

Communications Support:

As we enter the final 6 months of STEP, we are doing one more concerted outreach push within the new communities to drive program participation numbers. We would like to enlist the support of Pinnacle to help us in the following time-sensitive tasks.

Messaging: Suzanne and Chuck are still leading the messaging, but welcome support from Pinnacle. In addition to leveraging the cold weather, there are some wild cards for program messaging right now, including a potential matching grant with the City of Hyattsville, and the potential opportunity for STEP to use grant funds to front the rebated portion of retrofits, and have those rebates come back to us directly from Pepco. Both should be known soon, but will feature in the messaging. Otherwise, see examples from recent newsletter articles.

- Deliverable: a small, consistent set of messages to be included in all of the correspondence, and a sequencing of how / when those messages will go out.

House Parties: Suzanne is still trying to line up house parties, which are a great source of leads. Not much to be done from Pinnacle on this front, but included here as part of the mix.

- Deliverable: a list of house party hosts and dates, which *may* be included as part of the outreach materials.

Community Events: Chuck will represent STEP at some upcoming community events, notably the College Heights Estates Association Annual Meeting (sometime in late January) and the Hyattsville Spring Parade (in April). It may be worth including this information in outreach materials such as blogs and e-mails.

- Deliverable: a list of community events and dates, which *may* be included as part of the outreach materials.

Postcard Mailing: These have proven effective in driving people to events. In the absence of events, we would still like to send out some postcards – either to drive people to house parties, or set up information evenings to drive people towards, or just to notify them we are in the final stretch and to get off their butts and sign up. A letter from the Mayor is another option.

- Deliverable: mailing designed, produced and deployed for each participating community.

Outreach Through Civic Organizations: we have never done much in the way of program outreach through civic organizations, perhaps getting them to send a flyer and e-mail to their constituents. Enclosed is a list of civic organizations within Hyattsville.

- Deliverable: outreach to civic organizations and delivery of a standard package of information. Chuck or Suzanne can be recruited to speak if needed.

Outreach Through Local Elementary Schools: we run an educational program in two local elementary schools, Hyattsville and University Park. It would be effective to send flyers home (bilingual) through both schools. Likewise there are two other schools in Hyattsville, St. Jerome's and DeMatha, which might well be contacted to request the same thing.

- Deliverable: outreach through schools of a standard package of information. Chuck or Suzanne can be recruited to speak if needed.

Town Council Member Outreach: by the end of this month I should have made a status update presentation to all of the participating Town Councils (and in the case of College Heights Estates, to the CHE Association). However, it may be worth a deeper level of follow up with each individual Council Member, asking if they are interested in the program and , perhaps, in hosting a house party for their ward members.

- Deliverable: individual contact with each member of Council to determine outreach and party hosting interest and abilities.

Newsletter articles: this is tried and true old standby. We need a series of punchy newsletter articles written, all along the same theme, to be released sequentially in the various newsletters. I enclose samples for reference. Also in this category may be email blasts (though not in College Heights Estates).

- Deliverable: a sequenced set of newsletters, e-mail and blogs using a consistent set of messages for each participating community.

Resident Feature for New Communities: We would like to do a “featured” resident summary sheet for willing residents in the new communities, similar to the ones we have for a few UP residents. This could then perhaps be used for one of the latter mailings, or linked from the various town web sites (and certainly on the STEP site).

- Deliverable: identification (with Suzanne), interview and one-page “resident feature” sheet produced for one resident in each new neighborhood, along the lines of what we have produced for UP.

Video Script: We have the rough footage of the audit video to which we need to add script about the entire process. In addition, the resident features may also require video.

- TBD in discussion with Chuck and Suzanne

Thank you “Thing”: we want to leave everyone who undertook a retrofit with something semi-permanent that they can put up in their home: perhaps a plaque or an adhesive window decal. This may require a bit of thought in terms of what would be most appropriate.

- TBD in discussion with Chuck and Suzanne