



Staff Report Item 6

TO: East Bay Community Energy Board of Directors

FROM: Annie Henderson, Vice President of Marketing and Account Services

SUBJECT: **Update on Marketing and Phase 1/Municipal and Commercial Outreach Strategy**

DATE: December 6, 2017

Recommendation

Receive update and provide feedback on Marketing and Phase 1 outreach strategy.

Background

In April 2017, the EBCE Board of Directors approved a service contract with Circlepoint Inc. for marketing and communications services to support EBCE in the following key areas:

- Development of EBCE's initial communications plan -- goals, strategies, timeline and metrics
- Development and support for Phase 1/commercial outreach strategy
- Brand identification and style guidelines including sub-brand logos and core messaging
- Website redesign and expansion including translation in 5 languages
- Collateral development including brochures, banners, business toolkit, and animated video
- Scheduling and participation in various outreach activities and speaking engagements
- Development of a public marketing campaign using a combination of paid and earned, digital and print media
- Design and support of customer notification and enrollment process, including call center scripting and preparation
- On-going strategy and coordination meetings with EBCE staff, Board presentations, and reports

Since that time, Circlepoint, working with EBCE's CEO and the new Vice President of Marketing and Account Services, has completed several tasks focused on development of the overall communications and business outreach plans, core messaging, website redesign, product branding and ad campaign concepts, and development of the Phase 1 outreach strategy and business toolkit. To inform these efforts, Circlepoint has drawn on EBCE's existing collateral and branding; its previous experience in the CCA field; and it also hosted a series of meetings and focus group that included EBCE staff, members of the CAC and members of the EBCE Board of Directors.

Current Focus and Next Steps

Our focus now is preparing for Phase 1 customer engagement, which will focus on municipal and commercial accounts in our service territory. This includes identification of and meetings with our large load customers, informational presentations before city councils and myriad local business organizations, and a targeted advertising campaign focused on business customers. This will consume a large portion of our efforts through the first quarter of 2018 and will be followed by customer notifications beginning in early April in preparation for launch of service in June 2018.

While outreach efforts in the first several months of 2018 will target municipal and commercial customers, EBCE and Circlepoint will also be developing the broader community/residential outreach strategy and ad campaign. Components of this effort will include public presentations, tabling at local events, sponsorship of high-visibility organizations and events, and a robust paid and earned media plan. The broader public campaign will kick off in late Spring anticipating a Fall 2018 enrollment of EBCE's Phase 2/residential customers.

Rae Quigley, Communications Director at Circlepoint, will be on-hand to provide a detailed update on recent marketing activities, outline future plans, and address Board member questions.

EBCE Board Participation

There are several ways that Board members and their jurisdictions can support EBCE's outreach efforts. These include serving as a communications channel to your residents and businesses, including EBCE content on your city website and newsletters, drafting op-eds, help promote public workshops and events, and provide in-kind advertising opportunities where possible.

EBCE is committed to implementing a robust public awareness campaign and we appreciate the support and ideas of Board members, members of the CAC, and the public in helping us get the word out with accuracy and timeliness.

Attachment

- A. Marketing and Phase 1 Outreach Slide Presentation



Communications Update

December 2017

Communications Update



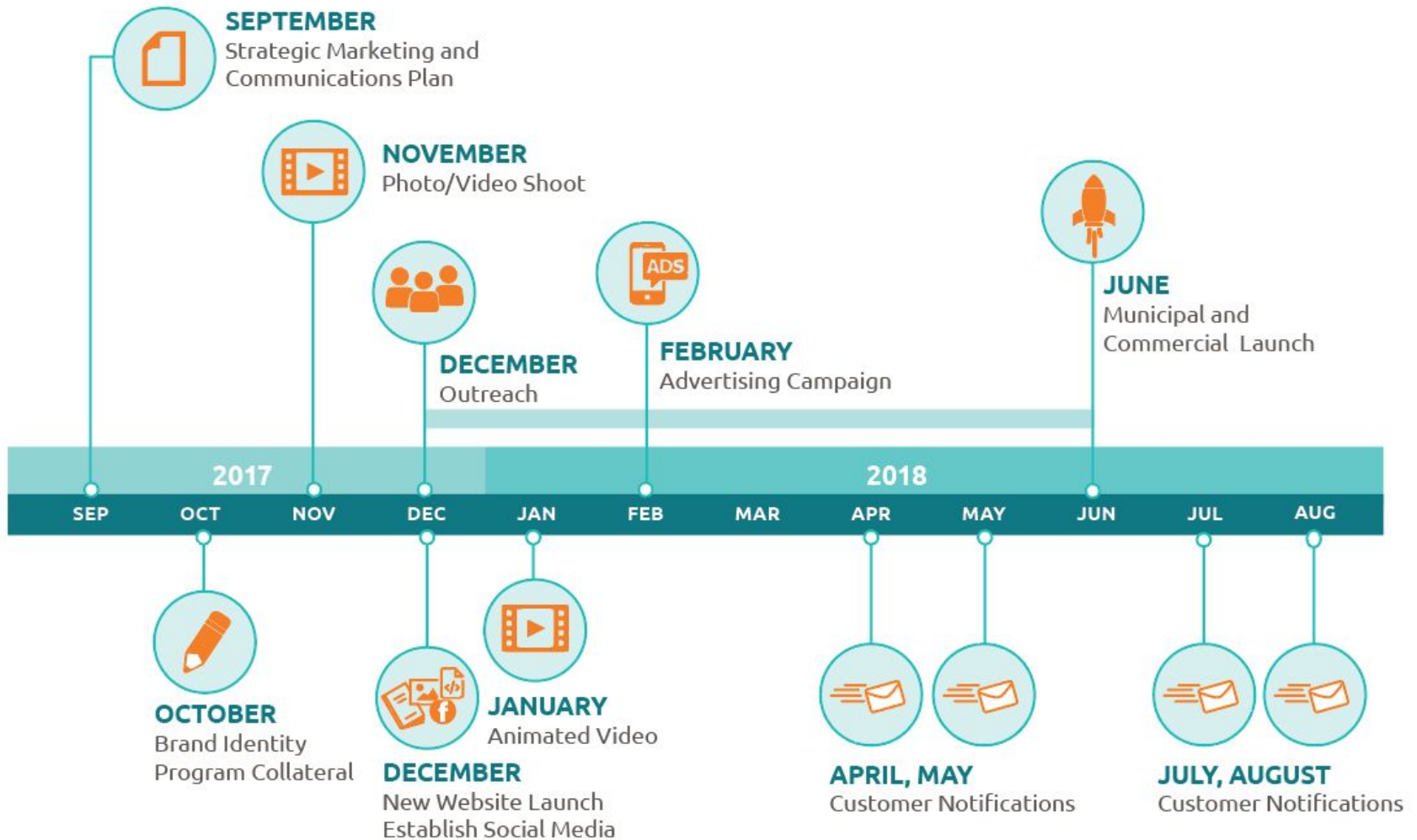
Completed Activities

- Communications & Outreach Plan
- Branding Guidelines
- Draft messaging framework and product branding
- Website content and design enhancements
- Advertising campaign concept development

Current Activities

- Website and collateral development
- Media planning
- Outreach
- Customer notification planning

Communications Update



Product Branding



Ad Campaign Concepts



**Cleaner energy.
Lower cost.**

EBCE is brilliant for business.

FIND OUT MORE AT ebce.org

**Green your business.
Support local jobs.**

EBCE is brilliant for business.

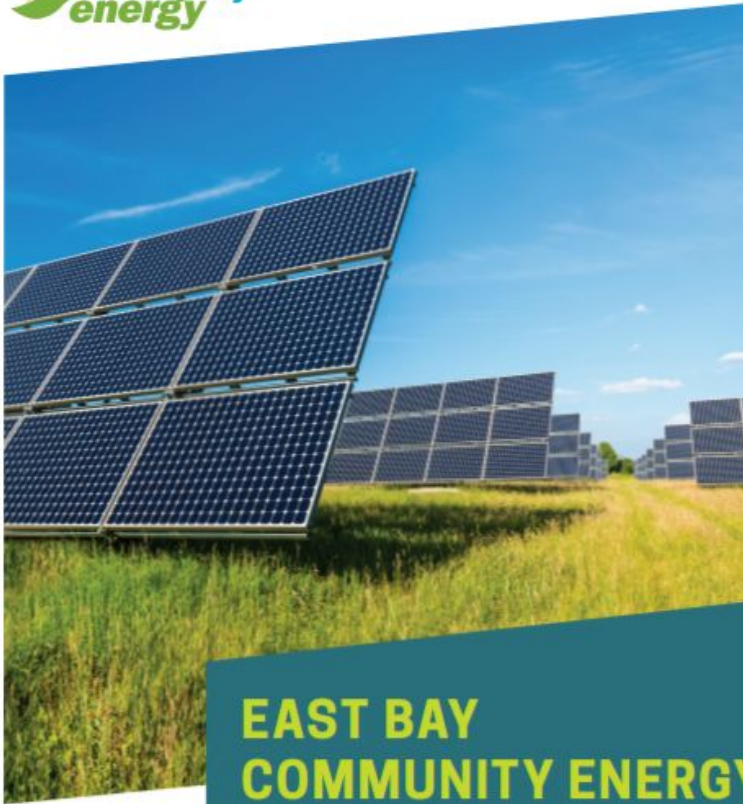
FIND OUT MORE AT ebce.org

**Save money.
Help the environment.**

EBCE is brilliant for business.

FIND OUT MORE AT ebce.org

Business Toolkit



EAST BAY COMMUNITY ENERGY BUSINESS TOOLKIT



East Bay Community Energy (EBCE) is Alameda County's community-governed provider of cleaner, greener electricity at lower rates. As a locally-controlled non-profit public agency, EBCE is accountable to customers, not shareholders. EBCE reinvests earnings into the community to create local green energy jobs, projects and programs.

At EBCE, we understand the importance of Alameda County's thriving business community to our economy, local policy decisions, and way of life. It's our goal to ensure that businesses and decision-makers are well informed about all aspects of East Bay Community Energy and how this change benefits your business. With the support of business leaders like you, EBCE is working to make Alameda County a better place for businesses to thrive.

WHAT'S INSIDE

We encourage you to use this guide to see why East Bay Community Energy is the smart and sustainable choice for your business.

- | | |
|---|-------------------------------|
| 01 General East Bay Community Energy Information | 06 Energy Options |
| 02 How We'll Do It | 07 Cost And Rates |
| 03 East Bay Community Energy Benefits | 08 FAQ |
| 04 Enrollment Information | 09 Contact Information |
| 05 Key Dates | 10 Resources |

Commercial Outreach Strategy



Collateral Development

- Business Toolkit
- Interactive Rate Calculator
- Window Cling and Web Badges

Stakeholder Group Engagement

- In-person Presentations
- Materials Distribution
- Lunchtime Webinar and Breakfast Forums

Key Account Outreach

Media Plan (Draft)



Media Type

Channels

Social

- Facebook
- Twitter
- LinkedIn

Digital

- Mobile Banners
- Pre-roll Video
- Display & Retargeting
- Site wraps

Print

- Business Journals
- Local/community print

Other

- Chamber Sponsorships

How you can help



Partner Toolkit

- Collateral
- Social media posts and graphics
- Website blurb/graphic
- E-blast content
- Video

Local newsletters

Op-eds

In-kind Advertising

Support with local presentations



Thank You