



## **Staff Report Item 7**

**TO:** East Bay Community Energy Board of Directors

**FROM:** Bruce Jensen, Rochel Germano (Circlepoint)

**SUBJECT:** Marketing, Communications and Outreach Preview

**DATE:** May 17, 2017

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### **Recommendations**

Receive presentation, and provide feedback to Staff as desired.

### **Analysis and Discussion**

Circlepoint is currently in the process of developing a strategic marketing, communications, and outreach plan (plan) for East Bay Community Energy (EBCE). The plan will serve as an implementation guide for the marketing and outreach program that provides information to area residents and businesses about the operations and services provided by EBCE.

Additionally, the plan will detail the goals and objectives of the program, key issues and challenges, evolution of the EBCE brand, key target audiences, messaging, marketing tactics, communications channels, timeline, and measurements of success. In order to meet the demands of EBCE and its constituents, the plan should be considered a “living document” that will be assessed and refined throughout the course of the program launch period.

Rochelle Germano, Circlepoint Director of Communications, will attend the meeting and provide the members of the EBCE board with a PowerPoint presentation highlighting the key elements of the plan.

### **Attachments:**

Powerpoint Presentation - Marketing, Communications & Outreach Plan