

## **Marketing and Outreach Plan**

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

- 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 heating and cooling site assessment and expanded 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 clean heating and cooling adoption during the program.
  - Include a description of what types of marketing and outreach channels will be employed.
  - Include information on where community events could be held, including the Meet the Installer community meeting.
  - Consider including specific strategies to target low- and moderate-income residents as part of the marketing and outreach plan.
- If the Community chooses to include more than one clean heating and cooling technology in the HeatSmart

Mass campaign, discuss how the volunteer team will promote multiple technologies.

Past marketing proposals for the Solarize Mass Program note the importance of using social networks to accelerate program adoption. As an isolated, yet socially-interconnected and extremely close-knit island community, Nantucket is uniquely situated to leverage the influence of peer-to-peer networks to generate local buzz and spread information through “word of mouth”. On Nantucket, where social circles are broad and often overlap, word travels swiftly and is often repeated. From the Energy Office’s role in promoting the local Mass Save program, we have seen firsthand the power and influence that trusted friends, neighbors and acquaintances can have in driving program participation through their recommendations and sharing of positive experiences.

With the commitment of the municipal and volunteer team and support from a marketing budget, we anticipate a strong and immediate level of program participation. From the recent public survey, we have a list of nearly 200 island residents and business owners who are interested in installing a promotionally-priced clean heating & cooling system through the HeatSmart Program. We expect to engage directly with these potential customers first as “**Phase 1**” of soliciting leads. As part of our engagement with the interested respondents, we will also encourage them to spread the word to their respective networks. If selected for the HeatSmart Program by late October, the Program team can also highlight the new HeatSmart offerings when promoting the subsequent “Nantucket Mass Save Week,” currently scheduled for November 13-17, 2017.

Phase 1 may also leverage the availability of the **WPI Nantucket Project Center**, which will be providing the Energy Office with a team of four undergraduate engineering students this fall on a project to: “**Stimulate Local Solar Adoption**” (see: *Attachment G*). While the project will primarily focus on increasing local solar-PV by, among other deliverables, creating an interactive mapping tool, the students may be able to integrate a survey of local solar hot water systems into their siting analysis. The Energy Office as part of Phase 4 (outlined below) would work to update the map to track the increased deployment of solar hot water systems under the HeatSmart Program for future PR and community education purposes to continue to promote solar hot water systems as a cleaner heating alternative.

**Phase 2** will focus on executing the marketing and outreach strategy in close collaboration with the selected installers. The marketing and outreach plan will include many of the methods that have proven effective in past energy program PR campaigns to increase public awareness and drive sign-ups. These include, among others:

- Announcing the program on the Town’ website, Energy Office website, social media, Town Newsletter, and municipal “Newsflash” and email blasts
- Brochures and flyers posted and made available at municipal buildings, local coffee shops and hardware stores
- Volunteer tabling at public events, including the Nantucket Farmer’s & Artisan Market and Island Fair
- Presentations and announcements to the Board of Selectmen, municipal departments/committees, Rotary Club, civic clubs, homeowner associations, and other local stakeholders.
- Advertisements in the *Inquirer & Mirror*, Mahon About Town, 97.7 ACKFM
- Collaborations with local stakeholder groups such as the Nantucket Chamber of Commerce, Nantucket Builders Association, and Nantucket ECO Group on events and communications
- Direct mailings to town residents
- Press releases and PSAs to local media

The HeatSmart Program team will promote both solar hot water and air-source heat pump systems as eligible offerings in all outreach and marketing through electronic, social, and traditional media. To facilitate customer sign-ups, the Energy Office will create an online form on the Energy Office’s webpage (ACKEnergy.org), similar to what is currently provided for local [Mass Save sign-ups](#). The HeatSmart sign-up form will allow local residents to easily indicate their preference in installing a solar hot water system, air source heat pump, or both. The submitted forms will be routed automatically to the selected installers. Information on the HeatSmart Program will also be made highly visible on the website’s homepage. Therefore, any resident or small business owner who uses the website to sign up for Mass Save energy assessment will see information related to the HeatSmart Program’s clean heating & cooling offerings. The Energy Office will also serve as the (fulltime) central hub for providing information on the program, with the Energy Coordinator available to address any questions or concerns, or to personally sign-up any potential customers who require assistance

Educating the community about the Program opportunity, installer selection process, and clarifying any misinformation

about the offered- technologies will be critical for a successful campaign. **Phase 3** will focus on coordinating and hosting “Meet the Installer” meetings and community “Show & Tell” demonstration events. These presentations will help to clarify the HeatSmart Program goals and steps to participate, ensuring a more attractive and manageable process for local customers. As seen with other innovative and alternative energy technologies—such as electric vehicles, EV charging stations, solar-PV systems, and thermal energy storage systems—demonstration installations provide a valuable, interactive learning experience for potential consumers, which can provide confidence in newer technologies—especially regarding the effectiveness of the systems specifically on Nantucket.

The Town of Nantucket can showcase and answer questions about air-source heat pumps, which currently provide efficient heating and cooling in several municipal buildings. The Artists Association of Nantucket utilizes a solar hot water system and may also serve as an optimal location for a community demonstration event. Additionally, volunteers such as Jack Weinhold and other early adopters can provide testimonials, open houses, or serve as case-study “ambassadors,” leading by example.

Several meeting locations have been identified that may be utilized for workshops and public forums, including the Nantucket High School Auditorium (est. capacity 650), the Community Room in the Public Safety Facility (est. capacity 110), the Nantucket Atheneum Great Hall (capacity 100), and the municipal Training Room (capacity 35). Each of these meeting spaces is equipped with modern audio/visual (AV) capabilities. Additionally, a private room at the popular, centrally-located, and year-round Faregrounds Restaurant can accommodate up to 80 people during events where food and refreshments are desired. Such events may be sponsored in collaboration with the Nantucket Builders Association, the Nantucket Rotary Club, or the Nantucket Chamber of Commerce.

**Phase 4** will focus on installation and post-installation data collection to capture key “case study” information. Photos will be documented and details such as: system design, system costs, electricity savings, rebates, ROI, and installation locations, will be recorded through customer and installer interviews in order to produce future case studies, testimonials, and other information which can help promote such technologies in Nantucket after the pilot program concludes.

On Nantucket, low and moderate-income residents, as important and integrated members of the interconnected island community, will undoubtedly be exposed to the Program’s marketing & outreach efforts to the broader community. However, the Program team will also seek to engage Tucker Holland (the Town’s Housing Consultant), Housing Nantucket, Nantucket’s Interfaith Council, the Nantucket Food Pantry, and other local stakeholders committed to assisting low and affordable income residents for a more targeted, and inclusive outreach campaign.