

MARKETING & OUTREACH PLAN

February 2019 Launch



OVERVIEW

- Target audiences
- Outreach goals
- Messages
- Residential tactics
- Commercial tactics
- Measurement
- Discussion/Q&A

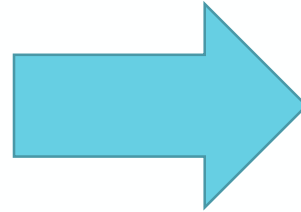


TARGET AUDIENCES

- All residents
 - Demographic groups with high opt-out rates:
 - Non-English speakers
 - Low-income
 - Seniors
- Medium & large businesses
 - Key accounts (~1,200)
- Internal audiences
 - Council Offices
 - City staff
- Groups not automatically enrolled
 - Residential NEM
 - A1 & A6

OUTREACH GOALS

- Reach 100% of residents and businesses through required noticing
- Increase visits to SanJoseCleanEnergy.org by 800% in February 2019 compared to October 2018
- Achieve residential awareness of at least 30%



- Opt-out rate of no more than 3%
- At least 3% participation in TotalGreen

MESSAGES

- Cleaner electricity at lower rates
- We source electricity for you from more renewable sources. As our partner, PG&E transmits it.
- Locally controlled; revenue goes back into our community
- Increase competition and customer choice
- Upgrade to TotalGreen
- Key way to meet our city's Climate Smart goals & improve quality of life
- Our solar program will be available for residential customers in 2020
- We want to hear from you about the programs you value
- Continue to receive existing discounts (e.g., CARE) without having to re-register



RESIDENTIAL OUTREACH TACTICS

OVERVIEW OF RESIDENTIAL TACTICS

- Television
- Print
- Radio
- Outdoor ads
- Social media
- Digital ads
- Media pitches
- Stakeholder engagement
- Community presentations
- Events
- Website/newsletter

SPANISH-SPEAKERS

- Television
 - Despierta Area de la Bahía (Univision)
 - Comunidad del Valle (Telemundo)
 - Media pitches
- Newspaper ads
 - La Bamba
- Radio ads
 - AM 1370 La Kaliente
 - 93.7 Radio Lazer
- At least one billboard
- Social media ads
 - Facebook
 - YouTube
 - Instagram
- Social media posts & Facebook live
- Partner with community groups like Somos Mayfair
- Tabling at flea market and Tu Salud health fair

VIETNAMESE-SPEAKERS

- Newspaper ads
 - Viet Tribune
- Radio ads
 - Vien Thao
- At least one billboard
- Social media ads
 - Facebook
 - YouTube
- Social media posts
- Partner with community groups like VIVO
- Presentation at Vietnamese American Community Center



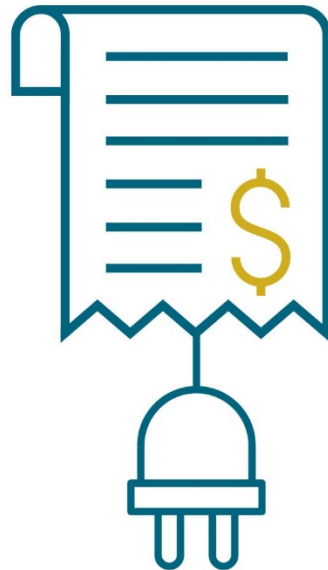
OTHER GROUPS

Low-income

- Housing department
- Postcard to low-income customers

Seniors

- Senior Center engagement
- Targeted digital ads



COMMUNITY PRESENTATIONS

- Town hall meetings:
 - 4 in English
 - 1 in Spanish
 - 1 at Vietnamese Community Center
- As requested:
 - District leadership forums
 - Neighborhood groups



EVENTS

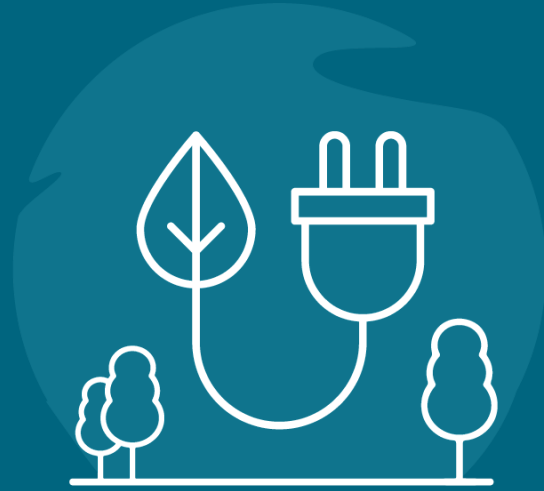
- Every Council District
 - D10 Harvest Festival
 - Seven Trees Turkey Trot
- Events focused on non-English speakers
 - Tet Festival
 - Tu Salud Health Fair
- Citywide events
 - Viva Calle
- Libraries & Community Centers



INTERNAL AUDIENCES

- Presentation & discussion with Council Aides
- Coordination with City departments
- Employee newsletter
- Brown bag presentations
- “Let’s Do Lunch” event





COMMERCIAL OUTREACH TACTICS

OVERVIEW

- Direct outreach
- “Key Account” mailing
- Digital ads
- Airport advertising
- Coordination
 - City departments (OED)
 - Chambers of Commerce
 - Business Associations
 - Silicon Valley Leadership Group
 - Sustainable Silicon Valley
- Opt-up challenge
 - TotalGreen badges
- Provide analysis
- Ask for program input





MEASUREMENT

HOW WE'LL MEASURE EFFECTIVENESS

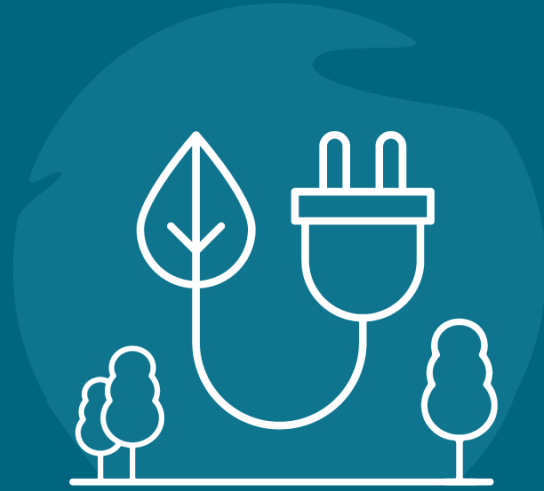
- Real time: opt-outs & opt-ups
- Monitor tactic performance
 - Web analytics
 - Tracking URLs
 - Unique URLs
 - Social media/digital ad analytics
- Survey





DISCUSSION

QUESTIONS?



THANK YOU

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