

# Marketing Update

Marketing, Legislative, and Regulatory  
Committee

June 21, 2024



1. Current Highlights
2. Looking Ahead
3. Awareness Campaign Update



# 1. Current Highlights



# Alameda County Fair

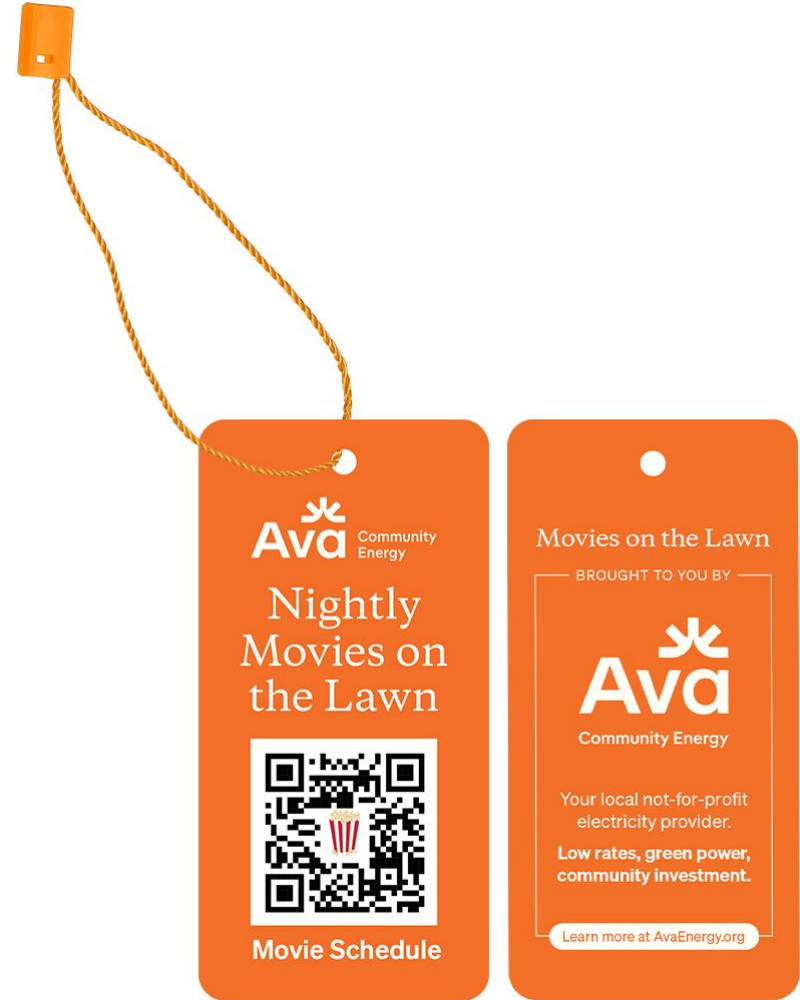
- Largest event in Alameda County
- Draws almost a half million visitors
- Over 3.7 million web visitors
- Everyday from June 14-July 7
- This year, Ava is sponsoring Movies on the Lawn
  - Free family movie every night
  - Boothing on four days
  - Active engagement with visitors before the movie (trivia). Participants receive a deck of Ava playing cards
  - All seats have an Ava hang tag
  - Picnic tables have an Ava sticker
  - Branded trussing above the movie screen
  - Ava 0:30 ad running on the screen in rotation all day



# Alameda County Fair



Ava-branded playing cards



Movies on the Lawn hangtags — QR code brings attendees to a page showing the movie schedule and highlighting the Ava incentive finder



# Induction Cooking Education and Awareness Community Investment Grant

- 2-year contract with Channing St. Copper Co.
- Minimum of 20 events annually
- Small-to-medium community events
- Various locations throughout our service area

## Success Metrics for Program

- # attendees per event (manual count)
- mailing list sign-ups (interactions)



Livermore Street Festival in May

Calendar of Events is live: [AvaEnergy.org/induction-calendar](https://AvaEnergy.org/induction-calendar)



# Induction Cooking Education and Awareness Community Investment Grant

## Meet Charlie

- Induction range from Channing Street Copper Company with battery storage
  - works up to 6 hours without a charge
- Portable, easy to transport
- Special all-white model for LiveDemo events
- Chef Lisa Pinckney live induction cooking demonstrations, prepares and distributes food samples



# Induction Cooking Education and Awareness Community Investment Grant

## Marketing Support provided by Ava

### Customer outreach

- Email blasts
- Social media posts
- Ava Fact Sheet (for vendor)

### Booth equipment

- Ava-branded tent
- Tabletop sign

### Aprons (2 designs available)

- Designed for use by presenter
- Gifts for raffle winners

### Promotional items for attendees

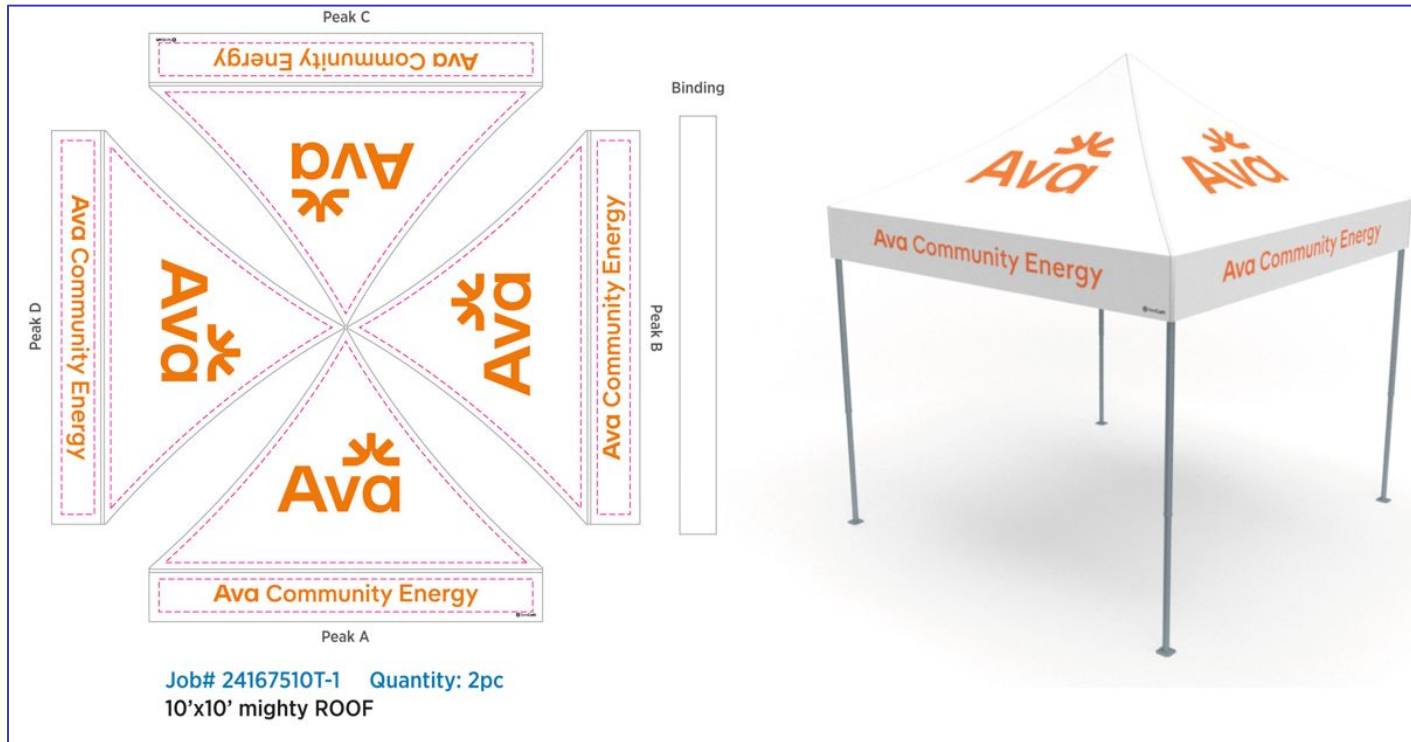
- Ava brochures
- Magnets (2 designs)
- Shopping bags(2 designs)





# Booth Equipment

For use at all Ava sanctioned events



10' PORTABLE BOOTH

TABLETOP SIGN

Ready to try induction?

Reserve your free Induction Lending Kit today!

- portable cooktop
- compatible pan
- instructions
- recipes
- carrying bag

Standard (flat) kit      Wok kit

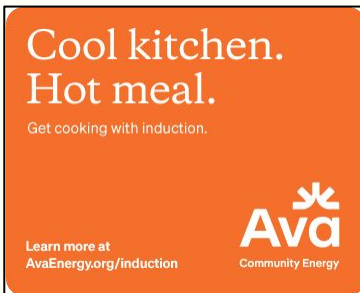
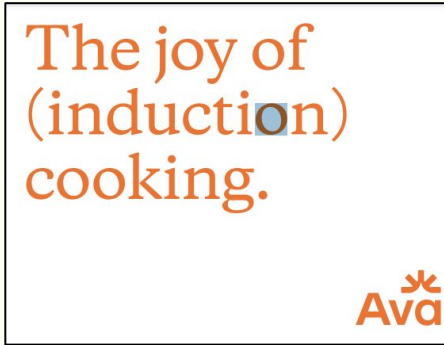
Learn about the speed, precision, and energy efficiency of induction technology

**Ava**  
Community Energy

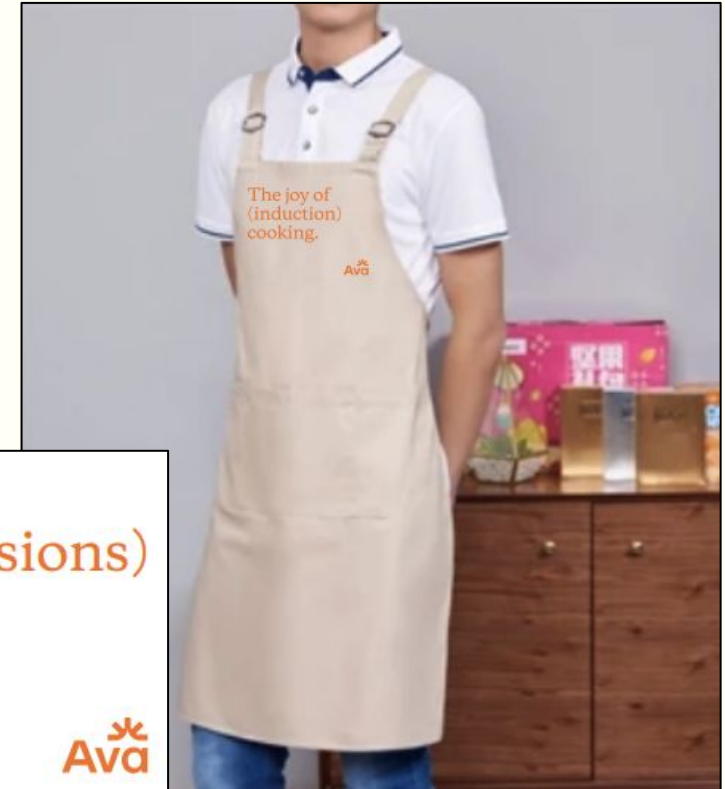
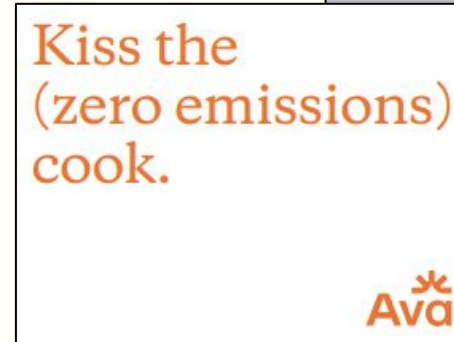
# Promotional gifts for event attendees



SHOPPING BAGS



MAGNETS



APRONS



# Customer Communications

## See and experience induction cooking for yourself!

Join us for a *free* live cooking demonstration this Saturday:  
**Berkeley Home Electrification Fair**  
**April 20, 2–5pm**  
**David Brower Center**  
**2150 Allston Way, Berkeley**

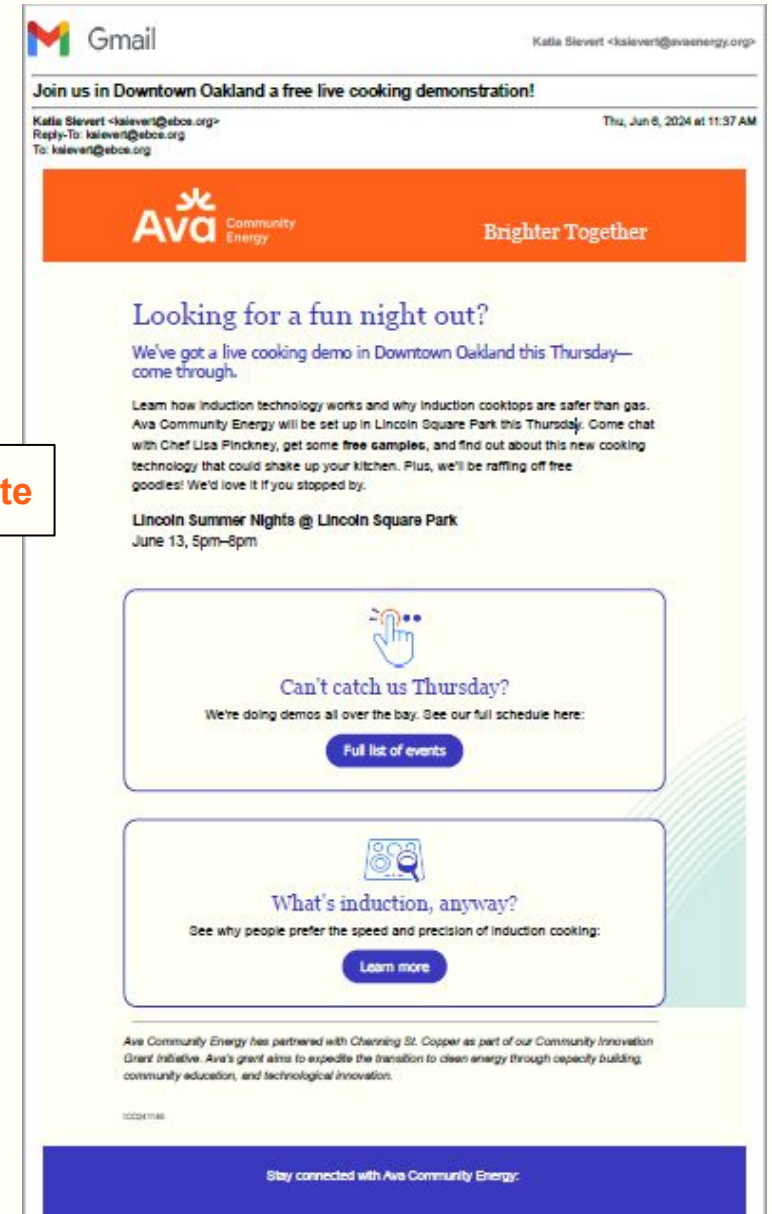


Learn more: [AvaEnergy.org/induction](https://AvaEnergy.org/induction)



Email Template

Social Media Template



# Upcoming events:

- Berkeley Juneteenth - June 16
- Lincoln Summer Nights - July 11
- Lincoln Summer Nights - August 8

Ava-branded giveaway bags



Taste of San Leandro Festival



Livermore Street Festival in May



# Outreach and Sponsorships - upcoming events

Event	Date	Location
Alameda County Fair	June 14-July 7	Pleasanton
Hayward Juneteenth	June 22	Hayward
Oakland Soul soccer game	June 30	Oakland
Oakland Roots soccer game	July 7	Hayward
Lincoln Summer Nights	July 11	Oakland
Bill Pickett Rodeo	July 13-14	Oakland
Pedal Brewfest	July 20	Oakland
Oakland Roots soccer game	July 21	Hayward
Fremont Festival of the Arts	August 3-4	Fremont
Lincoln Summer Nights	August 8	Oakland
Oakland Roots soccer game	August 10	Hayward
Fremont Festival of India	August 17-18	Fremont



# Outreach and Sponsorship

Our summer sponsorship presence also includes:

- Oakland Ballers baseball (including field signage, social media posts)
- Pleasanton RAGE women's semi-pro soccer (including field signage, logo on jersey, social media)
  - We hired two summer outreach interns to support our efforts



# Local Development Outreach

Upcoming postcard to fleet owners promoting **evFleet**

Cut operating costs with electric trucks.





Electric vehicles can pay for themselves in 3–5 years. The Ava evFleet Consulting program helps make the transition of your Class 2b-8 fleet easier.

ICLP outreach email driving 4x higher than expected application rate

**Ava** Community Energy Brighter Together

Español | 中文 | Tiếng Việt


**Ava Community Energy (Ava) is bringing our popular Induction Cooktop Lending Program to the Ecology Center!**

Induction is the most energy-efficient cooking technology available today. It cooks food faster than traditional stoves and has the power to match. Professional and home chefs appreciate the precise, steady control, wider temperature range, and quick response time they get with induction cooktops. The difference is in the technology.

**Experience induction cooking for yourself!**

At Ava, we believe that induction cooking is something that needs to be seen and experienced to be believed. We created the Induction Cooktop Lending Program to allow residents living in our service area to test drive this new technology—for FREE.


**Cook faster without fire.**  
Reserve your induction lending kit today.



Standard (flat) kit

**What's Included**

The Induction Lending Kit includes a portable induction cooktop—standard (flat) or wok—a compatible pan, cooktop instructions, recipes and carrying bag.



Wok kit

**Loan Period**

You'll have 14 days to test drive the induction cooktop in the comfort of your home—at NO CHARGE!

**Our lending location in Berkeley makes it easy and convenient to pick-up and return your Induction Lending Kit:**


**The Ecology Center**  
2530 San Pablo, Berkeley

Ready to try induction? Reserve your induction lending kit today. Sign up today for a free, no-obligation opportunity to try out an induction cooktop in the comfort of your home.

[Reserve your induction lending kit](#)

The Induction Cooktop lending program is available to all Alameda County and City of Tracy residents - Ava customers as well as non-Ava customers who receive service from PG&E.

Stay connected with Ava Community Energy.




Updated **Accelerator** webpage based on flyer

**Ava** Community Energy

**Building Efficiency Accelerator**  
Sign up today and save 10% on

**How it works:**

- Schedule site assessment**  
Our experts perform a walk through of your entire building and take inventory of existing equipment, operations, and energy use.
- Project selection**  
We develop a list of energy savings projects that your site can choose to implement. These range from low to no cost energy savings projects to larger capital projects. No matter your budget, we find projects to help you out long-term costs.
- Implementation**  
We provide technical and implementation assistance to support your team as you complete your selected projects. Get \$5,000 automatically for the first one you finish.
- Earn money**  
Your business earns incentives for each kWh saved and realizes lasting energy cost savings for years to come.

**Success Story:**

One commercial facility with 2.3 MM kWh of annual electricity use implemented our recommended D&M measures. They earned:

**\$132,600**  
total in incentives, and saved

**15%**  
on their yearly energy bill.

**Energy Savings:**  
32,600 kWh saved and 5% off early energy bill

## 2. Looking Ahead



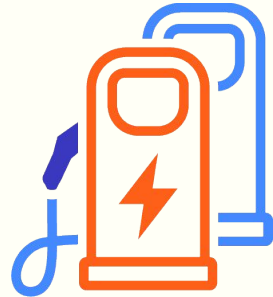


# Local Development Programs



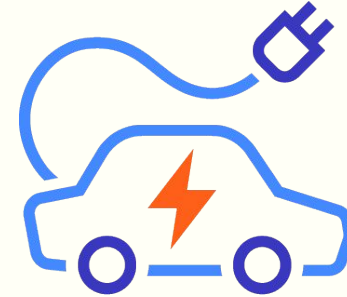
## Health-e Communities

Fill the pipeline for pilot phase of program.  
Goal: replace 200 gas stoves with induction



## DCFC

Launch Oakland City Center West site



## Managed Charging

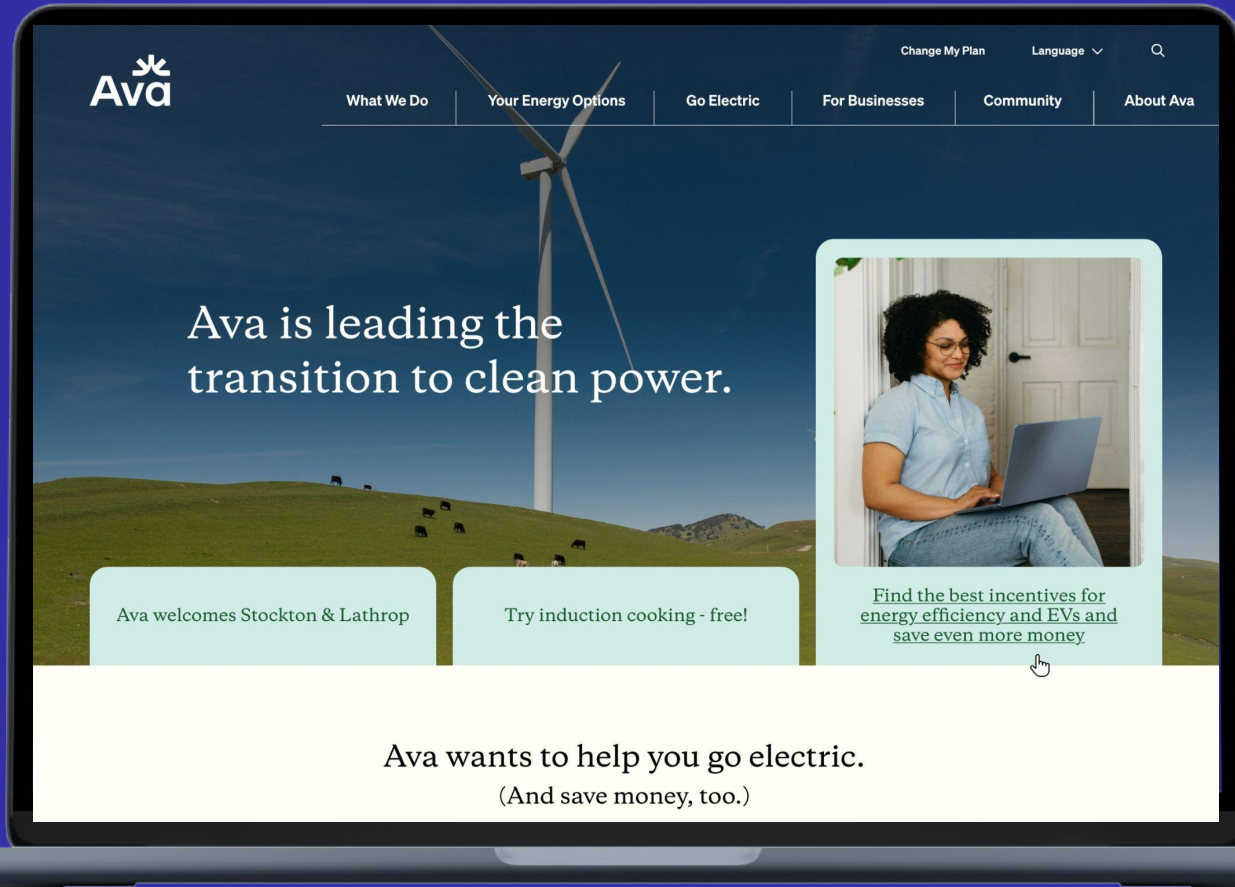
Enroll participants in ambitious load-shifting program



## e-Bikes

Create demand for e-Bike incentive and (in 2025) lending vouchers

# AvaEnergy.org Redesign



What We Do

Your Energy Options

Go Electric

For Businesses

Community

About Ava

## City of Emeryville

The City of Emeryville helped found Ava in 2016—and has been using Ava's clean energy since 2018. Its residential, municipal, and commercial accounts are automatically enrolled in Ava's Renewable 100 service.

Its residential, municipal, and commercial accounts are automatically enrolled in Ava's Renewable 100 service.

- Learn [more about Ava](#) and the [clean power](#) we provide
- Compare our [plans and rates](#) against PG&E and [better understand your PG&E bill](#)
- You can [change your service plan](#) any time, with no penalty



### Emeryville's Current Default Power Service

Residential: Renewable 100  
Commercial: Renewable 100  
Municipal: Renewable 100

\*Residential accounts with CARE, FERA, or Medical Baseline plans remain on Bright Choice service by default

#### EMERYVILLE'S FAST FACTS

677,198,010

used since 2018

8,682

total customers on Ava service

97.7%

of accounts in Emeryville receive electricity from Ava

87.7%

of accounts are on Renewable 100 service

\$416,796

saved with Bright Choice service since 2018

2022

year transitioned to Renewable 100

#### Upcoming Events in Emeryville

Apr 13

Emeryville Earth Day Festival

Apr 13

Aliquam nec dolor tellus. Morbi ultricies vitae enim ac sollicitudin.



# Habitat for Humanity

- Ava is continuing and expanding the multi-year partnership with Habitat for Humanity to support Sequoia Grove, a new development for low-income households in Hayward.
- Sequoia Grove will be Habitat's first fully electric and EV-friendly home development in Alameda County.
  - Homes will feature induction cooktops, battery backups, heat pumps, and will be EV-ready
- The groundbreaking ceremony will be in **mid-August** (exact date TBC)



# 3. Awareness Campaign Update



# Reminder: Campaign Goals and Objectives

Create awareness of the Ava name and the associated benefits of renewable energy among residents, businesses, and organizations in our service area

- Achieve 80% reach in Ava service area with 3x frequency
- Create a campaign that is scalable, consistent and impactful across our territory
- Collect data for customer insights and marketing optimization



# Paid and Owned Media Calendar: Months 1–6

Under Construction

		Feb	March	April	May	June	July
Paid Media	Topic Intelligence	Prep					
	SEO	Prep					
	PPC	Prep					
	Content Syndication News Media	Prep					
	BANG Digital Ads	Prep					
	BANG Sponsored Content	Prep					
	Streaming Radio	Prep					
	Next Door	Prep					
	OOH/Digital OOH	Prep					
	BART	Prep					
Owned Media	Content						
	Direct Mail						
	Email						
	Organic Social						
	Content Development						



➔ New

# Co-Branded Postcards

In 2016, the City of Hayward joined other local cities to establish Ava Community Energy, providing residents with energy choice and local control. Learn more about the City of Hayward's sustainability programs at [hayward-ca.gov/your-environment](http://hayward-ca.gov/your-environment).

## Join Ava at these upcoming events:

6/14  
through  
7/7

### Alameda County Fair

June 14 – July 7, 2024 | [alamedacountyfair.com](http://alamedacountyfair.com)

SAT  
6/22

### Juneteenth Celebration at the Hayward Heritage Plaza

June 22, 2024, 12pm–6pm | [juneteenthhayward.com](http://juneteenthhayward.com)



### Oakland Roots at CSU East Bay:

See schedule at [oaklandrootssc.com/schedule](http://oaklandrootssc.com/schedule)



#### AvaEnergy.org/ShineOn

Learn more about Ava's programs and services for Alameda County and the City of Tracy.



#### Ava News & Events

Visit [AvaEnergy.org/news-and-events](http://AvaEnergy.org/news-and-events) to find more upcoming events sponsored by Ava.

CONTACT US: +1 833.699.3223 | [customer-support@AvaEnergy.org](mailto:customer-support@AvaEnergy.org)

VISIT & FOLLOW US: [AvaEnergy.org](http://AvaEnergy.org) | [@PoweredWithAva](#)

**Ava** Community Energy  
1999 Harrison Street  
Suite 2300  
Oakland, CA 94612

# Shine on, Hayward!

You're saving 5% on your electricity



Ava Community Energy, your local not-for-profit electricity provider, partners with Hayward to provide greener energy, lower rates, and local benefits.



# Shine on, Hayward!

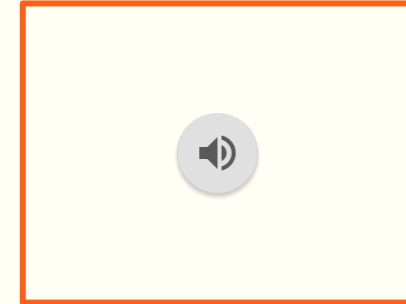
You're getting 100% California wind and solar power from Ava



Ava Community Energy, your local not-for-profit electricity provider, partners with Hayward to provide greener energy, lower rates, and local benefits.



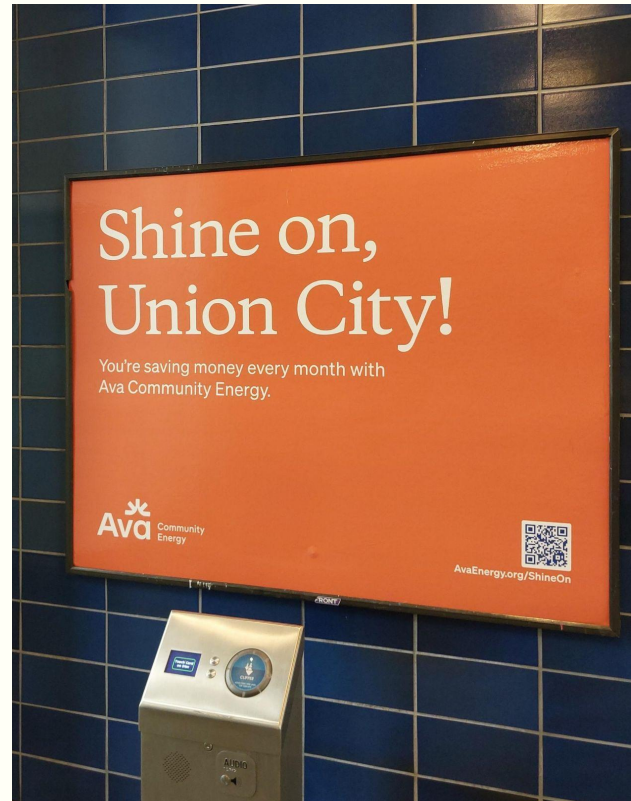
# Streaming Audio



Livermore BC Example



# On-Going Campaign Placements



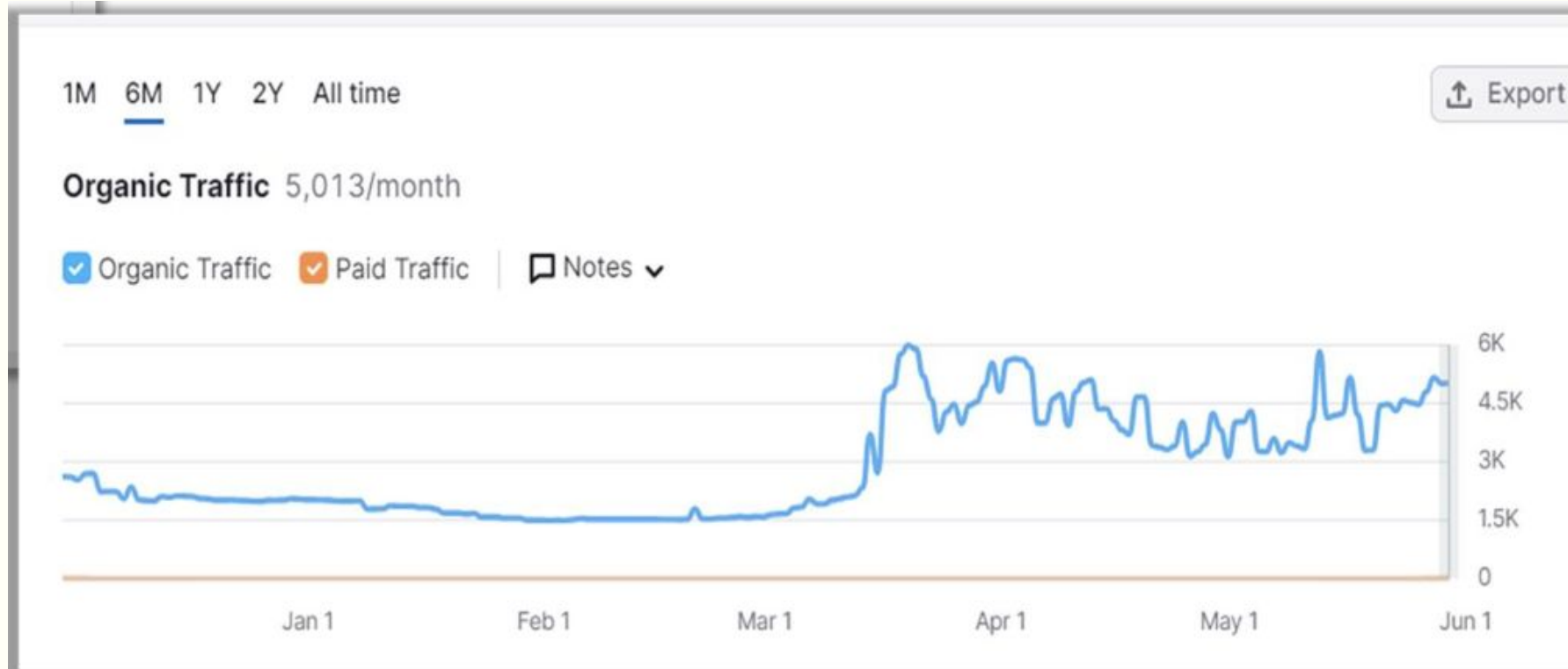
# Key results to date

- Sustained and meaningful increase in traffic to [AvaEnergy.org](http://AvaEnergy.org) since February
  - Improved discoverability and PPC are making the difference
- Ava has overtaken EBCE as the most popular Google search term
- Positive feedback from community members, friends, and Ava staff on billboard presence
- Anecdotal evidence from Berkeley city staff that direct mail drove traffic to Green Home Tour



# Results / Insights:

## Sustained Increase in Organic Site Traffic



Source: Google Analytics

# Results / Insights:

## “Ava” Replacing “EBCE”

4.5 of top 15 organic keywords include Ava

Only 1.5 of top 15 include EBCE

Topic	Domain	Ti Score	Impressions	Clicks	Conversions	Engagement Time
community energy	avaenergy.org	85.47 ↑ 84.58	15.3k ↓ 17.4k	19.7k ↑ 18.2k	63.7k ↓ 77.7k	1m 3s ↑ 51s
energy ava	avaenergy.org	77.60 ↑ 76.43	14.1k ↓ 16.1k	18k ↑ 16.6k	49.9k ↓ 60k	1m 7s ↑ 52s
energy ebce	avaenergy.org	77.76 ↑ 75.51	13.8k ↓ 15.3k	17.7k ↑ 16.1k	53.7k ↓ 64.8k	1m 6s ↑ 54s
ebce ava	avaenergy.org	69.79 ↑ 66.34	12.8k ↓ 14.3k	15.6k ↑ 13.6k	44.5k ↓ 53.1k	1m 7s ↑ 50s
clean energy	avaenergy.org	48.55 ↑ 45.85	8.83k ↓ 10.2k	10.8k ↑ 9.26k	29.1k ↓ 34.3k	1m 2s ↑ 47s
ava community	avaenergy.org	33.62 ↑ 31.99	5.76k ↓ 6.94k	7.31k ↑ 6.07k	19.4k ↓ 25.7k	58s ↑ 41s
ava	avaenergy.org	29.18 ↓ 30.84	5.27k ↓ 7.13k	6.53k ↑ 6.35k	10.5k ↓ 10.9k	57s ↑ 49s
energy savings	avaenergy.org	23.17 ↓ 23.81	4.6k ↓ 5.44k	4.09k ↑ 4.07k	638 ↑ 605	1m 17s ↓ 1m 26s
energy agreement	avaenergy.org	20.22 ↓ 21.52	4.44k ↓ 5.34k	3.91k ↓ 3.96k	171 ↑ 165	33s ↓ 44s
community advisory	avaenergy.org	22.92 ↓ 24.61	4.41k ↓ 5.53k	4.8k ↓ 5.39k	1.26k ↑ 1.18k	54s ↑ 30s
ava renewable	avaenergy.org	22.56 ↑ 22.39	4.01k ↓ 4.56k	4.25k ↓ 4.26k	960 ↑ 840	1m 6s ↑ 56s
renewable energy	avaenergy.org	23.93 ↑ 22.24	3.9k ↓ 4.06k	5.29k ↑ 4.91k	4.86k ↑ 4.54k	59s ↑ 47s
energy projects	avaenergy.org	22.50 ↑ 22.47	3.89k ↓ 4.54k	4.2k ↓ 4.22k	1.45k ↑ 1.4k	1m 19s ↑ 1m 7s
energy service	avaenergy.org	21.49 ↓ 21.81	3.81k ↓ 4.37k	4.07k ↓ 4.08k	793 ↑ 741	1m 13s ↓ 1m 19s
energy community	avaenergy.org	21.49 ↓ 22.38	3.71k ↓ 4.34k	4.01k ↓ 4.14k	627 ↑ 605	1m 7s ↓ 1m 12s



Source: Topic Intelligence

# Results / Insights:

## Cost / Bills Remain Still Top of Mind

Landing page +	↓ Sessions	Users	New users	Average engagement time per session	Key events All events ▾	Total revenue
	17,640 100% of total	11,950 100% of total	11,428 100% of total	38s Avg 0%	0.00	\$0.00
1 /	4,300	3,141	2,838	54s	0.00	\$0.00
2 /shineon	2,124	1,875	1,862	7s	0.00	\$0.00
3 (not set)	1,634	898	0	9s	0.00	\$0.00
4 /pge-2024-rate-increases-explained	1,376	1,258	1,218	39s	0.00	\$0.00
5 /brand	855	808	732	57s	0.00	\$0.00
6 /understand-your-bill	599	522	488	1m 01s	0.00	\$0.00



Source: Google Analytics

# Results / Insights: PPC Drives Engagement

PPC delivers new users and good engagement

Low time engagement

Very low time engagement

Still stabilizing with big increase in event counts:  
640 vs 120

Session primary...Channel Group)	First user source / medium	↓ Users	Sessions	Engaged sessions	Average engagement time per session	Engaged sessions per user	Events per session	Engagement rate	Event count All events	
SHOW ALL ROWS										
3	Paid Search	google / cpc								
	May 8 - Jun 4, 2024		1,300	1,781	778	35s	0.56	5.44	43.68%	9,685
	Apr 10 - May 7, 2024		1,264	1,526	591	39s	0.47	5.06	38.73%	7,725
	% change		9.97%	16.71%	31.64%	-8.55%	19.71%	7.42%	12.79%	25.37%
4	Email	govdelivery / email								
	May 8 - Jun 4, 2024		470	705	343	34s	0.72	4.90	48.65%	3,454
	Apr 10 - May 7, 2024		630	988	506	40s	0.80	5.12	51.21%	5,060
	% change		-23.97%	-28.64%	-32.21%	-15.08%	-10.84%	-4.34%	-5%	-31.74%
5	Display	bang / banner								
	May 8 - Jun 4, 2024		369	421	80	2s	0.22	4.23	19%	1,782
	Apr 10 - May 7, 2024		154	172	26	0s	0.17	4.12	15.12%	708
	% change		139.61%	144.77%	207.69%	205.89%	28.41%	2.83%	25.71%	151.69%
6	Paid Other	(not set) / paid-social								
	May 8 - Jun 4, 2024		281	296	28	1s	0.10	3.19	9.46%	945
	Apr 10 - May 7, 2024		91	95	22	5s	0.24	3.52	23.16%	334
	% change		208.79%	211.58%	27.27%	-71.88%	-58.78%	-9.19%	-59.15%	182.93%
	Apr 10 - May 7, 2024		630	988	506	40s	0.80	5.12	51.21%	5,060
	% change		-23.97%	-28.64%	-32.21%	-15.08%	-10.84%	-4.34%	-5%	-31.74%
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	May 8 - Jun 4, 2024		369	421	80	2s	0.22	4.23	19%	1,782
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	% change		208.79%	211.58%	27.27%	-71.88%	-58.78%	-9.19%	-59.15%	182.93%
10	Paid Social									
	May 8 - Jun 4, 2024		173	188	40	3s	0.23	3.40	21.28%	640
	Apr 10 - May 7, 2024		32	38	8	1s	0.25	3.10	21.05%	120
	% change		440.63%	394.74%	400%	112.08%	-7.51%	7.8%	1.06%	433.33%



# Performance Against our Goals

Create awareness of the Ava name and the associated benefits of renewable energy among residents, businesses, and organizations in our service area

- Achieve 80% reach in Ava service area with 3x frequency
- Create a campaign that is scalable, consistent and impactful across our territory
- Collect data for customer insights and marketing optimization



# Next Steps

- Evaluate underperforming channels and remove / replace
- Evolve campaign creative (focus on reasons to believe)
- Post new creative and to existing / new OOH sites







Community Energy