

Countywide Outreach Campaigns



1. Offices / Real Estate



2. Restaurants

Restaurants Campaign – Summer 2014

Promotion

General Community

- Social media – Follow on FourSquare
- Patch
- Competition between cities
- Nominate your favorite restaurant to get 50 free LEDs

Partners

- Chambers of Commerce
- Downtown Business Association
- Elected Officials

More Info

Video

- 3 minutes
- On SMCEW website
- Testimonial
- Overcome concerns, provide more information

Community Walks

- Stop in to provide packet of information
- 1-week in each area
- Volunteers (Cool cities? Students?)
- Elected officials

Gathering

- 15-30 minute info session
- Hosted at local restaurant
- Mid-afternoon?

Assessment Visit

Ecology Action

- Evaluate lighting, refrigeration, HVAC
- Refer to other PG&E programs (Equipment, vent hoods, ozone laundry)
- Information about Green Business Certification

Restaurants: Questions for Cities

- Does your city want to participate?
 - Community walks (engage elected officials, community groups)
 - Info gathering at local restaurant
 - Presentation to local Chamber
 - Elected officials help promote
- Do you have any connections with local restaurants?
 - Have nominees to feature in testimonial video?
 - Have a list of your city's restaurants?
- Do you have ideas for other outreach channels?
- Is a summer campaign realistic?

Offices / Real Estate campaign

- Goal:
 - Info event for property owners in April
 - Inform about benchmarking law, Title 24 upgrade
 - Promote energy efficiency as a good investment for facilities
 - Get attendees to sign up for assessments
- Next Steps:
 - Meet with large property owner(s) to identify best location, timing for an event (Sobrato, Bohannan)
 - 2nd coordination meeting with PG&E reps to refine approach
 - Learn from past efforts
 - Refine target list

Real Estate: Questions for Cities

- Does your city want to participate?
 - Host an outreach event in your city
 - Promote to local property owners
- Do you have any connections with local property owners?
- Do you have ideas for other outreach channels?
- Is an April event date realistic?