



# Go SOLAR Florida Marketing Plan

Version 1.0

March 2014



**U.S. Department of Energy SunShot Initiative Rooftop Solar Challenge II**

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## Acknowledgment

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## Disclaimer

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## Go SOLAR Florida Grant Requirements for a Marketing Plan

The Go SOLAR Florida Rooftop Solar Challenge II Statement of Project Objectives (SOPO) includes this Deliverable which addresses creation of a Go SOLAR Florida Marketing Plan for the grant.

This document is presented in fulfillment of Task 6.0, Deliverable 1. Go SOLAR Florida Marketing Plan

## Situation Analysis

On February 14, 2012, Broward County was named as one of 22 regional teams that received funding from the U.S. Department of Energy (DOE) under Rooftop Solar Challenge (RSC) I. In response, Broward County implemented significant improvements that make it easier for residents and businesses of fourteen (14) participating municipalities to use solar energy. Since that time, the Go Solar - Broward project team has:

1. Worked to eliminate inconsistent permitting practices and fee schedules across jurisdictions by developing and implementing a streamlined, online permitting system that utilizes preapproved design plans and one standard permit fee;
2. Trained building officials, inspectors and solar and electrical contractors on how to use the online permitting system;
3. Developed a single model zoning ordinance that prohibits restrictive barriers and eliminates unnecessary reviews of solar installations;
4. Compiled best practices for financing options, interconnection/net metering standards, and planning and zoning; and
5. Implemented a community-wide outreach campaign to raise awareness of the benefits of renewable energy, educate residents about their solar rights under Florida law, and promote the installation of rooftop solar photovoltaic (PV) systems.

In September 2013, the DOE awarded the Go Solar Florida team a \$1.6 million SunShot Initiative Rooftop Solar Challenge II competitive award to make it easier for Floridians to obtain grid-tied solar installations. Go Solar Florida is one of only eight (8) recipients of a Rooftop Solar Challenge II award nationwide. It is a partnership of Florida counties, cities, the Florida Solar Energy Center and Florida Atlantic University representing approximately 4 million Floridians. Six (6) Florida counties are participating (Alachua, Broward, Miami-Dade, Monroe, Orange and St. Lucie, and the City of Venice in Sarasota County), along with nine (9) Broward County municipalities (Cooper City, Hollywood, Lauderdale Lakes, Lauderdale Hill, Lighthouse Point, Margate, Pembroke Pines, Plantation and Wilton Manors). The purpose of the award is to increase the use of and access to solar energy among the state's residents and businesses by reducing market barriers, lowering non-hardware related installation costs and providing access to financing options over the next two and a half years.

The Go Solar Florida team will use the funding to:

- Improve the solar permitting process
- Promote solar financing options statewide
- Market solar photovoltaics and solar rights
- Demonstrate the importance of clean energy development and related jobs
- Model the benefits of intergovernmental cooperation
- Collaborate on a state-wide standard for connecting solar systems to the grid.

During RSC II, Broward County will build upon the lessons, tools, and experience developed in its inaugural effort to expand their approach on a regional basis. Together, the Go Solar Florida team will develop policies and procedures to

standardize online permitting and remove planning and zoning barriers within each participating county, and work with the Florida Solar Energy Center (FSEC) to provide a single, uniform source of structural and electrical design plans for all Go Solar Florida partners. Separate committees, made up of key stakeholders from across the state, will work to achieve statewide consistency in regulatory standards and overcome financial, political, and bureaucratic hurdles that hinder the development of the solar market in Florida.

## Purpose of Marketing Plan

The purpose of this marketing plan is to educate the public on grid-tied photovoltaics for home and small businesses, financing options for these systems, and Go Solar Florida's online permitting application system for solar installations. The Go Solar Florida Marketing Plan is designed to identify the target market (primarily being solar users) and articulate a clear map for actively engaging the market in the execution of the Go Solar Florida Project. In Budget Period 1, the main medium for engaging the masses at the political, technical, and social levels will be the project's hallmark outreach event, the Second Go Solar Fest. This effort will build on the momentum established in RSC I in which the First Go Solar Fest was birthed as a signature outreach event for the Go Solar Project. Budget Period II will support the culmination of RSC II, the highlight of which will be the execution of the Third Go Solar Fest. This state-wide marketing event will showcase the completed permitting system and financial options as well as FSEC's efforts to put their sustainable business plan in place with respect to the long terms support of the permitting system

## Objectives

The objectives of the Go Solar Florida Project Marketing Plan, for all six partner counties and the City of Venice, are to:

1. Develop a consistent Go Solar Florida branding developed across all counties.
2. Develop and implement a consistent marketing and outreach campaign (videos, brochures, public service announcements, bus placards, etc.) to increase knowledge about the solar PV market and promote the use of online solar permitting. This will include developing and marketing the simplified solar permitting process, with the goal of increasing solar installations and thereby working toward a critical mass of solar activity that will stimulate the remainder of the State toward more aggressive and comprehensive support of solar development.
3. To design a series of workshops to educate residents and community associations about solar access and their legal right to install rooftop solar systems.
4. To promote consistent, statewide net metering and interconnections standards to all partner counties' power companies.
5. To conduct the Go Solar Fest within a partner location to highlight progress made on Go Solar Florida, offer exhibition space to solar contractors and other industry professionals, and provide speakers on a variety of solar and other renewable energy topics.

## Plan Implementation

Implementation of the following plan will be managed by the Go Solar Florida Marketing Team. The Team will be comprised, at a minimum, of representatives of the Go Solar Florida Solar Rooftop Challenge Program committees (Go SOLAR Broward, Administration/Budget, Planning & Zoning, Information Technology, Permitting Solution Net Metering and Interconnection, Financial Options, and the Advisory Body.)

Tasks referenced in Appendix A come from the Grant Statement of Project Objectives.



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**Appendix A: Marketing Plan Tasks**

**BUGET PERIOD 1: Task 6.0: Outreach Campaign. Increase homeowner awareness of the benefits, financial incentives and new streamlined installation process for photovoltaic (PV) systems. Budgeted monies reflect only Broward County contributions.**

Sub-Task	Activity(ies)	Verifiable indicator(s)	Budget (Grant)	Budget (Other)	Responsible party(ies)/individual(s)	Timeframe
<b>Subtask 2.3</b>  <b>Building officials and inspectors from new jurisdictions will be trained on how to use the Go Solar Online Permitting System</b>	Update video of training webinar	Updated video available	\$0.00	\$0.00	Kay (Project Manager)	Jun-14
	Updated video of training webinar posted to www.broward.org/gogreen/goSolar	Webinar accessible via webpage	\$0.00	\$0.00	Ken (PPRAQD Marketing)	Oct-14
	Make Broward County's Go Solar online system operational for all municipalities coming online in RSCII	New partner cities are operational on goSolar.broward.org	\$0.00	\$0.00	Kay (Project Manager)	Oct-14
<b>Subtask 3.3</b>  <b>Develop FSEC protocol</b>	Create web link to the implemented FSEC online electronic plans storehouse.	Web link live	\$0.00	\$0.00	Ken (PPRAQD Marketing)	Dec-14
<b>Subtask 5.4:</b>  <b>Targeted outreach and education, especially at the state level, to ensure that key stakeholders understand the benefits and barriers associated with various financial options and how their availability can be expanded within the state (these activities will also overlap with Sub-task Subtask 7.2: Monitor and evaluate the performance of Go Solar systems, and refine the permitting solution, as needed, based on customer feedback' which is aligned with Budget Period2)</b>	Web link to the Florida Solar Financing Action Plan posted online	Web link live	\$0.00	\$0.00	Ken (PPRAQD Marketing)	Sep-14
	Web link to recommended proclamation language supporting GSFAP posted online	Web link live	\$0.00	\$0.00	Ken (PPRAQD Marketing)	Sep-14
	Web link to all executed proclamations from all Florida counties in support of the GSFAP posted online	Web link live	\$0.00	\$0.00	Ken (PPRAQD Marketing)	Sep-14
	Integrate solar financing options as a plenary session/workshop in Go Solar Fest	Copy of presentation(s) available	\$0.00	\$0.00	Jennifer Jurado (Lead- Solar Financing Options)	Jun-14
	Design displays (tradeshow displays) on solar financing options	Design available electronically	\$0.00	\$0.00	Ken (PPRAQD Marketing)	Jul-14
	Procure displays	Photos of display info on Solar Financing options available	\$500.00	\$0.00	Scott (PPRAQD Marketing)	Aug-14
	Determine type(s) of educational materials to be developed	Identified type(s) of material documented	\$0.00	\$0.00	Scott (PPRAQD Marketing)	Jul-14
	Design other educational materials	Designs available electronically	\$0.00	\$0.00	Ken (PPRAQD Marketing)	Jul-14
	Procure other educational materials	Copies of educational material on Solar financing available	\$500.00	\$0.00	Scott (PPRAQD Marketing)	Aug-14
E-newsletters (2) featuring articles on solar financing options	E-newsletters posted on webpage	\$0.00	\$0.00	Matt (PPRAQD Marketing)	Aug-14 and Oct- 14	



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Sub-Task	Activity(ies)	Verifiable indicator(s)	Budget (Grant)	Budget (Other)	Responsible party(ies)/individual(s)	Timeframe
<b>Subtask 6.1:</b>  <b>Develop logo and branding for the Go Solar-Florida Solar Rooftop Challenge Program</b>	Develop Go Solar Florida logo	Logo developed and available electronically	\$0.00	\$0.00	Ken (PPRAQD Marketing)	Jan-14
		Logo is consistently used by all partners in pertinent correspondence. Copies of such are available.	\$0.00	\$0.00	Kay (Project Manager)	Jan-14
	Develop Go Solar Florida branding	Logo affixed to all outgoing correspondence and material associated with the Go Solar-Florida project. Copies of such are available.	\$0.00	\$0.00	Kay (Project Manager)	Jan-14
	Procure materials with Go Solar Florida logo	Print items available for distribution	\$0.00	\$13,800.00	Scott (PPRAQD Marketing)	Mar-14
<b>Subtask 6.2</b>  <b>Develop and implement a consistent marketing campaign to increase knowledge about the Solar PV market and promote the use of online Solar permitting</b>	Develop Go Solar Florida Marketing Plan	Marketing Plan developed and available electronically	\$0.00	\$0.00	Icilda (Go Solar)	Mar-14
	Implement a program of social media messages: -Determine which social media will be used (e.g. Facebook, LinkedIn, Twitter, etc.) -Determine frequency and language of messages	List of social media is available Language (template) for messages is available and aligned with type of social media (Twitter, Facebook, etc.)	\$0.00	\$0.00	Matt (PPRAQD Marketing)	Mar-14
	Promote Go Solar Florida Solar Rooftop Challenge key messages in all internal/ external venues and on a daily basis in staff's routine work	List of venues where key messages are posted Notes from staff on meetings, conferences, etc. where they mentioned/discussed Go Solar Florida	\$0.00	\$0.00	Kay (Project Manager)	Feb 2014 to Dec 2014
	Actively engage private sector in Go Solar Florida marketing efforts by -Exploring partnerships with key networking and resource agencies -Exploring establishing a solar users network	-Documentation of efforts to engage key networking and resource agencies - Document of exploration efforts to establish a solar users network	\$0.00	\$0.00	Icilda (Go Solar)	Feb 2014 to Dec 2014
<b>Subtask 6.3</b>  <b>Develop a series of workshops (4) to educate residents and community associations about Solar access and their legal right to install rooftop Solar systems</b> <i>(separate funds are allocated to FSEC for Subtask 6.3)</i>	Determine audience for each workshop (communities)	List of identified communities available and posted in webpage	\$0.00	\$0.00	FSEC	Sep-14
	Propose dates for workshops	Dates of workshop finalized and posted on webpage	\$0.00	\$0.00	FSEC	Sep-14
	Develop agenda	Agenda available and posted on website	\$0.00	\$0.00	FSEC	Oct-14
	Determine recruitment/mobilization strategy for workshops	Recruitment strategy finalized, documented and shared with partners	\$0.00	\$0.00	FSEC	Nov-14
	Implement 4 workshops	Workshop reports available using prescribed format	\$0.00	\$0.00	FSEC	Nov-14 to Mar-15

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Sub-Task	Activity(ies)	Verifiable indicator(s)	Budget (Grant)	Budget (Other)	Responsible party(ies)/individual(s)	Timeframe
<b>Subtask 6.4</b>  A marketing campaign will be designed for solar financing. Elements of the marketing campaign will be used and targeted toward partner counties.	Compile information on solar financing	Documentation on solar financing options available	\$0.00	\$0.00	Jennifer Jurado (Lead- Solar Financing Options)	Feb-14 to Dec-14
	Develop marketing campaign for solar financing	Campaign documented and marketing materials secured	\$0.00	\$0.00	Matt (PPRAQD Marketing)	1-Jul
	Disseminate copy of marketing campaign and marketing materials to partners	Copies of emails or other communication to partners available	\$0.00	\$0.00	Matt (PPRAQD Marketing)	1-Aug
	Design marketing materials	Design available electronically	\$0.00	\$0.00	Ken (PPRAQD Marketing)	Jul to Aug 2014
	Procure marketing materials	Samples of materials available	\$500.00	\$0.00	Scott (PPRAQD Marketing)	Sep-14
<b>Subtask 6.5</b>  Conduct a workshop between partner county power companies to promote collaboration on consistent, statewide net metering and interconnection standards	Identify power companies in partner counties	List of power companies and points of contact available	\$0.00	\$0.00	Icilda (Go Solar)	Jan-15
	Identify a date, time, and venue for workshop	Date, time, and venue posted on webpage	\$0.00	\$0.00	Icilda (Go Solar)	Jan-15
	Approach power companies about workshop	Copies of invitation letters/emails available	\$0.00	\$0.00	Kay (Project Manager)	Jan-15
	Implement workshop	Workshop report available	\$700.00	\$0.00	Icilda (Go Solar)	Mar-15
<b>Outreach Signature Event :</b>  Conduct Go Solar Fest II as a main outreach/marketing initiative for the Solar Rooftop Challenge and educational platform for Solar and renewable energy development and use in Florida.	Identify and secure venue and date of event	Venue and date posted to webpage	\$42,500.00	\$0.00	Kay (Project Manager)	Jan-14
	Identify and secure "decorator" for event	Purchase order and agreement with vendor secured	\$6,000.00	\$0.00	Kay (Project Manager)	Feb-14
	Identify Go Solar Fest Planning Team (including advisory group). This includes various sub-teams i.e. media, IT, etc.	Membership list (categorized) with outline of main responsibility(ies)	\$0.00	\$0.00	Matt (Go Solar Fest Team Lead)	Feb-14
	Develop event agenda	Agenda posted to webpage	\$0.00	\$0.00	Matt (Go Solar Fest Team)	Mar to May-14
	Update Go Solar webpage with event information (including creating a registration webpage, updating FAQs, updating forms for sponsorship/exhibition/presenters)	Webpage updated regularly	\$0.00	\$0.00	Ken (PPRAQD Marketing)	Feb to May-14
	Identify speakers for Opening Ceremonies	Invitation letters  Invitation list with confirmations and declinations  CVs of speakers posted to webpage  Speeches/remarks posted to webpage post-event (podcast)	\$0.00	\$0.00	Scott (PPRAQD Marketing)  OIAPS	Feb to Apr-14

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Sub-Task	Activity(ies)	Verifiable indicator(s)	Budget (Grant)	Budget (Other)	Responsible party(ies)/individual(s)	Timeframe
	Identify <b>presenters</b> and moderators for plenary/workshop sessions	<p>Invitation letters</p> <p>Invitation list with confirmations and declinations</p> <p>Abstracts secured</p> <p>Draft and final presentations secured (posted to webpage post-event-podcast)</p> <p>CVs of presenters posted to webpage</p>	\$0.00	\$0.00	<p>Scott (PPRAQD Marketing)</p> <p>OESBD</p>	Feb to May-14
	Identify <b>sponsors</b> (local, national and international)	<p>Recruitment list with confirmations (categorized by level of sponsorship/ sponsorship package) and declinations</p> <p>Logos of confirmed sponsors (with link to company) posted to event webpage</p>	\$0.00	\$0.00	<p>Matt (Go Solar Fest Team Lead)</p> <p>OESBD</p>	Feb to May-14
	Identify <b>exhibitors</b> (local, national and international)	<p>Recruitment list with confirmations (inclusive of booth sizes) and declinations</p> <p>Logos of confirmed exhibitors (with link to company) posted to event webpage</p>	\$0.00	\$0.00	<p>Sean (PPRAQD Marketing)</p>	Feb to May-14
	<p>Mobilize <b>attendees</b></p> <p>-Engage schools up to 12th Grade</p> <p>-Engage post-secondary institutions</p> <p>-Engage community groups (youth centers, etc.)</p> <p>-Engage homeowners</p> <p>-Engage small/large business operators</p>	<p>Invitation letters/flyers</p> <p>Outreach list with contact information, confirmations and declinations</p>	\$0.00	\$0.00	<p>Icilda (Go Solar)</p>	Feb to June -14
	Prepare questions for pre and post event surveys for attendees (including exhibitors)	Survey questions available	\$0.00	\$0.00	<p>Icilda (Go Solar)</p>	<p>Mar-14 (pre)</p> <p>May-14 (post)</p>
	Prepare survey instrument	Surveys available	\$0.00	\$0.00	<p>Ken (PPRAQD Marketing)</p>	<p>Mar-14 (pre)</p> <p>May -14 (post)</p>
	Press release on event prepared and disseminated externally	Press release available electronically	\$0.00	\$0.00	<p>Matt (Go Solar Fest Team Lead)</p>	<p>Apr to May -14</p>
	Post event on internal media (BC-TV, Sun e-news, Wellness Centers, etc.)	Copies of messages available	\$0.00	\$0.00	<p>Sean (PPRAQD Marketing)</p>	<p>Apr to June-14</p>
	Prepare presentations (internal) for plenary	Electronic copies of presentations available and posted on webpage (post-event)	\$0.00	\$0.00	<p>Ken (PPRAQD Marketing)</p>	<p>Apr-14</p>

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Sub-Task	Activity(ies)	Verifiable indicator(s)	Budget (Grant)	Budget (Other)	Responsible party(ies)/individual(s)	Timeframe
	Prepare layout and print event program/directory	2000 printed copies available  Electronic version available and uploaded to webpage	\$3,000.00	\$0.00	Ken (PPRAQD Marketing)	May-14
	Prepare attendee registration packages	2500 attendee registration packages prepared	\$2,600.00	\$0.00	Charvella (PPRAQD)	May-14
	Identify types and quantities of public education materials to be developed	Material list with quantities and pricing  Purchase orders and request letters (e.g. bus placards) secured (where necessary)	\$925.00	\$0.00	Scott (PPRAQD Marketing)	Mar-14
	Prepare and disseminate media packages (with data/ information from Go Solar Fest 1)	40 media packages available	\$0.00	\$600.00	Ken (PPRAQD Marketing)	Mar to May -14
	Prepare press kits to invite media to Go Solar Fest	20 press kits available	\$0.00	\$100.00	Ken (PPRAQD Marketing)	Mar to May -14
	Prepare Go Solar Florida Booth · Purchase new display with 5 messages (Solar rights, permitting, financing, zoning, jobs) · Spinning wheel, Pens, etc.	Pictures of Booth on Event Day	\$0.00	\$500.00	Scott (PPRAQD Marketing)	Mar to June -14
	Develop and disseminate event email tag for Go Solar team (staff and partners)	Email tag developed and affixed to email signatures	\$0.00	\$0.00	Ken (PPRAQD Marketing)	Feb-14
	Identify external e-newsletters to incorporate articles	E-newsletters identified and documented	\$0.00	\$0.00	Icilda (Go Solar)	Mar to May -14
	Prepare articles for internal and external e-newsletters on the event	Articles available  Dissemination list available	\$0.00		Matt (Go Solar Team Lead)	Apr to May -14
	Identify mechanisms for web/podcasting of event • Webcast • At plenary session • And concurrent sessions	Mechanism identified  Talk to convention center	\$0.00	\$0.00	Ken (PPRAQD Marketing)	Apr-14
	Implement webcasting	Webcasting link established	\$3,000.00	\$0.00	Ken (PPRAQD Marketing)	14-Jun
	Identify and engage potential advertising agencies for event	Schedule of meetings with agencies available	\$0.00	\$0.00	Ken (PPRAQD Marketing)	Mar-14
	Finalize selected advertising packages (TV, radio, billboards, newspaper) for event	Various packages (with quantities of ads and prices) available	\$0.00	\$0.00	Ken (PPRAQD Marketing)	Mar-14
	Secure payment for advertising vendors	Payment via credit card or purchase order documented	\$20,000.00	\$10,000.00	Matt (Go Solar Team Lead)	Apr-14
	Implement Go Solar Fest (other logistics including travel reimbursement for speakers)	Conference report available Copies of presentations from speakers available	\$4,000.00	\$0.00	Matt (Go Solar Fest Team Lead)	Jun-14
	Execute post-event surveys via Survey Monkey and produce report	Survey layout	\$0.00	\$0.00	Ken (PPRAQD Marketing)  Icilda (Go Solar)	Jun-14

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Sub-Task	Activity(ies)	Verifiable indicator(s)	Budget (Grant)	Budget (Other)	Responsible party(ies)/individual(s)	Timeframe
	Generate report on number of touch points based on survey	Survey report available including number of touch points	\$0.00	\$0.00	Matt (Go Solar Team Lead)	Jun-14
	Thank-you notes forwarded to speakers, presenters, exhibitors, sponsors, entertainers post-event	Thank-you notes available Dissemination list available	\$0.00	\$0.00	Matt (Go Solar Fest Team Lead)	Jun-14
	Post event press release issued internally and externally	Press release available Dissemination list available	\$0.00	\$0.00	Matt (Go Solar Fest Team Lead)	Jun-14
<b>Total projected budget for Broward County</b>			<b>\$84,225.00</b>	<b>\$25,000.00</b>		

<b>Budget Period 2: Task 8.0: Marketing and Outreach Campaign. Concluding Task 6.0, all outreach and education activities to drive the use of the Go SOLAR – Florida permitting solutions specifically, and solar installations and renewable energy in general, will be completed. Encourage vendors, participating partners, contractors and service providers to promote installation of photovoltaic (PV) systems to their customers. Leverage existing partnerships, and form new partnerships with individuals and organizations that can help promote Go Solar-Florida Solar Rooftop Challenge, and contribute incentives for residents and businesses that want to invest in solar energy.</b>				
<b>Sub-Task</b>	<b>Activity(ies)</b>	<b>Verifiable indicator(s)</b>	<b>Budget</b>	<b>Timeframe</b>
<b>7.1 Train building officials and inspectors from new jurisdictions on how to use Go Solar Online Permitting System</b>	Develop training materials (webinars, etc.)	Materials available and posted to webpage	\$350.00	Oct to Dec- 2015
	Identify dates, time, venue for sessions	Dates, time, venue for sessions posted to webpage	\$0.00	Oct to Dec- 2015
	Mobilize participants for training	Copy of advertisement/outreach materials available	\$3,000.00	Oct to Dec- 2015
	Training session conducted in each partner jurisdiction (6 sessions)	Report on training sessions	\$2,400.00	Oct to Dec- 2015
<b>7.2 Monitor and evaluate the performance of Go Solar systems, and refine the permitting solution, as needed, based on customer feedback</b>	Develop instrument to gather customer feedback	Survey instrument available	\$0.00	Oct to Dec- 2015
	Implement instrument to gather customer feedback	Report on customer feedback available	\$0.00	Oct to Dec- 2015
	Share findings of exercise with partners and determine areas to be refined	Minutes of meeting available and posted to webpage	\$0.00	Oct to Dec- 2015
	Refine specific areas as necessary	Report on areas refined available	\$0.00	Oct to Dec- 2015
<b>Deliverable: Web link to all ePermit solutions implemented within each partner county</b>	Establish web link	Web link live	\$0.00	\$42,339.00
<b>8.0 Marketing and Outreach Campaign Conduct at least 2 workshops on solar rights</b>	Identify date, time, and audience (community) for workshop	Date, time, venue and agenda posted to webpage	\$0.00	Jan to March-16
	Mobilize participants for workshop	Copies of outreach materials available	\$500.00	Jan to March-16
	Implement workshops	Workshop report available	\$2,000.00	Jan to March-16
<b>Seek audience with Florida Public Service Commission to present results of Go Solar Florida</b>	Approach Florida Public Service Commission via electronic communication	Copy of email request available	\$0.00	Jan to March-16
<b>Conduct one state-wide financial options workshop</b>	Identify date, time, and venue for workshop	Date, time, and venue posted to webpage	\$0.00	Jan to March-14
	Secure venue	Purchase order secured (if needed)	\$3,000.00	Jan to March-16
	Identify and invite audience	Copies of invitation emails, social networking invites, etc. available	\$0.00	Jan to March-16
	Design and develop marketing materials for workshop	Marketing materials available	\$2,500.00	Jan to March-16
	Develop agenda	Copy of agenda posted to webpage	\$0.00	Jan to March-16
	Mobilize participants for workshop	Copies of advertisements, social networking postings, etc.	\$5,000.00	Jan to March-16
	Implement workshop	Workshop report	\$3,000.00	Jan to March-16
<b>Post all marketing and outreach materials online</b>	Post all marketing materials on webpage	All materials available online	\$0.00	Jan to March-16

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Sub-Task	Activity(ies)	Verifiable indicator(s)	Budget	Timeframe
Report on success of Go Solar Florida Marketing Plan, including the estimated total number of customer touch points	Prepare quantitative and qualitative data for presentation in report	Report posted on webpage	\$1,000.00	Jan to March-16
The 3rd Annual Go Solar Fest will be conducted within a partner location to include a qualitative/quantitative analysis of how Go Solar Florida has impacted the solar market in participating jurisdictions and plans for the future. Impact metrics will be similar to those defined in Task 6	Identify partner agency to host event	Press release developed and posted on webpage	\$0.00	Jan to March-16
	Broward County to discuss content of the 2nd Go Solar Fest with identified partner for knowledge sharing	Information-sharing session planned and dates/time, etc. posted on webpage	\$0.00	Jan to March-16
	Implement 3rd Go Solar Fest	Event report available	\$30,000.00	Jan to March-16
<b>TOTAL</b>			<b>\$52,750.00</b>	