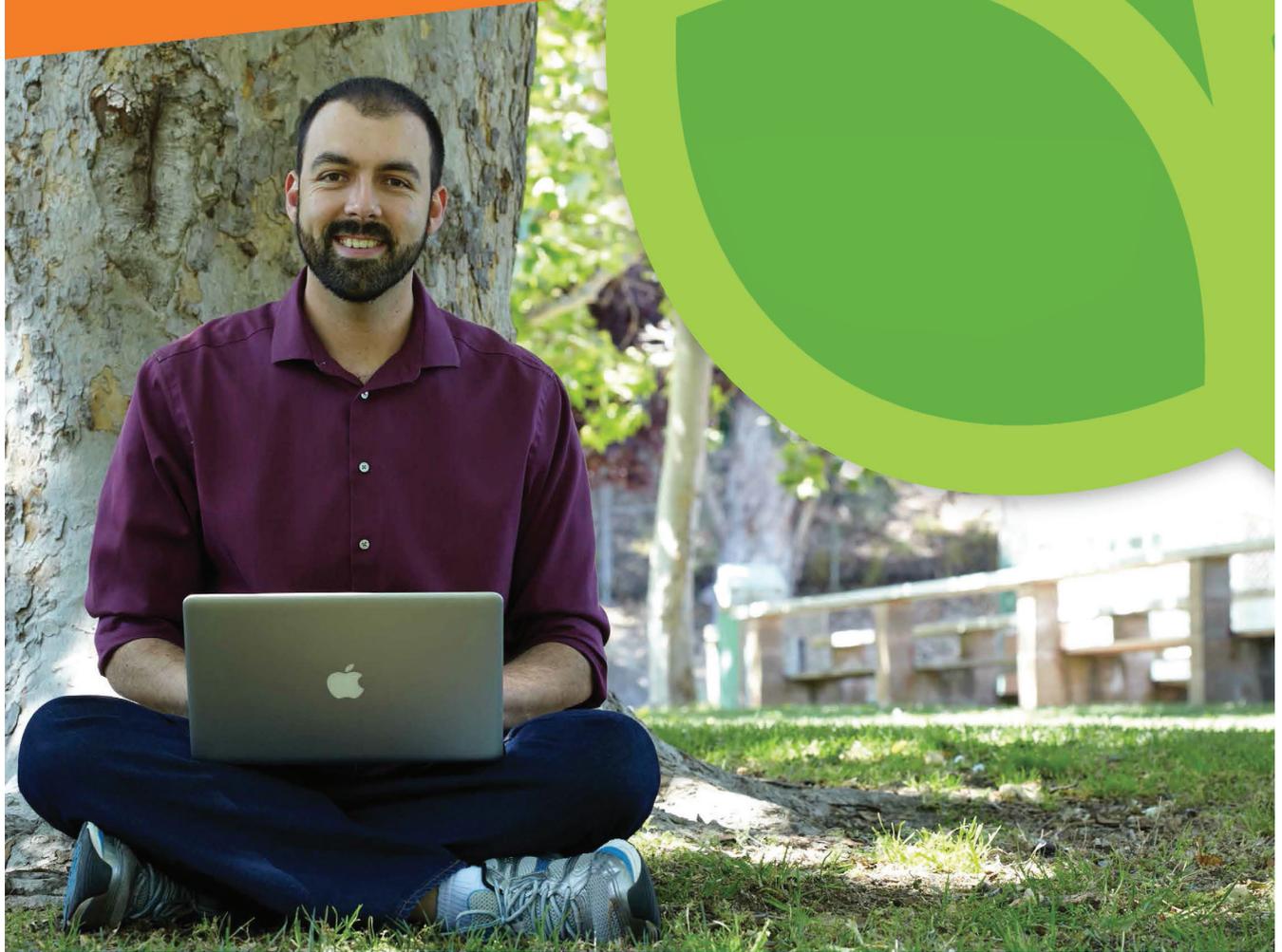


CASE STUDY



PENINSULA
CLEAN ENERGY

ABOUT PENINSULA CLEAN ENERGY

Peninsula Clean Energy, or PCE, is San Mateo County's official electricity provider offering cleaner energy at lower rates for the County's 300,000 electricity customers. As the largest community choice aggregate program in California, Peninsula Clean Energy is a locally controlled public organization that enables local residents and businesses to have a choice regarding where their energy comes from.

To prepare for the launch of such a large-scale program, the County of San Mateo hired Circlepoint to create a brand identity and a comprehensive marketing and advertising campaign to inform and educate County residents and business owners about Peninsula Clean Energy and what the transition into the program means for them.

CAMPAIGN GOALS

Circlepoint was tasked with establishing the Peninsula Clean Energy brand and to build its brand awareness across San Mateo County. Our strategy was to ensure that residents and business owners were aware of the program prior to the launch date and to encourage customers to stay with Peninsula Clean Energy with the goal of limiting the number of people who opted-out of the program. The goal was to keep the number of opt-outs below 15% county-wide. To date, Peninsula Clean Energy has an opt-out rate below 1%.

BRANDING

The Peninsula Clean Energy brand story features messaging and imagery that resonates with its audiences by focusing on the benefits of local choice and control, improved environment, a cleaner and healthier community, and the local economy.

Peninsula Clean Energy offers its customers two product options, each with a different percentage of renewable energy. To differentiate the products and provide customers with insight as to what each product entails, Circlepoint developed a unique name and brand for each: ECOplus and ECO100. ECOplus is the default product, however, the message that it was superior to PG&E's similar product was implied through the use of the word plus. ECO100 is the premium product, with 100% renewable and carbon-free electricity, so by using '100' in the name, we were able to clearly convey this.



MESSAGING

Circlepoint developed a messaging framework to guide all of the marketing and advertising content. The messaging framework serves as a blueprint to keep all written and visual communications on-brand.

The concept for the advertising campaign features photographs of actual San Mateo County residents and business owners accompanied by taglines derived from the messaging framework, personal testimonials, and a clear call to action. Circlepoint recruited community members to participate in a photo and video shoot and provide their thoughts on what clean energy meant to them and why they were choosing Peninsula Clean Energy.

San Mateo County is rich with diversity and home to a large percentage of residents who speak a language other than English at home, including Chinese, Spanish, and Tagalog. The written content and the initial campaign photographs and graphics were all tested in multicultural, in-language focus groups to

ensure that all imagery and messaging resonated with these key audiences. The findings from the focus groups helped to inform the campaign collateral and allowed us to consider all cultural sensitivities with the use of color and imagery in the campaign collateral.

To reach other important sub-audiences, not just the general San Mateo County public, Circlepoint tailored campaign messaging specific to business owners, seniors, and solar/ Net Energy Metering (NEM) customers. For business owners, the focus was on the economic benefit of staying with Peninsula Clean Energy and being a forward-thinking business. Messaging that resonated with seniors centered around making decisions that would have a positive impact on future generations that their decisions today would help to benefit their children and grandchildren now and in the future. Solar and NEM customers were known to be early adopters and were interested in topics like clean energy, “green” practices, and environmental benefits.

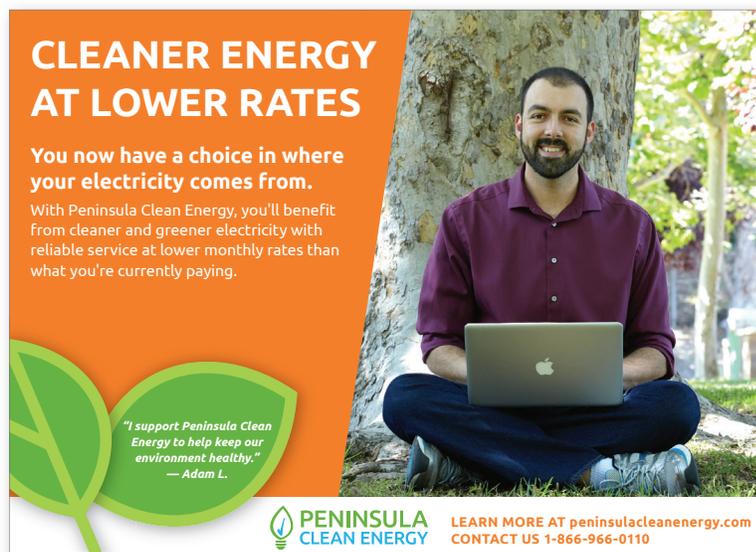
Key Messaging for the initial marketing campaign focuses on the product benefits and themes that resonate with our target audiences, including cost savings, community, choice, a healthy environment for loved ones, preserving the environment for the future. Please see the table below for examples.

Headline	Subhead	Supporting Message
Cleaner Energy at Lower Rates	For the first time, you have a choice in where your electricity comes from.	With Peninsula Clean Energy, you'll benefit from cleaner and greener electricity with reliable service at lower monthly rates than what you're currently paying.
Cleaner Energy at Lower Rates Coming This October	For the first time, you have a choice in where your electricity comes from.	Starting this Fall, enjoy cleaner energy at lower rates with Peninsula Clean Energy, the official electricity provider for San Mateo County.
Cleaner Energy Means a Brighter Future	Renewable. Affordable. Reliable.	Let's support a more sustainable community today and in the future. Get cleaner and greener energy at lower rates.
Now We Have a Choice for Cleaner Energy	Renewable. Affordable. Reliable.	Get cleaner and greener energy at lower rates. It's time that we had a choice in where our electricity comes from.

ADVERTISING CAMPAIGN

To reach the wide and varying audiences in San Mateo County, Circlepoint developed a comprehensive advertising campaign which leveraged print publications, outdoor and transit space, broadcast television, and digital channels. The print advertisements were placed in local and specialty publications, including multicultural and in-language community newspapers. Transit shelters throughout the county were leveraged and targeted based on the phase one enrollment neighborhoods. We created a 30 PSA featuring San Mateo County residents and businesses and placed the broadcast TV ads via Comcast and AT&T

targeting audiences within San Mateo County. In addition to running on CNN, HGTV, and other cable networks, the ads aired during Giants and Warriors games leading up to the program launch. Key to our advertising strategy was developing and optimizing highly targeted ads on Facebook and YouTube to reach residents within the enrollment neighborhoods, business owners, seniors, and multicultural audiences. We also placed banner ads on specific multicultural websites such as Singtao.com and EIMensahero.com to reach audiences in their preferred language.



CLEANER ENERGY AT LOWER RATES

You now have a choice in where your electricity comes from.

With Peninsula Clean Energy, you'll benefit from cleaner and greener electricity with reliable service at lower monthly rates than what you're currently paying.

*"I support Peninsula Clean Energy to help keep our environment healthy."
— Adam L.*

PENINSULA CLEAN ENERGY LEARN MORE AT peninsulacleanenergy.com
CONTACT US 1-866-966-0110



PENINSULA CLEAN ENERGY

ENERGÍA MÁS LIMPIA CON TARIFAS MÁS BAJAS.

INFÓRMESE MÁS EN es.PeninsulaCleanEnergy.com



清潔能源就是美好未來

CLEANER ENERGY MEANS A BRIGHTER FUTURE

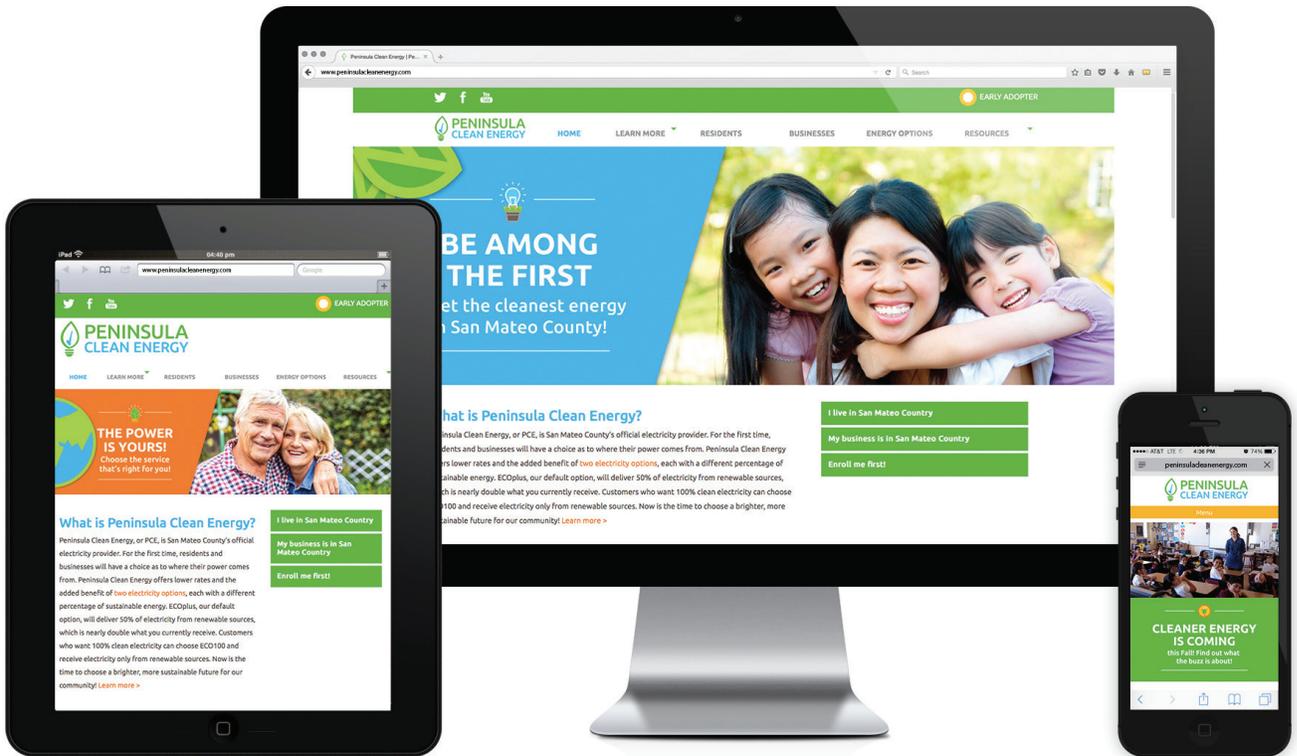
平生第一次，電力來源由您選擇。
For the first time, you have a choice in where your electricity comes from.

PENINSULA CLEAN ENERGY 請上網到 zh.PeninsulaCleanEnergy.com 了解詳情
Learn more at zh.PeninsulaCleanEnergy.com

WEBSITE

To accommodate all of the different audiences that would be looking to the Peninsula Clean Energy website for more information, Circlepoint developed a fully-responsive site in multiple languages, with specialized content for residents and businesses. We integrated iframes, which allowed customers to easily

opt-up to ECO100, opt-out of the program, or join as an “Early Adopter” to become enrolled during the first phase. We developed custom interactive features like an ECO Business Directory, Progress Tracker and animated video to engage visitors and provide them with additional information about the program.



SOCIAL MEDIA

Circlepoint developed organic social media content to complement the advertising campaign and to provide Peninsula Clean Energy with an authentic voice. We created a regular editorial calendar with interesting content and compelling graphics that highlighted program milestones and key dates, as well as timely and relevant content that we knew the Peninsula Clean Energy audiences would be interested in. One of the most popular series of posts was focused on outreach events where event goers would write why they were excited for cleaner energy on a chalk board and pose for a photo. This idea helped create a direct connection between real San Mateo County residents and the Peninsula Clean Energy brand.



MEDIA RELATIONS

To announce the launch of the Peninsula Clean Energy program, Circlepoint planned, facilitated, and managed a press conference with local media. We announced the press conference with a media advisory that was disseminated across the newswire in San Mateo County. The media advisory used the term, “we flipped the switch!” to designate the launch of the program. At the press event, county supervisors and the Peninsula Clean Energy CEO flipped a symbolic switch for a photo opportunity. All members of the press who attended received a press kit with Peninsula Clean Energy information, quotes, and links to high-res photography and videography. We also created a Media Center on the website to create a one-stop location for reporters to access the latest information and high-resolution assets about the program.



HOW IT WORKS

RENEWABLE ENERGY
Electric Generation
Peninsula Clean Energy

SAME SERVICE AS ALWAYS
Electric Delivery
PG&E

YOUR COMMUNITY CHOICE
Cleaner Energy, Lower Rates
You

Just one bill: You will get just one combined bill every month from PG&E. No duplicate fees.

Same reliable service: PG&E will continue to maintain the poles and wires as they always have.

Lower rates: Our rates for ECOplus will be less than PG&E's rates for electricity that's twice as green.

If you're enrolled in any of PG&E's discount programs, you will continue to get your discounts with Peninsula Clean Energy—there's no need to reapply.

You don't need to do a thing to choose cleaner energy.

ECOplus
PENINSULA CLEAN ENERGY

ECO100
PENINSULA CLEAN ENERGY

In October 2016 you will be automatically enrolled in our ECOplus product, our default electric service, on your regular billing date. **ECOplus is at least 50% renewable and costs less than what you pay for PG&E.** It's better for your wallet, the planet and your community!

If you want to do more for the environment and you can afford to pay a little extra, sign up for ECO100. **With ECO100, 100% of your electricity comes from renewable sources and is 100% carbon free.**

Get connected

- Facebook.com/PenCleanEnergy
- Twitter @PenCleanEnergy
- LinkedIn.com/company/PenCleanEnergy

www.PeninsulaCleanEnergy.com | 1 (866) 966-0110

NOTICING

State requirements dictate that four mailed notices were required to be sent to San Mateo County residents and businesses prior to and following program enrollment. The timing of the mailed notices during the election season required creative planning to ensure our notices wouldn't get lost in the shuffle of the influx of campaign mailings.. We knew that we needed to be creative with the design and layout of the print communications to differentiate the Peninsula Clean Energy correspondence from the rest of the noise. Circlepoint created different versions of the notices, including letters, an accordion brochure, and a postcard.

We relied on Census data to pinpoint which cities required bilingual notices and in what language. In addition to general notifications, Circlepoint developed special messaging to target new residents and movers; NEM customers; and residents of Portola Valley, who were automatically enrolled in ECO100 due to a city council decision. PCE is also forging a partnership with PG&E, the incumbent utility provider, to allow us to include a bill insert into their regular billing correspondence. This is the first time that PG&E is allowing this to happen. The bill insert will provide an added value to Peninsula Clean Energy, because the insert will not require the additional postage cost.

OUTREACH AND COLLATERAL

Circlepoint developed custom collateral to empower PCE staff, volunteers, partners, and other key stakeholders to effectively communicate with key target audiences. We created a senior buddy training guide, with tailored messaging, key information, cost charts, and key contacts to help the senior population in San Mateo County learn about and trust Peninsula Clean Energy during the transition period. The senior buddy training guide also had language for the volunteers who were doing the senior outreach to explain that all subsidies and utility benefits, like C.A.R.E., would continue to apply with Peninsula Clean Energy.

Small, medium, large, and agricultural businesses were all included in the Peninsula Clean Energy enrollment plan, which made business owners and decisions makers a key target audience. To reach this key audience, Circlepoint created a business toolkit, which allows Peninsula Clean Energy staff to effectively communicate the benefits businesses will gain with staying with PCE. Businesses also receive window clings, which help to promote the Peninsula Clean Energy brand to employees and customers.

Circlepoint created a suite of additional print and digital collateral for outreach, including posters, postcards, brochures, factsheets and giveaways items with clean energy themes, likes solar-powered flash lights and pens made from 100% recycled products.





Peninsula Clean Energy Provides Cleaner Energy at Lower Rates



BUSINESS GUIDE

With the support of business leaders like you, we can work together to help make San Mateo County a better place for businesses to thrive. Beginning this October, Peninsula Clean Energy will provide cleaner electricity at lower rates and will become the official electricity provider for all commercial energy customers in San Mateo County.

It's our goal to ensure that business leaders and decision makers are well informed with all aspects of Peninsula Clean Energy and what the change means for their businesses. Providing you with clear and concise information is important to us, because businesses like yours serve as a cornerstone for our community.

We know your time is important, which is why we've created this guide. All of the Peninsula Clean Energy details that you need can be found here. This guide includes enrollment details, costs, energy options, key dates, answers to some frequently asked questions that you may have, and other helpful information. In addition, we've provided some useful resources that make it easy to spread the word about Peninsula Clean Energy with your employees and customers.





Coming this October!

We are Peninsula Clean Energy

For the first time, you have the power to choose where your energy comes from! Peninsula Clean Energy (PCE) offers you a choice of multiple electricity options, each with a different amount of clean energy from renewable sources. With Peninsula Clean Energy, you're choosing a brighter future for San Mateo County.





Learn more at PeninsulaCleanEnergy.com

[Facebook.com/PeninsulaCleanEnergy](https://www.facebook.com/PeninsulaCleanEnergy)
[Twitter @PeninsulaCleanEnergy](https://twitter.com/PeninsulaCleanEnergy)
[LinkedIn.com/company/PeninsulaCleanEnergy](https://www.linkedin.com/company/PeninsulaCleanEnergy)



Benefits



Reduction in greenhouse gases



Greener choices at competitive rates



Local control, reliable service



Investing in our community



How can I enroll?

Peninsula Clean Energy enrollment is easy because it's automatic! Residents and businesses will be enrolled based on neighborhood. Customers will be enrolled in three phases over the course of 11 months beginning October, 2016.

PeninsulaCleanEnergy.com

RESULTS

The Peninsula Clean Energy launch advertising campaign resulted in a 62% increase in website traffic, with more unique visitors, repeat visitors, page views, and time spent on the website. The Facebook advertisements resulted in more than 38,000 website visits, with a reach of more than 122,000 unique people and 1.3 million total impressions. Video ads on YouTube resulted in 17,795 website visits and nearly 180,000 impressions. In addition to the digital and social ads, print advertisements, outdoor ads, televisions ads, and earned media all caused website traffic to spike, with a direct correlation between website visits and increases in opt-up enrollment and the timing of the ad placements.

The most important key performance indicator and overall program goal was to keep the opt-out rate below 15%. To date, the overall program opt-out remains less than 1%, far exceeding the initial goal. Also, more than 500 customers have signed up to become Early Adopters and nearly 1,000 customers have opted up to ECO100 to receive 100% renewable and carbon-free electricity.

Through the first enrollment phase, Circlepoint's advertising, marketing, and outreach efforts have delivered results that far exceeded the Peninsula Clean Energy team and the County's initial goals. Furthermore, the success rate of Peninsula Clean Energy opt-ups and opt-outs have set a new high benchmark for CCA programs throughout the state of California.



Facebook advertisements reached **122,000+ UNIQUE PEOPLE**



500+ CUSTOMERS
opted in as
Early Adopters

62% INCREASE
in website traffic during campaign



1,000+ CUSTOMERS
opted up to **ECO100**
(100% renewable energy)

Our goal was to keep the opt-out rate below 15%.



The current opt-out rate is less than 1%.



IMPRESSIONS BY CHANNEL

