



Peninsula Clean Energy Name Change

Discussion



Should we change the name of the agency?

Yes, change the name

- Current name could impede participation by Central Valley communities
- Change to an easier to use name
- If we are going to change the name at some point, it is better to do so while brand awareness is still relatively low (34%)

No, leave it as is

- Time and expense to change name for <5% of customer base *in the short term*
- New unfamiliar name relinquishes current favorable brand equity

Name change process

- Criteria and constraints
 - Name ideation
 - Legal / trademark prescreening
 - Social handles, domain name availability
 - Linguistic connotation screening
 - Consensus agreement
 - Implementation in all communication channels
- Board subcommittee?
 - RFP for naming agency