Communications Plan

- Define Goals
- Identify Audiences & Issues
- Develop Messaging
- Utilize Effective Channels
- Evaluate & Respond to Input
- Measure Results & Refine Strategy
Audiences

• General Audience
• Commercial/Industrial, particularly Agricultural
• Multicultural Audiences
• Seniors
• Low income residents

• Champions & early adopters
• Solar customers
• Special districts
• Elected officials
• Environmental advocates
## Messaging Framework (excerpt)

<table>
<thead>
<tr>
<th>AUDIENCE</th>
<th>MOTIVATIONS</th>
<th>MESSAGES</th>
</tr>
</thead>
</table>
| General Audience | Environmental health  <br> Reliability  <br> Cost  <br> Choice  <br> Local control | • VCEA offers you the power to choose your energy source.  
• VCEA offers clean, affordable energy you can count on.  
• Our community, our power, our choice.  
• Choosing VCEA means cleaner energy, lower rates, and local job growth.  
• The choices we make now impact future generations. Choose clean, renewable energy for a healthier Yolo County.  
• electricity. |
| Customers at large |  |                                                                                        |
| PG&E customers    | Cost  <br> Reliability  <br> Environmental health  <br> Choice  <br> Local control |                                                                                        |
| Agricultural and rural customers/ unincorporated areas and neighborhood groups | Cost  <br> Reliability  <br> Environmental health  <br> Choice  <br> Local control | • VCEA offers clean, affordable energy you can count on.  
• VCEA is good for our community and the economy.  
• Community energy means stable rates and cost savings.  
• You don't have to pay more for clean energy.  
• VCEA is the local choice for your clean power.  |
### Advertising Mix (draft)

<table>
<thead>
<tr>
<th>Media Type</th>
<th>Channels</th>
</tr>
</thead>
<tbody>
<tr>
<td>Digital</td>
<td>• Facebook/Instagram</td>
</tr>
<tr>
<td></td>
<td>• YouTube</td>
</tr>
<tr>
<td></td>
<td>• Spanish-language sites (Impre network)</td>
</tr>
<tr>
<td></td>
<td>• CA Farm Bureau</td>
</tr>
<tr>
<td>Cable</td>
<td>• Cable TV</td>
</tr>
<tr>
<td>Outdoor</td>
<td>• Yolo County Fair</td>
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<tr>
<td></td>
<td>• Yolo Bus</td>
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<tr>
<td></td>
<td>• Davis Community Transit</td>
</tr>
<tr>
<td>Print</td>
<td>• Davis Vanguard</td>
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<tr>
<td></td>
<td>• Sac Bee</td>
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<tr>
<td></td>
<td>• Davis Enterprise</td>
</tr>
<tr>
<td></td>
<td>• The News Ledger</td>
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<td></td>
<td>• Winters Express</td>
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<tr>
<td></td>
<td>• Daily Democrat</td>
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<tr>
<td>Other</td>
<td>• Davis Chamber of Commerce</td>
</tr>
<tr>
<td></td>
<td>• Farm Bureau Sponsor</td>
</tr>
</tbody>
</table>
Evaluation

- Opt-out & Enrollment Data
- Digital Ad Optimization
- Paid & Earned Media ROI
- Social Engagement
- Web Analytics
- Email Metrics
Valley Clean Energy Branding Options

1

2

3
1. VCEPlus
2. VCETotal
Energy Product Branding Options

lightgreen

ultragreen
Energy Product Branding Options

VCE POWER

VCE POWER UP
Energy Product Branding Options

1. VCE Plus
2. lightgreen ultragreen
3. VCE POWER VCEPOWERUP
VCE Advisory Committee Survey

Participant Role:
For example: local official, local business owner, energy professional, etc.

Your answer

What benefit that VCE will provide is most important to you?

- Cost competitiveness
- Clean energy / GHG emission reductions
- Product choice
- Price stability
- Energy efficiency
- Other: ____________________