

DRAFT Community Choice Energy Outreach Plan

Short Term - March 2015-September/August 2015

Goal: Ensure that residents, businesses, cities, and other major stakeholders in the County are knowledgeable about CCE and engaged in the CCE process.

Objective 1: Develop a suite of CCE outreach and communication materials and plans for distribution.

Activities

- Develop CCE outreach plan, including goals, objectives, timelines, and activities for both the short-term and long-term goals to complete Phase I and, potentially, Phase II of the CCE formation process
- Create, with the assistance of selected graphic design/web development firm, CCE graphics, education/outreach materials, and website branded for San Mateo County. Post CCE materials on website and keep website up-to-date with public meetings and notices for public comment/input.
- Develop and execute a CCE communication plan, including development of a press packet and scheduling meetings with major news outlets
- Develop CCE name, logo, and branding scheme

Objective 2: Form partnerships with community-based organizations to expand outreach on CCE, enlist volunteers for outreach activities, and develop support for CCE program.

Activities

- Reach out to 10-15 community organizations that may not already be knowledgeable about CCE. Establish stable contact at each organization and provide with CCE outreach materials
- Hold three community workshops, aimed at educating residents CCE, encouraging participation in CEE formation process, and gathering feedback on CCE program
- Regularly meet and collaborate with San Mateo Community Choice group
- Actively and expand CCE database and listserv

Objective 3: Engage and educate businesses, labor groups, special districts, and other large energy users on CCE to form partnerships, encourage support for, and identify possible barriers to CCE program.

- Work with SAMCEDA, Silicon Valley Joint Venture, chambers of commerce, and other business organizations to identify and establish contacts at largest/most energy intensive (estimated) businesses in County. Provide businesses and business organizations with outreach materials and notices of opportunities for input/feedback on CCE program.
- Establish contacts and active communication with three most active chambers of commerce in the County.

- Collaborate with SAMCEDA or other business organization to host “CCE 101” type of workshop targeted at businesses.
- Establish contacts and active communication with special districts, including school districts and water districts.
- Invite select members of business community and labor groups to be a part of Advisory Committee.
- Send bi-monthly updates to CCE email list on status of CCE and additional opportunities for stakeholder comments/feedback.

Objective 4: Ensure numerous opportunities for public education, engagement, and feedback in order to establish a knowledgeable, active, and diverse group of residents that are in support of a County-wide CCE program.

Activities

- Maintain and expand CCE database and listserv. Send out bi-monthly updates to email list on status of CCE in San Mateo County and opportunities for public comment/feedback
- Table at 3-4 public events per month. At these events, hand out outreach materials, talk to/engage residents, sign residents up to mailing list, and encourage residents to attend Advisory Committee meetings
- Keep active and updated schedule of opportunities for public comment on CCE website, including schedule of Advisory Committee meetings
- Collaborate with community organizations to ensure CCE outreach materials and outreach events are reaching a geographically, socially, and ethnically diverse sector of the San Mateo County community

Objective 5: Ensure that elected officials in the County, 20 incorporated cities and community councils are knowledgeable about CCE, are well informed of the County’s efforts around CCE, and are actively engaged in the CCE exploration/formation process.

- Create an Advisory Committee, consisting of one representative and an alternative representative from each city, to provide feedback and keep member city/organization well informed of status of CCE efforts
- Establish contacts at each of the community councils (North Fair Oaks Community Council, Midcoast Community Council, and Pescadero Municipal Advisory Council). Give presentation on CCE to each council and maintain updates to councils thereafter
- Give at least one presentation to every city council on CCE.
- Maintain database for contacts at each city and track past and future presentations