

Marketing and Outreach Plan

Community Groups and Organizations

The four participating towns have a large number of active community groups and organizations. The OCS team plans on working with as many as possible to maximize the number of residents to have energy audits conducted, follow-up work carried out, and residences and businesses evaluated for solar PV. We will contact them to elicit their support in outreach.

Community:

Outer Cape Energy Committees: Representatives of these Committees comprise the OCS Steering group and each Committee has a mission to help the towns, residents, and businesses reduce their carbon footprint. Many of the members are also members of other community groups making it easier to do wider outreach.

Board of Selectman: all participating Towns have received letters of support from their respective Boards. This official approval of the Program will enhance the visibility and stature of the Program.

Climate Mobilization Outer Cape: this newly formed and growing group will be utilized to spread information about the Program and as a source of volunteers.

Community Forums: These groups will be utilized to spread information about the Program and as a source of volunteers.

Schools: School newsletters and distribution capabilities will be utilized to spread information about the Program.

Mass Audubon's South Wellfleet Wildlife Sanctuary: will provide volunteers and Community meeting space.

Senior Centers/Councils on Aging will be utilized for Program publicity and Community meetings in each town.

Faith Based:

The OCS towns have a large number of churches and religious organizations. We will work with them to reach out to their members.

Commercial:

Chambers of Commerce: These groups have significant connections to and members from the local business community. We will reach out to their members and their employees. There are many small businesses in the four towns that can benefit from Energy Audits and that may be appropriate locations for solar installations.

Media

Newspapers:

The principal Outer Cape Newspapers (Cape Codder and Provincetown Banner) will be utilized for free postings community events and news. We will use these posting to advertise events. We will also purchase paid advertising in the print and on-line editions. Finally, we will encourage the Newspapers to write articles and editorials about the OCSS program.

Radio and Television:

Local radio stations (WCAI and WOMR) and local Community Access cable TV stations will be utilized for posting of information and events.

Marketing & Outreach:

We plan on the following activities to conduct public outreach to residents and businesses to encourage energy audits, follow up energy efficiency work, solar and air-source heat pump installation evaluation, and appropriate installations. We will:

1. hold community meetings every two weeks for six months, rotating through the four member towns on a regular basis. With an introduction by OCS Steering Committee members and volunteers, presentations will be made by Cape Light Compact, Reliance (air-source heat pumps), and the selected solar installer. We will collect names and contact information from attendees for follow up and additional information.
2. carry out direct mailing, where possible using city mailings such as real estate tax bills and public announcements.
3. seek permission from each town to have information sent to the town email lists.
4. leverage local community organizations to inform their membership through their own communication outlets.

5. create a web site and Facebook page as our primary direct social media tools to attract wider attention and make.
6. place posters and information in local post offices, libraries, schools, businesses, and other community venues.