



CAC Item C9

Staff Report Item 12

TO: East Bay Community Energy Board of Directors

FROM: Annie Henderson, VP Marketing & Account Services
Theresa McDermit, Head of Brand

SUBJECT: Update on Ava Community Energy Visual Identity and Soft Launch Timeline

DATE: September 20, 2023

Recommendation

Receive an update on the visual identity and plans for the soft launch of Ava Community Energy

Background and Discussion

Background

In recent years, EBCE has dramatically increased its focus on actively promoting and enabling 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. As a result of the strategy, a resolution was approved at the June 2023 Board Meeting to transition the name of the agency to Ava Community Energy starting October 2023 or as determined by direction of the CEO.

Visual Identity

The landmark for Ava Community Energy signals our clarity and optimism as a guide for the energy transition and orchestrator of innovative solutions. Its construction evokes the convergence of a community around a shared direction, in addition to making an iconic statement. The color palette was selected to stand out in our category while remaining approachable and friendly, as well as gender neutral.

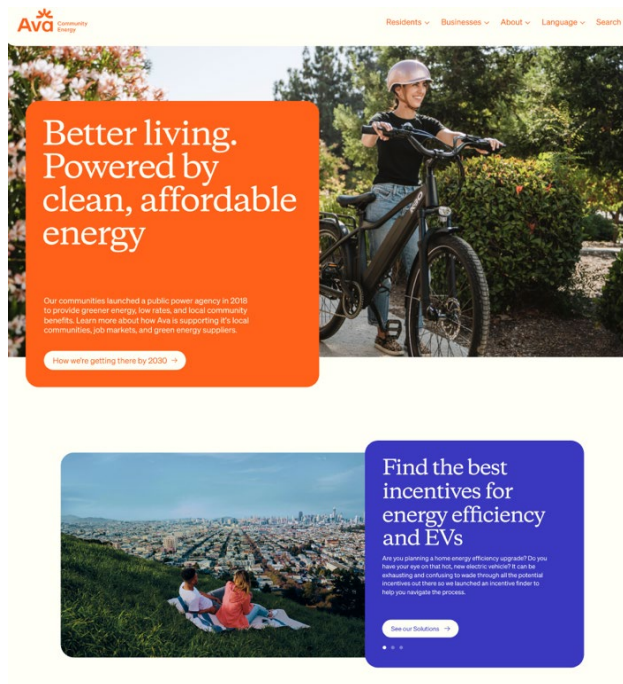
Brandmark



Color Palette



Website Mock-Up



Launch Timeline

We plan to introduce the Ava brand in two phases. We'll adopt the Ava brand in late October (our "soft" launch; scheduled to begin Oct. 24). Between October and the end of the calendar year, we'll work to ensure the brand is applied across all our touchpoints and those of our partners. In early 2024, we'll commence the main launch of the brand with proactive paid advertising and public relations campaigns designed to inform and engage our constituents. Below is a list of some key activities by phase of our launch:

Pre-launch

- **Customer communication** teaser within the Power Content Label mailer

Phase 1 / Soft-launch

- **Website** "reskinned" with Ava branding; language update; URL becomes avaenergy.org
- Employee and other public-facing email **addresses** migrated to @avaenergy.org
- **Call center** scripts and IVR refers to Ava Community Energy
- Core **registrations and relationship documents** required to do business under our new name (e.g. bank accounts, PG&E forms, etc.)
- Adopt Ava **templates**: powerpoint, email, social media, board memos, etc.
- **Municipal partner websites** updated
- EBCE staff will provide local municipal staff with resources for the soft launch by the end of September.

Phase 2 / Main Launch

- **Paid advertising and proactive PR** to engage and inform our constituents

Official Name Change

Staff is working with legal counsel to determine the appropriate way to do business under the name Ava Community Energy. We are investigating the possible use of a fictitious business name and/or an amendment to the Joint Powers Agreement. For reference, both Central Coast Community Energy and Marin Clean Energy did a JPA amendment which did not require member jurisdictions to resign the document or take other local action.

Fiscal Impact

Funding for all re-branding activities was included in the FY23/24 budget

Committee Recommendation

The Brand Ad Hoc Committees of the Board and Community Advisory Committee were asked to identify any critical red flags on the logo design. There is a Marketing, Regulatory, and Legislative Subcommittee meeting in October. At that meeting, staff will provide any updates to the timeline for soft launch and preview of the plan for full launch in January.