

ATTACHMENT B

HeatSmart-CoolSmart Orange Community Information Form

Please refer to the Scoring of Key Criteria listed in the RFI (pg. 17) that suggests specific information to include in your application.

- I. Marketing and Outreach Ideas:** Provide a description of marketing ideas that may be available in the community (such as possible email outreach, ideas for exhibiting or promoting the HeatSmart-CoolSmart Orange pilot program at upcoming local events such as farmers markets or fairs, etc. - list events and timeframe; opportunities for local media outreach and social media communication, ability to include flyers in community tax bills or other mailings; including a program link on the community website; ability to host events at municipal buildings, etc.). Inclusion of a full plan is not necessary, as the HeatSmart-CoolSmart Orange Team (detailed in Community RFI) will work with communities to tailor a plan for your community, but this section can be used to leverage the creativity of the Core Team of community volunteers and explore varied outreach strategies. If applicable, list these for each community in the coalition. Response to this question may be up to two pages.

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- II. Partner Organizations:** Please list the organizations that have agreed to support and promote the HeatSmart-CoolSmart Orange program through their communication channels and those that have agreed to be included in this proposal. Add more lines if necessary. You may distinguish between key and secondary partner organizations.

Name of Organization (Specify if Primary or Secondary)	Outreach / Support Offered / Notes

III. **Solarize Program Success:** Indicate below how many projects were completed in association with the Solarize program in your community. Please also share any key lessons learned from the Solarize experience that may inform your plans for HeatSmart-CoolSmart Orange if selected.

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IV. **Media / Communication Outlets:** Please list local newspapers, media outlets and communication networks (e.g., newspapers, newsletters, radio stations, television stations, municipal Cable TV stations, email lists, etc.):

