



## CEO Report Item 14

**TO:** Ava Community Energy Board of Directors  
**FROM:** Howard Chang, Chief Executive Officer  
**SUBJECT:** CEO Report (Informational Item)  
**DATE:** February 19, 2025

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### **Recommendation**

Accept Chief Executive Officer (CEO) report on update items below.

### **Executive Committee Meeting**

An Executive Committee Meeting was held on Wednesday, February 5, 2025. Members received a Mid-Year Budget Update and an overview of the fire at Moss Landing. The next meeting will be held on Wednesday, March 5, 2025 at 3pm.

### **Moss Landing Battery Fire Summary**

The Moss Landing Battery Facility in Monterey county caught fire in mid January. The lithium battery project at 750MW is one of the largest in the US. Phase 1 of the facility at 300MW experienced the fire. There were no deaths reported that were associated with the fire, but the circumstances and health impacts are still being investigated.

It's important to note that the battery utilized Lithium Nickel Manganese Cobalt Oxide (NMB), which is considered more prone to thermal runaway and the Phase 1 buildout was constructed prior to the NFPA 855 fire safety standards that were released in 2020 and updated in 2023. These standards along with the International Fire Code, which are well adopted by counties in CA speak to containerized designs, spacing, safety testing, and emergency response protocols. The Moss landing facility's combination of non-standard design, less stable (NMB) battery chemistry, and emergency response protocols allowed fire to propagate. The design was a large legacy building that housed rows and rows of battery racks.

Today in CA there are over 13,000MW of battery storage and over 94% of utility battery storage facilities in California came online after NFPA standards were established. Additionally, there have been advancements in battery chemistries and today Lithium Iron Phosphate (LFB) is the most common and considered to be stable. Ava has contracted over 1GW of battery storage across 19 projects (7 operational, 12 under development). All projects are designed with outdoor stationary containers, permitted after NFPA 855 was released and 16 sites use LFB. The 3 sites that are NMB are being reviewed for safety. More detailed information can be found in [this presentation](#)

## **New Employees**

### **Cheri Tse – Clean Energy Services Analyst II**

Cheri joined Ava's Local Development team on January 23, 2025 as the Clean Energy Services Analyst II. She will support the launch and operation of Ava's DCFC network, using data analysis to inform Ava's project siting, design, and pricing strategies. Cheri will also support the implementation of grant funds awarded to Ava for these projects, as well as booking and claiming Low Carbon Fuel Standard (LCFS) credits.

Cheri has over three years of experience in the electric vehicle charging space, working in marketing and client success to help scale EV charging projects. Prior to that, she held business development roles at Powerhouse and Trellis (formerly GreenBiz). She holds a B.A. in Environmental Studies from Pitzer College and an M.S. in Environmental Management from the University of San Francisco. In addition, Cheri holds a Geographic Information Systems (GIS) Certificate.

### **Russell Mills – Senior Vice President and Chief Financial Officer**

Russell (Rusty) has more than 25 years of energy and public finance industry experience. He comes to us from SMUD where he served as Treasurer and Director of Risk Management for the past seven years, overseeing the Cash, Investment and Debt Management processes, and the Commodity Risk Management and Insurance Programs.

Prior to that he was the CFO for SCPPA, a JPA formed in southern California to enable member cities to procure and finance affordable power resources for their customers. He also served as the CFO for the Power Supply Program within California's Dept. of Water Resources for 9 years. This large program was set up by the State in response to the Energy Crisis that ensued in 2001, to purchase power and finance projects on behalf of the three IOUs, due to their diminished creditworthiness.

His career focus has been on building and maintaining financial strength for public serving organizations. To help provide affordable and reliable power to end-use customers, while protecting the ability to provide those services by developing the necessary risk oversight for success.

### **Soft Opening of the First Ava Charge Location**

On January 24, 2025 Ava opened the first location of its DCFC network, Ava Charge, at the City Center West Garage located at 1250 Martin Luther King, Jr. Way in downtown Oakland. The site hosts 31 fast charging plugs that are publicly available 24/7 on the first three floors of the garage. With customer marketing and a ribbon cutting event to be scheduled in late spring or early summer, this "soft opening" intentionally builds in a window to gather customer feedback and implement key adjustments prior to actively marketing the site. More information is available on the Ava website, as well as on PlugShare.

## Stockton & Lathrop Outreach Begins in Advance of April Enrollment



Ava will begin providing electricity generation service to 112,000 customers in Stockton and 8,000 Lathrop in 2025. The majority of these customers will start service in April and see Ava on their PG&E bill starting in May 2025.

Ava's marketing, education, and outreach campaign in Stockton and Lathrop started on Monday, February 3. Ava is following notification requirements from the CPUC, sending letters, emails, and brochures to customers 60 days and 30 days in advance of their April enrollment with Ava. Customers will also receive email and postcard notifications 30 and 60 days following their enrollment. Ava is emailing and mailing the first communication throughout the month of February, sending nearly 100,000 mailers to future customers in Stockton and Lathrop. Sample notifications and public outreach pieces are attached to this memo.

Solar customers, that is Net Energy Metering and Solar Billing Plan customers, will begin service with Ava closely aligned with their NEM true-up month and will receive their notices accordingly. Customers with true-ups in January through April will enroll in April; those that true-up in May and June will enroll in June, with solar enrollments occurring every other month through December 2025.

Both communities have selected Ava's Bright Choice service, with 5% savings compared to PG&E's generation rates, as the default service plan for their constituents. Customers are able to choose Renewable 100, or to opt-out of Ava's service and remain with, or return to, PG&E's service.

Staff will report on customer interactions, such as phone calls and emails to our customer service team, and actions, such as opt-up to Renewable 100 and opt-out to PG&E, starting in March.



*Photo left to right: Lathrop Mayor Paul Akinjo, Stockton Vice Mayor Jason Lee, Stockton Mayor Christina Fugazi, Tracy City Councilmember Dotty Nygard, Ava CEO Howard Chang, Lathrop City Councilmember Minnie Diallo, Stockton City Councilmember Mario Enríquez, Tracy Mayor Dan Arriola, Stockton Interim City Manager Steve Colangelo, CEO of Greater Stockton Chamber of Commerce Timm Quinn, Senior Program Manager at Rising Sun Center for Opportunity Sofia Canela Torres*

On Tuesday, February 11, Ava's Howard Chang, alongside a group of important stakeholders and officials, held a press conference on the steps of Stockton City Hall to raise awareness of the upcoming start of service in Stockton and Lathrop. Speakers at the event highlighted the many benefits that residents and businesses can look forward to with Ava service, including lower rates, cleaner power, and access to incentives and programs that can help them save money and reduce carbon emissions.

# Clean energy, lower rates.

Coming to Stockton and Lathrop  
in April 2025. Learn more at  
[AvaEnergy.org/welcome](https://AvaEnergy.org/welcome)



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**Ava**  
Community Energy

40634D

OUTFRONT

**TO NAILS**  
932-0935





Customer Name  
 Customer Address  
 Date

Dear Lathrop Business,

You have a new choice in electricity providers. Ava Community Energy (Ava) is a local public agency formed in 2018 that serves communities in Alameda and San Joaquin Counties. Starting in April 2025, our service will expand to Lathrop.

#### As an Ava customer, your benefits include:

- **Bill savings:** Ava offers a discount on the electric generation portion of your bill, compared to Pacific Gas & Electric Co. (PG&E). Ava has already saved our customers over \$120 million.
- **More renewable energy:** Ava has signed contracts for 1,032 megawatts (MW) of new wind, solar, and geothermal power, and 441 MW of battery storage at long-term low rates.
- **Innovative energy programs:** Ava customers benefit from programs and incentives focused on electric vehicles, home energy upgrades, and community resilience.
- **Community involvement:** Ava policies are determined by Board members from the cities it serves, including Lathrop City Councilmember Minnie Diallo.

#### How It Works

**You will be automatically switched to Ava's Bright Choice service in April 2025.** You'll get a single monthly PG&E bill that includes both Ava's charge for electricity generation and PG&E's charge for their delivery services. Ava's generation charge replaces PG&E's generation charge. You will see a generation credit on your bill, as well as an additional Bright Choice discount.

Bright Choice is priced 5% below PG&E rates and contains over 50% renewable energy content. For more information on your options, visit [AvaEnergy.org/lathrop](https://AvaEnergy.org/lathrop).

In accordance with California law, Ava is an "opt-out" program. **That means if you don't want to become an Ava customer, and want to remain with PG&E, you must take action to opt out of becoming an Ava Community Energy customer.** You can opt out at any time by visiting [AvaEnergy.org](https://AvaEnergy.org) or calling 833-699-3223.

#### NOTE:

**Ava is required to send four enrollment notices to you. This is the first notice. Subsequent notices will be sent by email to customers who have an email address on file with PG&E.**

Estimado/a comerciante de Lathrop:

Nos complace informarle que ahora cuenta con una nueva opción para su suministro eléctrico. Ava Community Energy (Ava) es una agencia pública local creada en 2018, que brinda servicios a las comunidades de los condados de Alameda y San Joaquín. A partir de abril de 2025, Ava comenzará a brindar servicio en Lathrop.

### Como cliente de Ava, podrá disfrutar de los siguientes beneficios:

- **Ahorro en su factura:** Ava ofrece descuentos en la parte de generación eléctrica de su factura, en comparación con Pacific Gas & Electric Co. (PG&E). Nuestros clientes ya han ahorrado más de 120 millones de dólares.
- **Energía renovable:** Contamos con acuerdos para generar 1,032 megavatios (MW) de energía eólica, solar y geotérmica, además de 441 MW de capacidad de almacenamiento en baterías, garantizando precios accesibles a largo plazo.
- **Programas innovadores de energía:** Nuestros clientes tienen acceso a incentivos y soluciones enfocadas en vehículos eléctricos, mejoras de eficiencia energética en edificios y proyectos para fortalecer a las comunidades.
- **Participación local:** Las decisiones de Ava son tomadas por una junta directiva con representantes de las ciudades que operamos, incluyendo a la concejal de la ciudad de Lathrop, Minnie Diallo.

### ¿Cómo funciona?

**En abril de 2025, su servicio eléctrico cambiará automáticamente al plan Bright Choice de Ava.** Seguirá recibiendo una factura única de PG&E, que incluirá tanto los costos de generación eléctrica de Ava como los cargos de distribución de PG&E. El cargo por la generación eléctrica de Ava sustituirá el que actualmente aplica PG&E. Además, verá reflejado un crédito por la generación eléctrica y un descuento adicional gracias al plan Bright Choice.

#### IMPORTANTE:

Ava enviará cuatro avisos sobre su inscripción. Este es el primero. Los siguientes se enviarán por correo electrónico a quienes tengan registrada una dirección con PG&E.

Bright Choice ofrece tarifas un 5% más económicas que las de PG&E y utiliza más del 50% de energía proveniente de fuentes renovables. Para más información sobre sus opciones, visite [AvaEnergy.org/es/lathrop](https://AvaEnergy.org/es/lathrop).

De acuerdo con las leyes de California, Ava funciona bajo un sistema de "inclusión automática". **Esto quiere decir que, si prefiere continuar con PG&E y no cambiar al servicio de Ava, deberá solicitar su exclusión.** Puede hacerlo en cualquier momento ingresando a [AvaEnergy.org/es](https://AvaEnergy.org/es) o llamando al 833-699-3223.

## Abbreviated Terms and Conditions of Service

**Enrollment and service options:** Ava Community Energy (Ava) is the default electric provider serving Alameda County (except the City of Alameda) and the cities of Tracy, Stockton, and Lathrop.

**Rates and fees:** Our electric generation rates are managed to provide greener electricity to our community at competitive rates. Any future rate changes will be adopted at duly noticed public meetings of the Ava Board. As an Ava customer, PG&E charges you a monthly Power Charge Indifference Adjustment

(PCIA) and Franchise Fee Surcharge. Ava has accounted for these additional fees and charges in its rate-setting process.

**Billing:** As an Ava customer, you continue to receive a single monthly bill from PG&E that includes all electricity-related charges, including Ava's electric generation charges. PG&E continues to charge for gas services, transmission, distribution, public goods programs, and other non-generation charges at the same rates it charges customers who do not receive Ava service.

**Opt out:** You may opt out of Ava electric generation service at any time by calling 833.699.3223 or by completing the opt-out form at [AvaEnergy.org/optout](https://AvaEnergy.org/optout).

**Customer confidentiality:** Ava is committed to protecting customer privacy. Our policy on customer confidentiality can be found at [AvaEnergy.org/confidentiality](https://AvaEnergy.org/confidentiality) or by calling 833.699.3223.

**Visit [AvaEnergy.org/terms](https://AvaEnergy.org/terms) for full details of the Ava Terms and Conditions.** Para conocer los términos y condiciones completos, visite [AvaEnergy.org/es/terms](https://AvaEnergy.org/es/terms).





Customer Name  
Customer Address  
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#### As an Ava customer, your benefits include:

- **Bill savings:** Ava offers a discount on the electric generation portion of your bill, compared to Pacific Gas & Electric Co. (PG&E). Ava has already saved our customers over \$120 million.
- **More renewable energy:** Ava has signed 23 contracts for new utility-scale wind, solar, geothermal, and battery storage facilities at low, long-term rates.
- **Innovative energy programs:** Ava customers benefit from programs and incentives focused on electric vehicles, home energy upgrades, and community resilience.
- **Community involvement:** Ava policies are determined by Board members from the cities it serves, including Lathrop City Councilmember Minnie Diallo.

#### How It Works

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Bright Choice is priced 5% below PG&E rates and contains over 50% renewable energy content. For more information on your options, visit [AvaEnergy.org/lathrop](https://AvaEnergy.org/lathrop).

In accordance with California law, Ava is an "opt-out" program. **That means if you don't want to become an Ava customer, and want to remain with PG&E, you must take action to opt out of becoming an Ava Community Energy customer.** You can opt out at any time by visiting [AvaEnergy.org](https://AvaEnergy.org) or calling 833-699-3223.

#### IMPORTANT NOTES:

- **Customers participating in CARE, FERA, and/or Medical Baseline Allowance programs continue to receive these same discounts while on Ava service.**
- **Ava is required to send four enrollment notices to you. This is the first notice. Subsequent notices will be sent by email to customers who have an email address on file with PG&E.**

Estimado/a residente de Lathrop:

Nos complace informarle que ahora cuenta con una nueva opción para su suministro eléctrico. Ava Community Energy (Ava) es una agencia pública local creada en 2018, que brinda servicios a las comunidades de los condados de Alameda y San Joaquín. A partir de abril de 2025, estaremos ampliando nuestro servicio a Lathrop.

### Como cliente de Ava, podrá disfrutar de los siguientes beneficios:

- **Ahorro en su factura:** Ava ofrece descuentos en la parte de generación eléctrica de su factura, en comparación con Pacific Gas & Electric Co. (PG&E). Nuestros clientes ya han ahorrado más de 120 millones de dólares.
- **Más energía renovable:** Hemos firmado acuerdos para desarrollar 23 proyectos de energía eólica, solar, geotérmica y sistemas de almacenamiento, asegurando precios competitivos a largo plazo.
- **Programas innovadores:** Nuestros clientes pueden acceder a incentivos y programas enfocados en vehículos eléctricos, mejoras energéticas para el hogar y proyectos que benefician a la comunidad.
- **Compromiso comunitario:** Las decisiones de Ava las toma una junta directiva integrada por representantes de las ciudades a las que operamos, incluyendo a la concejal de la ciudad de Lathrop, Minnie Diallo.

### ¿Cómo funciona?

**En abril de 2025, su servicio eléctrico cambiará automáticamente al plan Bright Choice de Ava.**

Seguirá recibiendo una sola factura de PG&E que incluirá el costo de la generación eléctrica de Ava y los servicios de distribución de PG&E. El cargo por generación de Ava reemplazará al de PG&E. En su factura verá un crédito por la generación y un descuento adicional de Bright Choice, lo que permitirá a un hogar promedio ahorrar alrededor de \$5 al mes.

#### INFORMACIÓN IMPORTANTE:

- Si forma parte de los programas CARE, FERA o Medical Baseline Allowance, seguirá recibiendo los mismos descuentos al cambiarse al servicio de Ava.
- Por ley, Ava debe enviarle cuatro avisos sobre su inscripción. Este es el primero. Los próximos serán enviados por correo electrónico si tiene una dirección registrada con PG&E.

Bright Choice tiene un costo 5% menor que las tarifas de PG&E y más del 50% de su energía proviene de fuentes renovables. Para conocer más detalles sobre sus opciones, visite [AvaEnergy.org/es/lathrop](https://AvaEnergy.org/es/lathrop).

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### ¿Cómo funciona?

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- **Ahorro en su factura:** Ava ofrece descuentos en la parte de generación eléctrica de su factura, en comparación con Pacific Gas & Electric Co. (PG&E). Nuestros clientes ya han ahorrado más de 120 millones de dólares.
- **Más energía renovable:** Hemos firmado acuerdos para desarrollar 23 proyectos de energía eólica, solar, geotérmica y sistemas de almacenamiento, asegurando precios competitivos a largo plazo.
- **Programas innovadores:** Nuestros clientes pueden acceder a incentivos y programas enfocados en vehículos eléctricos, mejoras energéticas para el hogar y proyectos que benefician a la comunidad.
- **Compromiso comunitario:** Las decisiones de Ava las toma una junta directiva integrada por representantes de las ciudades a las que operamos, incluyendo a la alcaldesa de Stockton, Christina Fugazi.

### ¿Cómo funciona?

**En abril de 2025, su servicio eléctrico cambiará automáticamente al plan Bright Choice de Ava.**

Seguirá recibiendo una sola factura de PG&E que incluirá el costo de la generación eléctrica de Ava y los servicios de distribución de PG&E. El cargo por generación de Ava reemplazará al de PG&E. En su factura verá un crédito por la generación y un descuento adicional de Bright Choice, lo que permitirá a un hogar promedio ahorrar alrededor de \$5 al mes.

#### INFORMACIÓN IMPORTANTE:

- Si forma parte de los programas CARE, FERA o Medical Baseline Allowance, seguirá recibiendo los mismos descuentos al cambiarse al servicio de Ava.
- Por ley, Ava debe enviarle cuatro avisos sobre su inscripción. Este es el primero. Los próximos serán enviados por correo electrónico si tiene una dirección registrada con PG&E.

Bright Choice tiene un costo 5% menor que las tarifas de PG&E y más del 50% de su energía proviene de fuentes renovables. Para conocer más detalles sobre sus opciones, visite [AvaEnergy.org/es/stockton](https://AvaEnergy.org/es/stockton).

De acuerdo con las leyes de California, Ava utiliza un sistema de "inclusión automática". **Esto significa que, si prefiere quedarse con PG&E y no ser cliente de Ava, deberá solicitar la exclusión.** Puede hacerlo en cualquier momento ingresando a [AvaEnergy.org/es](https://AvaEnergy.org/es) o llamando al 833-699-3223.

## Abbreviated Terms and Conditions of Service

**Enrollment and service options:** Ava Community Energy (Ava) is the default electric provider serving Alameda County (except the City of Alameda) and the cities of Tracy, Stockton, and Lathrop.

**Rates and fees:** Our electric generation rates are managed to provide greener electricity to our community at competitive rates. Any future rate changes will be adopted at duly noticed public meetings of the Ava Board. As an Ava customer, PG&E charges you a monthly Power Charge Indifference Adjustment

(PCIA) and Franchise Fee Surcharge. Ava has accounted for these additional fees and charges in its rate-setting process.

**Billing:** As an Ava customer, you continue to receive a single monthly bill from PG&E that includes all electricity-related charges, including Ava's electric generation charges. PG&E continues to charge for gas services, transmission, distribution, public goods programs, and other non-generation charges at the same rates it charges customers who do not receive Ava service.

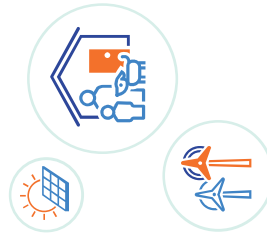
**Opt out:** You may opt out of Ava electric generation service at any time by calling 833.699.3223 or by completing the opt-out form at [AvaEnergy.org/optout](https://AvaEnergy.org/optout).

**Customer confidentiality:** Ava is committed to protecting customer privacy. Our policy on customer confidentiality can be found at [AvaEnergy.org/confidentiality](https://AvaEnergy.org/confidentiality) or by calling 833.699.3223.

**Visit [AvaEnergy.org/terms](https://AvaEnergy.org/terms) for full details of the Ava Terms and Conditions.** Para conocer los términos y condiciones completos, visite [AvaEnergy.org/es/terms](https://AvaEnergy.org/es/terms).



1999 Harrison Street  
Suite 2300  
Oakland, CA 94612



Your electricity service will soon have *lower rates*. Here's how.

Pronto su servicio eléctrico tendrá tarifas *más bajas*. Aquí le contamos cómo.



# Energía limpia, tarifas más bajas. *Clean energy, lower rates.*

Próximamente en Stockton y Lathrop: Ava Community Energy es un proveedor de electricidad sin fines de lucro. Obtenga más información en [AvaEnergy.org/es/welcome](https://AvaEnergy.org/es/welcome)

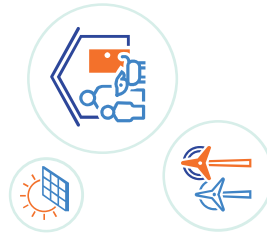
Ava Community Energy is a not-for-profit electricity provider coming soon to Stockton and Lathrop. Learn more at [AvaEnergy.org/welcome](https://AvaEnergy.org/welcome)







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