

City of Santa Clara

Marketing Committee

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City of Santa Clara

Silicon Valley Power

Our brand positioning

- World-class utility - a reflection of customers
- Strong, bold, competitive - alignment with region
- Not government/institutional - flexible, responsive
- Competitive, not bureaucratic – speed to market
- To employees – not business as usual



City of Santa Clara



*Giving You the Power
to Change the World*



City of Santa Clara

Market Research

Customer's Top Priorities (in order):

1. Power Reliability
2. Cost Competitive
3. Responsive Service
4. Environmental Responsibility

Market research every year

Key Customer Reps:

customer service - customer advocates - customer research



City of Santa Clara

Strategic Elements

Our Accomplishments become the Messaging

- SVP has very high power reliability
- Lowest average rate in CA, 15-45% below PG&E
- Satisfaction amongst highest in CA and US
- Efficiency programs, SC Green Power, Green Power Mix



City of Santa Clara

Marketing the City

Economic Development & Welcome Packages

- Leverages utility's strengths/benefits
- Speed-to-market permitting
- Fast fire response
- The community at-large



City of Santa Clara

Vehicles we use today

- Website
- Bill envelope/inserts
- On-bill messaging
- Inside Santa Clara
- Santa Clara Weekly
- “The Outlet”
- Two Online newsletters
- Direct Mail and Email
- Wi-Fi landing page
- Channel 15
- Active PR engine
- Pay-to-play media
- Event sponsorships
- Street Banners



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