

MARKETING AND OUTREACH

PRE-SOLAR 101 EVENT

As a lead up to the Solar 101 event and to announce the community's selection in the program, the Team will deploy a number of outreach mechanisms:

1. Website & Twitter Account

The team will expand and relaunch its BigBlueEnergy.org website to provide solar PV information, energy reduction tips, a central location for solar community event listing information, contact information, as well as a form for residents and businesses to sign up for feasibility study requests.

A Twitter account will also be created so as to gain additional interest and connection via this online social medium. The account will be utilized to provide program updates, event announcements, as well as links to relevant solar PV information.

Salem will use its marketing budget to create a domain and blog-style website that will contain all of the Salem Solarize Mass information. This will include contact information for residents and businesses, links to Solar resources (MassCEC, MA DOER, solar installer website), an FAQ section for prospective solar customers, updates on milestones and timeline objectives, and all the necessary solar background information to inform Salem residents and businesses.

2. Announcement

An announcement will be made via a number of mediums about the selection of the community for the program. This will be based off of a press release and catered to the varying methods.

Press – Press release will be submitted to the Salem News, Daily Item, Salem Gazette, Swampscott Reporter, Swampscott Patch and the Boston Globe.

Email – Both municipalities will use their community announcement systems to send out an email that includes the content of the press release, details about the Solar 101 event, and all associated Solarize Mass info.

Municipal Website – Postings will be made on the communities municipal websites.

Local Access Cable – A slide will be included on the local access cable station to announce our selection as part of the Solarize Massachusetts effort and will include details about the Solar 101 event.

3. Video

An information video will be produced by the Team which will include solar information as well as first-hand resident testimonials about their experience with solar installations. This video will be posted on the website and can be used at various events throughout the program.

4. Community Groups

The Solar Team will work with local community groups to help promote the Solar 101 event as well as to

draw in additional volunteer support. The Solar Team will be able to leverage and build off of the networks these community groups already have within town.

Salem will be in contact with the various leaders of the neighborhood groups and City Ward Councilors to inform the community about the Solarize Mass program. Smaller scale Solar 101 and 201 events can be held with those neighborhood groups by the Solar Coach, municipal representative, and members of the Salem RETF.

Some potential community groups and organizations that will help conduct outreach for the Solarize Mass program are Salem Alliance for the Environment (SAFE), Salem Chamber of Commerce, and Salem State University.

SOLAR 101 EVENT

The primary and feature educational piece will be the Solar 101, which the team will work on with MassCEC. This event will help to provide in-person information to residents and businesses about the potential for solar energy.

ONGOING EFFORTS

After the Solar 101 event, the team will organize mini community events 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 Swampscott Team will work with the Lynn Area Chamber of Commerce in order to provide information sessions to Swampscott business owners. A large portion of businesses in town 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.

SOLAR 201 EVENT

After the selection of the solar installer, the Team will work on a Solar 201 event which will focus on the offerings of the selected installer, explain the tiered pricing, and outline the process to contract a solar PV installation. This solar event is slated to be in January 2014.

SOLAR 301 EVENT

It is not determined at this time whether or not we will have a 301 event, but are in contact with MassCEC regarding the possibility.

BUDGET

SALEM

The City of Salem has a full-time Energy and Sustainability Manager and a volunteer Renewable Energy Task Force committee and Solar Coach so the bulk of the work will be done using these services. Costs incurred by the program will go towards developing an online resource for the Solarize Salem and Swampscott program, printing (informational boards, banner, handouts), and miscellaneous refreshments.

ITEM	COST
Website (URL, hosting)	\$300
Printing (informational boards, banner, handouts)	\$1,500
Design for printed materials	\$300
Refreshments (Solar 101 & 201 Events)	\$250
Postage	\$150
	\$2,500

SWAMPSCOTT

Thanks to our municipal resources and previous experience running programs on minimal budgets (such as the Big Blue Energy Initiative which has no budget), the Swampscott team will be able to perform its part in the Solarize Massachusetts program with minimal cost. We foresee the following costs being incurred over the course of the project:

ITEM	COST
Website (URL, hosting)	\$250
Printing (informational boards, banner, handouts)	\$1,500
Design	\$200
Postage	\$150
Video	\$150
Refreshments (Solar 101 & 201 Events)	\$250
	\$2,500