

Marketing and Outreach Plan

Outline a marketing plan that describes methods to create community awareness around the Solarize Mass 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 within 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 during the program. Include information on where community events could be held, including the Meet the Installer community meeting.

Solarize Mass Plus: Indicate additional technology. Include information on how you will model outreach to include the additional technology.

As stated above, Longmeadow will use a grassroots, face to face, one on one outreach approach in conjunction with personal email invitations plus mass email outreach. These efforts will be supported by traditional and social media postings, plus using the established networks of communications among and between collaborators in the town.

One of the advantages of a joint Solarize program with Springfield is the local media overlap between the two communities. News articles, interviews and advertising about the Solarize project in both the *Springfield Republican* and *The Reminder* will reach both Longmeadow and Springfield readers. The solar coach will maintain direct access with Payton North, *The Reminder* reporter for Longmeadow, and Michael Dobbs, *The Reminder* reporter for Springfield, as the project moves along. News stories and interviews carried on local television and radio stations will be seen and heard in both communities by a large audience. The solar coaches will secure an interview on WGBY's Connecting Point, a public television production connecting the people, places, and ideas of western New England airing Mon/Weds/Fri at 7:30 pm on local channel 57. We also expect to have a number of tabling opportunities. Longmeadow has a weekly season-long farmer's market that should provide us a continuing presence at a well-attended venue.

Due to the compressed timeline of this project, outreach regarding the Solarize program has already begun, beginning with a community survey which introduced the idea of the Town's participation in the program, and requested feedback from community members on their interest in solar installations. This survey was publicized on the town's webpage and facebook page, and had nearly 80 respondents.

Both the local news stations and *the Reminder* have already begun giving press coverage of the effort. After an article was published in *The Reminder* on April 5th about the Town's effort to apply to the program, local T.V. Channel 22 News conducted and broadcast a brief interview with proposed Solar Coach Steve Marantz on the same subject.

While this application is being considered, the solar coach will table at the Town Meeting on May 8, 2018 to introduce the Solarize program to all attendees. Tabling will also be done at the Town's annual *Long Meddowe Days* event on May 19-20.

Once the project is officially accepted as a MassCEC Solarize program, the following outreach methods can begin in May and will include:

- Tabling at weekly farmer's market
- Town website home pages for Solarize project, email sign up and Coach and Installer contacts
- Solarize social media branding the Longmeadow, Springfield, MassCEC Solarize partnership on Facebook.
- Direct mail outreach to households in Longmeadow
- Email updates to our growing list of contacts interested in site assessments.

As Longmeadow has over 150 homes with solar arrays, we will attempt to enlist those residents as “solar ambassadors” to help spread the solarize message. We will use volunteers and/or students for direct contact with homes that have the best solar potential. Moreover, we will host “Meet the Installer” events where interested homeowners can ask questions about solar arrays.

Official site assessments conducted by the solar installer will begin as soon as the Installer is selected and ready to start in August. Ongoing outreach efforts will continue but will now include Installer logos and info as well as Mass CEC Solarize logo and info and will be focused on the upcoming marketing window. Specific outreach activities (in addition to those listed above) that will take place during the marketing and site assessment period with the Installer will include:

- August: Flyers and sign-up sheets for free site assessments. Direct mail or email outreach and media announcements inviting residents to “Meet the Installer” events in Longmeadow and Springfield.
- September/December: Continue to disseminate flyers, announcements and sign-up sheets for free site assessments. Final Meet the Installer event and publicity about final deadline for solar pv contracts.

Expected volunteer participation:

Volunteers will be expected to put in 2 to 4 hours per week of time, utilizing their social networks to promote the Solarize program, as well as their participation in organized events. The commitment will fluctuate at times depending on the need, whereas some weeks may have lots more organized events at which to table. Volunteer leaders will meet regularly to coordinate efforts throughout the program.



Springfield



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Solarize Mass Plus: Indicate additional technology. Include information on how you will model outreach to include the additional technology. Electric Vehicle Charging Stations and Air Source Heat Pumps

The Pioneer Valley has a very active Electric Vehicle Charging Station work group, that recently completed an EV Charging Station plan for the region, and that includes Springfield representation.

As stated above, we have a grassroots, face to face, one on one (estimated to start with 100 contacts) plus personal email invitations (estimated to increase by 5,000) plus mass email plus traditional and social media plus using the established networks of communications among and between collaborators in the city.

Our primary means of reaching residents and offering them the opportunity to participate in Solarize will be face to face interactions. Each volunteer is committed to working actively via their existing volunteer service, work, education, and faith-based activity to spread the word. The city's neighborhood councils are major mechanisms of communication between the city and other government/advocacy opportunities and residents, so we will be working through the 17 neighborhood councils to spread the word. All the information about Solarize plus will also be posted on the city's website and on the participating agencies website as possible.

We will also use both traditional and social media to inform and educate residents of this opportunity. As soon as we know we are selected for participation, we will issue a media release and spread the word about the media release via social media, twitter and facebook. We will include an opportunity for people to sign up for an information session in the media release and will start holding information sessions as soon as possible. We will also get on the agenda for the 17 neighborhood councils and schedule Solarize meetings throughout the city.

Plan to engage additional volunteers:

During the outreach to neighborhood councils, in addition to informing the attending group, we will solicit volunteers. The Solarize group will also outreach to the high schools and middle schools to those students that have expressed interest in sustainability or STEM based groups within the school, to solicit their participation in outreach as well.

Expected volunteer participation:

Volunteers will be expected to put in 2 to 4 hours per week of time, utilizing their social networks to promote the Solarize program, as well as their participation in organized events. The commitment will fluctuate at times depending on the need, whereas some weeks may have lots more organized events at which to table. Volunteer leaders will meet every two weeks to coordinate efforts throughout the program.

Meet the installer events or the Solar 101 events will be held at the main library as well as the community centers, in collaboration with Neighborhood Councils, and will be held throughout the program. These events will try and give people the basic information about equipment, *costs*, and financing opportunities as well as a way to find out more information. Goals:

The goal for the city would be to get 200 systems or 1MW of PV installed within the city. This would be considered a highly successful program.