

# Community Engagement Through Ambassadors

## F2F Communications and Public Power Utilities

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## Begin with the End in Mind

### Today

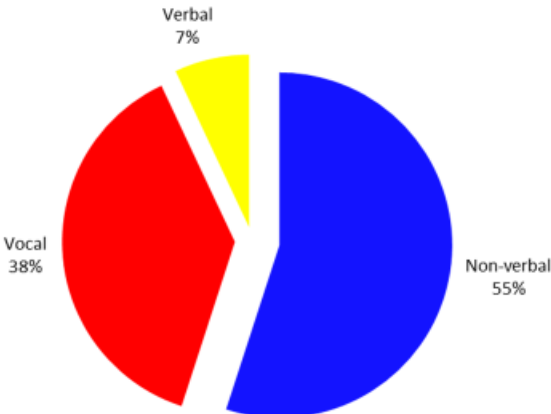
- A large majority of your customers **don't** know they are served by public power, and why that matters.

### Desired Future

- A large majority of your customers **do** know they are served by public power, and they **understand why that matters.**



# Why F2F Can be High Impact



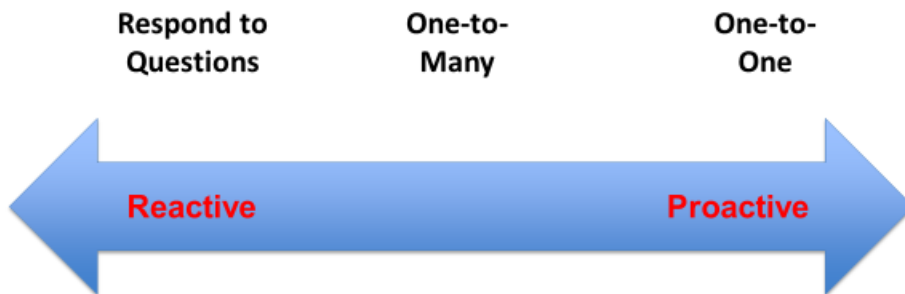
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Source: Albert Mehrabian, *Silent Messages*



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## F2F Communications Continuum



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### EPB: One-to-One Comms

- ▀ 500 employees + 400 retirees
- ▀ All are expected to be “megaphones”
  - ▀ “10x more powerful than a press release”
- ▀ Employees and retirees are “a huge adjunct sales force.”
- ▀ Two simple (but not easy) requirements
  - ▀ Trust leadership & be excited about what the utility is trying to do



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## LG&E/KU Retiree Ambassadors



- Mobilizing retirees for >20 years
- Retiree benefits, price increases, hydro relicensing and more
- “Retirees can talk to their neighbors on a ‘guy next door’ level, without sounding corporate. We are consciously using them to expand our reach into the community.”



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## What If You're a Small Utility?

- 3Degrees does F2F outreach for utilities.
- Door-to-Door clients include TVA, SVP, Alameda Municipal Power, PacifiCorp, Puget Sound Energy, DTE Energy
- Knocking on doors one of several tactics
- Door knocks a cost-effective tactic with steady, predictable conversion rate



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