Valley Clean Energy Alliance
A locally controlled energy provider

Advisory Committee Meeting

September 11, 2017
5:30 pm
Circlepoint: Project Milestones

- Communications Plan
- Program Branding and Identity
- New Valley Clean Energy Website
- Pre-Launch Marketing & Paid Media Campaign
- Program Outreach
- Customer Notifications
Circlepoint Communications Plan

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

- Print Collateral
- Promotional items
- Earned media
- Advertising
- Social & Interactive
- Events

Circlepoint

Davis, California
VCEA Program Timeline

- **SEPTEMBER**
  - Strategic Marketing and Communications Plan

- **NOVEMBER**
  - Public Engagement

- **DECEMBER**
  - Early Adopter Enrollment

- **FEBRUARY**
  - Advertising Campaign Launch

- **JUNE**
  - Program Launch

- **2017**
  - **OCTOBER**
    - Brand Identity Program Design
  - **NOVEMBER**
    - New Website Launch
    - Program Collateral
    - Establish Social Media
  - **DECEMBER**
    - Early Adopter Enrollment

- **2018**
  - **JANUARY**
    - Animated Video
  - **MARCH**
    - Customer Notifications
  - **MAY**
    - Customer Notifications
  - **JULY**
    - Customer Notifications

- Brand Logos:
  - Davis California
  - City of Davis
  - Circlepoint
Communications and Outreach: Next Steps

- **FINALIZE COMMUNICATIONS PLAN - SEPTEMBER**
- **PROGRAM BRANDING & IDENTITY - OCTOBER**
- **WEBSITE DEVELOPMENT - NOVEMBER**
- **PUBLIC OUTREACH – NOVEMBER**
Thank You | Contact Information

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