

# SMCEW Challenge Updates

- As of June 2<sup>nd</sup>, 2015 73 businesses have signed up for an energy survey.



Top 5 cities with businesses participating in the SMCEW challenge

- San Mateo
- Redwood City
- San Carlos
- Menlo Park
- Burlingame

# Successful Strategies

- Having cities and/or elected officials send out letters endorsing the program
- Utilizing the city social media accounts to spread awareness of the program (ex. Facebook, Twitter, etc.).
- Going out canvassing with volunteers and/or elected officials



Canvassing with volunteers in San Mateo on May 29<sup>th</sup>



At the SMCEW Challenge kick off May 2nd event with elected officials. From left to right Councilmember Barbara Pierce (Redwood City) Mayor Marina Fraser (Half Moon Bay) Mayor Ron Collins (San Carlos) Councilmember Rick Bonilla (San Mateo)