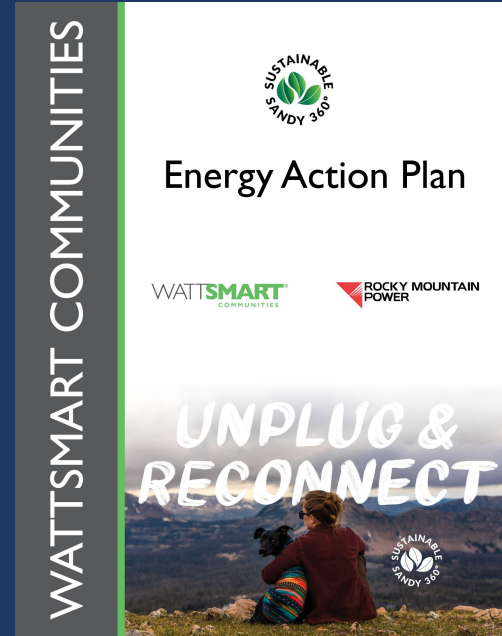


# Communication, Education, and Outreach Plan for Sustainability

Municipal | Partners | Residents



## Residential Efforts

RESIDENTS



Resident  
Education

Multifamily  
Properties

Electric  
Vehicles

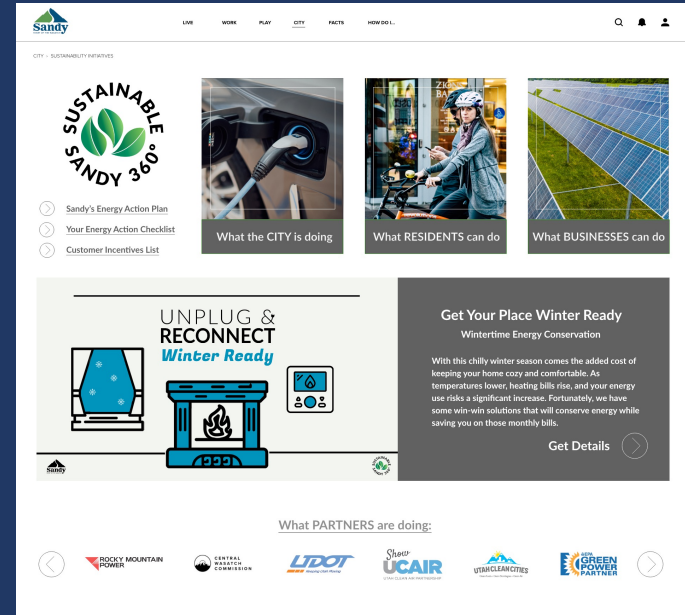
Design quarterly education and outreach campaigns to educate residents on sustainable energy issues including energy efficiency, renewable energy, and electric vehicles; encourage 5,000 residents to take action - up from 4,100 residents in 2019.

- Update City website with energy resources
- Conduct a residential energy outreach campaign

# Resident Outreach

1) Website Update

2) Unplug & Reconnect Campaign

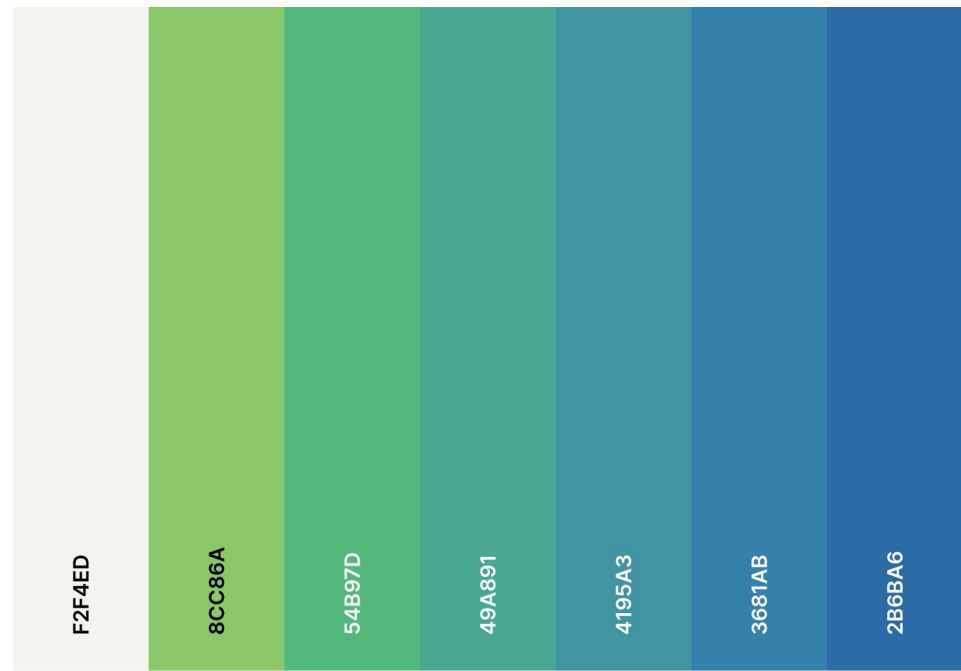


# UNPLUG & RECONNECT

# UNPLUG & RECONNECT

*Intentional play on earth,  
water, and sky.*

## COLOR SCHEME



Unplug & Reconnect Palette



# ***Unplug & Reconnect Campaign Launch***

## **Campaign Flights:**

1. Aug-Sept 2021: EV Stations (already promoted)
2. Nov-Dec 2021: Winter Ready
3. Feb-Apr 2022: Water Wise
4. May-Aug 2022: Vacation Sustainability
5. Sept-Oct 2022: Going Green 9 to 5
6. Nov-Dec 2022: Renewable Gifts

# EV Stations Promotion

 **Sandy City**  
August 20 at 3:00 PM

Did you know Sandy City has EV charging stations at our facilities?  
Download the ChargePoint app now to find the closest EV charging station  
to you! [chargepoint.com/drivers/mobile](http://chargepoint.com/drivers/mobile)



 **Sandy City**  
August 4 at 5:00 PM

Sandy City has installed EV charging stations for electric vehicles all around the city to help offset greenhouse gas emissions. Learn more about this SmartSandy initiative by watching the video. To learn more, go to [SmartSandy.com](http://SmartSandy.com). SmartSandy, it's a lifestyle.



 **Sandy City** @sandycityutah • 1h  
Sandy City is recognized by Utah Clean Cities for our many EV stations we provide at our facilities along with our green fleet efforts. Sandy was selected as the 2019-2020 EVSE Infrastructure Municipality of the Year. Find out more: <http://utahcleancities.org/drive-electric-utah>  
<http://utahcleancities.org/live-electric>



 **Sandy City**  
Sponsored · 🌱

Sandy City has 47 electric vehicle charging stations available for you! Find one to charge your vehicle at one of our city facilities including City Hall!



Charge up in Sandy City

GET DIRECTIONS

47 EV Station

👍 Like    💬 Comment    ➦ Share



OVERALL CAMPAIGN

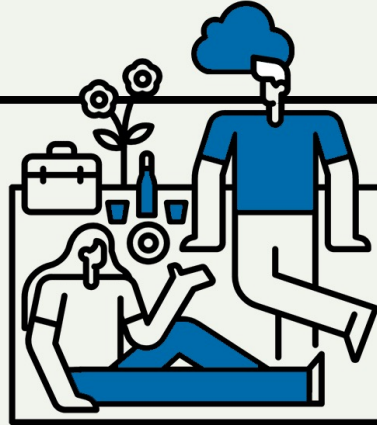


Sandy City is working to create a more sustainable community! A group of stakeholders came together to create the Energy Action Plan for Sandy, which includes sharing ways YOU can take advantage of energy-saving programs, learn how to lower your energy bills, and ways you can contribute to your community through our Sustainable Sandy 360° initiative. That's why we created Unplug & Reconnect! Join us over the next year as we roll out this amazing campaign!

UNPLUG & RECONNECT



UNPLUG & RECONNECT

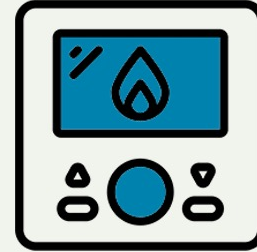
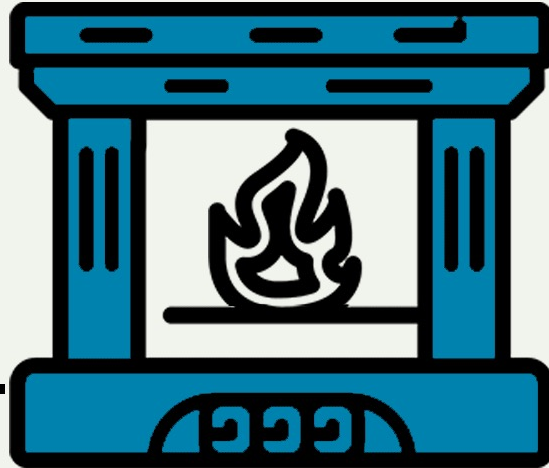
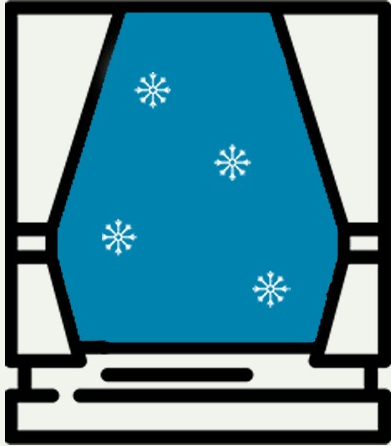




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# UNPLUG & RECONNECT

## *Winter Ready*



# UNPLUG & RECONNECT

## *Winter Ready*

Nov-Dec 2021 | Primary Topic: *Wintertime Energy Conservation*

### Key aspects of campaign

1. Making changes at home to be more energy efficient
2. Utilities customer incentives / renewable energy programs
3. Engagement opportunities/prizes #winterready
4. Data to show impact

# Winter Ready

Primary Topic: *Wintertime Energy Conservation*



# Winter Ready

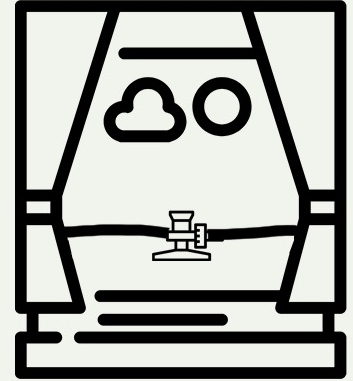
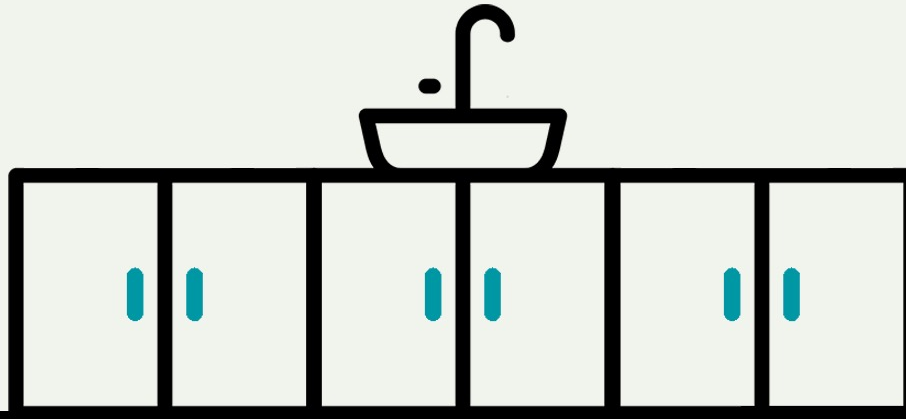
Primary Topic: *Wintertime Energy Conservation*



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# UNPLUG & RECONNECT

*Water Wise*



# UNPLUG & RECONNECT

## ***Water Wise***

Feb-Apr 2022 | Primary Topic: *Water Conservation*

### Key aspects of campaign

1. Creative ways to conserve water
2. Incentive/rebate programs
3. Engagement opportunities/prizes #waterwise
4. Data to show impact

# Water Wise

Primary Topic: *Water Conservation*



# Water Wise

Primary Topic: *Water Conservation*





# ***Vacation Sustainably***

Primary Topic: *Energy-efficient Travel /  
Clean Fuel*

*May-Aug 2022*

***Promotion around:***

- *Time travel around rush hour traffic*
- *Choose outdoor recreation activities*
- *Unplug at home when you go away*
- *Consider cross-country trains for travel*
- *Take reusable travel containers*



## ***Going Green 9-5***

Primary Topic: *Energy Conservation at Work*  
*Sept-Oct 2022*

***Promotion around:***

- *Laptops tend to be more efficient than desktop*
- *Turn off office equipment each night when you leave*
- *Consider alternative means of transportation to get to work*
- *Use reusable utensils and water bottles*



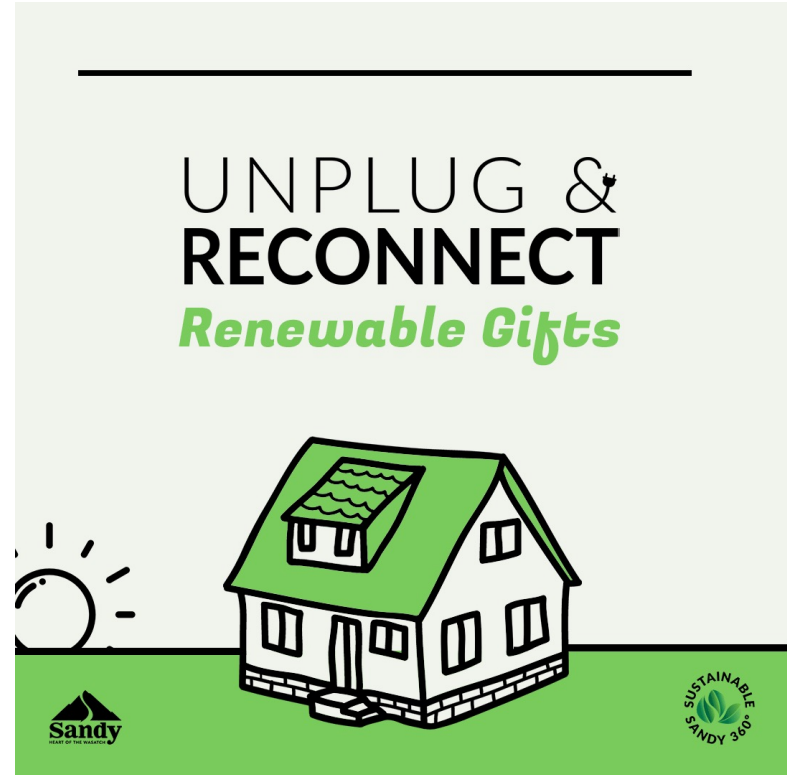
## ***Renewable Gifts***

Primary Topic: *Customer Energy-saving Incentives*

*Nov-Dec 2022*

### ***Promotion around:***

- *Blue Sky renewable energy program*
- *Consider Subscriber Solar a shared solar project that is more affordable than installing solar panels on your own.*
- *Consider an electric vehicle as your next auto purchase*
- *Consider the Cool Keeper program offered by Rocky Mountain Power.*



Sandy City

**Thank you!**