



**Staff Report Item 7**

**TO:** East Bay Community Energy Executive Committee Members

**FROM:** Annie Henderson, VP, Marketing and Account Services

**SUBJECT:** Marketing Update

**DATE:** June 29, 2018

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**Recommendation**

Receive an in-depth update from staff on major marketing and outreach activities, including market research and customer survey efforts

Attachment:

A. Marketing Update



# EBCE Residential Marketing and Outreach

PRESENTED BY Annie Henderson  
DATE 06/29/18



# Content Overview

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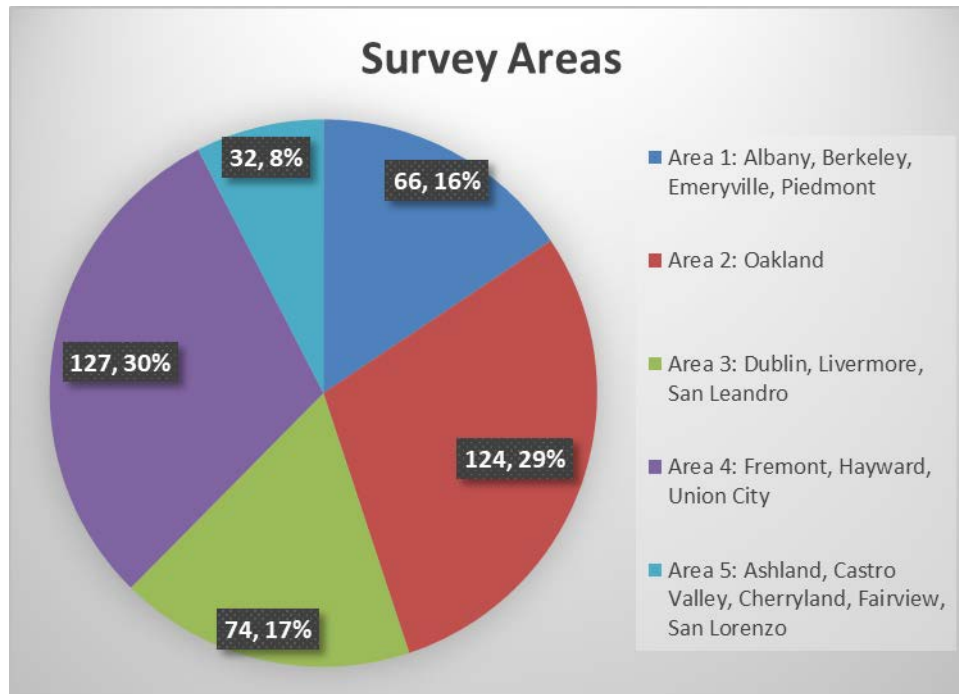
- Market Research
- Strategic Marketing and Communications Plan Overview
- Third Product: 100% Renewable Energy

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# Alameda County Residential Market Research

# Market Research

- Conducted by InterEthnica and InterQ
- 423 Intercept Surveys



GENDER	
Female	<b>62%</b>
Male	<b>38%</b>
AGE	
18-29	<b>25%</b>
30-39	<b>25%</b>
40-49	<b>16%</b>
50-59	<b>16%</b>
60+	<b>19%</b>
HHI	
<\$50K	<b>31%</b>
\$50-100K	<b>30%</b>
\$100-150K	<b>20%</b>
\$150K+	<b>19%</b>

HOMEOWNER	
Rent	<b>58%</b>
Own	<b>42%</b>
ETHNICITY	
White	<b>37%</b>
Hispanic	<b>25%</b>
Black	<b>12%</b>
Chinese	<b>10%</b>
Other	<b>16%</b>
# PPL HH	
1	<b>12%</b>
2	<b>24%</b>
3	<b>19%</b>
4	<b>20%</b>
5+	<b>25%</b>

# Customer Segmentation

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Define cohorts based on clean energy knowledge, focusing on geography and language for effective marketing and messaging.

Our goal was to look for demographic patterns related to clean energy knowledge in Alameda county, using survey results provided by InterEthnica. We focused on grouping consumers by their level of knowledge in order to inform a messaging approach. Cohort geography and language spoken were also key areas of consideration, as they will significantly impact media targeting.

**Q1. How would you define carbon-free energy versus renewable energy?**

*(A: They come from different sources)*

**Q2. Which of the following are sources of carbon-free energy?**

*(A: Solar, Wind, Nuclear, Large and Small Hydropower, Geothermal – 6 of 9 choices)*

**ENERGY PROS** correctly answered Q1 and correctly named 4, 5 or 6 carbon-free energy sources in Q2

**IN-THE-KNOW** correctly answered Q1 and correctly named 1, 2 or 3 carbon-free energy sources in Q2

**UNINFORMED** incorrectly answered Q1 and were not asked Q2

# Customer Personas



## CLEAN ENERGY COHORTS SUMMARY

25%

of total  
respondents



### MATURE ENERGY PROS

- educated and well-informed
- skews male
- the oldest group
- mostly white
- highest HHI
- the environment is the #1 concern
- most willing to pay more for programs

25%

of total  
respondents



### YOUNG & IN-THE-KNOW

- moderate energy knowledge
- socially conscious
- skews female
- the youngest group
- ethnically diverse
- middle-income range
- equally value low prices and the environment

50%

of total  
respondents



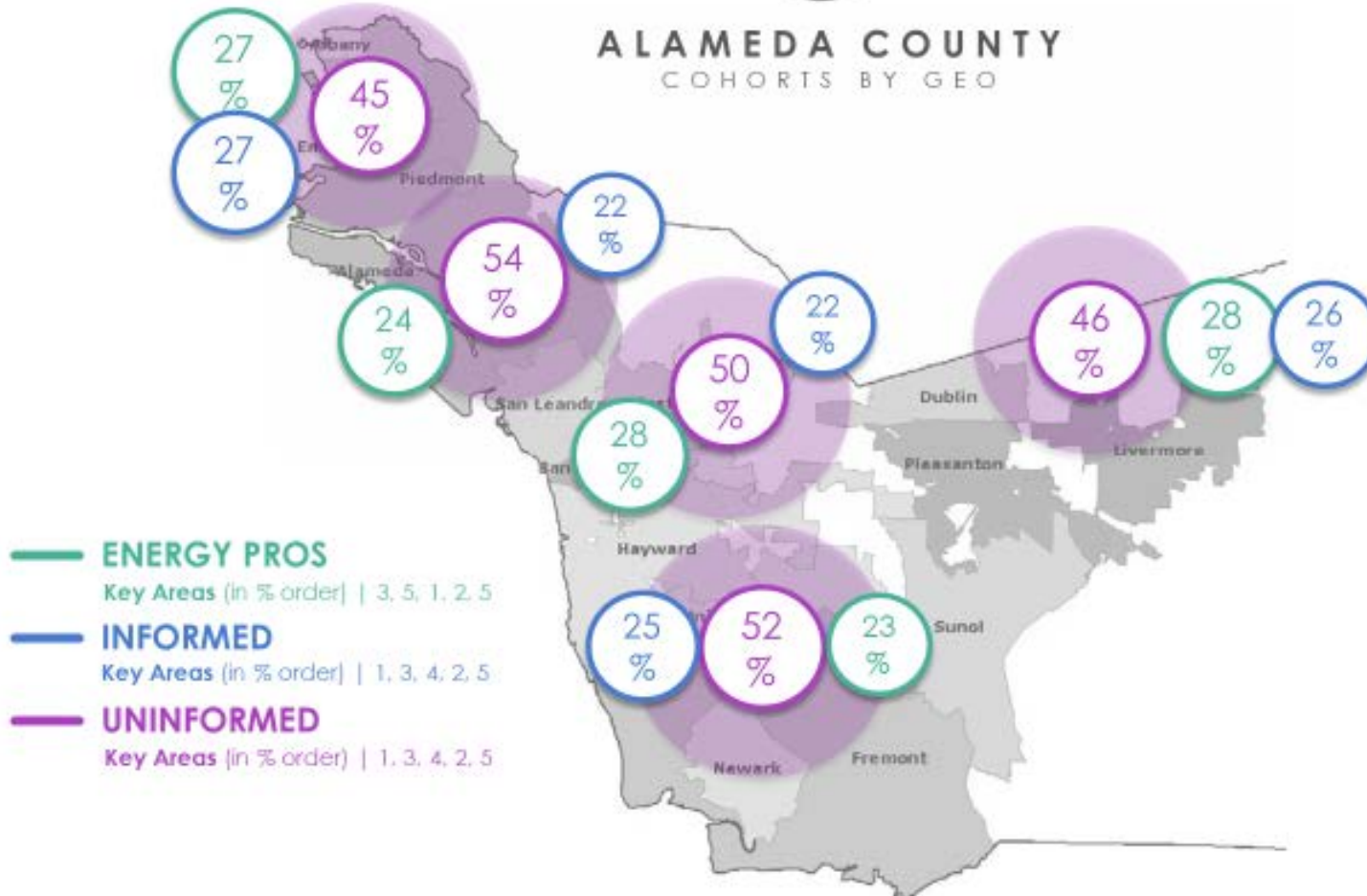
### UNINFORMED MULTI-CULTI

- little understanding of clean energy
- even m/f split, across age ranges
- ethnically diverse
- families with 3+ people in HH
- the lowest income group; renters
- value low rates and reliability significantly more than environment
- unwilling to pay more for programs

# Distribution of Personas



## ALAMEDA COUNTY COHORTS BY GEO





# Messaging



## MESSAGING COHORT SUMMARY



### MATURE ENERGY PROS

Emphasize the environment, not low rates.

English 87% • Spanish 8% • Chinese 5%



### YOUNG & IN-THE-KNOW

Focus on BOTH low rates and the environment.

English 75% • Spanish 17% • Chinese 8%



### UNINFORMED MULTI-CULTI

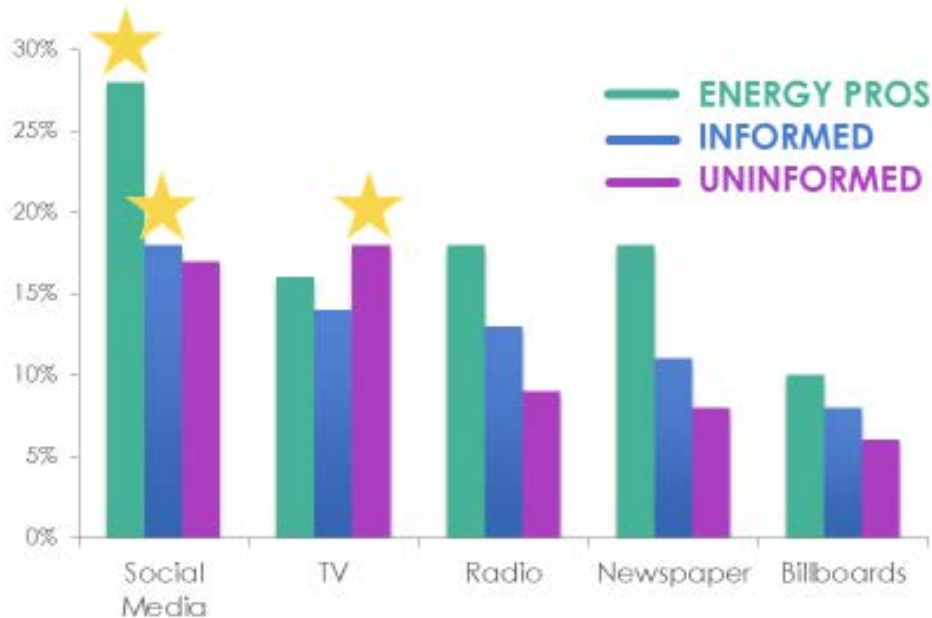
Emphasize low rates and reliability, educate.

English 70% • Spanish 22% • Chinese 8%

# Media Preferences



## MEDIA COHORT SUMMARY



Note: this chart shows media only, and does not factor in other ways to share energy information (email, electric bills, door-to-door, etc.)

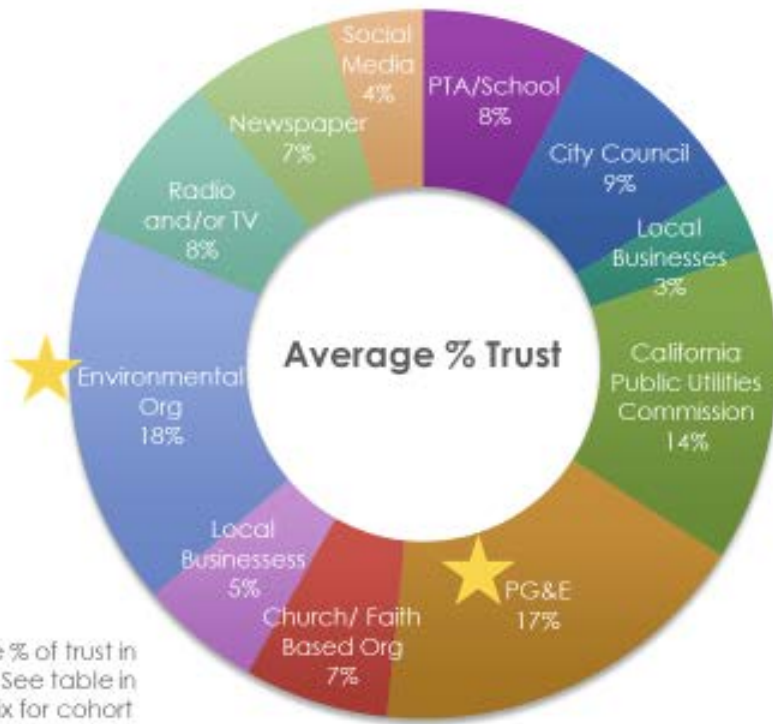
**Social media is an ideal medium for targeting audiences with different messages.**

Social media, which is preferred by the most informed cohorts, is ideal because it's easy to target specific audiences by demographics or interest. Messages can be customized, making this very cost efficient. TV, radio and outdoor are mass media, best for general messaging.

# Trusted Sources



## TRUSTED SOURCES ENERGY INFORMATION



Average % of trust in sources. See table in appendix for cohort breakout.

### The majority of Alameda county trusts PG&E as a source of info.

Overall, PG&E is a trusted source of energy information. Multi-Culti Families especially place PG&E at #1 (18% say it's an authority). Environmental Organizations like Greenpeace follow at a close second (16%).

In-The-Knows rank those two closely as well, with Environmental Orgs in the top spot at 18% and PG&E at 17%.

However, well informed Energy Pros trust Environmental Orgs and the California Public Utilities Commission first (16% each), followed by Local Government (13%). PG&E is #4 at 12%.

# Additional Survey Results

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- Most people (>65%) have not heard of Community Choice Energy programs
  - ~28% say it sounds familiar but not sure
- Survey respondents said the following were the most important factors in an electricity provider (in order):
  - Low rates and cost of service (37%)
  - Electricity that is good for the environment (31%)
  - Reliable electricity service (19%)

# If you had to sign up right now, how much more would you be willing to pay for renewable energy produced locally in Alameda County?

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Answer Choices	Distribution	Respondents
I would not pay more	26.95%	114
\$1-2/month	17.26%	73
\$5-6/month	15.60%	66
\$7-10/month	15.37%	65
\$3-4/month	13.71%	58
\$11-15/month	11.11%	47
<b>TOTAL</b>		<b>423</b>

# If the Community Choice Energy Program has ~~left~~ funds, what should they be spent on? Please select only one.

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Answer Choices	Distribution	Respondents
Providing lower electricity rates	28.91%	122
Developing local renewable energy projects	24.88%	105
Local programs, such as solar or electric vehicle incentives	22.27%	94
Stabilizing fluctuations in your electricity rate	12.56%	53
Supporting the community in other ways	11.37%	48
<b>TOTAL</b>		<b>422</b>

# What types of electricity-related programs would you like offered? (Top Choice)

Answer Choices	Distribution	Respondents
Solar for my home	26.43%	111
Resources on how to make my home more energy efficient	16.43%	69
Alerts that let me know when energy is most expensive so I can reduce my use	14.05%	59
Financing for EE upgrade to my home	10.00%	42
Job Training in the RE industry	8.57%	36
Local RE installation like wind turbines	8.57%	36
Battery storage charged by solar at my home	7.62%	32
EV charging in my community	7.14%	30
Other	1.19%	5
<b>Total</b>		<b>420</b>

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# Residential Strategic Marketing and Communications Plan



# Plan Overview

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- Goals
- Target Audiences
- Messaging
- Communication Channels
- Outreach
- General Timeline

# Goals

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- **Inform Customer Base**
  - Provide clear, accurate, and easily accessible program information
  - Deliver clear and transparent messaging regarding electricity rates
- **Customer Retention**
  - Maintain customer participation rate of at least 95%
- **Brand Recognition**
  - Strengthen brand awareness of the program prior to launch and during enrollment, including its sub-products
  - Establish the brand as a trustworthy source with household recognition within Alameda County

# Target Audiences

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- General audience
- Community organizations
- Multicultural communities
- Municipal partners
- Seniors
- Low income customers and communities

# Communications Channels

Channel	Materials	Channel	Materials
<b>Print Collateral</b>	Factsheets	<b>Social Media</b>	Content and Graphics
	Brochures		<b>Events*</b>
	Posters	Event participation that spans geography, socioeconomics, cultures, and age groups	
	Flyers	Pop-up Tent	
	Banners	Give-Aways	
	Video	<b>Earned Media*</b>	Press Kit
	Photos		Press Releases
	Window Cling		Multicultural Media
	FAQs		Op-Eds
	Customer Enrollment Notices		Ongoing Media Outreach
Senior Guide	Coordination with Bay Area CCAs		
Yard Signs	<b>Call Center</b>	Updated Call Center Script	
Packets for Community Orgs		Updated Automated Support System	
<b>Website</b>	Translations Updated Content		
<b>Email Marketing</b>	Email Template Content and Graphics		
<b>Paid Advertising*</b>	Print		
	Radio		
	Transit (ex. Buses, BART)		
	Digital		
	Outdoor (ex. Bus Stops)		
	Social Media		
	Broadcast		
	Public access (PSA)		
Digital billboards			

*\* Detailed plans to be developed as appendices to overall strategic plan*

# Outreach

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Target Audience	Overview
<b>General Public/ Community Members*</b>	“Business to Customers” Presence at community events Direct interaction with customers/general public
<b>Community Organizations*</b>	“Business to Business” Leverage communication and engagement channels of community and stakeholder groups such as faith-based organizations and environmental organizations
<b>Multicultural Communities*</b>	Materials provided in English, Spanish, Chinese, Hindi, and Vietnamese Presence at cultural events and in-language media
<b>Municipal Partners*</b>	Leverage existing communications and engagement channels through EBCE member cities and county
<b>Senior Citizens*</b>	Develop materials specifically for seniors, engagement within Senior Centers
<b>Low Income Customers and Communities*</b>	Customized materials/messaging Targeted in-person and marketing outreach

*\* Detailed plans to be developed as appendices to overall strategic plan*

# General Timeline

Month	Tasks
May	<ul style="list-style-type: none"> <li>Overall Plan</li> <li>Third Product Branding</li> </ul>
June	<ul style="list-style-type: none"> <li>Development of content for collateral and web</li> <li>Advertising campaign plan</li> <li>Community, Multicultural, Municipal, Senior, and Low Income Outreach plans development</li> <li>Event scheduling</li> <li>Draft content and design customer notifications</li> <li>Automated System scripting (IVR)</li> </ul>
July	<ul style="list-style-type: none"> <li>Development of content for collateral and web</li> <li>Update animated video</li> <li>Translations</li> <li>Photo/Video shoot</li> <li>Advertising campaign creative development</li> <li>Outreach plans finalized</li> <li>Events scheduling and staffing</li> <li>Revisions to content and design of customer notifications</li> </ul>
August	<ul style="list-style-type: none"> <li>Collateral development</li> <li>Public engagement events scheduling and staffing</li> <li>Draft NEM outreach plan</li> <li>Advertising campaign creative development</li> <li>Finalize PSA video</li> <li>Finalize customer notifications</li> <li>Call center scripting</li> </ul>

Month	Tasks
September	<ul style="list-style-type: none"> <li>Collateral development</li> <li>Public engagement events scheduling and staffing</li> <li>NEM, Solar Choice, SmartRate, CARE/FERA communications</li> <li>Advertising campaign launch</li> <li>Social media engagement (paid ads)</li> <li>Launch event planning</li> <li>Commercial 100% renewable opt up campaign plan</li> <li>Notification #1 mailed</li> <li>Brilliant 100/Renewable 100 welcome packet development</li> </ul>
October	<ul style="list-style-type: none"> <li>Public engagement events scheduling and staffing</li> <li>Advertising campaign</li> <li>Press outreach</li> <li>Social media engagement (paid)</li> <li>Launch event planning</li> <li>Commercial 100% renewable opt up campaign delivery</li> <li>Notification #2 mailed</li> <li>Draft NEM notifications</li> </ul>
November	<ul style="list-style-type: none"> <li>Public engagement events scheduling and staffing</li> <li>Advertising campaign</li> <li>Launch event</li> <li>Social media engagement</li> <li>Commercial 100% renewable opt up campaign delivery</li> <li>Notification #3 mailed</li> <li>Finalize NEM notifications for Phase 3 (2019)</li> </ul>
December	<ul style="list-style-type: none"> <li>Public engagement events scheduling and staffing</li> <li>Social media engagement</li> <li>Commercial 100% renewable opt up campaign delivery</li> <li>Notification #4 mailed</li> <li>NEM Notification #1</li> </ul>



Third Product:  
100% Renewable Energy

# 100% RE Product

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- Objectives of sub-brand
  - Consistency with overall brand guidelines
  - Clear, immediate indication of power mix
  - Fits within hierarchy of other products
  - Understanding across languages and cultures



# Possible Names

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- Based on public comment and existing brand guidelines, created extensive list of possible names.

Leader  
Bold Prime  
Max  
Renew Choice Plus  
Brilliant Boost  
**Renewable**  
Premium Energy  
100+ Local Beyond  
Brilliant+  
Build **100**  
Upgrade

# Refining the List

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- Reviewed list for cultural and language sensitivity

## Feedback from InterEthnica :

- For a Spanish audience
  - Renewable 100 is appropriate
  - Renewable 100 Plus allows the audience to understand that additional costs may be involved and clarifies that the product is one step up from the previous product line “Brilliant 100”.
- For a Chinese audience
  - Renewable 100 works well because it is self-explanatory that the energy is 100% renewable.
  - Renewable 100 Plus also implies that an additional cost will be involved, but this can be a drawback for a Chinese audience and may discourage them from learning more about the product line.
  - Renewable 100 Max may work better for the Chinese audience since “max” suggests that the product line is a step up but has a more positive connotation in Chinese as the best, “maximum” option.

# “Renewable 100”

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- “Renewable 100” met the objectives of:
  - Consistency with overall brand
  - Immediate indication of content
  - Alignment with other sub-brands
  - Culturally appropriate without adding new phrase
- Logo design objectives:
  - Consistency with overall brand
  - Distinction from current sub-products with hatched ring
  - Attention-grabbing color
  - Simplified, less busy for focused visual impact



# Updated SubBrands

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Previous Logos

# Feedback and Support

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- Submit communication channel and event recommendations
  - <https://goo.gl/forms/kzvxXGiY8ZdmwMws2>
- Request EBCE participate at an event through the [Contact Us](#) page
- Like, Follow, Share, and Retweet EBCE
  - Facebook: <https://www.facebook.com/EastBayCommunityEnergy/>
  - Twitter: <https://twitter.com/PoweredbyEBCE>