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U.S. Department of Energy Solar Decathlon 2017**

COMMUNICATIONS

The EnCity communication mission is to educate, model, and inform the public on our project and the lifestyles that it embodies. The team aims to reach adults and youth in the local area, state, nation and even cities across the globe. The outreach we use to reach our demographics include social media, traditional media, presentations, educational events, university connections, and sponsor interaction.

Our strategy to reach these objectives includes:

1. A strong and consistent EnCity Brand:

Our brand consists of our name and the meaning behind it, our logo and the symbolism behind it, and the three pillars, comfort, community and change, that represent our design philosophy.

2. Easy to understand and engaging content:

Having content that people aren't confused by is very important. This extends to all content that the public will interact with both before and during the competition.

3. Engaging outreach for all audiences:

We aim to engage audiences online and in person educating them about numerous concepts that can change their lives and the way that they think about sustainability.

1. THE ENCITY BRAND

THE NAME

We named our project EnCity for various reasons. The prefix En- means to cause, to be in, to provide, and to contain. Combining that prefix with City, highlights a key aspect of our project. EnCity is designed to be in the city, providing comfortable, sustainable housing. Our community is designed to provide a place to contain and contribute to the formation of sustainable communities. We want our name and community to promote a positive change by increasing urban density, familiarizing the public with clean energy, and showing people how they can live more sustainably.

THE LOGO



Much like our project name, our logo has meaning behind each element as well. At the surface, the shape represents the roof shape of the tiny homes. The square at the top being the oculus that provides natural lighting inside the house and the two quadrilaterals representing the roof.

The color scheme is representative of the resources that each part utilizes. The square oculus is yellow signifying how we use natural lighting and highlighting the role that the sun plays in EnCity. The roof is colored blue to represent the function of the roof design to optimize collection of rainwater and highlight the importance of water in throughout EnCity and the community it creates.

THE PILLARS

EnCity has three distinct pillars that drive our design, construction, and communication:

COMFORT

We believe that people should be able to live sustainably and responsibly without feeling they made a sacrifice for comfort. EnCity strives to address just that through a balance of comfort and technology. Each tiny home functions as a personal space with all the amenities a resident would need. In the buildings, all systems and innovations are designed to complement residents' lifestyles

and aid in their sustainability practices at a comfortable level in a nonintrusive manner.

COMMUNITY

EnCity balances the need for both private space and interpersonal connection. EnCity creates a community of efficient dwellings that work together by sharing spaces and resources, while encouraging residents to connect with one another. This interdependent community creates an environment that encourages residents to collaborate in order to maximize sustainability. EnCity acts as a beacon for living responsibly with a model that can be scaled into a larger ecosystem of sustainable communities.

CHANGE

At the project's base, we are changing sunlight into electricity, but at a deeper level, EnCity inspires transformational change. It challenges the traditional ideas of spacious, single-family homes at the expense of sustainability and provides an insight into sustainable and minimalist living styles. By creating a community that gives back to the environment and enriches residents' lives, we encourage residents to rethink their role in sustainable living by changing perspective and actions.

Summary

These three pillars all work together to form the EnCity foundation. We began with a focus on creating a comfortable living environment so that people know that they will have all the amenities that they are use too. Once the resident is feeling comfortable, they can then begin to interact with their community within EnCity. Finally, with a strong base of comfort and community, we can inspire change. This is the reflection of how our three pillars work together.

2. CONTENT

EnCity is a culmination of very complex systems and with the complexity comes a duty to simplify. We want to make sure that all the content we produce can be easily broken down and understood. We achieve this goal by creating graphics that illustrate and explain the processes as well as creating blog posts to break processes down even further.

If the public can understand and follow the systems that we design, they are better able to

comprehend how our sustainable We technology can fit into their lifestyles and improve it.

3. OUTREACH

Our outreach goal is to provide accessibility. We want everyone to be able to have access and easy understanding of our great content.

Our outreach has an online, offline and news media presence.

Online we have our website and social media.

Offline we engage in public information sessions, youth education programs and general campus outreach.

With nNews media we reached out to numerous outlets and were able to get our message out.

ONLINE

WEBSITE

Our website is simple to use and acts as a location to learn and breakdown all the complex concepts and systems that exist within EnCity. All of our content is centered here along with resources for the press, the general public, and youth activities to teach kids about sustainability. It also acts as a space to honor our great sponsors for this project.

Since May 8th, 2017, our website has had 555 new visitors. From those users, we have had 3,937 page views. We anticipate a significant spike in visitors with the coming school year with more people returning our small community.

We want people to come to our website and have all the information that they need to understand EnCity and the Solar Decathlon 2017 competition.

We want to also give users the tools that they need to educate others on sustainability. That's why we are about to launch a kids activities page so that parents and teachers can have access to useful games and projects that can help to teach their kids about sustainability.

Our blog features unique features of the home as well as sponsor features to provide guidance to people looking for the products used in our home. A photo gallery also documents the journey taken to complete certain features of the house.

A companion app was also developed based off our site for people visiting our home during the competition. It showcases our standout design features, tour guides, and energy that could be saved explained through an interactive program. That can be viewed at www.solardec.wsu.edu/mobile. Viewing is recommended on a phone or small screen since it will only be used for people waiting on the competition site.

SOCIAL MEDIA

EnCity is active on Facebook, Twitter, and Instagram.

<https://www.facebook.com/wsusolardec/>

<https://twitter.com/WSUsolardec2017>

<https://www.instagram.com/wsusolardec2017/>

Across all of these platforms, we aim to promote not only EnCity and our team, but information that can lead others to live their lives in a more sustainable way.

Each of our platforms has a specific target and goal based off research on the different users on the platforms.

Facebook: Focus on directing traffic from here to the website. Snippets of blog posts and eye-catching photos. Heavy focus on the house here and more content on DOE and competition will be here.

Instagram: This has a goal to be aesthetically pleasing. Less about text content more about attractive photos. No linkage unless necessary. Heavy content on photos of house and the team at work. Use hashtags.

Twitter: Photo and linkage. Hashtag heavy content. Similar to Facebook plan. Competition live tweeting

Our social interactions with other users varies. We often tag our sponsors and give a thank you to them when one of their donated products arrives. We also interact with our university departments which will often share our content increasing its reach.

We try to feature the team members as much as we can just to highlight the fact that this is a student led and built project.

OFFLINE

A big aspect of EnCity's design is community and we want to make sure that we interact with our local community. We feel that it is very important for people to see us out in the community teaching about sustainability as well as our project. Not only does it spread the word about the competition and home, but we can help to encourage change locally. As a result, we set up multiple in person programs for the Summer and Fall of 2017. Our aim was the general public and youths in our community.

GENERAL PUBLIC

Our team visited the farmers markets equipped with fun activities that act as conversation starters for more deep conversations about sustainability and our project. It was here that we would ...

YOUTH

We partnered with multiple kid's organization over summer and fall. Our aim was to teach youths at a young age that sustainability is fun and interesting. We hosted a series of sustainability related activities and short lessons designed to help youths understand how they can live and practice sustainability, all while making it a fun activity. Some of these programs were solar power related, but our main goal was to focus on overall sustainability.

NEWS MEDIA

Some media was directly about EnCity and others were brief mentions about us. We expect more media attention as we near the completion of our home.

SPECIFIC:

<https://news.wsu.edu/2016/04/18/april-20-students-invited-solar-house-contest-meeting/>

<https://news.wsu.edu/2017/01/30/exhibit-opens-u-s-solar-decathlon/>

http://www.dailyevergreen.com/news/article_462cb1ae-c0b7-11e5-bace-6f5a2acf82ba.html

<https://vcea.wsu.edu/sdc2016/solar-decathlon/>

<https://youtu.be/wSfZddNu4s8> (Murrow News 8)

<http://www.pbs.org/video/2365908624/> (Xconnect Northwest)

<https://vcea.wsu.edu/documents/2016/09/innovation-2016.pdf>

MENTIONED:

https://surca.wsu.edu/wp-content/uploads/sites/706/2017/04/SURCA-2017_Abstract-Book_Final-with-Cover.pdf

<http://www.seattletimes.com/nwshowcase/washington-state-university/stem-grads-step-right-into-the-future/>

<http://www.denverpost.com/2017/03/06/solar-decathlon-denver-slideshow-architecture/>