



Monterey Bay  
Community Power

## Outreach Plan Implementation – Status Report

The outreach team, consisting of staff from the County of Santa Cruz and Miller Maxfield, along with faith-based outreach volunteers from the Romero Institute, are continuing to implement the Outreach Plan, as adopted April 20, 2016. What follows is a status report of activities per the Plan:

### **Development of Messaging**

- Completed and implemented across all strategies

### **MBCP Branding**

- Name, Logo, Tagline: The existing name, logo and tagline (“Clean Energy. Local Choice. Economic Vitality.”) was selected for use.

### **Identity Package**

- Completed, including letterhead templates, etc.

### **Presentation**

- Existing Powerpoint presentations have been updated and upgraded.

### **Brochure**

- A 7-panel, bilingual brochure has been produced for distribution at events and other meetings.

### **Signage**

- Two vertical pull-up banners, two horizontal vinyl banners and two tablecloth banners have been produced and are in use at events.

### **Information Kit**

- A package of leave-behind items has been produced, including fact sheets, ½-page promo card, brochure, etc.

## **Website**

- The existing website has been updated and redirected to the new URL, [www.mbcommunitypower.com](http://www.mbcommunitypower.com).

## **Community Meetings/Study Sessions/Workshops**

- Formal study sessions have been held in Board of Supervisor Chambers in Monterey, San Benito and Santa Cruz Counties.
- An additional “mini-study session” will be held in Monterey, primarily for Peninsula cities.
- For an overview of other meetings and presentations completed and scheduled, please see attached report.

## **Monterey Bay Regional Climate Action Compact Annual Summit**

- Date set for 10/27/16.
- Summit planning committee meetings underway.

## **Earned Media**

- Press coverage secured has included: Monterey Herald, Santa Cruz Sentinel, BenitoLink, KSBW-TV, KION-TV and KSCO radio.
- Press outreach continues.

## **Social Media**

- The following social media platforms are currently supported: Facebook, Instagram, YouTube, Twitter and Google+

## **Email newsletters**

- News updates and meeting notices are distributed via Mailchimp.
- The email distribution list is growing via social media promotion and sign-ups from events.

## **Video**

- An overview video of Monterey Bay Community Power was completed and distributed via social media, website and email newsletter promotion.

## **Advertising**

- Facebook advertising is ongoing.
- KAZU underwriting of the Summit will take place in the month of October.

## **Webinar**

- A best practices webinar will be held in November.

## **Survey of Key Stakeholders**

- In process
- Completion expected by 9/1/16

<b>MONTEREY BAY COMMUNITY POWER</b>	
<b>SMALL GROUP MEETINGS, PRESENTATIONS AND TABLING</b>	
<b>MONTEREY COUNTY</b>	<b>DATE</b>
Salinas Taxpayers Association	8/5/2016
City of Monterey	8/12/2016
Growers-Shippers Assn.	Tent Sept
Monterey Kiwanis Club	9/7/2016
Sustainable Monterey- all chapters	9/10/2016
MoCo Business Council	9/22/2016
Sustainable Monterey Co. Pacific Grove chapter	10/12/2016
Monterey Bay Central Labor Council	Opted to present
Salinas Valley Chamber	7/20/2016
Monterey Chamber	7/25/2016
Osio Theaters (Climate event)	6/15/2016
St. Joseph's	6/17/2016
Madonna del Sasso	6/17/2016
St. Mary	6/17/2016
Our Lady of Solitude	6/17/2016
Sacred Heart	6/17/2016
St. Francis Xavier Church	6/20/2016
Carmel Mission	6/24/2016
Our Lady of Mt. Carmel	6/24/2016
Our Lady of Refuge	6/13/2016
St. Theodore	6/14/2015
Monterey County Fair	8/31 -9/4
Monterey County Democrats	6/28/2016
<b>SAN BENITO COUNTY</b>	<b>DATE</b>
SB Business Council	8/4/16 canceled; date
Aromas Grange	8/12/2016
S.B. County Chamber	TBA
Green Business Chamber video PSA	8/19/2016

San Benito Chamber Green Business Committee	TBA
San Benito County Fair	9/29 - 10/2
<b>SANTA CRUZ COUNTY</b>	<b>DATE</b>
Scotts Valley City Council	8/17/2016
Green Team of the Unitarian Universalist Fellowship of Santa Cruz County	8/21/2016
Santa Cruz County Democrats	8/24/2016
Sunrise Rotary	10/4/2016
Democratic Clubs	10/15/2016
Pajaro Valley Chamber Executive Committee	Tentatively Sept. 12
SC and Mid-County Chambers	TBA
Enviro groups, hosted by Allterra Solar, Electric Auto Assn and SCCS Green Schools	8/3/2016
Catholic Archdiocese's Green Team	7/17/16
Our Lady of Assumption	6/13/2016
St. Michaels	6/14/2016
Our Lady Star of the Sea	6/15/2016
Davenport Mission	6/19/2016
St. Josephs	6/24/2016
Allterra CCE panel	6/21/2016