Agenda

Call to order / Roll call

Administering the Oath of Office (if necessary)

Public Comment

Action to set the agenda and approve consent items
1. Chair Report
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: 100% renewable
- Business opt-up: 100% renewable
Communications Channels

- Print Collateral
- Earned media
- Advertising
- Promotional items
- Partnerships
- Social & Interactive
- Events
PCE Launch and Group 1 Enrollment

**MAY-JUNE**
Advertising Testing

**JUNE**
Website 2.0 Launch

**JUNE-OCTOBER**
Early Adopter Period

**JULY**
Notice to Customers

**JULY-OCTOBER**
Digital Advertising

**MID-AUGUST TO MID-OCTOBER**
Advertising Campaign (Print/Outdoor)

**AUGUST**
Notice to Customers

**OCTOBER**
Program Launch

**NOVEMBER**
Notice to Customers

**DECEMBER**
Notice to Customers

**OCTOBER**
Enrollment Group 1: Residents and small/medium businesses
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

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

ECO 50
PENINSULA CLEAN ENERGY

ECO 100
PENINSULA CLEAN ENERGY
San Mateo PCE 2.0 Sitemap - A map of the website’s page structure

- Home *
  - About
  - Residents *
  - Businesses *
  - Energy Options
  - Get Involved
  - Resources *
    - Advisory Committee (archive as page content)
    - Local Businesses Directory *
    - Meetings/calendar *
    - Media

- Blog / Updates / News (page content)
- Other Items: Benefits Early Adopters Embedded Video intro to FAQ
  - Board of Directors
  - Our Team *
  - Careers
  - Key Documents
  - FAQ

Meeting Materials, as related to the Board of Directors, Citizen’s Advisory Committee and Executive Committee must be attached for public consumption and upcoming meetings should be visible as well.

Sidebar to features Testimonials/Quotes, Sign up for updates

Language Switcher

Opt Out
Opt Up
Early Adopter

A page
Forthcoming page
Page content
* Page to be wireframed
“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


LEARN MORE AT 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


Peninsula Clean Energy | Learn more at peninsulacleanenergy.com
“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.

Vivamus sapien lorem, convallis in placerat id, vestibulum et mauris. Morbi ut condimentum urna.


Learn more at peninsulacleanenergy.com
Phased Enrollment

- **OCTOBER 2016**
  - Enrollment Group 1: Residents and small/medium businesses

- **APRIL 2017**
  - Enrollment Group 2: Residents and large businesses

- **OCTOBER 2017**
  - Enrollment Group 3: Residents and agriculture

- **JUNE-OCTOBER 2016**
  - Program Launch
  - Early Adopter Period
## Media Plan

### Advertising Mix

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