



## **Marketing, Regulatory and Legislative Subcommittee Meeting**

Friday, December 20, 2024  
12:00 pm

### In Person:

Conference Room 5  
Ava Community Energy  
1999 Harrison Street, Suite 2300  
Oakland, CA 94612

### Or from the following locations:

- Member Jorgens - Conference Room 5, 37101 Newark Blvd. Newark, CA 94560
- Member Patino - 33349 9th Street Union City, CA 94587

### Zoom:

<https://ebce-org.zoom.us/j/88008124818>

### Or join by phone:

+Dial(for higher quality, dial a number based on your current location):  
US: +1 669 444 9171 or +1 669 900 6833 or +1 346 248 7799 or +1 719 359 4580 or  
+1 253 205 0468 or +1 253 215 8782 or +1 309 205 3325  
Webinar ID: 880 0812 4818

*Meetings are accessible to people with disabilities. Individuals who need special assistance or a disability-related modification or accommodation to participate in this meeting, or who have a disability and wish to request an alternative format for the meeting materials, should contact the Clerk of the Board at least 2 working days before the meeting at (510) 707-1764 or [cob@avaenergy.org](mailto:cob@avaenergy.org).*

*If you have anything that you wish to be distributed to the Marketing, Regulatory and Legislative Subcommittee, please email it to the clerk by 5:00 pm the day prior to the meeting.*

### **1. Welcome & Roll Call**

### **2. Public Comment**

*This item is reserved for persons wishing to address the MRL Subcommittee on any Ava-related matters that are not otherwise on this meeting agenda. Public comments on matters listed on the agenda shall be heard at the time the matter is called. As with all public comment, members of the public who wish to address the Board are customarily*

*limited to three minutes per speaker. The MRL Chair may increase or decrease the time allotted to each speaker.*

**3. Approval of Minutes from April 19, 2024**

**4. Oakland Roots and Soul Agreement (Informational Item)**

Review of our draft agreement with Oakland Roots and Soul Soccer Clubs for 2025.

**5. Overview of Recent Research Initiatives (Informational Item)**

Share insights gained from recent research with EV owners and solar customers.

**6. Stockton & Lathrop Launch of Service (Informational Item)**

Preview of Ava's marketing, education, and outreach plan for mass enrollment in Stockton and Lathrop in 2025.

**7. Preview of Upcoming LD Programs Marketing Campaigns (Informational Item)**

Brief overview of marketing efforts for upcoming Managed Charging, DCFC, e-bike programs.

**8. Committee Member and Staff Announcements including requests to place items on future Board Agendas**

**9. Adjourn**

The next Marketing, Regulatory and Legislative Subcommittee meeting will be held on February 21, 2025 at 12pm.

Conference Room 5  
Ava Community Energy  
1999 Harrison Street, Suite 2300  
Oakland, CA 94612