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# Bridgeport Regional Energy Partnership Outreach and Communication Guide

December 07, 2023

# Today's Agenda

- Communication tools/templates/examples
  - Graphics and tagline
  - Social media presence
  - Communications toolkit
- Outreach implementation roadmap
  - Brand identity creation
  - Building awareness and partnerships
- Tailoring your approach for different audiences
- Conclusion and next steps
- Questions and discussion

# Elevate Team



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# Communication Tools/Templates/Examples

# Graphics and Tagline

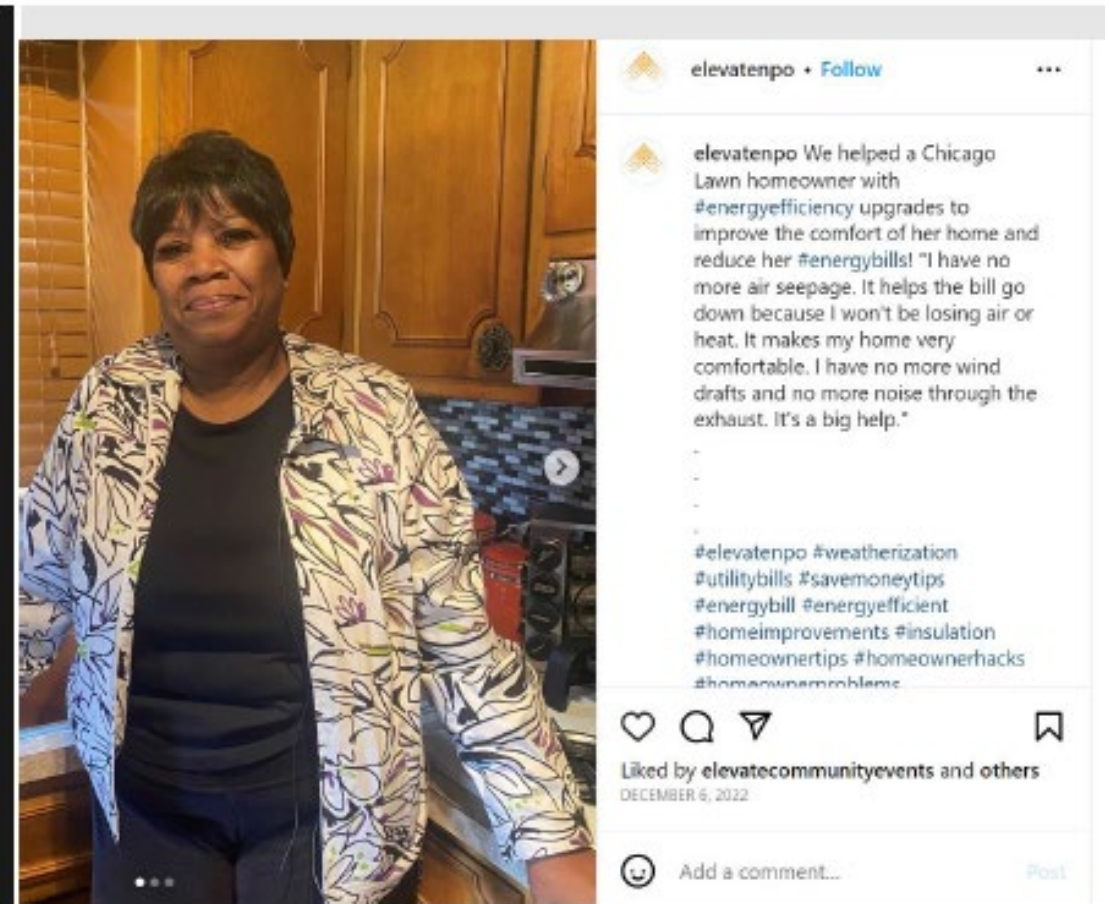
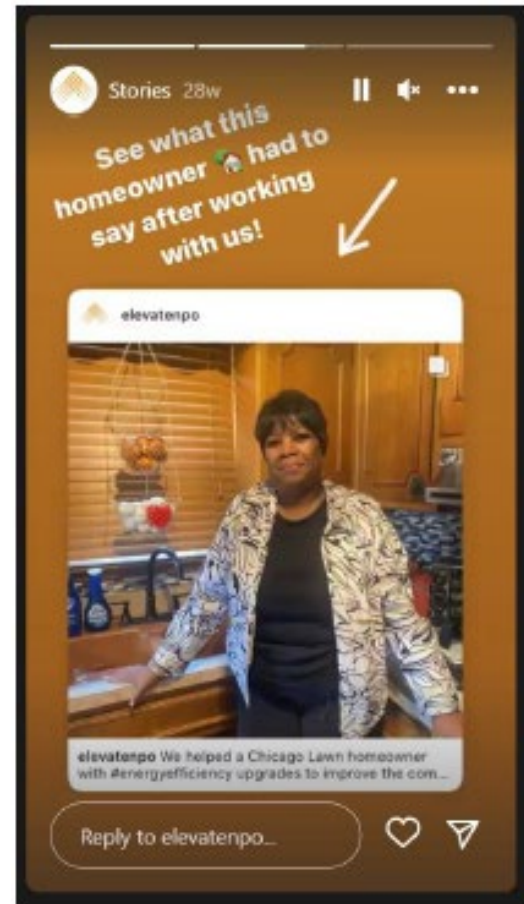
- BREP CLEAR Initiative
- BREP Elevate Together
- BREP Better Together
- BREP Our Future is Bright
- BREP Energy Equity for Everyone
- BREP Forward
- BREP Green Clean Growth
- BREP Transform and Deliver

**Bridgeport Regional Energy Partnership**

*BREP Better Together*

# Social Media Presence

- Twitter
  - @BREPct
- Facebook
  - @BREP
- LinkedIn
  - @BREPforward
- Instagram
  - @BREPtogether



# Communications Toolkit



Aligns strategy and tactics with values and goals



Enhances outreach efforts



Encapsulates information about your organization



Based on a specific initiative or on the overall organization

# Share Kit Components and Considerations

## Components

- Organization Overview
- Messaging Templates
- High-Quality Visuals

## Considerations

- Clear Structure
- Concise Language
- Visual Appeal
- Updated Information



# Paid Social Media Campaigns



INCREASED REACH



TARGETED AUDIENCE  
ENGAGEMENT



AMPLIFIED  
MESSAGING



DATA-DRIVEN  
OPTIMIZATION

# Newsletters and Email Blasts

## Bridgeport Regional Energy Partnership *BREP Better Together*

### BREP News and Opportunities

JULY 2023



### Profiling Our New Partner

Welcome our new partner blank! Blank joined BREP earlier this year to support our blank and blank. Blank is leading our work with blank and will blank.

NEW PARTNER LOGO HERE

### Clean Energy Findings

As the blank, we hope to blank and have listened to our community through a series of listening sessions that blank.

Read a summary of the sessions in our new report!

[Read report!](#)

**Energy Tip:** Save energy while staying cool! These [five summer energy saving tips](#) will help you lower your energy costs while still keeping your home a comfortable temperature.

## Bridgeport Regional Energy Partnership

The Bridgeport Regional Energy Partnership helps Bridgeport's blank through blank.

Got this from a friend? [Subscribe to our newsletter!](#)



# Brand Identity Creation

- Conduct internal brainstorming
- Design logo and tagline
- Establish social media presence
- Paid social media campaigns
- Set up Listserv and newsletter



# Fact Sheets

## Bridgeport Regional Energy Partnership

*BREP Better Together*



The issue:

The action/ask:

Who/where:

OR

The Event Title

The Time and Date

The Place

Why/What?

# Event Reporting

## BREP Listening Session

Date \_\_\_\_ / \_\_\_\_ / \_\_\_\_ Location \_\_\_\_\_

Name \_\_\_\_\_  
Home Phone \_\_\_\_\_ Cell Phone \_\_\_\_\_ Email \_\_\_\_\_  
Street Address \_\_\_\_\_ City \_\_\_\_\_ Zip \_\_\_\_\_

*Q1 – Please list...*

*Q2 – Please describe...*

**Please check boxes below.**

- Yes, I would like to get involved...
- Yes, I would like more information...

---

***Thank you for attending this session.  
We hope it will help ensure clean energy is for everyone!***



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# Outreach Implementation Roadmap

# Building Awareness and Partnerships

- Develop outreach materials
- Conduct 1:1 meetings
- Organize community meetings
- Conduct workshops
- Conduct lunch & learns
- Table at local events
- Engage elected officials





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# Tailoring Your Approach for Specific Audiences



# Tailoring your Strategy

## Audience Demographics and Communication Preferences:

- Study each audience's demographics, including age, location, language most spoken, and communication preferences.
- Adjust your messaging style and communication channels to match each audience's preferred mode of interaction.

## Timing and Seasonal Nuances:

- Acknowledge specific timing factors, such as busy periods or holidays that might impact engagement.
- Be mindful of seasonal considerations, such as inclement weather or vacation times, that could influence your outreach activities.

## Educational and Awareness Building:

- Develop educational initiatives that align with the knowledge level of your target audience.

## Local Community Integration:

- Collaborate with local organizations and community groups to extend your reach and build trust within the target community.

## Balancing Traditional and Digital Channels:

- Blend traditional communication methods, like print materials and in-person interactions, with modern digital platforms.
- Utilize a mix of communication channels to ensure your message reaches a diverse range of individuals.

# Multifamily Landlords and Property Managers

- Challenges and considerations
  - Categories of landlords
    - Mom and pop
    - Property management companies
    - Large, private
  - Limited time
    - Peak rental season generally May-September
  - Many roles and responsibilities
  - Need to know benefits
    - Property value
    - Building performance
    - Bottom line
- Example scenario – Launching a campaign to convince landlords to offer green leases.

# Suggested Timeline for Multifamily Landlords/Property Managers

## October

- Connect with property management and landlord associations
- Develop a share kit for use with both print and social media materials.
- Present at meetings

## November

- Meet 1:1 with property managers and landlords
- Ask associations to share information on social media.

## January

- Hold landlord and tenant workshops

## February-April

- Continue to educate landlords and tenants through social media and workshops

# Working Parents

- Challenges and considerations
  - Time is limited
  - Managing multiple priorities and interests
  - Need information quickly and directly
  - May have “odd” hours
- Example scenario – Encouraging homeowners and renters to use energy efficiency measures to help with comfort and electricity costs.

# Suggested Timeline to Reach Working Parents

## January

- Connect with local PTA's, PTO's, neighborhood associations and large property managers
- Identify main employers within the community
- Identify area churches, community centers, and childcare centers

## February

- Develop share kit and materials for outreach
- Schedule 1:1s with community leaders and individuals identified in January

## Spring

- Organize workshops, lunch and learns, and presentations for employers, community groups, and residents
- Ask employers, churches, and organizations to share materials on social media and in newsletters
- Identify tabling opportunities within the community

## Summer

- Continue to educate renters and homeowners through community meetings, workshops, community forums, lunch and learns , and tabling.

# Students/Educational Institutions

- Challenges and considerations
  - Constraints of the educational calendar year
  - Bureaucracy that may be found within higher learning institutions.
  - Students also provide an opportunity for volunteer involvement
  - Efforts and tactics should be centered on social media and campus outreach.
- Example scenario - Launching a campaign focused on installing a solar installation at a college or university.

# Suggested Timeline to Reach Campus Audiences

## Late summer

- Meet 1:1 with school president, vice president, or similar higher up to gauge support/interest.
- Design social media focused, online campaign.
- Develop a share kit for use.

## Early fall

- Connect with campus environmental and sustainability clubs.
- Present at meetings.
- Ask partners to share on social media.
- Meet individually with instructors and arrange presentations for environmental and sustainability related classes.

## October

- Hold a campus lunch and learn for instructors and staff.
- Table over lunch hour in the commons.

## Fall

- Arrange to speak at the intermission of sporting events.
- Offer volunteer opportunities for students to further engage the campus while providing a resume building opportunity.

# Senior Citizens

- Challenges and considerations
  - Distinct communication preferences and considerations.
  - Often prefer more traditional forms of communication, such as printed materials and in-person interactions.
  - Potential limited access to digital platforms, prioritize print materials and local media outlets for disseminating information.
- Example scenario - Launching a campaign to improve the home energy efficiency of senior citizens through weatherization.



# Suggested Timeline to Reach Senior Citizen Community

## February

- Meet 1:1 with directors of local senior centers and organizations serving seniors in the community to
  - Identify opportunities to speak before food service.
  - Identify opportunities for tabling.
  - Inquire about a newsletter and/or listserv.
- Develop a media toolkit to share that includes a newsletter blurb and press release.
- Identify senior citizen event newsletter(s)
- Connect with local events for tabling opportunities.
- Run blurb in newsletters.

## March

- Publicize program through email listservs of local senior orgs.
- Post flyers at senior centers to advertise the program and any upcoming speaking events.

# Suggested Timeline to Reach Senior Citizen Community

## April

- Post flyers at area churches in target neighborhoods.
- Arrange for a newspaper story, local radio, and TV appearances.

## Spring - Arrange for the following at area senior centers

- Tabling.
- Lunch and learn with residents.
- Offer short educational presentations.
- Distribute free LED bulbs or energy efficiency kits.

## Spring/summer/fall

- Offer volunteer opportunities to help neighbors save money and spread the word through tabling.

# Considerations for Utilities

- Meet utility companies where they are and identify areas of alignment
  - Identify opportunities for partnership and sponsorship
- Ascertain how the utilities determine their rates.
  - Determine whether energy supply and delivery costs are included in utility rates.
- Learn about area energy efficiency incentives, demand response programs, and renewable energy or rebate programs in the area.
  - Obtain information, brochures or other promotional materials to share with the community.
- Educate residents on existing programs and make referrals.
  - Identify opportunities for the community to provide feedback on utility programs and offerings.
- Explore equitable employment pathways with local utilities and contractors.

# Considerations

- Research and gather relevant details
- Identify common elements
- Customize for specific information
- Maintain a consistent tone and style
- Test and iterate
- Save and organize templates
- Always review and tailor the content



# Conclusions and Next Steps

- Build brand identity
  - Enhances recognition, credibility, and connection with your target audience.
  - Involve professionals in marketing and communications
- Engaging stakeholders
  - 1:1 meetings
  - Community meetings
  - Workshops
  - Lunch & Learns
  - Elected official engagements
  - Focus groups
- Building membership
  - Listservs, newsletters, and tabling offers
  - Gather contact information during outreach events

# Questions and Discussion



# Contact information

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