



GRU Education Campaign

Item #180144

General Policy Committee

Aug. 9, 2018

Did You Know?

Expansion of Did You Know? campaign (began April):

- Emphasize GRU's benefits to the community
- Encourage the spread of positive, factual information
- Incorporate facts about the November referendum into messaging
- Fact-based web page as call-to-action – gru.com/didyouknow



Education Campaign



Facebook/Instagram *Started running April 14*

Run post each Saturday;
partner with GG to share

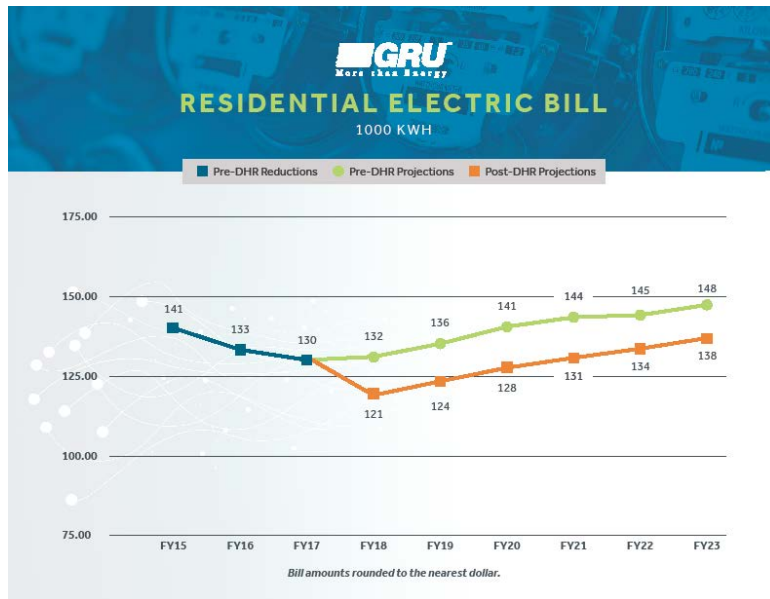
- GRU is Reliable
- GRU Gives the Public of Voice
- GRU Protects our Water Supply
- GRU Uses Storm Debris
- GRU Helps Customers in Distress
- GRU is Committed to Affordability
- GRU Boosts our Economy
- GRU Gives Back
- GRU Owns a Biomass Plant

Education Campaign

Op-Ed, The Gainesville Sun
May 16 - “Basket” of services comparison, plus key benefits to community.

Lobby

June 5 – Run Did You Know? messages on loop in GRU lobby.



Op-Ed, The Gainesville Sun

June 15 – “GRU has come a long way with rates” – editorial based on graphic representation of bill reduction.

Education Campaign

Facebook/Instagram

July 12 – Promoted post:
Paid promotions to
targeted audience to
increase visibility.

Op-Ed, The Gainesville Sun

July 15 - Budget process,
demonstrating working
relationship between
GRU, Commission and
UAB.



Reduced wording to meet Facebook standards.

Education Campaign

Gru.com/didyouknow

July 26— Web page answering questions about referendum, plus topics discussed in public meetings, on social media and with customer service. Page becomes source for referendum facts.



Topics Addressed

- November referendum
- General Fund Transfer
- GRU bills
- Community partners
- Energy sources
- Basket of services

Education Campaign

Link from sidebar

July 26

Did you Know? logo on all inside pages on GRU's website. The banner links to our Did you Know? page.

Report an Outage

[Pay My Bill »](#)[Report An Outage »](#)[Start, Stop, Move »](#)

Storm Central » Report an Outage

Menu

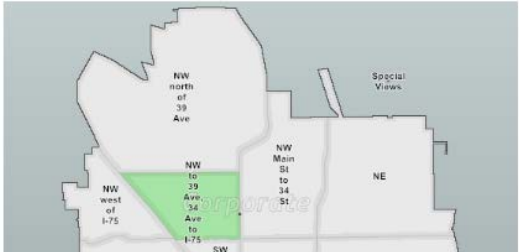
- Storm Central Home
- Before the Storm
- During the Storm
- After the Storm
- Power Outage Map
- Report an Outage


If you are experiencing a power outage or a service interruption, please report it to GRU using the numbers listed below:

Power Outage/ Downed Lines	352-334-2871
Natural Gas Leak	352-334-2550
Water/Wastewater Repair	352-334-2711
Streetlight Outage	352-334-3434
GRUCom Business Internet and Data Services	352-334-2912
GATOR NET Internet Service	352-334-3000

During severe weather, you can follow us on [Twitter](#) for updates and find other helpful information on our [Storm Central](#) page. Summary conditions shown below.

[View the detailed outage map](#)





Education Campaign

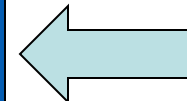
Home page banner

July 30

Banner from GRU's home page linking to gru.com/didyouknow.



				
Pay My Bill » Online options or a location near you to pay your GRU bill.		Report An Outage » Report any service interruptions you are experiencing.		Start, Stop, Move » Start, stop or move residential electric or water service.
DHR Savings Ticker See a running tab of GRU's savings since purchasing the biomass plant and buying out the power purchase agreement in November.			November Referendum Get facts about the GRU governance referendum, plus answers to other FAQs surrounding your utility.	



Education Campaign

Bill Insert


August – Promote payment assistance programs.



Did You Know Podcast

August – Two-minute monthly podcast featuring GRU benefits to the community.

Education Campaign



Quick facts on House Bill 759

What is the House Bill 759/November Referendum?

In the November 2018 general election, Gainesville residents will vote for GRU to continue being governed by the City Commission, or for the utility to be governed by a GRU Authority whose five members would be appointed by the City Commission. The measure requires a majority vote.

Who authored the referendum?


Sen. Keith Perry, R-Gainesville, has promoted legislation to change GRU governance each year since 2014, when he was a state representative. In 2017, state Rep. Chuck Clemons, R-Newberry, joined Perry in putting forth the Senate and House bills.

Does GRU support the referendum?

The city opposed CS/HB 759 as it was making its way through the state legislative process; however, once passed, state law prohibits the city from advocating for or against a referendum question, so this document provides only factual information related to the bill.

If the referendum passes, when would the new authority start?

Initial terms of members would begin Oct. 1, 2019. One member would serve for one year; another member would serve for two years; a third member would serve for three years; and two members would serve for four years.



Quick facts on House Bill 759

How would the new governance model impact the General Fund Transfer, or GFT?

The utility board is granted authority to lower the GFT by 3 percent a year without approval from the Gainesville City Commission. To compensate for a lower GFT, the City Commission could potentially raise taxes, reduce services or both. The utility board could also increase the GFT.

Background

- **What is the General Fund Transfer, or GFT?**
Residents of the City of Gainesville will nominate members based on specific criteria. The City Commission will appoint five members based on those nominations and criteria.
- **If the referendum passes, will I get to elect members to the new authority?**
The GFT is utilities revenue that is transferred to the City of Gainesville's General Fund. The General Fund pays for a broad range of city services, including Gainesville's Fire Department, Police Department, Parks, Recreation & Cultural Affairs and Public Works.
- **How much utility revenue is transferred?**
In fiscal year 2018, the GFT was about \$36.4 million; in fiscal year 2019, the GFT is expected to be \$36.9 million.

FAQ Handout

August-November

Handout for events such as GRU in the Neighborhood.

Education Campaign

Animated explainer video (45 secs)

September

Promoted on YouTube within city limits. Discusses bill reductions since biomass, environmental impact and payment arrangements. Call to action is gru.com/paymentassistance.



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Radio Spots (30 secs)

Sept. 3 – November 4

Two radio spots: 1)

Biomass/payment assistance; 2)

Benefits of GFT. 20 spots per week.

Education Campaign



Logo on bills

October

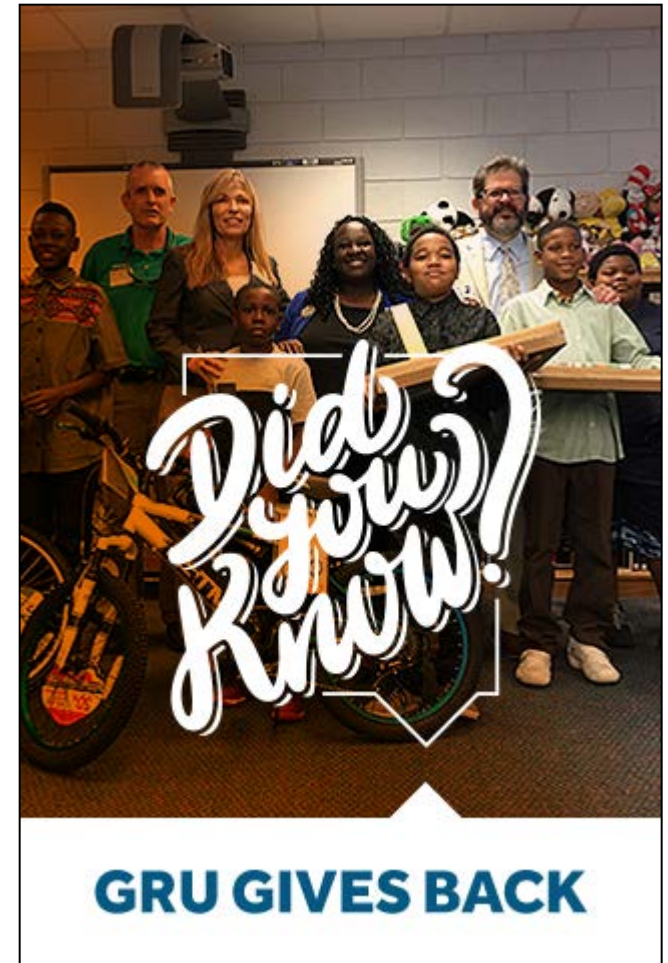
Did you Know? logo
on billing envelopes
with link to
gru.com/didyouknow.

Education Campaign

Digital Banner Ads

Sept. – Oct.

- Search Targeting (keywords in search boxes)
- Contextual Targeting (based on content)



Education Campaign



Facebook/Instagram

October - November

Feature on social media as referendum draws closer. Links to gru.com/didyouknow.

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Questions?



Did you know?

GRU NOW OWNS THE BIOMASS PLANT

By purchasing the Deerhaven Renewable Generating Station and getting out of its unfavorable contract, GRU can run the plant more economically and save money for its customers.

GRU
More than Energy