

**Regular Meeting of the Executive Committee of the
Peninsula Clean Energy Authority (PCEA)
AGENDA**

Monday, March 9, 2026

10:00 am

PLEASE NOTE: This meeting will be held in a hybrid format with both in-person and Zoom participation options for members of the public.

In-Person Meeting Location:
PCEA Lobby, **2075 Woodside Road, Redwood City, CA 94061**

Zoom, Virtual Meeting Link: <https://pencleanenergy.zoom.us/j/83252507093>
Meeting ID: 832-5250-7093 Passcode: 2075 Phone: +1 (669) 444-9171

This meeting of the Peninsula Clean Energy Executive Committee will be held at the Peninsula Clean Energy Lobby: 2075 Woodside Road, Redwood City, CA 94061 and by teleconference pursuant to the Ralph M. Brown Act, CA Gov't Code. Section 54950, et seq. **Members of the Committee are expected to attend the meeting in person** and should reach out to Jennifer Stalzer, General Counsel, with questions or accommodation information (jstalzer@peninsulacleanenergy.com). For information regarding how to participate in the meeting remotely, please refer to the instructions at the end of the agenda. In addition, a video broadcast of the meeting can be viewed at <https://www.peninsulacleanenergy.com/meetings-events> following the meeting.

Public Participation

The PCEA Executive Committee meeting may be accessed through Zoom online at <https://pencleanenergy.zoom.us/j/83252507093>. The meeting ID is: 832 5250 7093 and the passcode is: 2075. The meeting may also be accessed via telephone by dialing +1(669) 444-9171. Enter the webinar ID: 832 5250 7093, then press #. (Find your local number: <https://pencleanenergy.zoom.us/j/83252507093>). Peninsula Clean Energy uses best efforts to ensure audio and visual clarity and connectivity. However, it cannot guarantee the connection quality.

Members of the public can also attend this meeting physically at the **Peninsula Clean Energy Lobby** at 2075 Woodside Road, Redwood City, CA 94061.

Written public comments may be emailed to PCEA Board Clerk, Nelly Wogberg (nwogberg@peninsulacleanenergy.com) and such written comments should indicate the specific agenda item on which the member of the public is commenting.

Spoken public comments will be accepted during the meeting in the Board Room(s) or remotely through Zoom at the option of the speaker. Please use the "Raise Your Hand" function in the Zoom platform, or press *6 if you phoned into the meeting, to indicate that you would like to provide comment.

Please note that Peninsula Clean Energy Executive Committee meetings are a limited public forum, and all public comment must relate to something that is within the subject matter jurisdiction of the Committee. If comments do not relate to the subject matter jurisdiction of the Committee, we will stop the

comment and move on to the next speaker. General Counsel will assist in identifying comments that are not related to the subject matter jurisdiction of the Committee.

ADA Requests

Individuals who require 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, should contact Nelly Wogberg, Board Clerk, by 10:00 a.m. on the day before the meeting at (nwogberg@peninsulacleanenergy.com). Notification in advance of the meeting will enable PCEA to make reasonable arrangements to ensure accessibility to this meeting, the materials related to it, and your ability to comment.

Closed Captioning is available for all PCEA Board meetings. While watching the video broadcast in Zoom, please enable captioning.

CALL TO ORDER / ROLL CALL

PUBLIC COMMENT

This item is reserved for persons wishing to address the Committee on any PCEA-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. Members of the public who wish to address the Committee are customarily limited to two minutes per speaker. The Committee Chair may increase or decrease the time allotted to each speaker.

ACTION TO SET AGENDA AND TO APPROVE CONSENT AGENDA ITEMS

1. [Approval of Minutes from the January 12, 2026 Executive Committee Meeting](#)

REGULAR AGENDA

2. Chair Report (Discussion)
3. CEO Report (Discussion)
4. [Executive Committee Approval of Remote Meetings Pursuant to Senate Bill \(SB\) 707 and Discussion of In-Person Meeting Cadence for 2026 \(Action\)](#)
5. [Budget Process Update \(Discussion\)](#)
6. [Update on New Office Space at 400 S. El Camino Real in San Mateo \(Discussion\)](#)
7. [Advancing the Customer-Focused Approach: Voice of Customer Framework \(Discussion\)](#)
8. [WestLight Energy Transition and Brand Development Update \(Discussion\)](#)
9. Committee Members' Reports (Discussion)

ADJOURNMENT

Public records that relate to any item on the open session agenda are available for public inspection. The records are available at the Peninsula Clean Energy offices or on PCEA Website at: <https://www.peninsulacleanenergy.com>.

Instructions for Joining a Zoom Meeting via Computer or Phone

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- Please mute your microphone when you are not speaking to minimize audio feedback
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- If participating via videoconference, audio quality is often better if you use the dial-in option (option 2 below) rather than your computer audio

Options for Joining

- Videoconference with Computer Audio - see Option 1 below
- Videoconference with Phone Call Audio - see Option 2 below
- Calling in via Telephone/Landline - see Option 3 below

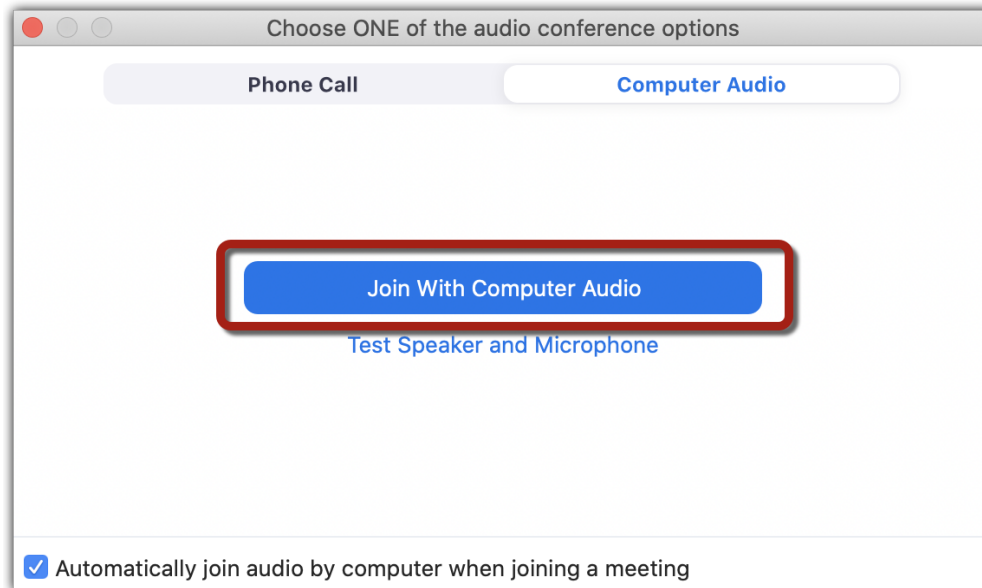
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Option 1 Videoconference with Computer Audio:

- From your computer, click on the following link that is also included in the meeting calendar invitation: <https://pencleanenergy.zoom.us/j/83252507093>
- The Zoom application will open on its own or you will be instructed to open Zoom.
- After the application opens, the pop-up screen below will appear asking you to choose ONE of the audio conference options. Click on the Computer Audio option at the top of the pop-up screen.

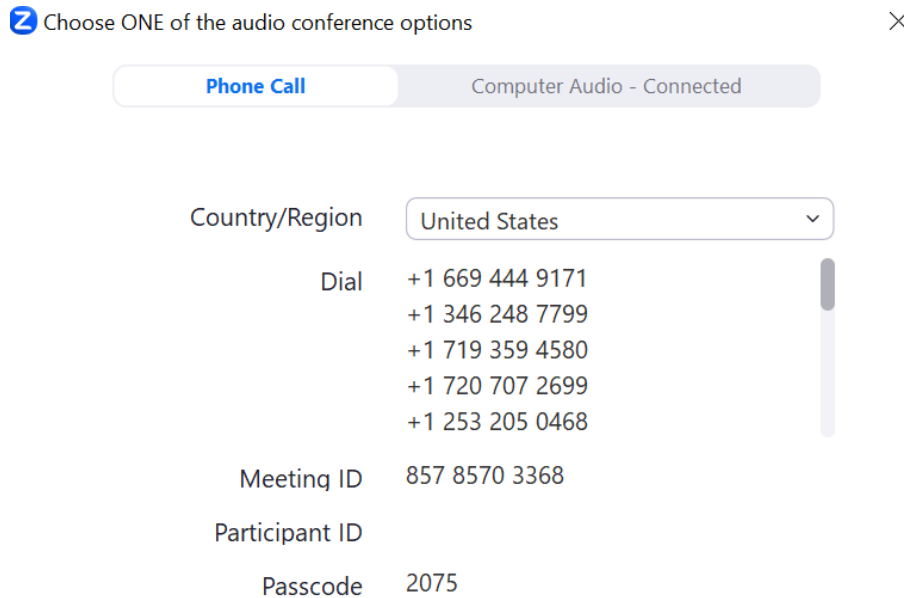


- Click the blue, "Join with Computer Audio" button.
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Option 2 Videoconference with Phone Call Audio

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- The Zoom Application will open on its own or you will be instructed to Open Zoom.

- After the application opens, the pop-up screen below will appear asking you to choose ONE of the audio conference options. Click on the Phone Call option at the top of the pop-up screen.



Choose ONE of the audio conference options

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Audio Only Options:

Please note that if you call in/use the audio only option, you will not be able to see the speakers or any presentation materials in real time.

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- Please dial +1 (669) 444-9171.
- You will be instructed to enter the meeting ID: **832-5250-7093 followed by #.**
- You will be instructed to enter your **Participant ID** followed by #. If you do not have a participant ID or do not know it, you can press # to stay on the line.
- You will be instructed to enter the meeting passcode **2075 followed by #.**



PENINSULA CLEAN ENERGY AUTHORITY
JPA Board Correspondence

DATE: February 6, 2026
MEETING DATE: March 9, 2026
VOTE REQUIRED: Majority Vote

TO: Honorable Peninsula Clean Energy Authority Executive Committee
FROM: Nelly Wogberg, Board Clerk
SUBJECT: Approval of Minutes from the January 12, 2026 Executive Committee Meeting

RECOMMENDATION

Approval of Minutes from the January 12, 2026 Executive Committee Meeting.

ATTACHMENTS:

[01-12-2026 EC Draft Minutes.pdf](#)



Regular Meeting of the Executive Committee of the Peninsula Clean Energy Authority (PCEA) Minutes

Monday, January 12, 2026
10:00 a.m.
Zoom Video Conference and Teleconference

[CALL TO ORDER](#) [YouTube](#)

Meeting was called to order at 10:01 a.m. in virtual teleconference and in the Peninsula Clean Energy Authority lobby.

[ROLL CALL](#) [YouTube](#)

Participating:

Rick DeGolia, Atherton,
Coleen Mackin, Brisbane
Leslie Ragsdale, Hillsborough
Betsy Nash, Menlo Park
Anders Fung, Millbrae, arrived at 10:03 a.m.
Marty Medina, San Bruno, *Vice Chair*
John Dugan, San Carlos

Absent:

Lisa Gauthier, San Mateo County
Donna Colson, Burlingame, *Chair*

A quorum was established.

PUBLIC COMMENT

None

[ACTION TO SET AGENDA AND TO APPROVE CONSENT AGENDA ITEMS](#) [YouTube](#)

Public Comment: None

MOTION: Director Ragsdale moved, seconded by Director DeGolia to set the Agenda and approve Agenda Item Numbers 1-2.

1. Approval of the 2026 Executive Committee Meeting Schedule
2. Approval of the Minutes for the November 10, 2025 Executive Committee Meeting.

MOTION PASSED: 6-0 (Absent: San Mateo County, Burlingame, Millbrae)

JURISDICTION	BOARD MEMBER	YES	NO	ABSTAIN	ABSENT
San Mateo County	Director Gauthier				X

Atherton	Director DeGolia	X			
Brisbane	Director Mackin	X			
Burlingame	Director Colson				X
Hillsborough	Director Ragsdale	X			
Menlo Park	Director Nash	X			
Millbrae	Director Fung				X
San Bruno	Director Medina	X			
San Carlos	Director Dugan	X			
	Totals	6			3

REGULAR AGENDA

3. Chair Report YouTube

None.

5. [Recommend that the Board of Directors Establish a Purchasing Agent for Peninsula Clean Energy Pursuant to Government Code 25500, Delegate Purchasing Agent Authority to the CEO, and Amend Policy 14 to Reflect the Same \(Action\)](#) YouTube

Jennifer Stalzer, General Counsel, gave a presentation on establishing a purchasing agent and updates to Policy 14.

Public Comment: None

MOTION: Director DeGolia moved, seconded by Director Dugan to Recommend that the Board of Directors establish a Purchasing Agent for Peninsula Clean Energy pursuant to Government Code 25500 and delegate Purchasing Agent Authority to the CEO, as well as authorize amendments to Policy 14 to reflect the same, including noting that

MOTION PASSED: 7-0 (Absent: San Mateo County, Burlingame)

JURISDICTION	BOARD MEMBER	YES	NO	ABSTAIN	ABSENT
San Mateo County	Director Gauthier				X
Atherton	Director DeGolia	X			
Brisbane	Director Mackin	X			
Burlingame	Director Colson				X
Hillsborough	Director Ragsdale	X			
Menlo Park	Director Nash	X			
Millbrae	Director Fung	X			
San Bruno	Director Medina	X			
San Carlos	Director Dugan	X			
	Totals	7			2

6. [Recommend Approval of Updated 2026 PCE Rates to the Board of Directors \(Action\)](#)

 YouTube

Justin Kudo, Associate Director of Rates and Strategic Analysis, and Nick Bijur, Chief Financial Officer gave a presentation on the proposed 2026 updates to PCE rates. Shawn Marshall, CEO, Leslie Brown, Director of Account Services, and Gwen Rose, Director of Marketing and Community Relations, answered questions from the Committee.

Public Comment: None

MOTION: Director DeGolia moved, seconded by Director Mackin to Recommend that Peninsula Clean Energy's (PCE) Board of Directors (Board) reduce ECOplus rates by approximately 47% to a system average of \$0.066/kWh effective February 1, 2026, subject to a minimum rate of \$0/kWh. Additionally, recommend the Board establish a temporary \$0.016/kWh Rate Stabilization Credit for customers on the 2021 and 2022 Power Charge Indifference Adjustment (PCIA) Vintages.

MOTION PASSED: 5-0-2 (Absent: San Mateo County, Burlingame)

JURISDICTION	BOARD MEMBER	YES	NO	ABSTAIN	ABSENT
San Mateo County	Director Gauthier				X
Atherton	Director DeGolia	X			
Brisbane	Director Mackin	X			
Burlingame	Director Colson				X
Hillsborough	Director Ragsdale	X			
Menlo Park	Director Nash	X			
Millbrae	Director Fung			X	
San Bruno	Director Medina	X			
San Carlos	Director Dugan			X	
	Totals	5		2	2

7. [Marketing Update Regarding Rebrand and 10-Year Anniversary and Recommendation to the Board of Directors to Approve an Agreement with Good Stuff Partners in an Amount Not-to-Exceed \\$788,950 \(Action\)](#) **YouTube**

Gwen Rose, Director of Marketing and Community Relations, gave a presentation on the rebrand and 10-year anniversary plans. Shawn Marshall, CEO, answered questions from the Board.

Public Comment: None

MOTION: Director Dugan moved, seconded by Director Ragsdale to Staff requests that the Executive Committee recommend approval to the Board of Directors of the Agreement with Good Stuff Partners in an amount not-to-exceed \$788,950.

MOTION PASSED: 7-0 (Absent: San Mateo County, Burlingame)

JURISDICTION	BOARD MEMBER	YES	NO	ABSTAIN	ABSENT
San Mateo County	Director Gauthier				X
Atherton	Director DeGolia	X			
Brisbane	Director Mackin	X			
Burlingame	Director Colson				X
Hillsborough	Director Ragsdale	X			

Menlo Park	Director Nash	X			
Millbrae	Director Fung	X			
San Bruno	Director Medina	X			
San Carlos	Director Dugan	X			
	Totals	7			2

4. [CEO Report](#) [YouTube](#)

Shawn Marshall, Chief Executive Officer, gave a brief report welcoming new Committee member John Dugan from San Carlos, an update on SB 707 for subsidiary body teleconference meetings, and a reminder of Chair/Vice Chair Nominating Committee forming at the January BOD meeting.

8. Committee Members' Reports [YouTube](#)

None.

ADJOURNMENT

Meeting was adjourned at 12:12 p.m.



PENINSULA CLEAN ENERGY AUTHORITY
JPA Board Correspondence

DATE: March 2, 2026

MEETING DATE: March 9, 2026

VOTE REQUIRED: Majority Vote

TO: Honorable Peninsula Clean Energy Authority Audit and Finance Committee

FROM: Jennifer Stalzer, General Counsel and Nelly Wogberg, Board Clerk

SUBJECT: Executive Committee Approval of Remote Meetings Pursuant to Senate Bill (SB) 707 and Discussion of In-Person Meeting Cadence for 2026 (Action)

RECOMMENDATION

Executive Committee Approval of Remote Meetings Pursuant to Senate Bill (SB) 707 and Discussion of In-Person Meeting Cadence for 2026.

DISCUSSION

This item requests that the Executive Committee authorize remote meetings pursuant to a new authorization in Senate Bill 707 and consistent with the Board's January 29, 2026 authorization for subsidiary bodies to use remote meeting procedures. SB 707 permits a subsidiary body to meet via teleconference with full remote public access, provided that the meeting is properly noticed, includes real-time public participation, and complies with all agenda posting and transparency requirements. In addition, this item includes discussion of the establishment of a 2026 cadence identifying certain meetings as designated in-person sessions, while maintaining the ability to convene remotely as authorized under SB 707.



PENINSULA CLEAN ENERGY AUTHORITY
JPA Board Correspondence

DATE: February 27, 2026
MEETING DATE: March 9, 2026
VOTE REQUIRED: None

TO: Honorable Peninsula Clean Energy Authority Executive Committee
FROM: Nick Bijur, Chief Financial Officer
SUBJECT: Budget Process Update (Discussion)

BACKGROUND

Each year, staff develops a financial budget for the upcoming fiscal year (July 1 – June 30). The budget is reviewed and approved by the Audit and Finance Committee, Executive Committee, and Board of Directors. The process typically begins in March and involves collaboration between the finance team and department heads.

DISCUSSION

Staff will review the budget process and outline the current philosophy and approach in light of an anticipated reduction in revenue from electricity sales in fiscal year 2027.



PENINSULA CLEAN ENERGY AUTHORITY
JPA Board Correspondence

DATE: February 27, 2026
MEETING DATE: March 9, 2026
VOTE REQUIRED: None

TO: Honorable Peninsula Clean Energy Authority Executive Committee

FROM: Nick Bijur, Chief Financial Officer, Nelly Wogberg, Office Manager

SUBJECT: Update on New Office Space at 400 S. El Camino Real in San Mateo
 (Discussion)

BACKGROUND

The lease for Peninsula Clean Energy's (PCE) current Redwood City office expires on September 30, 2026. In January 2025, PCE engaged JLL Commercial Real Estate to identify a new office location to meet its long-term needs. Following a comprehensive search process, PCE selected the 14th floor at 400 South El Camino Real. In October 2025, the Board of Directors delegated authority to the Chief Executive Officer to finalize lease negotiations and execute the agreement, which was signed on December 23, 2025.

The lease at 400 S. El Camino Real commences on the later of October 1, 2026, or completion of tenant improvements. The current tenant is scheduled to vacate the office by July 15, leaving a limited construction window to complete tenant improvements. Given the risk that the office will not be available for occupancy on October 1, PCE negotiated a one-month lease extension at its current office and may seek an additional extension if needed.

Penalty payments from the future landlord are due to PCE for each day the move-in date extends beyond November 1.

DISCUSSION

After receiving proposals from three firms, PCE selected and engaged RMW Architecture Interiors to design the floor plan and select finishes and furniture. Staff have been working with RMW for the past two months and submitted a proposed space plan and finishes to the landlord on February 20, 2025. Staff will review the latest floor plan and finishes with the Executive Committee.

Under the lease, the landlord will fund up to \$897,770 in tenant improvements (\$85 per square foot); PCE will cover all additional costs. Staff will return to the Executive Committee in May or June to seek approval for construction costs (above \$897,770) and furniture purchases, the amounts of which are unknown at this time. Staff is working with RMW and the landlord's contractor, DA Pope, to minimize costs as much as possible and has established the following principals to guide its work and decision making:

1. Reuse as much of the existing infrastructure and finishes as we can
2. Adhere to all ADA standards and add an all-gender restroom
3. Select standard/mid-range finishes and design features
4. Prioritize must-do upgrades such as ADA, electrical, bathrooms, Board room and other space requirements and phase in discretionary elements if needed to control and spread costs

The space plan and finishes are in process will be refined over the next few weeks.

FISCAL IMPACT

Initial rent at 400 S. El Camino Real is \$824,000 per year with a standard 3% annual escalation. The 87-month lease includes six months of rent abatement. The landlord will provide a tenant improvement allowance of \$85 per square foot (approximately \$900,000). PCE will fund additional construction costs (amount to be determined), purchase office furniture and audio/visual equipment (estimated to cost \$350,000–\$600,000), and the installation of 10 dedicated EV chargers (approximately \$100,000). All costs will be included in the fiscal year 2027 budget, unless there is an opportunity to spread costs over two fiscal years. That is TBD.



PENINSULA CLEAN ENERGY AUTHORITY
JPA Board Correspondence

DATE: March 2, 2026

MEETING DATE: March 9, 2026

VOTE REQUIRED: None

TO: Honorable Peninsula Clean Energy Authority Executive Committee

FROM: Kirsten Andrews-Schwind, Associate Director of Community Relations & Climate Equity

SUBJECT: Advancing the Customer-Focused Approach: Voice of Customer Framework (Discussion)

BACKGROUND

This memo provides an update on Peninsula Clean Energy's Voice of Customer (VoC) initiative, including key findings from cross-department discovery work conducted in partnership with See Change Institute (SCI), and a proposed 2026 roadmap to strengthen customer-centered decision-making across the organization in alignment with the 2026–2030 Strategic Plan.

The 2026–2030 Strategic Plan identifies a Customer-Focused Approach as a guiding principle, emphasizing that customer and community needs must remain at the forefront of decision-making and program design. The Plan further establishes five-year goals related to maintaining high participation rates, increasing program engagement, strengthening brand awareness, and achieving high levels of customer and member agency confidence as measured through targeted feedback and surveys.

In support of these objectives, PCE partnered with See Change Institute in 2025 to develop a structured Voice of Customer framework, including a pilot with the Community Relations team. Discovery efforts included a cross-department workshop and follow-up conversations with Marketing, Account Services, Programs, and Community Relations to assess how customer feedback is currently collected, stored, analyzed, and used.

The overarching goal of the VoC initiative is to ensure that customer experiences, preferences, and concerns actively inform program design, communications, and operational decisions.

DISCUSSION

The cross-department discovery process confirmed that PCE already collects substantial qualitative and quantitative customer data across programs, surveys, call center interactions, marketing channels, and community engagement. The primary opportunity is not to collect more data, but to better align and connect the insight PCE already receives. Specifically, there is an opportunity to establish shared structures for categorizing and analyzing feedback, improve clarity and accessibility of reporting across teams, and strengthen the link between customer insight and program, communications, and operational decisions. Advancing these areas will support stronger cross-department coordination and more consistent, data-informed decision-making.

The VoC initiative is iterative and adaptive. As departments align taxonomies, test revised workflows, and begin applying insights in new ways, needs may evolve.

Key considerations include:

- Variability in data systems across departments
- Capacity constraints for qualitative analysis
- Ensuring new processes are sustainable and aligned with staff workflows
- Sequencing integration efforts appropriately to avoid overextension
- The proposed phased roadmap mitigates these risks by strengthening shared foundations before expanding scope.

Staff will share more information and insights from the 2025 VoC pilot along with plans to continue the effort in 2026 and beyond.

FISCAL IMPACT

Cost estimates for the proposed 2026 Voice of Customer roadmap are currently being scoped. The 2025 Voice of Customer pilot was completed at a total cost of \$29,400, funded in partnership with Calpine Community Energy. Calpine provided \$13,750 in support, with the remaining \$15,650 funded by Peninsula Clean Energy.

STRATEGIC PLAN

The Voice of Customer initiative advances multiple elements of the 2026–2030 Strategic Plan. By institutionalizing customer listening, PCE strengthens its ability to meet its mission of providing affordable, clean electricity while lowering costs, reducing pollution, and strengthening community resilience.

Customer-Focused Approach

The Strategic Plan emphasizes maintaining participation rates above 96%, increasing program participation, strengthening brand awareness, and achieving high customer and member agency confidence as measured by targeted feedback and surveys. The VoC initiative provides the structured framework needed to gather, analyze, and operationalize that targeted feedback in a consistent and measurable way.

Organizational Excellence

The Plan calls for driving decisions with quality data, scaling process optimization through effective use of technology, and demonstrating operational effectiveness through data and performance metrics. The VoC roadmap strengthens governance, reporting discipline, and cross-department coordination, enabling evidence-based decision-making aligned with this priority.

Equity Programs

The Strategic Plan emphasizes partnering with community-based organizations to engage diverse and vulnerable communities and gather feedback to improve services. A structured VoC program strengthens these feedback loops, ensuring insights from community partners and vulnerable customers are systematically captured and acted upon.



PENINSULA CLEAN ENERGY AUTHORITY JPA Board Correspondence

DATE: March 2, 2026

MEETING DATE: March 9, 2026

VOTE REQUIRED: None

TO: Honorable Peninsula Clean Energy Authority Executive Committee

FROM: Gwen Rose, Director of Marketing & Community Relations and Kerstin Grune, Associate Director of Marketing

SUBJECT: WestLight Energy Transition and Brand Development Update (Discussion)

BACKGROUND

This memorandum provides a continued update on the WestLight Energy rebrand and 10-year anniversary planning, building on the overview shared in January. The intent is to maintain visibility into transition progress, provide additional context on brand development, and ensure the Executive Committee has an opportunity to ask questions and provide feedback as implementation advances.

DISCUSSION

Transition Update

The rebrand continues to advance across coordinated legal, operational, and communications workstreams, consistent with the phased transition plan previously outlined.

- **Legal & Governance.** Between March and May, we will brief City/Town Councils, requesting approval of the administrative amendment to the Joint Powers Agreement reflecting our new name. Required regulatory notifications and entity name updates are being sequenced to ensure all legal prerequisites are in place prior to customer-facing communications.
- **Operational Readiness.** Coordination with PG&E and key partners is underway to align billing updates, required notices, and system-level name changes. Customer-facing platforms, automated communications, and service channels are being updated to ensure that, at launch, customers experience a clear and consistent transition.
- **Systems & Infrastructure.** A phased transition of core systems and digital platforms is in progress to support a stable and low-disruption rollout. Updates are being sequenced so that minimum viable brand changes are in place for the soft launch, with broader system enhancements to follow in later phases.

These workstreams remain interdependent. Sequencing is being actively managed to ensure that legal approvals, operational readiness, and customer communications are aligned before public-facing milestones occur.

Brand Update

In parallel with operational readiness, brand development is progressing through a structured and careful process.

Brand Experience Goals

The brand is being developed with defined experience goals intended to shape how WestLight Energy is understood across audiences. These goals emphasize:

- Flexibly and dynamically meet audiences where they are.
- Create customer-centric experiences that are clear and practical.
- Build trust by highlighting measurable impact and transparent data.
- Consistently tie communications back to PCE's mission.
- Communicate inclusively, multiculturally, and accessibly across channels.
- Balance institutional credibility with approachability

These principles are guiding visual identity, messaging, narrative framework development, and campaign planning.

Audience Definition

The rebrand process includes defined audience segmentation to ensure communications are appropriately tailored. Priority audiences include customers with low awareness of PCE, vulnerable customers, service seekers, previous program participants, and policy and industry audiences.

Establishing these definitions early allows rollout sequencing, tone, and channel strategy to be deliberate and responsive to differing levels of familiarity, trust, and engagement, rather than reactive.

10-year Anniversary

The 10-year anniversary is being intentionally sequenced alongside the rebrand to reinforce, rather than compete with, the brand transition.

Phase 1 (January–May): Preparation under the PCE identity. Activities such as the member agency roadshow, Community Feedback Forums, Earth Day events, and the ClimateTech Showcase continue under the PCE identity. This phase focuses on partner alignment and preparation ahead of public launch.

Phase 2 (June–August): WestLight Reveal. The formal introduction of WestLight Energy will happen at the end of June. Community-facing visibility begins during this period, with early anniversary-related engagement layered carefully into the transition.

Phase 3 (September–December): Anniversary Campaign & Impact Focus: Activities may include a policy symposium and select community activations designed to highlight 10 years of impact, innovation, and partnership.

This phased approach ensures that the anniversary supports brand awareness, reinforces mission and impact, and maintains clarity for customers throughout the transition.

FISCAL IMPACT

2026 marketing activities, including brand development, program campaigns, community engagement, and 10-year anniversary programming, are currently projected to total approximately \$1 million, subject

to refinement as scopes are finalized. The 10-year anniversary is a primary driver of 2026 communications. The rebrand is being aligned with anniversary programming to leverage shared creative and outreach investments, strengthening narrative impact while improving cost efficiency. A portion of these expenditures reflects one-time transition and anniversary investments; ongoing marketing efforts will continue to support program awareness and customer engagement beyond 2026.

STRATEGIC PLAN

The WestLight Energy rebrand and 10-year anniversary activities advance the 2026–2030 Strategic Plan by strengthening brand clarity, customer trust, and public awareness in support of the **Customer-Focused Approach**.

Anniversary storytelling will highlight measurable clean energy impact and community investment, reinforcing **Environmental Impact and Driving Innovation** goals. Together, these efforts position WestLight Energy to enter its next decade with strengthened credibility, visibility, and community partnership.