



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.

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.

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Draft Minutes

Marketing, Regulatory and Legislative Subcommittee Meeting

Friday, April 19, 2024
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1. Welcome & Roll Call

Present: Directors: Barrientos (Livermore), Jorgens (Newark), Sakakihara (Union City) and Chair Roche (Hayward).

Absent: Directors: Bartlett (Berkeley) and Wright (Stockton).

2. Public Comment

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There were no speakers for public comment.

3. Approval of Minutes from April 19, 2024

Director Barrientos (Livermore) motioned to approve the minutes. Director Jorgens (Newark) seconded the motion, which passed 3/0/1/0/2:

Yes: Barrientos (Livermore), Jorgens (Newark) and Chair Roche (Hayward)

No: None

Abstain: Director Sakakihara (Union City)

Recuse: None

Not Present: Directors Bartlett (Berkeley) and Wright (Stockton)

4. Legislative Update (Informational Item)

Ava staff will present on a legislative update covering assembly and senate bills

The Committee Discussed:

- **(21:06) Director Sakakihara (Union City)** sought confirmation regarding the process for the legislative informational item, specifically inquiring whether staff will evaluate each bill, recommend a position, and then present the recommendations to the full board in May.
- **(21:50) Director Barrientos (Livermore)** asked for the definition of bi-directional.
- **(22:54) Chair Roche (Hayward)** inquired about Assembly Bill 817, asking whether it would require a quorum of board members to be present in the room. She also questioned whether the intent of Assembly Bill 2427 is to provide charging stations.

There were no speakers for public comment.

5. Brand Campaign Update (Informational Item)

Metrics and updates on the brand campaign

The Committee Discussed:

- **(50:26) Director Sakakihara (Union City)** questioned whether Ava stands for Alameda Valley and if Ava receives any government, nonprofit or Bart benefits for the campaign ads.
- **(53:38) Chair Roche (Hayward)** queried about the algorithm for Ava's digital ads, whether they would show up if someone searched for keywords like "solar energy." She also clarified that the East Bay Times Ava ad is digital, and remarked that the Tri-City Voice is becoming more important locally since there are no local papers anymore.

There were no speakers for public comment.

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

There were no committee member or staff announcements.

7. Adjourn – the meeting adjourned at 1:04pm

The next Marketing, Regulatory and Legislative Subcommittee meeting will be held on June 21, 2024 at 12pm.

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

Minutes written by Raïssa Ngoma.

2025 Oakland Roots &
Oakland Soul Sponsorship
Proposal

MRL Subcommittee Meeting

December 20, 2024



Why Ava Sponsors Teams

Why Do Sports Sponsorships

- Increase brand awareness
- Inform customers about Ava services and programs through engaging activations
- Create brand luster by association with community events
- Meet our customers where they are (they might not be online)
- Boost in employee engagement and morale
- Strengthen local partnerships and alliances

Benefits of Ava's sponsorships have included a mix of:

- Booth activation at games
- Field signage
- Game tickets for Ava staff, also used as social media contest prizes, given to non-profit partners, etc.
- Social media posts about Ava by teams
- Game night including swag handout
- Player access/appearance
- Clock wrap and streaming ads on broadcasts
- PA announcements during games
- Ava's logo on the team jersey



Ava History of Sports Sponsorship

Ava has sponsored:

- Oakland Roots men's professional soccer team since its inception in 2018
- Oakland Soul women's professional soccer team since its inception in 2023
- Pleasanton RAGE women's professional soccer team since 2023
- Oakland Ballers minor league baseball team since its inception in 2024



About Oakland Roots Soccer Club (ORSC)

Oakland Roots

- Founded in 2018 (the same year Ava launched service) as a men's team
- Played their first season in 2019 in National Independent Soccer Association, a Division III league
- In 2021 they moved up to the Division II USL Championship league (top league is MLS)
- They play 34 games per year, and have played at Laney College (2019-2022), and Cal State East Bay (2023-2024)
- Will play next year at the Oakland Coliseum

Oakland Soul

- Launched in 2023 as a women's team in the USL-W league (top league is NWSL)
- Soul played at Merritt college in 2023 and 2024
- They will play at the Oakland Coliseum in 2025
- They play 12 games per season (6 at home)

ORSC plans to build a new stadium in the Malibu parking lot just south of Oakland Coliseum



Ava's Sponsorship of ORSC

Sponsorship history:

- 2019 - \$25,000
- 2020 - \$25,000
- 2021 - \$125,000 (moved up to USL)
- 2022 - \$125,000
- 2023 - \$125,000 (plus \$10k for soul)
- 2024 - \$196,000 (\$150k Roots/ \$46k Soul), first time with our logo on the jerseys

2024 Sponsorship Package

- Booth activation at games (average attendance 3,902 mens)
- Field signage
- Season tix available for Ava staff usage, give-aways
- Social media posts by teams about Ava
- Clock wrap and streaming ads
- PA announcements
- Back of jersey logo (players and fans)



2024 Assets

Booth with Ava staff



Branded scoreboard



Branded backdrop for photos



Clean & Green night



Social media



View shop

Liked by elcreator10 and others
oaklandroots Ava Community Energy has your back.

With us since the start, @poweredbyebce makes their mark as our first-ever back of jersey partner.

#KnowYourRoots

Field signage



2025 Proposed Sponsorship

- OFFICIAL PARTNER + IP RIGHTS
- PARTNER PAGES WITH LOGO LINK
- PRESS ANNOUNCEMENT
- BACK OF JERSEY
- MEDIA BACKDROP
- SOCIAL MEDIA “POWER” SERIES
- COLISEUM VIDEO BOARD + LED RIBBON
- FIELD BOARDS
- GAME DAY ACTIVATIONS + TICKETS
- PA ANNOUNCEMENTS DURING GAME
- DRONE LIGHT SHOW TITLE NIGHT
- UPCYCLED FASHION COMPETITION
- PRE-POST FAN SURVEY

Analysis

- Lower price point than last year’s sponsorship
- Upside potential of more fans at games
 - BART-accessible stadium
 - More seats (audience not limited by small stadium size)
- Larger stadium means better branding opportunity on large stadium screens
- Focus on in-game assets. We removed the streaming clock wrap and video ads - we think these have more value for a national brand

\$141,000 Roots

\$ 34,000 Soul

\$175,000 total



Next Steps

- Answer questions and solicit feedback from MRL subcommittee today about the proposed ORSC proposal
- Request Board approval at the January meeting
- If approved by Board, negotiate contract for 2025 season






Ava Community
Energy

Overview and Insights from
Recent Market Research
MRL Subcommittee Meeting

December 20, 2024

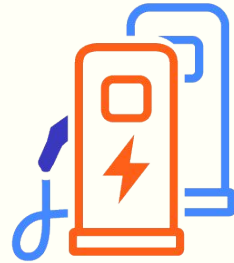


Research and Insights to Fuel Our Work



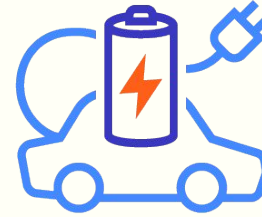
Ava Community Energy

2x yearly survey to measure brand health (Existing territory + San Joaquin County)



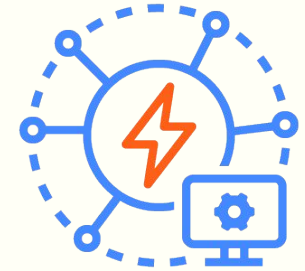
DCFC

Qualitative and quantitative work to shape DCFC GTM



Managed Charging

Pre-launch quant survey to measure brand awareness and sentiment conducted in September



DERMs

Focus Groups to inform messaging and program design



EV Charging Insights



Managed Charging: Baseline Study

Methodology

- Audience: EV and PHEV drivers in our territory
- Sample: 400 total online surveys divided into two demographically consistent sub-groups
 - Split A: will receive standard communications
 - Split B: will receive “heavy” communications
- Results in baseline reported in aggregate

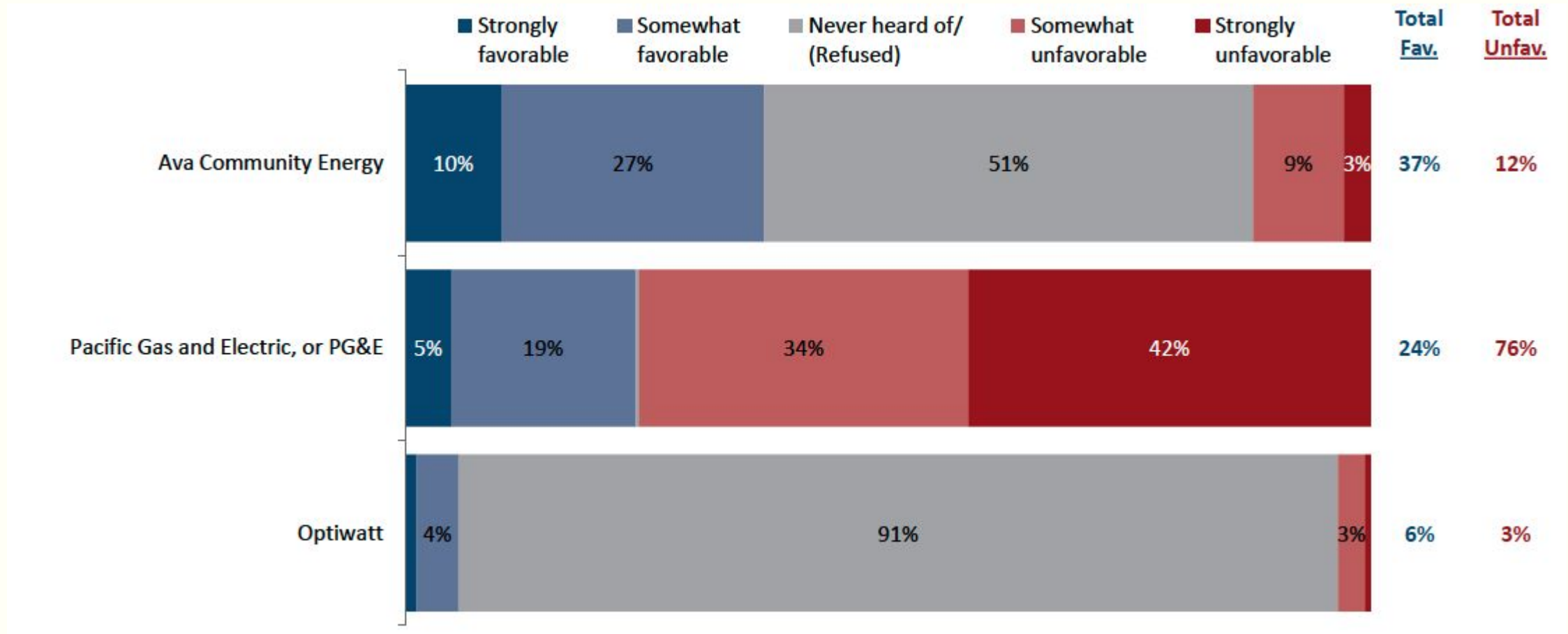
Key Findings

- Awareness of Ava is low, but those who are familiar hold broadly positive views of us
- After reading a short description, > ¾ of respondents expressed favorable opinions of CCAs; viewed Ava as a trustworthy provider of an essential service
- Few respondent had heard of managed charging before the survey; after learning more, 4 in 5 reported a favorable opinion of it
- Statements about cost savings, environmental benefits, and grid resiliency were most motivating
- Strong positive response to the MC program did not impact drivers’ perception of Ava



Energy Provider Favorable Ratings

While a majority of EV drivers aren't able to form an opinion of Ava, those who have generally view Ava favorably. PG&E carries significant unfavorable sentiments among drivers, and very few have heard of Optiwatt today.

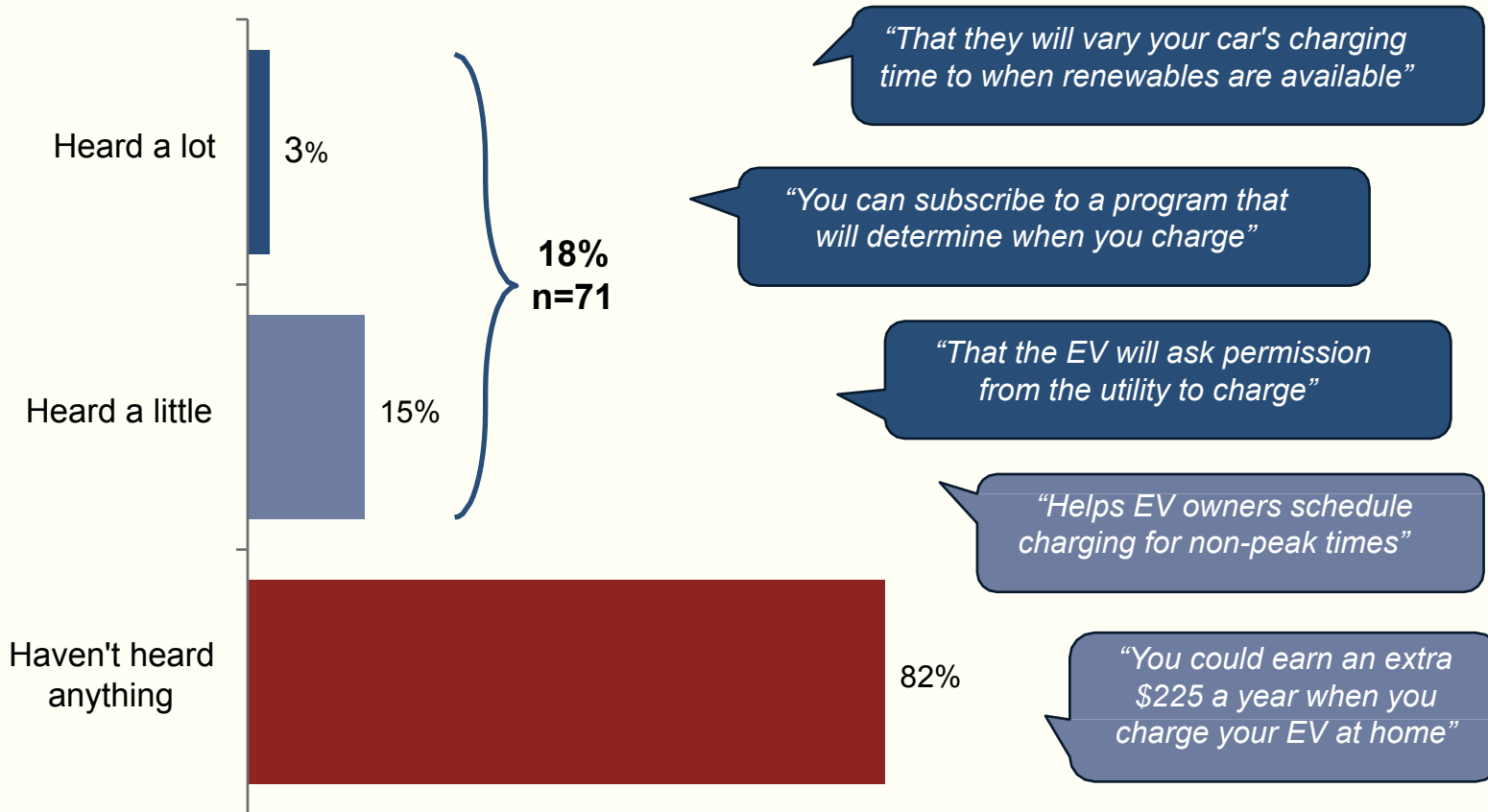


Q3-10. Next you will see a list of several organizations. Please indicate if you have a favorable or unfavorable opinion of each one.

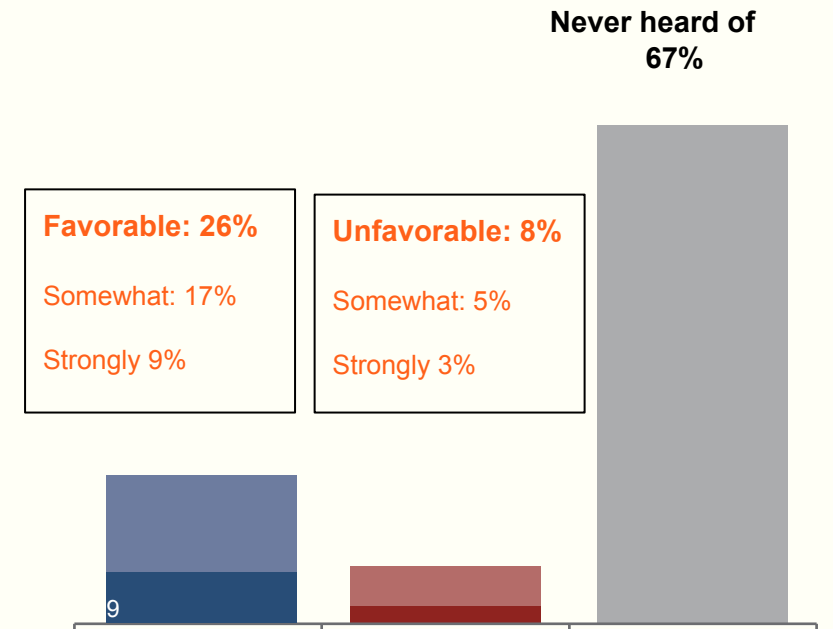
Managed Charging Awareness

Few have heard of managed charging for electric vehicles.

Thinking about electric vehicle charging, have you heard or seen anything recently about “managed charging” of electric vehicles in [your] county?



What is your opinion of “managed charging” for electric vehicles?



DCFC Research Objectives

- Learn about EV and EV charging knowledge and attitudes in our service territory, with a special focus on residents of MFH
- Understand perceptions of existing public charging options
- Discover what aspects of the public charging experience are most important to customers, and if there are differences among different customer types
- Validate network name



Methodology

Quantitative Survey



How did we carry out our research?

- A 50-question survey
- Among n=184 EV Drivers and n=148 Potential EV Drivers

Who did we recruit?

- Respondents needed to be:
 - 18+ years old and US-based in Alameda County, San Joaquin County, or Contra Costa County
 - **EV Drivers**



- All must own or lease an EV
- All to potentially use public EV chargers / all not solely rely on home charging method

- **Potential EV Drivers**



- All must be interested in buying or leasing an EV in the next 18 months
- All to potentially use public EV chargers / all not solely rely on home charging method

Fieldwork conducted October 1st – October 21st, 2024

Qualitative Focus Groups



How did we carry out our research?

- 4 x 90-min in-depth focus groups; conducted via Zoom
- Among n=9 EV Drivers and n=10 Potential EV Drivers

Who did we recruit?

- Respondents needed to be:
 - 18+ years old and US-based in Alameda County or San Joaquin County
 - **EV Drivers**



- All must own or lease an EV
- All to use public EV chargers

- **Potential EV Drivers**



- All must be interested in buying or leasing an EV in the next 18 months
- All to use potentially public EV chargers

Fieldwork conducted October 29th and October 30th, 2024

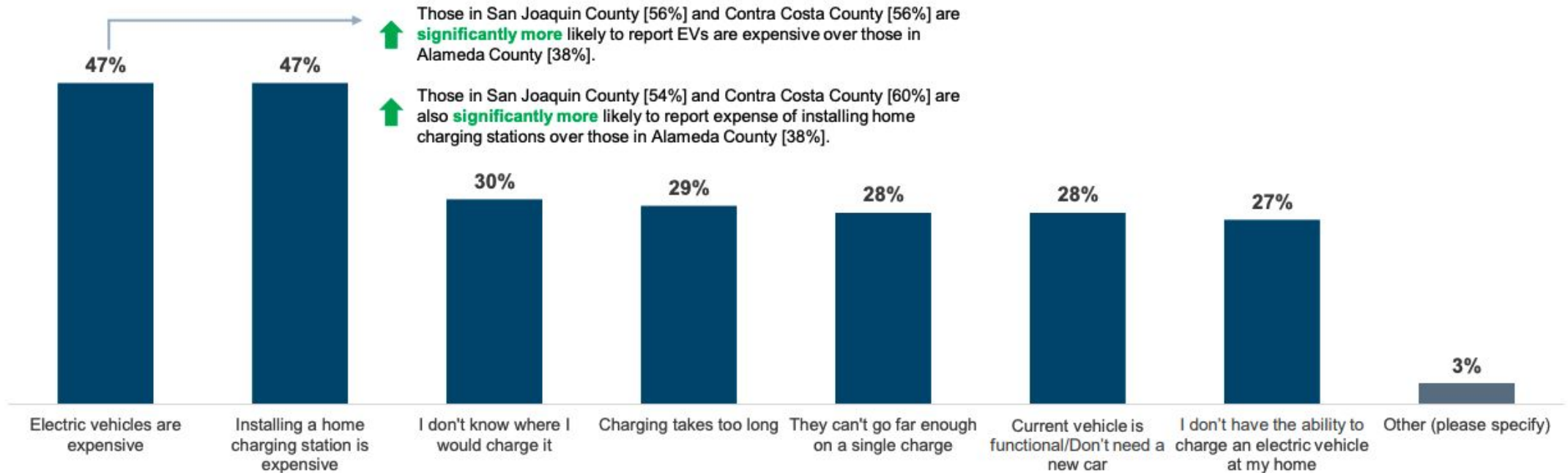
Cost is a key factor

The high upfront cost of EVs, along with the expense of installing home charging stations, remain significant barriers for many potential drivers considering the switch



REASON WHY POTENTIAL EV DRIVERS HAVEN'T PURCHASED AN EV

% out of Potential EV Drivers



Q12. POTENTIAL EV: REASON TO PURCHASE: Which of the following are reasons you do not currently own a fully electric vehicle? Please select up to three. Base: n=148 Potential EV Drivers

↑ Sig. higher at 95% C.I.

↓ Sig. lower at 95% C.I.



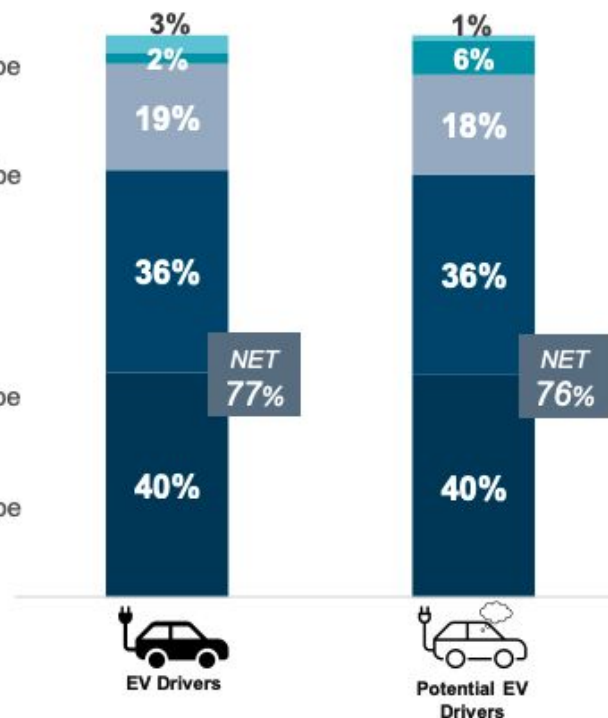
As a NFP, we are expected to be less expensive

Both EV drivers and potential EV drivers would expect Ava Community Energy public charging stations to be more cost effective than other public charging stations

AVA PRICE EXPECTATIONS

% out of EV Drivers & Potential EV Drivers

- I would expect Ava Community Energy public charging stations to be much more expensive than other public charging stations
- I would expect Ava Community Energy public charging stations to be somewhat more expensive than other public charging stations
- I am neutral on this
- I would expect Ava Community Energy public charging stations to be somewhat more cost effective than other public charging stations
- I would expect Ava Community Energy public charging stations to be much more cost effective than other public charging stations



Those who believe Ava should be **more cost-effective** than other public charging stations feel this way because they see it as a public entity leveraging existing infrastructure and renewable energy, potentially lowering costs:

"Because they are operating in conjunction with a public power entity. It would be like a partnership with the community, rather than a private company."

"They just have to worry about generating the energy and it is transferred through already existing infrastructure."

"Because of the fact that it is using renewable energy."

Q46. AVA PRICE EXPECTATIONS: Ava Community Energy is the Community Choice Energy service (often referred to as a CCA or CCE) for Alameda County and parts of San Joaquin County. Now having this background knowledge about Ava Community Energy, how would you describe your expectations of pricing if they were to introduce public electric vehicle charging stations? Total Base: n=277 (n=154 EV Drivers and n=123 Potential EV Drivers)

Q47. AVA PRICE EXPECTATIONS OE: Why do you feel this way when it comes to pricing of Ava Community Energy public charging stations? Total Base: n=226 (n=101 EV Drivers and n=125 Potential EV Drivers)



Public DCFC Feature Expectations



Well-lit charging facilities is also essential for potential EV drivers, however, there's also a top priority for estimated pricing upfront



AVA CHARGING FEATURES EXPECTATIONS

% out of Potential EV Drivers

More important

Less important

	MUST HAVE	NICE-TO-HAVE	NOT IMPORTANT
Estimated price upfront	70%	24%	6%
Well-lit charging facilities	70%	28%	2%
Cameras onsite for security purposes	63%	32%	6%
Clear signage and instructions for locating and using the chargers	62%	36%	2%
Notifications throughout charge and when charge is completed	57%	38%	5%
Ability to charge and pay via contactless payment (without an account)	54%	37%	9%
Bathrooms on-site	54%	41%	5%
Lower pricing than other options in the area	53%	45%	2%
Access to short how-to videos that explain how to use the charging stalls	50%	44%	7%
Availability of shade or covered overhang at charging site	49%	48%	3%
Availability of trash and recycling cans	43%	49%	8%
Ability to charge and pay via mobile app (with an account)	41%	50%	9%
Availability of free Wi-Fi	39%	50%	11%
Power sourced from renewable energy	38%	54%	7%
On-site attendants	37%	53%	10%
Notification after charge that shows charging stats and carbon impact	37%	46%	17%
Availability of community driven loyalty program	36%	52%	12%
Availability of individual loyalty program	35%	56%	9%
Availability of windshield washing equipment	33%	52%	15%
Ability to make a reservation for a charging spot in advance	32%	63%	5%
Availability of shops, restaurants, or pop-ups nearby	28%	62%	10%
Access to discounts at local businesses, partner apps for games, entertainment, etc.	27%	58%	15%
Vending machine on-site	26%	57%	17%

The top 'nice-to-haves' features for potential EV drivers are ability to make a reservation [63%], availability of shops, restaurants, or pop-ups nearby [62%], and access to discounts [58%].

The least important features, recorded as 'not important', for potential EV drivers are a notification after charge that shows charging stats and carbon impact [17%], vending machine on-site [17%], and availability of windshield washing equipment [15%].

[Link back to key findings](#)

Q48. AVA CHARGING EXPECTATIONS: If you designed the ultimate public electric vehicle charging experience for Ava Community Energy, what features or aspects would you prioritize? Base: n=123 Potential EV Drivers



The Climate Beats Community, but Speed and Availability Beat Them Both



Respondents favor value prop 2 for its strong climate change message but recommend blending its environmental focus with the inclusive tone of value prop 3

Value proposition 1 was generally the least compelling, perceived as less focused and specific. Drivers prioritize sustainability and equity—and benefits like speed and accessibility—over the concept of community.



2. Enabling a Sustainable Future For All	3. Fast EV Charging For Everyone	1. Better Living For Our Community
<p>Environmental emphasis</p> <ul style="list-style-type: none">Many respondents favor this statement for its clear focus on climate change and environmental impact, seeing it as relatable and meaningful. <p><i>"Because it's more of a group effort to fight climate change." – Potential EV Driver; Female, 48</i></p> <p>Calls for blending with value proposition 3</p> <ul style="list-style-type: none">Numerous respondents suggest combining value proposition 2's climate message with value proposition 3's focus on equity and inclusivity, creating a message that's both impactful and accessible. <p><i>"2nd one + would like a hybrid between the 2nd and the 3rd. I like the climate change from 2 and equitable from 3." – EV Driver; Female, age 46</i></p> <p><i>"A combo of 2nd and 3rd. Have a meaningful message about clean energy and a promise." – EV Driver; Male, age 29</i></p>	<p>Inclusivity resonates</p> <ul style="list-style-type: none">Respondents appreciate the equitable language, which conveys a "for everyone" approach, addressing concerns about underserved areas. <p><i>"Overall, I like that this statement is transparent and everyone can be part of the solution." – EV Driver; Male, age 54</i></p> <p>Conciseness and clarity</p> <ul style="list-style-type: none">Some respondents prefer this value proposition's simple, straightforward messaging, suggesting it feels transparent and direct. <p><i>"2 captures a lot of good topics in terms of climate change and EVs and limited access to charging but the title that stands out would be 3 and I would prefer a less wordy paragraph like 3. If I had to pick it would be 3." – Potential EV Driver; Male, age 40</i></p>	<p>Lacks specificity</p> <ul style="list-style-type: none">This value proposition is generally viewed as generic or lacking the clear environmental and community-oriented messages that resonate in value propositions 2 and 3. <p><i>"What's the price? How accessible are these chargers if they're not affordable?" – EV Driver; Female, age 32</i></p> <p>Slow to get to the point</p> <ul style="list-style-type: none">Some respondents feel this value proposition took longer to reveal its relevance to EV charging, making it less engaging. <p><i>"1 being the least compelling. It just takes too long to get into 'oh this is about EV charging.'" – Potential EV Driver; Female, age 56</i></p>



DERMS



Methodology

- Four virtual focus groups were conducted on October 16th & 17th , 2024 via Zoom
- Each group lasted 90 minutes and was conducted with Ava customers
 - Group 1: 10 solar customers who also own a battery
 - Group 2: 9 solar customers who would consider purchasing a battery
 - Group 3: 8 non-solar customers
 - Group 4: 10 solar owners (mixed battery and non-battery)
- Participants were offered \$150 for their time

Summary of Findings



DERMS program can be an incentive to drive adoption of home batteries with a solar panel system



Program messaging must highlight approximate size of rebates and ability of customers to retain some control of their energy



Being independent of the electrical grid is a key driver for adding a home battery. DERMS program must be perceived as preserving this independence for the customer.

Key Finding Categories:

- Managing energy consumption
- Motivations for installing solar + batteries
- DERMs Programs
- Brand awareness and trust

Moving to solar, especially with a battery, drives many homeowners to electrify their home appliances

"I have a gas dryer, a gas water heater, and a gas stove. And so I was also thinking if I converted those to electric at any time in the near future, that would be another reason, because it's going to be the lack of gas and fear of a fire or a broken that would limit my possibilities. I don't think I use that much electricity. I was thinking I might have an electric powered car someday..." (Lyn)

Homeowners without solar tend to look first to their hot water heater as the most effective way to improve their overall energy efficiency

"The hot water heater for me. Well, I just have always been told that that takes up a lot of the energy, in addition the refrigerator." (Deneen)

I had PG&E come out and have a look at where most of my usage was coming from, which I mentioned earlier, it was around the hot water. So I have the tankless water heater and you can set the timer on it for when you want hot water to be available on demand, that's helpful." (Neelam)



Control Over the System

Giving up control of their system is a significant concern for homeowners. Specifically, they are worried about not having electricity when they need it.

- Most want to set a limit to the amount of battery that can be used

"I set my battery, it can go down to like 14% or something, and I see that it does go all the way down because evidently they're pulling, I get no kind of notification, but they're pulling energy from my battery." (Mark, Solar w/ Battery)

Yeah, I mean it's basically to the point that if I buy a battery for backup purposes, I want to have the backup still in place. Otherwise what's the point? So that means I can, within reason based on my usage parameters and the size of the battery and all that, determine how much of the battery is, let's say, reserved for personal use or so. I mean, obviously if the grid is totally down then they can't draw anything through the grid from the battery. But for those situations where that's not the case, where the grid is still up and running, I still want to be able to have the backup in place for that and otherwise I would be fine with giving somebody control over the remainder of the battery if the conditions are clearly laid out beforehand." (Johannes, Solar w/o Battery)

- Being able to opt-out is equally important

"I think I'd also want to make sure that that option really is in the app for me to access so that if there was a power outage suddenly in my neighborhood, I could change that switch so that the next day I could have power that evening." (Heather, Solar w/ Battery)

"Adding maybe a control on top of that, that if there is a certain circumstance that I just don't want even them to take any of my energy, I'd be able to hit that button and say no, for that period of time, like a day or two days or whatever it might be" (Neelam, No Solar)

"And I think that's the key part of when you say have a third party manage it, are you allowing them to take power when they need it and you don't, or do you have some control over that? In other words, could you have it set that way? But then if you hear there's going to be a power outage, you turn that off." (David, Solar w/o Battery)






Ava Community
Energy

Stockton and Lathrop Launch
of Service

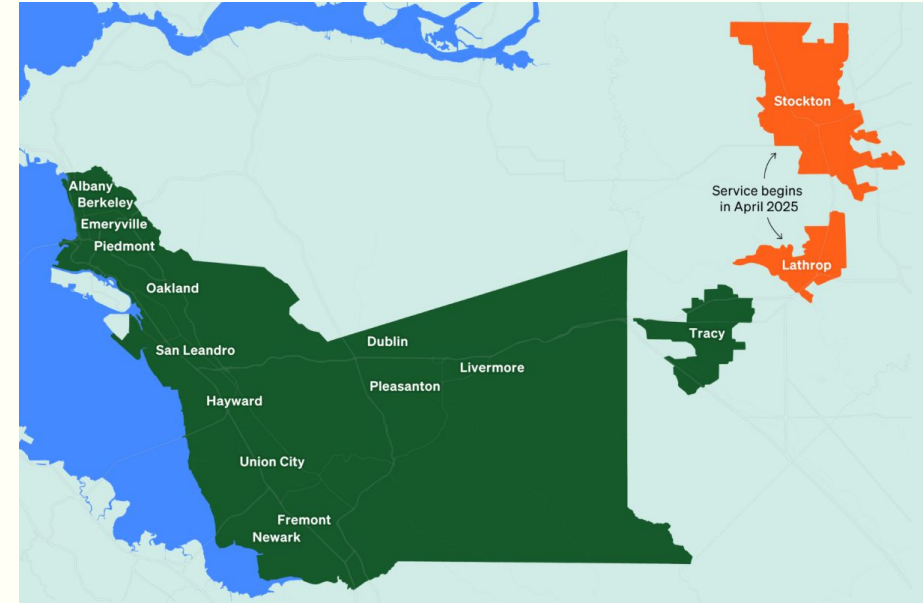
MRL Subcommittee Meeting

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

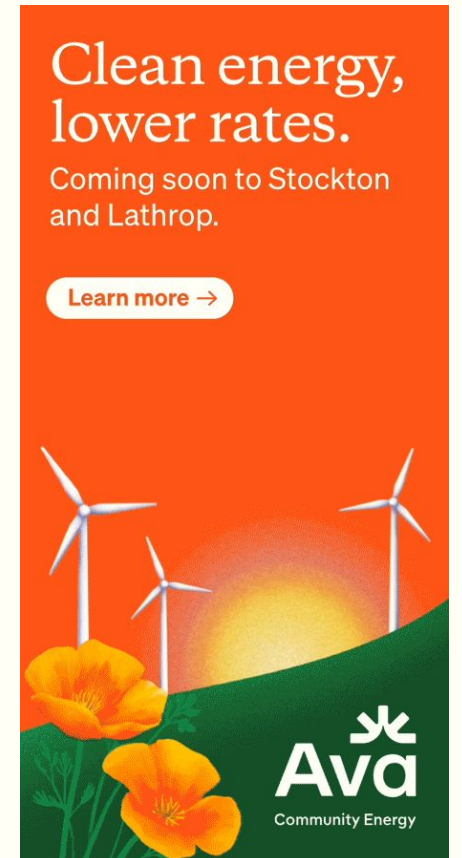
Programs: DCFC, e-bike, SmartHome

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 photo of a gate in Stockton and a photo 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

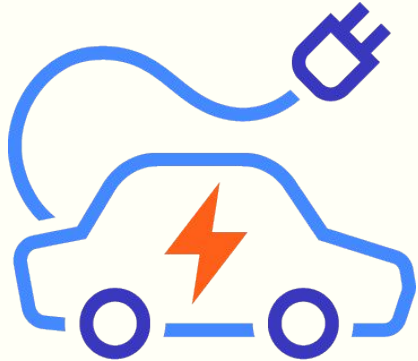
Upcoming Local
Development Programs
Campaigns

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)



E-Bike Incentives



Name

- Ava Bike Electric

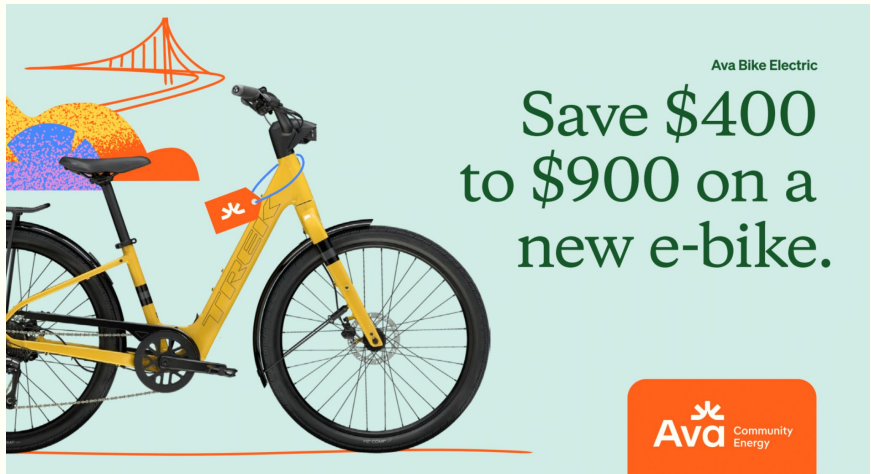
Approach

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

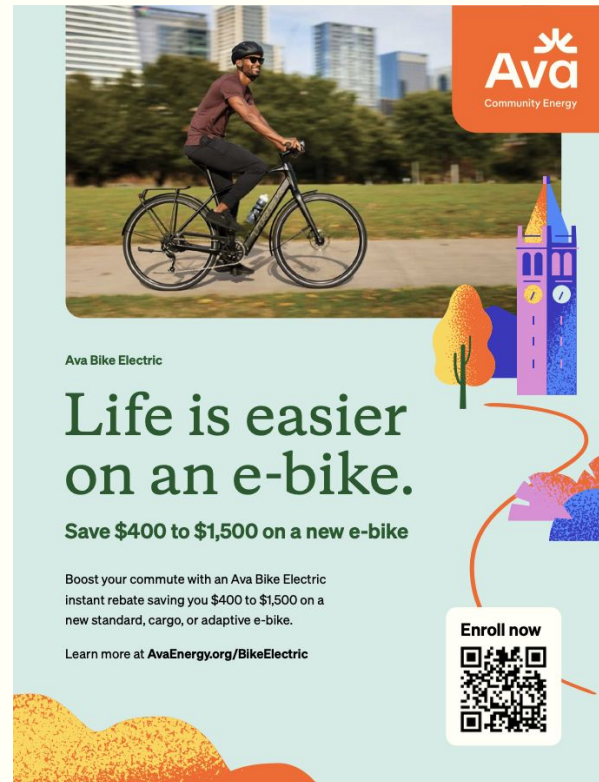
Timing

- Q1 2025 (tentative)

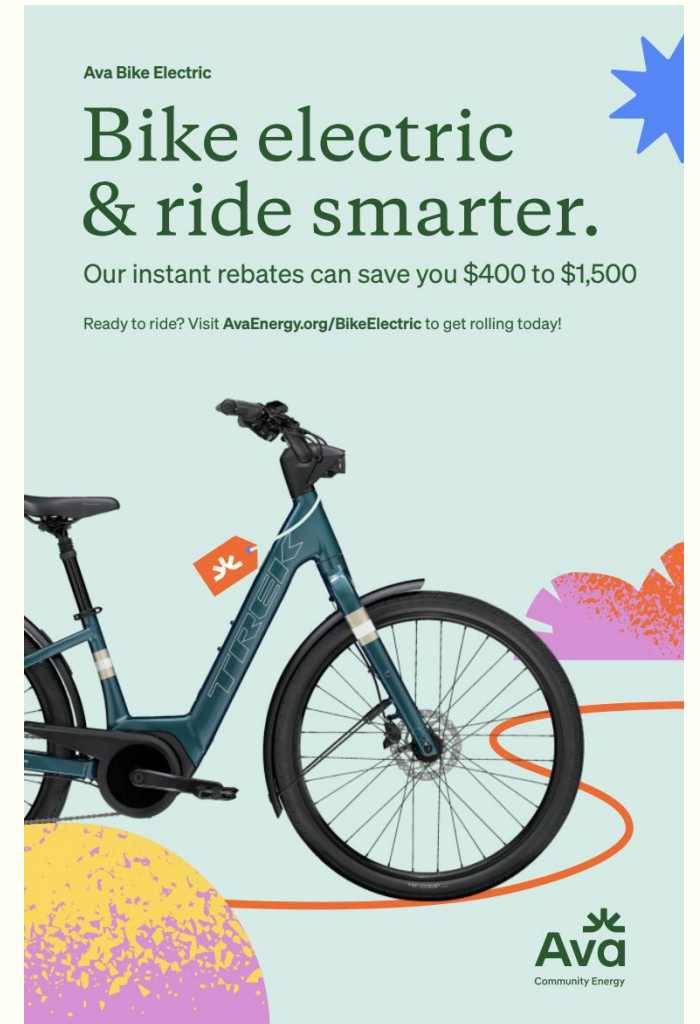
E-Bike Marketing Materials



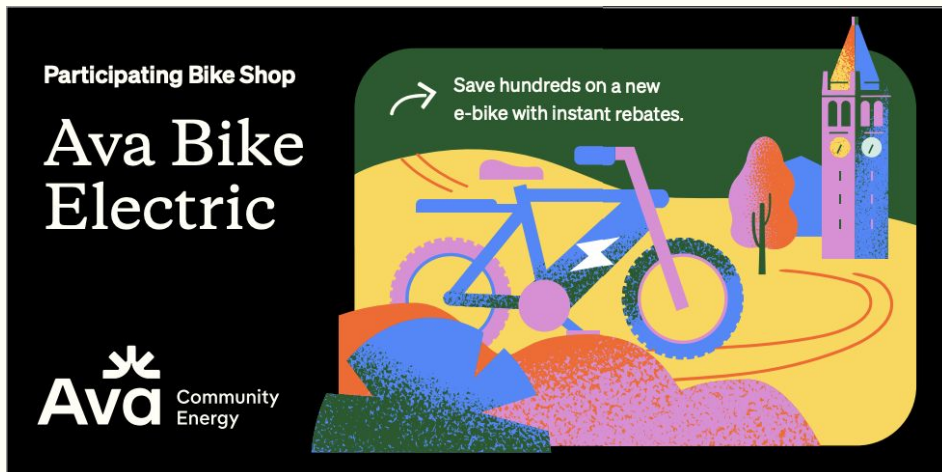
Postcard



Point-of-purchase sign

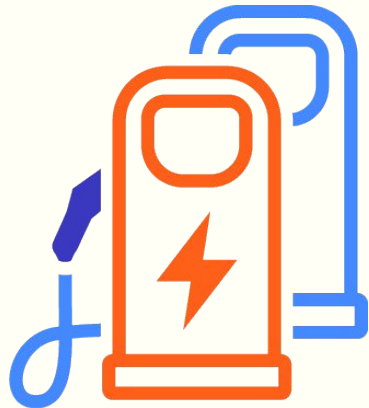


Bike shop poster



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



The signage consists of three main panels. The top panel is a dark grey rectangle with an orange border. It features an orange arrow pointing up on the left, a CCS icon, and the text 'EV Fast Chargers'. The middle panel is a dark grey rectangle with an orange border. It features an orange arrow pointing up on the left, a CCS icon, and the text 'CCS'. Below this, it lists 'EV Fast Chargers' in large white text. The bottom panel is a dark grey rectangle with an orange border. It features a large white arrow pointing up on the left, a CCS icon, and the text 'EV Fast Chargers'. Below this, it lists 'EV Fast Chargers' in large white text. The right side of the bottom panel contains a CCS icon and the text 'VIOLATORS WILL BE CITED. CVC 22511.1'. The bottom panel also includes the text 'Charge here and get 1 hour of parking on us!' and 'Vehicle must be charging while parked. Please vacate stall when complete.'.

↑ CCS

EV Fast Chargers

↑ CCS

↑ 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!

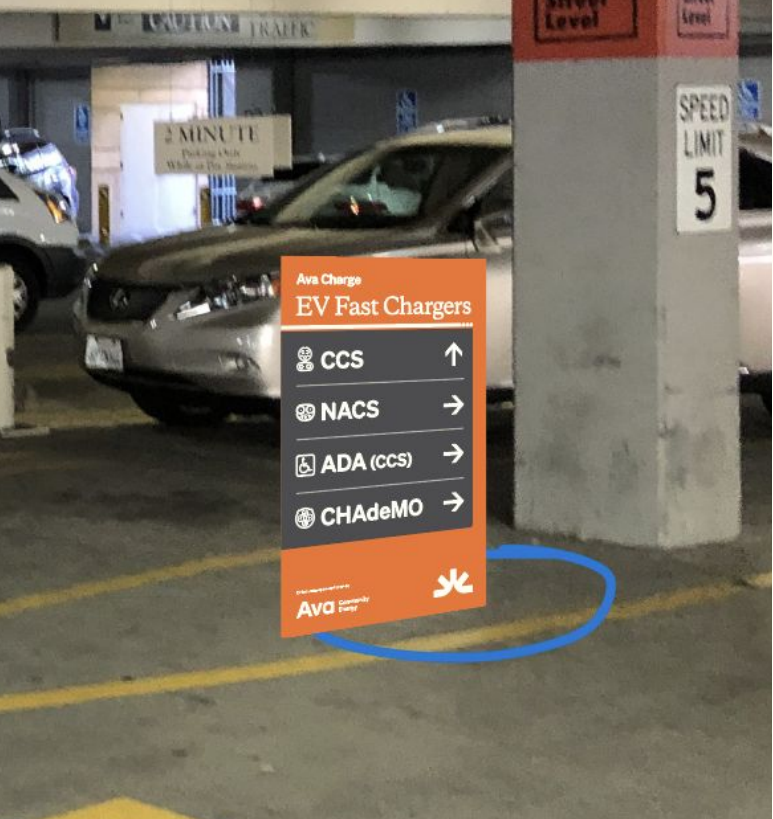
Vehicle must be charging while parked.
Please vacate stall when complete.

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