

Background

Silicon Valley Clean Energy is the community choice electricity provider for 13 member agencies within Santa Clara County. Reaching out to customers is a key part in the organization's operations and the following projects helped with these goals.



Bike to the Future 2019

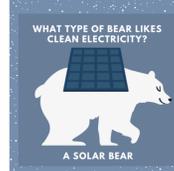
Bike to the Future is an electric bike building scholarship competition for high school students supporting STEAM education, clean transportation and environmental innovation.

- Engages families, educators and the community with SVCE
- 16 teams and about 200 attendees

Social Media Engagement

The goal for social media was to increase engagement on accounts and branch out in the content posted.

- Monday Punday
- Wind Wednesday
- Social Media Contest
- City Spotlight



Outcomes

Bike to the Future

- Increased team participation by 128 % from the previous year and had students represented from almost all of the 13 member communities
- \$16,000 in scholarship awards to winning teams
- Increased accuracy in point calculation and acceleration measurements

Social Media

- Reached engagement metrics of upwards of 1,000 and 2,000 compared to the average of 100 to 200 on Facebook
- Increased Facebook page likes by 17% in 5 months

Experience

Experience Gained:

- I was able to develop my project management skills as I had overseen the Bike to the Future project from start to debrief. In doing this, I was able to improve my communication, problem solving and organizational skills to have a successful event.
- I was also able to expand my knowledge of CCAs, energy systems, and decarbonization in order to effectively communicate what Silicon Valley Clean Energy is and how it works.

Recommendations:

- Identify and implement ways to increase gender diversity within the competition

