

San José Clean Energy – Outreach and Marketing Plan for February Launch

Background & Timeline

San José Clean Energy (SJCE) is the City of San José’s Community Choice Aggregation (CCA, also known as Community Choice Energy, CCE) program. CCAs allow local governments to provide residential and commercial electricity customers with clean, carbon-free power options at competitive prices, from sources like solar, wind and hydropower. Run by the City’s Community Energy Department (CED), SJCE sources electricity for customers, while PG&E delivers it over existing utility lines and continues to do maintenance, billing and customer service. SJCE is governed by the City Council and has a Community Advisory Commission. Revenue will be reinvested in San Jose to keep rates low and promote local clean energy projects. With SJCE, San José will be the largest single jurisdiction in California to operate a CCA until 2022.

This plan outlines marketing and outreach surrounding the February 2019 service launch for most residents and businesses.

Timeline:

- May 16, 2017: unanimous Council vote to establish SJCE
- July 11, 2018: Launch website – sanjosecleanenergy.org
- September 2018: SJCE launch to municipal accounts
- November 2018: Launch TotalGreen offering: council approval of 100% renewable option pricing
- January 2019 (after PG&E releases) – set Phase 2 rates
- February 2019: SJCE launch – residential & business accounts

Power mix (to be confirmed by Council on 11/6/18):

- 80% carbon-free
- 45% renewable

Notification schedule:

<u>Batch ID</u>	<u>Pre-Enrollment Notice 1</u>	<u>Pre-Enrollment Notice 2</u>	<u>Post Enrollment Notice 1</u>	<u>Post Enrollment Notice 2</u>
A	12/3/18	1/2/19	2/25/19	3/25/19
B	12/5/18	1/4/19	2/27/19	3/27/19
C	12/7/18	1/7/19	3/1/19	3/29/19
D	12/10/18	1/9/19	3/4/19	4/2/19
E	12/12/18	1/11/19	3/6/19	4/4/19
F	12/14/18	1/14/19	3/8/19	4/8/19

Baseline Data

- Opt-out rate: Opt-out rate from other CCAs is about 3-5% on an energy/load basis
- No baseline data available on awareness

Goals

1. Achieve an opt-out rate of no more than 3% (total load) over first 3 months
2. At least 3% participation in TotalGreen

Target Audiences

1. All Residents, with tactics aimed at demographics that have high opt-out rates for other CCAs:
 - a. Spanish speakers
 - b. Vietnamese speakers
 - c. Low-income
 - d. Seniors
 - e. Chinese speakers

- 2. Businesses
 - a. Key Accounts (top 1,200 customers in terms of demand)
 - i. 430 with >1M kWh of load
 - ii. Schools
 - iii. Tech companies
 - iv. Data centers
 - v. Hospitals/Healthcare
 - b. Medium to high energy users
 - i. Manufacturing
 - ii. Landlords
 - iii. Commercial property management
 - c. All other businesses
- 3. Internal audiences
 - a. Council Offices
 - b. City staff
- 4. Groups that will not be automatically enrolled (messaging & FAQs only at first)
 - a. Residential NEM (~19,706)
 - b. A1 (~1,886) (A1 NEM will be enrolled)
 - c. A6 (~1,408) (A6 NEM will be enrolled)

Outreach Objectives

- 1. Reach 100% of residents and businesses through required noticing.
- 2. Increase visits to SanJoseCleanEnergy.org by 800% (>10k pageviews) in February 2019 compared to October 2018.
- 3. Achieve residential awareness of at least 30%.

Key Messages

See message matrix

Residential Outreach

Date	Tactic	Audience
Starting July	CED & SJCE Websites: Continue to update as needed. <ul style="list-style-type: none"> • Nov 6: update launch date, power mix, TotalGreen pricing 	Residents and businesses
Starting August	Community Events: Table at events and provide information and collateral about SJCE	Residents
September	VTA light rail wrap: Developed in collaboration with ESD; advertisement will be displayed for the month of September.	Residents
September-October	Spanish/Vietnamese nonprofits: Email these groups with SJCE information, collateral and ask to spread among their networks.	Residents; Spanish and Vietnamese speakers
Starting October	Social media: Work up to daily posts on Facebook, Twitter and Instagram	Residents and businesses
Starting October	Somos Mayfair: Engage them for message focus grouping services and to set up educational events	Residents; Spanish speakers
Starting October	VIVO: Engage them for message focus grouping services and to set up educational events	Residents; Vietnamese speakers
Starting October	Rocketship PTAs, Ecopadres & other parent groups: Engage them to explore partnerships; make presentations at libraries or schools	Residents; Spanish and Vietnamese speakers
Starting October	Senior center outreach: Reach out to PRNS to understand how to reach seniors; hold presentation/Q&A session	Residents; seniors
Starting October	Community center outreach: Reach out to PRNS to schedule tabling opportunities.	Residents; Spanish and Vietnamese speakers

Starting October	Library outreach: Reach out to library to discuss co-marketing opportunities and/or events. Set up story-times (Spanish and Vietnamese too)	Residents; Spanish and Vietnamese speakers
October-November	Council district coordination: Email council district offices asking them to inform their networks about SJCE; schedule lunch meeting (presentation and knowledge sharing); share collateral; and ask Council Members for helping reaching large/influential commercial customers	City leaders & staff, residents, businesses
October-November	Video: Create a short animated video explaining SJCE to share on social media channels, website, and CivicCenter TV.	Residents and businesses
Starting November	Newsletter (MailChimp): Informative monthly posts with launch updates	Website and event subscribers
Starting November	Nextdoor: Informative monthly posts with launch updates. Establish "Nextdoor Guardian Network" of advocates monitoring neighborhood feeds and clearing up any misconceptions	Residents
Starting November	Church group outreach: Reach out to church organizations, ask to schedule presentations and share collateral. Start with PACT.	Residents; Spanish and Vietnamese speakers
Starting November	Environmental non-profit outreach: Reach out to local environmental groups and ask to help spread opt-up message	Residents and businesses
Starting November	SJSU student outreach: Reach out to environmental student groups at SJSU and ask to help spread opt-up message (\$5 per month more = 1 boba tea)	Residents; Spanish and Vietnamese speakers
Starting November	Neighborhood Watch outreach: Connect with SJPD to insert information about SJCE in their neighborhood watch presentations (address door to door scams about energy bills and solar)	Residents
Starting November	TotalGreen Welcome Package: Design and develop stickers with TotalGreen badge for residents who opt-up to display, include coupons and other branded merch.	Residents
November 9	Brochure: Update based on 11/6 Council meeting and reprint (3k res, 1k commercial)	Residents and businesses
November 12	CMO Weekly: Info from 11/6 Council meeting	Council Offices, internal staff, residents, and media
November 19	Collateral at Libraries & Community Centers: Deliver brochures (and potentially other collateral) to all branches and centers.	Residents
November 16-January 27	Downtown Ice: Sponsorship to include 2 dashers and LCD signs	Residents
November 23-December 25	Christmas in the Park: Sponsorship to include plug photo op, 12 light pole signs, 4 social media mentions, and 4 logo placements	Residents
November 27	CMO Weekly: About notices going out for Nov 30 CMO weekly	Council Offices, internal staff, residents, and media
November	Calpine Call Center script: Review CalPine Call Center script.	Residents and businesses
November-February	Employee News Network: Informative posts (every other month) with launch updates	City employees
November-February	Leadership forums: Email neighborhood leadership forums asking to help spread the word, offer to give presentations, and provide collateral.	Residents
November-December	Collateral Development- "Understanding Your Bill" one-sheet: Trilingual (4k English, 2k Spanish, 1k Vietnamese)	Residents; Spanish and Vietnamese speakers
November-December	Collateral Development- Postcard: 5.5" x 8" postcard, two versions: English/Spanish (5k) and English/Vietnamese (2k)	Residents; Spanish and Vietnamese speakers
November-December	Web Tool Development- Residential Bill Calculator: Develop bill calculator tool (trilingual)	Residents; Spanish and Vietnamese speakers
November-December	Coordination with other City departments: Discuss co-marketing and collaboration with Airport, ESD, Housing, OED, etc.	Residents and businesses; low-income

November-January	Message alignment with Climate Smart: Coordinate to ensure staying in SJCE and opting up are prominent messages in Climate Smart communications. Explore other partnerships. Ask ESD to put TotalGreen info on Climate Smart webpages.	Residents; Spanish and Vietnamese speakers
December 3-May 2	Sound of Hope Radio (Mandarin language): ads on radio, website and social media, and on-air radio interview	Residents; Mandarin speakers
December 5-19 & January 15-April 15	Facebook & Instagram ads: Awareness building in English, Spanish and Vietnamese. Geo-targeted to San Jose. Pause during holidays. Video and photo ads. Test different messages. Opt-up message for high-income, environmentalist segment. Include how to read your bill ad in March?	Residents; Spanish and Vietnamese speakers (older)
December 5-19 & January 15-April 15	Twitter ads: Awareness building in English. Geo-targeted to San Jose. Pause during holidays. Video and photo ads.	Residents (younger)
December 3	1st Pre-enrollment Notice: Postcard to all residents and businesses (mailing list from PG&E)	Residents and businesses
December 11	Terms & Conditions in Spanish & Vietnamese: Translate terms and conditions, create webpages and create friendly URL for postcard.	Residents and businesses; Spanish and Vietnamese speakers
December 31- February 24	Billboard posters 10'x22': 10 to be posted in San Jose (language depends on billboard location)	Residents and businesses; Spanish and Vietnamese speakers
December 31- February 24	VTA light rail wrap: Advertisement will be displayed in January and February with opt-up message.	Residents and businesses
w/o January 2	2nd Pre-enrollment Notice: Postcard to all residents and businesses (mailing list from PG&E)	Residents and businesses
w/o January 2	CMO Weekly: About notices going out	Council Offices, internal staff, residents, and media
w/o January 7	Council district coordination (new staff): Email council district offices asking them to inform their networks about SJCE; schedule lunch meeting for new staff, if needed (presentation and knowledge sharing); and share collateral.	Residents; Spanish and Vietnamese speakers
January 15-April 15	Mercury News digital ads: Banners ads on Mercury News online, geotargeted to San Jose.	Residents and businesses
January-March	Earned Media: News release and pitches to English and Spanish media marking Phase 2 launch.	Residents and businesses; Spanish speakers
January-February	PRNS Newsletter: Provide article or ad for PRNS newsletter	Residents; Spanish and Vietnamese speakers
January 20-February 23	Vietnamese newspaper ads (Viet Tribune): Half-page ad in Vietnamese weekly paper based in San Jose (5 weeks).	Residents; Vietnamese speakers
Mid-January	Brown bag for City employees: Hold 1-2 brown bag lunchtime sessions for City employees to learn more about SJCE and ask questions.	City employees
Mid-January	Mailing to CARE customers: Smaller postcard; let them know they will continue to receive discounts without having to re-register	Residents; low income
Late January-late February	Radio ads 94.5 KBAY: 0:60 second endorsement from radio DJ, to air 68 times	Residents
February 1 - March 15	Spanish radio: Ads on La Kaliente 1370 AM (popular with recent immigrants)	Residents; Spanish speakers
February 1-March 31	YouTube ads: Video ads (0:15-0:30) in English, Spanish and Vietnamese. Geo-targeted to San Jose. Message: awareness building	Residents; Spanish and Vietnamese speakers (all ages)
February 1-April 5	Vietnamese radio ads (Vien Thao): 0:30 second commercial on Vietnamese radio (9 weeks)	Residents; Vietnamese speakers
February 1-April 30	Spanish print ads: Half page ads in La Bamba (\$200/week)	Residents; Spanish speakers

Early February	Mercury News Op-Ed: Pitch op-ed written by Lori or the Mayor	Residents and businesses
w/o February 25	1st Post Enrollment Notice: Postcard to all residents and businesses (mailing list from PG&E)	Residents and businesses
February	Town Hall meetings: at 4 community centers around the City, quick presentation + Q&A	Residents
February	Spanish Town Hall: Hold presentation/Q&A session	Residents; Spanish speakers
February	Town Hall at Vietnamese Community Center: Hold presentation/Q&A session	Residents; Vietnamese speakers
February	Launch Event: Utility turn on ceremony, location TBD (company opting up?), with dignitaries. Prepare for media.	Residents and businesses
February	School messages: Send messages to parents via school district communications. Use Peachjar?	Residents; parents
February-March	Spanish radio: Spanish talk show interview segment on Radio Lazer 93.7 with El Pollo 11am-3pm	Residents; Spanish speakers
February-March	Facebook live: Three sessions (two in English, one in Spanish) where we relay launch information and users can ask questions.	Residents and businesses; Spanish speakers
February-March	Flea Market tabling: Tabling 1-2 Sunday's at Berryessa and/or Capitol flea markets	Residents: Spanish speakers
February-March	Farmer's Market Tabling: Tabling at 1 or more farmer's market. Share opt-up option.	Residents
February-April	Univision TV: Morning talk show (Despierta Area de la Bahia) interview segments (2-5 min): 1. February: what is SJCE? 2. March: testimonial from resident & how to read your bill 3. April: re-run testimonial from resident & how to read your bill	Residents; Spanish speakers
February-April	Comunidad del Valle (Telemundo): Spanish talk show interview segments: 1. February: what is SJCE? 2. March: testimonial from resident & how to read your bill 3. April: re-run testimonial from resident & how to read your bill	Residents; Spanish speakers
March	PG&E bill insert for first bill: bill message about SJCE in first bill. Provide link to "how to read your bill" page.	Residents and businesses
March 1	City Hall ground floor displays: Set up ground floor display, including banners	City employees
March 21	Let's Do Lunch: Educate staff about SJCE and promote TotalGreen	City employees
March TBD	Ribbon cutting event – Second Street Studios: Highlight commercial customer #1 with event, media pitches, CMO weekly, social media & employee news article	Residents; Spanish and Vietnamese speakers
w/o March 25	2nd Post Enrollment Notice: Postcard to all residents and businesses (mailing list from PG&E)	Residents and businesses
Late March	Awareness survey: Send out survey (or join ESD's Climate Smart survey) to gauge how much the launch campaign improved awareness.	Residents; Spanish and Vietnamese speakers

Events

Date	Event	Audience
August 25 & 26	Italian Family Festa History Park	Residents
September 23	Viva Calle: Table at Fairgrounds	Residents
October 20	Harvest Festival Almaden Community Center	CD 10 Residents
November 10	Seven Trees Turkey Trot	CD 7 Residents
January or February (TBD)	Tet Festival: Table at location to be determined. TBD	Vietnamese speakers
February	Tu Salud Health Fair (Telemundo) TBD	Spanish speakers
May (TBD)	Viva Calle	Residents

Commercial Activities

Date	Tactic	Audience
Ongoing, through winter	Direct outreach to large load business customers: Contact Energy Managers of largest-load business customers via email, phone, or meeting to inform them of SJCE and encourage their participation. Work with OED	Businesses
October-December	Collateral Development- "Key Account" one-sheet: English only	Businesses; Key accounts
October-November	Collateral Development- Letter from Lori addressed to sustainability and facilities/energy managers: Letter guaranteeing prices lower than PG&E and explaining benefits.	Businesses; Key accounts
Starting October	Visit San Jose co-marketing opportunities: will promote hotels and restaurants with TotalGreen on their website + more TBD	Businesses
November	Silicon Valley Leadership Group opportunities: TBD	Businesses
November	Sustainable Silicon Valley opportunities: TBD	Businesses
Starting November	SJC promotional opportunities: Explore opportunities with Rosemary Barnes (mural/sign/display/plaque?)	Businesses and residents
Starting November	Website; Evaluate options for commercial customer online portal; commercial calculator tool: Develop commercial webpages, including section on reporting (i.e. how to update reporting software), white papers or videos of customers, address concerns: (a) cost (explain how SJCE is cheaper, how to read new bill, how we can beat PG&E), (b) value (letter from Lori, not for profit, efficiencies (operating expenses 12-15% PGE, CCA 2-5%, taking advantage of low cost of renewables (timing)), and (c) reliability	Businesses
November	Chambers of Commerce: Notify all 9 chambers (including SVO & ethnic) of SJCE, including brochure. Request to help spread the word. Potential speaking opportunities	Businesses
November	Business Associations: Notify all 15 associations of SJCE, including brochure. Request to help spread the word. Potential speaking opportunities	Businesses
November	TotalGreen badge development: Design and develop window stickers and signs with TotalGreen badge for businesses who opt-up to display.	Businesses
Late November	Key Account mailing: Mail cover letter and Key Account one-sheet to key accounts prior to first notice.	Businesses; Key accounts
November-December	Coordination with other City departments: Discuss co-marketing and collaboration with Airport, ESD, OED, etc.	Residents and businesses
November-December	Collateral Development- Commercial "Understanding Your Bill" one-sheet: English (4k)	Businesses
November-December	Convention Center mural: partner with ESD to put SJCE messages in forthcoming Climate Smart mural	Businesses and residents
November – January (TBD)	Commercial Opt-up challenge: encourage businesses to enroll in 100% RE product; recognize them on social media, website, City Hall, etc. - TBD	Businesses
November-March	OED Newsletter: Write articles for OED newsletter (Elisabeth Handler). Opt-up & awareness building messages.	Businesses
Mid-January-mid-March	Silicon Valley Business Journal digital ads: Ads on online version of newspaper. Awareness building and opt-up messages.	Businesses
Mid-February-mid-March	SJC Airport Advertising: 62"x43" ad in terminal B (domestic & international) with opt-up message or Charing Station (\$1k more)	Businesses and residents
Fall/Winter	Establish Net Energy Metering (NEM; rooftop solar for both residential/commercial) program/rates and Peak Day Pricing (PDP) program	Businesses
Winter	Evaluate Manufacturing Rate and/or Economic Development Rate to attract/retain commercial customers	Businesses
Spring	Small business workshops: Engage A1 & A6 customers	Businesses