

## VALLEY CLEAN ENERGY ALLIANCE

### Staff Report Item - 10

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**TO:** VCEA Board of Directors

**FROM:** Mitch Sears, Interim General Manager  
Rochelle Germano, Circlepoint

**SUBJECT:** Communications Plan Update

**DATE:** February 8, 2018

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#### **Recommendation**

This is an informational report – no action requested.

#### **Background and Analysis**

This report provides an update on outreach activities performed to date for VCE, and outlines activities planned for the coming months as VCE prepares for the launch of service in June 2018.

#### **Outreach to Date**

Circlepoint has been working closely with VCE staff to develop materials, establish an online presence for VCE, and engage the community through presentations. Outreach activities completed include:

- Creating the logo and brand identity for the service, as well as the two energy products (LightGreen and UltraGreen)
- Creating and launching the VCE website: [valleycleanenergy.org](http://valleycleanenergy.org)
- Holding a photo shoot to gather photo assets of members of the community to use in future marketing
- Establishing and posting to social media accounts (Twitter, Facebook, LinkedIn, YouTube)
- Drafting the script for the call center (administered by SMUD)
- Creating a variety of materials to promote the service, including: talking points, PPT template, tote bags, t-shirts, stickers, temporary tattoos, poster, brochure, table runner
- Creating materials for and hosting a VCE advocates training (also video-taped for future trainings)
- Scheduling presentations with community groups and local governments (9 completed, 8 scheduled for future dates so far)

Circlepoint is also in the midst of additional activities, including:

- Creating an animated video to explain the service

- Working with SMUD to incorporate the web forms for opting in, opting out, opting up, and opting back in
- Creating a guide for agricultural customers
- Creating a guide for business customers
- Creating a pop-up banner for events
- Drafting customer notifications for all accounts prior to service launch (scheduled to be mailed April 1 and May 1); Note: these notifications will be presented to the Board at the February 8<sup>th</sup> meeting for feedback.

### **Future Outreach**

As VCE moves closer to service launch, upcoming activities will focus on finalizing the mailed customer notifications and developing and launching the advertising campaign. The media mix for the advertising campaign will include:

- Digital
  - Facebook
  - Google Adwords
  - Impre Network (Spanish-language sites)
- Outdoor
  - Yolobus
  - Davis Community Transit
- Print/Online
  - Sacramento News & Review (see additional detail below)
  - Sacramento Bee
  - Davis Vanguard
  - Davis Enterprise
  - The News Ledger (West Sacramento)
  - Daily Democrat (Woodland)

Circlepoint is also working with the Sacramento News & Review to create an 8-page insert that will be distributed in local newspapers (22,000 copies), with an additional 2000 copies delivered to VCE for use in outreach. This insert will include interviews of local community members to humanize the story of VCE.

In addition to advertising, VCE will pursue memberships with the Woodland and Davis Chambers of Commerce, as well as sponsorship of the Yolo County Fair and Yolo County Farm Bureau. The advertising campaign is planned to launch in late March, prior to the first mailing to customers.