



Community Choice Energy(CCE) in the East Bay

**CCE Steering Committee –
Communications and Outreach**
February 3, 2016



PHASE 1

- Local Gov't
- Content Development
- Branding

PHASE 2

Community Outreach and Education

PHASE 3

Outreach and Marketing

Timeline: now through July outreach & education



Outreach Plan

- Provide 1:1 briefings/updates to City Councils and staff
 - Begin key stakeholder meetings (e.g. business, labor, community organizations)
 - Initial content development, website, and branding
 - Prepare & release marketing RFP



key messages



Briefer's Book

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HOW TO USE THE BRIEFER'S BOOK

The Briefer's Book contains the information you need to talk with stakeholders, conduct both residential and community meetings, and answer media inquiries. As you read each key message topic, you'll find increasing As the Silicon Valley Community Choice Energy (CCE) Partnership progresses, you will receive more talking messages as appropriate. This book is oriented around the following resources for your information and use:

1. Talking Points

These are the most important messages to communicate orally—in person, on the phone, in an elevator. They are just the gist of the message; a short introduction to Silicon Valley Community Choice Energy. Talking points are distributed (via email or print pieces).

2. Key Messages

These key messages are the basis of developing both the talking points (noted above) and all written communication: articles, web content and fact sheets. They use more precise language with more data, fuller explanation, details. They are not meant for distribution in this format but can be shared if you wish.

2.A. Additional Messages

If you have more time when talking with someone or you are preparing a presentation, the additional provide more in-depth information, sorted by each key message topic. (Note: not all Key Message additional messages.)

2.B. Related Questions

These are the types of questions you might need to field when speaking to the public or the media. Necessary information that should be provided, but is intended to help you answer questions that they are also sorted by each key message topic.

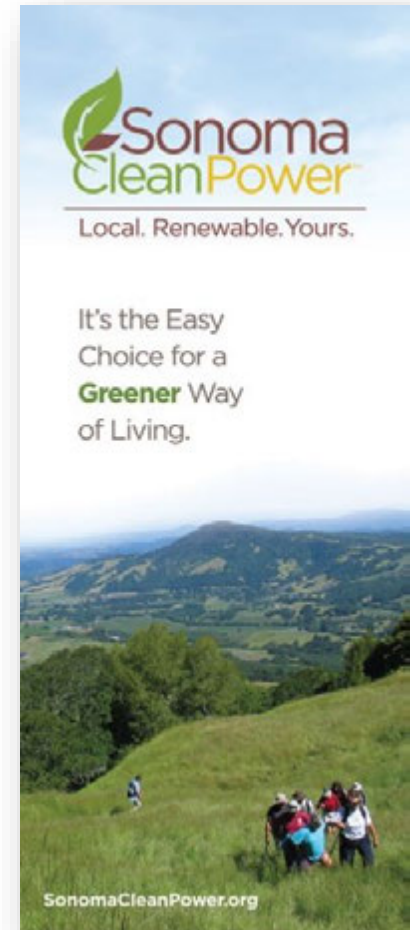
3. Tips for Successful Interviews and Engagement

Refer to the enclosed booklet for more guidance and helpful scenarios for providing interviews, conducting or engaging in other communications.

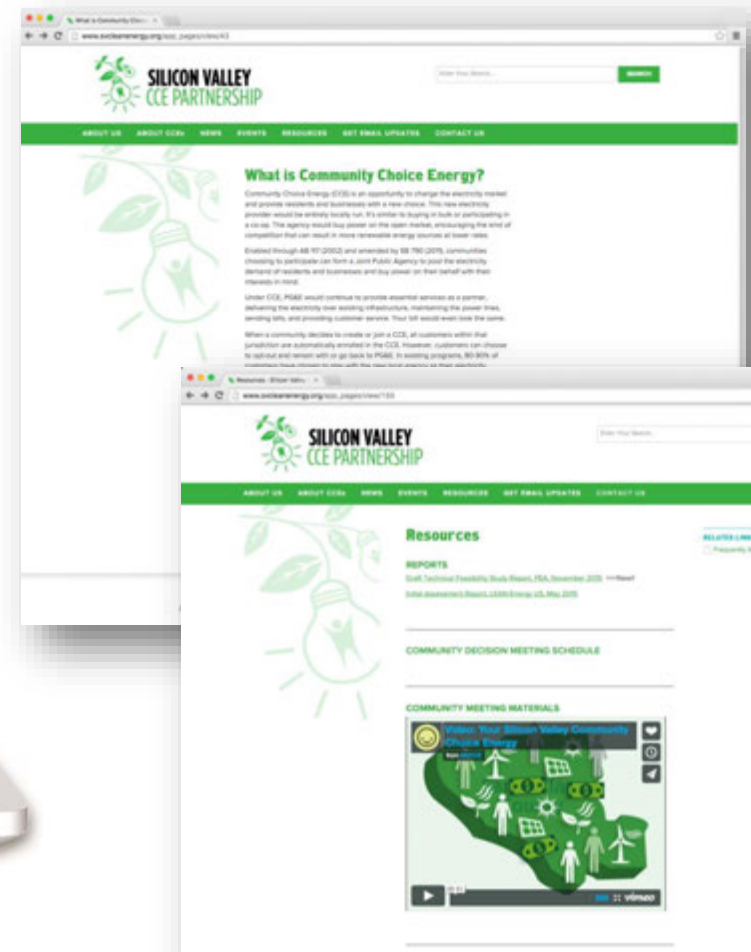
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consistent materials



user-friendly website



phase 2: community outreach & education



- E-newsletter
- Social media campaign
- Tabling at events
- Webinars for commercial customers
- Presentations at civic groups
- Community meetings
- Direct mail
- Press releases and media pitching
- Brand guidelines

Advertising: radio, print,
digital

Social media

Continued presentations

Continued tabling

Media pitching

Customer notices