

APPENDIX 4

TOWN OF WELLESLEY SUSTAINABLE ENERGY PLAN

COMMUNICATION AND OUTREACH

The objective of the communication section of the Sustainable Energy Plan is to outline those activities which raise awareness and favorability to the goal of energy reduction in the Town and to the recommendations of the Plan.

In particular, the communication section outlines recommendations in the following core elements:

- General awareness building
- Identification and segmentation of likely supporters
- Use of online and social networking tools
- Measurement of impact

The fundamental goal of our publicity campaign is to create and sustain momentum in communicating and meeting specific goals for energy reduction, similar to the annual goals established by the RDF. A key secondary goal is to build and monitor “favorability” of energy reduction which is essential to the long term success of our initiative.

General Awareness

The core strategy for building broad awareness is based on sustained visibility of our campaign. The core tactics used to build awareness and to sustain support for the campaign are a combination of traditional and “new” media and communication tools. The purpose of these tools is to provide broad campaign coverage while promoting the most effective combination of audience “reach” and message frequency. The proposed tactics for creating this visibility include:

- Identify a “face” of energy reduction
 - Find a “spokesperson” for the campaign. This individual could be a well-recognized town resident or “fresh face” who represents the “future” (young person). The objective is to “personalize” the campaign so that energy reduction is less abstract and more concrete.
 - Use this individual in limited media events and campaign promotions, including digital, print, and other relevant media placements.
- Use traditional media to broaden reach and build support. Examples include:
 - Wellesley Cable Channel – interview with campaign leaders outlining mission, goals, outreach, and resident engagement opportunities
 - *Townsmen* Articles

- Editorial Board Meeting
- Introductory Editorial
- Op-Ed piece by Hans
- Feature profile article on campaign spokesperson
- Letters of support to Editor
- Follow-up – “Results-to-Date”
- Signage at RDF
 - Create and sustain campaign awareness
 - Provide “progress meter”
 - Leverage exposure to most likely segment of adopters
- Create/Promote *Awareness Committee*
 - “Name the Campaign” contest
 - Build advocacy network of key town and business leaders
 - Create stream of new outreach ideas

Identification and Segmentation of Supporters

We will encourage the formation of volunteer groups at schools, businesses, religious organizations, town buildings, and other facilities. These groups may promote energy reduction through intra-organizational contests and other efforts.

We will promote volunteer engagement through a “naming” campaign announced in the *Townsmen* and promoted on the Town web site. The winning entry should receive special recognition and be highlighted in our digital communications.

Campaign awareness will be sustained most effectively through creating a network of supporters and support groups. Examples of most likely segments of these “influencers” include:

- Recyclers
 - Active recyclers will be the most logical early “adopters” of energy reduction initiatives. They are essential to build initial outreach awareness and to engage to the mission and results of the program.
 - Recyclers are also used to success measurements from the RDF and may help influence adoption by neighbors and friends in Town.
- Advocates / Special Interest Groups
 - Energy reduction advocates have an established network of like-minded supporters. These groups should be an effective distribution channel for outreach, volunteers, and new ideas for communication.
- Students
 - Student organizations may be a potent way of building support for our campaign as well as creating awareness and advocacy with their parents.
- Business Leaders
 - Identify visible town business leaders willing to support initiatives publicly.

Online and Social Networking Tools

A core communications tactic will be the use of digital and social networking outreach tools. Specific digital activities will include the following:

- Dedicated web site including such fields as:
 - Mission
 - Goals
 - Data – Energy usage in Wellesley – Opportunities for Efficiency
 - “5 Easy Things You Can Do Now!”
 - Volunteer Opportunities
- Link from Town web site to our URL
- Create Twitter and Facebook pages to promote campaign and create campaign “followers.”
- Identify influential “bloggers” in energy reduction to outline mission and goals of campaign.

Measurement of Effectiveness

We will monitor the awareness and effectiveness of our campaign through the use of analytical tools which measure web site activity and growth in volunteers. We will also conduct online surveys to measure impact of our outreach and determine ways we may enhance our effectiveness.

These findings will be reported to the Sustainable Energy Committee and to key stakeholders on a semi-annual basis.