**WAYS TO RAISE AWARENESS**

**Advertising**

* Advertise based on what’s most effective as mediums and strategies evolve. Examples include paid search, digital ads, newspaper, radio, etc. as appropriate.

**Outreach**

* Incorporate awareness about the new guarantee into regular community-outreach programs

**Traditional Media**

* Include reference to 24-hour-restoration guarantee during media-engagement opportunities

**Social Media**

* Include reference to 24-hour restoration guarantee on PSE-managed social media channels

**PSE bill package** *(1.1 million paper/month and 400,000 electronic/month****)***

Current service guarantee awareness included in most of listed promotions

* Articles in monthly “Voice” customer newsletter bill insert and posting

(*four of 12 issues/year*)

* Paper billing envelope, also available as a link to monthly electronically-delivered bill

(*four of 12/year*)

* Bill-print, page 1 blue-bubble bill message [includes natural gas-only customers]

(*two of 12/year*)

* Ebill message accompanying email delivery of electronic bill [includes natural gas-only customers]

(*twice/yr)*

**Your customer rights and responsibilities**

Brochure is available online; delivered by mail to every new or moved customer

* Add description about Service Guarantees, including 24-hour-restoration guarantee to brochure