

VALLEY CLEAN ENERGY ALLIANCE

Staff Report Item - 7

TO: VCEA Community Advisory Committee

FROM: Mitch Sears, Interim General Manager, VCEA

SUBJECT: Launch Phase Outreach Task Group Recommendation on Draft VCEA Strategic Marketing and Communications Plan

DATE: November 6, 2017

Recommendation

Recommend VCEA Board approval of the Draft VCEA Strategic Marketing and Communications Plan.

Background

Circlepoint staff attended the September 11 Community Advisory Committee (CAC) meeting and provided an overview of the draft VCEA Strategic Marketing and Communications Plan. Staff and Circlepoint presented the outline at the October 12 VCEA Board meeting and received Board input. The Outreach Subcommittee (Mark Aulman, Marsha Baird, Yvonne Hunter) reviewed the Strategic Marketing and Communications Plan and offered comments to Staff. Responses to the Outreach Subcommittee comments are included as an attachment to this report. As noted in the responses, a majority of the comments have been incorporated into the recommended draft Plan which is also attached.

One key aspect of the plan that Staff would highlight involves stakeholder outreach to specific community groups (see the table of groups on page 14 of the attached draft Plan). The Subcommittee brainstormed additional groups, and suggested that the full Committee may have even more groups to add to the list. In order to engage all of the proposed community groups, VCEA will need the volunteer support of VCEA advocates and brand champions. A VCEA Advocate Training Workshop for volunteers and the CAC is being planned. Staff will provide additional information as details of the Workshop are developed.

Staff is seeking final CAC feedback on the draft Plan prior to the presentation of the draft to the Board for their consideration at the November 16 VCEA Board meeting.

Attachments

1. Responses to Subcommittee comments
2. Draft Strategic Marketing and Communications Plan