

Promoting Maine PACE Loans: A Local Government Guide

Overview: Efficiency Maine PACE Loans Program

Efficiency Maine intends to achieve 2,000 whole house energy upgrades by 2013. We have invested a large amount of time and resources to promote the program statewide, but additional support through marketing and outreach efforts from local governments is critical to program success. This guide is intended to outline how to effectively leverage resources and existing channels of communication utilizing the materials provided.

What Are We Asking Municipalities to Do?

- Be a visible advocate for Maine PACE Loans and energy efficiency programs
- Promote specific calls to action for residential property owners
 - Go to Efficiency Maine's PACE website (www.energymaine.com/PACE)
 - Call a Participating Energy Advisor found on Efficiency Maine's web site and schedule an in-home consultation (energy audit)
 - Complete an energy upgrade

Local Government Engagement – Steps to Take

1. Promote Maine PACE Loans through existing channels of communication:
 - a. Cable TV – City Television/Local Access Channel
 - i. Efficiency Maine Public Service Announcements
 - b. Municipal Website
 - i. Link to Efficiency Maine PACE website
 - ii. Create web banners
 - iii. Website articles (see attached press clips)

- c. Community Newsletters
 - i. Draft articles, newsletter templates (contact Dana for copies)

 - d. Bundle Maine PACE Loan Information with Existing Marketing Campaigns with Other Town Programs
 - i. Include in flyers or brochures, advertising, trade show or information displays, etc. For additional support, contact Dana Fischer.

 - e. Send out a community e-mail blast
 - i. Draft email with text, logos, any local photos you may have (contact Dana for content)
2. Distribute information widely through the community using existing networks:
- a. Community Events
 - i. Posters and brochures (request copies from Efficiency Maine)
 - b. City Facilities & Community Centers
 - i. Counter stands, posters and brochures
 - c. Local Chambers of Commerce, Businesses, Realtors, Rotary Clubs
 - i. Fact sheets (see attached "Maine PACE FAQ"), posters and brochures
3. Promote Maine PACE Loans Through Local Media
- a. Utilize local media to promote the program to residents
 - i. Template press release, press talking points, draft articles (see attached press release)

How to Use These Resources: Actions to Take

Action: Host a community forum on Maine PACE Loans and invite local residents to attend
Tools: PowerPoint presentation (see attached), talking points, brochure

Action: Add a link to the Efficiency Maine PACE website from your website
Tools: Web button, web-ready banners

Action: Run program videos of Maine PACE Loans on your local cable channel
Tools: Public service announcements (Contact Dana Fischer for PSA zip file)

Action: Lead discussions with homeowners associations and other community groups
Tools: PowerPoint presentation, talking points, brochure

Action: Feature an article on Maine PACE Loans in your newsletter
Tools: Draft articles, newsletter templates

Action: Include info about Maine PACE Loans in community marketing efforts
Tools: Customizable advertisements, marketing and outreach plan

Please check www.energymaine.com/pace for up-to-date program information on events, participating contractor list, presentations, trainings, etc.