Low Income Oversight Board

Marketing and Outreach Subcommittee Meeting

August 30, 2011 1:30-4:30 pm

Members: Faith Bautista, Charlie Toledo and Gillian Wright

Minutes:

* Meetings were attended by ethnic media representatives, Ca Housing Partnership, and IOUs
* IOU’s made their presentation on their 2012-2014 marketing outreach plan and ethnic media
* There’s not a lot of budget allocated for ethnic media. There is no agency assigned for low income ads, PG&E place the order on their own.
  + Suggest Metric from Ethnic Media: Compare the acquisition cost per new client (Ad cost / number of new clients) to what their internal spending goals are.
* The top marketing strategies are:
  + Automated outbound phone calls, Bill inserts, welcome packet, local office partnerships, door-to-door outreach, online enrollment and referral & Ethnic TV, radio and print campaigns.
* Capitation fee is from $5.00-15.00 ( ysuggestion is make it $15.00 -$18.00)

Committee recommendations:

1. Branding of ESAP - IOU’s with PUC collaboration should have the initiative to promote what ESAP is. Using all of the above top marketing strategies.
2. Flexibility to manage program from marketing and outreach and to move funds around.
3. Develop a strategy on how to reach “Hard –to- Reach” customers that are qualified individuals (i.e., focusing on quality over quantity).

We asked the following data from the IOU’s:

1. How much did they spend last year, how much for 2012-2014 on ethnic media