Communications Plan



Audiences

- General Audience
- Commercial/Industrial, particularly Agricultural
- Multicultural Audiences
- Seniors
- Low income residents

- Champions & early adopters
- Solar customers
- Special districts
- Elected officials
- Environmental advocates



Messaging Framework (excerpt)

AUDIENCE	MOTIVATIONS	MESSAGES
General Audience Customers at large PG&E customers	 Environmental health Reliability Cost Choice Local control 	 VCEA offers you the power to choose your energy source. VCEA offers clean, affordable energy you can count on. Our community, our power, our choice. Choosing VCEA means cleaner energy, lower rates, and local job growth. The choices we make now impact future generations. Choose clean, renewable energy for a healthier Yolo County. electricity.
Agricultural and rural customers/ unincorporated areas and neighborhood groups	 Cost Reliability Environmental health Choice Local control 	 VCEA offers clean, affordable energy you can count on. VCEA is good for our community and the economy. Community energy means stable rates and cost savings. You don't have to pay more for clean energy. VCEA is the local choice for your clean power

power.

Advertising Mix (draft)



Media Type	Channels
Digital	 Facebook/Instagram YouTube Spanish-language sites (Impre network) CA Farm Bureau
Cable	Cable TV
Outdoor	 Yolo County Fair Yolo Bus Davis Community Transit
Print	 Davis Vanguard Sac Bee Davis Enterprise The News Ledger Winters Express Daily Democrat
Other	Davis Chamber of CommerceFarm Bureau Sponsor

Evaluation



Opt-out & Enrollment Data



Digital Ad Optimization



Paid & Earned Media ROI



Social Engagement



Web Analytics

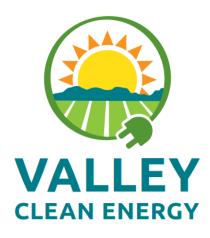


Email Metrics

































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VCEPQWER

VCEPQWERUP

VCEPlus Slightgreen **QVCETotal** Sultragreen 1 2 VCEPQWER VCEPQWERUP

Advisory Committee Member Survey

https://goo.gl/forms/JKyJuhYDY61Rb9Yr1

VCE Advisory Committee Survey

Participant Role: For example: local official, local business owner, energy professional, etc.

Your answer

What benefit that VCE will provide is most important to you?

🔘 Cost competitiveness

- Clean energy / GHG emission reductions
- Product choice
- O Price stability
- Energy efficiency
- O Other: