

## 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.

The Solarize Provincetown campaign will utilize multiple approaches to spread awareness of the campaign, and different methods will be used to target residents versus second-homeowners, which are the two major groups of potential program subscribers in town.

**General marketing/for full-time residents:** The marketing campaign will involve traditional forms of advertisement on local TV (PTV) and radio stations (WOMR & Dunes), and in the local newspaper (Provincetown Banner), all of which are well-subscribed by town residents. In addition, lawn signs will be placed on Town-owned properties (e.g., Town Hall, the library, the school, etc.) and a banner will be hung over Commercial Street (the town's most popular street) from April-June to reach both full- and part-time residents. Flyers will be delivered to mailboxes in town, and posters will be placed on Town properties and in popular stores, restaurants, and coffee shops. Outreach materials will also be distributed to our partner organizations for dissemination to their members.

In terms of web presence, volunteers will use their social media accounts (Facebook, Twitter, Instagram) to post info about the campaign, an e-newsletter will be sent out using the Town's ConstantContact account to a list of interested parties, and a link to the Solarize Provincetown web homepage will be posted on the Town's homepage.

Provincetown is a small town, and as such, face-to-face interactions and meetings will be one of the most valuable and effective ways to spread awareness of the campaign, deliver information, and get people to sign up for solar evaluations and installs. There are multiple Town-owned venues that would be ideal for presentations and meetings, including the Library, Town Hall, and the school building.

**For part-time residents and second home owners:** Due to the fact that part-time residents are less likely to read the local paper or tune in to local television or radio stations, marketing targeted toward this group will involve inserts in municipal mailings that are sent to everyone's full-time residence and outreach/communication through Provincetown's Part-Time Resident Taxpayers Association, one of the partner organizations.

**Engaging additional volunteers:** An initial list of residents interested in volunteering for the campaign has been created through responses to the interest survey sent out. A volunteer sign up list will also be available at Town Meeting in October. As campaign awareness is spread, residents interested in volunteering will be contacted by the Outreach/Education/Recruitment Chair.

### Outline of the roles that the Town, the volunteer team, and the installer will play in increasing expanding solar PV adoption within the community:

<u>Town of Provincetown</u>	<u>Solarize Provincetown Volunteer Team</u>	<u>Solar Installer</u>
<ul style="list-style-type: none"> <li>• Provide link to Solarize Provincetown website on Town's homepage</li> <li>• "Hand holding" throughout permitting process</li> <li>• Departmental memo clarifying permitting</li> </ul>	<ul style="list-style-type: none"> <li>• Develop, maintain, and update Solarize Provincetown website.</li> <li>• Monitor the campaign email address and respond to inquiries</li> <li>• Staff information sessions</li> </ul>	<ul style="list-style-type: none"> <li>• Be available to provide site evaluations and information for interested residents.</li> <li>• Provide "bottom line" information on the end cost of solar PV installations to owner, including a cost-benefit analysis and</li> </ul>

<p>process</p> <ul style="list-style-type: none"> <li>• Use Town-managed venues to host solar PV information sessions and booths</li> <li>• Use Energy Manager's municipal hours to further campaign efforts and support core volunteer team</li> </ul>	<p>and tables</p> <ul style="list-style-type: none"> <li>• Be available via email, phone, or in person to answer general questions about the campaign &amp; PV solar</li> <li>• Develop and distribute informational publications, including posters, flyers, and mailers</li> </ul>	<p>payback timeline.</p> <ul style="list-style-type: none"> <li>• Provide relevant information to the volunteer team so they can include it in distributed publications and information sessions</li> </ul>
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**Timeline for proposed outreach efforts:**

<p>September - October</p>	<ul style="list-style-type: none"> <li>• Conduct an online survey (using SurveyMonkey) to gauge community participation interest and begin to spread awareness for the program. Distribute via email Town and partner organization email lists. Use interested respondents' email addresses to create an email contact list and initial list of those interested in volunteering for the campaign.</li> <li>• Generate interest in possibility of Solarize Provincetown campaign at Special Town Meeting (Oct. 27<sup>th</sup>) with an information booth and record contact information of interested residents. Add email addresses to contact list.</li> </ul>
<p>November-January</p>	<ul style="list-style-type: none"> <li>• If selected, create a campaign email address that will be monitored by the municipal representative and the core volunteer team.</li> <li>• Create a campaign website with information and contact info. Post link to website on Town's homepage.</li> <li>• Generate and continuously update a Solarize Provincetown campaign email contact list using the Town's ConstantContact E-newsletter account. Add email addresses of residents who signed up via the survey and town meeting to the contact list.</li> <li>• Email residents who indicated interest to inform them of Provincetown's selection and the information session dates.</li> <li>• Announce selection at a Board of Selectmen meeting.</li> <li>• Schedule and reserve space for information sessions/booths at Town-managed venues.</li> <li>• Develop campaign publications and materials with the help of Cape Light Compact</li> </ul>
<p>February</p>	<ul style="list-style-type: none"> <li>• Start to distribute flyers advertising the program and information session details around town (at stores, post office, transfer station, library, coffee shops and restaurants, Town buildings).</li> <li>• Advertise Solar 101 and Meet the Installer dates in local papers (Provincetown Banner), on local radio (WOMR &amp; WFMR), and Provincetown TV.</li> <li>• Meet with Installer(s) to further develop outreach strategy.</li> <li>• Send out email announcements for Meet the Installer and Solar 101 sessions and beginning of signup period.</li> </ul>

	<ul style="list-style-type: none"> <li>• Host Meet the Installer session.</li> <li>• Tape the Meet the Installer session and broadcast on Provincetown TV and/or radio stations.</li> </ul>
<p>March-June</p>	<ul style="list-style-type: none"> <li>• Advertise the program in the Provincetown Banner newspaper from March-April, and on the radio from March – May (in order to reach a good mix of full- and part-time residents and leave plenty of time to sign up).</li> <li>• Host Solar 101 information session (March). Make information from the session available on Solarize Provincetown website for those who were unable to attend.</li> <li>• Continue to advertise in local papers, radio, and television to increase program participation.</li> <li>• Send out email updates on program progress, including when new pricing tiers are reached.</li> <li>• Provide updates on progress at Board of Selectmen meetings.</li> <li>• Announce ending of the program and the final results.</li> </ul>