



Marketing and Outreach Plan

Implementation

The Town of Bolton and the Solarize Bolton committee plan to market Solarize Mass through a number of community events, cable television, on-line and social media resources, direct mail programs, and posters. We understand that face-to-face interactions are the most effective marketing effort in converting interest to contract and so we will have face-to-face interactions at community gathering places including the Town Transfer Station, Library, Town Hall, churches, and local places of business, including a Solar House Tour sponsored by Bolton Local. We will use sandwich signs on heavily travelled roads in town.

Having studied the Solarize Massachusetts Pilot Overview, the 2012 Solarize Massachusetts Program Update, and the Solarize Massachusetts Community Best Practices Timeline, we understand that the most effective means of publicizing our solarize program is with public events, such as the Solar 101 and 102 public meetings (See **Proposed Program Timeline** section), thus plan to advertise these heavily and with sufficient advanced warning, and to accommodate townspeople's busy schedules. Presentations for the Solarize Mass program in Bolton can be held at the Florence Sawyer School auditorium with seating for 350 or at the community meeting room at the Library for smaller groups of up to 100, and will be sponsored by the Town of Bolton at no cost. Bolton Access Television will record these presentations and make them available both on cable and on their website.

We understand that keeping a sustained marketing plan in place is also important. For example, as was the case in Harvard, there is a significant population of Bolton that leaves for long periods in the summer after school is out, so we hope to work with CEC to push our efforts before that time. We plan to inform early contract signers of the financial advantage to them for them to market solar to their friends and neighbors, and so to enlist them among our volunteers. These early subscribers have been effective recruiters in earlier Solarize Mass years, and can speed the rate of moving to upper tiers.

Specific marketing and outreach efforts and partnerships include the following:

- **Print Media** - The local weekly newspapers, *The Bolton Independent* and *The Clinton Item*, are two primary sources of local news in Bolton. Letters to the editor and articles of success stories will be included in both of them. *The Bolton Independent* is a free newspaper and is delivered on Fridays to every household in Bolton. Meeting notices will also be posted in the *Action Unlimited*, a publication mailed weekly to every Bolton household.
- **Local Organizations** - Town organizations provide communications with their members, and we will use these resources to communicate information about the Solarize Mass program. These are listed in the Community Engagement Experience section of this proposal. We have met with most of them and they have agreed to distribute information about the Solarize Mass program through their email lists.
- **Facebook** - Solarize Bolton committee members will prepare posts for neighborhood and special-interest Facebook pages such as the “SoBo” (South Bolton) Facebook page and that of “Bolton Moms.” We plan to create a Solarize Bolton Facebook page and will also post on the Facebook pages of the organizations in town that have agreed to support our campaign.
- **Local Cable Television** - Bolton Access Television (BATCo), Bolton’s local cable television station, will provide cable TV coverage of presentations on the Solarize Mass program, including the Solar 101 and 102 presentations. These presentations will be rerun, at intervals to be determined, following each event and in subsequent months through the duration of the program and will be available anytime on-line. They already have on hand three programs on solar energy, solar installations, and energy conservation made earlier by our Solar Coach.
- **On-line Resources** - We created a website where news and information about the progress of the Solarize Bolton campaign can be found (see **Proposed Program Timeline** section above).
- **Email Lists** - We have already received approval from many of the Bolton groups listed in the Community Engagement Experience section of this proposal to have them forward messages on their email lists or communicate through their organizations about Solarize Mass in Bolton. We will include notices of meetings in the school electronic newsletter that comes weekly to each Bolton family with elementary school-aged children.
- **Direct Mail** - An information piece will be included in the town’s second quarterly tax bill, to educate and solicit community participation in Solarize Bolton. Depending on the response to all other marketing and outreach efforts, a second mailing to each home in the third quarter may be required.
- **Churches** - The solarize committee has received support from two locally active churches.
- **Transfer Station** - On periodic Friday evenings and Saturday mornings, we will coordinate an information table at the town Transfer Station. We will answer questions about the Solarize Mass program and record contact information of residents interested in having their home evaluated for solar.
- **Local Businesses** - The Solarize Bolton committee will work with the local businesses, banks and stores to place posters or flyers about upcoming events and information. We will communicate directly with those small businesses and farms with solar potential to encourage them to have their solar opportunity assessed in detail by the solar installer. We are especially interested in businesses having 3-phase power, because they have a 25KW cap limit, vs. 10KW for single phase systems, although systems over 10KW need automatic reporting.
- **Town-wide events and Gatherings** - Bolton Local, cooperating with the Local Rotary Club, sponsors a Repair Café quarterly. Many citizens attend to have household, gardening, sports and personal items repaired for free by local volunteers. We already had a staffed information table at the January 23, 2016 event, held at the Florence Sawyer School cafeteria.
- **Solar House Tour** - Bolton Local will sponsor a tour similar to the 2014 Earth Day Tour mentioned earlier in which residents are taken to several existing residential solar PV installations. The tour leaders will also educate on

the Solarize Bolton program and sign up participants. We plan participation in the Memorial Day and the Fourth of July parades.

- **Athletic Events** - Bolton families are very active in weekend sports and the committee will staff a Solarize Bolton information table at the main soccer fields and the baseball fields on frequent Saturday mornings. We will answer questions about the Solarize program and record contact information of residents interested in having their home evaluated for solar.
- **Billboard and Sandwich Signs** - Many of our residents travel route 117 daily and we will advertise Solarize Bolton events on the lighted billboard at the Houghton Building on 117. In addition, sandwich signs will be placed on both the East and West-bound sides of Route 117, and on two to three other heavily traveled main roads, to give notices of information meetings and updates of our success. One sign at the town center will display the Solarize Bolton progress. Banners that cross the road are no longer permitted in Bolton.
- **Town Buildings** - The committee has placed Solarize Bolton information posters in the Town Hall and Library. The Library staff has already begun to collect all the books on solar energy and formed a convenient on-line list. Solarize Bolton handouts may be left at the desk for patrons to take with them.
- **Youth Participation** - We will work with the Green Team of the Nashoba Regional High School to engage the students in the Solarize Bolton program. We will educate the members of the Green Team of the benefits of solar and will encourage them to bring information and enrollment forms home to their families. We have already accepted an invitation to participate in the high school Earth Day program on April 29, 2016.

