



Marketing, Regulatory and Legislative Subcommittee Meeting

Friday, March 6, 2026
10:00 am

In Person:

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

Or from the following locations:

- 1249 Marin Avenue, Albany CA 94706
- 333 Civic Center Plaza, Council Conference Room

Zoom:

<https://avaenergy-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 October 17, 2026 (Action Item)**
- 4. Regulatory Update (Informational Item)**
RA Transactability, Large Loads, *PCIA.
- 5. Legislative Update (Informational Item)**
2026 Legislative Preview.
- 6. Outreach Strategy Update (Informational Item)**
- 7. Committee Member and Staff Announcements including requests to place items on future Board Agendas**
- 8. Adjourn**

The next Marketing, Regulatory and Legislative Subcommittee meeting will be held on Friday, April 10, 2026 at 10am.

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



Draft Minutes
Marketing, Regulatory and Legislative Subcommittee
Meeting

Friday, October 17, 2025
10:00 am

In Person:

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

Or from the following locations:

- 735 Gooding Way, Albany, CA 94706

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<https://avaenergy-org.zoom.us/j/88008124818>

Or join by phone:

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1. (0:30) Welcome & Roll Call

Present: Directors: Lopez (Albany), Barrientos (Livermore), and Chair Tregub (Berkeley).

Absent: Directors: Diallo (Lathrop) and Nygard (Tracy).

2. (0:51) Public Comment

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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.

There were no speakers for public comment.

3. (1:09) Approval of Minutes from June 21, 2025 (Action Item)

Director Barrientos (Livermore) motioned to approve the minutes. Chair Tregub (Berkeley) seconded the motion, which passed 3/0/0/0/2.

Yes: Lopez (Albany), Barrientos (Livermore), and Chair Tregub (Berkeley).

No: None.

Abstain: None.

Recuse: None.

Not Present: Diallo (Lathrop) and Nygard (Tracy).

There were no speakers for public comment.

4. (1:56) 2025 Legislative Session in Review (Informational Item)

Review of the 2025 California legislative session.

Todd Edmister, Dominic Faria, and Kendall Downie reviewed Ava's 2025 legislative activities, highlighting advocacy on energy affordability, decarbonization, EV charging, and data center policies. They noted successes in shaping battery safety, climate credit timing, and CCA autonomy, while several dynamic rate and clean energy bills were vetoed due to agency jurisdiction concerns. They also flagged the extension of California's cap-and-trade program, growing CCA influence, and the need to address resource adequacy, large load management, and transmission issues in 2026.

Selection of topics discussed by subcommittee members:

- Concerns over large AI/data center energy use and enforcing permitting laws to prevent excessive consumption
- Battery storage installation delays caused by late-stage fire marshal requirements and SB 283 coordination improvements
- Challenges in marketing and customer engagement, with discussion of multi-year brand strategy and direct incentive programs
- Legislative landscape and IOU influence, including limited overrides of vetoes and advocacy successes by Ava and CalCCA
- Future policy priorities for T&D alternatives, distributed energy resources, demand response, adapting to reduced federal incentives, and preserving funding for distributed generation and resiliency programs

(36:29) Public Comment - Jim Lutz asked what efforts Ava is taking to advance desired policy and legislative changes, how the board sets priorities and legislative language, and

why the California Legislature rarely overrides the governor's vetoes.

5. (57:08) Committee Member and Staff Announcements including requests to place items on future Board Agendas

There were no committee member or staff announcements.

6. Adjourned at 11:18am.

The next Marketing, Regulatory and Legislative Subcommittee meeting will be held on Friday, December 19, 2025 at 10am.

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

Minutes Written by Raïssa Ngoma



Staff Report Item 4:

To:	Ava Community Energy Authority
From:	John Newton, Director of Regulatory Affairs
Subject	Regulatory Update
Date:	March 6, 2026

Summary/Recommendation

This staff report provides the Marketing, Regulatory, and Legislative sub-committee with regulatory context relevant for corresponding legislative items.

This is informational. No action is required.

Financial Impact

N/A

Analysis and Context

This presentation will provide regulatory context for Ava's Public Policy legislative team presentation at the March 6, 2026 MRL, specifically relevant to (1) hourly transactability within the California Public Utility Commission's resource adequacy program, (2) power charge indifference adjustment transparency, and (3) the evolving new large load California regulatory framework.

Committee Recommendation (if applicable)

None recommended.

Attachments (if applicable)

Presentation entitled "Marketing, Regulatory, and Legislative Sub-Committee Regulatory Update."



Marketing, Regulatory, and Legislative
Sub-Committee
Regulatory Update

Michael Quiroz & John Newton | March 6, 2026



Regulatory Update Roadmap

- **Purpose:** Provide regulatory context for the following topics that are part of today's Legislative Update
 - Resource Adequacy Hourly Transactability
 - Power Charge Indifference Adjustment Transparency
 - Evolving California Large Load Regulatory Framework
- **Key Takeaways**
 - Resource Adequacy Hourly Transactability within the CPUC's Slide of Day Framework presents a key opportunity to improve customer affordability
 - Ongoing CPUC Reforms to the Power Charge Indifference Adjustment that can produce significant electric rate uncertainty for customers need to be predictable and the methodology needs to be transparent
 - As the default load serving entity for all new loads in the communities Ava serves, new large loads in California are beginning to drive a range of changes in the regulatory landscape

Resource Adequacy Overview

- **What is Resource Adequacy?**

- Resource adequacy ensures that there is enough energy generating capacity and reserves to maintain a balanced supply and demand across an electric system

- **Goal of the CPUC's Resource Adequacy Program**

- Ensure enough capacity is under LSE contract in the near term (1–3 years) to *reliably* serve customer demand
- Incentivize the siting, construction, and retainment of resources needed for future grid reliability

- **How CPUC RA Program works today**

- Load serving entities like Ava must show they have procured sufficient generating capacity to meet expected energy demands as well as additional capacity in reserve for grid stress events
- 1 annual showing (year ahead) and 12 monthly showings (month-ahead)

Slice of Day and Transactability

- Prior to 2025, LSEs were required to procure capacity to cover a **single peak demand hour** each month
- Slice of Day (“SOD”) regulations, first implemented in 2025, require LSEs to procure capacity to cover **24 hours in the worst day of each month**
- Under existing rules, LSEs are restricted in how they can transact with other entities to ensure compliance.
 - Adjustments to an LSE’s portfolio are limited to transacting product for the whole month even though obligations are unique to each hour.
 - This mismatch means LSEs must purchase more RA than they need to meet their obligations, creating artificial market scarcity and unnecessarily driving up RA demand (and prices)
- CCAs have supported **transactability** to address this mismatch
 - Transactability would allow CCAs to trade obligations at the hourly level in order to reduce costs to consumers
 - If RA requirements are set on an hourly basis, some or all of the products should be transactable on an hourly basis
- Parties are evaluating transactability in the current RA proceeding

Power Charge Indifference Adjustment Transparency

Power Charge Indifference Adjustment Is Meant to Prevent Unintended Cost Shifts

- The CPUC is tasked with ensuring that electric energy consumers neither impose nor receive unintended benefits from customers that remain with investor-owned utility service.
- The CPUC accomplishes this by determining a Power Charge Indifference Adjustment (PCIA) based on the imputed value of legacy utility resources relative to recent market values.

Energy Division Report Asserts PCIA Calculation Methodology Needs Reform

- Early in 2025, CPUC Staff published a report asserting that the way the PCIA was calculated was flawed—resulting in a distorted valuation of legacy utility resources—and urgently needed reform.

CPUC's Accelerated Rulemaking

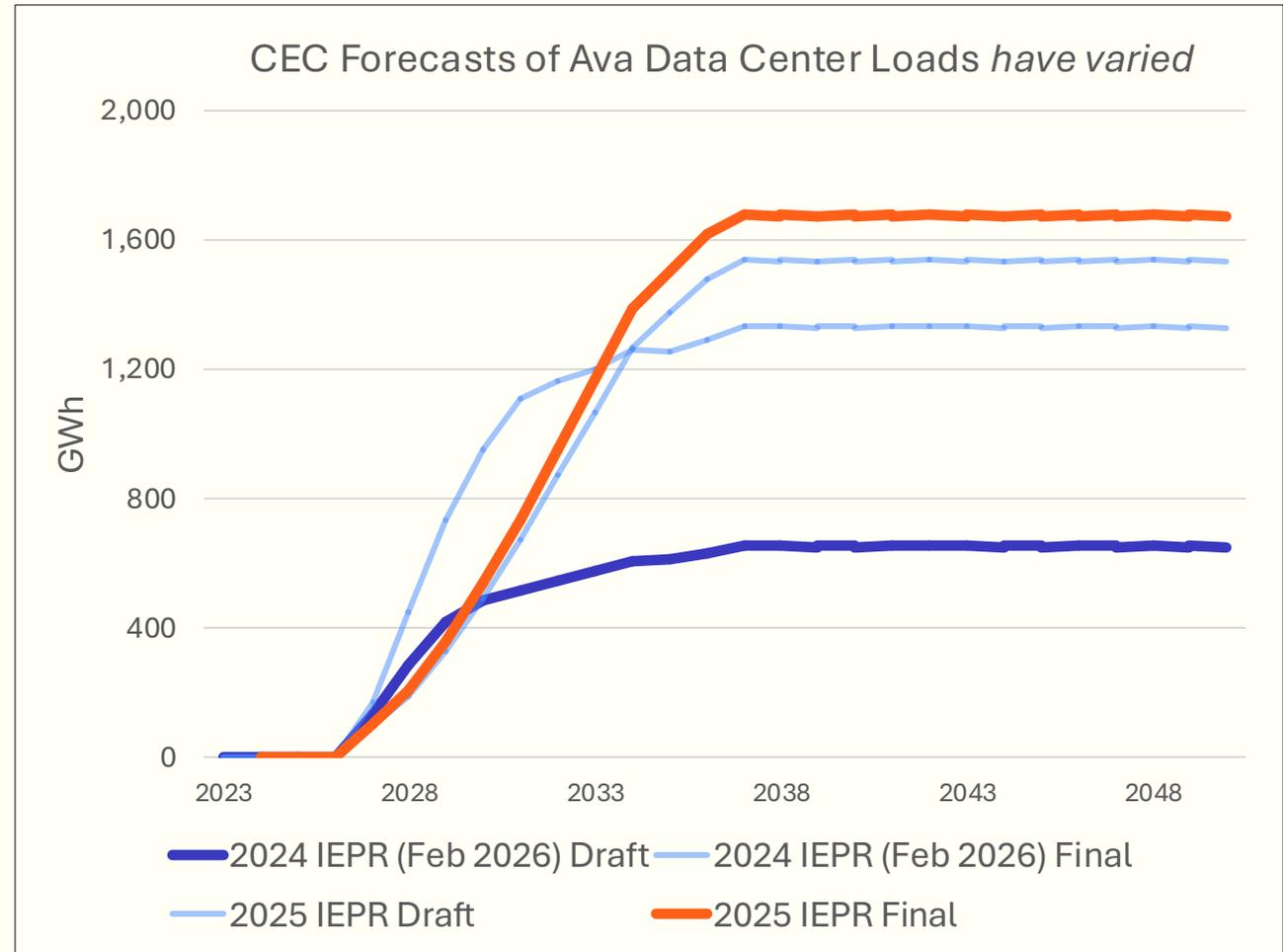
- In a conspicuously brief first track of its rulemaking, the CPUC largely adopted the findings of CPUC Staff's report and implemented PCIA calculation changes that resulted in meaningful impacts for Ava and other CCA customer electric costs.

Lack of Transparency

- Despite requests from Ava, our trade association, and other parties to the rulemaking, the **CPUC did not share the information CPUC Staff had used** to conclude that the previous methodology was flawed and that rapid change was needed.

Evolving Large Load California Regulatory Framework

- PG&E's Application to establish Electric Rule 30 would establish a new standardized process to connect retail load interconnection at electric transmission voltage.
- New loads have typically connected to distribution level gride (below 60 kV), with standard processes evolving to meet this type of load.
- More recently, there has been an uptick of large loads seeking to connect at transmission level voltages (above 60kV).



Legislative Companion: Various



Staff Report Item 5:

To:	Ava Community Energy Authority
From:	Sam Sadle, Principal Legislative Manager
Subject:	2026 California Legislative Preview
Date:	March 6, 2026

Summary/Recommendation

This staff report provides the Marketing, Regulatory, and Legislative sub-committee with an overview of the current state of play in the California legislature and previews future Board action to take legislative positions at the March and April Board meetings.

This is informational. No action is required.

Financial Impact

N/A

Analysis and Context

This presentation provides a summary of the current state of play in the California Legislature as it relates to legislative and budget proposals that may have an impact on Ava Community Energy and our Legislative Program. The presentation also provides frameworks through which to analyze the various proposals working through the legislature and background ahead of Board position proposals in March (SUPPORT: AB 1761 and SB 1138) and April (TBD).

Attachments (if applicable)

Presentation entitled "2026.03.06 2026 MRL Item 5 2026 California Legislative Preview"

2026 California Legislative Preview

Sam Sadle, Kendall Downie, Dominic Faria – March 6, 2026



2026 California Legislative Timeline

<p>January</p> <p>5: Legislature reconvenes 10: Governor submits budget</p>	<p>February</p> <p>20: Bill introduction deadline</p>	<p>We are here</p>	<p>March</p>	<p>April</p> <p>24: Policy cmtes move fiscal bills to fiscal cmtes (1st chamber)</p>
<p>May</p> <p>1: Policy cmtes move non-fiscal bills to floor (1st chamber) 29: Last day for bills to be passed by 1st house</p>	<p>June</p> <p>15: Budget bill must be passed</p>	<p>July</p> <p>2: Policy cmtes move bills to fiscal cmtes or floor (2nd chamber)</p>		<p>August</p> <p>14: Fiscal cmtes move bills to floor (2nd chamber) 31: Last day for each chamber to pass bills</p>
<p>September</p> <p>30: Last day for Governor to sign/veto bills</p>	<p>October</p>	<p>November</p>	<p>December</p>	

2026 Ava Legislative Review Process

Full universe of bills

83 bills related to our JPA

Securing electrical energy supply

Addressing climate change by reducing energy related greenhouse gas emissions

Promoting electrical rate price stability

Fostering local economic benefits such as jobs creation, community energy programs, and local power development

Promot[ing] the development and use of a wide range of renewable energy sources and energy efficiency programs

Today: Short list of bills that demand further analysis

37 bills related to the Ava Legislative Program

Making Electricity More Affordable

Protecting Community Choice

Accelerating Decarbonization

Promoting Local Development

Increasing Bill Transparency and Understanding

April: Bill position recommendations

3 criteria

Directly impacts our operations or legislative program

Supports the JPA's vision of an affordable, sustainable, and local energy ecosystem and has broad-based support.

Ava's perspective has specific resonance with key decisionmakers and could impact the legislative language or path forward.

Full Universe of Bills

AB 13	Ransom (D)	PUC membership and reporting
AB 34	Patterson (R)	Extends the authority of POU's to count large hydro towards RPS
AB 61	Pacheco (D)	Require PAO to analyze ratepayer impacts of mandated programs
AB 705	Boerner (D)	Creates independent PUC audit office
AB 706	Aguiar-Curry (D)	Fire fuel reduction procurement program
AB 710	Irwin (D)	Dynamic pricing and advanced metering mandate
AB 942	Calderon (D)	Changes climate credit
AB 1016	Gonzalez (R)	State certification exemption for geothermal power plants
AB 1020	Schiavo (D)	Requires IOUs to report taxpayer funding
AB 1117	Schultz (D)	Require IOUs to offer optional dynamic rate
AB 1156	Wicks (D)	Updates farmland solar-use easement statute
AB 1553	Connolly (D)	Spot bill -- CEQA reform
AB 1577	Bauer-Kahan (D)	Data Center Monthly Reporting
AB 1677	Boerner (D)	Require IOUs to cut rates by 25%
AB 1761	Rogers (D)	PCIA data transparency

Full Universe of Bills

AB 1774	Boerner (D)	Spot bill -- IOU rates
AB 1787	Schultz (D)	Require IOUs to offer a dynamic tariff if smart meter infrastructure is in place Prohibits CARB from adopting regulations that would add more than 2 cents to a gallon of gas or \$2,000 to a home
AB 1791	Sanchez (R)	
AB 1942	Bauer-Kahan (D)	Restrictions on class 2 and class 3 ebikes
AB 1975	Schultz (D)	PUC to consider of maintenance costs for IOU structure siting decisions
AB 1995	Patel (D)	State Fire Marshal lithium battery working group
AB 2057	DeMaio (R)	Prohibits city and counties from implementing gas bans
AB 2111	Papan (D)	Transmission planning alignment with affordability and FERC Order 1920
AB 2175	Garcia (D)	Removes advanced electricity storage from smart grid deployment objectives
AB 2181	Petrie-Norris (D)	Requires PUC commission diversity
AB 2182	Irwin (D)	Creates IOU run industrial decarbonization program
AB 2234	Papan (D)	CEQA exemptions for geothermal exploratory projects
AB 2239	Carillo (D)	Infrastructure-constrained energization areas and IOU energization timelines
AB 2266	Schultz (D)	RA valuation standardization
AB 2369	Rogers (D)	Spot bill

Full Universe of Bills

AB 2383	Zbur (D)	Require creation of a large load customer class and rate schedule
AB 2396	Harabedian (D)	Spot bill
AB 2408	DeMaio (R)	Require all PPPs be detailed on bill and an annual report to each ratepayer
AB 2459	Wallis (R)	Spot bill -- climate credit
AB 2463	Petrie-Norris (D)	Require PUC to study IOU return on equity
AB 2464	Wicks (D)	Require PUC to study clean firm's role in 2045 goal
AB 2493	Petrie-Norris (D)	Require IOUs to have an interconnection auditor
AB 2508	Hoover (R)	Creates PPP vehicle to spend GGRF funds on EE programs run by RENs
AB 2516	Petrie-Norris (D)	California Grid Manufacturing Initiative
AB 2518	Sharp-Collins (D)	Spot bill -- utilities
AB 2554	Addis (D)	Spot bill -- utilities
AB 2589	Irwin (D)	Requires PUC to analyze OBBBA and adjust rates to reflect impacts Require PUC to develop rates that do not impose an "unreasonable hardship" on low-income communities in hot climate zones
AB 2611	Bains (D)	
AB 2612	Schultz (D)	Building standards for plug-in solar systems
AB 2647	Calderon (D)	Bans new nuclear power plants without fuel reprocessing capacity or adv tech

Full Universe of Bills

AB 2688	Zbur (D)	Spot bill – offshore wind
AB 2699	Zbur (D)	Spot bill -- utilities
AB 2700	Gallagher (R)	Spot bill -- rates and air pollution
AB 2710	Bauer-Kahan (D)	Intent of legislature to make changes in IOU bankruptcy processes
AB 2748	Quirk-Silva (D)	Revert EV regulations to 2022 state building code for BMR housing
AB 2762	Boerner (D)	Spot bill -- rates
SB 222	Weiner (D)	Heat pump water heater and HVAC system permitting streamlining
SB 327	McNerney (D)	Prohibits IOUs from using ratepayer funds for advocacy activities related to municipalization
SB 330	Padilla (D)	Transmission infrastructure financing pilots
SB 332	Wahab (D)	Study breaking up IOUs
SB 453	Stern (D)	Microgrid incentive program
SB 742	Perez (D)	IOUs to remove unused transmission facilities
SB 842	Stern (D)	Report on firm zero-carbon resources
SB 868	Wiener (D)	Plug-in solar interconnection exemption
SB 875	Wiener (D)	PG&E municipalization advancement

Full Universe of Bills

SB 886	Padilla (D)	Large load cost shift prevention
SB 887	Padilla (D)	Large load CEQA application
SB 905	Becker (D)	Spot bill -- Non-bypassable charges
SB 913	Becker (D)	Spot bill
SB 924	Hurtado (D)	PUC to consider affordability when looking at home weatherization
SB 925	McNerney (D)	Spot bill -- Energy efficiency
SB 943	Becker (D)	Industrial billing and NBC/TAC reform
SB 978	Perez (D)	Special tariff for large load customers
SB 1035	Strickland (R)	Suspend gas tax for one year
SB 1097	Weiner (D)	Spot bill -- Energy permitting
SB 1138	Padilla (D)	RA transactability
SB 1158	Stern (D)	Adds status of utility transmission upgrades and electrical grid infrastructure to Reliability Planning Assessment
SB 1167	Blakespear (D)	Clarifies ebike definition and bans advertising of non-eligible bikes
SB 1168	McNerney (D)	Data center gas usage surcharge
SB 1187	Durazo (D)	Brown Act meeting updates
SB 1215	Cortese (D)	Require IOUs to 3x the number of multifamily level 2 and 3 chargers

Full Universe of Bills

SB 1219	Strickland (R)	Requires PUC to consider discontinuation of nonperforming EE programs within 180 days
SB 1233	Allen (D)	Spot bill -- rates
SB 1245	Stern (D)	Intent of legislature to address cost containment of renewable integration into grid
SB 1282	Becker (D)	V2G standards
SB 1295	Stern (D)	Requires PUC to consider procurement of 40GW of storage and allocate procurement to LSEs
SB 1354	Archuleta (D)	Spot bill -- renewable energy
Budget Trailer	Dept of Finance	Reallocates outstanding funding from the Distributed Energy Backup Assets (DEBA) program to the Demand Side Grid Support (DSGS) program

2026 Ava Legislative Review Process

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Protecting Community Choice

Accelerating Decarbonization

Promoting Local Development

Increasing Bill Transparency and Understanding

April: Bill position recommendations

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Ava's perspective has specific resonance with key decisionmakers and could impact the legislative language or path forward.

Making Electricity More Affordable

Rate affordability via PUC process and consideration changes

AB 1975 – Schultz

Require PUC to consider maintenance costs when approving infrastructure spending

AB 2266 – Schultz

Require PUC to set a single RA value for all types and duration of generation contracts

AB 2463 – Petrie-Norris

Require PUC to study IOU return on equity and propose how to link earnings to outcomes

AB 2611 – Bains

Require PUC to develop rates that do not impose an "unreasonable hardship" on low-income communities in hot climate zones

SB 924 – Hurtado

Require PUC to consider costs and affordability in home weatherization programs

SB 742 – Perez

IOUs to remove unused transmission facilities

Transmission and distribution affordability via process changes and faster timelines

AB 2111 – Papan

Transmission planning alignment with affordability and FERC Order 1920

AB 2239 – Carillo

Require PUC to designate "infrastructure-constrained energization areas" to expedite development and interconnection

AB 2493 – Petrie-Norris

Require IOUs to have an interconnection auditor

AB 2516 – Petrie-Norris

Require GOBiz to procure or manufacture grid infrastructure in bulk and sell it to IOUs

Protecting Community Choice

CalCCA-sponsored Bills

AB 1761 - Rogers

Require the PUC to ensure that all data relied on in any decision or ruling, or in any proposal or analysis provided by an electrical corporation, the commission's staff, or any other party, for the determination or application of a calculation methodology for the Power Charge Indifference Adjustment (PCIA) be made available to LSEs and ratepayer advocates.

SB 1138 – Padilla

Require the PUC to permit LSEs to demonstrate compliance with RA requirements by selling to, or otherwise making transactions with, another LSE to meet not more than 25% of its compliance obligation, on a short-term basis, and to permit those transactions to be denominated in the same unit of time used to denominate RA compliance requirements.

Protecting Community Choice

Managing data center growth

AB 1577 – Bauer-Kahan

Require monthly energy and water use reporting from all data centers

AB 2383 – Zbur

Creates large load tariff (>20 MW) to prevent costs shifts and require facilities to pay for interconnection over 15 years

SB 886 – Padilla

Require PUC to create large load definition and tariff that prohibits costs shifts, requires 50% onsite zero-carbon storage, participation in demand response (among other requirements)

SB 887 – Padilla

Subjects all data centers to CEQA unless they install 100% zero-carbon energy storage (4 hrs) and procure 100% zero-carbon generation (at least 75% net new) within 5 years (among other requirements)

SB 978 – Perez

Require PUC to create large load tariff (>75 mw) with upfront T&D upgrade payments and require all backup generation to be onsite solar paired with backup batteries

Accelerating Decarbonization

Supporting industrial and large load decarbonization

SB 943 – Becker

Directs PUC to develop new TAC and NBC regimes that encourage industrial decarbonization and electrification

SB 1168 – McNerney

Impose a surcharge on all gas generation used by data centers and use funds to support CARE/FERA

Supporting decarbonized utility-scale generation

AB 1156 – Wicks

Updates the Solar-Use Easement law to encourage development of solar on water-constrained farmland

AB 2464 – Wicks

Require the PUC to do a study on clean firm zero-carbon and what is needed to achieve state's 2045 goals

SB 1295 – Stern

Requires PUC to consider procurement of an additional 40GW of storage and allocate procurement to LSEs

Promoting Local Development

Distributed energy resources

AB 2612 – Schultz

Requires the Building Standards Commission to adopt mandatory standards for portable solar systems

SB 868 – Weiner

Exempts portable solar generation (max output of 1,200 watts) from interconnection requirements

SB 222 – Weiner

Require local communities to adopt heat pump water heater and HVAC system permitting streamlining

Budget trailer – DSGS

Reallocates remaining DEBA funding to DSGS (~\$20 million)

Transportation electrification

AB 1942 – Bauer-Kahan

Require class 2 and 3 ebikes to be registered with the DMV and plated

SB 1167 – Blakespear

Clarifies the definition of ebikes and bans advertising of non-eligible vehicles as ebikes

SB 1215 – Cortese

Require IOUs to 3x the number of level 2 and 3 vehicle chargers in multifamily housing and recover costs as O&M

SB 1282 – Becker

Require the Energy Commission to study and adopt Vehicle-to-Grid (V2G) regulations

Increasing Bill Understanding and Transparency

Dynamic rates

AB 710 – Irwin

Require IOUs to offer dynamic pricing and require IOUs and POUs to plan for smart meter rollout to all customers

AB 1787 – Schultz

Require IOUs to offer dynamic pricing if smart meter infrastructure is in place

Other

Brown Act updates

SB 1187 – Durazo
Defines "majority" for purposes of open meetings requirements

PUC reform

AB 13 – Ransom
Requires Governor to consider diversity in PUC appointments and PUC to publish an annual "affordability" report

AB 2181 – Petrie-Norris
Requires Governor to consider geographic diversity in PUC appointments

20(!!!) spot or intent of legislature bills

AB 1677 – Boerner
Intent of legislature to reduce customer bills by 25%

AB 2396 – Harabedian
Spot bill – "Energy"

IOU spending restrictions

SB 327 – McNerney
Prohibits IOUs from using ratepayer funds for advocacy activities related to municipalization

2026 Ava Legislative Review Process

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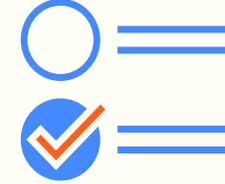
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What comes next? Bill review and positions



- **March Board informational item:**

- Present 2026 legislative preview to the MRL, CAC, and Board for feedback
- Continue cross-functional and cross-CCA legislative analysis

- **March Board action items:**

- Propose SUPPORT AB 1761 PCIA transparency
- Propose SUPPORT SB 1138 RA transactability

- **April Board action items:**

- Propose annual updates to the [Ava Legislative Program](#)
- Propose additional bill positions (Support, Support If Amended, Oppose Unless Amended, Oppose) to MRL, ExCo, CAC, and Board

What comes next? Legislative session

First house

- **April 24:** First house policy committee deadline (fiscal)
- **May 1:** First house policy committee deadline(non-fiscal)
- **May 15:** First house suspense deadline
- **May 29:** First house passage deadline
- **Throughout May:** Budget trailer hearings
- **June 15:** Budget deadline

Second house

- **July 2:** Second house policy committee deadline
- **August 14:** Second house suspense deadline
- **Aug 31:** Second house floor passage deadline
- **September 30:** Veto/signature deadline

Outreach & Community Engagement Strategy Update for MRL Committee

March 6, 2026

Prepared by James Cunningham, Outreach & Engagement Manager



Agenda

Purpose

- Share results of analysis and community survey conducted to inform refinement of outreach & community engagement strategy
- Solicit feedback from MRL Committee to further refine strategy for 2026 & beyond

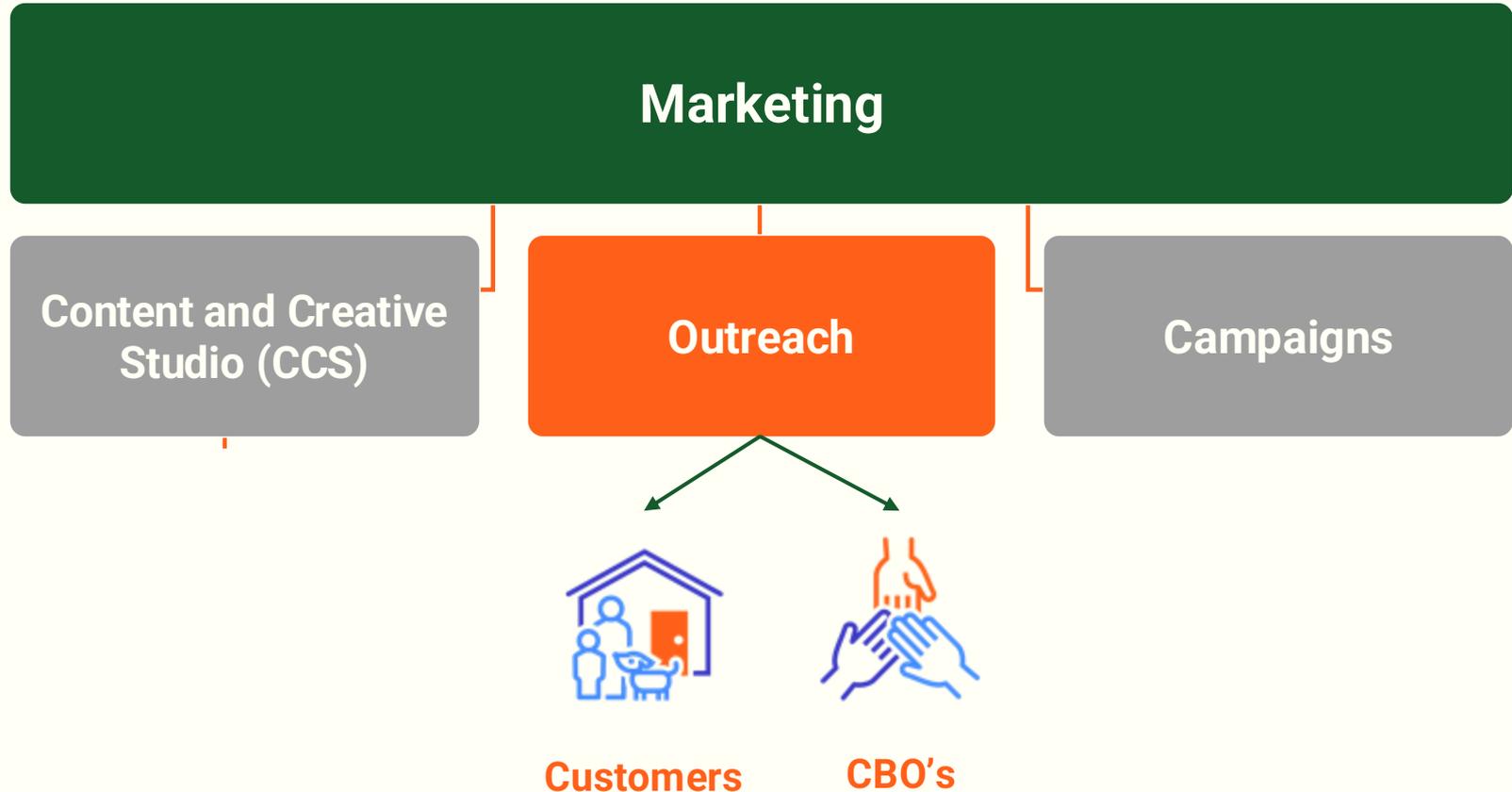
Agenda

- Background
- Analysis
- Strategy Update

Background



Context: Outreach & Community Engagement



Context: Outreach & Community Engagement

Legacy Strategy

- Goals are to *raise awareness, build trust, and educate customers*
- Meet people where they're at
- Say yes to almost everything

Tactics

- **Event Outreach** - Passive presence at events across our service area to build awareness and engage with customers where they are at
- **Sponsorships** - Broad exposure for the Ava logo and a platform for outreach
- **CBO Engagement** - Proactive delivery of a message or collaboration with a partner to reach stakeholders with a more focused message

Analysis



Analysis Approach

Learning From Experience

- Detailed look at the three core types of outreach activity (event tabling, sponsorships, CBO engagement)

Customer Perspective

- Aggregate customer feedback data collected over the last ~3 years, along with insights from experienced Outreach Coordinators

Stakeholder Survey

- Solicit structured feedback from Board of Directors, Community Advisory Committee, and MuniPals

Initial Observations

Strengths

- Locally rooted outreach staff with strong reputation with those who know us
- Sponsorships are a great gateway to trust-building relationships
- Customer Programs attract lots of attention and answer “what’s in it for me?”

Challenges

- Stagnant levels of overall awareness of Ava
- Low threshold for what qualifies as engagement
- Lack of clear metrics for success
- Limited Outreach team capacity

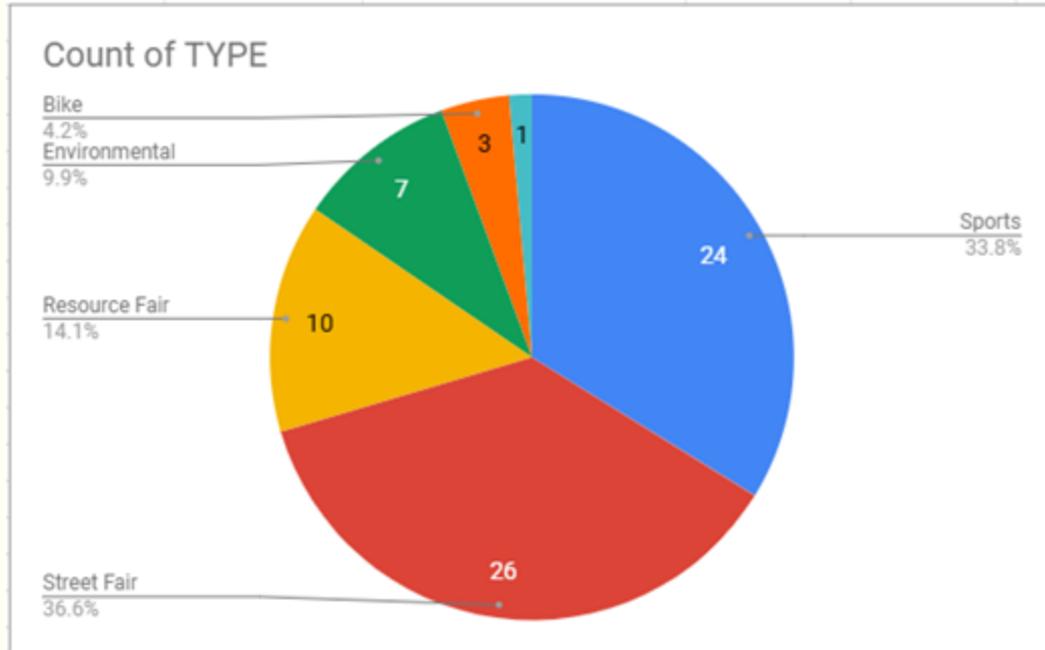


Learning From Experience



Events Analysis

In 2025, we tabled at 71 events:



Events Analysis

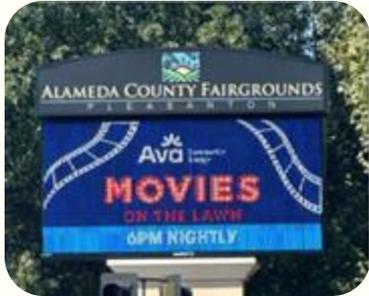
What Works

- Having a **clear call to action** and/or **something to offer** (programs, giveaways, etc.)
- Physical props to attract engagement and spark conversation (i.e. induction demo)
- Mission or brand alignment with event theme, such as Earth Day events which offer both high volume and quality engagement
- In general, any environment where the customer is **primed to pay attention to us**

What Doesn't Work

- Being an outlier booth that doesn't feel relevant to the theme of the event
- Poor booth placement: especially when we are placed among food and alcohol vendors
- Loud music or entertainment makes conversation and engagement very difficult
- Low event attendance or unfocused audience
- Poorly organized by event-planners
- Bad weather (especially heat)

Sponsorships Analysis



Event Sponsorships

- Logo visibility
- Local investment
- May or may not include tabling presence



Sports Sponsorships

- Logo visibility
- Gameday activations
- Hyperlocal brand alignment



Community Sponsorships

- \$2,500 awards for community projects
- Projects create good media opportunities
- ~60 orgs funded per year



“Large Nonprofit” Sponsorships

- Co-branding with well known, trusted entities
- Platform for education and demonstration projects



Sponsorships Analysis

What Works

Event & Sports Sponsorships

- Brand exposure: lots of eyes on our logo
- Affiliation with positive local brands
- Relationship building with event hosts & attendees

Non-Profit Sponsorships

- Co-branding with trusted entities
- Sponsorship money goes towards mission-aligned outcomes
- Storytelling opportunities from projects

What Doesn't Work

Event & Sports Sponsorships

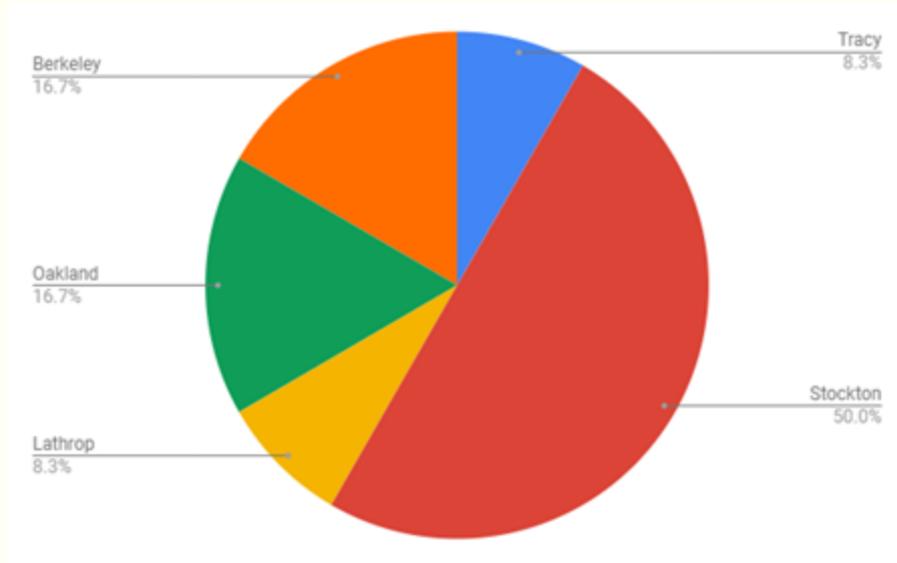
- Visibility not translating into enough awareness or education
- Logo gets washed out in the noise
- Low engagement & activation

Non-Profit Sponsorships

- Missing out on opportunities for deeper engagement due to time allocation

CBO Engagement Analysis

In 2025, we tracked **13 “engagements”** with CBOs
(separate from Community Sponsorships)



CBO Engagement Analysis

What Works

- Educational presentations to CBOs and/or the communities they serve
- CBO Newsletter (over 60% open rate)
- Using Community Sponsorships as a starting point to building relationships
- Cross-collaboration with Local Development's community investment grants

What Doesn't Work

- Lacking holistic strategy
- Not spending enough time on high-impact engagements relative to other activities

What Customers Are Saying



Customer Perspectives



Year	Events Attended	Impressions / Conversations	Feedback Documented
2023	51	4500	25
2024	99	6000	60
2025	71	8000	160
Total	221	18,500	245

Themes

- Who is Ava?
- Does this save me money?
- What are the benefits?

Common Customer Interactions

confused

“But I thought PG&E is my provider?”

unaware

“I’ve never heard of this before.”
“I’ve never seen any notice of this.”

solar adopter

“Can you explain how the true-ups work again? Who’s buying back my power?”

high bills

“My bill was more than \$500 last month, it is so expensive!”

skeptic

“But how do you get the energy? And is it really cleaner?”

enthusiast

“I already electrified my whole home! I love electric living!”

advocate

“This is awesome! I love how you all give back to the community.”

low-income

“Sometimes I have to choose between putting food on the table or paying my electricity bill.”

Survey (via Google Forms)



The Survey



Outreach & Engagement Strategy Survey (Ava Community Energy)

B I U ↻ ✕

This survey is intended for the key stakeholders to provide input on Ava's outreach and engagement strategy and plan for 2026. The information gathered here will help inform what types of outreach and engagement we prioritize next year, in alignment with the broader agency goals and marketing plan. We appreciate your time and any input you are able to provide.

Email *

Valid email

This form is collecting emails. [Change settings](#)

18 Responses

By Audience:

- Board of Directors (4)
- CAC (4)
- Municipals (10)

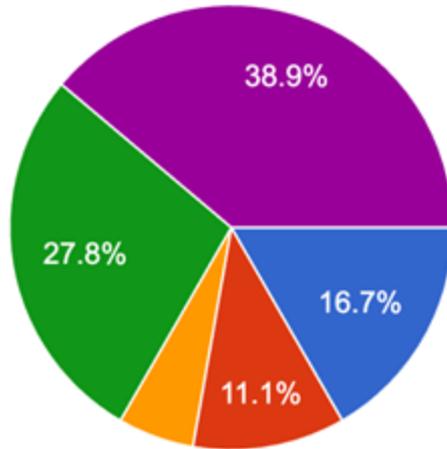
By Location:

- Berkeley (5)
- Hayward (4)
- Oakland (3)
- Union City (1)
- San Leandro (1)
- Dublin (1)
- Tracy (1)
- Fremont (1)
- Piedmont (1)

Purpose

Purpose: What would you say is the most important outcome of Ava Community Energy's outreach & engagement efforts?

18 responses

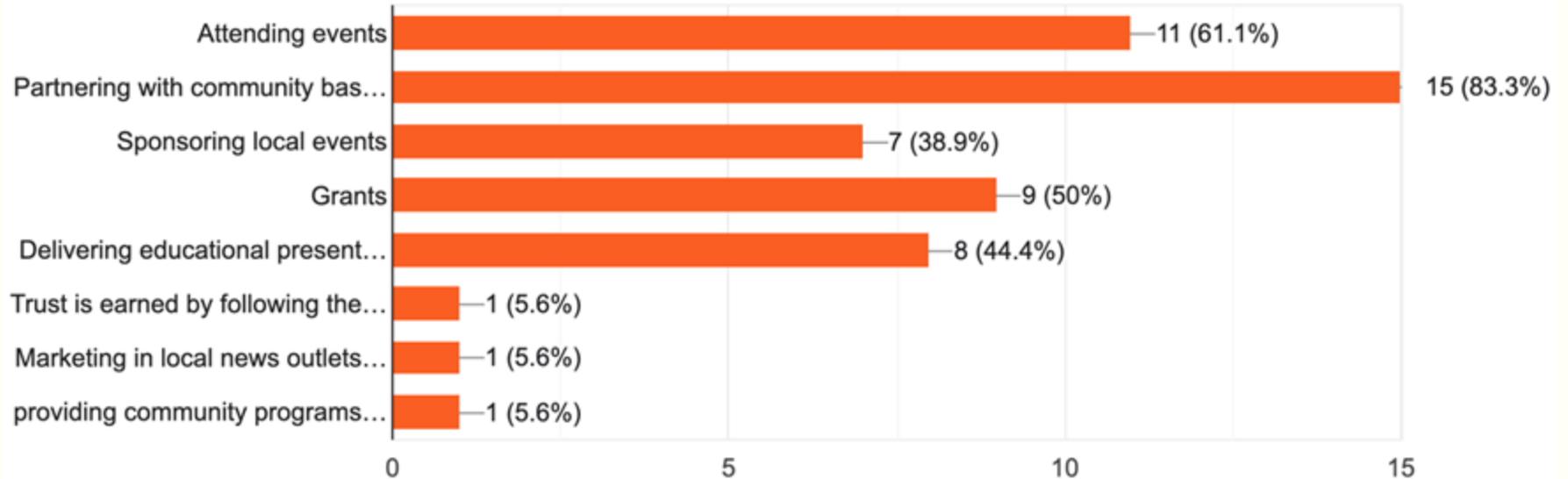


- Awareness: for customers & the community to know who Ava Commun...
- Education: to provide information that helps customers learn more about topi...
- Choice: to ensure energy consumers are aware of their rate choices with Av...
- Trust: to represent Ava positively in a way that builds trust in Ava as a public...
- Programs: to enroll people in Ava's programs such as Bike Electric, Smart...

Trust

Trust: what are the best ways for Ava to build trust in your community? Select all that apply.

18 responses

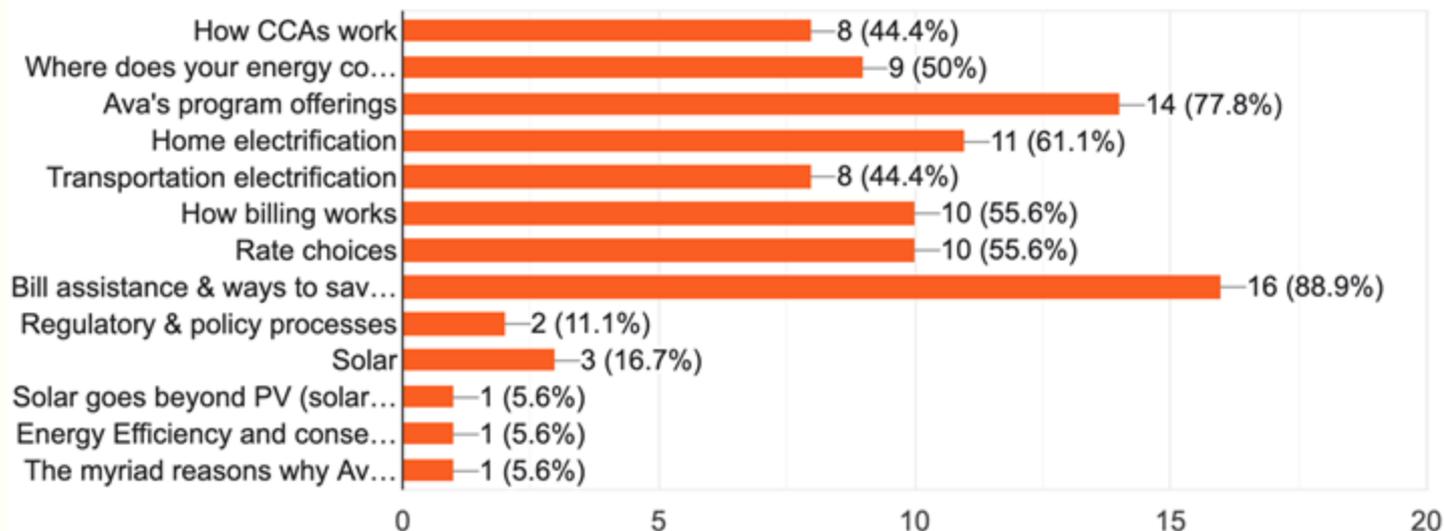


Education

Education: what topics are important for Ava to educate our customers and communities about?

Select all that apply.

18 responses



Strategy Summary: Outreach and Community Engagement



Ensure Outreach Work is Mission-Aligned



Mission

Ava Community Energy's mission is to drive increasing access to clean energy, serving the needs of our customers and the well-being of our community.



Goals: Outreach & Community Engagement

1. Raise **awareness** of Ava's existence, purpose, and value
2. Build **trust** in Ava as a nonprofit public agency and source of information
3. Connect our customers & communities to the **benefits** of clean energy and electrification

Strategy: Outreach & Community Engagement



Lead with Affordability

Attract attention and drive awareness by opening conversations with benefits Ava can deliver to address affordability (e.g. programs, bill savings assistance programs, sponsorships, etc.)



Hyperlocal Presence

Maintain ongoing brand awareness activities to ensure logo visibility, physical presence, and in-person relationships across service territory



Community Partnerships

Leverage sponsorships and grants to deepen relationships and engagement with community partners who can amplify our message and deepen trust in the communities we serve



Practical Education

Deploy creative activations and demonstration projects as a means to educate our customers about clean energy and electrification, while generating meaningful storytelling opportunities

Strategy → Tactics → Metrics

<u>Strategy</u>	<u>Key Tactics</u>	<u>Metrics</u>
 Lead with Affordability	<ol style="list-style-type: none"> Promote Ava's programs Energy savings education Encourage enrollment in bill savings assistance 	# Program Enrollment # Electrification Guide Page Hits
 Hyperlocal Presence	<ol style="list-style-type: none"> Sports & events sponsorships Table & present at community events Install signage in community spaces 	% Awareness (survey) # Events Attended # Physical Installations
 Community Partnerships	<ol style="list-style-type: none"> Community sponsorships Strategic sponsorships Co-host events with partners 	\$ Invested in Community # CBOs Actively Engaged # Events Hosted
 Practical Education	<ol style="list-style-type: none"> Demonstration projects Storytelling Digital engagement 	# Electrification Projects # Media Features # Newsletter Subscribers

What's Changing?



Key Pivots: Outreach & Engagement Strategy

→ CBO Strategy

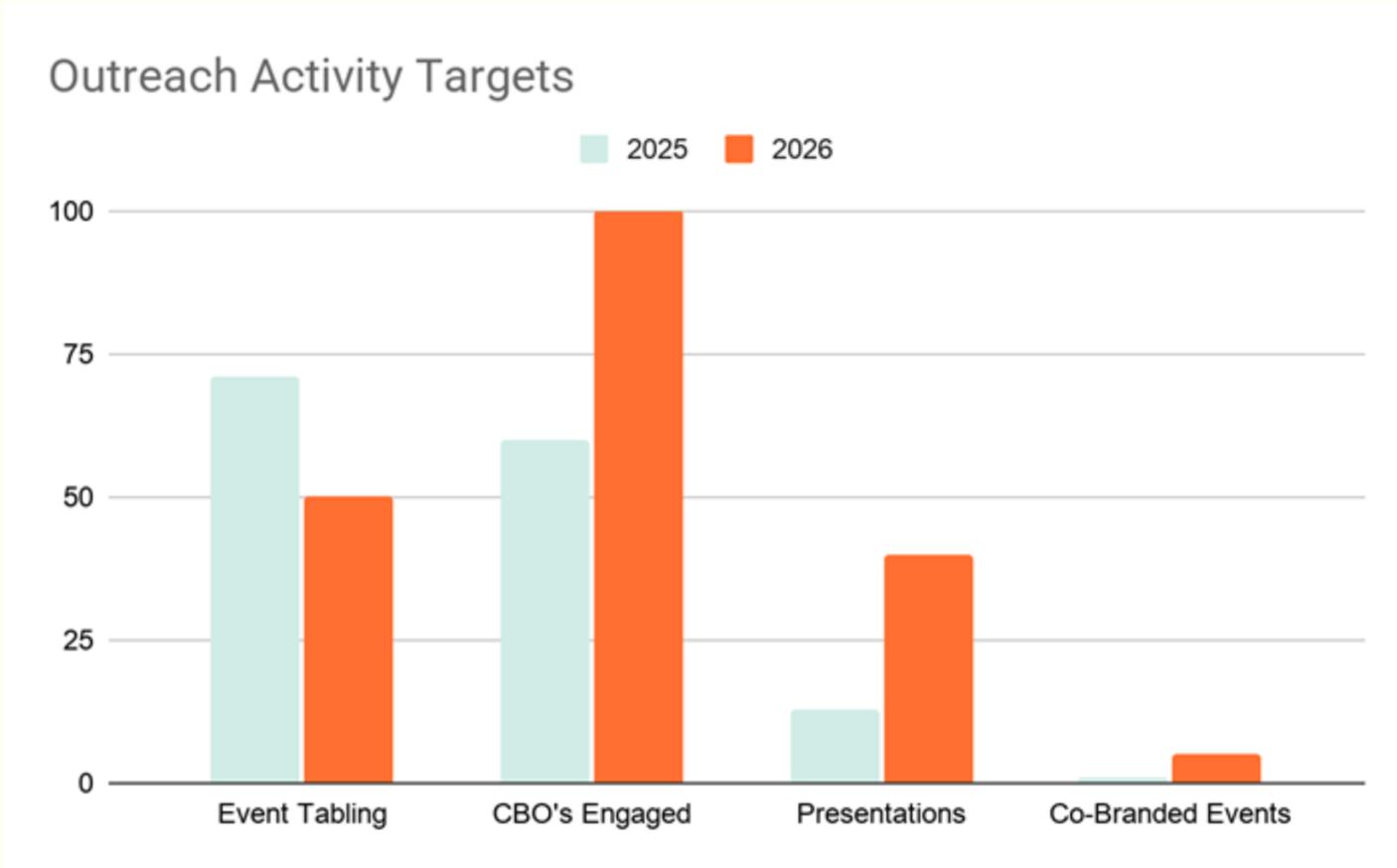
- ◆ Connect Community Sponsorships more intentionally to broader CBO engagement strategy
- ◆ Double down on 'Strategic Sponsorships' (f.k.a. 'Large Nonprofit Sponsorships')
- ◆ Leverage sponsorship dollars to deliver tangible examples of clean energy & electrification with direct benefits, while also generating a platform for educational storytelling
- ◆ Focus on customers and communities with highest energy burden who stand to benefit the most from increased access to renewable energy and electrification

Key Pivots: Outreach & Engagement Strategy

→ Events Strategy

- ◆ Move away from measuring *impressions* & move towards measuring *engagement*
- ◆ Do more co-branded events (i.e. [E-Bike Test & Ride in partnership with Bike East Bay](#))
- ◆ Reduce overall share of sports game-day attendance
- ◆ Decouple events sponsorship from event tabling in certain cases
- ◆ Decline tabling invites that don't meet success criteria for high quality engagement
 - Are the event logistics conducive to meaningful engagement?
 - Is the event mission-aligned or on-theme?
 - Is the audience in any way primed to pay attention to us?
 - Is there a clear call to action for the audience?
 - Is there equity, relationship-building, or other strategic value to attending?
 - Is there a good learning opportunity for us? (i.e. customer / community feedback)

Capacity Planning (CY)



Thank You





Community Energy