

A brief recap of the 4 Our Future Campaign

So far, we have a website, connections to weatherization and heat pump contractors, an energy coaching program (about 400 coaching consults so far), brochures, flyers, a case study, a tabling set-up (model house), yard signs, and action stickers. We had about 20 presentations for faith groups, area councils, advocacy organizations, and school groups. We've tabled at Village Days, the Harvest Fair, the Pumpkin Smash, the Farmers Market, and Earth Day. We've developed our messaging/themes, and are creating training resources for more people to get involved in spreading the word. We know we haven't reached enough of Newton enough times yet, that we have to drastically increase our outreach efforts in order to see results.

Project Data for 2022

	Q1	Q2	Q3	Q4	Total
Mass Save Home Energy Assessments	294	271	239		804
Mass Save Weatherization Jobs	88	89	80		257
Heat pump rebates					
HeatSmart heat pump installs	12	20	16		48
Small solar systems	50	44	23		117
Large solar systems	0	3	1		4
EV % total vehicles	4.1%	4.3%			

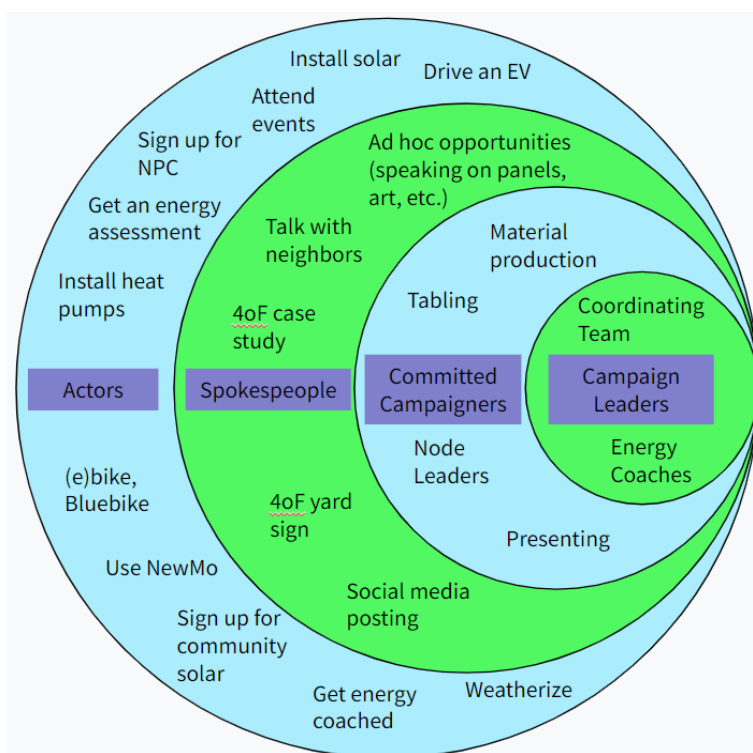
Q4 data, and yearly totals, will be reported in January. We will also hopefully get Mass Save Heat Pump rebate data for the entirety of 2022 in January. The data in the above table come from: HEA/Wx data is reported by National Grid, HeatSmart data from our HeatSmart installers, solar data from DOER tracking SMART program registrations, EV data from EV Taskforce member Chris Coy.

We are starting to learn how to use the Inspectional Services database to track home energy projects. Some initial numbers to highlight:

Since the switch to the online electrical permit application system in November 2021, there have been **147** active or completed permits for residential projects that answered they are heat pump projects and/or listed heat pumps as one of the types of equipment being installed. There are also **148** permits for residential projects listing EV car chargers as part of the type of equipment installed. There are currently **250** building solar permits that were applied for in 2022 and are currently active (**211**) or completed (**39**).

4 Our Future 2023

In short, the goal of the 4 Our Future campaign in 2023 is to grow the number of people involved (and therefore the number of actions taken), by creating and filling a more complete structure of engagement. Below is the proposed structure. More detail on these four groups can be found in this [Campaign Roles document](#).



As of right now, we have a number of people involved at the leadership level, and many people who have participated at the Actor level – but not nearly as many as we are hoping to reach. To get more people to take action, we need to build out the number of people in these middle levels, taking on roles of sharing their home energy project experience and serving as liaisons between their communities and the Campaign. With this framework in mind, here are the categories of actions we are looking to take on this year:

Reaching outside “the choir”: We need to grow the circle of in-depth involvement beyond climate advocates, for new community members to get involved in our efforts and bring others along with them. This happens in a few different ways: existing advocates getting their friends involved, cold calling to community organizations to connect with leaders, and putting out invitations in widely read locations such as the Mayor’s newsletter.

Long-term relationships with community organizations: As we have piloted with some faith groups, a key way to reach members of existing organizations is to give an initial “kickoff” presentation, and then follow up with providing energy tips in the community newsletter, leaving brochures at the organization’s gathering space, etc. To do more of this, we need more people holding liaison roles to reach out and maintain relationships with community organizations.

Material development: By this point we have our core resources created and in use (brochures, website, template presentation). However, there are many more marketing materials to be developed, such as:

- A library of energy tips, to be used in newsletters and social media posts
- Case studies (one is posted, more to come)
- Improved solar and heat pump flyers
- Large banners (development in process)
- Planning 4 Our Future worksheet
- Informational video (in progress, collaboration with Green Newton)

Social media: The first step is to identify Spokespeople who are already frequent users of social media who can comment when questions are asked relating to home energy projects. Next is to develop and grow a Newton 4 Our Future social media presence.

Training: We need more people taking on the interfacing-with-the-public roles. We will be providing trainings to teach people how to table, present, and share 4 Our Future information. We will then have opportunities for them to do the tabling and presenting, and can explore with this group of Newtonites other creative ways of reaching their communities, such as hosting parties to look at heat pumps/solar installs, neighborhood walks, and art projects.

Events: We will continue to participate in City tabling events, library webinars, and host an Earth Day Festival.

Physical presence around town: Increase the number of yard signs distributed, add personalizing stickers to them, and have banners rotating between highly visible City banner locations.

In addition to these 4 Our Future efforts from the City, our partner Home Performance Contractor is also producing a number of co-branded marketing materials (direct mailings, streaming video ads).

Specific deadlines and outline to come. This is not an exhaustive list of 2023 Campaign activities; it is a guide for where to focus our energy.