

# Peninsula Clean Energy Board of Directors Meeting

April 28, 2016



# Agenda

**Call to order / Roll call**

**Administering the Oath of Office (if necessary)**

**Public Comment**

**Action to set the agenda and approve consent items**

# Regular Agenda

## **1. Chair Report**

# Regular Agenda

## **2. Marketing and Communications Plan Presentation**



# Marketing Campaign Update

Strategic Marketing & Communications Plan

April 28, 2016 | Board of Supervisors

Rae Quigley, Circlepoint  
Sarah Seward, Circlepoint  
Susan Bierzychudek, Green Ideals



# Goals of the Marketing Program



Trustworthy  
brand



Name  
recognition



Accessible  
information



Opt-out rate for  
default 50%  
renewable



Residential opt-  
up for 100%  
renewable



Business opt-up  
for 100%  
renewable

# Communications Channels



Print Collateral



Earned media



Partnerships



Promotional  
items



Advertising

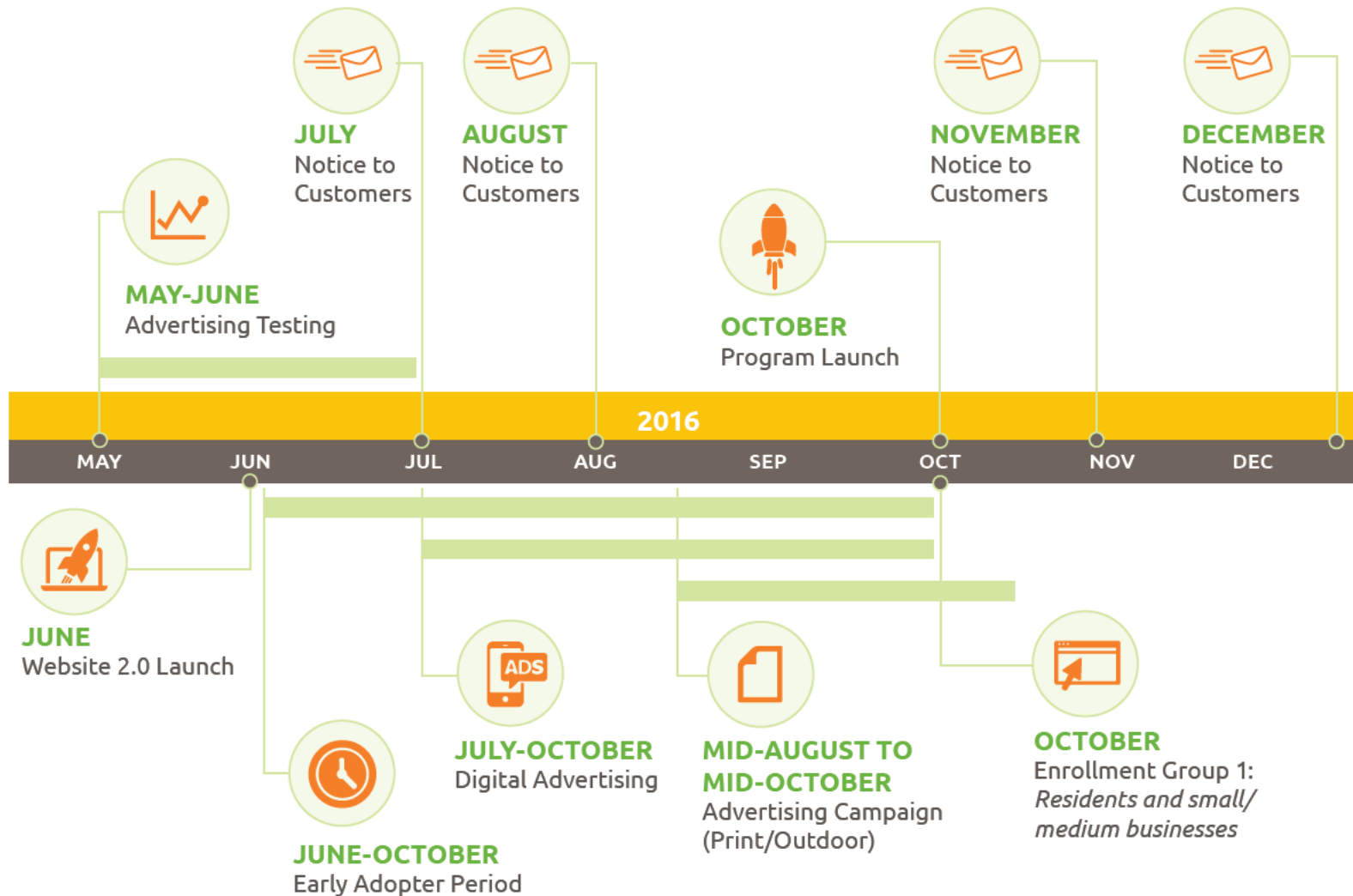


Social &  
Interactive



Events

# PCE Launch and Group 1 Enrollment



# Key Issues & Lessons Learned



Reliability



Vulnerability



Trust



Value



Convenience



Altruism

# Audiences

- Customers-at-large
- Multicultural Audiences
- Seniors
- Low income residents
- Champions & early adopters
- Solar customers
- Special districts
- Elected officials
- Commercial/Industrial
- Environmental advocates



# Messaging Framework

## Example Framework Segment

AUDIENCE	MOTIVATIONS	MESSAGES
General Audience	Environmental health Clean energy/Sustainability	Choose PCE renewable energy today, so our environment can thrive tomorrow.
Customers at large	Trustworthiness/Reliability Cost	Choose local energy today, so our community can thrive tomorrow.
PG&E customers	Choice Local re-investment Impact on future generations Local control	Community energy is locally controlled.  Keeping profits local means creating green jobs in San Mateo County.  PCE offers you the power to choose your energy source.  Our community, our power, our choice.  PCE offers clean, affordable local energy.  PCE retains the reliability you can count on, while delivering cleaner, greener electricity.



# Focus Groups

- Goals
- Facilitation
  - Four, 90-minute monolingual focus groups
  - Spanish, Chinese, Tagalog, and English
- Recruitment
  - Reflecting diversity of County, including residents that are LEP
- Testing
  - Product sub-branding, campaign creative concepts, messages, and attitudes about renewable energy
- Results





# Electricity Product Sub-branding



**BRIGHT GREEN**  
**50% RENEWABLE**



**ULTRA GREEN**  
**100% RENEWABLE**

# Electricity Product Sub-branding



**EcoStart**  
**PCE 50%**



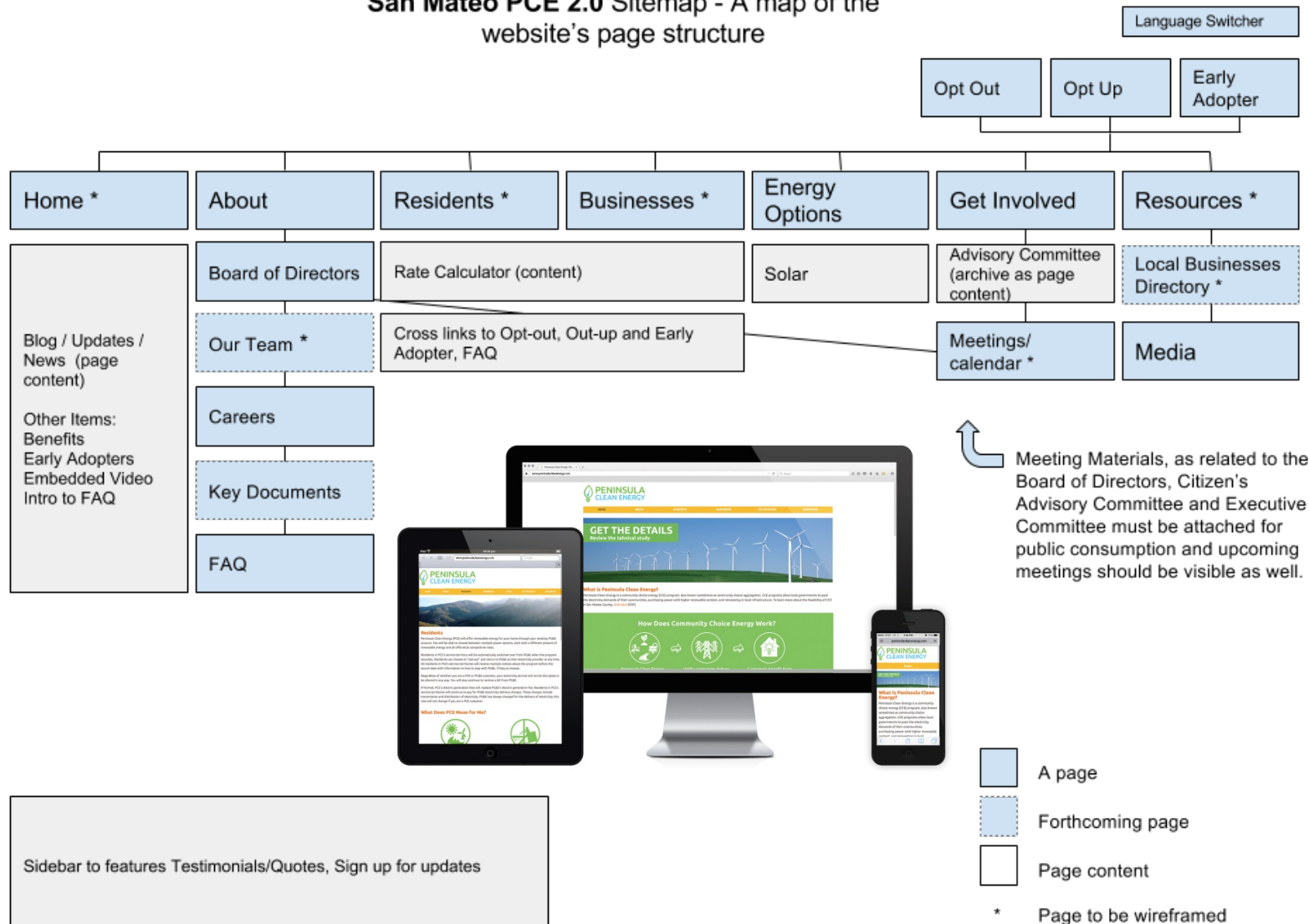
**EcoMax**  
**PCE 100%**

# Electricity Product Sub-branding

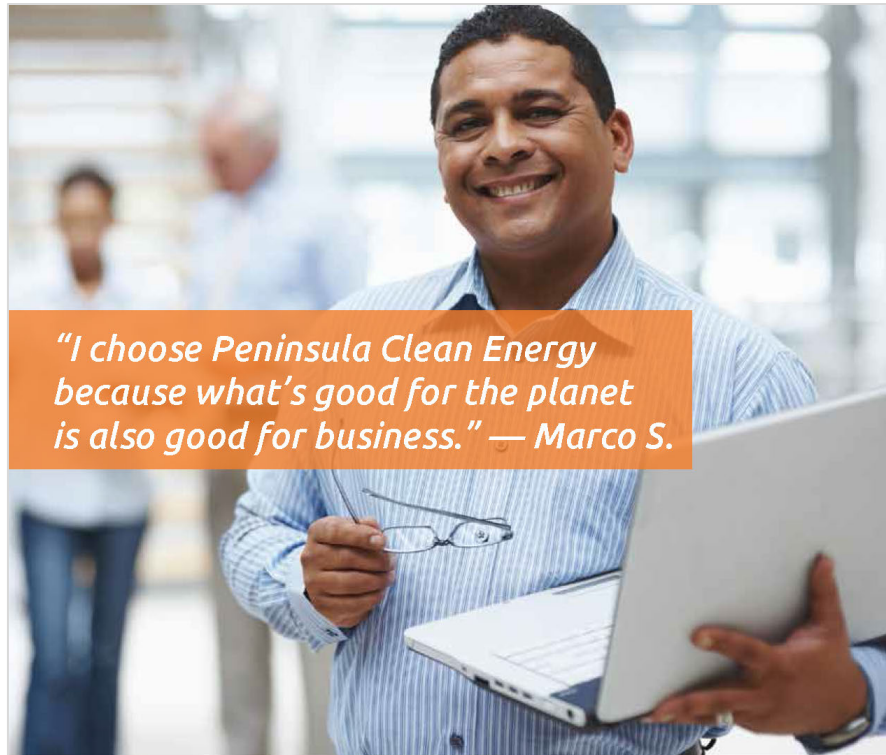


# Website 2.0

**San Mateo PCE 2.0 Sitemap - A map of the website's page structure**



# Advertising Campaign Creative



*"I choose Peninsula Clean Energy because what's good for the planet is also good for business." — Marco S.*

## Powering What Matters

### NOW YOU HAVE A CHOICE FOR CLEANER ELECTRICITY

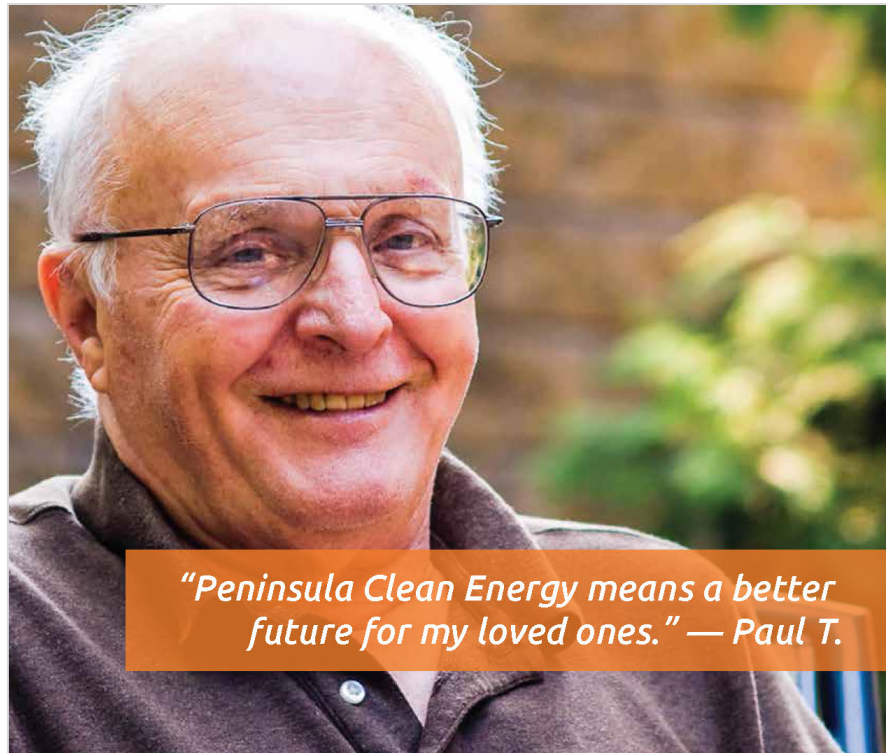
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**PENINSULA  
CLEAN ENERGY**

Learn more at  
[peninsulacleanenergy.com](https://peninsulacleanenergy.com)

# Advertising Campaign Creative



*"Peninsula Clean Energy means a better future for my loved ones." — Paul T.*

Now we have a choice

## FOR OUR BRIGHTER FUTURE

Vivamus sapien lorem, convallis in placerat id, vestibulum et mauris. Morbi ut condimentum urna. Proin sagittis ligula quis aliquet malesuada. Sed sit amet varius mauris, laoreet lacinia turpis. Aliquam lacinia tempor bibendum. Nullam ullamcorper egestas dui, eu consectetur diam.



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CLEAN ENERGY**

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# Advertising Campaign Creative



*"Peninsula Clean Energy is the right choice for us because it's renewable and affordable." — Clayton Y.*

## A brighter future

### THE EASIEST CHOICE YOU DON'T HAVE TO MAKE.

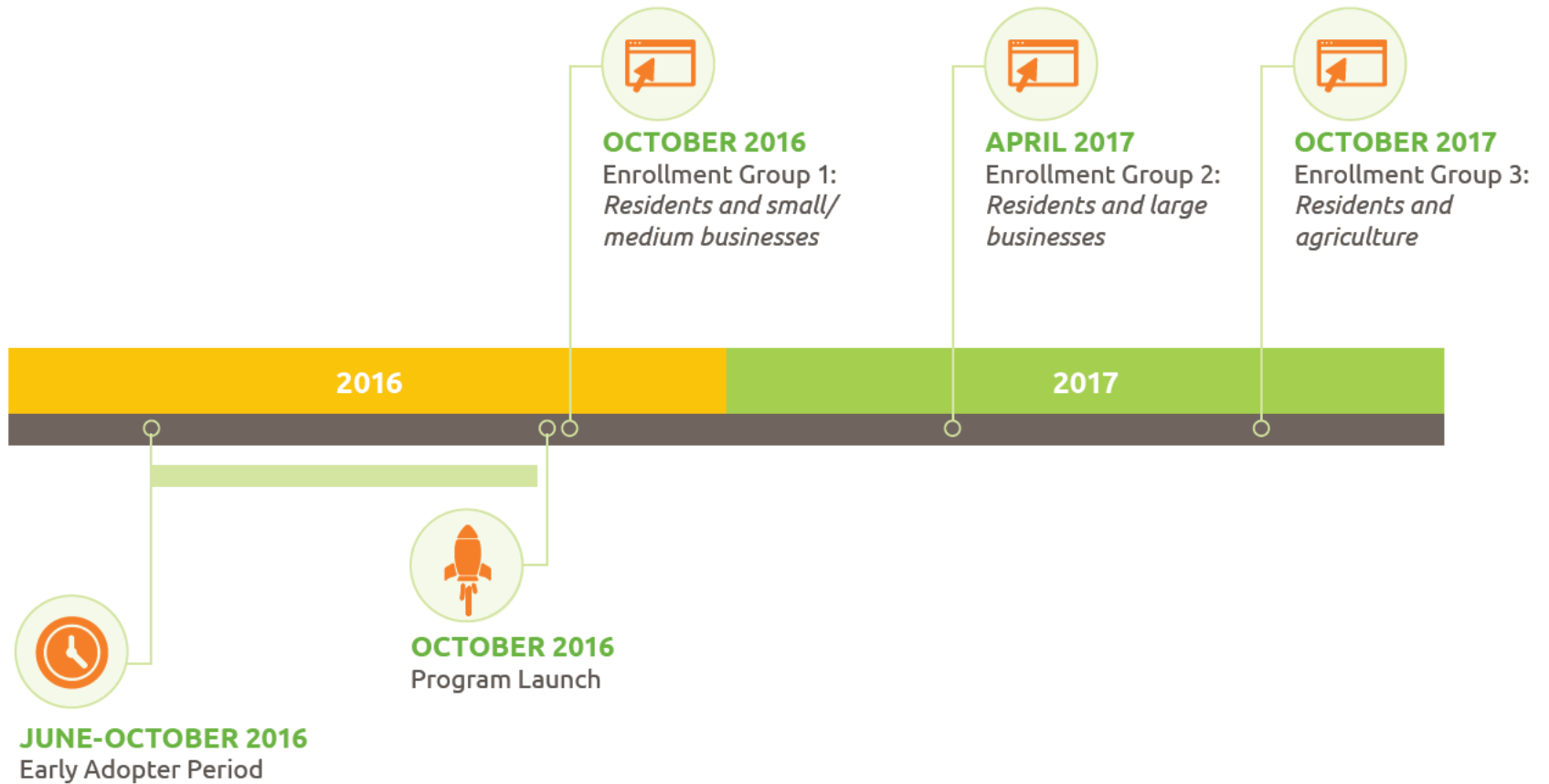
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# Phased Enrollment





# Media Plan

## ADVERTISING MIX



Media	Cost
Google Adwords (geo-targeted)	\$2000
Google Display Network - Banner Ads on websites (geo-targeted)	\$2000
YouTube pre-roll ads (geo-targeted)	\$3000
Facebook & Instagram - sponsored feed and right-hand ads (geo-targeted)	\$10,500
Pandora ads (geo-targeted)	\$5000
Comcast cable ads (peninsula)	\$25,000
Outfront Media - transit shelter ads (countywide)	\$15,000
San Mateo Daily Journal - ½ page ads	\$3500
World Journal San Francisco Edition (Chinese) - ½ page ad	\$2400
Sing Tao San Francisco Edition (Chinese) - ½ page ad	\$2800
La Opinion de la Bahia (Spanish) - ¼ page ad	\$4000
Univision.com (Spanish) - banner ad	\$3000
LaOpinion.com (Spanish) - right-hand ads	\$2000
LaGanga.com (Spanish) - right-hand ads	\$2800
WorldJournal.com (Chinese) - right-hand ads	\$4000
SingTao.com (Chinese) - right-hand ads	\$3000
<b>TOTAL</b>	<b>\$90,000</b>

# Evaluation



Opt-out &  
Enrollment Data



Digital Ad  
Optimization



Paid & Earned  
Media ROI



Social Engagement



Web Analytics



Email Metrics

# How You Can Help

Expanding promotional reach through existing communication channels:

- Partner Tool-kit
  - Collateral
  - Social media posts and graphics
  - Website content
  - e-blast content
  - Video
- Participation in photo shoot
- In-kind Advertising
- Local newsletters
- Other opportunities?

# Regular Agenda

## **3. Board Members Reports**



**Closed Session**