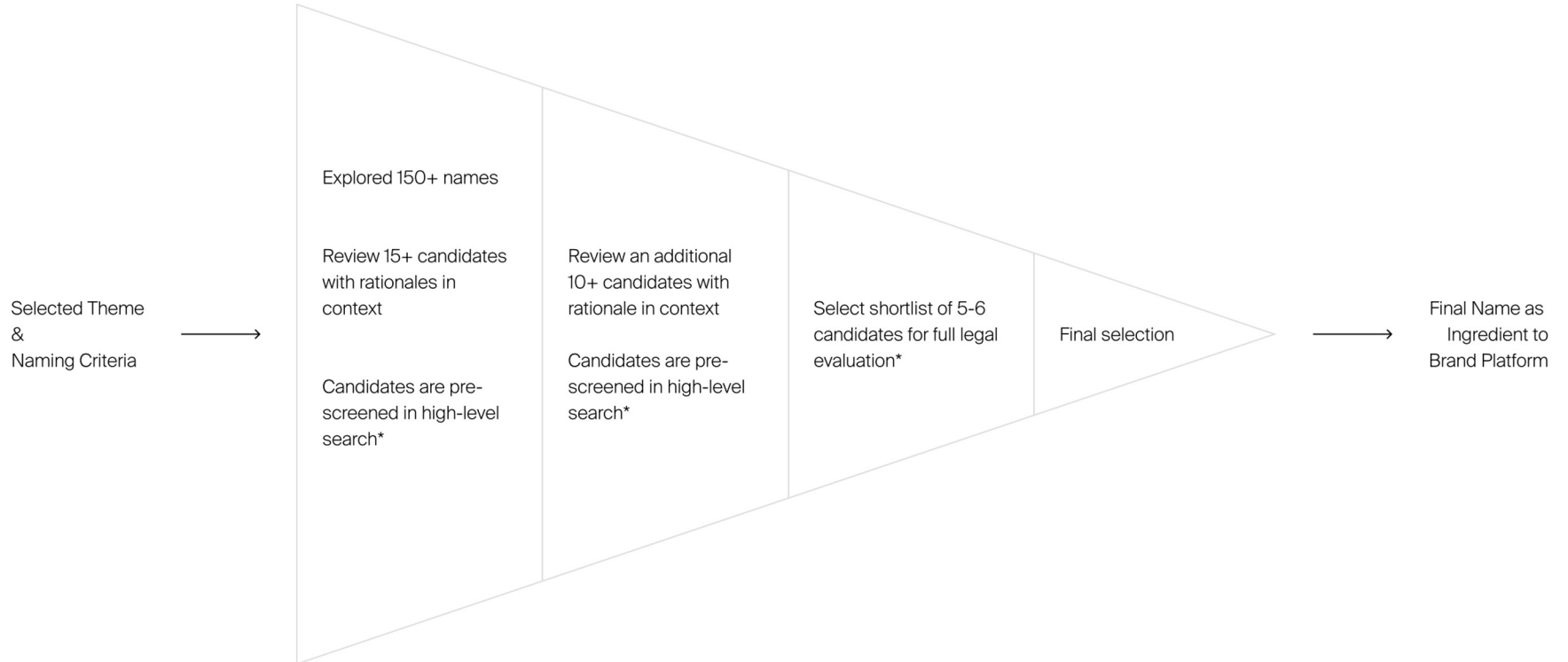
Name	EBCE Role	Jurisdiction Role
Elisa Márquez	Current Chair	Supervisor, Alameda County
Dan Kalb	Former Chair	Councilmember, Oakland
Jaime Patiño	Former Chair of MRL Subcommittee	Councilmember, Union City
Matt Bedolla	Director	Councilmember, Tracy
Dan Wright	Director	Councilmember, Stockton
Anne-Olivia Eldred	Chair of CAC	Oakland resident
Ed Hernandez	Vice Chair of CAC	San Leandro resident
Jim Lutz	At-Large Member of CAC	Oakland resident

Committee Feedback

Ad Hoc Committees	Support from both Board and CAC members for new name
Executive Committee	Feedback was generally supportive. Comments from board members and members of the public centered on focusing the name and messaging on role as a public agency and regions served, while avoiding personification.

Process & Considerations

Naming Process



3CE - Central Coast Community Energy
AVCE - Apple Valley Choice Energy
CEA - Clean Energy Alliance
CCA - Community Choice Aggregation
CPA - Clean Power Alliance

EBCE - East Bay Community Energy



Opportunity to evolve our name

LE - Lancaster Energy
MCE - Marin Clean Energy
OCPA - Orange County Power Authority
PG&E - Pacific Gas & Energy
RCEA - Redwood Coast Energy Authority
RMEA - Rancho Mirage Energy Authority
SCE - Southern California Edison
SCP - Sonoma Clean Power
SDCP - San Diego Community Power
SJCE - San Jose Clean Energy
SJP - San Jacinto Power
SVCE - Silicon Valley Clean Energy

- From locally descriptive and limiting to evocative and flexible for expansion
- From a complex, forced acronym to a short and memorable name that energizes our customers, employees, and partners

East Bay Community Energy

(EBCE)

- Descriptive of single region
- Generates local identity
- In-line with CCA category
- Descriptive, adds context
- Anchors the category
- Increases trademark-ability

↓

Descriptive name limits regional expansion
Lengthy acronym EBCE is used throughout but lacks meaning



Newname

Community Energy

- Evocative of progress
- Generates inclusion
- Short & stands apart
- Primary, customer-facing brand name (DBA)
- Descriptive, adds context
- Anchors the category
- Increases trademark-ability
- Secondary-level messaging, where needed

↓

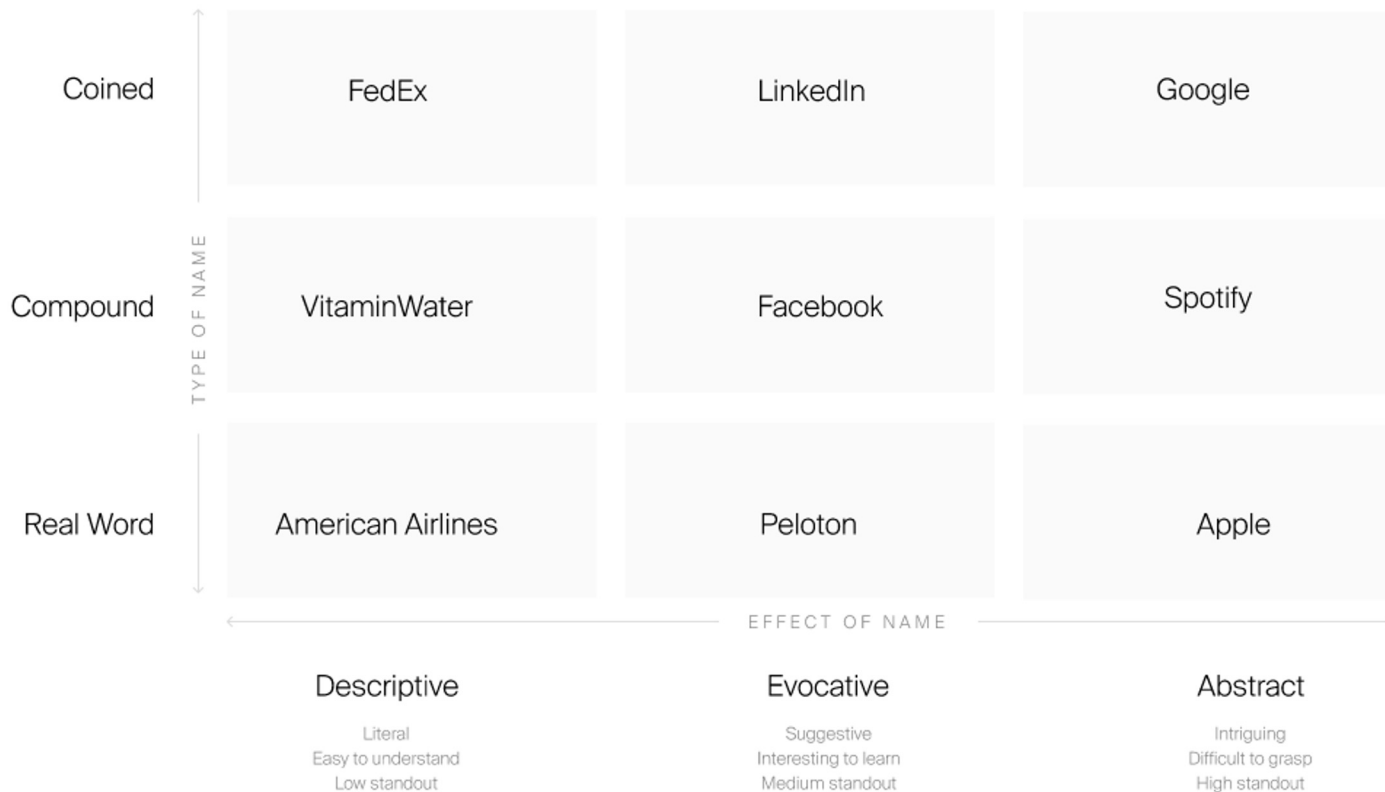
Evocative name is flexible for service & geographic expansion
DBA (Doing Business As) name is customer & employee-facing
Registered company name can remain different

Naming Criteria

1. Signals energy, community, or progress
2. Evokes momentum, positivity, and togetherness
3. Flexible for business and service area expansion
4. Balances uniqueness with reliability
5. Based on easy-to-understand words
6. Sounds and looks interesting; ideally also wearable
7. Stands out from clean tech/smart home innovators
8. Works in connection with “Community Energy” but without creating negative acronyms
9. Ownable as URL and available as trademark

General
Name
Examples

Attachment Staff Report Item 6A



Fictional
Name
Examples

Attachment Staff Report Item 6A



Name Proposal

Considerations

- Legal check is complete and clear - name is available for use
 - Other top contenders did not pass initial legal review, presenting risk of litigation
- Trademark registration submitted
- Social media handles and URLs have been secured in advance of revealing the name publicly
- Name proposal is the outcome of many months of working with the ad hoc committees, public engagement, consultant engagement, internal staff analysis, and legal review

Ava

Ava Community Energy

Origin

Coined from Alameda County + Valley

Rationale

Signals approachability
Evokes humanity and optimism
Short, warm, and memorable

Language

“East Bay Community Energy is now **Ava**”

“We’d like to thank **Ava Community Energy** for being the Climate Justice Sponsor of the Oakland Roots.”

“The next speaker is from **Ava Community Energy**, servicing Alameda County to the Central Valley.”

We are Ava Community Energy

Ava is powering better living with clean, affordable energy.

[Learn More](#)

Attachment Staff Report Item 6A



We are Ava Community Energy

Ava is powering
better business
with clean,
affordable energy.

[Learn More](#)

Attachment Staff Report Item 6A



Ava

Ava Community Energy

Thank you for your consideration.

We welcome your feedback.