

# VALLEY CLEAN ENERGY ALLIANCE

## Staff Report Item 9

---

**TO:** Valley Clean Energy Alliance Board of Directors  
**FROM:** Mitch Sears, Interim General Manager  
**SUBJECT:** VCEA Branding and Communications  
**DATE:** October 12, 2017

---

### RECOMMENDATIONS

1. Receive VCEA Strategic Marketing and Communications Plan from Circlepoint and provide direction and feedback as needed.
2. Approve final selection of VCEA brand/logo.

### BACKGROUND & DISCUSSION

#### Strategic Marketing and Communications Plan (informational)

As outlined at VCEA's last Board meeting on September 20, Circlepoint has drafted a strategic communications plan for consideration by the Board (see Attachment 1). The Strategic Marketing and Communications Plan will serve as a roadmap for VCEA's marketing program, which will provide VCEA member residents, businesses, stakeholders, elected officials, and the general public with information about the operations and services provided by VCEA. The plan defines objectives, goals, issues and challenges, target audiences, messaging, communications channels, program timeline, and measurements of success. Staff from Circlepoint will be on-hand to present the Plan and address questions.

#### VCEA Brand/Logo (action)

Circlepoint has also developed a brand for VCEA, including a logo, color palette, and look and feel. Following their brand development process, Circlepoint created initial logo options for review by the Board Subcommittee. The Subcommittee gave direction on how to make the preferred logo option better reflect the local landscape and highlight the local agricultural industry. Circlepoint made these refinements and presented the logo options to the full VCEA Board at its September 20<sup>th</sup> Board meeting. VCEA staff requested that Circlepoint provide one additional alternative for Board consideration. The two final alternative logo options are attached. Staff is recommending that the Board select one of the final options which will allow Circlepoint to continue to develop and refine outreach campaign materials.

### Attachments:

1. VCEA Strategic Marketing and Communications Plan
2. VCEA Program Logo Options

# Valley Clean Energy Alliance Strategic Marketing and Communications Plan Draft v3

## Table of Contents

1. Introduction.....	1
2. Goals and Objectives.....	2
3. Key Issues and Challenges .....	2
4. Brand Creation.....	3
5. Target Audiences .....	4
6. Messaging.....	6
7. Communication Channels .....	9
8. Collaboration with VCEA Staff.....	13
9. Timeline .....	14
10. Success Measurements.....	16

## Introduction

Valley Clean Energy Alliance (VCEA) is Yolo County’s Community Choice Energy (CCE) program that will serve as the default electricity service provider to all participating residents, businesses, and agricultural customers in Davis, Woodland, and unincorporated Yolo County. As a community governed power supplier, VCEA will empower residents and businesses with a choice in selecting who sources their electricity and what percentage of that power will come from clean sources. VCEA has hired Circlepoint, in collaboration with InterEthnica, to develop, launch, and manage a marketing, advertising, and communications campaign that will educate, inform, and raise awareness for the VCEA brand and its services for participating Yolo County residents and businesses.

The following Strategic Marketing and Communications Plan (plan) will serve as a roadmap for the implementation of a marketing program that provides Yolo County residents, businesses, stakeholders, elected officials, and the general public with information about the operations and services provided by VCEA. The plan defines objectives, goals, issues and challenges, target audiences, messaging, communications channels, program timeline, and measurements of success.

The plan is intended to be a living document that will be assessed and refined as the campaign is implemented. The plan will also grow and mature alongside the VCEA brand to fit the evolving needs of its constituents.

## **Goals and Objectives**

The primary goal of the plan is to educate and inform the general public in Yolo County about VCEA and establish household recognition and trustworthiness for the VCEA brand within the county in an effort to establish a successful program with minimal opt-outs.

The core objectives of the plan focus on building brand awareness and established public outreach, so that the brand is recognized by and viewed positively by county residents. VCEA participation and consumption of its sub-products means the local community is investing in clean energy, which will help reduce greenhouse gas (GHG) emissions and dependence on exhaustible energy sources. Additionally, establishment of a successful CCE program will allow VCEA to reinvest back into the local communities, which benefits the economy.

### **Specific goals and measurements for this plan include:**

1. Provide clear, accurate, and easily accessible program information
2. Establish the brand as a trustworthy source with recognition within Yolo County - especially among agricultural customers
3. Deliver clear and transparent messaging regarding electricity rates
4. Maintain an opt-out rate below 8% for the default energy product
5. Maximize the number of opt-ups
6. Strengthen brand awareness of the program prior to launch, including its sub-products
7. Promote personal and community ownership of renewable resources

## **Key Issues and Challenges**

CCE programs create customer choice where none existed before. As such, it is expected that there will be challenges with promoting the VCEA program. Key anticipated barriers to program

participation include:

1. **Undefined Costs and Rates Prior to Launch:** A program without final product rates can be more difficult to market versus a program with set rates. While estimated rates provide customers with an idea of energy costs, set rates are more advantageous and transparent, especially since rates may only be slightly cheaper or in-line with PG&E at the launch of the program.
2. **Lack of Brand Recognition:** VCEA is a new program with little to no brand recognition within the area it will serve. Establishing the VCEA brand, and casting the brand in a positive light, will be a key challenge leading up to the launch of the program.

Circlepoint's work with other operational CCEs has shown that additional concerns for many electricity customers include:

- **Trust**—"What's a government agency doing in the electricity business?" Focusing on the aspect of not-for-profit and community control has proven to be key to developing trust and surmounting initial suspicion.
- **Cost**—"How much more will it cost me to buy greener electricity?" Looking issues of cost directly in the eye, even when it's not necessarily to the program's advantage (as may sometimes be the case) is always the best policy. Ultimately, honesty about these issues will earn trust in the brand.
- **Value**—"I know that renewable electricity is better than fossil-fuel-based electricity, but if it costs more I'm not sure it's worth it to me." Addressing bigger-picture issues of the *true* cost of fossil fuels, while retaining relevance to the everyday concerns of people, requires a balanced strategic approach to communication.

This Plan addresses these key issues and other barriers to participation by establishing an overall outreach strategy implemented through specific outreach actions.

## Brand Creation

### Creating a Brand for Customer Understanding

Circlepoint will develop a fully-realized brand, including a logo, which will help to visually tell the VCEA story. This brand creation will result in messaging that goes beyond education to convey benefits and create a brand experience that builds trust and shows that choice is, indeed, a benefit to the consumer. Additionally, the brand will connect VCEA with the customers that it serves. Branding efforts will ensure that the look and feel of all VCEA collateral remain consistent throughout the entirety of the program. This is especially critical during the pre-launch phase.

### **Naming Electricity Products (sub-branding)**

The creation of sub-brands will establish the different products available through VCEA and help further distinguish each product as a unique entity within the overarching VCEA brand. The names will be based on the overarching brand personality that has been established for VCEA, while suggesting appropriate “levels” to customers. While the product options and details have yet to be established, the naming options will be consistent with a default product and a premium product. They will fit within the brand family in a logical and meaningful way, offering not just identifiers but a convenient shorthand for marketing communication.

All of the currently operational CCEs in the state of California have sub-brands for their product offerings, which fit both logically and visually within the overarching umbrella of their main brands. The product branding process will include the distillation of a few key, well-considered sub-brand options along with graphic representations for each that fit with the overall brand and program goals.

### **Target Audiences**

Yolo County has a diverse population with a variety of cultural backgrounds, ages, education and income levels. In order to establish effective communications, it is essential to define target audiences to help inform key messaging. The diverse population creates a variety of motivations for potential VCEA customers, ranging from economic impact to environmental sustainability. In many cases, different groups share basic concerns, but each may have its own specific perspective. The Plan maps out the diversity of target audiences:

1. General Residential Customers/PG&E customers
2. Commercial/industrial/business, with focus on agricultural audiences
3. Multicultural audiences
4. Advocates, champions, and early adopters
5. Seniors
6. Solar customers
7. Low income residents
8. City and county chambers of commerce
9. Unincorporated areas and neighborhood groups
10. Elected officials

For more information about the target audiences, their unique motivations, and the preliminary tailored messages, see the Messaging Framework in section 6 of this document.

### **Agricultural Communications and Outreach**

Agricultural and rural customer communications and outreach will be critical to the success of

VCEA. The agricultural audience is seen as a large customer class with specific needs that are unique to the VCEA service territory. Establishing trustworthiness is of particular importance to this group. We anticipate that the single most important message that this audience will be interested in is cost. Circlepoint will provide information on rates that clearly conveys that rates meet the goal of cost competitiveness (or better), than those offered by the incumbent utility provider. Another key point to emphasize with this audience is that VCEA will be a better, more reliable partner. As a complement to the messages around program costs and reliability, messaging will highlight the local control aspect of CCE. An overarching message of “for Yolo County, by Yolo County” will resonate with the agricultural community.

Circlepoint will make a special effort to reach agricultural audiences throughout program launch by reaching them where they are and through their preferred channels. The team will work with the VCEA Advisory Committee and VCEA staff to identify trusted partners, such as the Yolo County Farm Bureau, in order to reach this customer group effectively. Input from these sources will inform the Plan, the best approach to engaging these customers, and the draft messaging. These trusted sources will also help identify members of the local ag community who may become brand champions. These champions may be interested in being featured in our advertising campaign and help us increase brand awareness through word of mouth.

Circlepoint will also develop custom collateral like an agricultural customer toolkit that is tailored to the key concerns and interests of this important customer group. The toolkit will emphasize program cost savings, local control, and local benefits and will serve as a tool to help develop brand champions who can help spread the word about VCEA. The toolkit will also include tailored information about enrollment, cost and rates, potential savings data, and FAQs.

### **Multicultural Communications and Outreach**

VCEA is committed to providing support and resources for customers for whom English might be a second language. Due to the diversity of Yolo County’s population, all messaging, notices, advertising, and marketing must be multilingual. In Yolo County, the population aged 5 and older who speak a language other than English at home is 64,337 persons, which represents 35% of the population aged 5 and older. This rate is less than the state rate of 43%. Of these languages other than English spoken at home, Spanish represents nearly 60% in the VCEA service territory. Knowing that there is a large percentage of the population who prefer Spanish-language, collateral that includes pertinent information about VCEA services will be developed to include Spanish language to maximize efficiency and amplify customer education.

Circlepoint will include English when creating informational materials for multi-cultural communications and outreach because many of the county’s non-English speakers, as well as those persons that are Limited English Proficient (LEP), demonstrate a measurable understanding and familiarity with English. Therefore, the inclusion of English on all materials gives the LEP and bilingual residents the ability to cross-reference information in two languages.

This approach is especially valuable to bilingual persons for two reasons:

1. Bilingual persons born in the U.S. who use their first language primarily at home are often accustomed to using English outside of the home.
2. Many non-English speakers do not trust the quality of translated text and feel reassured when they cross-reference information with written English text that they may understand just as well.

Circlepoint and InterEthnica will work together to develop tailored marketing and outreach materials for target audiences of all ethnic and socioeconomic backgrounds. The team will create culturally appropriate messaging in-language that will resonate with each audience, building authenticity and trust.

In addition to Spanish-language advertising strategies, Circlepoint will employ grassroots engagement tactics to reach the Latino population in Yolo County, partnering with religious and social-service institutions to reach these audiences through trusted channels. The team will also engage the various ethnic chambers of commerce to frame participation in VCEA as the new status quo for sustainable businesses. This will provide an opportunity to request that businesses promote the program on their websites, social channels, and other communications platforms.

Call Center scripting and training will also be developed to support VCEA's bi-lingual objectives. In addition, the selected SMUD Call Center services supports non-English speaking customers (multi-lingual).

## **Messaging**

Overall Messaging Options:

1. Cleaner. Greener. Affordable.
2. A brighter future starts now.
3. Our community. Our energy.
4. Local focus. Community benefits.
5. Your power. Your choice.
6. Save money. Choose local energy.
7. The Right Choice for Yolo County.

The draft messages listed below touch on the topics that the specific audiences care about. These messages speak to their motivations and what will resonate. The messaging framework below will help to inform future collateral development, advertising, and other outreach materials.

Messaging Framework		
Audience	Key Motivations	Preliminary Sub-messages
General Audience/Customers at large/PG&E customers	<ul style="list-style-type: none"> <li>• Environmental health</li> <li>• Reliability</li> <li>• Cost</li> <li>• Choice</li> <li>• Local control</li> <li>• Not for Profit</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 at competitive rates provided by a local not for profit committed to returning value to our communities.</li> <li>• The choices we make now impact future generations. Choose clean, renewable energy for a healthier Yolo County.</li> </ul>
Agricultural and rural customers/ unincorporated areas and neighborhood groups	<ul style="list-style-type: none"> <li>• Cost</li> <li>• Reliability</li> <li>• Environmental health</li> <li>• Choice</li> <li>• Local control</li> <li>• Better partner</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>• VCEA is a better partner for local agriculture</li> <li>• Community energy means cost competitive, stable rates.</li> <li>• You don't have to pay more for cleaner energy.</li> <li>• VCEA is the local choice for your clean power.</li> </ul>
Champions and early adopters	<ul style="list-style-type: none"> <li>• Leading by example</li> <li>• Environmental health</li> </ul>	<ul style="list-style-type: none"> <li>• Thanks for helping lead the charge against climate change!</li> <li>• Your help will bring clean energy to Yolo County.</li> <li>• Your support will help create local, renewable jobs!</li> <li>• Help our community exceed our clean energy goals.</li> </ul>
Seniors	<ul style="list-style-type: none"> <li>• Impact on future generations</li> <li>• Leading by</li> </ul>	<ul style="list-style-type: none"> <li>• VCEA offers clean, affordable local energy you can count on.</li> <li>• It's time we had a choice. Clean</li> </ul>



	<p>example</p> <ul style="list-style-type: none"> <li>• Trust</li> <li>• Cost</li> </ul>	<p>energy is coming to Yolo County.</p> <ul style="list-style-type: none"> <li>• Make a difference for future generations. Choose local sustainable energy.</li> </ul>
Solar customers	<ul style="list-style-type: none"> <li>• Cost</li> <li>• Choice</li> <li>• Maintenance</li> </ul>	<ul style="list-style-type: none"> <li>• Convenient. Renewable. Reliable.</li> <li>• Harness your solar power for additional savings.</li> <li>• If you need additional electricity when the skies are gray, VCEA is here for you with affordable, reliable clean energy</li> <li>• We know you care about the environment. VCEA provides clean energy.</li> </ul>
Low income residents	<ul style="list-style-type: none"> <li>• Cost</li> <li>• Retention of CARE/FERA programs</li> <li>• Stable rates</li> <li>• Health (Low-income communities traditionally have larger numbers of people suffering from asthma)</li> </ul>	<ul style="list-style-type: none"> <li>• You don't have to pay more for clean energy.</li> <li>• Make the local choice for clean energy without the extra cost.</li> <li>• VCEA offers clean, affordable local energy you can count on.</li> <li>• Your cost savings contributes to your local economy.</li> </ul>
Commercial/industrial/business /chambers of commerce	<ul style="list-style-type: none"> <li>• Cost</li> <li>• Local focus</li> <li>• Reducing pollution</li> <li>• Reputation among socially conscious customer groups</li> </ul>	<ul style="list-style-type: none"> <li>• VCEA offers a local choice for cost competitive clean energy your business can rely on.</li> <li>• Your community is counting on you. Choose local sustainable energy, choose VCEA.</li> <li>• Power your business with clean energy from VCEA.</li> <li>• More efficient and cost effective. VCEA powers Yolo County businesses.</li> <li>• When you support clean, local energy, you support economic growth in Yolo County.</li> </ul>
Elected officials	<ul style="list-style-type: none"> <li>• Serving constituents</li> </ul>	<ul style="list-style-type: none"> <li>• VCEA is the most efficient route to reduced GHGs and meeting our</li> </ul>

	needs/desires <ul style="list-style-type: none"> <li>● Local focus</li> <li>● Impact on future generations</li> <li>● Cost</li> <li>● Meeting climate goals set by CA governor</li> </ul>	communities' climate action goals. <ul style="list-style-type: none"> <li>● When you support clean, local energy, you support economic growth in Yolo County.</li> <li>● A cleaner future is a greener future. VCEA offers clean, local energy for sustainable growth in Yolo County.</li> <li>● The choices we make now impact future generations. Choose clean energy for a healthier Yolo County.</li> <li>● Clean energy is the future. Support VCEA to help lead Yolo County into a bright economic future.</li> </ul>
--	---	---

## Communication Channels

Messaging and public outreach are only effective when the target audiences receive the messages that are intended for them. Today, market segmentation means a diverse audience receives messages from a variety of mediums, through a range of channels. In order to maximize reach, Circlepoint will employ a wide variety of communications channels to raise awareness and enhance brand recognition for VCEA. Leveraging existing communications channels and other resources help to maximize efficiency.

The Plan outlines the following communications channels:

Media	Materials	Implementation
Program Collateral	<ul style="list-style-type: none"> <li>● Business toolkit</li> <li>● Agricultural toolkit</li> <li>● Senior Buddy training guide</li> <li>● Animated video</li> <li>● Factsheets</li> <li>● Brochures</li> <li>● Poster</li> <li>● Flyers</li> <li>● Banner</li> <li>● Window cling</li> </ul>	<ul style="list-style-type: none"> <li>● Distribute collateral at tabling during community events and through community organizations.</li> <li>● Print collateral will be created in a bilingual format.</li> <li>● Distribute noticing by mail, per the requirements outlined in the outreach and communications plan. Distribute/post posters and postcards in public locations, such as libraries, City/County facilities,</li> </ul>

	<ul style="list-style-type: none"> <li>• FAQs</li> <li>• PowerPoint template</li> <li>• Customer enrollment notices</li> </ul>	senior centers, and veteran centers
Website	<ul style="list-style-type: none"> <li>• Translations</li> <li>• Rates pages</li> <li>• Rates calculator</li> <li>• Media page</li> <li>• Opt-in/out content</li> <li>• Sign-up forms</li> <li>• Enrollment maps</li> <li>• Partner website badge</li> </ul>	<ul style="list-style-type: none"> <li>• Employ bilingual site in English and Spanish</li> <li>• Conduct website audit</li> <li>• Implement site enhancements including social media integration, rate calculator, and a progress tracker</li> </ul>
Email Marketing	<ul style="list-style-type: none"> <li>• Email templates</li> <li>• Content and graphics</li> </ul>	<ul style="list-style-type: none"> <li>• Distribute informational content through VCEA's existing listserv email database. Add new email addresses through social media campaigns, a sign up option on the VCEA website and at tabling events.</li> <li>• Develop regularly scheduled email blasts.</li> </ul>
Advertising	<ul style="list-style-type: none"> <li>• Print</li> <li>• Radio</li> <li>• Transit</li> <li>• Digital</li> <li>• Outdoor</li> <li>• Social media</li> </ul>	<ul style="list-style-type: none"> <li>• See media plan.</li> </ul>
Social Media	<ul style="list-style-type: none"> <li>• Social media graphics</li> <li>• Editorial content</li> </ul>	<ul style="list-style-type: none"> <li>• Develop the following social media accounts: <ul style="list-style-type: none"> <li>• Facebook</li> <li>• Twitter</li> <li>• YouTube</li> <li>• LinkedIn</li> </ul> </li> <li>• Develop and post relevant content on VCEA social media pages by creating an editorial calendar for timely and regular posts.</li> <li>• Engage via NextDoor</li> </ul>
Events and In-person Outreach	<ul style="list-style-type: none"> <li>• Develop list of events, neighborhood, and stakeholder meetings</li> </ul>	<ul style="list-style-type: none"> <li>• Attend pertinent community and stakeholder meetings, events</li> <li>• Use events as an opportunity to</li> </ul>

	<ul style="list-style-type: none"> <li>Attend or “piggyback” on existing community events, such as farmers markets. Community events will be determined.</li> <li>Program Collateral</li> </ul>	<p>distribute informational material, collect input, gather email addresses and engage the public.</p> <ul style="list-style-type: none"> <li>Engage CAC members to support in-person outreach.</li> <li>Engage community organizations to support in-person outreach.</li> </ul>
Earned media	<ul style="list-style-type: none"> <li>Press kit</li> <li>Press releases</li> <li>Op-eds and news articles</li> <li>Multicultural media</li> <li>Ongoing media outreach</li> <li>Speakers Bureau with Board Members</li> </ul>	<ul style="list-style-type: none"> <li>Engage local media, specialized media and community bloggers for earned placement as identified in the outreach and communications plan.</li> <li>Develop news alerts and press releases for key milestones, human interest stories and other unique and interesting aspects of VCEA.</li> <li>Celebrate successes.</li> <li>Conduct outreach to ethnic media</li> </ul>
Call Center Scripting	<ul style="list-style-type: none"> <li>Call center script</li> </ul>	<ul style="list-style-type: none"> <li>Develop script for call center agents.</li> </ul>
On-call tasks	<ul style="list-style-type: none"> <li>VCEA board presentations</li> <li>Planning calls</li> <li>Reporting</li> </ul>	<ul style="list-style-type: none"> <li>In addition to providing VCEA board with marketing and outreach updates, Circlepoint will compile regular progress, tracking, and reports</li> </ul>

### Stakeholder Outreach

Outreach to local neighborhood and community groups, business groups, and elected officials is essential to identify and engage program champions and seed natural dissemination of program awareness into communities served by VCEA.. This is the best opportunity for VCEA Board Members to get involved and help build and empower those champions.

### In-Person Meetings (Fall 2017)

Circlepoint, VCEA staff, and trained advocates will reach out to the community groups and centers listed below and make presentations during their normally scheduled meetings and/or activity sessions. In the event that a VCEA board member would like to attend the meeting and present on behalf of the program, Circlepoint will prepare talking points to ensure the member has adequate information for a successful presentation.

Dates for each meeting will be scheduled as the program gets closer to public advertising in early 2018.

These groups will include:

CBOs	Agencies/Organizations
<ul style="list-style-type: none"> <li>● VCEA Advisory Committee</li> <li>● Capay Valley Advisory Committee</li> <li>● Clarksburg General Plan Advisory Committee</li> <li>● South Davis General Plan Advisory Committee</li> <li>● Yolo-Zamora Advisory Committee Churches</li> <li>● Davis Joint Unified School District</li> <li>● Woodland Joint unified School District</li> <li>● Esparto Unified School District</li> <li>● UC Davis</li> <li>● Woodland Noon Rotary</li> <li>● Woodland Sunrise Rotary</li> <li>● Davis Noon Rotary</li> <li>● Davis Sunrise Rotary</li> <li>● Davis Sunset Rotary</li> <li>● Kiwanis Davis</li> <li>● Woodland Kiwanis Club</li> </ul>	<ul style="list-style-type: none"> <li>● County service areas               <ul style="list-style-type: none"> <li>○ <u>Dunnigan CSA</u></li> <li>○ <u>El Macero CSA</u></li> <li>○ <u>Garcia Bend CSA</u></li> <li>○ <u>North Davis Meadows CSA</u></li> <li>○ <u>Snowball CSA</u></li> <li>○ <u>Wild Wings CSA</u></li> <li>○ <u>Willowbank CSA</u></li> </ul> </li> <li>● Yolo County Farm Bureau</li> <li>● Yolo County Housing Authority</li> <li>● Yolo Flood and Irrigation District</li> <li>● Davis Downtown Business Association</li> <li>● Historic Woodland Downtown Business Association</li> <li>● Woodland Chamber of Commerce</li> <li>● Davis Chamber of Commerce</li> <li>● California Hispanic Chambers of Commerce</li> </ul>

**Phone Calls and Material Distribution (Fall 2017)**

For groups where it is impractical or not possible to meet with in person, we will call them to discuss VCEA over the phone, and email materials for leaders to distribute to their groups. This outreach will occur at the same time as the group meetings listed above, to complement that work.

These groups will include:

CBOs	Agencies	Ag industry organizations	Businesses/ associations
<ul style="list-style-type: none"> <li>● Soroptimists International of Woodland</li> <li>● Capay Valley Vision</li> <li>● Woodland Community College</li> <li>● League of</li> </ul>	<ul style="list-style-type: none"> <li>● Unions/ Central Labor Council</li> <li>● Operating Engineers Local 39</li> <li>● Carpenters Local Union</li> <li>● Clarksburg</li> </ul>	<ul style="list-style-type: none"> <li>● Organic Farmers</li> <li>● Full Belly</li> <li>● Pacific Coast Producers</li> <li>● Seed Co's</li> <li>● Yolo Land Trust</li> <li>● Farm Fresh to</li> </ul>	<ul style="list-style-type: none"> <li>● Yolo County Visitor Bureau</li> <li>● Clark Pacific</li> <li>● Target Distribution Center</li> <li>● Rite Aid Distribution Center</li> </ul>

<p>Women Voters of Woodland</p> <ul style="list-style-type: none"> <li>• Yolo County Office of Education</li> <li>• Los Rios Community College District</li> </ul>	<p>Fire District</p> <ul style="list-style-type: none"> <li>• Yolo Emergency Communications Agency</li> <li>• Woodland-Davis Clean Water Agency</li> <li>• Richard Heath and Associates (RHA)</li> <li>• Yolo Flood and Irrigation District</li> <li>• </li> </ul>	<p>You</p>	<ul style="list-style-type: none"> <li>• Hotels</li> <li>• Davis Rental Housing Association</li> <li>• Hospitals</li> </ul>
--	--	------------	---

**Media Plan**

Our proposed media plan includes a robust effort - 18 weeks of advertising, from March to June 2018, to reach audiences across Yolo County about the VCEA program roll-out.

We will run preliminary digital ads in order to test messaging and graphics and to grow our following on Facebook. We will use the ads that perform the best to launch our full media buys. With additional funding, we can extend the length of the advertising buy and add additional channels.

We will create a full media plan with a matrix of media buys as we get closer to the advertising launch date.

**Collaboration with VCEA Staff**

Based on their experience with other CCEs, Circlepoint has provided the full suite of marketing and communications services as the programs gradually build their staff. Once CCEs have more in-house marketing resources, such as a Director of Marketing or Marketing Manager, Key Account Rep, and Outreach Associates or Interns, the in-house team typically leads specific activities, such as direct customer engagement and outreach. Circlepoint has continued to be agency support to them, providing communications strategy, advertising, graphic design, and web maintenance services. The Plan envision a similar transition here, and the Circlepoint team will continue to support VCEA staff through the process.

## Project Timeline

In addition to the below timeline, a more detailed document will be developed to outline the outreach activities and the specific dates/responsibilities to track when in-person meetings will take place and who is assigned to them.

Task	Deliverables	Timing
<b>Communications and outreach plan</b>	<ul style="list-style-type: none"> <li>● Final communications and outreach plan</li> <li>● Messaging framework</li> </ul>	September 2017 - October 2017
<b>Program Branding, Design, Identity</b>	<ul style="list-style-type: none"> <li>● VCEA logo</li> <li>● Sub-product(s) and program name</li> <li>● Sub-product(s) and program logo</li> <li>● Branding guidelines</li> <li>● Business toolkit</li> <li>● Agricultural customer toolkit</li> <li>● Senior buddy training guide</li> <li>● Animated video</li> <li>● Factsheets (2)</li> <li>● Brochures (2)</li> <li>● Poster</li> <li>● Flyers (2)</li> <li>● Banner</li> <li>● Window cling</li> <li>● FAQs (2)</li> <li>● PowerPoint template</li> </ul>	September 2017 - January 2018

<b>Website</b>	<ul style="list-style-type: none"> <li>● Content development</li> <li>● Sitemap and wireframes</li> <li>● Visual mockups</li> <li>● Rates pages</li> <li>● Media Page</li> <li>● Social media integration</li> <li>● Opt-up, Opt-out, Early adopter pages</li> <li>● Sign-up forms</li> <li>● Progress tracker</li> <li>● Rate calculator</li> <li>● Abbreviated page translations in Spanish language</li> </ul>	Phase 1 Launch – November  Phase 2 Launch – April 1
<b>Program Outreach Support</b>	<ul style="list-style-type: none"> <li>● Outreach toolkit</li> <li>● In-person engagement</li> <li>● List of in-person engagement opportunities</li> <li>● Email newsletter engagement</li> <li>● Monthly written content and images</li> <li>● Support efforts and training</li> <li>● Two (2) trainings for advocates</li> <li>● Branded giveaway items</li> <li>● Booth/tabling event banners</li> </ul>	September 2017 – May 2018
<b>Pre-launch Marketing Campaign</b>	<ul style="list-style-type: none"> <li>● Comprehensive and multi-lingual paid advertising campaign</li> <li>● Advertising campaign artwork</li> <li>● Photography shoot</li> <li>● Stakeholder/partner network communications</li> </ul>	September 2017 – November 2017
<b>Social media</b>	<ul style="list-style-type: none"> <li>● Establish social media accounts for Facebook, Twitter, YouTube, and LinkedIn</li> <li>● Create monthly calendar of social media posts</li> </ul>	November 2017 – June 2018



<b>Media Planning and Buying</b>	<ul style="list-style-type: none"> <li>• Advertising media plan</li> <li>• Secure advertising placements</li> </ul>	November 2017 – March 2018
<b>Media Relations</b>	<ul style="list-style-type: none"> <li>• Mainstream and multicultural media relations</li> <li>• Press kit</li> <li>• Up to three (3) press releases</li> </ul>	April 2018 – June 2018
<b>Customer Notification</b>	<ul style="list-style-type: none"> <li>• Development, design and delivery of four (4) opt-out notifications sent via USPS mail</li> </ul>	November 2017 – July 2018
<b>Call center scripting</b>	<ul style="list-style-type: none"> <li>• One (1) final call center script</li> </ul>	November 2017 – December 2017
<b>On-call and As-Needed Tasks</b>	<ul style="list-style-type: none"> <li>• Up to four (4) VCEA Board presentations</li> <li>• As-need and/or regular project team calls</li> </ul>	August 2017 – June 2018

## Success Measurements

These quantitative measurements will serve as the barometer for the effectiveness of the campaign:

1. Residential opt-out rate
2. Business opt-out rate
3. Residential and business opt-up rate
4. Social media followers
5. Social media conversations, engagement, and viral spread
6. Website traffic, usage, and patterns
7. Email sign-ups and engagement
8. Attendance at meetings and events
9. Advertising reach, impressions, and effectiveness
10. Media coverage

Throughout the life of the campaign, Circlepoint will engage in ongoing tracking and evaluation

and create reports with both detailed and summary information. In addition, Circlepoint will utilize SMUD outreach resources as a “sounding board” to provide an additional expert perspective on key VCEA outreach actions and activities. Tracking and reporting these indicators on a frequent and regular basis will enable the team to make adjustments to strategies, tactics, and messages during the campaign.

DRAFT

# Final Logo Iteration Option 1



# Final Logo Iteration Option 2

