Approved Minutes (corrected)
Marketing, Regulatory and Legislative Subcommittee Meeting

Friday, June 12, 2026
10:00 am

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

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

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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. **(0:06) Welcome & Roll Call**
   Present: Directors: Barrientos (Livermore), Nygard (Tracy), and Chair Tregub (Berkeley).
   Absent: Directors: Diallo (Lathrop) and Lopez (Albany).

2. **(0:30) 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.

There were no speakers for public comment.

3. **(0:41) Approval of Minutes from April 10, 2026 (Action Item)**

Director Nygard (Tracy) motioned to approve the minutes. Barrientos (Livermore) seconded the motion, which passed 3/0/0/0/2.
Yes: Barrientos (Livermore), Nygard (Tracy), and Chair Tregub (Berkeley).
No: None.
Abstain: None.
Recuse: None.
Not Present: Diallo (Lathrop) and Lopez (Albany).

There were no speakers for public comment.

4. **(1:36) Power Content Label Overview (Informational Item)**
Review of changes to the 2025 Power Content Label template.

Izzy Carson presented Ava's Power Source Disclosure requirements, and the 2025 regulatory change requiring a new "loss adjusted load" column on the Power Content Label. The change accounts for transmission and distribution losses and does not require any changes to Ava's procurement.

Selection of topics discussed by subcommittee members:

- Updates to the Power Content Label (PCL), including new line-loss disclosures and emissions accounting methodologies
- Implications of PCL changes for Ava's 2030 clean-energy mandate and potential future policy updates
- PG&E's role in transmission and distribution efficiency, and Ava's limited ability to directly reduce reported line losses
- Applicability of updated PCL requirements to all California load-serving entities, and use of state standardized line-loss assumptions
- Public communication of PCL changes, including required mailers, website postings, and supplemental educational content
- Anticipated future regulatory changes, including 24/7 emissions accounting, and potential impacts on Ava policies and Board mandates

(23:06) Public Comment – Jim Lutz asked clarification on Ava's overall line-loss percentage, and inquired about what is included in the "emerging technologies" line item in the presentation.

5. **(26:11) Legislative Update (Informational Item)**
Mid-session California legislative update.

Sam Sadle, Kendall Downie, and Dominic Faria provided a mid-session update on the

2026 legislative session, including key legislative and budget deadlines. They provided the status of Ava's priority bills, AB 1761 on PCIA transparency and SB 138 on RA transactability. They also reviewed Ava's broader legislative positions and bills, discussed emerging legislation addressing large loads and data centers. Lastly, they provided an update on key state budget negotiations involving greenhouse gas reduction funds, EV incentives, transmission funding, and demand-side grid support.

Selection of topics discussed by subcommittee members:

- DSGS budget trailer bills and Ava's involvement in efforts to extend and expand the program
- Ava's requested AB 577 amendments to allow sufficient time for large-load data reporting across PG&E, Ava, providers, and the state
- Ava's discussions with SB 868 sponsors regarding pairing batteries with small-scale/balcony solar installations to accelerate the program process

(47:40) Public Comment – Jim Lutz commended Ava's legislative update for being thorough and providing links to bills. Lutz also asked how Ava determines which bills to take formal positions on versus simply monitor, particularly when bills appear potentially relevant based on their titles.

6. **(50:34) Health-e Communities Update (Informational Item)**
Update on the results of the Health-e Communities Pilot.

Dan Bertoldi outlined the **Health-e Communities pilot**, highlighting significant indoor air quality improvements, but low participation and implementation challenges. He noted that Ava will not scale the program, but will apply the lessons learned to future building electrification efforts, and redirect the $8.5 million reserved for expansion to other initiatives.

Selection of topics discussed by subcommittee members:

- Potential partnerships with community-based organizations (CBOs) for energy assessments and customer outreach
- Air quality results, including factors contributing to variations in pollutant readings
- Geographic targeting of the pilot based on asthma rates, air quality, and concentration of income-qualified customers
- Reinvestment of the remaining $8.5 million into future building electrification programs
- Potential alignment with upcoming Bay Area air district heat pump water heater regulations and related incentive programs
- Ongoing planning with member jurisdictions to identify effective uses of local development funds, and ensure programs address the needs of Ava's broader service territory

(1:15:29) Public Comment – Fangxue Zheng expressed appreciation for Ava's Healthy Communities program and encouraged greater involvement of local community-based organizations (CBOs) in future home electrification programs. They highlighted CBOs' trusted community relationships and ability to provide culturally and linguistically

appropriate outreach, and recommended providing financial support to CBOs to improve program participation.

(1:17:46) Public Comment – Jim Lutz supported greater collaboration with trusted local community organizations to improve outreach and recruitment, citing Peninsula Clean Energy as a potential model. They also asked about Ava's coordination with Alameda County's Equitable Building Decarbonization Program contractor and offered to facilitate a connection for potential collaboration and combined incentives.

(1:19:52) Public Comment – Jessica Tovar emphasized that the program funds were intended to serve low-income communities with high pollution burdens, particularly households with respiratory health concerns. They urged Ava to keep the remaining funds focused on these communities and noted that CalEnviroScreen may not capture all pollution-burdened areas, recommending a broader approach to identifying eligible communities.

7. **(1:23:57) Committee Member and Staff Announcements including requests to place items on future Board Agendas**

   - Howard Chang announced Raïssa's final meeting as Subcommittee clerk and noted she will continue supporting the team remotely in a contract capacity.
   - Director Tregub requested a deeper dive into the integration of air district rules, including Rules 9-4 and 9-6.
   - Director Nygard requested an update on the e-bike incentive program.

8. **Adjourned at 11:33 a.m.**

The next Marketing, Regulatory and Legislative Subcommittee meeting will be held on Friday, September 18, 2026 at 10am.

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Minutes written by Raïssa Ngoma.