

Stockton and Lathrop Launch  
of Service

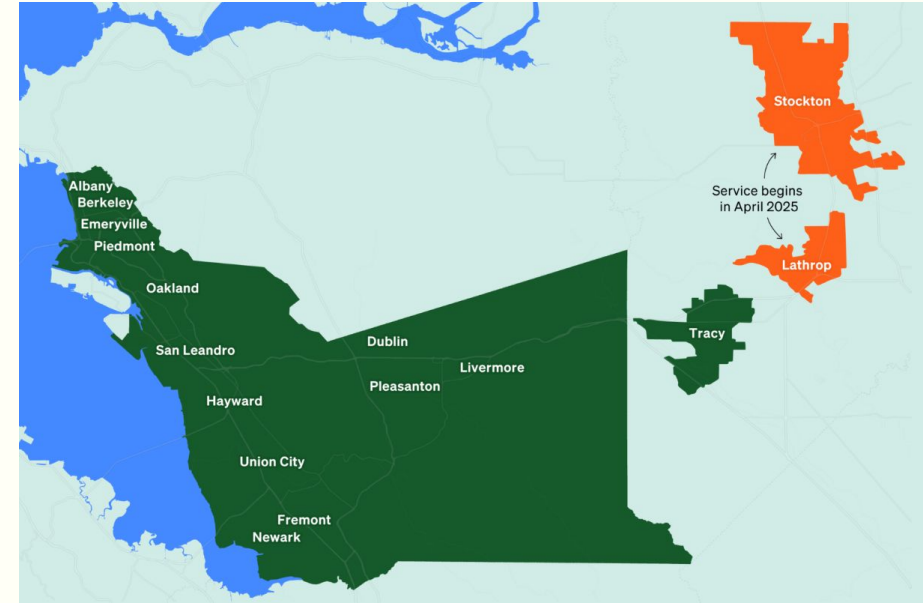
*MRL Subcommittee Meeting*

December 20, 2024



# Background

- The cities of Stockton and Lathrop, both in San Joaquin County, will start receiving Ava service in April 2025
- Both cities have selected Bright choice for default service
- Unincorporated San Joaquin County will start Ava service in 2026
- The demographics of Stockton and Lathrop are different than our current service area. That presents communications challenges:
  - Lathrop - new city, fast growing city, lots of rooftop solar
  - Stockton - one of America's most diverse cities, very high portion of customers on CARE/FERA, relatively low literacy rates, high proportion of Spanish language
- This is our third mass enrollment phase as an organization, so we have a lot of experience and learnings that we will apply
- Key messaging will be about Ava providing savings
- We're working closely with City staff and local CBOs, are hiring a local staff member, and contracting with local vendors to ensure we understand our audience and messaging accordingly





# Ava and New Communities - Brief Comparisons

City	Total	% of Total		Average Residential Monthly Usage	Average Residential Monthly Bill (total electricity)
		NEM	CARE		
Lathrop	8,088	38%	34%	370 kWh	\$155
Stockton	112,260	19%	46%	455 kWh	\$190
Ava	643,165	20%	19%	360 kWh	\$150

**This will be our first mass enrollment as Ava Community Energy!!!**



# Mass Enrollment Objectives, Strategy, and Approach

## Objectives:

- Inform residents in Stockton and Lathrop about Ava Community Energy launching our electricity service in April 2025
- Increase Ava brand awareness in a new market
- Maximize retention of customers in Stockton and Lathrop (minimize opt-outs)

## Strategy:

- Regulatory compliance (enrollment notices)
- An informed customer is a good customer
- Meet people where they are (digital/social, out-of-home, events, languages)

## Approach

- Keep messaging simple because this is a new product type
- Focus messaging on automatic savings
- Work with local partners to help carry the message: cities, chambers of commerce, community-based organizations. They bring credibility to Ava and the city is the “reason” we’re doing this



# Marketing, Outreach, and Education Campaign Tactics

- Enrollment notices - 4 per customer, via USPS and email, English and Spanish
  - Also special notices to customers on CARE/FERA, NEM, BPP, PDP, AMP
- Advertising - digital, social media, streaming audio, TV, out-of-home, etc.
- Event outreach - we're hiring a full-time outreach coordinator for SJ County
- Social media - organic and paid
- Website landing pages - /stockton, /lathrop, /welcome
- Press release - also maybe a media event
- Opinion piece by elected official - TBD
- Sponsorships - in discussion with Stockton Ports and Stockton Cargo
- Key account outreach
- Partner channels - social media and newsletter toolkits for cities and other partners (chambers of commerce, CBOs) to distribute
- Webinars/office hours - to answer questions about bills in May/June
- City Council presentations



# Campaign Themes and Messaging

**Feb – Mar**

## **Ava is coming soon!**

You'll be automatically enrolled and start saving on your energy bill in April—no effort required.

**Apr – May**

## **You're saving on clean electricity**

Stockton/Lathrop's choice for clean energy and lower rates.

Ava Community Energy is your local not-for-profit electricity provider.

**June – July**

## **Benefits of being an Ava customer**

Service: understanding your bill

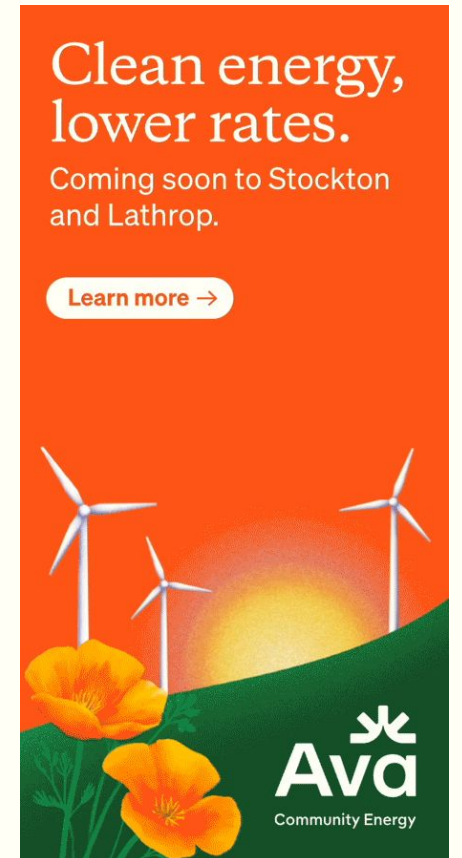
Programs: DCFC, e-bike, SmartHome

Community: local sponsorships



# Digital Display and Out of Home

February - March	Coming soon!
April - May	Welcome to Ava!
June - July	Now you're saving!



# Landing Pages

- These are currently in preview-mode only, unpublished
  - <https://avaenergy.org/welcome/>
  - <https://avaenergy.org/community/who-we-serve/stockton/>
  - <https://avaenergy.org/community/who-we-serve/lathrop/>
- There will be re-directs from /welcome, /stockton, /lathrop
- The cities and other channel partners will direct constituents to these pages
- Our advertising and enrollment notices will direct customers to these pages

The screenshot shows the Ava Energy website landing page. At the top, it says "Welcome" and provides a brief overview of the service starting in 2025. Below this is a "How it Works" section with three numbered steps: 1. We buy clean power (illustrated with a wind turbine and solar panels), 2. PG&E delivers the power (illustrated with a power transmission tower), and 3. You get the power and all the benefits (illustrated with a house). Underneath is the "Our Service Territory" section, which includes a map of the service area and two images: one of a gate in Stockton and one of a fair in Lathrop. At the bottom, there is a "Special Rates Information" section with a disclaimer about rate transfers.

## Welcome

Welcome to Ava Community Energy electricity service. The Cities of Stockton and Lathrop will join Ava in 2025. Residential, municipal, and commercial accounts will be automatically enrolled in Ava's Bright Choice service in April 2025, when they will begin saving 5% on electricity generation rates compared to PG&E.

### How it Works

- 1. We buy clean power.**  
We build — and buy from — clean power plants. We sell the power to customers.
- 2. PG&E delivers the power.**  
Our power is delivered to customers by PG&E. Customers pay PG&E for power delivery as they always have, but no longer pay PG&E for electricity generation.
- 3. You get the power and all the benefits.**  
Customers benefit from clean energy, low rates, local governance, and innovative programs.

### Our Service Territory

Ava was founded in 2018 and serves Alameda County and the City of Tracy. We're excited to welcome Stockton and Lathrop into our community.

Customers can opt out anytime if they prefer by calling 833.699.3223 or completing the web form on our [Change Your Plan](#) page.

**Stockton** >

**Lathrop** >

### Special Rates Information

If you are on a special rate (such as CARE, Medical Baseline, Electric Vehicle, or a solar rate such as NEM or SBP\*), it will transfer automatically to a similar rate with Ava in April 2025. Find out more about our rates on our [Rates](#) page.

\*NEM or SBP customers whose true-up date with PG&E is January-April will be enrolled in Ava service in April 2025. Other NEM or SBP accounts will be enrolled during their true-up month.





# TV Ads

- 0:15 and 0:30 versions to place on Comcast and YouTube
- Each will have versions in English and Spanish
- They feature Ava staff and “talent” from the Stockton area
- We will have three different messaging versions:
  - Coming soon!
  - Welcome to Ava!
  - Now you’re saving!



# Local Support for a Community-Aware Launch

- We have held several face-to-face meetings with City Staff including sustainability managers and Public Information Officers to ensure we understand how they communicate with constituents and what channels are available to us
- We had an information sharing meeting with numerous CBOs, hosted by Little Manila Rising
- Ava is hiring a full-time, bilingual San Joaquin County Outreach Coordinator based in Stockton - we made an offer
- Ava is contracting with a Stockton-based media placement company to help run a substantial ad campaign
- Ava is selecting a local PR/influencer outreach consultant







  
**Ava** Community  
Energy