

# Communications Plan



DEFINE GOALS



IDENTIFY AUDIENCES & ISSUES



DEVELOP MESSAGING



UTILIZE EFFECTIVE CHANNELS



EVALUATE & RESPOND TO INPUT



MEASURE RESULTS & REFINE STRATEGY

# 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
<p>General Audience</p> <p>Customers at large</p> <p>PG&amp;E customers</p>	<ul style="list-style-type: none"> <li>• Environmental health</li> <li>• Reliability</li> <li>• Cost</li> <li>• Choice</li> <li>• Local control</li> </ul>	<ul style="list-style-type: none"> <li>• VCEA offers you the power to choose your energy source.</li> <li>• VCEA offers clean, affordable energy you can count on.</li> <li>• Our community, our power, our choice.</li> <li>• Choosing VCEA means cleaner energy, lower rates, and local job growth.</li> <li>• The choices we make now impact future generations. Choose clean, renewable energy for a healthier Yolo County.</li> <li>• electricity.</li> </ul>
<p>Agricultural and rural customers/ unincorporated areas and neighborhood groups</p>	<ul style="list-style-type: none"> <li>• Cost</li> <li>• Reliability</li> <li>• Environmental health</li> <li>• Choice</li> <li>• Local control</li> </ul>	<ul style="list-style-type: none"> <li>• VCEA offers clean, affordable energy you can count on.</li> <li>• VCEA is good for our community and the economy.</li> <li>• Community energy means stable rates and cost savings.</li> <li>• You don't have to pay more for clean energy.</li> <li>• VCEA is the local choice for your clean<sub>3</sub> power.</li> </ul>

# Advertising Mix (draft)



Media Type	Channels
Digital	<ul style="list-style-type: none"><li>• Facebook/Instagram</li><li>• YouTube</li><li>• Spanish-language sites (Impre network)</li><li>• CA Farm Bureau</li></ul>
Cable	<ul style="list-style-type: none"><li>• Cable TV</li></ul>
Outdoor	<ul style="list-style-type: none"><li>• Yolo County Fair</li><li>• Yolo Bus</li><li>• Davis Community Transit</li></ul>
Print	<ul style="list-style-type: none"><li>• Davis Vanguard</li><li>• Sac Bee</li><li>• Davis Enterprise</li><li>• The News Ledger</li><li>• Winters Express</li><li>• Daily Democrat</li></ul>
Other	<ul style="list-style-type: none"><li>• Davis Chamber of Commerce</li><li>• Farm Bureau Sponsor</li></ul>

# Evaluation



Opt-out &  
Enrollment Data



Digital Ad  
Optimization



Paid & Earned  
Media ROI



Social  
Engagement



Web Analytics



Email Metrics

# Valley Clean Energy Branding Options

1



# Valley Clean Energy Branding Options

2



# Valley Clean Energy Branding Options

3





# Valley Clean Energy Branding Options



1



2



3

# Energy Product Branding Options

1

 **VCEPlus**

 **VCETotal**

# Energy Product Branding Options

2

 **lightgreen**

 **ultragreen**

# Energy Product Branding Options

3

VCEPOWER

VCEPOWERUP

# Energy Product Branding Options

 **VCEPlus**

 **lightgreen**

 **VCETotal**

 **ultragreen**

1

2

**VCEPOWER**

**VCEPOWERUP**

3

# 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
- Price stability
- Energy efficiency
- Other: \_\_\_\_\_