

MARKETING & OUTREACH PLAN

To overcome the challenges of a widespread adoption of solar, the Solarize Natick Team will launch a campaign that leverages the experience of early adopters and the Town's "seal of approval" to build interest and participation among the following target audiences:

- Business and residential addresses with geographic/structural attributes that make them likely solar candidates
- Friends or neighbors of a resident who already has solar panels on his/her home
- Senior citizens and low- or fixed-income residents
- Residents and businesses with high electricity bills (as an aggregation community, Natick has access to electricity use by subscribed account)

The following section details proposed outreach activities, based on review of Solarize Massachusetts documents (pilot overview, program update, etc.) and in accordance with the Solarize Mass timeline provided above.

January - Mid March: Campaign Preparation

Anticipated Volunteer Hours: 100 hours

SOLARIZE NATICK PROPOSAL

Upon receiving notice from Solarize Mass that Natick is selected, Natick's Solar Coach, Assistant Solar Coach, Municipal Liaison and Community Outreach Lead will work with the volunteer team to refine our outreach and marketing strategy; develop campaign messaging; establish Community Outreach Partners (including local clubs, sports groups, faith-based communities and other affinity groups); create a dedicated program website and design and produce door hangers, lawn signs and other outreach materials. The team will do as much pre-planning and prep work as possible to ensure we are ready to hit the ground running upon the Installer selection in April.

April: Campaign Kick Off and Meet the Installer

Anticipated Volunteer Hours: 150 hours

Natick will invite prospects identified through the Town's recent survey to provide feedback on our RFP and submit questions to potential installers through the website during the selection process.

Once the installer is selected, Natick will formally launch the campaign with a big community kick-off. In this stage, our focus will be on reaching as many Natick residents and businesses as possible and creating a groundswell of interest that will reinforce the Meet the Installer presentation. Some key tactics we plan to take are provided below.

- **Launch Dedicated Website and Online Interest Form:** As described above, the Natick team will create a dedicated web page for the program that includes all relevant program information and links, contact information for Solar Coaches and Municipal Representatives, detailed description of local solar systems, tracking of number of installs, regular updates on progress, announcements of events, information on the Town's permitting process, links to press coverage, and link to interest survey. The Town will also post content about the program and its events on the Town's website/calendar.
- **Alert Media:** The Town has a strong relationship with local media and has already received initial coverage on the program and related solar initiatives (such as municipal installations). Natick will engage local press to generate coverage for the program's kick-off.
- **Unveil Public Display:** The team will create a large tracker/thermometer that visually illustrates the number of installs. The tracker will be hung in a public area, such as the lobby of the Town's Morse Institute Library, which welcomes more than 800 visitors each day. An effort will be made to engage local artists from Natick Center's Cultural District to create a compelling display that spans the two floors of the building's atrium.
- **Open Tables at the Morse Institute Library, Community Senior Center and Cole Center:** The Solarize Team will set up a table in the lobbies of the following buildings: the Morse Institute Library, which will be home to the public display; the Natick Community Senior Center, which serves as a primary point of engagement for seniors; and the Cole Center, which serves as a hub of recreational activity for town residents. These tables will be stocked with information on the campaign and details on upcoming events, and will be refreshed regularly by the volunteer team.

The campaign kick-off will culminate with our **Meet the Installer** night, which will occur at Natick High School's - a LEED Silver building that is home to the Town's largest solar installation and has capacity for up to 800 people in its main auditorium. We will invite prospects identified through the survey and Solar Neighborhood Ambassadors, and ask their network to attend too. The meeting will be live-broadcast on Natick's cable access network, and be made available for download on the Solarize team website.

Through this jump-start, we hope to achieve some early conversions, create a buzz and groundswell of interest that will reinforce outreach upon kickoff.

SOLARIZE NATICK PROPOSAL

May - October: Ongoing Outreach

Anticipated Volunteer Hours: 200 hours

Our strategy to sustain and build momentum for Solarize Natick is focused on leveraging the town's strong community traditions (the Farmers Market and Senior Center) and its equally strong social media presence (such as the 1000+ Natick Mom's group on Facebook) to efficiently reach a wide array of citizens, while also targeting specific groups, such as seniors, low-income groups, emerging solar neighborhoods, and local businesses. Below are examples of ongoing tactics the team will employ:

- **Facebook Advertising and Social Media Engagement:** Natick has experienced great success using Facebook ads to drive awareness and participation in local sustainability initiatives, and will use Facebook Lead Ads to target Natick homeowners, ages 30+. Ads will direct users to complete the Town's online interest form or to sign up by using the contact information that residents have given Facebook, like email addresses. The team will also post information on the program on the Town's social media accounts.
- **Solar for Seniors:** Special events scheduled at hours that accommodate senior citizen's schedules will be designed to address senior citizen's concerns and questions about solar. Such events will be held at the town's Senior Center.
- **Solar for Small Business:** Special events coordinated with the Metrowest Chamber of Commerce and Natick Center Associates to inform local businesses about the benefits of going solar. The team hopes to collaborate with MathWorks, a large company located in Natick that has been a leader in solar, to host and present at these meetings.
- **Neighborhood Solar Ambassadors:** The team will invite any resident or business who has signed up for solar (or who already has solar installed) to act as a Neighborhood Solar Ambassadors. The Ambassadors will be given materials, such as brochures and window decals, to help them reach out to their own personal and community networks. We'll encourage these ambassadors to focus on their neighborhoods, since research shows more people are likely to go solar in neighborhoods where there are already installations.
- **Panel Parties:** We will also ask Solar Ambassadors to host open houses and other home-based events, allowing friends and neighbors to meet with the selected solar installer and other residents who have gone solar, in a more relaxed, low pressure social setting.
- **Canvassing:** Natick will leaflet target cluster neighborhoods that are in close proximity to homes that already have solar or are prime for solar based on their location. Leaflets will be designed as "doorknob hangers" and will invite homeowners to visit the dedicated website to learn more about the program. Student researchers from Wellesley College and/or Natick High School will support this effort, by scoping out streets with a high-density of solar ready homes.
- **Solar Star of the Week:** As install sign ups begin, the Solarize Natick team will strive to work with the local paper to feature a weekly count on the number of install sign ups and to feature a new homeowner that has signed up for the program. Our vision is that the feature will include a short story about the owner, why they are going solar, and a picture of the homeowner's family in front of their house. Stories will also be featured on the program's website, the Town's website and on social media.
- **Tabling at Community Events:** The team will recruit prospects via booths at a variety of spring and summer community events, such as the annual Earth Day festival, Natick Community Organic Farm Spring Spectacular, Scoop-apalooza and the weekly Natick Common Farmers Market (Saturday mornings)..

SOLARIZE NATICK PROPOSAL

- **Town Publications:** The team will work with the Town to include information about Solarize events and opportunities in Town newsletters and guides, such as the *Natick Common Guide* and *Town Administrator Newsletter*, which are sent to every household on a quarterly basis.
- **Cable Access Channel:** The team will work with the local cable access channel to film a one-hour special about solar (in addition to the Meet the Installer presentation). The special will include a tour of a resident's solar panels, a taped Solar 101 class and a Q&A with the installer.
- **Schools:** The team will work with Natick Public Schools, many of which already have rooftop arrays, to reach out to parents using pre-existing communication channels, such as the Virtual Backpack.
- **Community Partner Outreach:** The team has existing relationships with many sport, environmental, faith-based, and community organizations and groups throughout the town. We will strive to conduct outreach through these existing member networks, utilizing organizational web sites, social media networks, email lists, newsletters, and in-person announcements/events.

Campaign Celebration: October

Anticipated Volunteer Hours: 40

We hope to build community and pride in solar throughout this process and look forward to celebrating and supporting participants as they embark on their solar journey with a few culmination activities:

- **Solar Stars Celebration at Town Hall:** Throughout the campaign, the Solarize Team photographer will seek to photograph every business and homeowner that signs up for Solarize Mass. In addition to featuring these individuals in the paper, the team will create a wall of Solar Stars in the Selectmen's room at Town Hall. At the campaign's end, everyone who participated will be invited to view the wall, enjoy some treats and celebrate their success.
- **Feedback Survey:** The team will conduct an online survey and invite anyone who participated in the campaign - volunteer or buyer - to provide feedback on the process and opportunities to engage on future sustainability issues.
- **Local SREC Purchase Program:** In collaboration with Conedison Solutions, the Town will offer all Natick solar owners - both new through the Solarize Mass program and those that already have SRECs available for sale - to participate in a local SREC purchase program that would support the Town's solar aggregation RPS.