

PACKET MATERIALS

DATE March 26, 2010

Item No. 4

LOCAL AGENCY FORMATION COMMISSION AGENDA PACKET CONTENTS LIST *

- SF PUC Memo Re: "Marketing and Community Outreach Program"
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** Exceeds 20 pages; see file to review
Available for review at City Hall, Room 244

Completed by: Alisa Somera

Date: March 24, 2010

* This list reflects the explanatory documents provided.



SAN FRANCISCO PUBLIC UTILITIES COMMISSION



To: LAFCo Commissioners and Staff

From: SFPUC Communications

Subject: Marketing and Community Outreach Program

Overview of Efforts: San Francisco energy customers deserve to make an informed, educated choice about how their energy is generated and who provides that energy to them. CleanPowerSF will finally offer energy customers the opportunity to choose between competing energy mixtures and different suppliers.

In order to educate customers, the San Francisco Public Utilities Commission (SFPUC) has partnered with LAFCo staff and embarked upon a multi-prong community outreach and marketing program. Listed below are some of the ongoing activities associated with this marketing and outreach program.

Community Outreach:

- Meeting with groups city-wide.

Social Media:

- Twitter campaign launched (139 Followers);
- Facebook campaign launched (407 Followers); and
- Revised website under development.

Paid Media:

- Redesigned logo;
- Designed draft Opt-Out notice; and
- Designed draft Informational Mailer.

Work Products Delivered to Date:

- Informational Handout (English, Spanish and Chinese translations);
- FAQ (English, Spanish and Chinese translations);
- 4 Poster boards for LAFCo/SFPUC presentations and Sunday Streets Booths;
- Presentation (LAFCo staff);
- Constituent letter for Board of Supervisor Aides; and
- All CleanPowerSF inquiries to Board of Supervisors are responded to within 48 hours by SFPUC and LAFCo staff.