

All of these large, in-person events have been canceled to protect the health of customers and employees.

While the large events have been canceled, staff will promote AMP's 100 percent clean, cost-effective and reliable power through a series of initiatives:

- *Webinar: Electric Vehicles 101:* AMP will offer an online version of its popular public workshop on EVs on September 30. The free, live webinar will include topics such as charging, costs and incentives, and EVs on the market today.
- *Editorial in local newspapers:* General Manager Procos will pen an editorial for the local papers detailing how AMP's commitment to community and financial assistance programs can help Alamedans during the public health and economic crisis.
- *Staff Donation Campaign:* AMP will hold an internal fundraising campaign to support technology access for income-eligible K-12 students in Alameda public schools.
- *Promotions:* A variety of promotions are planned via press releases, digital advertisements, and social media.

FINANCIAL IMPACT

Funding has been included with the approved Fiscal Year 2021 budget.

LINKS TO STRATEGIC PLAN AND METRICS

Customer Experience: Strategy 1: AMP will define and promote our brand to improve awareness and value of the community-owned utility.

EXHIBIT

None.