

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: September 20, 2017

RECOMMENDATION

Receive presentation and provide feedback and direction on draft branding images and communications plan.

BACKGROUND & DISCUSSION

As part of its scope of services, Circlepoint is developing branding images (e.g. logo), and a communications plan for outreach to VCEA communities. At the September 20th Board meeting, Circlepoint will present draft logos for feedback and direction from the Board. Preliminary working draft logos are currently being refined by Circlepoint based on initial feedback from staff and the Board Subcommittee. In addition to the Board review on September 20th, the designs will be reviewed by the Community Advisory Committee (CAC) on September 27th before returning for final consideration by the Board on October 12th.

At the September 20th meeting Circlepoint will also present an outline of the communications plan it is drafting for VCEA. The 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 primary goal of the draft 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 secure a successful program with minimal opt-outs. The core objectives of the draft plan will focus on building brand awareness and establishment of public outreach that minimizes opt-outs and maximizes “opt-ups” to higher renewable/lower GHG electricity services.

NEXT STEPS

Following Board review on September 20th, the logo designs will be reviewed by the CAC on September 27th before returning for final consideration by the Board on October 12th. Staff anticipates the Communications Plan will be ready for Board consideration on October 12th.