



Adrian Bankhead <abankhead@avaenergy.org>

Misleading Ava Community Energy marketing message

Jim Lutz <jlutz@lmi.net>

Mon, Jul 15, 2024 at 3:45 PM

To: Adrian Bankhead <abankhead@avaenergy.org>, cob@avaenergy.org

Adrian,

Would you please pass this message as a public comment to the CAC meeting tonight and the Board meeting on Wednesday.

thanks,

Jim

Dear Ava Community Energy Community Advisory Committee and Board members,

I recently received a postcard from Ava Community Energy. See the attached photo of the card.

The card claims I'm getting 100% California wind and solar power. I assume this is because I'm on the Renewable 100 rate.

Would you please ensure that marketing claims like this are vetted by technical staff before they are sent out. The claim that all the renewable power for Ava customers is from California is false. Propagating erroneous messages like this will only hurt Ava's credibility in reaching customers.

thanks,

Jim



Ava Shine on Oakland.jpg
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