

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.

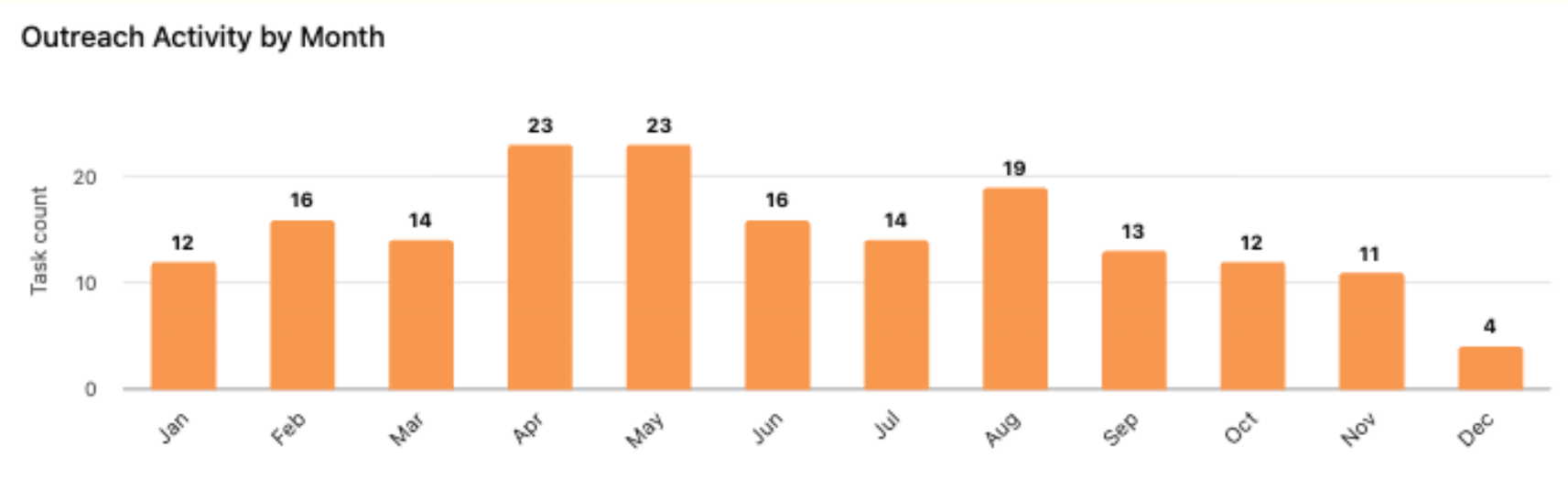


Practical Education

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

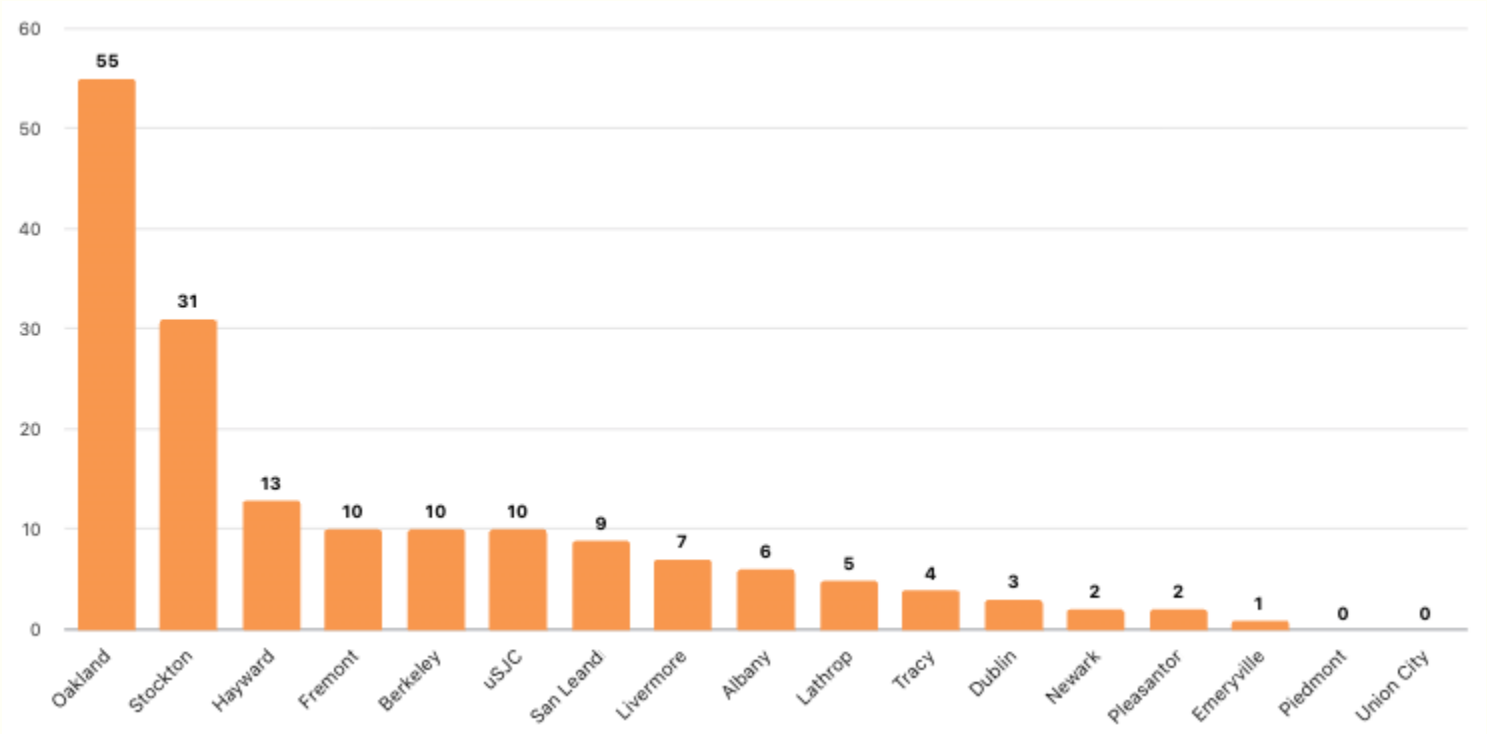
Community Partner Outreach

- 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