



**COMMUNITY  
OUTREACH PLAN**

**APRIL 2016**



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## INTRODUCTION

Following the passage of AB 117, which enabled local governments to aggregate the residential, business and municipal electricity loads within their jurisdictions, Monterey Bay Community Power formed for the purposes of exploring the feasibility for generating electricity as an alternative for customers to PG&E. The top benefits of an eventual formation of a Community Choice Energy agency include establishing local control over rates, creating rate parity with PG&E, reducing greenhouse gasses by sourcing green energy, and redirecting revenue from PG&E to the local economy through projects and initiatives to be developed by the new agency, with input and direction from the community.

Organized by the County of Santa Cruz as the lead partner, and with support from the Community Foundation of Santa Cruz County, the project is managed by a Project Development Advisory Committee (PDAC) with representation from three counties and 18 cities, all of whose governing bodies passed resolutions to investigate the feasibility of creating a Community Choice Energy project.

They are:

- Santa Cruz County
- Monterey County
- San Benito County
- City of Santa Cruz
- City of Scotts Valley
- City of Capitola
- City of Watsonville
- City of Salinas
- City of Monterey
- City of Carmel
- City of Sand City
- City of Soledad
- City of Seaside
- City of Greenfield
- City of Pacific Grove
- City of Marina
- City of King City
- City of Del Ray Oaks
- City of Hollister
- City of San Juan Bautista
- City of Gonzales

Key partner agencies include:

- Monterey Regional Waste Management District
- Salinas Valley Solid Waste Authority
- Monterey Bay Unified Air Pollution Control Board

The PDAC has met since 2013 to oversee the exploration of a Community Choice Energy agency, including the impact on the local economy, the ability to produce energy, and the ability to provide that energy at rates that are similar to PG&E's. The Technical Feasibility Study, which will undergo peer review, identified three supply scenarios that seek rate parity or cost savings with PG&E under various combinations of renewable and regionally produced energy products.

From April-September 2016, the Outreach Plan will be implemented across the region with the goal of early adoptive county and city partners taking action by the end of September toward formation of a Community Choice Energy agency. The agency could begin providing energy to residential and commercial customers within the early adopter jurisdictions by October 2017.



## TRI-COUNTY REGION & DEMOGRAPHICS

The region covered by the Monterey Bay Community Power Project includes Santa Cruz, Monterey and San Benito counties, which represent a total estimated population of about 761,415 people and 285,000 PG&E customer accounts. About a third (36%) of the total electricity delivered by PG&E in the project area is consumed by the residential sector, whereas 48% and 18 %, respectively, represent commercial and agricultural consumption.

The three counties span a combined 5,100 square miles on the Central Coast of California, and reflect great diversity in their individual populations, top sectors of industry, urban and rural geography, and political landscape. Each county, and including the communities within each county, will require customized public outreach designed to address unique sets of interests and questions.

### MONTEREY COUNTY

Monterey County covers 3,280 square miles with an estimated population of 431,344 people, which is estimated to have grown 4 percent since 2010. The largest city in Monterey County is the city of Salinas, which is the county seat and the largest city in the tri-county region. The largest ethnic group in Monterey County is Hispanic/Latino at 57.4%, followed by whites at 31.2%. Asians make up 6.9% of the population, while African-Americans make up 3.5%. More than half of residents, or 52.8%, speak a language other than English at home and nearly a third of residents, or 30.1%, were born outside the U.S. About a quarter of the population (26.4%) is made up of people under the age of 18, while 12% of residents are 65 or older.

There are more than 125,000 households in Monterey County and about 140,000 housing units, with nearly 50% being owner occupied. The median household income is the lowest in the three-county region, at \$58,582 and Monterey County has the highest poverty rate at 17%.

Nearly three-quarters of residents (71.2%) 25 years or older have a high school degree and nearly a quarter (23.1%) of those residents have a bachelor's degree or higher.

Top industries in Monterey County include agriculture, tourism and government.

### SAN BENITO COUNTY

San Benito County covers 1,388 square miles. San Benito County has the smallest population of the tri-county area, with 58,267 residents and a growth rate of 5.4% since 2010. The largest city in San Benito County is Hollister, which serves as the county seat. Hispanic/Latino residents represent the largest ethnic group (58.3%), followed by whites (36%), Asians (2.6%) and African-Americans (1.3%). A language other than English is spoken at home by 39.2% of residents age 5 or older, and a fifth of the population (20.5%) was born outside the U.S.

Compared to its overall population, San Benito County has the highest percentage of children in the tri-county area (26.8%) and the smallest percentage (11.4%) of people over 65. There are more than 17,000 households in the county with about 18,000 housing units. The median household income is the highest in the tri-county area at \$67,874 and the poverty rate is the lowest (14.1%). More than three-quarters of residents age 25 and older (77.9%) have high school degrees or higher, but the county has the lowest percentage within that age group in the region for having bachelor's degrees or higher.

Top industries include agriculture and health care.



## SANTA CRUZ COUNTY

Santa Cruz County covers 590 square miles with an estimated population of about 271,804 people, a figure that has estimated to have grown 3.6% since 2010. The largest city in Santa Cruz County is Santa Cruz, which is the county seat.

The ethnic makeup of Santa Cruz County is 58.2% white, 33.2% Hispanic or Latino, 4.8% Asian and 1.4% African-American. About a third of residents (31.6%) speak a language other than English at home. Nearly one-fifth (18.2%) of the population is foreign born. The percentage of the population under age 18 is 20.1%, while residents over 65 represent 13.5%.

There are more than 94,000 households in Santa Cruz County and about 105,000 housing units, nearly 60% of which are owner occupied. The median household income is \$66,923. Most residents over the age of 25 have high school degrees or higher (85.5%) and about a third, or 37.5%, have bachelor's degrees or higher. About 16% of residents are estimated to live in poverty.

Top industries in Santa Cruz County include tourism, agriculture and education.



## OUTREACH PLAN

Development and implementation of a communications outreach plan that reaches a three-county region in a relatively short time frame requires excellent research, strategy, planning and execution. The most effective and compelling communication channels must be prioritized in order to maximize communication and education goals to reach audiences.

It will be imperative that the MBCP narrative, and its value proposition including features and benefits, be compelling, understandable and attractive to residents.

To reach target audiences where they live, work and play, MBCP outreach must be tailored to resonate in the various cultural/political “microclimates” that exist throughout the region.

## TARGET AUDIENCES

For Phase 2 (April 15-October 31), which represents implementation of the plan, a two-track approach will be implemented:

1. Education and consensus-building among elected officials, public sector staff and key community leaders through presentations and one-on-one meetings, backed by essential support materials that will tell the MBCP story, features and benefits.
2. Awareness-building with the general public across the region through compelling collateral materials, social media, earned media coverage and participation in community events.

Direct engagement coupled with outreach to community members and constituents will help position the project for future success.

In addition to the public at large, the following audiences have been identified as key targets:

- Elected Officials & Senior Staff
- Business Groups
- Environmental Groups
- Agriculture-Related Organizations
- Community Service Groups
- Neighborhood Groups
- Congregations
- Latino Organizations
- Senior Groups

## COMMUNICATION STRATEGY

### SURVEY OF KEY STAKEHOLDERS

- Survey to target a well-balanced group of 30-50 key influencers representing various constituencies, organizations and sectors across the region.
- Input to be requested from city managers.
- Survey instrument to be electronic and based on a “Survey Monkey” model, with targets to be secured via email and phone before receiving the survey via email.
- Will fulfill grant requirement.
- Results will inform messaging and strategy.



## DEVELOPMENT OF MESSAGING

Messaging serves as the framework around which all public outreach and communication activities are built. Identifying MBCP key messages is an essential component of the Community Outreach Plan.

- The MBCP narrative and messaging must be compelling and accessible to a wide range of target audiences.
- Messaging will be able to be tailored to resonate in the various cultural/political “microclimates” that exist throughout the region.
- Existing messaging will be evaluated and evolved for use moving forward.
- Messaging will reflect input from Stakeholder Surveys.
- A standardized “boilerplate” description of MBCP will be developed for use in press releases, etc. in order to ensure consistency in how MBCP is described.

## OUTREACH TOOLS

### MBCP BRANDING

The existing MBCP name and logo will be retained for the outreach project. Other branding strategies include:

#### Tagline

A tagline will be developed to succinctly describe MBCP. The tagline will complement the logo and will be included on all external communications.

#### Identity Package

A MBCP identity package will be developed, including business cards for five people, digital letterhead and Word templates for a press release, backgrounder and fact sheet.

#### Presentations

Two existing PowerPoint presentations will be updated.

#### Brochure

A brochure will be produced to be used as a leave behind at one-on-one meetings, community events and tabling opportunities. Content may include elements such as key messages, background, timeline, infographics, quotes from key influences and early adopters, timeline, contact info, photos. Proposed design is an accordion-fold brochure that includes English and Spanish content – six panels for each language.

#### Signage

Banners: Two vertical pull-up banners and two horizontal vinyl banners will be produced for use at events.

Tablecloth Banners: Two tablecloth banners will be produced for use at tabling events.

Poster Boards: To be produced as needed for events for use at entrance areas, etc.

#### Information Kit

Information kits will be produced in English and Spanish for use as a leave-behind for one-on-one meetings, as well as other meetings (such as with reporters) as needed. Recommended kit components include: fact sheet, backgrounder, Q&A/FAQ, list of supporters, brochure, sample of a customer bill and press releases.



## Website

The MBCP current website will be updated, including redirection to a more intuitive URL, layout and content. The goal for the website is to provide the public and decision makers with essential news and information about the past, present and future of the CCE project. Additional CCE agency names will be proposed and related URLs reserved for the future JPA's consideration.

## OUTREACH ACTIVITIES

### MBCP-HOSTED EVENTS

#### Community Meetings/Study Sessions/Workshops

The study sessions will provide attendees with an in-depth look at Monterey Bay's proposed Community Choice Energy program. The study sessions will be presentation format and be approximately 2.5 hours long. The events will provide an overview of the project and will cover the mechanics of CCE, how it would work in the Monterey Bay region, results from the recently completed technical study and plans for moving forward. In addition to promotional activities targeting the general public, direct outreach will take place with senior staff from relevant local jurisdictions. Presenters will include CCE experts and staff.

The following dates, which are aligned with currently scheduled PDAC meetings, are proposed:

- May 24, 9:30 to 12 p.m. at the Monterey County Board Chambers
- June 9, 9:30 to 12 p.m. at the Santa Cruz County Board Chambers
- June 9, 3 to 5:30 p.m. at the San Benito County Board Chambers
- July 14, 1:30 to 4 p.m. at the Santa Cruz County Board Chambers

For the May 24 event, Monterey County-based AMP Media will be asked to record the event in English and Spanish (including translation services) for use on community TV and other potential outlets, as well as online. Video content may be segmented for use as shorter, downloadable videos.

Two additional, smaller community study sessions are envisioned for western and southern Monterey County. Dates are to be determined.

#### DRAFT PROGRAM

Welcome – Identify who for each meeting (15 minutes)

Monterey Bay Community Power regional collaborative process and program goals.  
Introduce elected officials & Project Development Advisory Committee members.

Community Choice Energy – Shawn Marshall, Director, Local Energy Aggregation Network  
Board member TBD – SCP or MCE (20 minutes)

How Community Choice Energy works.  
Successes of existing California CCEs.

Results of the Technical Study – Pacific Energy Advisors (45 minutes)

Next Steps – MBCP Team (30 minutes)

Key Elements of CCE start up and Operations.  
Monterey Bay Community Power partnership - Planning Timeline.  
How to participate/stay informed.

Networking with Presenters (30 minutes)





## 2016 Monterey Bay Regional Climate Action Compact Annual Summit

In partnership with the Monterey Bay Climate Action Compact, the Summit will focus on the recent activities of the Compact, with special emphasis on the MBCP. MBCP-specific content will include a keynote speech on CCE, as well as materials, displays and other information about MBCP. Event will be ½-day, beginning in the morning. Tentative date: September 1 (location TBD)

### Presentations To Community Organizations

Presentations about MBCP will be made to community organizations throughout the region. Lead presenters will include Brennen Jensen, Margaret Bruce and Marc Adato, each of whom is an expert on CCE. MBCP ad hoc committee members will provide perspective and consultation for specific organizations. Target organizations will be contacted to determine if an opportunity to present exists. Presentation formats and content will be adapted to each organization and may include PowerPoint and information kits. Goals for this strategy are to make presentations to 10 organizations in Monterey County, 5 in San Benito County and 10 in Santa Cruz County.

#### Monterey County Sample Targets

Carmel Chamber of Commerce	Rotary Club of Carmel
Marina Chamber of Commerce	Rotary Club of Carmel Valley
Monterey Peninsula Chamber of Commerce	Rotary Club of King City
Pebble Beach Company	Rotary Club of Monterey
Moss Landing Chamber of Commerce	Rotary Club of Salinas
North Monterey County Chamber of Commerce	Rotary Club of Seaside
Pacific Grove Chamber of Commerce	Transition Aromas
Salinas Chamber of Commerce	Monterey County Democrats
Grower-Shipper Association	Sustainable Monterey County
Rotary Club of Cannery Row	Monterey County Business Council

#### Santa Benito County Sample Targets

San Benito County Business Council	Rotary Club of Hollister
San Benito County Chamber of Commerce and Visitors Bureau	Rotary Club of San Juan Bautista
Hollister Elks Lodge	Sierra Club – Loma Prieta Chapter
Hollister Lions Club	San Benito County Democratic Central Committee

#### Santa Cruz County Sample Targets

Pajaro Valley Chamber of Commerce and Agriculture Farm Bureau	Sunrise Santa Cruz Rotary
Capitola/Soquel Chamber of Commerce	Santa Cruz Neighbors
Santa Cruz Chamber of Commerce	Santa Cruz County Democratic Women’s Club
	COPA (Tri-County)



## **Tabling Opportunities**

Tabling opportunities provide a chance for MBCP representatives to engage directly with the public at events hosted by other organizations. MBCP materials will be available for the public and the table/booth will have MBCP branding (banner).

### Target Events

- Monterey Bay Economic Partnership Regional Summit (April 26, 2016)
- Santa Cruz County Fair (Sept. 14-18, 2016)
- San Benito County Fair (Sept. 29-Oct. 2)
- Monterey County Fair (Aug. 31-Sept. 5)

Others events such as Farmer's Markets, Open Streets events, etc. may be considered.

## **EARNED MEDIA (PRESS)**

Media relations, publicity or "earned media" is an essential vehicle by which to deliver MBCP's key messages because it provides third-party validation of MBCP mission and goals, and establishes confidence by the public. A primary strategy will to engage with local and regional media to tell the MBCP story. Initially we recommend one-on-one meetings to (re)introduce the concept of CCE, MBCP and answer questions.

### **Press Releases**

Press releases will be written, distributed and pitched to the media to generate press coverage of events, milestones, etc. Earned media opportunities supported by press releases include news and feature stories (print & online); radio and TV interviews; and calendar listings.

### **Media Protocol & Response**

A media protocol will be created for use by PDAC members and associated staff and leadership in order to ensure message consistency, responsiveness and to prevent confusion. Elements of the media relations protocol will include:

- Identification of primary and secondary spokespersons
- A rapid response policy for incoming reporter calls
- Commitment to relationship-building and honest dealing with reporters
- Monitoring of comments for online stories

### **Letter to the Editor**

Individuals who have a positive view of MBCP may be asked to submit a letter-to-the-editor as a low-cost, high-impact way to deliver key messages in a personalized way. Goal will be at least two letters per month. Letter-writers will be supported with access to MBCP information as needed, as well as instructions for how to submit letters.

### **Op-Eds & Editorial Boards**

Op-eds authored by MBCP representatives and experts will be pursued with local news outlets. Editorials boards present a unique opportunity to meet with news editors to increase understanding and clarifies key issues, with the goal of securing a positive editorial about MBCP. These opportunities will be pursued.



## PSAs (Public Service Announcements)

PSAs offer an opportunity to deliver messages primarily via radio, and to some degree TV, per FCC requirements. PSAs will be written and submitted to stations. Stations are not obligated to run the PSA, but may choose to do so.

## Media Outlets

The following news outlets, as well as others, will be the focus of news, letters-to-the-editor, op-ed, editorial board and PSA strategies:

### Monterey County-Based

Monterey County Herald  
Monterey County Weekly  
Salinas Californian  
Salinas Valley Chamber Business Journal  
Regional Small Biz Monterey Bay  
Carmel Pine Cone  
Cedar Street Times  
KION TV  
KSBW TV  
Carmel Magazine  
Gonzales Tribune  
Greenfield News  
KDRH-FM  
King City Rustler  
KRKC-FM  
Soledad Bee

South County Newspapers  
KCDC-FM/The Beach  
KHIP-FM/The Hippo  
KKHK-FM/BOB  
KLOK-FM  
KWAV-FM  
KDON-FM  
KSEA-FM  
KTOM-FM  
El Sol  
KAZU-FM  
KRAY La Buena  
KTGE Radio Tigre  
KMJV Radio Lobo  
KSE La Campesina  
Univision

### San Benito County-Based

Hollister Freelance/San Benito Today

BenitoLink

### Santa Cruz County-Based

Aptos Times, Capitola/Soquel, Scotts Valley Times  
Aptos Community News  
Boulder Creek Insider  
Cabrillo Voice  
City on a Hill Press  
Good Times  
Growing Up in Santa Cruz  
Hilltromper  
KZSC-FM  
KSCO-AM  
KUSP-FM

KPIG-FM  
My Scotts Valley  
Santa Cruz Life  
Santa Cruz Mountain Bulletin  
Santa Cruz Parent  
Scott Valley Press Banner  
Santa Cruz Sentinel  
TechBeat  
La Ganga  
Register Pajaronian



## SOCIAL MEDIA

Social media platforms will be utilized to raise awareness and visibility for MBCP and support the goal to reach residents in the tri-county region. Platforms will include:

### Facebook

#### Task 1: Optimize Page

- Work with graphic designer to re-size cover photos to fit dimensions
- Ensure consistent “likes” with like-minded organizations, media etc.
- Update all content (including “About” section with updated MBCP messages).
- Refresh photos.
- Connect Facebook page to Twitter and YouTube accounts

#### Task 2: Monthly Content Calendar

- Create ongoing content plan/pattern of posts (upcoming events, relevant news coverage, factoids, etc.)
- Research MBCP materials for 3 posts per week
- Identify photos to accompany posts (possibly from existing MBCP resources)
- Coordinate edits/approvals from MBCP for scheduled posts using Google docs or other platform

#### Task 3: Facebook Cross-Promotion with Affinity/Partner Facebook pages

- Direct outreach with MBCP partner sites for sharing posts/links (essential for building support).

Topics for Facebook posts will include: news, facts, events and content from other MBCP social media platforms.

### YouTube

Videos will be posted as available and can be shared on Facebook, Twitter, Google+ and in an email newsletter. Appropriate videos for posting could include community media, educations/explanatory videos and MBCP promotional videos.

### Twitter

- Auto-populate Facebook posts to Twitter account.
- Live tweet from community meetings.
- Provide login credentials to interested MBCP team members who would like to participate in sharing information on Twitter.
- Topics for Twitter posts could include news, facts, events and retweeted posts from like-minded organizations.

### Google+

- Content can be sourced from all other MBCP social media channel.
- Topics may include news, facts and event information.

### Nextdoor

- Content to focus on news and information of interest at a neighborhood level.



## Social Media Protocol & Additional Strategies

A monthly content calendar will be created, with posts to be scheduled primarily between 9am-12pm Monday thru Friday. User comments will receive a same-day response whenever possible. Controversial comments that require a response from MBCP will be subject to a collaborative process involving the project team. MBCP will like pages and posts by like-minded/affinity/stakeholder organizations including other non-profits, government, media, for-profit partners.

### Additional Strategies

- MBCP will invite participation on website and through e-news
- MBCP will include Facebook icon on all digital and printed materials
- A budget of \$75/month will be used to promote the page, boost posts and promote event pages
- Video will be featured in posts, i.e. English and Spanish recordings of the May 12 MBCP event to be held in Monterey County

## EMAIL NEWSLETTERS (E-NEWS)

Based on the existing platform and distribution list, a monthly email newsletter will include news, factoids, event details, commitments of support, upcoming events/news, policy updates, etc. Sign-ups for the newsletter can be promoted and gathered from a variety of sources including community events in order to build the distribution list.

### Task 1: Optimize Newsletter

- Create a template for the newsletter that fits with the look and feel of other MBCP materials.
- Encourage newsletter signups via the website, Facebook, events and other outreach.

### Task 2: Newsletter Publication Calendar

- Create an ongoing content plan for the email newsletter, including proposed publication dates and suggested content.
- Identify topics and content for newsletter articles, and photos to accompany the articles.

## VIDEO

A video will be produced to bring MBCP to life in an engaging, compelling way. The video will be 2-3 minutes long, with two shorter "snippet" versions produce for use on social media. An additional mobile phone-based strategy will be explored, through which short (15-30 seconds), simple vignettes would be created to present testimonials about renewable energy. Intended uses for the videos, in addition to social media, include presentations, website content and public television. The lead video is envisioned to include a simplified and clear explanation of CCE and a humanized approach to explaining the benefits of CCE, while featuring footage shot in the MBCP region.



## ADVERTISING

A modest investment in advertising is planned as a strategy to supplement other outreach strategies and deliver messages to a broader audience of the general public. Advertising will consist of two investments:

- Facebook advertising to promote the page and “boost” specific posts. Facebook advertising allows targeting based on geography and Facebook user interests (i.e. environmental causes, etc.).
- KAZU underwriting to promote the summit that is tentatively scheduled for September 1. KAZU is the public radio NPR affiliate for the Monterey Bay Area and includes a listening audience that will likely be interested in and receptive to the MBCP project.

## WEBINAR

A webinar will be conducted to cover best practices from the outreach effort. Target audiences will include interested parties from throughout California, as well as local government staff and members of the public. The webinar will be offered as a “brown bag,” 1-hour online program and will include two speakers.

## OUTREACH TIMELINE

### April

- Finalize outreach plan
- Stakeholder surveys
- Messaging
- Video start

### May

- Collateral materials and information kits produced
- Social media, website and email optimized
- Monterey County community meeting/ study session (May 24)
- Community presentations
- Media/press outreach

### June

- Santa Cruz County community meeting/ study session (June 9)
- San Benito County community meeting/ study session (June 9)
- Additional Monterey County study sessions
- Community presentations
- Media/press outreach
- Social media push
- Video completion

### July

- Santa Cruz community meeting/ study session (July 14)
- Community presentations
- Media/press outreach
- Social media push

### August

- Community presentations
- Media/press outreach
- Social media push
- KAZU underwriting

### September

- Offset Project Annual Summit (Sept. 1)
- Media/press outreach
- Social media push

### October

- Community presentations
- Media/press outreach
- Social media push

### November

- Best practices webinar



## ESTIMATED BUDGET

Total Budget: \$91,000.00

Activity	% of Budget
MBCP-hosted events	18%
Branding and collateral materials	17%
Earned media	16%
Tabling opportunities	9%
Video	9%
Presentations to community groups	8%
Social media and email outreach	6%
Stakeholder survey and messaging	5%
Advertising	4%
Website	2%
Webinar	2%
Contingency	4%
	100%