Marketing, Regulatory and Legislative Subcommittee Meeting

Friday, November 20, 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:

- Albany City Hall, 1000 San Pablo Avenue, Albany CA 94706

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 September 18, 2026 (Action Item)**

4. **Outreach Update (Informational Item)**
   Summary of 2027 Community Engagement activities

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

6. **Adjourn**

The next Marketing, Regulatory and Legislative Subcommittee meeting will be held on Friday, March 12, 2027 at 10am.

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Draft Minutes
Marketing, Regulatory and Legislative Subcommittee Meeting

Friday, September 18, 2026
10:00 am

In Person:
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1999 Harrison Street, Suite 2300
Oakland, CA 94612

Or from the following locations:
Albany City Hall, 1000 San Pablo Avenue, Albany CA, 94706
Tracy City Hall - 333 Civic Center Dr, Tracy, CA 95376 in Council Conference Room 2nd floor

Zoom:
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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. **(0:54) Welcome & Roll Call**
   Present: Directors: Barrientos (Livermore), Nygard (Tracy), Lopez (Albany), and Chair Tregub (Berkeley).

Absent: Directors: Diallo (Lathrop)

2. **(1:29) 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.

   No general public comments were received.

3. **(2:01) Approval of Minutes from June 12, 2026 (Action Item)**

   Chair Tregub moved to approve the June 12, 2026 minutes as amended to correct "rule" to "rules" (Rules 9-4 and 9-6) under Item 7, second bullet, and to correct the adjournment time to 11:33 a.m. Member Barrientos seconded the motion which was approved 4/0/0/0/1 (yes/no/abstain/recuse/not present):
   Yes: Members: Lopez, Barrientos, Nygard and Chair Tregub
   No: None
   Abstain: None
   Recuse: None
   Not Present: Member Diallo

4. **(3:31) 2026 California Legislative Session Review (Informational Item)**
   Review of 2026 California legislative efforts – bills supported, bills impacted, interim results (pending gubernatorial action)

   Sam Sadle, Principal Legislative Manager, with legislative team members K**endall Downie** and **Dominic Faria**, reviewed the status of Ava-supported legislation and the 2026 state legislative session, pending gubernatorial action. Topics included resource adequacy transactability, PCIA transparency, heat pump permitting, distributed energy resources, data center cost allocation and reporting, plug-in solar, and energy-related state budget provisions. Staff also discussed anticipated changes in the 2027 legislative and regulatory environment.

   Committee discussion addressed gubernatorial energy policy and CPUC proceedings related to large-load/data-center rates. **Chair Tregub** thanked the legislative team and committee members for their advocacy.

   (30:31) Public Comment: Jim Lutz asked about legislation taking effect without the Governor's signature, veto overrides, and how resource adequacy obligations are calculated and used.

5. **(40:46) PCIA Regulatory Update (Informational Item)**
   Update on the status of regulatory proceedings involving the Power Charge Indifference Adjustment (PCIA)

Todd Edmister, Senior Director of Public Policy and Deputy General Counsel, provided an update on Power Charge Indifference Adjustment (PCIA) proceedings. The presentation addressed the CPUC's PCIA rulemaking tracks, litigation concerning resource adequacy market price benchmarks, a recent decision on pre-2019 renewable energy certificate valuation, potential structural reform, and the 2027 Energy Resource Recovery Account forecast and rate-setting timeline.

(57:12) Public Comment: Jim Lutz asked how the CPUC derives PCIA market price benchmarks from market transactions and about the potential effects of calculation methodologies. Staff explained how load-serving entity transaction data are used and how methodological choices can affect benchmark values.

Chair Tregub thanked the policy team and noted the Subcommittee would continue monitoring the matter.

6. **(1:06:01) Committee Member and Staff Announcements including requests to place items on future Board Agendas**

   No announcements or requests were made.

7. **(1:06:21) Adjourn**

   Chair Tregub adjourned the meeting at 11:18 a.m.

   The next Marketing, Regulatory and Legislative Subcommittee meeting will be held on Friday, November 20, 2026 at 10 a.m.

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Outreach & Community Engagement
Update for MRL Committee

November 20th, 2026

Prepared by James Cunningham, Outreach & Engagement Manager

Overview

Purpose

- Informational update for the MRL committee of Ava's board
- Summarize Ava's community outreach work in 2026
- Share aggregated feedback & common questions from customers

Agenda

- Outreach Strategy Refresher
- Engagement Activity Summary
- Sponsorship Highlights from Staff
- Community Perspectives
- Plans for 2027

Outreach & Community Engagement

Strategy

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.

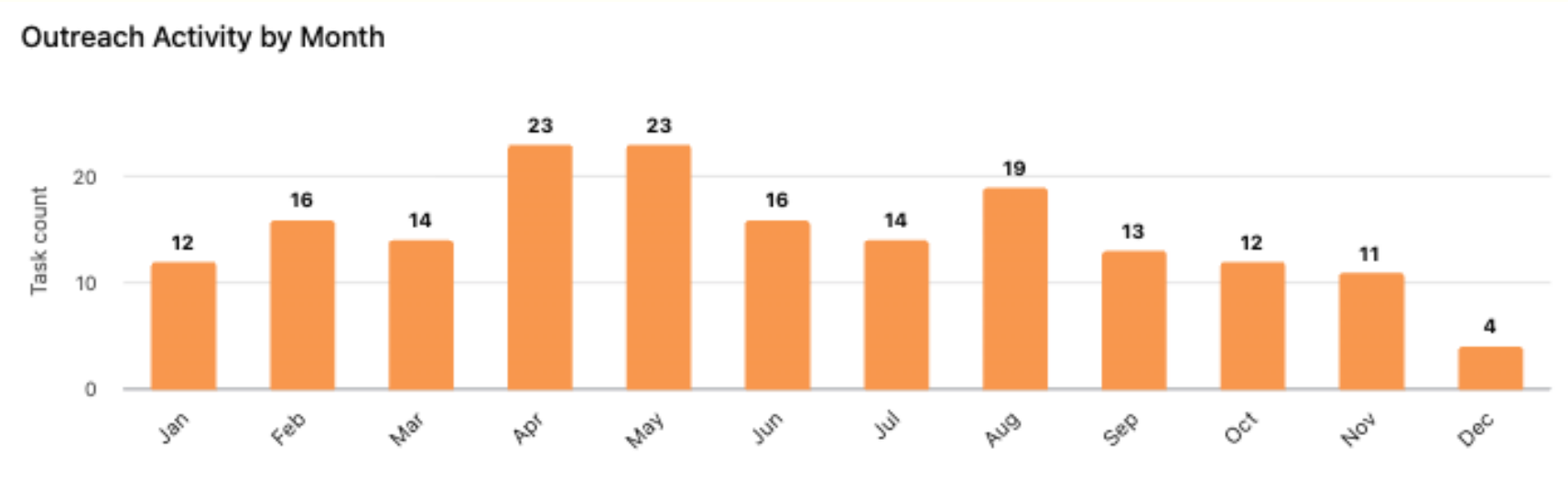


Practical Education

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

Community Engagement Activity (2026)

Outreach Activity in 2026



Event Outreach

- Tabled at **63** events
- Sponsored **37** events

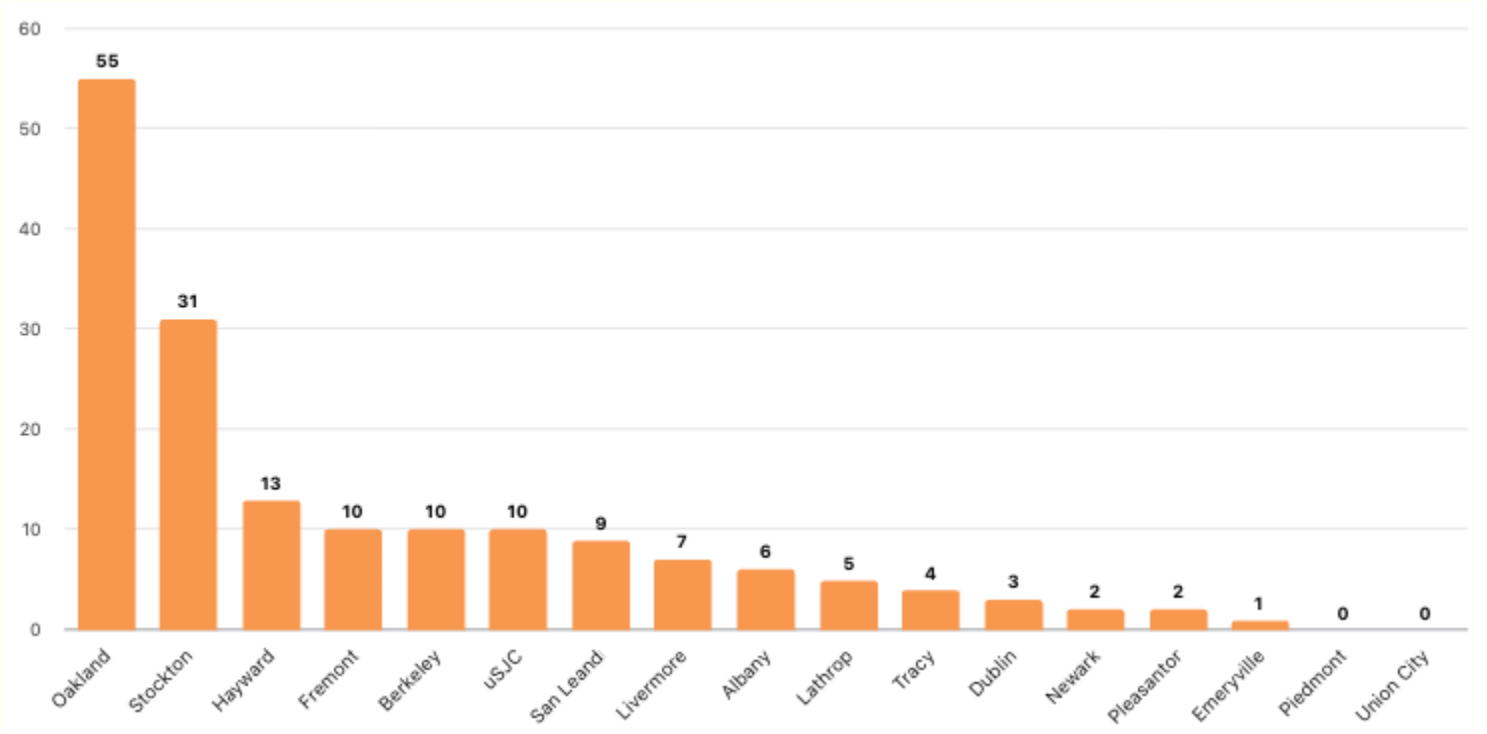
Community Partner Outreach

- Led **22** educational presentations about Ava
- Conducted 1-1 outreach to **66** CBO's
- Awarded **29*** Community Sponsorships

Notes

- Activities are tracked with a 'multi-select' field; one event might include multiple types of engagement
- **One more round of awards in December*

Outreach Activity by Location



Sponsorship $ by Location

Event Sponsorships:

- Variable amounts
- Supporting community-led events
- Rolling basis throughout the year

Community Sponsorships:

- $2,500 each
- Project-based
- Awards three times a year (April, September, December)

Location	Event Sponsorship	Community Sponsorship	Total
Oakland	$30,800	$30,000	**$60,800**
Stockton	$39,800	$0	**$39,800**
Albany	$15,000	$2,500	**$17,500**
Hayward	$10,000	$5,000	**$15,000**
San Leandro	$5,000	$10,000	**$15,000**
Fremont	$9,755	$5,000	**$14,755**
Unincorporated San Joaquin County	$10,000	$2,500	**$12,500**
Lathrop	$10,000	$0	**$10,000**
Livermore	$0	$5,000	**$5,000**
Unincorporated Alameda County	$0	$5,000	**$5,000**
Dublin	$4,500	$0	**$4,500**
Berkeley	$3,100	$0	**$3,100**
Newark	$0	$2,500	**$2,500**
Pleasanton	$0	$2,500	**$2,500**
Tracy	$2,000	$0	**$2,000**
Emeryville	$1,600	$0	**$1,600**
Piedmont	$0	$0	**$0**
Union City	$0	$0	**$0**
	$141,555	**$70,000**	**$211,555**

Sponsorship Highlights

Hector's Highlight

One of my favorite events this year was hosting our first-ever Title Night at the Stockton Ports.

The event generated strong community engagement at our table, with so many attendees stopping by to learn more about Ava, ask questions about our services, and connect with our team. It was a great opportunity to build awareness of Ava and engage directly with the Stockton community.

Having grown up watching the Stockton Ports, it was especially meaningful to represent Ava on the field and throw the ceremonial first pitch.



Shuge's Highlight

My highlight this year was engaging more deeply with the community in West Oakland. We had fun tabling and trying out new activations at Oakland Ballers games. We brought in our partner, the Hear Here Truck, to showcase an overview video about Ava on their electric truck's billboard. There was an interactive display on the static side of the truck where people could answer the question, "what gives you energy?" We also designed a craft activity where folks could make a 'sun print' of Scrappy, the Ballers popular mascot. These new activations help drive interest and dialogue around community energy.

I was also able to deepen my connections and understanding of environmental justice in West Oakland. I attended a 'Frontline to Futures' tour led by West Oakland Environmental Indicators Project, Black Liberation Walking Tour, and youth-led tours from OUSD's Center for Environment, Food, and Garden Programs. I met amazing community leaders, activists and organizations building resilience locally.





Abigail's Highlight

Science in the Park was one of the best events I've been to! It was really busy and the kids were super engaged.

To honor the theme of the event, we debuted the interactive tabletop wind turbine that Noor and I built from scratch. So many kids came by to push the button, watch the wind turbine spin then the light turn on!

To each kid, I asked a series of questions: "Have you seen this before? What is this called? How does it work? Have you heard of clean energy? Why is it clean?"

Most kids called it a windmill. Some kids called it a wind turbine. Some kids knew what clean energy was. A few of them knew exactly that clean energy doesn't burn fossil fuels or emit carbon or smoke into the air, so it's better for the environment and for our health.

Most kids will probably forget who Ava is or how a wind turbine generates renewable energy, but it might stick with one or two. And that's all that matters.



Community Perspectives

Customer Questions & Feedback Themes

Most Common

- General awareness of Ava
- Programs (Bike Electric, SmartHome Battery)
- Affordability & bill assistance
- Solar billing & troubleshooting

Somewhat Common

- Concerns with PG&E
- Data Centers & AI
- How to “get involved” with Ava

Less Common

- Ag Rates
- Heat Pumps
- Plug-in Solar
- Electrification for Renters
- Resilience & Microgrids
- Municipalization



Closing



Planning for 2027

Continue Engagement at Events

- 31 events already tentatively scheduled for tabling in 2027
- Deploy more creative activations that provide physical demonstrations of clean energy & electrification

Community Partnerships

- Continue increasing outreach to more community-serving organizations, while deepening relationships with existing partners
- Seek creative opportunities for mission-aligned sponsorship projects (i.e. electrification)

Storytelling

- Continue Sponsorship Spotlights in *Community Currents* Newsletter
- Do more in depth spotlights, such as our *Insight* featuring Mandela Partners

Thank You




Ava
Community Energy