

Marketing and Outreach Plan

Outline a marketing plan that describes methods to create community awareness around the Solarize Mass program. 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 solar site assessment and expand solar PV 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 solar PV adoption during the program. Include information on where community events could be held, including the Meet the Installer community meeting.

Solarize Mass Plus Pilot: Indicate additional technology. Include information on how you will model outreach to include the additional technology.

The Town of Winthrop and Energy Committee understand that the large-scale adoption of solar can be challenging but are confident that with the below marketing plan and pre-existing resident proclivity for

adoption of solar that a Solarize campaign in Winthrop would be viable and successful.

The Solarize Winthrop team will launch a campaign that leverages the experience of early adopters, one of those being a member of the Energy Committee, and the Town's commitment to energy preparedness and resiliency as a coastal community to build interest and participation among the following target audiences:

- Business and residential addresses with geographic/structural attributes that make them likely solar candidates
- Friends or neighbors of residents who have existing solar pv installed on their homes
- Senior citizens and low- or fixed-income residents and Winthrop Housing Authority
- Residents and businesses in at-risk areas for flooding

The following section details proposed outreach activities, based on review of Solarize Massachusetts document (pilot overview, program updates, etc.) and in accordance with Solarize Massachusetts timeline provided above.

February – April: Campaign Preparation, Anticipated volunteer hours: 100 hours

Upon receiving notice from Solarize Mass that Winthrop has been selected, Winthrop's Municipal Representative and Community Solar Coach will draft a Request For Proposals from solar installers, invite responses, and begin reviewing and conducting interviews for installer selection. Volunteers will continue to refine the marketing plan, keeping a finger on the pulse of upcoming events in Town; develop campaign messaging; establish Community Outreach Partners (local organizations, faith-based communities, clubs and groups, Chamber of Commerce, and other interested parties); create designated program website and design and produce door hangers, lawn signs, electronic banners/documentation, fliers and brochures, and other outreach materials. The team will do as much pre-planning and prep work as possible to ensure we are ready to hit the ground running upon installer selection.

May: Campaign Kickoff and Meet the Installer, Anticipated Volunteer Hours: 150 hours

Solarize Winthrop Core Volunteer Group, Community Solar Coach, and Municipal Representative will finalize the installer selection process with the Municipal Representative responsible for coordination of review and finalization of contracts by Legal Counsel, Chief Financial Officer, and Town Manager.

Once the installer is selected, Winthrop will formally launch the campaign with a community kick-off hosted at the newly constructed Middle/High School as it a symbol to the community of the Town's commitment to energy efficiency. To promote the Meet the Installer event we will be focusing on reaching as many Winthrop residents and businesses as possible and creating strong momentum of interest.

Some key tactics we plan to take are:

- **Launch Website and Online Intake Form** – The main town website's default main page has a news section that is featured prominently and we will make an announcement of the Solarize Program.
- **Alert Media, Print and Local Cable Access** – Winthrop has a long relationship with the Winthrop Transcript and local cable access WCAT and will feature press releases through those mediums as well as run advertisements.
- **Unveil Public Displays** – There are several key areas to unveil public displays to raise awareness of the program, specifically Town Hall and the Library. These are key locations that have

substantial traffic in the building where highly visible displays will be seen by many residents.

- **Open Tables at Town Hall, Public Library, Senior Center or Rink** – Winthrop will also provide brochures and other print marketing materials on tables or public notification displays in the named locations where they will have the highest visibility.
- **Town Manager’s Weekly Blog and Social Media** – The majority of residents in Winthrop get their news directly from the Town Manager’s Blog that is released every Thursday. Additionally, the Town has an active Facebook and Twitter account that is used to circulate information on news, events, and happenings in town.
- **Local Businesses** – Winthrop will work with the Chamber of Commerce and local businesses that are frequented by residents such as the Winthrop Marketplace, the only grocery store in town as well as the Winthrop Golf Club.

Additionally, upon selection as one of the Solarize Mass communities for 2017, the town will reach out to House Speaker Robert DeLeo to invite him to the Meet the Installer event as the keynote speaker. Rep. DeLeo is a longtime resident of Winthrop and a trusted voice in the community and his promotion of the Solarize Mass program in town will be very beneficial in helping drive enrollment and attendance.

May - October, Anticipated Volunteer Hours: 150 hours

After the Meet the Installer event and program startup, Winthrop will continue to market the program to drive participation by utilizing the initial marketing approach laid out above for the Meet the Installer event. Beyond that, the Town of Winthrop has several events scheduled throughout the course of Spring, Summer, and early Autumn that we will either seek to have a presence at or have materials available for distribution. The events are generally hosted by the Chamber of Commerce and the Parks and Recreation Department for the Town.

The Chamber of Commerce hosts a town-wide Yard Sale, similar to a Flea Market, in early June, where we will have work toward having a table to distribute materials to residents. The Chamber of Commerce also hosts several luncheons and dinners that they have offered to provide brochures at for attendees. The Chamber also hosts a Taste of Winthrop event where attendees have the opportunity to try food from many of the restaurants in town at little stations around French Square and we intend to also participate in that event with a table to boost enrollment in the program.

The Winthrop Improvement and Historical Association host a classic car show among other events where we can provide program materials.

Lastly, the Parks and Recreation department usually hosts events during the summer or partners with other organizations in events and we plan to work closely with that department to identify events that are scheduled that would be the best to attend and in what capacity that should be, whether hosting a table, have signage, distributing materials, or just having materials available for pickup.

Additionally, one of the best venues for promoting the program, are the farmers markets that are held 2-3 times per month from June through October. These events are very well attended and we will plan to have a table to help market the program and pass out materials.

The Volunteer team will also distribute door hangers to residents across the city to try and target the demographic that may not be regularly attending the above events or visiting buildings where displays will be available.

Winthrop also plans on having signage located at key locations in town advertising the program to make it more visible to residents. These must comply with relatively strict zoning ordinances that place restrictions on banners and signage.

Additionally, we plan to incorporate some best practices from other communities in relation to provide

monthly updates on our progress on installations so residents feel more vested in the process in seeing their participation.

The police have had small, intimate community meetings with the public to answer questions and try and develop better relationships with residents at the local coffee shop. We would seek to also host one morning coffee information session at the café as well and depending on the success and attendance in that event, we would try and set up additional events during the enrollment period.

Lastly, Winthrop would want to pursue discussions with the selected solar installer on hosting Open House events. We understand that there may be a possibility that the selected installer may not be the same company that had installed existing residential systems in town but there is significant opportunity to leverage existing solarized homes for those events. With installer and homeowner approval we would seek to host the Open House events at homes with pre-existing solar installations as an educational opportunity directly from homeowners with direct experience of the benefits of residential solar.

The most important aspect of our marketing plan is that we want to make sure that residents are exposed to the installer and know that the selected installer is a partner of the town. This is very important given the amount of solicitations residents face from solar companies as a whole.