

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

In late 2016, Lincoln's Green Energy Committee succeeded in securing a grant from National Grid to support its continued efforts to promote a community-wide residential energy-efficiency program called the Lincoln Energy Challenge. To be eligible for the more than \$7,000 in grant funding, Lincoln developed a comprehensive marketing plan to promote and publicize home energy assessments (HEAs). Leveraging our Lincoln Energy Challenge efforts with Solarize Lincoln 2017 makes the most efficient and effective use of volunteers' time and energy, particularly as our HEA partner, HomeWorks Energy, is able to provide staff support for many of our activities.

In our experience, some of our most effective outreach efforts involve (1) tabling at dozens of town events, our Transfer Station, and our local mall; (2) distributing fliers in town water bills; (3) sending emails through partnering organizations; and (4) posting flyers on town bulletin boards. We will hold another annual workshop at the historic Pierce House in November to focus on HEAs, solar options, and buying electricity from more renewable power sources.

Important to note is the Town of Lincoln's efforts to pave the way toward investments in solar PV on its municipal

facilities, which will cut municipal fossil fuel sources by up to half. This and the Town’s investments in energy-efficiency technologies to reduce municipal energy consumption have gone a long way toward demonstrating a community-wide effort toward investments in green energy, as the Town of Lincoln is a designated Green Community.

Major publicity vehicles for contacting residents and organizations in Lincoln are through our newspaper *The Lincoln Journal*, the online *Lincoln Squirrel*, and Lincoln’s online email listserv, *Lincoln Talk*. We have and will continue to use direct email lists of local organizations including the Conservation Commission, Lincoln Land Conservation Trust, Council on Aging, Lincoln Garden Club, and Lincoln Public Schools.

Our website, www.LincolnGreenEnergy.org, is critical to our outreach efforts. Our participation in Selectmen’s meetings and taped public events will be aired on Lincoln’s Cable TV station, Channel 8. We have a large Solarize Lincoln banner leftover from 2012. We are able to create large sandwich board posters with event announcements, to be placed at two popular intersections in town. Various fliers providing details on Solarize Lincoln, workshops and events have been and will continue to be posted on six bulletin boards in public spaces around Town and eagerly handed out. Tabling efforts offer posters, fliers, informational pamphlets, lists of pertinent websites, and freebies.

Unfortunately, the town does not allow lawn signs for purposes such as these. For environmental reasons we discourage the excessive use of paper, T-shirts, post cards fliers, or other types of collateral. In a small community such as Lincoln, electronic media, carefully placed fliers, and word-of-mouth communications can be very effective.

A detailed marketing plan is as follows:

1. Solarize Lincoln, Solarize Plus, and HEA information tables

Tables are set up in public locations where residents can schedule HEAs and learn about Solarize Lincoln. Materials include large banners; large posters; fliers about Solarize Lincoln, Plus and HEAs; pamphlets; and free light bulbs. These events are staffed by HomeWorks Energy and Lincoln volunteers.

Tabling events (with most annual event dates not yet scheduled):

Month	Event	Location
January 2017	1 — First Day Celebration	Pierce House
	10 — Solar Workshop	Bemis Hall
February	Garden Club public meeting	Bemis Hall
March	Council on Aging event	TBD
	25 — Town Meeting	Brooks Hall Auditorium lobby
April	Town Fair	Pierce House
	Landfill tabling	Transfer Station
	Donelan’s tabling	Lincoln Station
	Trivia Night	Bemis Hall
May	Lincoln Land Trust Annual Meeting	TBD
	Landfill tabling	Transfer Station
	Donelan’s tabling	Lincoln Station
June	Farmer’s Market	Lincoln Station
	Landfill tabling	Transfer Station
	Donelan’s tabling	Lincoln Station
September	Codman Fair	Codman Farm
	Landfill tabling	Transfer Station
	Donelan’s tabling	Lincoln Station
October	Lincoln Energy Challenge Workshop	Pierce House
	Scarecrow Classic 5K	Lincoln Mall
	Landfill tabling	Transfer Station
	Donelan’s tabling	Lincoln Station
November	Garden Club public meeting	Bemis Hall
	State of the Town Meeting	Brooks Hall Auditorium lobby

2. Annual water bill insert

Deliver final flier to Lincoln Water Department in September for October water bill.

3. Hard-copy materials

- a) Posters for sandwich boards — in two designated intersections in town
- b) Large vinyl banner — hang to announce events
- c) Fliers for events — put up at six bulletin boards in town and doors at schools

4. Media announcements of events or tablings

- a) *Lincoln Journal* — hard-copy newspaper; include photo and longer piece
- b) *Lincoln Squirrel* — online newspaper; include photo if possible and shorter piece
- c) *Lincoln Talk* — email listserv; include a short announcement

5. Direct email announcements with partnering organizations

- a) Lincoln Public Schools (Minilink)
- b) Lincoln Family Association
- c) Conservation Commission
- d) Lincoln Land Conservation Trust
- e) Lincoln Council on Aging
- f) Lincoln Garden Club

6. Web

Our new website, www.lincolngreenenergy.org, launched in late February 2017 and is maintained by Lincoln Energy Committee volunteers. It links to Green Energy Committee's pages on the Town website, www.LincolnTown.org. A new Facebook page, <https://www.facebook.com/lincolngreenenergy/>, was launched in February 2017 as well to assist with outreach efforts.

7. Additional marketing venues

- a) Board of Selectmen's meeting — a Monday in May, with annual update of Lincoln Energy Challenge activities; shown on local cable station, Channel 8.
- b) Newcomers welcoming event — early November at the Pierce House
- c) Spotlight articles — write a series on residents who have had solar installations to publish in the *Lincoln Journal*; starting in early summer and leading into fall
- d) Realtors — educate real estate brokers, who play an important role in the town, on the importance of new homeowners exploring energy efficiency and green energy options
- e) Condominium owners — e.g., Lincoln Ridge, Farrar Pond, Minuteman Commons, and Todd Pond
- f) Mixed-income developments — e.g., Lincoln Woods, Battle Road Farm (fall)
- g) Businesses — call to find out best way to work with Lincoln businesses on exploring solar options (fall)

8. Marketing options if provided additional funding (see Additional Financial Assistance below)

- A "Thermometer" to display our success would, we hope, engage middle and/or high school club members in building a sturdy, solar-powered digital display, which would be connected to the data platform detailed below.
- Smaller presentations and "Maker Spaces" for schools and Scouts: work with science teachers and scouts leaders on a solar curriculum, hands-on tinkering

9. Data collection, processing, benchmarking

An important driver of participation is of course group purchasing power, hence the close monitoring of our progress to the next price tier. "We need two more!" will encourage those who have already signed up to spread the word. It will create community pride, especially in the tri-town context.

We hope to go further by coupling the basic data points (price, number and size of arrays, solar/capita) to greenhouse gas emissions, money saved, and long-term resilience raised, in terms of residents and the town as a whole. This will allow us to compare our community to other towns in the world. Our energy and resilience-conscious residents can use such data for bench-marking in future energy, zoning, permitting and policy decisions, and for education and outreach.

For that reason we want to hire someone, ideally a high school student, or team, guided by teachers and/or Energy Advisory Committee members, to build a robust platform for this data, to input the data there, and to make it public online (interactive?). Or, if more than one student or team is interested, we could make it a contest with an award. Connecting it with the "Thermometer" will add an extra function and challenge.

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

The marketing for the Plus technology, solar thermal, will be in parallel with marketing for solar PV. The RFP will require that potential leads and relevant site data will be shared openly between the vendors, if a different vendor will be selected for each technology.

We envision presenting a typical domestic hot water system for families of three and four. The capacity of the system and how it would interface to typical residential mechanicals would be described. The payback of the system and a comparison to a similar sized PV system as well as the pros and cons of photovoltaic-electric-driven thermal would be presented.

It is recognized that there is a range of opinion on the value of solar thermal versus solar electric for domestic hot water generation. For example, in the context of existing utility unit costs and relative solar installation costs, many propose installing PV equipment to generate domestic hot water instead of installing solar thermal equipment (e.g., www.greenbuildingadvisor.com/blogs/dept/musings/solar-thermal-really-really-dead).

That said, while recognizing that doing so will add complication, we believe there's a valid rationale to offer both technologies. Our marketing will reflect these in the guidelines for the application and integration of both thermal and PV technologies. These guidelines will include factors external to other analysis such as the existing configuration of homeowner mechanical equipment, the smaller roof footprint of thermal relative to PV and thermal's relatively better performance under partial shade conditions. In our environment, utility rebates will be a heavy influence in the financial comparison of each technology. We expect that solar thermal will be an attractive choice for many.

Marketing and Outreach Plan - Sudbury

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.

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The marketing plan will be coordinated between the towns, similar to 2012. Events in each town will be publicized in all towns and invite all the residents. For example, we will conduct at least two tri-town Solar 101 presentations. Open “Meet the Installer” will be scheduled for each town. The opportunities for solar open houses will be much greater than in 2012 and will be utilized as a regularly occurring outreach. The solar open houses were very successful 2012, but, at the time, there was no operating data to demonstrate the financial benefits, only projections. Solarize 2017 open houses will include the historical data and its financial and climate benefits. Actual case studies will be a significant element of the outreach. Targeted case studies in selected neighborhoods will be especially effective in Sudbury.

It is hoped that community solar and solar for nonprofits can be incorporated in Solarize LSW in 2017. Outreach to those groups will be a new element for LSW Solarize and an outreach leader to these groups will be identified early in the process.

In addition, the following outreach activities and groups will be incorporated:

- Lawn signs;
- Town website announcement;
- One Sudbury Facebook group;
- First Parish Unitarian Universalist of Sudbury and similar Green Committee lists;
- Sustainable Sudbury newsletter articles;
- Newspaper articles; Sudbury Town Crier;
- Tabling at the local Whole Foods Market and similar stores;
- Door hangers (selected neighborhoods);
- Testimonials from existing solar owners;

Solarize Plus Pilot Marketing and Outreach Plan

The marketing for the Plus technology, solar domestic hot water (SDHW), will be in parallel with marketing for solar PV. The RFP will require that potential leads and relevant site data will be shared openly between the vendors, if a different vendor will be selected for each technology.

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Energize!

Our Solarize effort will benefit greatly by being accompanied by our wider Energize! campaign. Advantages of pairing Solarize with Energize's broad menu of action points on climate change are:

- People may come to a presentation about EVs and find Solarize also mentioned.
- Each time a milestone is hit (e.g., the 100th HEA!), it will be an opportunity to highlight all the other elements, Solarize included.
- On the other side, those who are interested in solar PV but find they are disqualified for some reason, need not walk away empty-handed and disappointed as they will be offered other ways to act in accordance with their motivations.
- Volunteers too are buoyed by this, and indeed in our recruiting we see that it is more appealing for an outreach volunteer to offer a wider array with more chance of success of meeting the community's needs.

That said, we will ensure that Solarize is recognized as a distinct campaign with distinct partners.

Tri-town partnership

Just like in 2012, our towns will be pooling our resources and doing outreach for each other. We will coordinate events across all three towns, for instance, we may do two tri-town Solar 101 presentations, in Lincoln and Sudbury, and two Meet the Installer presentations, in Sudbury and Wayland. Solar teams of one town can help teams in another. This will enable our residents constant opportunities to learn about solar over the entire allotted time period, at events scheduled at different times of day, in various types of venues, and in diverse locations. This was successful in 2012 and will work even better this time around. What also worked well in 2012 was the friendly competition between the towns, and we will make sure to put that work again.

Timing. Unsure of when we will be able to start outreach and sign-ups, the following is a general overview. Once we are selected and we have a better idea of the timeline (e.g., will we make Earth Day?), we will fine-tune our outreach and marketing strategy.

In the following, * denotes a special activity that would require additional financing.

Communication/Visibility:

- Solar Coach **Open Line** via email, telephone and office hours at Town Buildings.
- Outreach via existing **word-of-mouth networks**:
 - Outreach effectively started on February 23 when the three towns sent out invitations to a **survey**. This survey demonstrates community interest, well-developed word-of-mouth networks, and gathered valuable data. (cf. "Local Interest" for survey results.)
 - **Email lists**: we have extensive direct or indirect access to many email lists and newsletters of local partner organizations.
- A dedicated, joint **website** with all relevant program information and links, contact information for Solar Coaches and Municipal Representatives, announcements of events (presentations, tours, booths, office hours), features highlighting "Solar Stars" and their solar systems (process, cost, online production tracking), regular updates on progress, information on town's permits, links to articles in the press, link to surveys, etc.
- **Facebook/Twitter/Nextdoor**: A joint Solarize Facebook page will offer more interactive outreach and daily discussion, and linking the website and Facebook page to a Twitter feed will provide quick news bursts. Nextdoor can serve for more neighborhood-specific media bursts.
- Announcements and articles in the **local media**, *Wayland Town Crier*, *Wayland Patch*, *MetroWest Daily*, also in the Wayland Voters Network newsletter, and the Wayland-e-newsletter. Most of these will likely give us a dedicated "Solarize" space for:
 - weekly updates of our progress,
 - "Solar Star" stories, and
 - announcements of events and Solar Open Houses.
- **Snail-mail**: Targeted postcards, and inserts in each Town's property tax bills, water bills, Park & Recreation program brochures will provide program contact and online resource information.
- **Door-knocking**: We aim to train and coordinate high school students to go door-to-door in sunny neighborhoods, an activity that can count as a required community service project.
- Lawn signs, brochures and posters can be placed in visible, high-traffic places, such as the public library, Town Building, Community Pool, Public Schools, Council on Aging building, shops and businesses.
- A "**Thermometer**" to display our success would, we hope, engage middle and/or high school clubs members in building a sturdy, solar-powered digital display, which would be connected to the data platform detailed below. *

Ambassadors: We have a wide range of potential Solarize ambassadors, and for each group we will have a dedicated volunteer coordinator.

- From the hundreds of residents with existing arrays we plan to ask testimonials, to host an Open House, and/or to recruit in their neighborhoods.
- Wayland has a few **businesses** with solar arrays: those owners often like to show them.
- **Youth**, schools and Scouts can help with (targeted) door-knocking campaigns, help build the Thermometer, and design the data platform.
- **Solar Stars'** pictures and stories can be highlighted on our website and in the local press.

Events

Our Teams will organize Solarize-specific events and will also be present at other community events so that the program has a constant presence in community life.

- **Selection celebration**
- **Solar presentations:** Solar 101, and Meet the Installer, recorded and broadcast live and later on Waycam, the community's access television station.
- **Solar tours** of existing solar homes, guided by the home owners, as well as businesses. We will try to offer a broad selection of different systems, configurations, ways of financing. We already have a large pool of enthusiastic solar owners who have volunteered for this, including owners of ground-mounted solar, solar with full battery backup, and larger business arrays.
- **Specialized workshops**
 - Solar for seniors
 - Solar for businesses
 - Solar for condos and Solar for non-profits, if our Installer can accommodate those.
 - Solar in the real estate market: how to market your solar array?
 - How do I extend my existing array? And *can* I? (This is already much requested!)
- **Booths and tabling** at community events:
 - Farmers Market: alternating between Wayland (Wednesday afternoons) and Lincoln (Saturday mornings)
 - School events: concerts, plays
 - Sports events
 - Church events and coffee hours
 - Popular shops: residents of each of the three towns also routinely shop, worship, or work out across each other's town borders. Solarize tables set up at Whole Foods, Longfellow Health Club or Russell's Garden Center reach into all three towns.
 - Library and Library Book Sales
 - Garden Club Plant Sales
 - Transfer station "water-cooler": a significant part of the community life in our towns take place at our transfer stations. These are ideal places for a booth, on Saturdays, alternating between the three towns.
 - At town offices on town property tax due dates: May 1 and August 1.
- Smaller presentations and "Maker Spaces" for **Schools and Scouts**: work with science teachers and scouts leaders on a solar curriculum, hands-on tinkering *
- "Floats" and banners in July 4th and Memorial Day **Parades**
- Events and tabling at **Earth Day festivals** (if our timing permits)

Targeted Marketing

We plan to raise interest especially among the following target audiences:

- Residences and businesses with geographical/structural attributes that make them likely solar candidates: with the help of the Installer we could, for instance, locate sunny neighborhoods, and the high school students can do door-to-door outreach.
- Friends and neighbors of a resident who already has solar: work with these residents as Solar Ambassadors.

- Small Businesses: a dedicated outreach person will streamline the decision making process especially for small business owners.
- Homeowners with shady or non-optimally oriented roofs who have been waiting for small community solar options - if the Installer can work with us on this.
- Seniors and retirees: many live in condos and are on fixed incomes. We hope our Installer can offer them choices.
- Owners of existing solar arrays whose loads may have increased (perhaps due to the addition of an electric vehicle, heat pumps, etc.), if the Installer can work with us on this.

Art & celebration:

- Ribbon cutting and balloons at first installation
- "It's a Solar Spill!" Party, e.g., when we hit the next tier, or 1 MW.
- At the end, a "Solar Star" celebration at the Town Building
- Celebrations for youth accomplishments, e.g., unveiling of Thermometer or award ceremony for data platform. *

Venues in Wayland: Each of these has audio-visual capabilities:

- High School Auditorium, capacity: 600
- Middle School Auditorium: 550
- Town Building, Large Hearing Room: 200
- Public Library Raytheon Room: 40
- Russell's Garden Center Community Room: 75-100 (solar panels visible from the deck)

Data collection, processing, benchmarking

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