



## PENINSULA CLEAN ENERGY

**DATE:** November 06, 2018

**MEETING DATE:** November 08, 2018

**TO:** Peninsula Clean Energy Authority Citizens Advisory Committee

**FROM:** Peninsula Clean Energy Staff

**SUBJECT:** CAC Agenda Topic: “Discuss Results of First Round of Outreach Grants and Formulate Recommendations On The Second Round of Outreach Grants (Action)”

### **Background**

In April 2018 Peninsula Clean Energy gave five grants ranging from \$7,500-\$10,000 to trusted community organizations selected through a competitive RFP process. The main program goal was to help reduce our opt-out rate through community outreach. As CARE customers opt out at disproportionately higher rates, we emphasized the ability to reach low-income households in San Mateo County and/or households where the prominent language spoken is not English.

Peninsula Clean Energy’s pilot outreach grant period closed on October 15, and reports were submitted by October 31. Grantees report generating **more than 98,000 impressions and/or conversations** for PCE through a combination of case management, tabling at community events, social media, radio and TV interviews, and direct mail.

Grantees provided detailed reporting and valuable feedback on community views on Peninsula Clean Energy. They found that many community members were initially confused about Peninsula Clean Energy but responded positively to simple messages about saving money and helping the environment. Ideas from our outreach grantees also inspired two of PCE’s upcoming local energy programs designed to serve low-income customers.

Highlights of accomplishments from each grantee include:

- **Acterra:** Recruited diverse community leaders in East Palo Alto to act as PCE champions, translated PCE brochures into Samoan and Tongan and conducted

outreach to the Pacific Islander community, and arranged an appearance for PCE on the local Talking with Henrietta cable-access TV show.

- **El Concilio of San Mateo County:** Communicated PCE messages in Spanish at 24 community events and workshops, as well as during an interview on a major commercial Spanish language radio station (La Raza).
- **Pacifica Resource Center:** Provided in-depth explanations of how PCE appears on PG&E bills to more than 1,000 residents during case management, while also reaching the wider Pacifica community through social media and tabling events.
- **Rebuilding Together Peninsula:** Communicated PCE messages at 24 community events (including 17 National Night Out events) as well as through email newsletters, direct mail postcards, and featuring PCE information at each National Rebuilding Day construction site.
- **Sound of Hope Radio (Chinese language):** Provided more than 100 on-air ads for PCE, featured PCE staff member Charlsie Chang on two talk shows, promoted PCE on social media, and organized an in-person workshop for PCE at the San Mateo Library emphasizing our electric vehicle promotion.

The program has helped establish Peninsula Clean Energy as a trusted organization due to our relationship with these well-established community organizations. Summary reports from each organization are attached as a separate document. We believe these efforts have contributed to our recent low opt-out rates, in addition to the usual factors of seasonal variation and a mild summer.





Peninsula Clean Energy

2018 Outreach Grant  
Report Summaries

November 2018



## 2018 Outreach Grant Reporting

### Pacifica Resource Center

<b><i>Outreach Action</i></b>	<b><i>Estimated Cost</i></b>	<b><i>Number of People Reached with PCE Message</i></b>	<b><i>How Your Measured Number of People Reached (please be specific)</i></b>
Provided case management	\$8,451.15 staff time	488 households with 1,112 people received PCE brochure and were educated on PCE, including savings on energy bills and eligibility for discounts.	Documented assessment and service provision in Clarity, PRC's case management system
Tabled at EcoFest on 4/22/18	\$325.19 staff time; \$43 registration	120 people received PCE brochures, sunglasses, and/or pens	Counted sunglasses and pens and tracked brochures distributed
Tabled at Farmers Market on 5/2, 6/6, 8/1, 9/5, and 10/3/18	\$867.18 staff time	75 people received PCE brochures, sunglasses, pens, and/or other materials	Counted sunglasses and pens and tracked brochures distributed
Tabled at Pacifica Senior Services Fair on 5/16/18	\$86.72 staff time	50 people received PCE brochures, sunglasses, and/or pens	Counted sunglasses and pens and tracked brochures distributed
Tabled at Fog Fest on 9/29 and 9/30/18	\$1,267.42 staff time	350 people received PCE brochure, sunglasses, water bottle, and/or pens	Counted sunglasses, water bottles, and pens and tracked brochures distributed.

<b>Outreach Action</b>	<b>Estimated Cost</b>	<b>Number of People Reached with PCE Message</b>	<b>How Your Measured Number of People Reached (please be specific)</b>
Facebook ad in July and September	\$216.79 staff time; \$199.71 for cost of ads	14,803 impressions; 7,882 views in July;  6,627; impressions; 3,246 views in September	Report in Facebook Ads Manager
Emailed newsletter on 7/7/18 and 9/24/18	\$405.77 staff time; Constant Contact \$50 for 2 months	2,126 emails sent; 497 (29.1%) opened; 33 (6.6%) clicks, including 20 clicks to PCE website or video in July;  2,107 emails sent; 440 (26%) opened; 27 (6.1%) clicks, including 3 clicks to PCE website or video in September	Reports in Constant Contact
Pacifica Collaborative meeting on 10/4/18	\$43.36 staff time	15 people received PCE brochures and pens	Tracked brochures and pens distributed

**B. What PCE outreach methods or messages did you find most effective? What tips would you share with PCE to improve our communications and outreach?**

Overall, information provided during one-on-one case management was the most effective way to explain PCE benefits, in particular additional ways to save with PCE on Pacificans' energy bills. Second to one-on-one case management was email and social media posts, which allowed people to explore and learn more by clicking through to PCE's information. Tabling at events was the least effective way to be sure that individuals understood the benefits of PCE as individuals were often in a hurry or moving from booth to booth.

"Do you live in San Mateo County?" "Have you heard of Peninsula Clean Energy?" "You're already getting cleaner energy at a lower rate and you didn't have to do anything thanks to PCE" were simple and effective messages and allowed for follow up questions or more engagement if people wanted to know more. PRC found that engagement was better with

seniors, families, women/moms, and community members concerned with the environment/global warming.

Suggestions to improve PCE communications and outreach include: focusing on outreach at volume events that do not have a lot of other booths or are more leisurely; documenting and creating more content (pictures, words, and video) to distribute on as many of your or other influential people/organizations' social media platforms; and, because people liked taking pictures with PCE's sunglasses, water bottles, and pens, streamline this process especially the consent forms.

C. Generally, what feedback or comments about PCE did you hear during your community outreach?

PRC staff most often received words of appreciation for informing Pacifica and other San Mateo County residents about PCE. One comment on Facebook jokingly replied, "That's it? Only \$2!" And, several others replied that they were aware and have actually upgraded to the ECO100 option.

D. What feedback would you offer PCE on the structure of our pilot grant program?

The process to receive grant funding was relatively easy; however, reporting was a bit cumbersome as this funding was for six months and a mid-grant report was required after only three months. Please note that reporting requirements were very clear.

E. Would you propose any next steps for PCE in our community outreach?

Based on PRC's experience with outreach for PCE, it was encouraging to hear that many community members were aware of PCE and its benefits on the environment.



## 2018 Outreach Grant Report Sound of Hope Radio

Thank you for collaborating with Peninsula Clean Energy on our pilot round of Community Outreach Grants from April 15 through October 15. We greatly appreciate your efforts. This summer and fall PCE has seen record low numbers of opt-outs, and we believe you have contributed to this success.

***As stated in your grant agreement, your grant report is due by October 31, 2018.*** In early November PCE staff will review the reports and begin planning the structure of possible future outreach grant funding.

Again, the deliverables for this outreach grant program as described in the call for proposals are:

1. Collaborate with PCE staff to provide at least 5,000 households in San Mateo County with target messaging. This may include a mix of in-person presentations and conversations at events, email blasts based on confirmed open rate, confirmed traditional media and/or social media reach, and other creative outreach ideas based on your organization's capacity. In-person outreach methods are preferred. Organizations that do not have capacity to reach 5,000 households may use this application to apply for grants of smaller amounts proportionate to their outreach capacity.
2. Ten high quality photos of your outreach activities, with signed participant waivers allowing PCE use.

Your grant agreement stipulated that you provide *a short grant report listing expenses by line item, how many people were reached by each outreach method listed in your grant agreement and how that was measured, community feedback on PCE messaging, lessons learned, and proposed next steps by October 31, 2018.*

To make reporting easy for you and for us, please use the format on the following two pages for your report. You are welcome to use more space or provide additional information if you like.

Please contact Kirsten at [kandrews-schwind@peninsulacleanenergy.com](mailto:kandrews-schwind@peninsulacleanenergy.com) with any questions. We look forward to reading your reports by October 31.

## A. Outreach Method Metrics

Please fill out the following table for each major outreach action (or type of action) you took. Follow the examples in italics below. We ask you to be as specific as possible to help us evaluate the cost effectiveness of each outreach method. You may want to refer to your application or grant agreement for the outreach actions and evaluation metrics you proposed. Add more rows below if needed.

Please count interactions in which you communicated a PCE-specific message that was received. For example:

- If you tabled at an event and spoke with 100 people total, and talked about PCE with 50 of them, please list 50 here.
- If you conducted case work with 2000 clients and explained the PCE bill line item to 500 of them, please list 500 here.
- For electronic outreach, please list metrics of actual impressions or views of PCE-specific messages. For example, if you sent a newsletter email with a PCE message to a list of 2,000 recipients with a 20% open rate, please list 400 here.
- For social media please list actual metrics from PCE-related posts, for example impressions on Twitter or people reached and/or video views on Facebook.

<b><i>Outreach Action</i></b>	<b><i>Estimated Cost</i></b>	<b><i>Number of People Reached with PCE Message</i></b>	<b><i>How Your Measured Number of People Reached (please be specific)</i></b>
<i>Example: Tabled at farmers markets 4 days</i>	<i>\$1000 staff time, \$50 registration</i>	<i>200 people handed PCE brochures</i>	<i>Kept tally of PCE-related conversations OR counted brochures taken</i>
<i>Conduct Summer Clean Energy Workshop at San Mateo County Library</i>	<i>\$600 staff time, \$400 venue rental, \$300 food and beverage</i>	<i>50 people listened to the workshop presentation and took PCE brochures; About 20 people asked specific questions to PCE Specialist</i>	<i>Kept tally of PCE-related conversations and counted brochures taken</i>
<i>Facebook promotion Also see attached Performance Report</i>	<i>\$1,695</i>	<i>Reached 11,530 people</i>	<i>Precisely targeted audience in San Mateo County</i>
<i>30-sec Ads on FM96.1</i>	<i>\$3,205 air time fee / 54 times</i>	<i>24,000 people</i>	<i>Estimated by total Chinese American driving population in bay area captured by our Channel FM96.1; and the proportion of audience in San Mateo County</i>



30-sec Ads on AM1400	\$1,500 air time fee / 50 times	12,000 people	Estimated total Chinese American driving population in bay area captured by our Channel AM1400; and the proportion of audience in San Mateo County
10-min Talk Show on FM96.1	\$700 air time fee	8,000 people	Estimated by total Chinese American driving population in bay area captured by our Channel FM96.1; and the proportion of audience in San Mateo County
10-min Talk Show on AM1400	\$400 air time fee	4,000 people	Estimated total Chinese American driving population in bay area captured by our Channel AM1400; and the proportion of audience in San Mateo County
Web Banner on www.bayvoice.net	\$900 / 6 months	4,940 page view	38,000 page view per month in Northern CA, 4,940 page view in San Mateo
Distribution of flyers via community networks	Bonus	50 PCE Brochure distributed	Distributed by Peninsular Family Service
Event listing on weekly e-Newsletter	\$300 / 2 times	156 people	780 people in San Mateo county, the confirmed open rate 20%

What PCE outreach methods or messages did you find most effective? What tips would you share with PCE to improve our communications and outreach?

*The combination of integrated marketing tools is the most effective method, including workshop, radio ads and talk show, and Facebook promotion.*

*Our suggestion to PCE to improve the communications and outreach is to conduct more consistent and longer term outreach.*

B. Generally, what feedback or comments about PCE did you hear during your community outreach?

*Here are some typical feedbacks from our community:*

- *Some people kind of know PCE, but are not so clear about what kind of agency it is. So after listening to the radio show or attending the workshop, they are confirmed that PCE is the agency that they can trust. They also really appreciated the opportunity of getting more detailed information;*
- *Some people were thinking about installing solar panels, but had not made up minds. After attending the workshop, some of them felt that they will be just fine by going with*

*PCE's service. They were also happy to know that they will not only save some money, but also contribute to cleaner environment;*

- *Quite some community members were quite interested in the EV discount program which Peninsula Clean Energy (PCE) partnering with local auto dealerships. They wonder what the models are included in the program.*

C. What feedback would you offer PCE on the structure of our pilot grant program?

*The structure of PCE's pilot grant program is very good.*

D. Would you propose any next steps for PCE in our community outreach?

*We'd like to suggest to keep the multi-facet community outreach strategy, which includes radio ads, talk shows, workshop presentation and community events. In addition, we suggest to also increase the promotion on digital and social, including Facebook and online ads. It can precisely target the audience based on demographic and geographic criteria, where we'd be able to further promote your programs via pictures and short video to more people.*



## 2018 Outreach Grant Reporting Template El Concilio de San Mateo County

Thank you for collaborating with Peninsula Clean Energy on our pilot round of Community Outreach Grants from April 15 through October 15. We greatly appreciate your efforts. This summer and fall PCE has seen record low numbers of opt-outs, and we believe you have contributed to this success.

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Tabled at 11 events	\$2,008.16 staff time	1,250 handed PCE brochures	Kept tally of PCE-related conversations and counted brochures/fliers/giveaways.
8 Outreach/presentations	\$730.24 staff time	400 persons handed PCE brochures	Presentations included sharing PCE information and gave fliers and giveaways.
Communications with clients when interacting with other ECSMC programs		350 persons were told about PCE	Kept tally of PCE related conversations and counted brochures/fliers and giveaways.
4 Workshops	\$1,095.36	100 persons	Kept tally of persons, counted brochures/fliers and giveaways
1 Social Media	\$91.28	Radio Station La Raza, reach 3,000	Have letter documenting event and agenda that included PCE presentation.


B. What PCE outreach methods or messages did you find most effective? What tips would you share with PCE to improve our communications and outreach?

The most effective outreach methods was one on one encounters or small groups for why PCE is good for the environment. There is a feeling that community event encounters are easier than office encounters because clients have a reason (need) why they are before us in office.

Suggested tips to improve communications and outreach is to have a permanent presence at community events and faith based gatherings. People will begin to appreciate PCE brand.

C. Generally, what feedback or comments about PCE did you hear during your community outreach?

The feedback and comments were that most people didn't know about PCE and the change from PG&E

There were customers, in particular non/limited English speaking customers who didn't know they were opted into PCE and they could opt out. It wasn't clear to customers how they had savings on electric bill as a result of PCE. Also, there was concern they would lose their CARE or medical baseline benefits. Some customers said they just paid their PG&E bill and didn't know of the change. Lastly, some customers didn't know they had 3<sup>rd</sup> party aggregation in some cases so they were even more confused. One-to-one encounters has worked the best for us. There is a feeling that community event encounters are easier than office encounters because of the reason they are before us.

Speaking of the effects of climate change and the difference in emission spewing appears to satisfy their questions about double billing. Describing the effects of climate change (floods, fires & bad air quality, heat waves, sea level rising , severe storms) makes emissions more relative to our living and clients are introduced to our role in atmospheric cleansing.

D. What feedback would you offer PCE on the structure of our pilot grant program?

The pilot as structured allowed for all parties to learn and grow together. May need to consider that customers don't want their children in photos for safety reasons and in fear of taking photos in some communities due to the current environment. Also, indirectly, it opened discussion on other related energy topics like solar contact numbers would help.

Pilot important to have CBO's understand what and why this is important. A little too much writing on brochure but could move to more visuals on climate change and impact from emissions. Also, may want to show the many and varied modes of emissions.

E. Next Steps: Continue and take next basic step with visuals that impact human beings

E. Would you propose any next steps for PCE in our community outreach?

We compliment PCE for their pilot project to do outreach overall. In particular contracting out with community based organizations to do critical targeted outreach in language and culture for non/limited English speaking persons. This has been a positive learning experience for all of us. All communities are impacted by carbon emissions. So all communities need to be informed about impact of carbon emissions in our environment, especially to our health. To that end, we recommend you enhance, expand and make your outreach and education components permanent. As well, continue to involve community based organizations who are trusted and the first point of contact for many residents when seeking services.

**Date:** October 31, 2018  
**To:** Kirsten Andrews-Schwind, Communications & Outreach Manager, PCE  
**From:** Julie Noblitt, Energy & Climate Program Director, Acterra  
 Violet Saena, Resilient Communities Program Manager, Acterra  
**Re:** PCE Minigrant - Low-Income Communities – Final Report

### Outreach Method Metrics

Case Management with 23 families	\$1,288 staff time, \$90 mileage	68	In-person headcount
Tabling at 6 community events	\$1,344 staff time, \$30 mileage, \$120 photocopying	252	Estimated numbers by tablers
Translation of flyers into Tongan & Samoan	\$550 contract labor	4,000	Number of copies produced – 2K Tongan, 2K Samoan (assuming all will be distributed)
23 Social media posts (FB & Twitter)	\$280 staff time	644	Counted shares, comments, and likes
11 meetings with community leaders	\$1,848 staff time, \$30 mileage	54	In-person headcount. Note that each person shared message with their constituents
4 Eco Happenings newsletter articles	\$280 staff time	2,095	Constant contact open rates
1 episode Cable TV Show – Talking with Henrietta	\$224 staff time, \$20 mileage	126	FB and YouTube views. NOTE: unknown number saw on TV or in EPA Today
Panelist at CalCCA annual meeting	\$896 staff time	300	Estimated audience size

### What PCE outreach methods or messages did you find most effective? What tips would you share with PCE to improve our communications and outreach?

1. Translation of materials to Tongan and Samoan. The translation helped the community with limited English to understand the information and the message that we shared.
2. Tabling at community events was successful.

3. Flyer designs were very useful and a great tool for outreaching. (A community member posted it to the East Palo Alto FB group, for example – April 29, 2018):



4. People were very interested to learn about the benefits of renewable and clean energy. It mattered to them that they were saving money from the transition but they were *more* excited about the benefits and impact of clean energy and their contribution to a healthy planet.

**Generally, what feedback or comments about PCE did you hear during your community outreach?**

1. The majority of the community we reached out to had no awareness or have limited knowledge about PCE and the relationship to PGE.



2. People were worried that they might lose their benefits from PGE
3. Some people blamed PCE as the cause for the high energy bills.

**What feedback would you offer PCE on the structure of our pilot grant program?**

It would be helpful for PCE to encourage grantees serving the same area to combine efforts or support others with their outreaching events and programs.

**Would you propose any next steps for PCE in our community outreach?**

1. Connect with faith-based organizations and build a relationship with their leaders.
2. Be physically present in the community and continue using in-person, multilingual outreach methods.



## 2018 Outreach Grant Reporting Template Rebuilding Together Peninsula

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<i><b>Outreach Action</b></i>	<i><b>Estimated Cost</b></i>	<i><b>Number of People Reached with PCE Message</b></i>	<i><b>How Your Measured Number of People Reached (please be specific)</b></i>
Distribution of informational flyers at NRD picnic	Approximately \$800 staff time \$100 materials	Created cards about PCE that were placed with our homeowner and facility profiles at each of our 36 NRD sites to encourage people to learn more at the picnic. In addition, we distributed 6 PCE brochures and 4 pens at each of the sites instead of distributing flyers at the picnic, for a total of 216 flyers and 144 pens distributed that day.	Kept tally of materials distributed to each site.

		Charlsie represented PCE with a booth at the picnic on April 28, 2018.	
Distribution of PCE logo on informational boards about projects in San Mateo County.	Approximately \$1500 staff time \$100 materials	PCE logo and information was included as part of project profiles that were placed at the volunteer check-in/break areas for each of our 36 project sites in San Mateo County that were working on NRD (April 28).	Kept tally of materials distributed to each site.
Distribution of informational flyers in letters to clients in San Mateo County	Approximately \$800 staff time \$25 in materials	We distributed the PCE/RTP partnership flyers along with our NRD follow-up mailing to homeowners in San Mateo County (25 in total), along with a request to review their PG&E bills to assess changes in their energy use since our repairs were completed. In reviewing the PG&E bills we did receive, all of the applicants were PCE clients.	Kept tally of materials sent out with our NRD follow-up mailing.
Articles about and mentions of PCE in monthly e-newsletter and social media posts	Approximately \$1200 staff time	An announcement about our PCE partnership was included in the May newsletter. Attached is the newsletter and its performance report (opened by 1,561 viewers). Recognizing RTP's role as a resource for community members in understanding their energy bills, we emphasized our partnership with PCE around ensuring people are aware of the full range of options they have to secure more affordable energy and energy that is cleaner and more sustainable for our neighborhoods overall. The flyer included in the newsletter was approved by Charlsie.	Web analytics helped capture # of viewers.
National Night Out (NNO) flyers distributed at events in Redwood City, South San	Approximately \$163.13 for printing \$1200 staff time for	Distributed 500 flyers to 7 NNO events in Redwood City (230), 8 NNO events in South San Francisco (160), the NNO celebration at MLK Center in North Central San Mateo (50), and the Homeview & Sterling Downs NNO events in Belmont (60).	Kept tally of flyers requested by NNO contacts in each jurisdiction.

Francisco, San Mateo and Belmont. (see attached)	coordination, design, and distribution.		
Inclusion in direct mailings to potential applicants in San Mateo County.	Approximately \$1000 staff time  \$1380.20 for materials, postage, and mailing coordination	Postcard Outreach sent in October 2018 - 2,192 postcards were sent through direct mail, targeting low income households in San Mateo and South San Francisco - 450 postcards leftover for outreach tabling events	Kept tally of mailings sent out.
Tabled at Community Health Fairs	Approximately \$1000 total staff time + AmeriCorps volunteer time \$213.67 materials	Distributed approximately PCE/RTP partnership flyers and postcards at the following Community Fairs: <ul style="list-style-type: none"> <li>● 5/4 Community Benefits &amp; Resource Fair at San Mateo Senior Center (~35 visitors, 25 flyers handed out)</li> <li>● 5/16 Pacifica Health and Education Fair (~35 visitors, 25 flyers handed out)</li> <li>● 8/11 EHP Community Health Fair in East Palo Alto (~40 visitors, 32 flyers handed out)</li> <li>● 9/8 Health + Safety Fair sponsored by Assemblymember Kevin Mullin at the Shops at Tanforan in San Bruno (~45 visitors, 36 flyers handed out).</li> <li>● 9/22 City of San Mateo Health &amp; Wellness Fair at the San Mateo Senior Center (~50 visitors, 40 flyers handed out)</li> <li>● 10/20 Back to School Health Fair &amp; Sana Sana Fair at Hoover School &amp; Boys &amp; Girls Club of the</li> </ul>	Kept tally of visitors and flyers/postcards distributed.

		Peninsula (~ 45 visitors, 36 flyers or postcards handed out) <ul style="list-style-type: none"> <li>10/27 Mid-Town Event in East Palo Alto (~65 visitors, 50 flyers or postcards handed out)</li> </ul>	
TOTAL	Approximately \$7500 staff time \$2000 materials \$500 (5% overhead)	Primary staff involved: <ul style="list-style-type: none"> <li>Cari Pang Chen, Associate Director             <ul style="list-style-type: none"> <li>- approximately 60 hours of total support</li> </ul> </li> <li>Billy Hoover, Operations &amp; Impact Manager             <ul style="list-style-type: none"> <li>- approximately 80 hours of total support</li> </ul> </li> <li>Lauren Ruffin, Development Coordinator             <ul style="list-style-type: none"> <li>- approximately 120 hours of total support</li> </ul> </li> <li>Mary Veliz, Program Coordinator             <ul style="list-style-type: none"> <li>- approximately 8 hours of total support</li> </ul> </li> </ul>	AmeriCorps volunteers also provided approximately 112 hours of volunteer support in preparing for and attending community events/fairs.

**B. What PCE outreach methods or messages did you find most effective? What tips would you share with PCE to improve our communications and outreach?**

Anything involving direct, personal contact to discuss or bring up PCE was most effective. It is easy for applicants, clients or volunteers to be overloaded with information. Since their primary interest in talking with us is usually our repair programs, introducing PCE usually involved additional information for them to take in. RTP staff and AmeriCorps frequently note that many applicants that they connect with at public events or who call after receiving a flyer or postcard still note that they didn't know about our program. As a result, there is so much for them to learn about RTP that learning more about PCE as well becomes a lot for them. After learning about what we do, the affiliation and quick understanding of what PCE is typically seems to leave them with a positive impression of PCE for its affiliation with us though it seems like any more detailed information about PCE seems overwhelming for people to take in at that point.

**C. Generally, what feedback or comments about PCE did you hear during your community outreach?**

At events where PCE was also had a table, people were more familiar with PCE and seemed to like knowing that we were affiliated. Generally, people who had no contact yet with a PCE outreach table or materials did not know what it was and seemed to be interested only to the point of knowing that it was providing greener energy at slightly lower cost to them, and that PCE supports our work in the community. There were few additional questions or interest in receiving more detailed information about PCE.

**D. What feedback would you offer PCE on the structure of our pilot grant program?**

We greatly appreciated the feedback, support and coordination with the PCE staff since this type of outreach grant is new to us. Reviewing materials and sitting down to do some initial brainstorming, as well as the outreach training to help our staff and AmeriCorps understand PCE and key talking points, were all very helpful components for our team.

**E. Would you propose any next steps for PCE in our community outreach?**

A continued mix of media would probably be most helpful – it will just take time for the messaging to sink into the community. Radio, TV, billboards or SamTrans ads, will be helpful for logo and name recognition, and the ongoing community presence at fairs will help people to feel more personally connected to understanding what PCE is and how it helps the community.

We are currently hiring for a Volunteer & Outreach Coordinator, and some helpful feedback about who is most ideal to do community outreach is that customer service skills combined with an extraverted nature is very helpful to pull people in and engage them in wanting to learn more about our work. A hospitable nature and good listening skills to ease an applicant in wanting to share more about their needs or interests to keep them in the conversation and provide more information is also a helpful quality.