



**Staff Report Item 7**

**TO:** East Bay Community Energy Executive Committee

**FROM:** Annie Henderson, VP of Marketing and Account Services

**SUBJECT:** Marketing and Outreach Update

**DATE:** May 18, 2018

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**Recommendation**

Receive an update from staff on major marketing and outreach activities, including review of current customer engagement and upcoming launch event.

**Attachment**

- A. Marketing Update Presentation



# Marketing Update

PRESENTED BY: ANNIE HENDERSON

DATE: May 18, 2018



# MARKETING & OUTREACH UPDATE

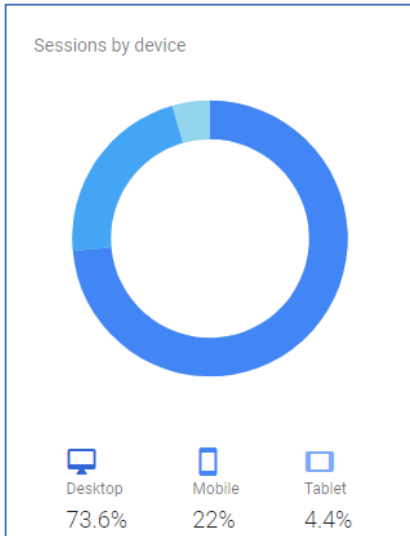
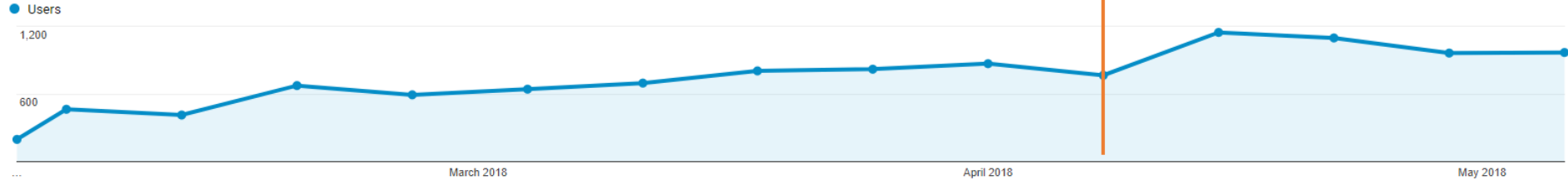
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## April and May (to date)

- March/April 2018 Berkeley Chamber of Commerce newsletter
- April 2018 Hayward Chamber of Commerce newsletter
- 4/18/18 Tesla Earth Week event
- 4/12/18 Livermore Independent article
- 4/13/18 Oakland Clean Energy Initiative (OCEI) press release
- 4/18/18 Pre-launch EBCE press release
- 4/18/18 Daily Californian article
- 4/25/18 Berkeleyside article
- 5/4/18 Bay Area News Group (BANG) newspaper ad
- 5/9/18 Alameda County Mayors' Conference
- 5/9/18 OCEI Bidders' Conference
- 5/10/18 Richmond Confidential video
- On-going Digital advertising on Facebook, Twitter, and through BANG
- On-going Social media postings
- On-going Direct outreach to strategic accounts

# WEBSITE TRAFFIC

Feb 1 – May 14



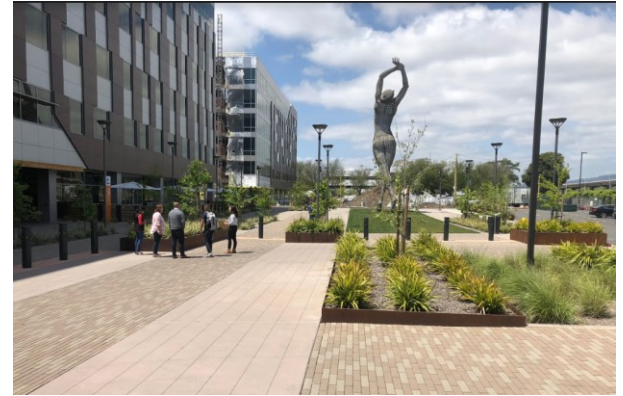
Page	Pageviews	% Pageviews
1. /	9,500	23.51%
2. /public-meetings/	3,736	9.25%
3. /businesses/	2,541	6.29%
4. /join-our-team/	2,460	6.09%
5. /local-development-business-plan/	2,272	5.62%
6. /overview/	1,862	4.61%
7. /residents/	1,729	4.28%
8. /frequently-asked-questions/	1,455	3.60%
9. /ebce-board-of-directors/	1,203	2.98%
10. /opt-up/	1,069	2.65%

# JUNE LAUNCH EVENT

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## EBCE LAUNCH EVENT

Date	June 7, 2018
Time	10 am to 12:30 pm
Location	OSISoft / San Leandro Tech Campus 1600 Alavarado St. San Leandro, CA 94577
Agenda	Speakers EV Plug-In Media Q&A Site Tour (limited spots)
Invitation	Save-the-Date sent on 5/2 Office invitation with RSVP to be sent on 5/18



# PHASE 2 PLANNING

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- Third product branding (in development)
- Strategic Marketing and Communications Plan (in draft)
- Build outreach team
- Selection of printer/mailer
  - Selection of printing and mailing vendor for Phase 2 customer notification and other printing services
  - Post to Solicitations page
  - Email to distribution list
  - Responses due early June
  - Contract to be brought to board for approval July 18