

Marketing and Outreach Plan

Working with program volunteers and partners, the Solarize Watertown team will use a combination of electronic, social and traditional media, mailings, flyers, and targeted outreach to build interest in the Solarize program and educate residents and business owners about the benefits of solar PV. Spreading the word about the Solar 101 and 201 workshops will be key, as these workshops will clarify the solar process and help to make it more accessible to interested households.

Our marketing strategy will be to brand Solarize Watertown as a credible and neutral resource for homeowners and businesses interested in installing PV systems. Offered by a trusted environmental group (WE3C) and supported by the Town, Solarize Watertown will become the “go to” resource for unbiased information and assistance for those who choose to pursue a solar system installation.

Social Networking and Email

The Solarize Watertown team has already produced a Facebook page (www.facebook.com/solarizewatertown), which is quickly gaining support from the Watertown community. As of October 17, 2013 the Facebook page has 48 followers who are Watertown citizens. This resource will serve as a tool for educating people who are interested in the program, as well as to market the workshops to others. The team has also created a team email account (solarizewatertown@gmail.com) which will also be used to advertise the program.

Traditional Media

The Town of Watertown’s primary paper is the Watertown TAB, which also has an online presence at www.wickedlocal.com/watertown. Other online media sources include the Watertown Patch (watertown.patch.com) and the Watertown Green Community and Sustainability webpage (www.watertown-ma.gov/index.aspx?NID=777). The Solarize Watertown team will provide regular articles to these resources to advertise the program. The team will also submit press releases and program information to the reporters at the Boston Globe and www.boston.com who cover the Watertown area.

Postcard Mailings

To maximize the impact of Solarize's \$2,500 outreach budget, the team will direct mail postcards to the full membership of all of the partnering organizations. The team will also send direct mailings to a partial-list of homeowners from the Town’s Assessors database (including the 766 homes that have been permitted for a new roof in the past five years). This proposal includes direct mailing 4,000 Watertown residents and businesses, which represents approximately 40% of the number of parcel IDs in the Town’s Assessors database. In addition, to reach the remaining (majority of) Watertown's residents, bill stuffers would be sent with the town's water bills.

Events and Venues

Although no specific events are planned for outreach in the spring of 2014, locations such as the library, town hall and the schools could be used for advertising the program and/or for hosting workshops.

Budget

The entire \$2,500 Solarize Massachusetts budget will be used for marketing and branding materials, including direct mail post cards, inserts in water bills and event flyers, posters, and the like. The estimated budget is as follows:

\$400	Production of (up to 4,000) postcard mailers
\$1,250	Postage and processing of (up to 4,000) postcard mailers
\$500	Advertisement/insert in water bill
<u>\$350</u>	<u>Design and printing of handouts, signs, posters, etc.</u>
\$2,500	Total

Community Permitting and Requirements

The following table indicates the pricing and estimated timelines for each permit required to install a solar PV facility.

Permitting Component	Requirements	Review Timeline	Cost	Associated Web Links
Building Permit (Roof Mounted)	Structural analysis and building permit application	Up to 14 days, typically much less	\$15 per \$1000 of construction costs	http://www.watertown-ma.gov/DocumentCenter/View/13359
Building Permit (Ground Mounted)	Site plan with location, setbacks, etc., sealed plot plan	Up to 14 days, typically much less	\$15 per \$1000 of construction costs	http://www.watertown-ma.gov/DocumentCenter/View/13359
Electrical Permit	Appropriate connection with existing electrical system	Up to 14 days, typically much less	\$20 plus \$25 per \$1000 of construction costs	http://www.watertown-ma.gov/DocumentCenter/View/1683
Conservation Commission	Only if affecting a resource area	Approximately one month	\$50 for less than 1000 square foot of disturbance	
Historical Commission	Only within our historic district	Approximately two months	None	
Community Bi-laws for yard signs	Temporary on site, limited to 6 square feet			http://www.watertown-ma.gov/DocumentCenter/View/3998 http://www.watertown-ma.gov/DocumentCenter/View/4127
Community Bi-laws for banners, signs, Thermometers, etc in public spaces	For temporary non-governmental, limited time associated with an event, see ord.			http://www.watertown-ma.gov/DocumentCenter/View/3998 http://www.watertown-ma.gov/DocumentCenter/View/4127 http://www.watertown-ma.gov/DocumentCenter/View/461