

### **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.

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**Somerville has a 15-year history of intensive community outreach, education, and engagement on topics ranging from community health to community**

redevelopment. Residents expect to be tapped for ideas and feedback, and look forward to joining programs that can increase their own and their city's efficiency. Somerville's marketing and outreach plan will use a broad range of collaborative, proven-successful methods to reach residents with diverse backgrounds, motivations, and housing situations. These methods will include direct contact with residents at public events; multi-media outreach and education; and partnering with community-based cultural and social action groups. Please see the chart showing the Team's timeline, Team members involved, volunteer hours, and residents reached at the end of this section.

**Outreach at Public Events:** General events will include:

- **Festivals and markets** – Somerville is known for its dozens of annual outdoor events. The Somerville Arts Council, a municipal agency, hosts more than 40 of them. At no cost, the Team will be able to staff info/sign up tables at ArtsUnion (Union Square), ArtBeat (Davis Square), SomerStreets (East Broadway, Highland Avenue, Holland Street), and more.
- **Farmers' Markets:** Somerville's farmers' markets attract a large "green" following year-round. The Team will work with the Federation of MA Farmers Markets to secure info/sign-up tables at the Davis Square and Union Square Markets, which run weekly, May-November.
- **ResiStat:** The City's semi-annual ward meetings enable residents to meet with City officials and learn about neighborhood programs. The Team will present at the spring meeting in each of Somerville's seven wards to inform residents about Solarize opportunities and assist with sign-up.

**Solar-specific events will include:**

- **Meet the Installer:** This kick-off to the Resident Sign-up Period will put a human face on the installation process for residents.
- **Educational events:** The CEUCC will sponsor two events, PV101 (a general overview of the installation process and benefits of solar) and PV201 (focused on financing) so residents can ask questions.

Somerville's outdoor events take place in public squares, parks, and streets. The City follows ADA accessibility guidelines for all indoor events and meetings, which are typically held at one of Somerville's six K-8 public schools, the Aldermanic Chambers at City Hall, the Central Library conference room or the Somerville Council on Aging meeting room. The City plans to hold its Meet the Installer meeting at the Argenziano K-8 School, which has a 42Kw PV system. Participants will be able to see the power

generation screen in the school lobby and view the roof system from the street.

**Media Activities:** The Team's public events will supports 1:1 interactions with residents; its media outreach will engage thousands of residents city-wide.

- **The SustainaVille website:** The SustainaVille website hosts dedicated pages for all Somerville resiliency and carbon-reduction initiatives. It also links to the GreenSomerville Facebook page and offers newsletter updates on green city activities and resident opportunities. The Municipal Rep will create a dedicated solarize tab on the SustainaVille site that includes an overview of the Solarize campaign and program, mechanisms for volunteer and program sign-up, contact information, general information on solar, a tally of sign-ups to date, the Solar Feasibility Map, and the Solar Generation Calculator (see next bullet).
- **Solar Feasibility Map & Generation Calculator:** Somerville will embed MassCEC's rooftop solar generation map or Google's Project Sunroof in the SustainaVille website as an efficient and elegant way to spark resident interest in the energy generation potential of their own homes. Somerville will embed a real-time Solar Generation Calculator as part of its relationship with Understory Weather, a start-up piloting its weather stations through Somerville GreenTech, another SustainaVille initiative. The Calculator is located on the roof of Somerville High School. Please visit <https://reports.understoryweather.com/user/myrti/somerville>.
- **Social media:** The Municipal Representative will post Solarize-related information on the GreenSomerville Facebook page. City Communications staff will post this information on the City's very active quadri-lingual Twitter and Facebook accounts. The Municipal Representative will strongly encourage the Solar Coach and volunteers to utilize their own Facebook, Twitter, etc. to convey Solarize messaging.
- **311 Calling:** Communications staff will ensure that every 311 call to Constituent Services is transferred to the Municipal Representative with language translation support as needed.
- **News media and local online portals:** City Communications staff will engage local newspapers (Somerville News, Journal, Patch) in announcing the Solarize launch as part of the city-wide renewable energy effort, and as an obtainable cost-savings for residents and businesses. Announcements will also be posted or disseminated via local neighborhood-based portals, such as the Davis Square Live Journal and Prospect Hill listserve.
- **Display at Somerville Public Library, main branch:** The Municipal

**Representative and Solar Coach will coordinate with the Library a display with books/brochures focused on solar and promoting the program.**

- **Signage:** The Municipal Representative will work with a local print shop to develop low-cost outdoor signs that invite readers to sign up for the program. The volunteer team will place signs in vehicle, bike, and pedestrian high-traffic areas. They will also place signs in their own yards and ask residents who have signed up for Solarize to do the same.
- **Targeted mailings/email:** The Team will target residents who have already responded positively to participating in the Somerville Energy Efficiency Now (SEEN) initiative, a marketing and outreach campaign.
- **Water bill inserts:** City Treasury staff will arrange to have a paper advertisement included in homeowners' quarterly water bills. The Somerville High School vocational program print shop will print the ads at low cost. Ads will include a link to the Solarize page on the SustainaVille site and GreenSomerville Facebook page, contact info, and sign-up info.

**Partnering with Community-based Groups:** Word-of-mouth among friends and neighbors can be an important driver of solar adoption. The Team will meet to identify contacts at appropriate Somerville cultural and social action groups, and develop a package of information with talking points that the Solar Coach and volunteers can use to make contact. Groups identified to date include: Somerville Climate Action, Mothers Out Front, Groundwork Somerville, Somerville Chamber of Commerce, parent-teacher associations, and neighborhood groups using platforms such as Nextdoor.

**Partnering with City of Cambridge:** The Cities of Somerville and Cambridge have been coordinating on their respective solar adoption outreach efforts, including this proposed Solarize plan. Recognizing our close proximity and overlapping communities, staff from both cities will work to identify select events and social media outreach where our two cities can collaborate.

**As a result of outreach and promotions, it is expected there will be 100 resident sign-ups. Below is a list of planned promotions and events.**

<b>Month</b>	<b>Activity/Team members</b>	<b>Volunteer Hours</b>	<b>Attendees/ Res. Reached</b>
<b>April</b>	<b><u>Mailing to SEEN particip./Muni Rep</u></b>	<b>0</b>	<b>200</b>
	<b><u>2 ResiStat Mtgs/Muni Rep, Coach</u></b>	<b>2</b>	<b>70</b>

	<b><u>SustainaVille website/Municipal Rep</u></b>	<b>0</b>	<b>100+/month</b>
	<b><u>GreenSomerville FB/Municipal Rep</u></b>	<b>0</b>	<b>538 Likes</b>
	<b><u>Train 311 Constituent Svcs operators/ Communications Dept</u></b>	<b>0</b>	<b>Varying</b>
	<b><u>Launch City FB &amp; Twitter/Municipal Rep, Communications Dept</u></b>	<b>0</b>	<b>2,800+ followers/likes</b>
	<b><u>News media stories/Communications Dept, Municipal Rep</u></b>	<b>0</b>	<b>34,000</b>
<b>May</b>	<b><u>Meet the Installer/Rep, Coach, Inst.</u></b>	<b>3</b>	<b>50</b>
	<b><u>PV 101/Solar Coach, Municipal Rep, Installer, CEUCC members</u></b>	<b>2</b>	<b>40</b>
	<b><u>2 Farmers Markets/Inst., Coach, vols</u></b>	<b>4</b>	<b>250</b>
	<b><u>3 ResiStat Mtgs/Inst., Rep, Coach</u></b>	<b>3</b>	<b>100</b>
	<b><u>Launch additional FB &amp; Twitter activity/Installer, Solar Coach, vols</u></b>	<b>2</b>	<b>500+</b>
	<b><u>Signage/Muni Rep, Solar Coach, vols</u></b>	<b>2</b>	<b>34,000</b>
	<b><u>Water bill insert/Muni Rep, Treasury, SHS Voc Printing</u></b>	<b>0</b>	<b>34,000</b>
	<b><u>Partnering with Community Groups begins/Solar Coach, vols</u></b>	<b>6</b>	<b>400</b>
<b>June</b>	<b><u>PV102/Solar Coach, Municipal Representative, Installer, CEUCC</u></b>	<b>2</b>	<b>40</b>
	<b><u>2 Festivals &amp; Markets/Installer, Solar Coach, vols</u></b>	<b>4</b>	<b>1000</b>
	<b><u>2 Farmers Markets/Installer, vols</u></b>	<b>4</b>	<b>250</b>
	<b><u>2 ResiStat Mtgs/Muni Rep, Solar Coach, Installer</u></b>	<b>2</b>	<b>70</b>
<b>July</b>	<b><u>2 Festivals &amp; Markets/Installer, Solar Coach, vols</u></b>	<b>4</b>	<b>1000</b>

	<u>2 Farmers Markets/Installer, vols</u>	4	250
August	<u>2 Festivals &amp; Markets/Installer, Solar Coach, vols</u>	4	1000
	<u>2 Farmers Markets/Installer, vols</u>	4	250
Sept	<u>2 Festivals &amp; Markets/Installer, Solar Coach, vols</u>	4	1000
	<u>2 Farmers Markets/Installer, vols</u>	4	250
<b>TOTAL</b>		<b>60</b>	<b>112,158</b>