

# **Promoting Environmental Sustainability in Oak Park through Communications and Marketing**

## **Introduction**

The Village Board has directed Village staff to develop and implement a communications/marketing program that would be based on the recommendations of a citizen volunteer ad hoc planning group (Appendix 1). The program is intended to achieve the following:

- Create a sense of urgency in the need for property owners to collectively take immediate action to address the serious impacts of climate change.
- Improve knowledge of and participation in programs sponsored by utility companies and other third-party organizations to improve the energy efficiency of real property.
- Promote participation in new programs supported by public dollars that offer cash incentives for Oak Park property owners to improve the energy efficiency of their properties.
- Educate and encourage participation in energy efficiency programs sponsored by utility and third-party organizations, such as free home energy audits and incentives for installing more energy-efficient products, such as HVAC systems and appliances.
- Educate and encourage participation in newly created programs funded by Oak Park taxpayers to help property owners pay for the improvements to their properties that will enhance their energy efficiency.

## **Scope of Required Services:**

- Create a brand for the Oak Park environmental sustainability education/implementation program, incorporating visuals, colors and catchphrases that will be used to link all official messages.
- Create brand awareness, educate consumers and drive participation in specific programs.
- Establish a web presence where all information and program details, both third party and municipal, can be housed. Plan for multiple subpages as necessary to provide details about more complex Village-sponsored programs and/or services.
- Conduct direct outreach to both the residential and business communities.
- Launch an aggressive social media campaign, using paid tools to maximize reach.

- Create short videos that showcase select messages that can be incorporated into social media and other promotional messages.
- Create a wide range of printed materials that can be distributed throughout the community. Investigate direct mail options.
- Incorporate traditional news media relations into campaign launch, including news releases and editorial board meetings.
- Purchase paid advertising in local newspapers, supplementing with ads on these organization's online platforms.
- Seek opportunities to forge partnership with other local organizations to help promote Village-manages program messages.