



San Francisco  
**Water  
Power  
Sewer**

# July CleanPowerSF Enrollment Communications Plan

March 29, 2018

**CleanPowerSF**

*Same Service • Cleaner Energy*



# Multi-Faceted Campaign Pitch

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- Legally-Required Communication
- Commercial customer-focused organization outreach
- Participation in Community Events
- Paid/Earned/Owned Media Opportunities
- City Partnerships
- Stakeholder Partnerships
- SuperGreen Business Program



# Legally-Required Communication

Project	Status
<b>Enrollment Notices</b> (Commercial Customers)	In Design
<b>Enrollment Notices</b> (Early Enroll Residential Customers)	In Design
<b>“High Touch” Customer Communication</b> (CARE, NEM inserts)	In Design
<b>SuperGreen Welcome Kits</b>	Using current design while new design is underway
<b>Move-in Notices</b>	Using current design while new design is underway
<b>Rates and Power Content Labels</b>	In Design
<b>Green-e Prospective Product Content Label</b>	Under Final Review



# Commercial Customer-Focused Outreach

Project	Status
<b>List of organizations to target for presentations and education</b>	Pulled from multiple internal lists and cutting down to focus on merchant associations and non-profits
<b>List of top 200 commercial customers</b>	Worked with CleanPowerSF team to identify top 200 Power Commercial Customers. Need to determine how to cut it down more and how to communicate with them.
<b>Digital Press Kit</b>	In development



# Community Event Participation

Project	Status
On-going event logistics	Staffing planned events and adding more
SWAG	Gearing up for new order



# Paid Media Strategy

Project	Status
<b>Print Advertisements</b> <ul style="list-style-type: none"><li>-SF Business Times</li><li>-SF Chronicle</li><li>-SF Examiner/SF Weekly</li><li>-SF Newspaper Association</li></ul>	Refining media buy proposal
<b>Digital Advertisements</b> <ul style="list-style-type: none"><li>-Social Media</li><li>-Influencers</li><li>-Internet Radio</li></ul>	Refining media buy proposal



# Earned Media Strategy

Project	Status
<b>Press Release</b>	Will issue once contracts are signed.
<b>Local English &amp; Non-English Media</b> -TV -Print -Radio	Will begin pitching once contracts are signed.  Will need to identify spokesperson(s)
<b>Energy Trade Media</b> -California Energy Markets, etc.	Will begin pitching once contracts are signed.  Will need to identify spokesperson(s)
<b>Events in In-City Civic Venues</b> -Climate One -SPUR	TBD



# Owned Media Strategy

Project	Status
<b>Currents Articles</b>	Under Final Review
<b>Internal Currents Article</b>	Will publish after contracts are signed.
<b>New CleanPowerSF Website</b>	Content under initial review
<b>Updates to CleanPowerSF page on Sfwater.org</b>	Content under initial review
<b>CleanPowerSF Newsletter</b>	Under Final Review
<b>SFPUC Social Media Platforms</b>	Developing strategy, will begin in earnest once contracts are signed.





# City Partnerships to Leverage

Projects	Status
<b>Mayor's Office</b>	Waiting on contracts. Will then educate and leverage contacts and communications channels.
<b>Board of Supervisors</b>	Waiting on contracts. Will then educate and leverage contacts and communications channels.
<b>SF311</b>	Waiting on contracts. Will then educate.
<b>SF Environment</b>	Waiting on contracts. Will then educate and leverage contacts and communications channels.
<b>Southeast Community Facility</b>	Waiting on contracts. Will then educate and leverage contacts and communications channels.



# Stakeholder Partnerships to Leverage

Project	Status
Sierra Club	Ongoing
350.Org	Ongoing
PowerCAC	Ongoing
Energy Suppliers -Press Releases	Not Started
Existing SuperGreen commercial customer networking and testimonials	Not Started
Cal-CCA members	Ongoing



# SuperGreen Business Program

<b>Project</b>	<b>Status</b>
<b>Business brochures</b>	In Design
<b>Co-Marketing Program</b>	In Design
<b>“Toolkit” for leaseholders</b>	Collaborating with CleanPowerSF team
<b>Bill Calculator</b>	Under Review
<b>Annual Reporting Template</b>	Collaborating with CleanPowerSF team
<b>Commercial Customer FAQs</b>	Currently drafting
<b>“Powered by CleanPowerSF” plaque</b>	Not Started
<b>CleanPowerSF Flash Commercial Customer Newsletter</b>	Not Started