

Necessary Steps to Expansion of STEP-UP to Neighboring Communities

Administration Related to Program Expansion

February, 2012	Outreach letters to mayors of neighboring towns; identify process
March, 2012	Meet with committees / councils of neighboring towns; identify needs / process / resources available/needed
March / April, 2012	Draft and revise letters of agreement with neighboring towns; attorney
April 2012	Complete letters of agreement with neighboring towns; set launch date
May 10, 2012	Deadline to inform DOE of formal commitments with neighboring towns

Preparing Promotions and Outreach Materials for Program Expansion

March, 2012	Get the Communications Consultant on board ASAP
April-June	Work with the Communications Consultant in the following areas: <ul style="list-style-type: none">• Re-brand with a new name, logo, which will affect everything• Website – develop sub-pages or related sites for expanded programs• Program, Audit & Improvement Surveys - these need to be updated• Chart re Financial Incentives - change the name of the program providing the incentives, same with the chart re Financing Programs• Develop a new Flyer• Develop new Business cards• Chart re Preferred Contractors - just a logo change• Participation Agreement/Benefits & Requirements - logo change, Town residency requirement and any substantive program revisions• Step-by-Step with STEP-UP - logo change; otherwise, should be fine unless Program requirements change• Timesheet - to track time with respect to each community separately• Develop case studies and homeowner profiles• Video clips for posting to web site, integrated with marketing material• Do we integrate blogs / twitter / facebook for this?

Note: the new promotional and outreach materials need to be coordinated with the program evaluation team as they conduct baseline questionnaires of the new communities.

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Sequencing the Outreach Activities for the new Communities

March, 2012	Get the Program Evaluation consultant on board ASAP
April / May 2012	Develop and conduct baseline surveys of new communities
April / May 2012	Analyze and report on the survey data collected within UP
April-June, 2012	Get a database together so we can track everything
April- June	Following the signed agreements with new communities, begin sequencing the outreach activities to the new communities, including: <ul style="list-style-type: none">• Letters from mayor (immediate)• Community-wide information meeting(s) (as soon as possible)• Official launch event(s) (late spring)• Door-to-door campaigns (summer)• House parties (fall)• Yard signs (ongoing)• Newsletter (ongoing)