

Marketing and Outreach Plan

Outline a marketing plan that describes methods to create community awareness around the Solarize Mass Plus program and includes the following:

- Vision statement: 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 clean technology site assessment and expanded adoption within the community.
- Strengths, weaknesses, opportunities, threats: provide an analysis of different factors within your community that create unique strengths, weaknesses that must be addressed, opportunities to take advantage of, and threats to plan around.
- Marketing strategy (specific methods for promotion, advertising, public relations, etc.)
 - Include a description of what types of marketing and outreach channels will be employed, particularly leveraging existing social media or plans for creating new social media platforms.
 - Include information on where community events could be held, including the Meet the Installer community meeting.
 - Consider including specific strategies as part of the marketing and outreach plan focused on driving adoption in:
 - low- and moderate-income households, or
 - other underrepresented housing sectors, such as rental housing.
 - If the Community chooses to include more than one additional technology in the Solarize Mass Plus campaign, discuss how the volunteer team will promote multiple technologies.
 - Goals for installations per technology (optional).
- Implementation timeline: month-by-month outreach activities

For examples of past marketing proposals, visit the [Solarize Mass Plus website](#).

Please note, this section and the Solarize Mass Plus Section of your application will be made public as a part of the installer selection process, so be as thorough as possible.

Vision

Our planned participation in the Solarize Mass Plus Program is occurring at a time of increased awareness and opportunities for solar projects, as well as overall energy efficiency, throughout the Town of Yarmouth. The Yarmouth Energy Committee has been instrumental in inspiring energy sustainability throughout Yarmouth. Our Solarize Mass Plus Program will continue to promote energy sustainability by adopting the following slogan – Yarmouthites for Energy Sustainability – YES. The Yarmouth Solar Plus team will leverage this awareness to promote residential participation in the Solarize Mass Plus Program projects. Likewise, the education and

awareness generated by the Solarize Mass Plus Program will also serve to support the Town's development of municipal solar projects. Finally, energy and technology integration plays a key role in developing our Town's on-going Age-Friendly-Community planning and Aging-in-Place initiatives. We expect our Solarize Mass Plus Program will lead to the installation of many new PV solar and ASHP systems by our fixed income senior citizens.

Opportunities to Take Advantage of

Yarmouth was recently accepted by the DOER's Green Communities Programs and is implementing a plan to complete nearly \$500,000 of energy efficiency projects throughout the Town at a nominal cost to Town taxpayers after leveraging subsidies from the Cape Light Compact, National Grid, and funding under the Green Communities implementation grants. These projects will move the Town forward in achieving its energy reduction goal of 20% within the next 5 years. Another key component of our energy management initiative is to increase the percentage of Yarmouth's remaining energy consumption provided by renewable sources. Currently, the Town is participating in a Solar PV RFP (Round IV) through the Cape & Vineyard Electric Cooperative to develop several solar PV projects on Town facilities, as well as a ground mount solar field on Town-owned sites. The Town is finalizing a Land Use Policy that will provide a mechanism and opportunities for additional ground mount solar opportunities, as well as solar canopy projects at town-owned sites in the near future.

Given the level of interest, support and energy project pipeline, –now is an opportune time to expand our efforts to a community solar plus program and work with our citizens to expand Solar PV and ASHP benefits beyond municipal sites to the general public and small businesses. We believe the current level of engagement in energy initiatives, along with the additional outreach provided by participation in the Solarize Mass Plus Program will help drive community participation and sign-ups for the adoption of solar PV and ASHP projects.

Marketing Strategy

Our Yarmouth Solar Plus team has developed a plan to educate and inform our residents that will increase sign-ups and participation in the Solarize Mass Plus Program. Our plan relies upon a core team of volunteers; support from our municipal employee energy team; participation and support from community organizations, including: Cape Light Compact, Cape & Vineyard Electric Cooperative, Cape Cod Media Center, the Town's Energy Committee, and Age-Friendly-Community team. These community groups will assist us in providing resources, contacts and volunteers necessary for successful outreach. For example, we have arranged for a Yarmouth Solar Plus page on the Town website; promotion of efforts through Town Facebook and Twitter platforms; use of its Constant Contact account to build a mailing list, issue outreach materials as well as provide marketing and registration for events; and creation of informational video's for broadcast on PEG channels and on the Town YouTube channel. Other community groups will provide expertise, contacts and volunteers to help us build our efforts.

Collaborators	Possible Outreach Channels
Rotary Club	Local Home Shows
Dennis-Yarmouth Newcomers Club	Yarmouth Town Meetings
Dennis-Yarmouth High School	Cape Cod Times Newspaper
Cape Cod Cultural Center	Register Newspaper
Boy Scouts	Yarmouth Transfer Station
Yarmouth Chamber of Commerce	Yarmouth Beaches
Yarmouth Religious Organizations (7)	Yarmouth Town Hall
Cape Light Compact	Post-Offices
Cape & Vineyard Electric Cooperative	Constant Contact Marketing System
CCCCC	Social Media (Facebook, Twitter, YouTube)
Cape Cod Men's Club	Broadcast Channels
350	PEG Access Channel?
	Yarmouth Town Website
	Cape Media Center
	Yarmouth Private Residents with Solar PV and/or ASHPs

Our marketing strategy consists of five phases:

1. Preparation
2. Engagement
3. Contractor Marketing
4. Kick-off Event, and
5. Community Outreach.

Phase 1. Preparation

In this phase, the Yarmouth Solar Plus team, with support from our municipal employee energy team, will prepare education materials for our website, begin signing-up key contacts into our mailing list, prepare press releases for local print newspapers as well as for pushing out video and content through social media channels (Facebook, twitter, YouTube) and on our PEG access channel. We will work with the Cape Media Center to create announcement and solar education programs. Finally, we will engage with the Cape Light Compact and the Cape & Vineyard Electric Cooperative to learn how we can leverage resources, further mutual goals, and integrate programs and funding offered by each for the benefit of our community consumers.

During this time, we will finalize training materials to provide guidance to volunteers and formalize roles, responsibilities and timelines. We will also solicit and engage with potential additional volunteers to the extent necessary to round out our final outreach plans.

Phase 2. Engagement

In this phase, the Yarmouth Solar Plus team will begin outreach to key community organizations. This effort will build the foundation for our future community outreach by the way of building awareness and our mailing list, identifying community contacts, and providing the education necessary for these organizations to help their constituents understand the benefits of solar PV and ASHP programs and projects.

In addition to providing education on the overarching benefits of solar PV and ASHPs, the Yarmouth Solar Plus team will also begin to discuss and refine its message on the basic metrics of the program, including: price; number and size of arrays; greenhouse gas emission reduction; monetary benefits; as well as benefits of pairing solar PV with ASHPs and other technologies. We will also engage with Town and Community policy makers to determine how our program will further other community policy objectives and how it may integrate with those objectives – particularly the Age-Friendly-Community Initiative that is currently very active and moving forward on several fronts.

This engagement will include scheduled events at town-sponsored sites such as the town libraries, schools, town hall, and Senior Center, as well as at community group sponsored events and meetings.

Available Meeting Facilities
Yarmouth Town Hall Conference Rooms
Yarmouth Libraries
Dennis-Yarmouth High School
Dennis-Yarmouth Senior Center
Yarmouth Fire Stations (3)
Yarmouth Police Department
Cape Cod Cultural Center

Phase 3. Contractor Marketing

After examining and selecting our Yarmouth Solar Plus installers, our team will engage with them to determine how to best work together on our marketing efforts. We will coordinate efforts and resources in hopes of developing a solar map to be used as a resource for residents to support their PV decision-making and provide information about their individual property-specific opportunities.

We will work with the installers to finalize program goals, track metrics and report them to the community through our website and at prominent locations throughout the town. This effort will continue to inform the public, generate interest, define the program and communicate progress toward achieving its goals. This outreach will help form a sense of ownership across the community to support our efforts, thereby driving participation and increasing sign-ups.

Phase 4. Kickoff Event

Once we have laid our preliminary groundwork, finalized our team of volunteers, finalized roles and responsibilities, identified and leveraged community resources, identified our contractors and their capabilities, we will formally initiate our program with a kickoff event. At this event, we plan to invite community leaders and interested parties to formally announce our plans and goals. We will have representatives of our contractors, the Town energy team, and the Yarmouth Solar Plus team available to answer questions from the public and to officially launch our outreach initiative.

Phase 5. Community Outreach

Once we have officially launched our program at the kickoff event, our Yarmouth Solar Plus volunteers will follow through on outreach efforts. By implementing the multi-channel efforts previously noted, we anticipate generating significant interest. Our key to success will be to ensure that interested residents and small businesses are personally contacted by a Yarmouth Solar Plus team member and referred to our solar PV and/or ASHP installer.

However, we won't rest on our laurels. In addition to continuing our outreach through social media, print and broadcast channels, the Yarmouth Solar Plus team will continue its outreach through hosting several information sessions and workshops at community facilities such as the Yarmouth libraries, schools, Senior Center, and Cultural Center. The Yarmouth Solar Plus team will also distribute flyers and obtain sign ups at highly trafficked public places, such as the town transfer station, town-hall, beaches and post-offices.

In addition, we will continue our general outreach through presentations to local community groups, including: the Rotary Club, several additional local civic associations, the Chamber of Commerce, local churches, and updates to various town committees, such as the Board of Selectmen and the Planning Board. Use of advertising materials, such as yard signs or approved displays on public property, will help to maintain continuous awareness of our efforts.

Finally, many of these larger efforts can help to direct further engagement and follow up with individuals through the hosting of several "house parties," whether at private residences – especially those with solar PV or ASHPs already installed, or hosted by a community facility like the Senior Center, or Cultural Center.

Throughout this whole process, contact information will be updated in our Constant Contact marketing system. All individual contacts will be maintained to ensure that all interested parties receive the appropriate amount of information and follow-up. With this personal attention and commitment, we expect to be able to close on a large percentage of those customers who will have expressed interest and, through our due diligence, will have been shown to benefit from solar PV and/or ASHPs for their own households/businesses.

ASHP Approach

We envision an integrated outreach program, so that our outreach efforts will target the adoption of both PV and ASHP technologies. We don't feel that there's a need for a second marketing track. Although the Yarmouth community has a relatively good understanding of solar energy, we feel that more educational outreach may be needed for ASHP technology. To address this potential shortcoming, we will plan and schedule a basic ASHP technology information session for early spring 2020. In addition, our Yarmouth Solar Plus team will work closely with the ASHP installer to ensure that local residents are well-informed about issues such as:

- Physical requirements for the technology (electrical service, etc.)
- Proper selection for optimal cold-weather operation
- Integration with existing electric-, propane-, oil-, or gas-fired heating systems.

N.B. REGARDING REACHING LOW & MODERATE INCOME AND LIMITED ENGLISH SPEAKING YARMOUTH RESIDENTS:

The poorest demographics in Yarmouth are the youngest and the oldest. Strong communication links already exist between Yarmouth's seniors and Yarmouth Energy Committee and we will work with Yarmouth's Age-Friendly Initiative to customize some materials for seniors.

We have decided to reach the families with young children and significant financial and/or linguistic challenges through the outreach outlined above to parent-teacher organizations.

But we will further target those young families through a Sunday afternoon event at the Dennis-Yarmouth Regional High School library, which will include refreshments, an appearance by Cape Light Compact staff, and energy education materials (and childcare) for children. We will seek the help of Town staff dealing with low-income residents and of Dennis-Yarmouth Regional High School (DYRSD) English Language Learners to identify and invite participants.