

**Ava** Community  
Energy

Introducing Ava  
Community Energy



- 03 Rollout philosophy
- 04 High-level schedule
- 05 Key stakeholder experience
- 15 Phase two



# Rollout Philosophy

We are evolving our brand from a place of strength. Making a smooth transition from EBCE to Ava is more important than making a fast one.

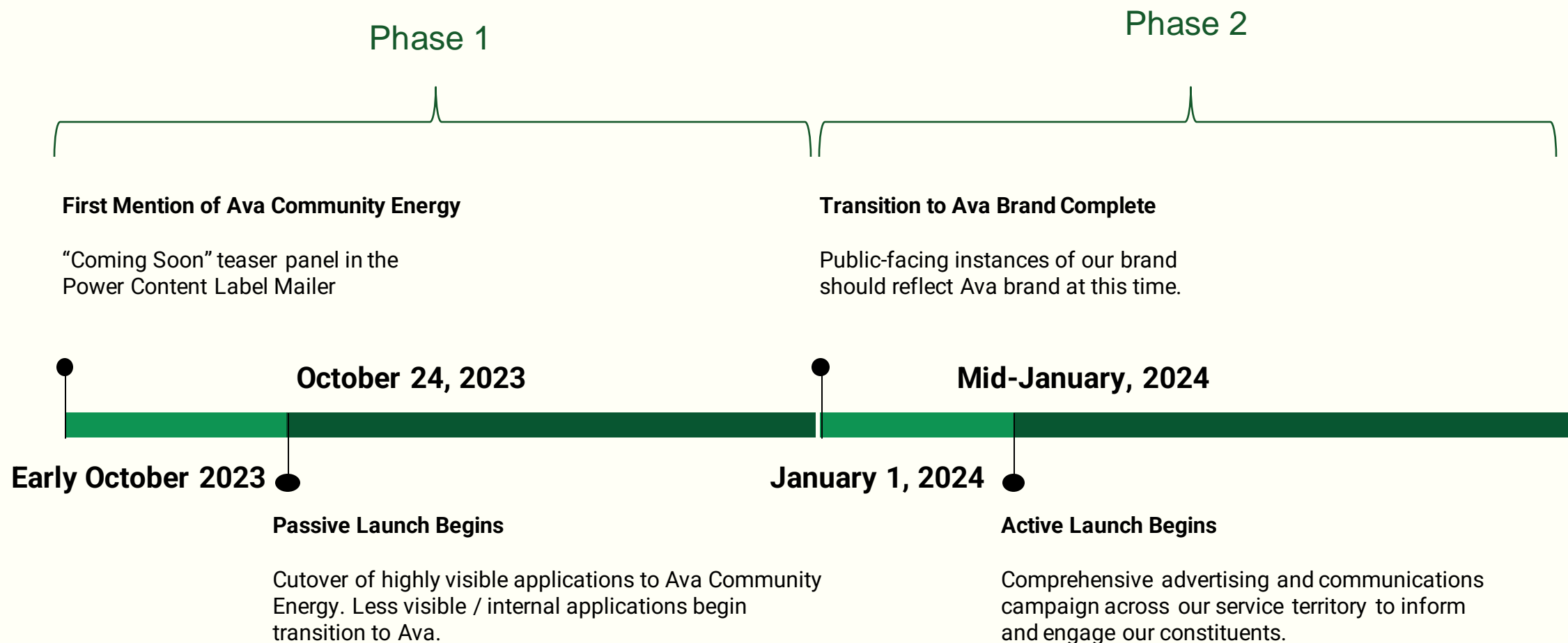
We will do our utmost to ensure that all our constituents, partners, and colleagues are brought along on this journey.

## That looks like:

- A two-phased approach to our rollout – Passive then Active
  - Focus on enabling and informing, before promoting and driving response
- Long term use of “formerly known as” and “now” construct, e.g. East Bay Community Energy is now Ava Community Energy
- Embracing the fact that we’ll be fine tuning for the remainder of the year
  - Jira ticketing system for stray EBCE mentions



# High-Level Schedule



# Stakeholder Experience: Customers

## Customers

Pre-October 24

- Power Content Label – brief mention
- Website banner and FAQ explaining upcoming transition
- "Coming Soon" banner at live events

On October 24

- Message on our pages of PG&E bill indicate "East Bay Community Energy is now Ava Community Energy"
- Customer Service Center experience updated (IVR, reps, forms, etc.)
- AvaEnergy.org live
- Press release issued
- Communications from Ava use [avaenergy.org](mailto:avaenergy.org) email address
- Social media and other touchpoints reflect Ava brand

October 24 – Mid-January

- Emails and mailings come from Ava Community Energy
- Persistent advertising assets (e.g. Comcast ads) carry the "EBCE is now Ava" message



# First Public Mention: Power Content Label Mailer

- Power Content Label was distributed beginning October 10
- “Toast” message on EBCE website points to brief narrative and FAQ on our brand evolution – [ebce.org/ava](http://ebce.org/ava)


## Coming soon

In late October, you'll see some big changes from us, including a new logo and name: Ava Community Energy. While we have a new name, new look, and valuable new programs coming your way, our commitment to connecting you with clean, affordable energy, and the brighter future it powers, remains unchanged.



# Sample PG&E Bill

This sample bill shows where the Ava brand will appear when customers receive their bills after October 24. There are multiple mentions of Ava Community Energy, and the fact that EBCE is now Ava, on the bill.\*

**ENERGY STATEMENT**  
www.pge.com/MyEnergy

Account No: [REDACTED]  
Statement Date: 08/15/2023  
Due Date: 09/05/2023

**Details of Ava Community Energy Generation Charges**  
07/11/2023 - 08/08/2023 (29 billing days)  
Service For: [REDACTED]  
Service Agreement ID: [REDACTED] ESP Customer Number: [REDACTED]

**07/11/2023 – 08/08/2023**

<b>Rate Schedule:</b> ETOUC-Bright Choice		
Off-Peak Summer	299.788500 kWh @ \$0.14741	\$44.19
Peak Summer	75.874300 kWh @ \$0.21085	16.00
Power Charge Indifference Adjustment Credit		-0.99
Franchise Fee Surcharge Credit		-0.41
Bright Choice		-3.01
	<b>Net Charges</b> 55.78	
Local Utility Users Tax (6.000%)		3.35
Energy Commission Tax		0.11

Bright Choice is priced 5% below PG&E rates, inclusive of fees.

East Bay Community Energy (EBCE) is now Ava Community Energy (Ava).  
Bright Choice is priced 5% below PG&E rates, inclusive of fees.  
Renewable 100 (100% CA wind and solar) is 1/4 cent per kWh above PG&E rates.  
Learn more at [avaenergy.org/bill](http://avaenergy.org/bill)

**Total Ava Community Energy Electric Generation Charges** **\$59.24**

**Service Information**  
Total Usage 375.700000 kWh

**Additional Messages**  
East Bay Community Energy (EBCE) is now **Ava Community Energy (Ava)**  
Ava Community Energy remains your public electricity provider, serving a growing list of communities in Alameda County and the Valley, including Albany, Berkeley, Dublin, Emeryville, Fremont, Hayward, Livermore, Newark, Oakland, Piedmont, Piesanton, San Leandro, Tracy, Union City, and unincorporated Alameda County.  
At Ava, we're committed to creating a brighter future in our communities and beyond. We do that by procuring clean electricity on your behalf and using our not-for-profit structure to invest in programs and incentives that enhance well-being, lower costs, and increase resilience for everyone.  
Learn more about what our programs can do for you at [avaenergy.org/programs](http://avaenergy.org/programs); explore a customized list of local, state, and federal incentives with our interactive incentive finder at [incentives.avaenergy.org](http://incentives.avaenergy.org).  
On this bill, you'll see charges from both Ava and PG&E. That's because Ava procures electricity on your behalf (generation), and PG&E delivers that electricity through their physical infrastructure (delivery). You can learn more at [avaenergy.org](http://avaenergy.org), or call 1-833-699-3223.

\*PG&E informed us on 10/9 that all planned updates may not implement on the originally agreed schedule. Fallback plans are in place should the full text changes not occur beginning on the 24th.



# Ebce.org/ava

Beginning on Tuesday, October 10, visitors to ebce.org saw a banner announcing our impending name change. It links to a page that answers key questions about the rebrand.





# Stakeholder Experience: Employees

## Employees

Pre-October 24

- Ongoing communication about the purpose and process of the rebrand
- Training on new tools and templates
- Business-wide effort to implement brand updates (Legal, Regulatory, IT, Power Resources, Customer Service, etc.)

On October 24

- Seamless transition to new email addresses
- Celebrate this important milestone

October 24 – Mid-January

- Incorporate brand ethos into business and hiring practices
- Continue to inform and support partners that must update their links and mentions of us
- Troubleshoot issues that may arise



# Stakeholder Experience: Municipal Partners

## Municipal Partners

Pre-October 24

- Regular briefings and feedback sessions at monthly MuniPals meeting
- Collaboration to ensure documents with long shelf lives are branded correctly (i.e. Climate Action Plans)
- Toolkit with implementation assets delivered 10/6

On October 24

- City websites updated with provided content
- Ava Customer Support center prepared to handle inquiry calls and emails transferred from municipal partners

October 24 – Mid-January

- Ava monitoring social media for relevant constituent inquiries and engaging as appropriate
- Optional social posts and newsletter content informing constituents of change deployed





## Logo Files

## Newsletter Content

Feel free to customize some or all of the content below for use in your newsletter or other constituent communications.

A table showing the year your city joined the JPA appears on the next page.

*Suggested Title: Cleaner Energy, Lower Rates... and now a New Name*

Since XX, the City of XX has been a member of East Bay Community Energy (EBCE). EBCE is our not-for-profit public power provider. With EBCE we have access to green energy, low rates, and a variety of

## Social Post - Introducing Ava

Caption:

Since (YEAR), (CITY NAME) residents have enjoyed energy choice with East Bay Community Energy (EBCE), your local public power provider. Recently, EBCE changed its name to Ava Community Energy.

On October 24, East Bay Community Energy (EBCE) became Ava Community Energy (Ava). Customers will see a new name, new logo, and great programs in the pipeline. Their clean energy and low rates are not changing. For more information, visit [avaenergy.org/brand](http://avaenergy.org/brand).

## Introducing Ava Community Energy

East Bay Community Energy is now

## Letter to Councils

We have prepared a letter announcing our name change and rebranding that can be submitted to your council at your discretion. The letter has been customized for each city. Find yours [here](#).

1 800.690.3223  
AvaEnergy.org

1590 Harrison Street, Suite 2300  
Oakland, CA 94612

10.05.2023

Dear Fremont City Council,

East Bay Community Energy is now Ava Community Energy. As a member of the Joint Powers Authority, Fremont has been critical in the success of the agency, and we are excited to share this news with you.

In recent years, EBCE has increased its focus on actively promoting and enabling decarbonization and efficiency initiatives which translates to ongoing commitments to the delivery of clean, lower cost power. We have also expanded our service territory into San Joaquin County with the City of Tracy in 2021 with both focused on meeting the needs of Stockton and Lodi's long-term service in 2025. Since early 2022, staff have led an effort to define and articulate an updated brand strategy in support of this transitioning customer engagement and re-branding strategy. As a result of the strategy, in June 2023 our Board of Directors adopted a new name for the agency - Ava Community Energy (Ave).

The new name and brand will launch this month with a larger brand awareness campaign following in January.

**Phase 1 Week of October 9:** A week (instead of the new name and brand will appear in the annual Power Content Label matter which is sent to all customers served by EBCE in 2023.

**Phase 2 Tuesday, October 24:** Ava Community Energy becomes the primary brand.

- Customer bills will say Ava Community Energy
- Customer service representatives will answer the phone as Ava Community Energy, formerly known as East Bay Community Energy
- Website redirected to [avaenergy.org](http://avaenergy.org) with lead message that "East Bay Community Energy is now Ava Community Energy"
- All [ava.org](http://ava.org) emails will forward to our new [info@avaenergy.org](mailto:info@avaenergy.org) address

**Phase 3: January 2024:** First advertising campaigns will continue to introduce the new name and share brand awareness.

We appreciate your support and continued partnership on this next stage in our journey together as Ava Community Energy.

Sincerely,

Annie Henderson  
VP, Marketing and Account Services  
Ava Community Energy, formerly East Bay Community Energy

# Social Media Monitoring

The screenshot displays a social media monitoring interface with three columns of search results. The interface includes a navigation sidebar on the left, a top search bar, and a right-hand panel with utility buttons.

**Navigation Sidebar:**

- Home
- Explore
- Monitor (Active)
- Analyze
- Share
- Report
- Alerts
- Content
- Account

**Top Bar:**

- Find (Search)
- Grid View
- Notifications
- Help
- User Profile

**Search Results Columns:**

- Column 1: EBCE + Cities (New Name Monito...)**
  - 243 Results
  - Sorted by Date - Descending
  - City of Hayward** Editorial | US | May 30 - 11:29 AM
    - Hayward Juneteenth observances begin with downtown street party Thursday, June 15**
    - Subaru, **East Bay Community Energy (EBCE)** and the Downtown **Hayward Improvement Association (DIHA)**. For more information, go here to the ...
    - City of Hayward, Hayward, East Bay Community Energy, EBCE, HAYWARD
    - 37.4k Reach Neutral
  - EnergyTech** · EnergyTech Staff Editorial | US | May 8 - 8:12 AM
    - Gridscape contracted to build Microgrids for Communities near San Francisco Bay**
    - Gridscape Public power utility **East Bay Community Energy (EBCE)** has selected Gridscape Solutions to build microgrids for nearly 30 mission ...
    - EBCE, Hayward, Fremont, East Bay Community Ener... Show more
    - 5.27k Reach 4 Social Echo Neutral
  - Danville San Ramon** · Nicole Gonzales Editorial | US | May 7 - 4:25 PM
    - Helping power the Tri-Valley**
    - ... **EBCE's** local renewable energy projects we have in the area," **EBCE** marketing director Dan Lieberman said during a media tour last Friday in ...
    - East Bay Community Energy, Livermore, EBCE, Alam... Show more
    - 4.6k Reach 2 Social Echo Neutral
- Column 2: EBCE or East Bay Comm Energy / Cities ...**
  - 13 Results
  - Sorted by Date - Descending
  - Berkeley Climate Equity Fund** @ClimateEquityHH Twitter | US | May 18 - 10:06 AM
    - RT @planetacterra: Try induction cooking with **East Bay Community Energy** and Acterra! Borrow a cooktop kit for a month, reduce fossil fuel use, and enjoy safer, efficient cooking. Sign up with an **EBCE** address. Pick up from **Alameda County** sites. Learn more and apply at <https://t.co>
    - East Bay Community Energy, EBCE, Alameda County
    - 173 Reach 2 Duplicates Positive
  - Claudia Preciado** @Claudia\_Pres Twitter | US | May 17 - 6:11 PM
    - now! <https://t.co/FoFIYvBAZY>; Special thanks to our Bike to Work Day 2023 Gold Sponsors: **City of Berkeley**, **City of Fremont**, **City of Oakland**, Dolan Law, and **East Bay Community Energy**. Pledge to ride this #BTWD2023 and join in on the Bay Area's biggest day for biking this Thursday
    - City of Berkeley, City of Fremont, City of Oakland, East Bay Community Energy
    - 1.26k Reach 1 Duplicates Positive
  - Berkeley Climate Equity Fund** @ClimateEquityHH Twitter | US | May 17 - 7:53 AM
    - RT @BikeEastBay: Special thanks to our Bike to Work Day 2023 Gold Sponsors: **City of Berkeley**, **City of Fremont**, **City of Oakland**, Dolan Law, and **East Bay Community Energy**. Pledge to ride this #BTWD2023 and join in on the Bay Area's
- Column 3: EBCE or East Bay Comm Energy / Cities ...**
  - 3 Results
  - Sorted by Date - Descending
  - unitedpowerpartners.com** Blog | US | May 5 - 9:47 AM
    - Solar-plus-storage microgrids to be deployed in four Bay Area cities**
    - of the Resilient Municipal Critical Facilities program. May 5, 2023 Gridscape Solutions, a **Fremont**, Calif.-based microgrid and EV charging station developer, was selected by community choice aggregator **East Bay Community Energy** to deploy 30 microgrids with 3.1 MW of solar and 6.2
    - Hayward, Fremont, EBCE, East Bay Community Energy
    - Neutral
  - unitedpowerpartners.com** Blog | US | May 4 - 7:24 AM
    - Gridscape tapped to develop solar microgrids for 30 critical facilities in Northern California**
    - Gridscape has been selected by **East Bay Community Energy (EBCE)** to develop microgrids for approximately 30 critical facilities across **San Leandro**, **Berkeley**, **Hayward** and **Fremont**. The project will see Gridscape install 3.1 MW of solar PV systems and 6.2 MWh of battery storage
    - EBCE, Fremont, East Bay Community Energy, San Lean... Show more
    - 1 Duplicates Positive

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# Stakeholder Experience: Partners & Legal Counterparties

## Partners & Legal Counterparties

Pre-October 24

- Extensive collaboration with SMUD to train CSRs, update IVR, update webforms and bill
- Collaboration with PG&E to update bill; ensure data transfers are not impacted
- Amend JPA; update registrations with banking partners, CALISO, CPUC, etc.
- Inform other key partners/sponsored entities of upcoming changes

On October 24

- SMUD call center uses Ava Community Energy going forward
- Partners asked to update references to us on their website and collateral (e.g. Oakland Roots, Habitat for Humanity, etc.)

October 24 – Mid-January

- Continue to support partners as they adopt and apply our new name and identity



# Phase Two

In the new year, we move into the active communication phase of our brand rollout. With so many unique and valuable programs coming online, we'll have plenty of proof points for our promise of driving progress towards better living.

CY24 Campaign Timing and Intensity

	Q1	Q2	Q3	Q4
Ava Brand	High Intensity	High Intensity	Medium Intensity	Medium Intensity
Ava Bike Electric	Medium Intensity	High Intensity	High Intensity	High Intensity
Induction	Medium Intensity	Medium Intensity	Medium Intensity	Medium Intensity
Resilient Communities	Medium Intensity	Medium Intensity	Medium Intensity	Medium Intensity
DCFC	Medium Intensity	Medium Intensity	High Intensity	High Intensity
Stockton & Lathrop	Medium Intensity	Medium Intensity	Medium Intensity	High Intensity



Thank you!

