

THE BEACH HOUSE JURY NARRATIVE: COMMUNICATIONS

COMMUNICATIONS MISSION STATEMENT

Sustainability, at its core, is about meeting the needs of today, while at the same time, not sacrificing the needs of tomorrow. Team Daytona Beach's goal is to develop a sustainable project that demonstrates energy and water efficient technology to the public, engages the energy and building industry in academic research, and prepares multiple disciplines of students to enter the workforce.

A NEW BEGINNING FOR AN OLD CITY

Daytona Beach, the "World's Most Famous Beach," is best known for its wide, white-sand beaches. These hard-packed sand beaches hosted car races in the 1920s which led to the foundation of NASCAR. Today the hard-packed beaches allow the unique experience of driving to your favorite surf spot. Nestled just north of Cape Canaveral on Florida's east coast, the city boasts year-round mild weather with easy access to the Atlantic Ocean, the Intracoastal river, and natural springs. Thousands of visitors come to Daytona Beach each year to enjoy the beautiful beaches, partake in the Daytona 500 experience, or cruise on historic A1A during Bike Week.

Daytona Beach's primarily tourism driven economy was greatly affected by the economic recession of the 2010's. An already aged infrastructure and the failing economy lead to the historic ocean and riverfront areas of the city becoming dilapidated. However, the economic lull provided an opportunity for investors and city leaders to revitalize the city. Daytona Beach

and the surrounding areas are in the midst of a master plan to breathe new life into the area. Daytona International Speedway has completed a \$400 million re-imaging of the speedway and has 1.4 million square feet of retail and entertainment center, Daytona One, under construction just north of the track. A multi-million dollar rejuvenation of the historic waterfront areas including Beach Street and the Main Street Pier is underway that includes adding entertainment venues and rehabilitating classic hotels. The city also has plans to gentrify housing sections near the river and ocean, and an expansive 6900 home senior-living development, Latitude Margaritaville is in the construction phase. The city's revitalization is perfectly timed to coincide with the upcoming boom in housing for America's aging population.

As the Baby-Boomer generation ages, the need for senior-friendly living arrangement increases. It is expected that the population of persons over the age of 65 years will grow by nearly 30 million in the next 20 years, resulting in one out of three households being led by a person in this age group. Nursing homes and other traditional senior-living arrangements are less sought after as in-home care gains popularity. These trends create a demand for single-family homes that are affordable and accessible. Like many coastal Florida cities, Daytona Beach is a retirement destination. Florida has seen a 2.1 percent increase in persons 65 years-of-age and older between 2010 and 2014, giving a total of 4 million persons in this age bracket. Baby Boomers and Generation X are more likely to care about sustainability and green living than past generations. As the need for senior housing increases, there should be a conscious effort to meet the green demands of the

aging population. The goal of The BEACH House is to provide an energy-efficient and sustainable housing option for current and future seniors.

Team Daytona Beach was inspired by the rehabilitation of their home city. The team wanted to design a house that exemplified the sustainability of new construction with the distinct style of old Florida. The team wanted to design a home that met the needs of the growing senior demographic, but that also appealed to the city's current homeowners. Team Daytona Beach wanted to design The BEACH House.

KEY MESSAGES:

1. Educate the public about solar power
2. Educate and promote energy-efficient designs
3. Keep individuals engaged with The BEACH House and the competition
4. Exemplify the revitalization of Daytona Beach

The following methods were used to ensure these key messages were efficiently communicated with the public, both locally, nationally, and internationally.

BRANDING

Exemplifying the simple yet modern feel of The BEACH House came down to the way it was branded for the communications team. Drawing inspiration from the Hemingway House and the effort to timelessly revitalize Daytona Beach, the team strategically selected the font, color, and logo to be used throughout the entirety of the competition.

SOCIAL MEDIA

Utilizing social media is a great way to create captivating content aimed at keeping people engaged with a project, showcasing ideas and methods, as well as educating the public about important topics. Team Daytona Beach used three social media platforms to do this primarily: Facebook, Twitter, and Instagram.

OUTREACH EVENTS

Since education was a major point of the key messages, Team Daytona Beach has participated in a multitude outreach events. These include conferences, meetings, festivals, and more.

TEAM WEBSITE

Continuing to keep people engaged and education were the main uses for the team website. Populating it with team information, details about the house, competition specifics, and blog posts regarding Team Daytona Beach helped with these key messages.

PUBLIC EXHIBIT MATERIALS

The plaques created by Team Daytona Beach will be placed in The BEACH House in locations where innovative and sustainable solutions have been created. This is to help directly engage with the public through education and promoting sustainable solutions and products.

BRANDING THE BEACH HOUSE

Key West, Florida is known for its rich architectural history and over 3000 homes built by expert craftsmen in the 1800s that have withstood numerous storms and hurricanes for over a century. Many of the homes in Old Town Key West have a conservative and simple architectural styles, blending Colonial revival with the Conch House vernacular. These beautiful homes have truly withstood the test time, which is the ultimate task of sustainability. Team Daytona Beach took inspiration from these impressive homes, not only for the architectural style of the house, but for branding the team.

Team Daytona Beach was particularly influenced by the iconic Hemmingway House. The home is known for its high, arched windows and spindly, cast-iron porch rails. The team took these features and broke them down to their most basic elements, high arches and thin lines. These basic elements were used to create the team's branding suite.



Figure 1: Hemmingway House in Key West, FL

Team Daytona Beach's branding suite is as follows:

FONT

The font chosen for the entirety of the project is Geo Sans Light. This exemplifies simple with clean, easy-to-read letters. It also brings in a modern feel with a twist, utilizing tall, slim letters.

GeoSans Light

Figure 2: Team Daytona Beach's Signature Font

COLOR

Daytona Beach is known for being the "World's Most Famous Beach". Instead of using a bright blue to represent this, the team chose a deep navy. To keep with the desire for simplicity, white was chosen as the secondary color. Accent colors of coral and mushroom were added to help brighten the feel of materials. This combination of colors exudes a simple, modern feel.

LOGO

Team Daytona Beach's logo was directly inspired by the iconic Hemmingway House in Key West, FL. The home is known for its high, arched windows and spindly, cast-iron porch rails. Keeping with the branding style of simple and modern, the team took these features and broke them down to their most basic elements, an arch and thin lines. These basic elements were used to create the team's logo. The palm tree silhouette was added to give the illusion that the viewer was looking out a windows at a beachscape. Finally, the color and font choices were included, finalizing the branding for The BEACH House.



Figure 3: The BEACH House Logo

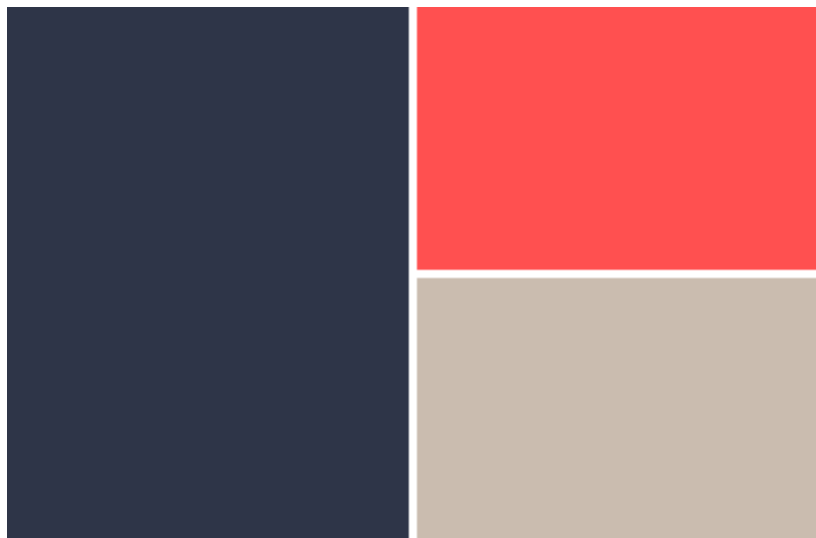


Figure 4: Team Daytona Beach's Color Palette

CREATING AN ENGAGING SOCIAL MEDIA PLATFORM

The first primary use of social media for Team Daytona Beach was education about solar energy. With climate change being a growing issue, ensuring that the public stays well informed and educated was a key factor bringing attention to our mission. Team Daytona Beach utilized several social media outlets for engaging with the public, including Facebook, Twitter, and Instagram primarily. Team Daytona Beach has compiled “solar facts” that were published to the social media sites, creating a series of educational information about solar power. Additionally, pertinent information about the project, such as the delivery of project materials and links to the materials used, were posted. This allowed the general public to read more about them and stay up to date with the project.

With each posting on social media, Team Daytona Beach has employed several “hashtags” to make posts more noticeable and searchable to users: #SD2017 and #SolarDecathlon. Other appropriate hashtags were used for larger events that have custom tags. This allows Team Daytona Beach to be linked to those events, allowing our team to be more visible to a wider variety of users.

To ensure that our team was utilizing social media to its highest potential, Facebook insights was employed. This allowed us to view the information, such as reach, post engagement, demographical information about our followers, and more.

Being able to analyze these various areas on social media has allowed Team Daytona Beach to create a dynamic social media plan in order to better communicate key messages. In regards to when to post, analytics were used and found that the times shown in Figure 5 were when a large amount of our followers were online.

After analyzing the data above, it was found that the best time to post during the week was between 8 and 9 pm EST on Thursday. This information allowed us to grow the number of people reached by **67.28%**. Increasing by this percentage allows us to spread our messages to more individuals.

Over the course of a two-month period, posts on Facebook about Team Daytona Beach reached **10,736 individuals**. Each post on social media reached approximately **182 unique users**. Additionally, the posts had a wide reach, with users in at least fifteen countries. The top 5 countries were: The United States, Switzerland, Mexico, France, and India.

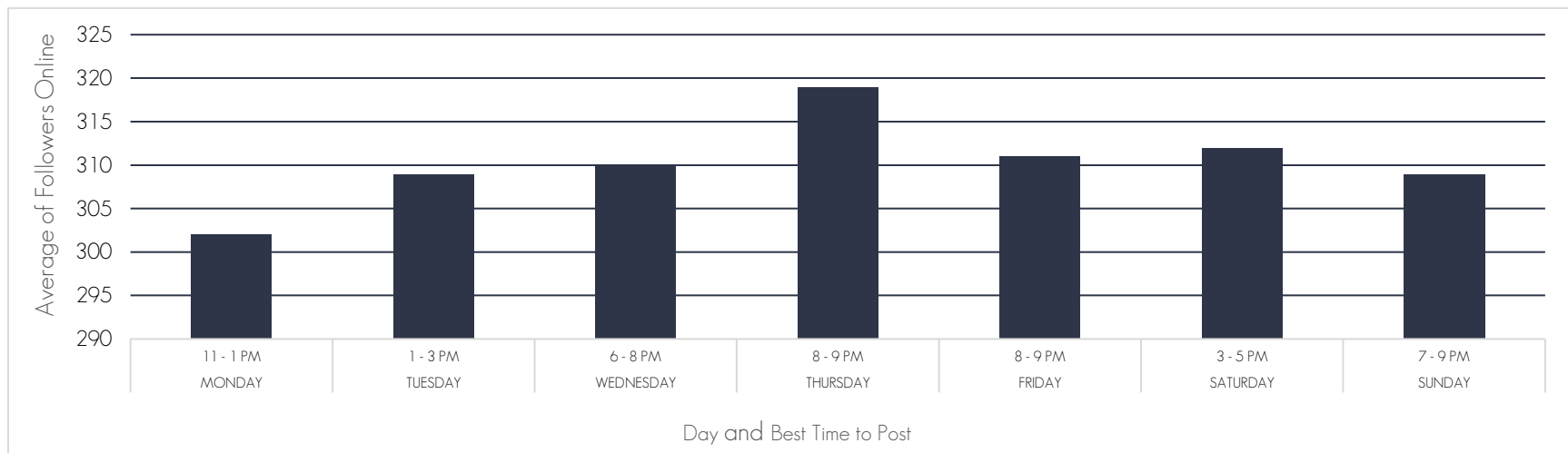


Figure 5: Best Time of Day Post on Facebook

EDUCATION AND OUTREACH

MEETING WITH DAYTONA BEACH CITY HALL

Team Daytona Beach members met with Daytona Beach City Hall in order to raise awareness of the Solar Decathlon, as well as gain support from local officials and community partners who share an interest in developing sustainable, innovative, and educative living and technology.

With the introduction of The BEACH House to the Daytona Beach community, the hope is that small families, empty-nesters, and retirees find an interest in the modern design and ergonomics of off-grid living. With the design itself of the house in mind, off-grid living may become the future of rehabilitating cities such as Daytona Beach.

TINY HOUSE FESTIVAL

Several members of the Team Daytona Beach team made a trip to the Tiny House Festival which was held in Elkton, Florida in November 2016. At the festival, Team Daytona Beach was able to inform the public about the project and how they as members of the community can help raise awareness of sustainable and user-friendly living.

SOUTHEAST BUILDING CONFERENCE

Team Daytona Beach took to Kissimmee, Florida in July 2016, to present our innovative and regenerative design by focusing on our BIPV Arrays and Hydroponic system. Members also showcased the interior design for the low-cost appliances, as well as the modern design approach featured in The BEACH

House. This allowed Team Daytona Beach to publicize an innovative and sustainable approach to living comfortably and not sacrificing needs.

ASHRAE REGION XII CHAPTERS REGIONAL CONFERENCE

Members of the Mechanical Engineering group attended the ASHRAE Conference to exhibit the strategy that Team Daytona Beach is taking to make sure that The BEACH House is energy-efficient, water-efficient, and fully sustainable. Team members focused on the exterior design, explaining why Spanish Colonial influences were utilized, the zoned-HVAC system for air quality and comfort, the rainwater collection system and hydroponic garden, and the sustainably-sourced materials used for construction.

While these were key events for Team Daytona Beach, the team also participated in additional outreach with the public. These events included:

- Multiple presentations to the Volusia Building Industry Association to introduce, educate and promote innovative home construction strategies to local building community.
- Daytona State College Open House to promote and keep individuals engaged with Team Daytona Beach and the Solar Decathlon.
- Volusia Pines Elementary School Career Expo to encourage and educate the next generation of engineers and energy-efficient product consumers.
- Multiple radio show segments to promote the Solar Decathlon and Team Daytona Beach, including:

1. The "Solar Fit Renewable Energy Show" with Solar-Fit President Bill Gallagher
2. The Halifax Magazine Radio Show
3. The Flagler Magazine Radio Show

TEAM WEBSITE

Team Daytona Beach employs a fully user-friendly website to display our design features, competition information, partnership opportunities, and an up-to-date blog. Each post that Team Daytona Beach creates on either one of the team's social media platforms directs users to our website.

Within the team blog is a "Meet the Team" series, which showcases one member per week. Events such as fundraisers and outreach programs will also have a posting, as well as mentions of the team in publications.

Additionally, the website also contains a competition countdown, allowing our users to count down with Team Daytona Beach. This page also includes a description for each of the ten contests The BEACH House will go through in Denver, Colorado.

PUBLIC EXHIBIT MATERIALS

Finally, the last method considered was the public exhibit materials for the competition itself. These materials are vital for the communicating key messages nationally and internationally.

Each of the plaques for the house will be positioned in an area optimal for promoting and educating the public on the use of sustainable and innovative solutions. Additionally, each of the plaques includes graphs, pictures, or an interactive question. The latter will allow members of the public to connect directly with members of Team Daytona Beach. Hopefully, this allows people to ask additional questions and learn more about both The BEACH House and the key messages trying to be conveyed.

Team Daytona Beach Social Media Links

Website: <https://teamdaytonabeach.com>

Facebook: /TeamDaytonaBeach

Twitter: @teamdb2017

Instagram: @teamdaytonabeach2017