



CEO Report Item 11

TO: Ava Community Energy Board of Directors

FROM: Howard Chang, Chief Executive Officer

SUBJECT: CEO Report (Informational Item)

DATE: July 16, 2025

Recommendation

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

Executive Committee Meeting

An Executive Committee Meeting was held on Wednesday, July 2, 2025. Members received an update on the draft budget for FY 2025-26 and a follow up on the upcoming prepay transaction. The next meeting will be held on Wednesday, September 3, 2025 at 3:30 pm. This meeting will be held at the following temporary location:

Rotunda Building
300 Frank Ogawa Plaza,
Oakland, CA 94612

Marketing Regulatory and Legislative Subcommittee Meeting

The June 20, 2025 Marketing Regulatory and Legislative Subcommittee Meeting was cancelled. The next Marketing, Regulatory and Legislative Subcommittee meeting will be held on Monday, July 21, 2025 at 3:30 pm. This meeting will be held at the following temporary location:

The Port Workspaces
3rd Floor, Large Conference Room
344 20th St
Oakland, CA 94612

Financial, Administrative and Procurement Subcommittee Meeting

A Financial, Administrative and Procurement subcommittee meeting was held on July 9, 2025. Members received updates on the FY 2025-26 Annual Audit, FY 2024-25 Q3 Draft Financial Statements, Energy Risk Management Policy, Compliance Period Procurement Methodology and the Procurement Policy. The next Financial, Administrative and Procurement Subcommittee meeting will be held on September 8, 2025 at the following temporary location:

Rotunda Building
300 Frank Ogawa Plaza,
Oakland, CA 94612

New Employees

Aaron Crosman - Salesforce Director

Aaron joined Ava on June 17, 2025 to serve as our Salesforce Director. He will be leading the Salesforce team to ensure that it has a clear strategic vision and evolving technical roadmap, and that Ava is getting the most from its Salesforce investment.

Aaron started his career with a decade of work in IT and Communications for a nonprofit organization, before moving into consulting for a little more than the next decade – including 7 years as a Salesforce developer and implementation consultant. He has experience in all aspects of digital marketing, and in helping organizations align their technology to their mission. In addition to having more than a dozen Salesforce certifications, in 2023 Salesforce inducted Aaron into their MVP program – a recognition of technical skill and community leadership. Salesforce confirmed his renewal in that program at the end of June. Aaron has a B.A. in Computer Science from Hamilton College.

Stacy Orr - Marketing Campaign Manager

Stacy joined Ava on June 17, 2025 as the Marketing Campaign Manager. She will be supporting the creation and launch of marketing campaigns and activations for Ava's community programs (Ava Charge) and brand marketing.

Before joining Ava, Stacy spent 3.5 years at mission-driven edTech company, Udemy, where she developed and launched over 15 global-scale consumer campaigns such as quarterly sales, consumer stories, and new product launches. Prior to that, she worked in franchising developing the local marketing strategy for new and existing franchises in indoor pickleball and indoor trampoline parks. Stacy has a MBA from University of Southern California with an emphasis in marketing.

Other Updates**Ava Bike Electric Program Launch**

Ava Bike Electric launched on July 7 and is one of the largest e-bike programs in the U.S. as we expect to incentivize 8,200 to 9,200 new e-bikes through December 2026. This \$10 Million program is funded with \$6 Million from Ava and a \$4 Million grant from the Alameda County Transportation Commission. As a result of this grant funding, Ava Bike Electric participation is open to non-Ava customers in Alameda County, along with all Ava customers across our service area. E-bike incentives range from \$400 to \$1,500. 40% of e-bike incentive funds are dedicated to income qualified participants with a higher e-bike incentive for those participants, as well as a \$250 safety equipment rebate.

As of July 10, over 600 people applied to the program ahead of our first monthly random drawing to distribute incentives on July 22. Ava will hold a monthly random drawing on the 4th Tuesday of every month through September 2026.

As a reminder, Ava employees, members or alternates of the Ava Board or any committee, including the Community Advisory Committee, are not eligible to participate in this program, nor are the families of anyone in those roles.

Joint Rate Mailer

Ava, in collaboration with PG&E, sent via email or postcard, the annual Joint Rate Mailer. This CPUC-required piece provides all eligible CCA customers with a sample comparison of rates and average monthly bills, as well as the draft Power Content Label. This year's mailers were sent to customers the week of June 23. Few customers contacted Ava with questions, as they

have received a similar document every year since 2019. Ava mailed over 130,000 postcards and sent 645,000 emails. A sample postcard is shown below.



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

For information, visit: AvaEnergy.org

We support your power to choose

As part of our mutual commitment to support your energy choice, Ava Community Energy (Ava) and Pacific Gas and Electric Company (PG&E) have partnered to provide you with a comparison of typical residential electric rates, average monthly charges, and generation portfolio contents.

If this comparison does not address your specific rate, please visit PG&E online at pge.com/cca or call 1-866-743-0335. For more information on Ava Community Energy's generation rates, please visit AvaEnergy.org/rates or call 1-833-699-3223.

Understanding your energy choices

Residential Electric Rate Comparison E-TOU-C Time-of-Use (Peak Pricing 4–9PM Everyday)

	PG&E	Ava Bright Choice	Ava Renewable 100
Generation Rate (\$/kWh)	\$0.17137	\$0.16390	\$0.17387
PG&E Delivery (\$/kWh)	\$0.28157	\$0.28157	\$0.28157
PG&E PCIA/FF (\$/kWh)	-\$0.02197	-\$0.02197	-\$0.02197
Total Electricity Cost (\$/kWh)	\$0.43097	\$0.42350	\$0.43347
Average Monthly Bill (\$)	\$149.22	\$146.63	\$150.09

Current rates as of June 2025

This table compares electricity costs for an average residential customer in the Ava/PG&E service area with an average monthly usage of 346 kilowatt-hours (kWh). This is based on a representative 12-month billing history for all customers on the E-TOU-C rate schedule for PG&E's and Ava's published rates as of June 2025.

Generation Rate is the cost of creating electricity to power your home. The generation rate varies based on your energy provider and the resources included in your energy provider's generation supply.

PG&E Delivery Rate is a charge assessed by PG&E to deliver electricity to your home. The PG&E delivery rate depends on your electricity usage but is charged equally to both Ava and PG&E customers.

PG&E PCIA/FF The Power Charge Indifference Adjustment (PCIA) is a charge to ensure that both PG&E customers and those who have left PG&E service to purchase electricity from other providers pay the above market costs for generation resources that cannot be fully recovered through sales of these resources at current market prices. PG&E acts as a collection agent for the Franchise Fee (FF) surcharge, which is levied by the California Public Utilities Commission on behalf of cities and counties in PG&E's service territory for all customers. PG&E bundled customers pay the PCIA and FF fees associated with the most currently available vintage year. PG&E charges Ava customers the PCIA and FF fees based on the year that they transitioned to Ava service. Visit AvaEnergy.org/rates for more information.

If this comparison does not address your specific rate, please visit PG&E online at pge.com/cca or call 1-866-743-0335. For more information on Ava's generation rates, please visit AvaEnergy.org/rates or call 1-833-699-3223.

2024 Electric Power Generation Mix*

	Percent of Total Retail Sales (kWh)		
Specific Purchases	PG&E	Ava Bright Choice	Ava Renewable 100
Renewable	23.8%	61.8%	100%
Biomass & Biogas	3.0%	10.8%	0%
Geothermal	0.0%	0.9%	0%
Eligible Hydroelectric	1.0%	1.9%	0%
Solar Electric	14.0%	17.4%	76.8%
Wind	4.0%	30.8%	23.2%
Large Hydroelectric	12.8%	33.7%	0.0%
Nuclear	63.8%	0.5%	0.0%
Emerging Technologies	0.0%	0.0%	0.0%
Other	0.0%	0.0%	0.0%
Natural Gas	2.0%	0.0%	0.0%
Coal & Petroleum	0.0%	0.0%	0.0%
Unspecified Power**	0.0%	4.0%	0.0%
Unspecified – ACS	0.0%	0.2%	0.0%
Unspecified – Spot Market	0.0%	3.8%	0.0%
TOTAL	100%	100%	100%

* As reported to the California Energy Commission's Power Source Disclosure Program, Ava and PG&E data is subject to an independent audit and verification that will not be completed until later in 2025. The figures above may not sum up to 100 percent due to rounding.

** Unspecified sources of power refer to electricity that is not traceable to a specific generating facility, such as electricity traded through open market transactions. Unspecified sources of power are typically a mix of all resource types and may include renewables.

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*PG&E refers to Pacific Gas and Electric Company, a subsidiary of PG&E Corporation.
CCC-052025-5372

Fremont default product transition to Renewable 100

Ava continues to prepare for Fremont's residential default product transition to Renewable 100 in August through community outreach, including:

- The first of two Renewable 100 enrollment notices were sent to customers (via mail and email) the week of June 24
- Staff participated in Fremont's 6/5 Sustainability Commission meeting
- Staff held two separate training sessions with the City's Sustainability Commissioners
- Staff attended the City's Pride Fair at the Fremont Library
- Announcement in Ava's [Direct Current Newsletter](#) (June)
- Ongoing announcements via social media, online & print advertising

Fremont's City staff are also conducting separate outreach, such as newsletters and social media, bolstered by Ava's media guides and toolkit.

Fremont residents are receiving the message. Eight percent, or 5,800 residents eligible to transition to Renewable 100, have chosen to remain on Bright Choice, with over 95% of those selections coming through Ava's online webform.

Tuesday, July 22nd is the last day by which Fremont customers can choose Bright Choice and avoid being enrolled in Renewable 100 automatically in August. Thereafter, customers may still choose Bright Choice, but they may see Renewable 100 charges for at least one billing cycle.

Ava in the Community

To raise awareness of our service, support our community, and stay close to our customers, Ava sponsors and staffs events throughout our service territory all year long. Stop by to say hello at any of these upcoming events between July 17 and September 17. Learn more at <https://avaenergy.org/about-ava/meetings-events/events/>

Date	Event	Location
7/17/2025	Hayward Downtown Street Party	Downtown Hayward
7/18/2025	Stockton Ports vs. Fresno Grizzlies	Banner Island Ballpark
7/25/2025	Stockton Ports vs Lake Elsinore Storm	Banner Island Ballpark
7/26/2025	Oakland Roots vs Orange County SC	Oakland Coliseum
8/2/2025 - 8/3/2025	Fremont Festival of the Arts	Downtown Fremont
8/5/2025	Union City National Night out	Union Landing Shopping Center
8/5/2025	Lincoln Center – National Night Out	Lincoln Center, Stockton
8/8/2025	Lathrop Family Fun Night	Mossdale Park
8/9/2025	Family Fun Festival	Central United Methodist Church, Stockton

8/9/2025	Oakland Roots vs Colorado Springs Switchbacks FC	Oakland Coliseum
8/16/2025 - 8/17/2025	Fremont Festival of India	Fremont
8/20/2025	Concerts in the Park	Victory Park, Stockton
8/30/2025	Oakland Roots vs Monterey Bay FC (Back to School Night)	Oakland Coliseum
9/6/2025	Tracy Connects	Lincoln Park
9/6/2025	Oakland Roots vs Pittsburgh Riverhounds SC	Oakland Coliseum
9/13/2025	San Leandro Oktoberfest	Downtown San Leandro
9/14/2025	Albany Solano Stroll	Albany High School