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