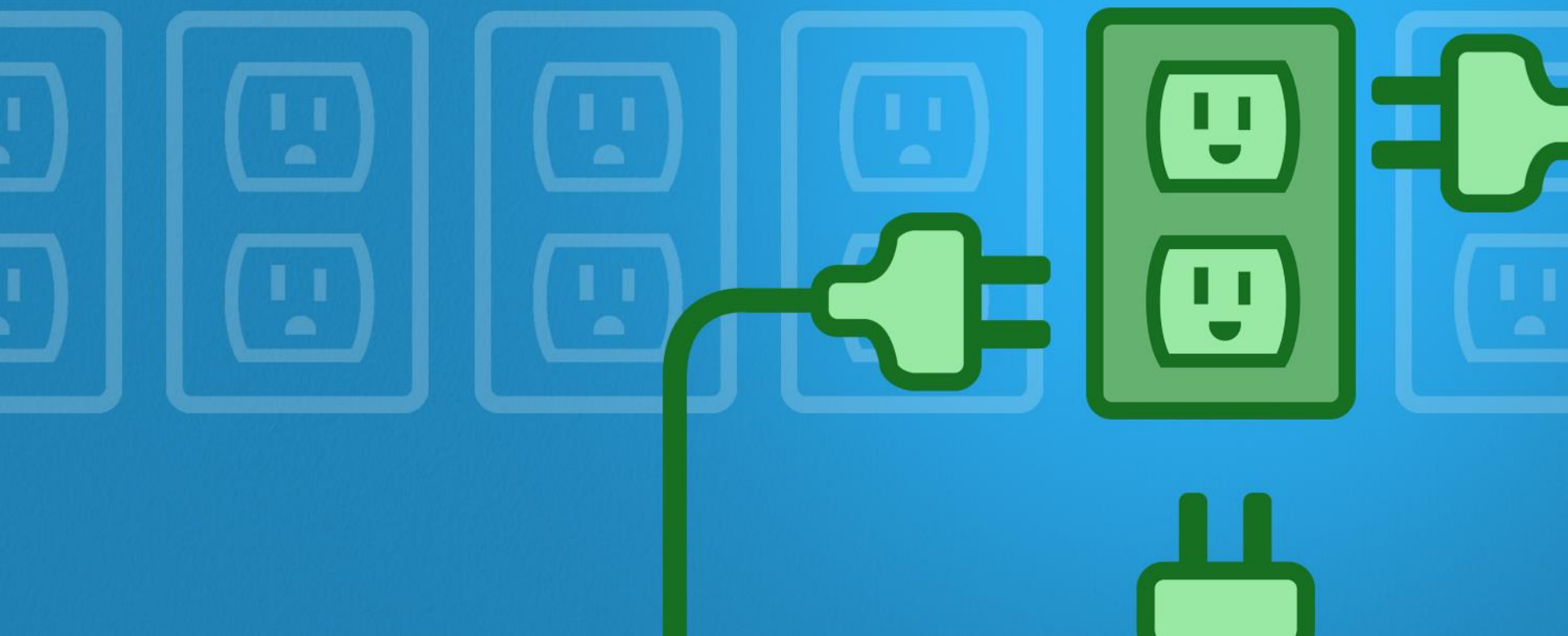




the power of local

COMMUNITY ENGAGEMENT
AND PUBLIC INFORMATION



communications and outreach



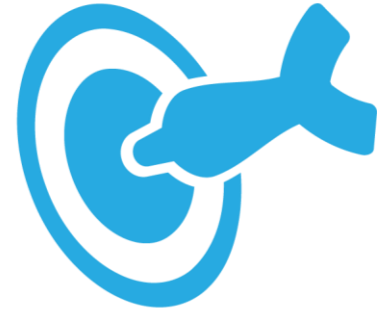
PHASE 1

identity
and
collateral



PHASE 2

community
outreach and
education



PHASE 3

marketing
and
advertising



key messages



SILICON VALLEY
CCE PARTNERSHIP

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 (SVCC) Partnership progresses, you will receive revised 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. There just the gist of the message: a short introduction to Silicon Valley Community Choice Energy. Talking points are distribution (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: newsletter articles, web content and fact sheets. They use more precise language with more stats, fuller explanation. They also 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 a 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. necessarily 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 public engaging in online communications.

[Back to Top](#)



10/20/15



consistent materials



¿Cuentas de energía altas?
Es hora de hacer las tareas del hogar.

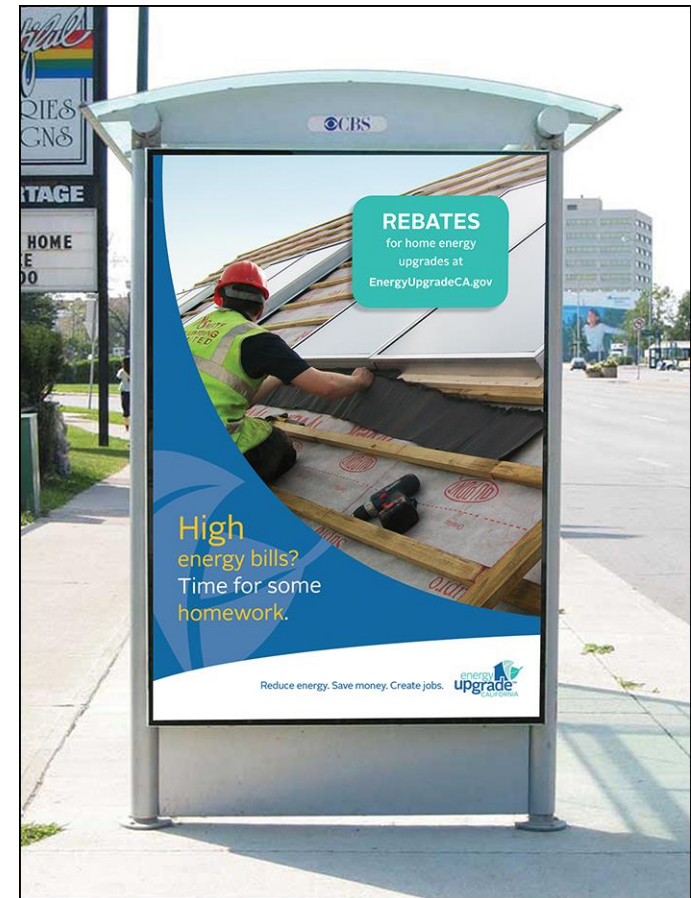
“¡Pusimos la casa en forma y obtuvimos reembolsos!”

www.EnergyUpgradeCA.org

Mejore su casa. Obtenga reembolsos. Ahorre dinero.

energy upgradeTM CALIFORNIA

SMUD
SACRAMENTO MUNICIPAL UTILITY DISTRICT
The Power for the HomeSM



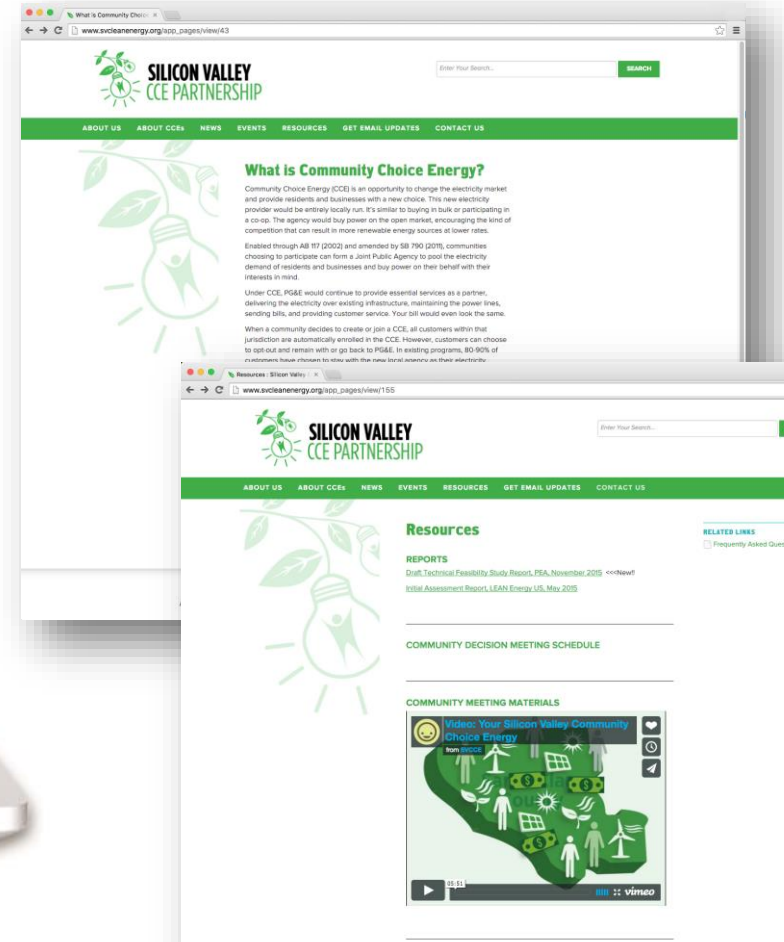
REBATES
for home energy upgrades at
EnergyUpgradeCA.gov

High energy bills?
Time for some homework.

Reduce energy. Save money. Create jobs. energy upgradeTM CALIFORNIA



user-friendly website



phase 2: community outreach & education

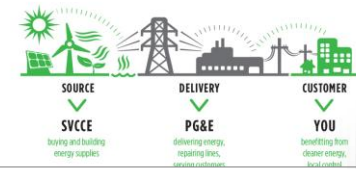
Community meetings
Presentations
Webinars
Social media
Direct mail
Press releases
Tabling



local control, local benefits

A new electricity provider would be entirely locally run.

The Silicon Valley Community Choice Partnership (SVCCP) is developing a new way to provide greener, cleaner electricity at competitive rates. Participating communities would pool the electricity demand of their homes and businesses and buy power for them. It's similar to buying in bulk or participating in a co-op.



choice and competition for Silicon Valley

At the moment, residents and businesses in Santa Clara County have only one electricity provider. The Silicon Valley Community Choice Energy (SVCCP) Partnership is exploring how to provide a new choice - a community-controlled electric power supplier. Our communities would benefit from:

- More renewable energy sources
- Reduced greenhouse gas emissions



The Silicon Valley Community Choice Energy Partnership has completed a technical feasibility study that concludes we can provide cleaner, greener electricity at competitive rates for participating residents and businesses. We're moving forward and we value your input.

Come to a community meeting to discuss:

- how best to balance electricity costs with increased levels of renewable power and decreased greenhouse gas emissions
- how to incorporate consumer-owned solar into the energy mix
- your role in helping our communities reduce our carbon footprints

come learn more

Monday, November 30
Bay Room
Cupertino Senior Center
6:30 - 8:00 pm

Registration and light
refreshments at 6:00 pm.
Tell us what you think.

Visit SVCleanEnergy.org for
meeting times and locations.

Sponsored by the Cities of Cupertino, Mountain View, and Sunnyvale and the
County of Santa Clara. Also including the communities of Campbell, Gilroy,
Los Altos, Los Altos Hills, Los Gatos, Monte Sereno, Morgan Hill, and Saratoga.





phase 3: outreach & marketing

Advertising:

- radio, print, digital

Social media

Continued presentations

Continued tabling

Media pitching

Customer notices



Local. Renewable. Yours.

Sonoma Clean Power will soon offer a local energy choice:

- Competitive rates
- 33% renewable energy sources
- Option for 100% renewables
- Profits stay in Sonoma County
- Local control, local choices

 Sonoma CleanPower

SonomaCleanPower.com

The graphic features a teal background with a white energy-efficient light bulb and green leaves on the right side.



**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. 🏠**



