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

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

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
# JUNE LAUNCH EVENT

## EBCE LAUNCH EVENT

<table>
<thead>
<tr>
<th>Date</th>
<th>June 7, 2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Time</td>
<td>10 am to 12:30 pm</td>
</tr>
</tbody>
</table>
| 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

• 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