communications and outreach

PHASE 1
identity and collateral

PHASE 2
community outreach and education

PHASE 3
marketing and advertising
key messages
consistent materials
user-friendly website
phase 2: community outreach & education

Community meetings
Presentations
Webinars
Social media
Direct mail
Press releases
Tabling
phase 3: outreach & marketing

Advertising:
- radio, print, digital

Social media
Continued presentations
Continued tabling
Media pitching
Customer notices
Colder inside than out?

Make your house snuggly warm.

We’ll show you how.

How do lightbulbs suck up water?

Most power plants use water to make electricity

Save energy, save California’s water.

We’ll show you how.
POWERED BY DEEP GREEN 100% RENEWABLE

WE'VE GOT LOCAL SOL 100% SOLAR POWER

POWERED BY LIGHT GREEN 50% RENEWABLE
Insulate me!

I'm drafty!

Up to $4,000 for Energy Upgrades

EnergyUpgradeCA.org