

# CAC Strategic Planning Session



1. CAC Meet & Greet
2. Strategic Planning Session:  
Discussion & Review of  
Survey Responses to Guide  
CAC Work Plan Updates



# CAC Strategic Planning Session



# Goals of CAC Meet & Greet + Strategic Planning Session

- 1) Cultivate rapport & strengthen CAC relationships as we welcome new CAC members/Ava communities
- 2) Develop an updated, organized Work Plan (per JPA Sec. 4.9)
- 3) Help the CAC identify priorities and align with staff processes



# Ava Community Energy Overview



# History in Brief

2015

CCA Steering Committee convened & feasibility study commissioned by Alameda County

2016

Ava formed as a Joint Powers Authority (JPA)

2018

Launched service to residential and commercial customers in 11 cities and unincorporated Alameda County

2019

Cities of Tracy, Pleasanton, and Newark join JPA

2021

Began service to Cities of Tracy, Pleasanton, and Newark

2022

City of Stockton joins JPA

2023

City of Lathrop joins JPA

2024

Unincorporated San Joaquin County joins JPA; service expected to begin in 2026 (pending CPUC certification)

2025

Service begins to the Cities of Stockton and Lathrop



# Community Advisory Committee Overview



# Community Advisory Committee

- The CAC was established in Section 4.9 of Ava's Joint Powers Agreement
- The Committee acts in a solely advisory capacity
- CAC Members/Alts are appointed by the Board of Directors
  - They are nominated by regional Board Members, except for two (2) At Large members
- The CAC meets once a month (usually the Monday before the BOD meets)
- Examples of previous CAC discussion items:
  - Long-term energy contracts
  - Local development initiatives
  - Legislative priorities
  - Annual Ava budgeting process & value proposition
  - Branding and marketing initiatives





“ The function of the Community Advisory Committee shall be to advise the Board of Directors on all subjects related to the operation of the CCA Program as set forth in a work plan adopted by the Board of Directors from time to time, with the exception of personnel and litigation decisions. The Community Advisory Committee is advisory only, and shall not have decision making authority, or receive any delegation of authority from the Board of Directors.”

Ava Community Energy Joint Powers Authority (JPA), Section 4.9



# Current CAC Structure

(Subject to adjustment to reflect new JPA members/ communities & service area expansion)

Region/ Jurisdictions	JPA Vote Share	CAC Seat Allocation	Alternate Seat Allocation
<b>North</b> Albany, Berkeley, Oakland, Emeryville, and Piedmont	27.7%	3	1 (OPEN)
<b>East</b> Dublin, Livermore, and Pleasanton	12.8%	1	1
<b>South</b> Fremont, Union City and Newark	20.1%	2	1 (OPEN)
<b>Central</b> Hayward, San Leandro, and Alameda County Unincorporated	18.5%	2	1
<b>San Joaquin County</b> Tracy, Stockton, and Lathrop	20.9%	2	1 (OPEN)
At-large		2	
<b>Total</b>		<b>12</b>	<b>5</b>



# Current CAC Membership

Member	Region
Cynthia Landry	North
Indira Balkissoon	North
Peter Weiner (Alt)	North
Pete Stephenson	East
Jill Gile (Alt)	East
Vijay Lakshman	South
Shiva Swaminathan	South
Ernesto Pacheco	Central
<b>Lorraine "Mickey" Souza, Vice Chair</b>	<b>Central</b>
Rachel DiFranco (Alt)	Central
Harman Ratia	San Joaquin County
Davis Harper	San Joaquin County
Jim Lutz	At Large
<b>Ed Hernandez, Chair</b>	<b>At Large</b>



# 2018 CAC Work Plan

- In 2018, the CAC proposed adding three broad areas of focus
- **Area 1: Beneficial Pillars**
  - Social – Jobs/workforce training, community resiliency, social equity issues
  - Economic – Rates and budgets
  - Environmental – Distributed generation projects, energy efficiency, demand response, building electrification, EVs
- **Area 2: Local Opportunities**
- **Area 3: Legislative/Public Policy/Regulatory**



# Work Plan Development



# Strategic Planning

- **Goal**
  - Discuss the Committee's priorities and energy interest areas
  - Discuss updates to the CAC's Work Plan
- **Process**
  - To help inform today's discussion, the CAC Chair sent a survey to all Members and Alternates ahead of this meeting to collect feedback about priorities
    - 10 Members submitted responses
    - A summary of responses can be found in the agenda packet
  - The next several slides will include an overview of survey responses to key questions



# Priorities

**Survey Question: What do you see as the highest priorities of this Committee?**

Common responses from the CAC survey:

- Advocating for Ava communities/geographic regions
- Thinking about local impact
- Providing local expertise and feedback to Ava's staff and Board
- Advocating for affordable and clean electricity



# Priorities: Overview of Survey Responses

- "Rate allocation to help those in need; advocacy for steps to lower costs of renewable energy."
- "Meeting the needs of the public"
- "To advise the Ava Community Energy board and to bring issues of importance to the attention of the Board."
- "Assisting AVA Community Energy meet the goal of purchasing 100% clean power for all customers by 2030. Also to listen to the public and advising the Board of AVA on issues related to keeping electricity accessible and equitable as well as assisting the board to make decisions about investing in the communities served by AVA to transition to renewable energy."
- "Independence of Ava from PG&E (like AMP, SMUD, SVP), reduction in costs to customers."
- "Collect public opinion and advocate for the community."
- "Thinking about the the impact to communities and provide recommendations."
- "Creating affordable, clean and renewable energy for the residents and good paying local jobs in this sector"





# Priorities: Overview of Survey Responses (cont.)

- “Community advisory committee members provide local expertise to advise the Board of Directors on Local Development project priorities, policy issues (affordability, clean energy procurement, etc), and community engagement needs specific to the geographic areas they represent. The committee reviews each Board of Directors agenda ahead of time and makes recommendations. The advisory body is extremely important to ensure diverse perspectives and locally specific priorities are uplifted in policy and programmatic investment decisions made by the Board of Directors.”
- “I see the CAC as a body that provides a gut check to and ground truthing of efforts being proposed and considered by the Ava staff and Board of Directors. As representatives of the community, the CAC can offer insight on community needs and priorities, suggestions for programs and services, and feedback on staff initiatives before they reach the Board for consideration.”



# Energy Topics

**Survey question: Please identify energy topics and/or Ava energy programs you think the CAC should focus on in the coming year?**

Frequently mentioned topics in CAC survey:

- Affordability/lowering electricity bills for customers
- Equitable programming that prioritizes low-income customers and environmental justice
- Building and transportation electrification programs
- Solar and Storage incentives/programs



# Energy Topics: Overview of Survey Responses

- “Rolling out local business development programs with a special focus on environmental justice communities. Keeping customers total electricity bills low.”
- “Renewable solutions coupled with energy conservation.”
- “Equitable and affordable building and transportation electrification are essential. Heat pump water and space conditioning technologies are more costly than their gas alternatives, the public is still not widely aware of the technologies, the contractor base still has significant needs for education and training, the distribution network still needs to become stronger, and upgrade efforts are targeted toward single family homeowners or commercial property owners, not tenants. Similarly, transportation electrification is still concentrated on high-end new EV models, and EV charging deployments tend to be geographically located in areas that serve these wealthier EV owners. Moderate and lower income individuals, youth, the elderly, and renters all are left out of the equation. I would like to see Ava focus on rolling out new electrification programs that are specifically designed to help moderate and low income households and renters.”



# Energy Topics: Overview of Survey Responses (cont.)

- “Keeping electricity prices affordable, introducing and supporting electrification technologies that reduce GHG emission's like bidirectional charging.”
- “Rolling out solar and energy storage for the low income.”
- “Solar and wind”
- “Independence of Ava from PG&E (like AMP, SMUD, SVP), reduction in costs to customers.”
- “Resilience hubs, incentives for solar and battery storage for residents.”
- “How to reduce permitting costs and delays”



# Meeting Frequency & Length

- Survey question: Do you feel that the current frequency and length of CAC meetings is optimal? Currently once a month for 2-3 hours. If no, what specific adjustments would you make to frequency and length?
- Take aways
  - 4 responses satisfied with frequency and length
  - 2 responses prefer meetings are shorter than 3 hours
  - 2 responses recommend more frequent meetings
  - Suggestion of subcommittees, if necessary



# Next Steps

- CAC/staff to develop draft updates to CAC Work Plan identifying key focus areas
- Draft updates agendized for future CAC discussion/consideration
- Final updates to the CAC Work Plan must be approved by the Board of Directors





Community Energy

# Appendix





# Ava Community Energy Overview

Ava Community Energy (Ava) is a local community choice power supplier committed to providing Alameda County and the City of Tracy with clean, green electricity at low rates. Ava service will expand to Stockton and Lathrop in 2025.

Ava is the default provider of electricity generation service (the power plants) for all customers (residential, commercial, and municipal) in the jurisdictions we serve. Per State law (AB 117), Customers are automatically enrolled in Ava's service and are billed by PG&E.

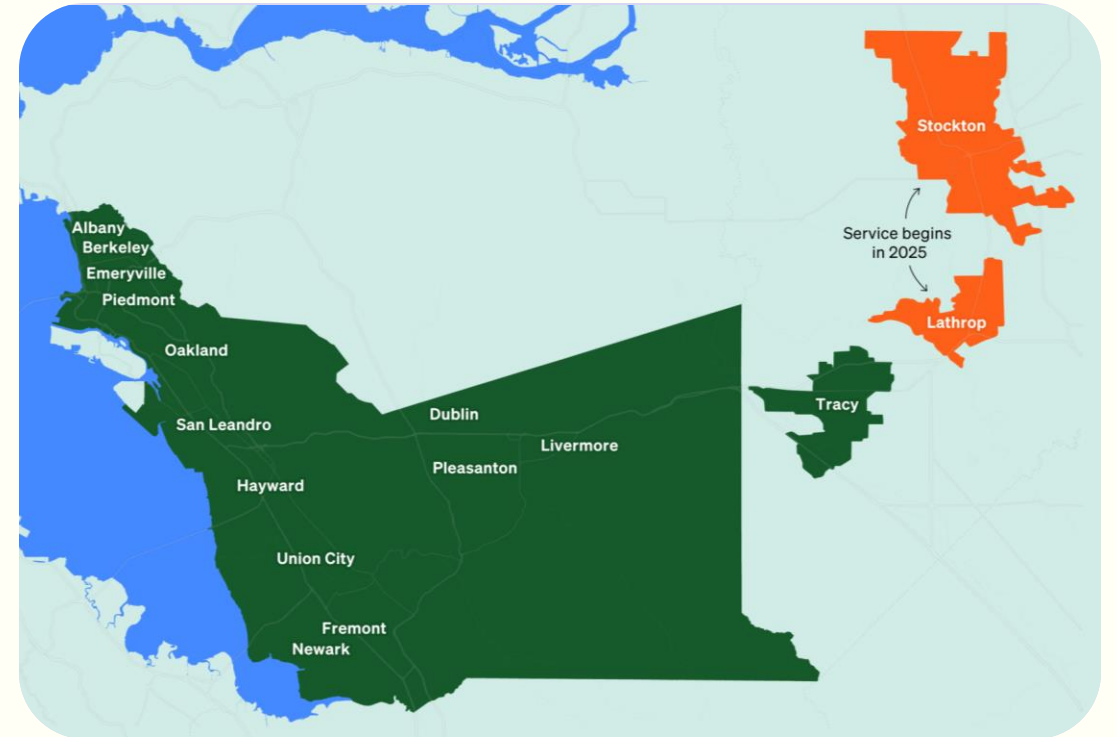
Ava is a not-for-profit public agency that reinvests earnings back into the community to create local green energy jobs, local energy programs, and clean power projects.



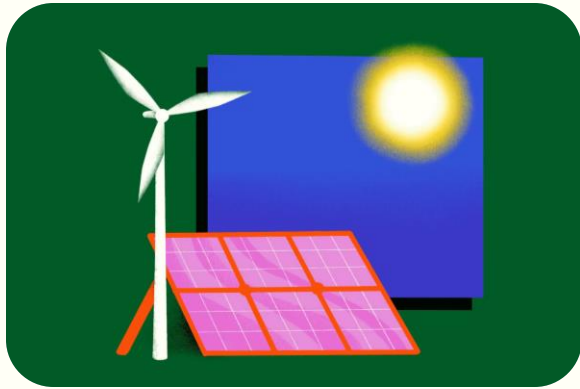
# Ava Member Jurisdictions

Alameda County and the City of Tracy are members of Ava's Joint Powers Authority (JPA). In 2022, the City of Stockton joined the JPA, quickly followed by the City of Lathrop in 2023. These two San Joaquin County cities will begin service with Ava in 2025.

In July of 2024, Ava's Board approved the JPA membership request of unincorporated San Joaquin County. The County's membership is currently pending certification by the California Public Utilities Commission (CPUC), with service expected to begin in 2026.



# How it Works



## Ava Buys Clean Power

Ava buys from, and is building, clean power plants. Ava sells the power to customers at low rates.



## PG&E Delivers the Power

Ava's power is delivered to customers by PG&E. Customers pay PG&E for power delivery as they always have.



## You Get the Power & Benefits

You benefit from clean energy, low rates, local governance, and innovative programs.



# Customer Billing: How it Works

Your bill comes for PG&E every month.

## A. Your Account Number

You will need this number if you change your Ava service level or choose PG&E service.

## B. PG&E Delivery Charges

This is PG&E's charge to deliver electricity over their transmission lines, maintain infrastructure, and provide other services including their customer service and billing.

## C. Ava Electric Generation Charges

This charge covers Ava's cost of purchasing clean electricity for customers, plus relevant local taxes.

## D. Total Amount Due

This is the total amount you pay to PG&E for all charges from both PG&E and Ava.

The image shows a sample PG&E Energy Statement. A callout box highlights the account information: Account No. [redacted], Statement Date: 12/06/2023, and Due Date: 12/27/2023. Another callout box highlights the 'Your Account Summary' table, which includes: Amount Due on Previous Statement (\$283.36), Payment(s) Received Since Last Statement (-283.36), Previous Unpaid Balance (\$0.00), Current PG&E Electric Delivery Charges (\$76.63), Ava Community Energy Electric Generation Charges (48.08), Current Gas Charges (83.99), and Total Amount Due by 12/27/2023 (\$208.70). Callouts A, B, C, and D are placed next to the account number, the summary table, the generation charges, and the total amount due, respectively.

Your Account Summary	
Amount Due on Previous Statement	\$283.36
Payment(s) Received Since Last Statement	-283.36
Previous Unpaid Balance	\$0.00
Current PG&E Electric Delivery Charges	\$76.63
Ava Community Energy Electric Generation Charges	48.08
Current Gas Charges	83.99
<b>Total Amount Due by 12/27/2023</b>	<b>\$208.70</b>

Page 1: Sample Bill



# What are my Options?

## KEY

- Solar
- Wind
- Biomass & Biowaste, Geothermal, Eligible Hydroelectric
- Hydro
- Nuclear
- Other or Unspecified



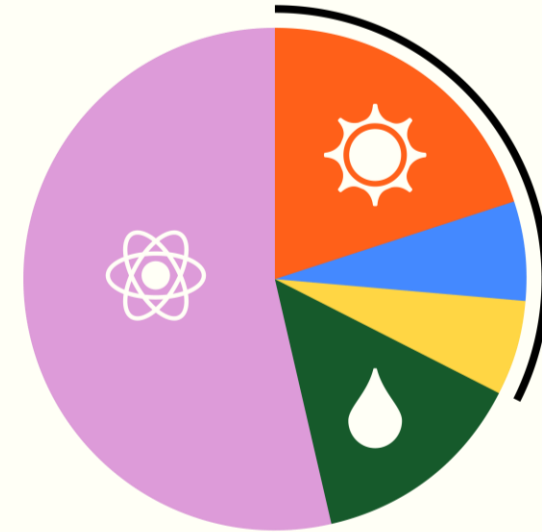
### Bright Choice

55% renewable energy  
at rates 5% below PG&E



### Renewable 100

100% solar & wind  
energy at 1/4 cent per  
kilowatt-hour above PG&E  
rates



### PG&E



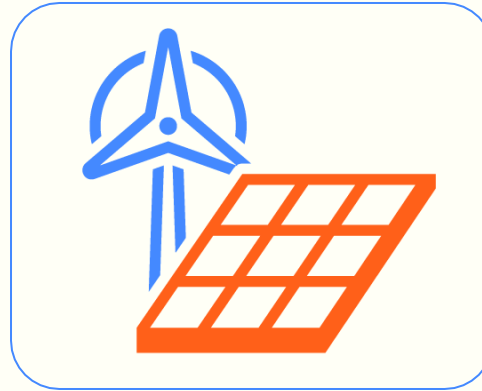
# What are the Benefits?



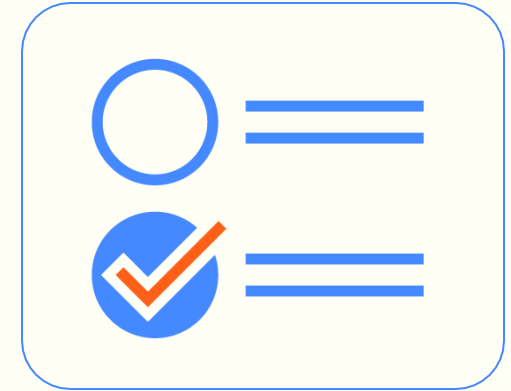
**Lower Rates**



**Local Control & Investment**



**Sustainability**



**Customer Choice and Programs**

# Local Development



## Transportation Electrification

- Public fast charging network
- Medium/heavy duty vehicle electrification
- E-Bike incentives



## Building Electrification

- Induction stove retrofits
- Induction cooking demonstrations



## Resilience

- Resilient Critical Municipal Facilities
- Resilience Hubs
- Solar + Storage Incentives



## Energy Efficiency

- Commercial Energy Efficiency



## Responses Collected from the CAC Member Survey

10 CAC Members/Alternates submitted responses.

What do you see as the highest priorities of this Committee?

- “Rate allocation to help those in need; advocacy for steps to lower costs of renewable energy.”
- “meeting the needs of the public”
- “To advise the Ava Community Energy board and to bring issues of importance to the attention of the Board.”
- “Assisting AVA Community Energy meet the goal of purchasing 100% clean power for all customers by 2030. Also to listen to the public and advising the Board of AVA on issues related to keeping electricity accessible and equitable as well as assisting the board to make decisions about investing in the communities served by AVA to transition to renewable energy. “
- “Independence of Ava from PG&E (like AMP, SMUD, SVP), reduction in costs to customers.”
- “Collect public opinion and advocate for the community.”
- “Thinking about the the impact to communities and provide recommendations.”
- “Creating affordable, clean and renewable energy for the residents and good paying local jobs in this sector”
- “Community advisory committee members provide local expertise to advise the Board of Directors on Local Development project priorities, policy issues (affordability, clean energy procurement, etc), and community engagement needs specific to the geographic areas they represent. The committee reviews each Board of Directors agenda ahead of time and makes recommendations. The advisory body is extremely important to ensure diverse perspectives and locally specific priorities are uplifted in policy and programmatic investment decisions made by the Board of Directors.”
- “I see the CAC as a body that provides a gut check to and ground truthing of efforts being proposed and considered by the Ava staff and Board of Directors. As representatives of the community, the CAC can offer insight on community needs and priorities, suggestions for programs and services, and feedback on staff initiatives before they reach the Board for consideration.”



Please identify energy topics and/or Ava energy programs you think the CAC should focus on in the coming year?

- “Rolling out local business development programs with a special focus on environmental justice communities. Keeping customers total electricity bills low.”
- “Renewable solutions coupled with energy conservation.”
- “Equitable and affordable building and transportation electrification are essential. Heat pump water and space conditioning technologies are more costly than their gas alternatives, the public is still not widely aware of the technologies, the contractor base still has significant needs for education and training, the distribution network still needs to become stronger, and upgrade efforts are targeted toward single family homeowners or commercial property owners, not tenants. Similarly, transportation electrification is still concentrated on high-end new EV models, and EV charging deployments tend to be geographically located in areas that serve these wealthier EV owners. Moderate and lower income individuals, youth, the elderly, and renters all are left out of the equation. I would like to see Ava focus on rolling out new electrification programs that are specifically designed to help moderate and low income households and renters.”
- “How to reduce permitting costs and delays”
- “Keeping electricity prices affordable, introducing and supporting electrification technologies that reduce GHG emission's like bidirectional charging.”
- “Rolling out solar and energy storage for the low income.”
- “Solar and wind”
- “Independence of Ava from PG&E (like AMP, SMUD, SVP), reduction in costs to customers.”
- “Resilience hubs, incentives for solar and battery storage for residents.”

Please share some examples of how your background reflects Ava’s community and how it informs the insight you’re able to provide on the Committee.

- “I grew up in Fremont and have lived in San Leandro and now unincorporated Alameda County (Hayward-Cherryland). My parents are blue collar and as a child we at times struggled with paying all the bills. As an environmentalist I am acutely aware of the challenge that many households face when considering how their money will be spent, and I want to ensure that climate solutions are available and accessible to all community members, not just those with disposable income.”

- “Previous elected, understand how people may perceive the value of Ava, if none, they would opt out.”
- “My business consults for clients to reduce emissions using energy efficiency.”
- “I have worked with community advisory committees (CACs) in my role at the Environmental Protection Agency (USEPA) as a Superfund Remedial Project Manager. I have also served as an Environmental Justice Project Officer and a Tribal Coordinator for USEPA. I was one of the authors and project manager of USEPA Region 1 (New England) Urban Environmental Program. CACs provided expertise, local knowledge, and experience critical to the success of my projects at EPA. They served as a voice for the community to the Agency.

I bring a professional background in environmental science, regulation, policy, greenhouse gas verification and community outreach. I have a Master of Science Degree in Geology (New Mexico Institute of Mining and Technology) and a Masters of Public Administration (Harvard University). I have worked in the environmental field for 30 plus years while at the USEPA and later as a consultant to USEPA. Finally, I worked for a Designated Operational Entity, Det Norse Veritas under the Kyoto Protocol for Norway which verified carbon credits. I was also one of California’s delegates to the United Nations Climate Conference of Parties in 2008 Poznan and 2009 Copenhagen.

I have been a resident of Piedmont for the past 23 years. My children attended Piedmont Schools. I retired in 2019 and am associated with 3 groups in Piedmont and have an opportunity to be in contact with many people. I have and continue to support the City to pursue the Climate Action Plan (CAP 2.0) and other sustainability goals as a past member of a climate action group called Piedmont Connect (Connect).

As member of Connect, I worked on issues related to the Piedmont REACH Codes (REACH Codes) and the All-electric Community Pool. Overall my main input was to provide technical comments where possible to assist the City Council in evaluating the various proposals for the REACH codes as well as for the pool. For the pool, Connect explored the energy options available and concluded that an all electric net zero energy pool was possible based on available technology including solar and heat pumps. This conclusion was validated by the architects and City Council.

Currently I am a member of the Piedmont Electrification Task Force focusing on ways to reduce residential GHG emissions.

I own an almost 100 year old home which we have been electrifying and have become very familiar with some of the unique questions, frustrations, and costs associated with residential electrification. Electrification is not a one size fits all. I think I bring the knowledge and objectivity to assist from a place of technical knowledge rather than advocacy and can understand the trade-offs home owners face when trying to figure out the best and most affordable options for them.”

- “Livermore resident for 24 yrs, solar owner-1.5 years”

- "I am a senior citizen. I am an expert in permitting costs and delays."
- "I have been a resident of Alameda county, specifically Oakland for over thirty years and actively supporting energy democracy for the past dozen years."
- "I am a physicist and understand nuclear energy and related issues."
- "I've been in solar and battery storage area for now than a decade and can share different ideas on how we in CAC bring different ways to solve low income customers."
- "I am a Stockton resident who is from the Central Valley. I've built lasting cross-sector partnerships, developed an expertise in public fund development for climate projects, and have deep expertise in the Stockton community."

I worked with Stockton community leaders, policymakers, and allied organizations to facilitate Stockton's membership in Ava Community Energy. I facilitated peer-to-peer meetings between Stockton City staff and CCA member jurisdictions throughout California; coordinated a letter with Stockton EJ groups to CPUC commissioners following delays to Stockton's service launch with EBCE; studied several CCA expansions and initiatives; provided educational presentations on CCA to chambers of commerce, city councils, and graduate classes; and facilitated roundtable discussions among staff from CCAs, city officials, elected leaders, and community organizers to provide education on CCA and spur collaborative locally tailored program development.

I've also provided grant scoping and development services resulting in more than \$11M of public and philanthropic funding for regional economic development planning efforts and climate resilience hub projects in Stockton and the broader North San Joaquin Valley."

Please share any relevant information on energy-related experience or expertise that you have.

- "Building analyst with 15 years of experience in energy efficiency."
- "Worked 7 yrs in solar industry- educating home owners about PGE rates, tier-pricing and net metering. Sold batteries, solar systems and EV chargers. Many brands including Enphase and Tesla."
- "As a consultant, I orchestrated technical assistance from NREL staff to support an EJ community-led resilience hub project. At a climate policy nonprofit, I researched CPUC dockets and followed several CPUC proceedings and state legislative and regulatory decisions impacting CCAs; as a newspaper reporter, I covered PG&E PSPS events, PG&E bankruptcy; and general rate cases."

- “I have extensive knowledge of energy efficiency standards at the state and national level with strong interest in water heating and plumbing. In the past few years this has included technical efforts to electrify water heating in California.”
- “I have extensive experience with nuclear energy and nuclear-related issues.”
- “I have worked in the energy and climate sector for 15 years. I have project and program management experience in residential, commercial, and municipal energy efficiency, demand response, solar, microgrids, and electric vehicles. My current position with the City of Palo Alto Utilities is overseeing multifamily and e-mobility programs. I am also a LEED Accredited Professional in Building Operations and Maintenance, and have robust experience in community-scale greenhouse gas inventories and climate action planning. I am also well-versed in climate messaging for behavior change and have a strong sense of the types of messaging and program design elements that are necessary to make a program successful.”
- “I’ve provided several implementation recommendation for our community around the SF Bay.”
- “I represent renewable energy companies and trade associations on land use and regulatory matters.”
- “Serving Ava Community Energy board.”

Do you feel that the current frequency and length of CAC meetings is optimal? Currently once a month for 2-3 hours. If no, what specific adjustments would you make to frequency and length?

- “None”
- “3 hrs seems long”
- “I would recommend the CAC add another meeting per month to focus on individual topics relevant to Ava Community Energy such as resilience hubs, updating the Local Business Development Business Plan, decoupling generation rates from PG&E's rates, incentives for solar and storage at homes and businesses, etc”
- “I am good with the meetings varying based on need.”
- “Limiting meetings to 2 hours would be ideal.”
- “The frequency matches with the board and is appropriate.”
- “Meet every other week, come up with deliverables for each CAC member to drive adoption.”
- “Yes.”
- “Mtg length is OK, but there may be a need for subcommittees depending on how much the group hopes to accomplish together.”
- “Yes.”

Are there any barriers that regularly prevent you from participating in CAC meetings?

- “No”
- “no”
- “Not really”
- “No”
- “No.”
- “No”
- “None”
- “Commute, on occasion.”
- “Yes, I am an alternate member. I have young kids and my participation for meetings requires advance notice so that I can make sure to have adequate childcare arrangements for the evening. As an alternate I am often asked last minute to stand in for another member, where I do not have enough advance notice to publicly notice my remote location, so I must attend in person instead. I do not wish to publicly notice my home address in order to participate remotely, but understand under the Brown Act I have to. I do not wish to always notice my location just in case I am asked to fill in, but rather only post it if I know I will be filling in and cannot attend in person.”
- “The mtgs are very far away, so it's difficult to make it in person, which I would love to be able to do.”