

Marketing and Outreach Plan

The Solarize Upton team, working with volunteers, will use a combination of electronic, social and traditional media, event tabling, mailings, signs and targeted outreach to educate residents and small business owners about the benefits of the Solarize Upton program (unbiased analysis of costs and benefits, competitive selection of installer, and lower cost) and the benefits of solar PV (lower energy costs and lower greenhouse gas emissions.) The emphasis will be on the economic benefits as this will be the most compelling factor for most. We will include testimonials from existing solar PV system owners as part of marketing and outreach materials and programs.

The goal of the Solarize Upton team will be to bring awareness of the benefits of solar energy, both financially and environmentally, to the members of our community. We will strive to be an unbiased resource that will work alongside the selected installer to ensure that each interested party is properly informed on the specifics of their respective proposal to allow for an educated decision. Our top line goal will be to sign-up enough parties to achieve the maximum discount allowed to our community under the Tier 5 pricing category.

Based on a proposal prepared by SolarFlair, Tier 5 pricing, \$3.08/W, would be reached with the installation of systems producing 200kW. Based on an average system output of 6 kW, a Solarize Upton program would need to sign up 34 homes to reach Tier 5 pricing.

The marketing and outreach plan includes the following:

Informational Events

- Meet the Installer
- Visits to homes with solar PV systems.
- Informational presentations to community groups such as the Bloomer Girls, Upton Women's Club, Upton Men's Club, Upton Senior Center, Upton Grange, Sustainable Upton, Upton Historical Society, and Friends of Upton State Forest.

The town has several meeting spaces available to it. "Little Town Hall" in Town Hall can seat up to 50 and is set up so meetings can be easily broadcast live on local cable and with screens to display presentations. Town Hall also has a small auditorium. There are additional meetings spaces that can fit between 20 and 30 at Nipmuc Regional Middle/High School, and the Fire and Police Stations. Large meetings can be held at the Nipmuc auditorium, which has a capacity of 550. Town Meetings are held there.

Traditional Media

- Press releases to the Milford Daily News, the biweekly Mendon-Upton Town Crier (which is delivered to all households in Upton,) and the online Upton news blog Upton Daily of informational events and program updates.
- Articles written by the Solarize Upton team for the Town Crier and Upton Daily.
- Appearance(s) by the Solarize Upton team on the Upton cable interview program "Be My Guest"

Advertising

- Insertion of an informational flyer into an edition of the Mendon-Upton Town Crier (a cost-effective way to reach every household in Upton.)

- Visits, door hangers, and/or targeted mailing to homes that are identified as strong candidates for rooftop solar systems.
- Flyers at the library, town hall, the post office and other public places.
- Displays at the library and town hall.

Tabling

- Tabling at major community events such as the Fourth of July fireworks, Heritage Day, the VFW flea markets and any others that may be scheduled during the outreach and sign-up period.
- Tabling at locations with significant foot-traffic such as the library and Kiwanis Beach.
- Tabling at informational meetings for the Community Choice Power Supply Program. (The town is in the process of creating a program that will aggregate National Grid customers and permit them to purchase electricity at a cost generally less than what National Grid charges and will hold informational meetings to describe the program to residents. As the Solarize Mass program is also a group-purchasing program designed to lower electricity costs, these meetings will be a good place to provide information on the program.)

Web

- Link to MassCEC Solarize Upton page on the town's website.
- Solarize Upton page within the Green Community pages with links to informational materials, a countdown to the last day to signup, and a dashboard showing program progress.
- Solarize Upton Facebook page.
- Ask community groups to include Solarize Upton information or links on their web pages.

E-Mail

- Send informational materials and notices of informational meetings to the town's and the Open Space and Land Stewardship Committee's email lists. (The town's website allows users to signup to receive notices of meetings and other announcements. The Open Space Committee and Land Stewardship committees have developed email lists of several hundred in connection with advertising Open Space educational programs and themed hikes and in connection with Land Stewardship's recruiting and managing volunteers for trail maintenance and advertising Community Garden plots.)
- Ask community groups to forward Solarize Upton emails to their members.

Media Outlets

Media outlets that regularly report on town activities include:

- Milford Daily News/Wicked Local
 - Daily newspaper/website covering several communities in the Upton area with a reporter assigned to cover Upton.
- Mendon-Upton Town Crier
 - A bi-weekly community paper distributed to all households reporting on Mendon and Upton. For approximately \$500 the Town Crier will insert an 8½” by 11” flyer into the newspapers delivered to Upton residents, a cost-effective means of reaching all households in the town.
- Upton Daily
 - A “hyper-local news blog” written by an Upton resident.
- Upton Local Cable
 - Televises Board of Selectmen meetings and carries announcements of community events. Televises an interview program, “Be My Guest,” that covers local interest stories.

Community Groups

The Solarize Mass team will reach out to the following community groups to offer to do presentations and/or to ask that Solarize Upton emails be forwarded to members: Bloomer Girls, Upton Women’s Club, Upton Men’s Club, Upton Senior Center, Sustainable Upton, Upton Grange, Upton Historical Society, Friends of Upton State Forest, Upton Mom’s Club, and the Mendon-Upton Mom’s and Dad’s Club.