



Marketing and Outreach Plan

Outline a marketing plan that describes methods to create community awareness around the Solarize Mass/ Solarize Mass Plus program. Describe ways in which a joint marketing strategy between the Municipality, the volunteer team, and the selected Installer could increase the number of sign-ups for a solar site assessment and expand solar PV adoption and/or additional technology the community. Provide a plan for implementation, including methods to engage additional community members and volunteers. This could include an outreach activity timeline, expected volunteer activity hours, preliminary goals for community participation and solar PV adoption and or additional technology during the program. Include information on where community events could be held, including the Meet the Installer community meeting.

(Please note, that though there is an opportunity to update before the installer selection process, this section and the following [Marketing and Outreach Plan & Solarize Mass Plus] will be made public as a part of the installer selection process, so be as thorough as possible.)

MARKETING AND OUTREACH STRATEGIC APPROACH

Ø Fully leverage partnership with community and municipal groups, organizations and committees for education, promotion and volunteer sourcing for the Solarize Plus program.



- ∅ Create a dedicated website for the Swampscott Nahant Salem Solarize Plus program to serve as the central location for comprehensive education, project updates, event listing information, FAQ and direct sign up for feasibility study requests.
- ∅ Create social media accounts (Twitter, Facebook, Instagram) to further extend visibility and promote interest and discussion.
- ∅ Organize a high-profile event in each community to provide in-person information and introduce residents and businesses to the solar coaches and the selected installer partners.
- ∅ Generate publicity with extensive media outreach; encouraging articles, video segments and editorials about the Solarize Plus program.
- ∅ Utilize direct mail and email to communicate directly with all residents and businesses. Leverage scheduled municipal mailings (i.e. real estate tax bills) to minimize distribution costs for print mailings, and tap into all email lists available through organization and municipal partnerships.
- ∅ Maximize in-person communication with presence at community events (i.e. farmer's markets, school/sport/arts events) and with presentations, discussions and pamphleting at local libraries and town forums.
- ∅ Supplement promotion with selective paid advertising to maintain top-of-mind community awareness, drive website visits and attendance at Solarize Plus events.
- ∅ Include "Plus" components of the program in all aspects of marketing and outreach. Supplement with small forums and/or webinars addressing the plus topics of Air Source Heat Pumps and Solar Hot Water.

Community Groups and Organizations

The three participating towns have a large number of active community groups and organizations, including groups focused on energy and environmental issues. The Swampscott Nahant Salem Solarize Plus team plans on working with as many as possible to maximize the number of residents to have energy audits conducted, follow-up work carried out, and residences and businesses evaluated for solar PV. We will contact them to elicit their support in outreach.

Swampscott Renewable Energy Committee, Salem Sustainability Energy & Resilience Committee and Nahant Green Communities Committee: Representatives of these Committees are the sponsors of the Solarize Plus program. Each Committee has a mission to help the towns, residents, and businesses reduce their carbon footprint. The members of these groups will be key advocates of the program, conduits for sourcing volunteers and connecting with town officials and committees.

A number of other community organizations are involved with environmental issues, and they will be key partners for outreach, education and volunteers. They include:

- Northshore Citizens' Climate Lobby
- Northshore Community Development Coalition



- Nahant, Salem, and Swampscott MVP (Municipal Vulnerability Preparedness)
- Swampscott Conservancy
- SWIM (Safer Waters in Massachusetts in Nahant)
- Nahant Green Community Committee
- Salem Conservation Committee
- Salem Lorax Committee
- Salem Partnership
- Salem Sound Coast Watch
- Salem Recycling Committee
- Salem Bike Committee
- Salem Alliance for the Environment

Other community organizations and social groups, including business and economic groups will also be leveraged for information distribution and educational activities. They include:

- Chambers of Commerce: These groups have significant connections to and members from the local business community. We will reach out to their members and their employees. There are many small businesses in the three towns that can benefit from Energy Audits and that may be appropriate locations for solar installations.
- Rotary Club of Swampscott, Rotary Club of Salem
- Salem League of Women Voters
- Salem Partnership
- Other Business groups, including tax advisors and contractors
- Condo Associations (confirm whether 4 units or less)
- Low Income Housing
- Other Community Social Groups (FLOS)??

Schools: All area public and private schools -- elementary, middle school, high school and Salem State University will be utilized for information distribution capabilities and potential educational activity tie-ins.

Faith Based: We will work with area churches and religious organizations to reach out to their members.

Events & In-Person Outreach

Mini community events will be organized to help continue the solar discussion as well as build interest. These mini events will be developed for the two primary target audiences: residents and business owners.



Residents – Informational meetings for residents will be tailored at the neighborhood level. The team will work with the numerous neighborhood associations in the community in order to host smaller and more personal information sessions.

Businesses – the teams will work with trade and the business organizations such as the Greater Lynn Area Chamber of Commerce, Rotary Clubs and the Salem Chamber of Commerce in order to provide information sessions to business owners that are members of the organization. A large portion of businesses in the tri city area are members of the Chamber. The Salem Solar Team will work with the Salem Chamber of Commerce to provide information to the Salem business community. The Chamber has a list of over 600 Salem business contacts that can be reached out to promote the Solarize Mass program and advertise the program on the Chamber website and at Chamber sponsored events.

Furthermore, all information provided during the Solar 101 event will be available on both communities Solar websites and will serve as a place of reference for the community. The Solar Coach will make himself available to meet with interested residents and business owners on a 1-to-1 basis so individual prospective customers to voice their concerns and find out how solar could potentially be installed on their home or business.

Media/Publicity

The Solarize Plus team will conduct extensive media outreach to capitalize on free publicity, encouraging articles, video segments and editorials about the Solarize Plus program. We will incorporate public interest story tie-ins such as profiles of residents and businesses who have taken advantage of the program. Another aspect might be to highlight high profile residents who sign up for the program (perhaps as part of a “challenge” program amongst town officials). A potential highlight would be successfully engaging Swampscott resident Governor Charlie Baker to solarize his home.

All local print, digital and broadcast media, including the Community Access cable channels will be utilized for free postings for Solarize Plus community events and news updates. There are several strong local news outlets in the area, including the Salem Evening News/SalemNews.com, Salem Gazette/Wickedlocal.com, Swampscott Reporter/Wickedlocal.com, Lynn Item/Itemlive, Salem and Swampscott Patch.com.

Paid Advertising and Signage

Solarize Plus will selectively purchase paid advertising to build community awareness and drive leads, prioritizing out-of-home and digital placements.

Out-of-Home:

Billboards at the Salem and Swampscott commuter rail stations will provide daily exposure to roughly 3,500 daily resident commuters. The Solarize Plus team may also do a couple days of on-site education and material hand-outs to commuters as they’re waiting for the morning trains.

In addition, Banners and Lawn Signs will be created and placed in public locations and individual properties.



Digital Advertising: Digital advertising targeting resident homeowners and local businesses will serve to drive traffic to the Solarize Plus website. Local online news sites, paid social media and geo-targeted ads will be considered.

MARKETING BUDGET

Estimated breakout of marketing costs:

	<u>Swampscott</u>	<u>Salem</u>	<u>Nahant</u>
Solar Coach		\$1,000	\$1,000
Website (URL, hosting, design)	\$300	\$300	\$300
Printing (info boards, banners, handouts)	\$2,000	\$2,500	\$2,000
Design for printed materials, ads	\$300	\$300	\$300
Postage	\$200	\$500	\$200
Paid Advertising	\$3,700	\$4,400	\$2,700
Event Expenses	\$500	\$500	\$500
TOTAL:	\$7,000	\$9,500	\$7,000

Which organizations will help us expand reach?

- Faith-based groups
- schools (elementary, high school, public & private, college/university)
- local committees, clubs, and boards
- Girl Scouts & Boy Scouts, other youth organizations
- Chamber of Commerce, Rotary, other business groups (including tax advisors), contractors
- condo associations (confirm whether 4 units or less)?
- Low income housing: who is the right contact from each community (Brittany, Marzie)
- other community social groups (FLOS)

Through which channels will we reach potential participants most effectively?

- in person: farmer’s markets, school/sport/arts events, presentations & discussions at local libraries, pamphletting at businesses and Town Meetings, outreach through zoning and permitting boards, real estate companies, reach out to Gov Baker again, challenge local government leaders to step up and participate personally



- digital marketing and advertising: social media, town/city websites, dedicated Solarize Plus website, local access cable tv
- Out of Home Advertising: MBTA, impressions, roadside billboards, banners to mount outside, lawn signs
- Media relations to drive ongoing coverage
- direct mail to businesses and residents

Solarize Mass Plus (required if applicable):

(If not previously described in marketing and outreach plan) Indicate additional technology. Include information on how you will model outreach to include the additional technology and why your Community may be a good fit for each additional technology. **Be sure to use your review of the Plus Technology Selection (pages 11-13 of the RFP) as a point of reference.**

The additional technologies will be ASHP and Solar Hot Water. We will be marketing these technologies to people who are not ready to fully commit to a full PV installation but they still want to install a technology and to homes that are not suited to PV. We will also be marketing this information to people that already have PV on their homes. These residents might be ready for the next upgrade to their homes and these two technologies would be a great opportunity for them to reduce their energy costs and their carbon footprint. There are over 400 PV installations in Salem now so there is a large pool of residents that we can target. These technologies might also be a great option for low to moderate income families who don't have the extra money available to install a PV system.

Marketing Grants Requested

Select the marketing grants that Community is applying for, by marking an 'x' below

- x Base Community marketing grant (\$5,000)
- x Large Community Marketing Grant Adder (\$2,500)
- x Solarize Mass Plus Marketing Grant Adder (additional technology adder) (\$1,000 for each technology)
- x Affordable Access Marketing Grant Adder (\$2,500)

To apply for the affordable access marketing grant adder, Community must provide a narrative describing community eligibility based on RFP criteria, outreach plan focused on engaging this community



segment and a preliminary budget for usage of the funds in the marketing budget sub-section below.

Marketing Budget

Identify a preliminary budget of how the \$5,000 standard marketing grant would be used, and whether the community plans to provide a stipend (of up to \$1,000) to the Community Solar Coach. If applicable, include funds from Large Community Marketing Grant adder and/or Solarize Mass Plus Marketing Grant Adder. If applying for Affordable Access Marketing Grant, fill out the separate section below.
 Strongly Recommended: Tie expenditure amounts to an outreach activity timeline by month or known events that will be taking place during the Solarize Mass program in the Community.

Salem:

Salem will be applying for the large community adder. This will help in printing more materials and handouts so that more residents can be reached. The money will also allow the solar coach to plan more events where the information can be passed out. Because Salem is participating in this program for the second time, we believe it is important to have as much information available as possible. Most residents have heard of solar panels or other technologies now and they might be more ready to participate than they were 5 years ago. By having more events and having materials to hand out at other local events such as the Farmer’s Market, the Community Life Center, the MBTA bus and train station, local parks, etc. more residents will be reached. We also hope to use a portion of this budget to specifically target commercial buildings. Salem was not successful with commercial buildings during the 2014 round. Again, by having more materials, the volunteer group will be able to reach individual businesses or organizations like the Salem Chamber of Commerce.

We anticipate that social media will be a large portion of outreach efforts and in Salem there are many social medias accounts and outlets that can be utilized. The Sustainability, Energy, and Resiliency Committee’s Facebook page can be used in order to help promote the Solarize Plus Program. The information can also be posted on other Facebook pages of other Salem committees. The mayor also has a newsletter as well as a her own Facebook page and Twitter account that can used to distribute the information via social media.

Item	Cost
Printing (informational boards, banners, handouts)	\$3,500
Refreshments for events	\$500
Design for printed materials	\$1,000
Postage	\$400
Website (URL, hosting)	\$200
ASHP Materials (handouts, informational boards,	\$750



video)	
Solar Hot Water Materials (handouts, info. boards, video)	\$750
Large Community Adder (printing of extra materials)	\$1,000
Large Community Adder (planning of extra events)	\$400
Community Solar Coach	\$1,000
Total:	\$9,500

Nahant -- Proposed Marketing Plan

Printed postcards mailed to all households (approx 2,000):	\$150.00 for printing plus \$700 in postage
Town website and social media (Facebook) posts and paid ads	free post and paid ads budget of \$200
Comcast local access cable channel info. graphic	Free
Digital sign as you enter town; we could hold an informational meeting in Town Hall and use sign to promote that meeting	Free
Leverage electronic mailing lists of non-profit groups in town with environmental mission (Safer Waters in Massachusetts, Nahant Preservation Trust) and school system	Free
Printed flyers to pass out at local events such as beach clean ups, school packets, and post in town	\$400
Website on squarespace	\$750.00
Solar Coach	\$1,000



Affordable Access Marketing Grant Adder: Narrative and Budget Breakout

Identify a preliminary budget of how the \$2,500 affordable access marketing grant would be used, and whether the community plans to provide a stipend (of up to \$1,000) to a pre-selected lead volunteer. Provide a narrative describing community eligibility based on RFP criteria, outreach plan focused on engaging this community segment.

According to the data provided, 27.3% of blockgroups in Salem meet the environmental justice criteria and 31.4% of the population of Salem falls within the environmental justice blockgroups. Salem’s median household income is also below the state’s average. Due to these data, Salem will be applying for this adder because of the large number of residents that fall within the criteria specified. Without this adder, these residents in Salem would most likely be excluded from participating in this program. They may believe that they would never be able to afford these types of technologies without ever learning more about them and the benefits they can provide. The focus of this marketing plan would be the financing of these technologies and how this program offers these technologies at a reduced price. For many families, they want to be more sustainable and environmentally friendly but it is just not financially feasible. The financial education part of the outreach will help these families see that the installation options will be cheaper in this program, they will save money in the long-run, and they will become more environmentally friendly overall.

Salem will do outreach through handouts to the community and social media, going to the neighborhood association meetings in the EJ areas, providing workshops for people who are interested in signing up but not sure about the logistics, and also providing all of the available information in Spanish. By focusing and simplifying the financial aspect that is part of installing these technologies, families and homeowners within the EJ blockgroups will be given a better opportunity to participate in the program, save money, and do something great for the environment. Salem has a map of the low to moderate income areas so targeted mailing can be done to the homes in these areas. We will also be working with local groups such as the YMCA and Northshore CDC in order to better reach the low to moderate income families.

The majority of the budget will be going towards handouts and information that will be passed out at public events and smaller meetings. It will also go towards developing a website for the program as well as an informational video that will be posted on the website. The rest of the budget will go towards light refreshments, design, and postage of the materials.

Proposed Budget:

Item	Cost
Printing (informational boards, banner, handouts, video)	\$1,000
Design for printed materials	\$600
Refreshments for events	\$250
Postage	\$500
Website (URL, hosting)	\$150
Total:	\$2,500