

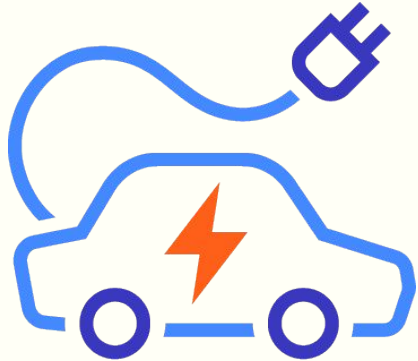
Upcoming Local
Development Programs
Campaigns

MRL Subcommittee Meeting

December 20, 2024



Managed Charging



Name

- Ava SmartHome Charging

Approach

- In partnership with Optiwatt
- Multi-channel integrated marketing effort
- A/B test to gauge the impact of intensive marketing on our brand and program enrollments
- Ava managing tactics requiring PII; Optiwatt managing all others

Timing

- Outreach begins in January



SmartHome Charging Landing Pages (Draft)

optiwatt News Careers FAQ Partners Login Sign Up

Earn up to \$125 plus savings from off-peak charging with Ava SmartHome Charging.

We've partnered with Ava Community Energy to launch **Ava SmartHome Charging**, a reward program for customers who charge Electric Vehicles (EVs) or Plug-in Hybrid Electric Vehicles (PHEVs) at home. Customers earn a joining reward of \$75 per vehicle once verified and can earn up to \$125 per vehicle in rewards, on top of the savings created by charging off-peak.

Get Started in 3 Minutes

Download on the App Store GET IT ON Google Play

Powered by Optiwatt and brought to you by: **Ava Community Energy**

Ava Community Energy is the default electricity provider in Alameda County and the City of Tracy. As a Community Choice Aggregator (CCA) and not-for-profit public agency, Ava invests excess revenue back into its communities through local programs and grants. Learn more at AvaEnergy.org.

Note: This is very similar to Optiwatt's V2 landing page

Ava SmartHome Charging lets you earn rewards and save money with ease.

Ava Community Energy Change My Plan English What We Do Your Energy Options **Go Electric** For Businesses Community About Ava

Ava SmartHome Charging

Make charging your Electric Vehicles (EVs) or Plug-in Hybrid Electric Vehicles (PHEVs) at home more affordable and rewarding. With Ava SmartHome Charging, you'll save on your electric bill, boost renewable energy use, and earn up to \$125 (per EV) in rewards—all with ease.

Get Started

What is Ava SmartHome Charging?

Ava SmartHome Charging is our new EV and PHEV managed charging program, launched in partnership with Optiwatt, a trusted leader in managed charging technology. Our goal is to help you maximize savings and increase your use of renewable energy by shifting your charging off-peak.

Ava customers who charge their EVs and PHEVs at home can join the program and earn up to \$125 (per EV) in rewards for shifting their EV charging off-peak.

IN PARTNERSHIP WITH **optiwatt**

The program automatically adjusts your charging schedule, thanks to Optiwatt's intelligent charging algorithm, to ensure your vehicle is ready when you need it while taking advantage of low-cost, clean energy times.

Reducing the Impact of Peak Electricity Use

In addition to creating savings, by shifting your energy use to off-peak times, you're contributing to lower costs for the entire community, increasing the use of renewable energy, and helping maintain grid stability for everyone.

Why? Because high peak energy use creates challenges for our community. When we have spikes in peak energy use, we are forced to bid against other communities who also have peaks at the same time, so the cost of energy goes up. Other communities are also wanting to buy renewable energy at these times, so the demand can often exceed the supply. The other problem is grid stability. High peak energy use can make it hard to predict energy needs. This can sometimes cause brownouts and other grid challenges.

The more we shift energy to off-peak times, the more we avoid these challenges and the better we can deliver affordable, clean, reliable energy.

How do I get started?

Ava SmartHome Charging has no-cost to customers and is designed to be easy to use. Here's how you get started:

- **Sign up for a free Optiwatt account:** Click [here](#) or on the Get Started button to visit our sign up page located on the Optiwatt website. You can also download Optiwatt on your iOS or Android mobile device for free.
- **Setup your profile:** The website or app guides you to add address, utility, and connect vehicles.
- **Get verified:** You may be asked to do some verification steps, but Optiwatt will guide you through the process.
- **Redeem your first reward:** Once you're verified, you'll get an email and your first \$75 will be processed. You can use the Optiwatt website or app to redeem your reward as an ACH payment, Venmo or PayPal transfer, or through a wide assortment of digital gift cards.
- **Manage your charging in the app:** If you haven't already, you can download the Optiwatt app and configure any preferences you have, including schedule, trips, and preconditioning.
- **Continue earning and saving:** You'll earn monthly rewards when you stay in the program and the Optiwatt app will help you automatically shift charging to off-peak times to save you money.



E-Bike Incentives



Name

- Ava Bike Electric

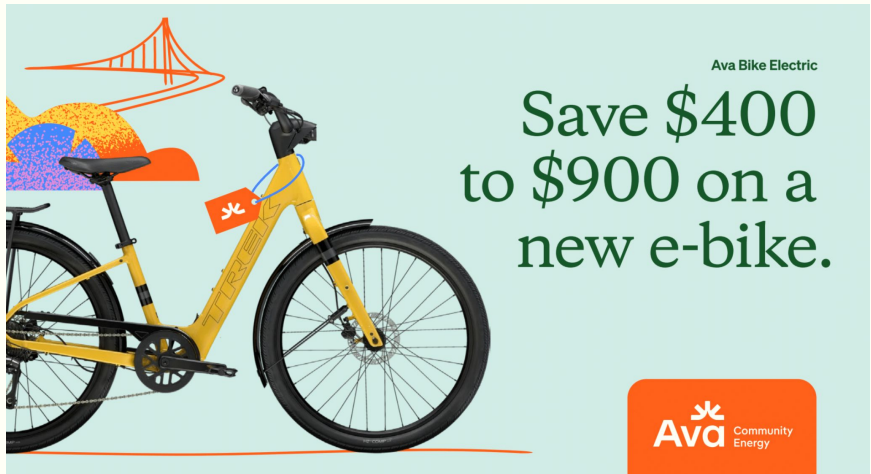
Approach

- In partnership with Aptim
- Email, direct mail (CARE/FERA), PR, collaboration with municipal partners
- Monthly instant rebate drawing

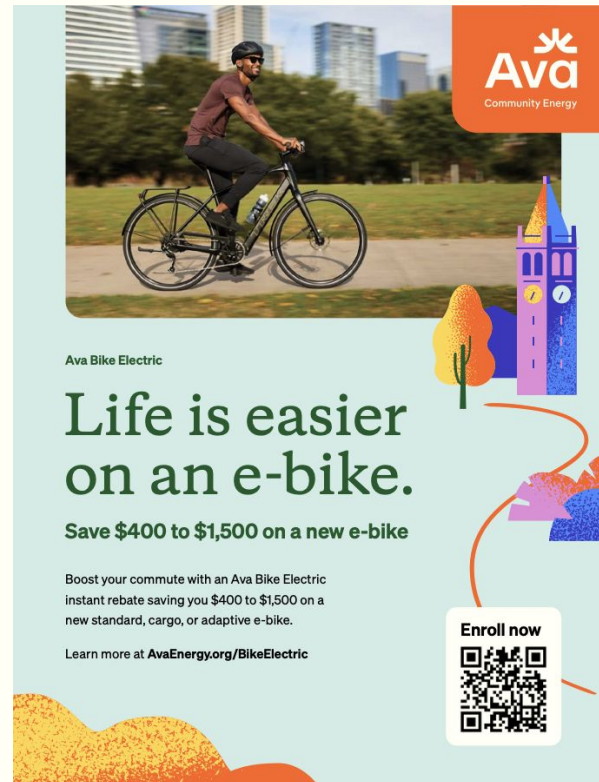
Timing

- Q1 2025 (tentative)

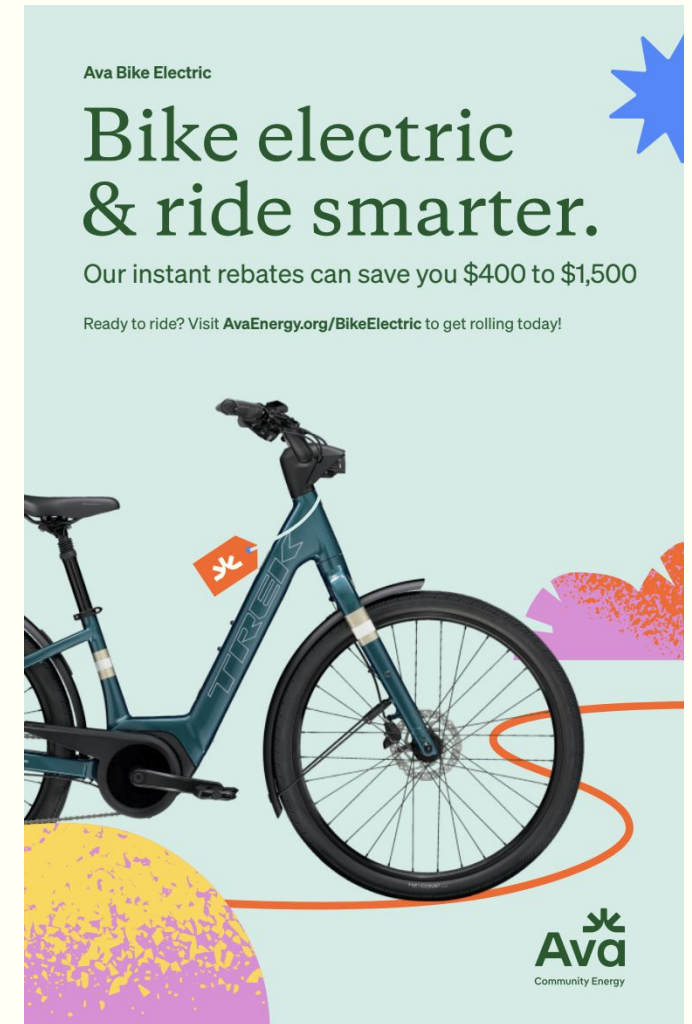
E-Bike Marketing Materials



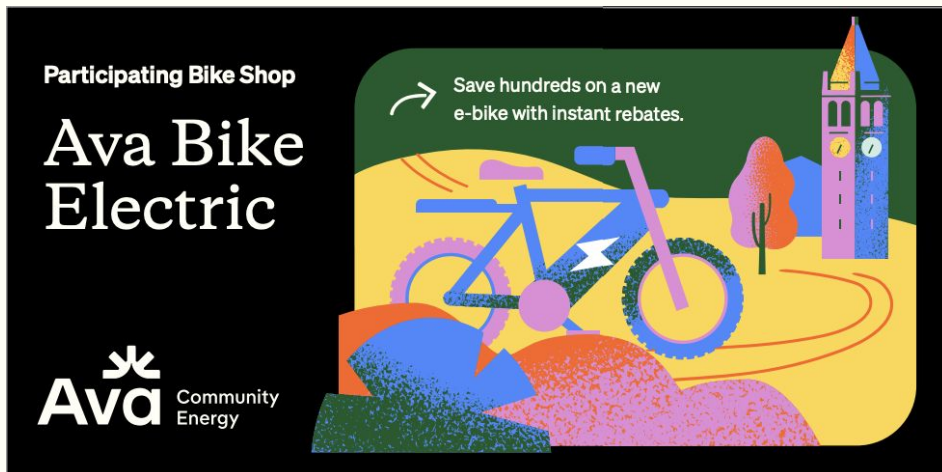
Postcard



Point-of-purchase sign

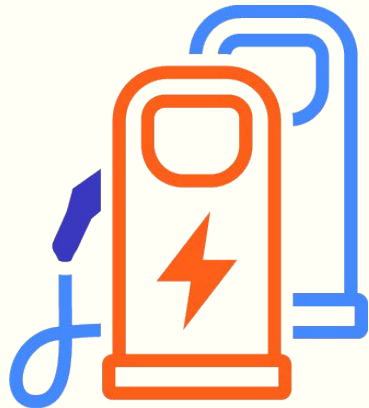


Bike shop poster



Window cling

DCFC



Name

- Ava Charge

Approach (Oakland City Center West Garage)

- Passive communications for soft launch (site on PlugShare, signage on site)
- Integrated campaign for main launch. Creative development in process now

Timing

- Soft launch - January 2025
- Main launch - Q2 2025 (tentative)





Oakland City Center West Garage

Temporary signage for soft launch

↑ CCS
EV Fast
Chargers

Ava Charge
EV Fast Chargers

- ↑ CCS
- NACS
- ADA (CCS)
- CHAdeMO

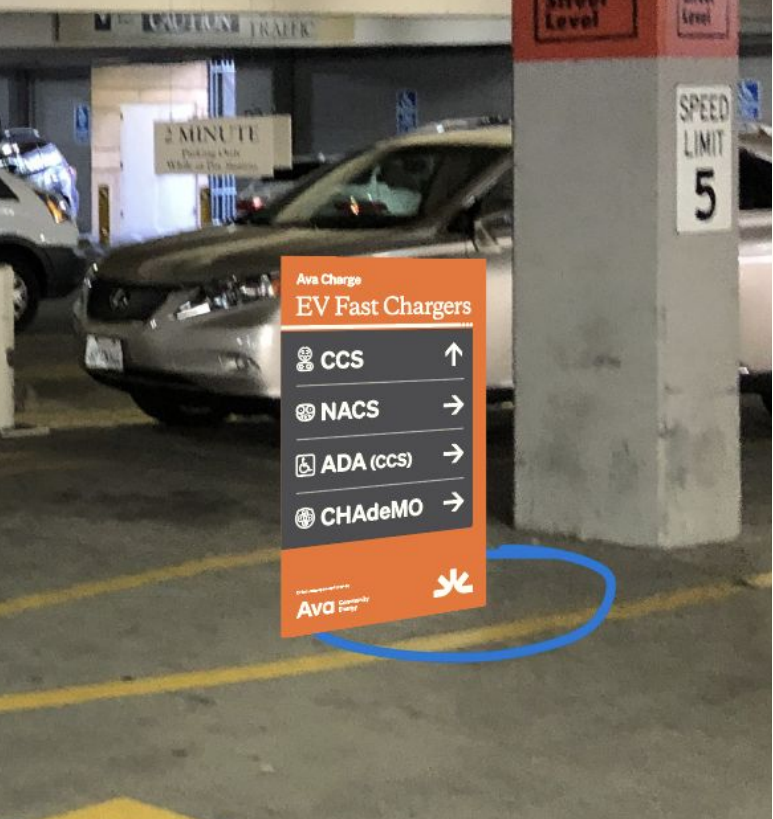
EV fast charging brought to you by
Ava Community Energy

Charge here and get
1 hour of parking on us!
Vehicle must be charging while parked.
Please vacate stall when complete.

CCS
VIOLATORS WILL
BE CITED.
CVC 22511.1



Oakland City Center West Garage



Real estate for future branding (to be installed with permanent signage)






Ava Community
Energy