

Community Groups and Organizations

Newburyport has a large number of active community groups and organizations. The Solarize Massachusetts Newburyport team plans on working with as many as possible to maximize the number of residents to have their homes evaluated for solar PV. We will contact them to elicit their support in outreach. We have divided them into sectors: Community, Faith based, Commercial, and Media.

Community:

Energy Advisory Committee: This group is appointed by the mayor with a mission to help the city and its residents reduce their carbon footprint. Many of the members are also members of other community groups making it easier to do wider outreach.

Newburyport EcoCollaborative: This group of ecological minded residents has over 300 members and an email listserv that reaches over 600 people.

Newburyport Farmer's Market: This weekly event has become a meeting place, attracting several hundred residents each week. They donate booth space for non-profits. This is an ideal place to approach residents.

Transition Newburyport: This group is focused on acting locally to make the transition to a post-fossil-fuel world in a thoughtful and planned way. Solarize Newburyport fits perfectly within that mission. We will leverage their outreach efforts.

Newburyport Mother's Club: This is a group of over 700 members, who provides support, information and friendship for families with young children. They have a regular newsletter and web based communication with members.

Newburyport Educational Foundation /PTA/Schools: One way of reaching homeowners is through their children. We will be holding events and education in conjunction with the local schools (public, charter, parochial) to get the information back to the households.

Faith Based:

Newburyport has a large number of churches and religious organizations. We will work with them to reach out to their congregations. These organizations include:

Unitarian Church

Belleview Congregational Church

St Paul's Episcopal Church

New Hope Church

Commercial:

Chamber of Commerce: This group has links to the local business community. We will reach out to their members and their employees. There are many small businesses in the city such as ice cream shops and restaurants that may be appropriate locations for solar installations.

Hall and Moscow: One of the large real estate owners in the city with both commercial and residential properties. The Tannery, a local mall owned by Hall and Moscow has a solar installation and hosts the farmer's market.

There are two major food markets in Newburyport. We will seek permission to set up an information table inside or outside the market.

Newburyport Development: The largest commercial real estate holder in the city also with residential properties. We will place posters in their commercial spaces and evaluate residential properties

Audubon: Mass Audubon recognizes that climate change caused by the emission of greenhouse gases from fossil fuel use and deforestation is a major threat to wildlife in Massachusetts and the planet. They support alternative energy options and have public space appropriate for meetings and demonstrations. Since their mission fits so closely with the

objectives of the Solarize Massachusetts program, we will work with them to hold events at their facility.

Parker River National Wildlife Refuge: The refuge center has meeting space and an auditorium appropriate for public meetings.

Media:

Newspapers: All the local newspapers have free postings for community events and news. We will use them to advertise events. We will also encourage them to write articles and editorials about the Solarize Massachusetts program. The local newspapers include: The Newburyport Daily News and The Current.

On-Line Media: There are several on-line news outlets and we will work with them to post event listings and write articles about the Solarize Massachusetts program. These include: Wicked Local and Newburyport Today Blog

WNBP: A local A radio station. We will work with them to announce events and pay for time slots for in depth program overview.

PortMedia: Our local community access cable TV station. We will work with them to broadcast Solarize Newburyport events such as Solar 101.

Marketing & Outreach:

In general, we plan on a seven-pronged approach to public outreach to attract residents to come to solar 101 events and sign up for an evaluation:

1. Direct outreach at community events, concerts, films, farmers market, etc
2. Direct mailing, piggy backing on city mailings and public announcements (ep. quarterly water department mailing).
3. Leverage the local community organizations to inform their membership through their own communication channels
4. Direct contact with those homes with the largest solar PV potential.
5. Create a web site and use social media to attract wider attention and make information about the program available more generally.
6. Community Events
7. Leverage the existing 420 members of the Solarize Newburyport Facebook page

Mailings

There are several public locations available to post signs within the city limits. Many are high traffic areas, such as at the schools and Bartlett's Mall on High St. In addition, many local retail businesses and restaurants have space available to post public information and announcements.

The city of Newburyport periodically does direct mailing to all city residents and allows organizations to add flyers to the mailings for a modest fee. These mailings include tax bills, water and sewer bills, census forms, and other public announcements. We will use these mailings to get information into all households.

Electronic and Social Media

Newburyport is fortunate to have a number of community organizations that have email newsletters and listservs that inform their members of events, news, and opportunities. We will leverage these media channels to inform residents. For example, the Mother's Club has over 700 members on their listserv and many other groups including Transition Newburyport, churches, and the Newburyport Preservation Trust have their own member outreach channels.

A Google phone number will be set up.

We will use our old website (solarizenewburyport).

Focused Marketing Campaign

We plan on working with the solar installer using satellite images, such as from Google earth or our city's digital aerial image mapping service to predetermine which buildings within the city are most suitable for solar PV. Our plan includes hiring high school students to assist with this campaign (identify the ideal buildings, distribute door hangers, phone calls. Informational events will be held for the homeowners that are prime candidates for Solar (an invitation to attend an informational meeting will be on the door hanger.

Venues

The City of Newburyport is fortunate enough to have many venues that can be used to hold meetings large and small. Most of the halls have projectors, screens and sound systems otherwise we can borrow equipment from the city:

City Hall Auditorium can hold several hundred people, is centrally located, has municipal parking and is available at no charge. It has projection screens, and projector.

Nock Middle School Auditorium holds several hundred people and has free parking. It has projection facilities and a screen.

Public Library program room can seat 60 people, has a screen and a projector and nearby parking and available at no charge

Massachusetts Audubon Center has function space with screen and projector, but limited parking. It also has solar panels on the roof, so can act as a demonstration,

Parker River Wildlife Refuge has an auditorium that can hold about 200 people, ample free parking and projector and screen.

Our new Senior/Community Center is an excellent venue for holding meetings and presentations.