

**Group Proposal:** If applicable, demonstrate the benefit of responding to the RFP as a group, a history of partnering, and outline how marketing and outreach efforts will be deployed. –N/A

## Application Template

**\*\*Please review the Request for Proposals for more detailed information on what is required for each section below.**

### Community Outreach Plan (Maximum 10 pages)

#### Team Description

Description of the members of the designated community team, including volunteer roles. Describe an instance where members of the team or volunteer group have successfully implemented a community effort (i.e. a project, initiative, etc.). In addition, list all community groups and organizations the municipality will collaborate with in conducting outreach for the Solarize Massachusetts program.

Chelmsford’s community outreach Team includes a core group comprised of members of two Town Committees and the Public Facilities Department, led by our Community Solar Coach and Municipal Representative. Our volunteer Solar Coach was a 12-year member of the Chelmsford Recycling Committee (CRC), and worked with that group to plan and staff multiple annual drop-off events during this time. The CRC also developed several new programs, including the group’s community outreach website [www.chelmsfordrecycles.org](http://www.chelmsfordrecycles.org) with information for residents, and the Greener Chelmsford Initiative (GCI) to incentivize local businesses to support waste reduction and energy-saving measures. Chelmsford’s Recycling Coordinator is the Municipal Representative for the Solarize program. Our Solar Coach also served for two years on the Conservation Commission, which has pledged its support for the Solarize program.



Chelmsford’s Energy Conservation Committee (ECC) is also part of our core group, and its members have indicated their availability to help. The ECC was formed in 2008 to assist the Town with identifying, designing and implementing programs and projects for energy conservation, energy efficiency and renewable energy generation. Recently the ECC was instrumental in completing the Energy Service Contract (ESCO) bid process and contactor selection, which resulted in an ESCO contract between the Town of Chelmsford and Johnson Controls.

Chelmsford’s Superintendent of Public Facilities is the Chairman of the ECC. The 14 total members of the CRC and ECC have a diverse range of skills, knowledge, and contacts that will prove invaluable as the Team engages with the community groups listed below.

In addition to the CRC, ECC, and Conservation Commission who have expressed their support, our Team will partner with the following organizations: Board of Selectmen, Chelmsford Business Association (300 member businesses), Chelmsford Climate Action Network, Farmers Market, Garden Clubs (5 active), Green Committee of the First Parish UU Church, Green Chelmsford Facebook Group, Jones Farm, Chelmsford Open Space Stewardship, Public Libraries (Adams & MacKay), Chelmsford Rotary, and UMass Lowell Renewable Energy Laboratory. These groups can provide support through discussion at their ongoing meetings and events, some of which are televised; through assistance with tours of solar PV systems; and through connecting the Team with interested volunteers through posters and displays. Letters of Support from several of these organizations are attached to our Town Manager’s letter.

#### Community Description

Description of basic attributes of community including population, number of owner occupied residences, and

other community characteristics.

Chelmsford’s demographics include a 2012 population of 33, 313 residents, a median single-family home value of \$324,573, and a median family income of \$89,022. The Town covers 22.5 square miles in Middlesex County near the junction of US Route 3 and Interstate 495, with 11,117 owner-occupied residences. The majority of housing stock was constructed prior to 1970. The town has one public high school, two middle schools, and four elementary schools. In 2011, Chelmsford was declared the 28th best place to live in the US by *Money* magazine.

### Marketing and Outreach Plan

Outline a marketing plan that describes methods to motivate community-driven solar PV installations. Describe ways in which a joint marketing strategy between the community and the selected Installer could increase the number of sign-ups for a solar PV assessment and expand solar PV adoption within the community. Provide a plan for implementation, including how to engage additional community members and volunteers. Include information on where community events could be held, including the Solar 101 meeting.


Chelmsford’s Marketing Plan will engage our local community networks to provide clear information on solar PV to residents and businesses using a variety of outreach methods. This plan is presented in four sections:

1. Our Team has established **Goals and Metrics** to achieve success for the Town and for MassCEC.
2. Our plan is based on the **Lessons Learned** from MassCEC’s 2011 and 2012 Solarize programs statewide.
3. Our **Outreach Methods** will deliver clear, consistent messages through media familiar to our community.
4. Our detailed **Implementation Calendar** describes the Team’s plan to provide comprehensive community outreach in the short time window before the September 30 sign-up deadline.

These four sections are described in detail below. This plan will be adjusted during the program with input from MassCEC and our selected Installer, and using feedback from our residents and businesses. The resulting program will drive community interest and maximize our potential for savings through tiered pricing.

#### Goals and Metrics

Chelmsford’s goal is to identify 813 interested residents and businesses through community outreach. This level of outreach would translate to 122 contracts signed using the average 15% sign-up rate that was achieved statewide in Solarize 2012 (see excerpt of Figure 1 below). This number of contracts would be equivalent per capita to the



*2012 Solarize Massachusetts Program Update*

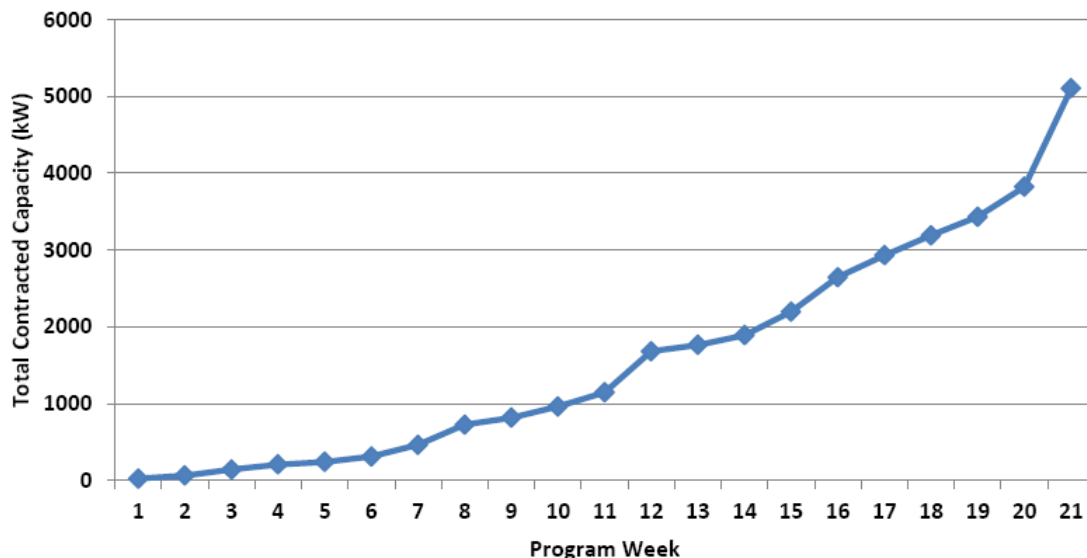
| Solarize Communities | Installer                           | Initial Interest Contacts | Site Visit Completed | Contracts Signed | Contracted Capacity (kW) | Average System Size (kW) | Final Tier of Pricing |
|----------------------|-------------------------------------|---------------------------|----------------------|------------------|--------------------------|--------------------------|-----------------------|
| Acton                | New England Clean Energy            | 435                       | 228                  | 36               | 188.2                    | 5.23                     | 4                     |
| Arlington            | SolarFlair                          | 847                       | 471                  | 157              | 718.3                    | 4.57                     | 5                     |
| Boston               | SolarCity                           | 411                       | 168                  | 116              | 522.3                    | 4.50                     | 5                     |
| Hopkinton            | SolarFlair                          | 366                       | 212                  | 56               | 367.6                    | 6.56                     | 5                     |
| Melrose              | Next Step Living / Roof Diagnostics | 672                       | 178                  | 79               | 425.6                    | 5.39                     | 5                     |
| Mendon               | SolarFlair                          | 260                       | 138                  | 22               | 170.8                    | 7.76                     | 4                     |

sign-up rates achieved by the best performing towns in 2012 (about 3.7 sign-ups per thousand residents for Arlington and for the Lincoln-Wayland-Sudbury group). This number of contracts would represent a doubling of

the sign-up rate our residents have demonstrated over the past year (see Optional: Local Interest section). Our Team is committed to achieve these outreach levels. During our brief online survey while preparing this proposal, 144 residents expressed interest in the program. We understand that many interested parties will have sites that are not technically feasible, and for feasible sites the sign-up rate may average 30%. Therefore, the keys to success include reaching a large proportion of property owners and ensuring that interested parties obtain the information needed to proceed with solar PV purchase or a lease/PPA.

Achieving our goal will allow our residents and businesses to enjoy the highest level of price reductions for solar PV, an average 14% price reduction for installed systems based on the 2012 program results. Assuming an average system size of 6 kW, we would achieve the Tier pricing discounts at sign-up levels of about 5, 9, 25, and 42 systems. Considering the 2012 results (Figure 8 excerpt below) we would expect a logarithmic progression of interest and sign-ups, with the tier pricing levels reached in about June, July, August, and early September (weeks 4, 7, 11, and 14).

### 2012 Solarize Massachusetts Program Update



Chelmsford will establish simple metrics to track progress in achieving our goals. A Contacts Database will be initiated at the start of the program that includes data on how the contact was acquired, property location, the level of interest and assessment, and any info requested by the resident or business. The data will be shared with our Installer and used by the Team to identify follow-up actions and adjust the outreach methods as needed. The data will also facilitate progress reports including:

- numbers of contacts in each stage of assessment, including sign-ups
- most effective contact methods, geographies, etc. for interested parties and for sign-ups
- volunteer resource needs to increase effectiveness

Our Team will work with the Installer to establish other mutually acceptable metrics, allowing us to identify the marketing efforts that work best as the program unfolds. Our initial outreach plan is based on lessons learned from Solarize 2012 and how these will be effective for Chelmsford, as described in the following sections.

#### Lessons Learned

We have reviewed the Solarize Massachusetts Pilot (2011) Overview and the 2012 Program Update to incorporate the lessons learned into our outreach plan. These include the following key components:

- **Education:** The Solarize programs found value in basic education about solar electricity, delivered by engaging grassroots networks to generate interest and increase adoption. Solar PV, though attractive to many as an alternative to use of fossil fuels, can seem complex without clear information on how to apply this technology. Our education events and outreach messages will offer clear, consistent information delivered through a core Team that is familiar with the program and technology. Our Team is poised to maximize engagement of the local organizations identified in the “Team” section above, using volunteers with the diverse skill sets needed to reach a wide audience.
- **Preparation:** We have developed a marketing plan including specific **Goals and Metrics** as described above, and a detailed month-by-month outreach approach as described in our **Implementation Calendar** below. We understand the significant time commitment required to make the program successful within the short window of time for sign-ups. Areas of responsibility for volunteers will be established early in the program to use our resources most effectively. Our Team is committed to making this program a success.
- **Tiered Pricing and Timing:** The short program duration and tiered pricing are expected to be significant motivators to residents, such that it is critical to keep the public informed of enrollment progress and deadlines throughout the program. A significant spike in participation may be expected in August and September, and our Team will be prepared to satisfy our community’s information needs and assist the Installer with contact management during this time. Also, steeper price drops between tiers may be a stronger motivator than shallow ones; our External Review Team will keep this in mind when reviewing Installers’ bids.
- **Outreach Methods:** Successful communities have employed a variety of education methods, from larger one-time events to sustained information campaigns. Our plan includes a broad range of tools while focusing on the “High Impact” **Outreach Methods** identified in Solarize 2012. We have already implemented a number of these methods, including a community interest survey, newspaper articles, email to residents, and support from public officials. More time-intensive methods to be used, such as solar open houses and direct outreach, are described below.
- **Installer Coordination:** Our selected Installer will need to assimilate and manage many leads, and our Team will be prepared to assist using our Contacts Database that is developed early in the program. Our detailed **Implementation Calendar** provides a framework for introducing the Installer to the community and collaborating on outreach events while our program is underway. The Team will work closely with the selected installer and MassCEC to promote this program, answer residents’ technical questions, and connect interested residents with the Installer.

The Outreach Plan will be a living document that is updated and adjusted in response to what is working “in the field” as we implement this program.

### **Outreach Methods**

The Team’s Outreach Plan is based on methods that will deliver clear, consistent messages through media familiar to our community. Our messages will use consistent formats and terminology, as identified by MassCEC, to develop a cohesive brand that becomes recognizable as the outreach program unfolds. Initial messages will include key educational themes and points of contact that do not change over the entire program, and therefore can be displayed over longer periods using posters and flyers. Time-sensitive messages will be conveyed with more fluid media including online content and news stories. These changing messages will include upcoming events, program milestones, and success stories from local installations of solar PV. Both types of messages will be used to engage our residents and businesses to enroll in the program and to assist with outreach. Particular focus will be given to promoting the Solar 101 and 201 events by MassCEC, and follow-up presentations of those educational materials.

Our Team has planned a strong social media and online presence as a cornerstone for many of our other outreach methods. This plan establishes an online communication vehicle through social media networks, such as Facebook and Twitter, to coordinate activities and increase awareness of the program. Components of this online presence,

and the steps we will take to achieve them, are summarized below.

**Facebook Awareness Page:** To have a social media presence, creating a Facebook page is an integral component for connecting people and communities through the Internet and mobile technology. Steps include:

1. Create Solarize Chelmsford Facebook Page
2. Link Facebook Page to post automatically to Twitter
3. Encourage visitors to “LIKE” the Facebook page
4. Publicize the events, meetings, and educational information pertaining to the program
5. Establish a communication plan and strategy to ensure new information about the program is shared frequently with followers

**Twitter Profile:** A Twitter profile has a significant impact in the world of social media and building a community with common interest. Steps include:

1. Create a Twitter account to attract followers
2. Establish a suite of “tweets” during the first month to build the program’s group of followers
3. Post the suite of tweets throughout the program
4. Link the Facebook Page so that any Facebook posts will automatically send a tweet to followers



**Blog Site:** A blog site is a quick and separate social media tool that would separate the communication from the Facebook page. It will be quick and easy to update and can also be linked to Facebook and Twitter.

1. Create a Blog Site specific to the program and link to Facebook and Twitter to create another communication stream that can be directed to the Facebook Page
2. Create initial posts that align with the suite of tweets
3. Connect blog to community Patch communication network to broadcast and announce information pertaining to the program

**Google+ Plus Profile:** One of the newer social media platforms is Google+. A profile on Google+ establishes the program as a community brand. Through this brand page, visitors can learn more about solar energy, see what people in the community have to say, and take part in events. Visitors can share information and engage others who are interested in this program.

1. Create a Google+ Profile and establish a community brand page
2. Identify and establish connection circles

**Municipal Site:** Communities have established a web presence to communicate various programs, meetings, bylaws, and more. This is a central point for many residents when looking for information specific to their municipality.

1. Create a promotional webpage for Solarize Chelmsford that can be added or linked to the municipal website
2. Partner with town officials to ensure that all social media points have been established on the information page and function properly

**Cross Communication:** With the various social media networks to communicate and publicize information, it is important to ensure that all components are interconnected to deliver consistent messages and enhance response. Our Team will create links for all established social media components to ensure cross communication.

**Quick Response (QR) Code:** A QR code is a matrix code that can include URL links to information that can be read by smart phones and some camera equipped technology, such as tablets. A viewer can scan the code with their mobile device and instantly link to the Solarize Chelmsford information.



1. Create a QR code that links viewers to Solarize Chelmsford information
2. Imprint the QR code on applicable social media and print components, including store-front posters and flyers

The above steps will provide a comprehensive online presence and can be accomplished quickly. Working with MassCEC, we expect to deliver a basic online presence and initial content within a few weeks of the program kickoff. Content will be added and revised as the program unfolds. Our online media will provide the most current information for upcoming events, sign-ups, and tier pricing, and will provide a place for early adopters to share information about the program and encourage their contacts. These resources will be central to communication around the program for both volunteers and consumers.

The following outreach methods are planned to educate and engage the community. Events will be promoted through our online presence and using the **Media outlets** listed in the Additional Requirements section of this plan, which include daily and weekly print media, online news media, television, and radio.

**Key educational events** such as Solar 101 and Solar 201 will be conducted in large auditoriums and facilities that can accommodate over 100 attendees with ample parking and presentation equipment (i.e. microphone, projector, etc.). Our Team is prepared to assist MassCEC with these presentations, as described in our calendar of events. Locations may include Veterans Memorial Auditorium at the Chelmsford Center of the Arts located in the center of town, our Senior Center, and the Chelmsford Community Center (former North Town Hall) in North Chelmsford.

**Informal presentations and meetings** will be conducted by our Solar Coach at locations where volunteer groups or businesses are based, or at smaller public venues such as the Adams Library downtown (rooms for up to 75 attendees) or the MacKay Library in North Chelmsford. These meetings may include re-presentation of Solar 101 and 201 materials as allowed by MassCEC, or other information tailored to the specific audience. These types of presentations will be focused later in the program to keep the initial educational materials “alive” and to hone the messages for a particular group or area.

**Key social events** such as the Country Fair at the Town Common on July 3-4, and the July 4<sup>th</sup> Parade, will provide program visibility for very large groups, typically over 25,000 residents and visitors. Booths and floats at these events will provide relatively brief exposure, and will be used to deliver short memorable messages focused on broad themes, points of contact, and upcoming events.

**Support of public officials** such as the Town Manager and Board of Selectmen were identified as high impact outreach methods for 2012 communities. Our Solar Coach will discuss the program and progress achieved at the televised Town Manager Round Table and Board of Selectmen meetings.

**Solar “tours”** or open houses at existing installations around town will be used to demonstrate the reliability and ease of use of solar PV. Owners of existing PV systems will be contacted early in the program to discuss their availability for in-person or video “tours” and for Q&A regarding their experiences.

**Poster placements** in store fronts and public venues will be used principally for baseline messages that remain relevant over the entire program, especially educational themes and points of contact. Some flyers will be used in the same way but will allow more detailed information to be presented. QR codes on printed materials will allow links to the latest online information.

**Email lists** will be used to contact residents and businesses about this program. The Team will coordinate with local groups that maintain extensive email lists and encourage them to provide information to their members. These groups include places of worship, school administrations and PTOs, and the library. Residents and businesses that express interest in the program will be added to our Contact Database.



**Notices** will be included in tax or water bills or in community mailings. The program will be highlighted in our annual Recycling Flyer that is mailed to all residents in June.

**Outdoor signs**, including sandwich and bulletin boards, will be used in high traffic areas to convey time-sensitive messages over short time periods. We will also explore summertime use of the electronic notice boards that are located outside many of the schools for this purpose. An outdoor banner will be erected overhead in the town center near the end of the program.

Direct outreach will include **Tabling** at our weekly summertime Farmers Market and at one-time events such as the Earth Fair or Wellness Fair, and at local stores. Direct contact with residents can also be achieved at pick-up or drop-off events such as for recyclable materials. **Door-to-door** canvassing and use of door hangers will be conducted in specific geographies identified as optimal using online research (such as Google Earth aerial views) or surveys.

**Online surveys** will be used to solicit input from our residents and businesses. As described in the Local Interest section, our Team conducted one such survey already in a two-week span with little supplemental publicity and received 144 responses. Future surveys can be used to identify key geographies or interests, and tailor messages and educational materials more effectively.

These varied and overlapping outreach methods will require close communication between Team members, and between our Team and the public. We will use Google Voice for weekly phone conferencing and collaboration within the Team. This service will also provide a single phone number for the public to contact that can be forwarded to multiple volunteers who are “on call” without leaving home. The Google Voice transcription service will also allow multiple Team members to access and respond to voice messages that are received when no volunteer is on call.

### Implementation Calendar

Our plan includes a month-by-month calendar of outreach activity, developed in consideration of the short time-frame for this program and the need to “hit the ground running” to achieve our goals. The schedule begins in February upon submittal of this proposal to MassCEC. We recognize that MassCEC’s selection process will extend to March 14, but we believe it’s important for the Team to utilize the intervening weeks to continue developing contacts and to prepare messages for the first few weeks of the program. If we are selected for this program, we look forward to the official program kickoff on Friday March 15. Key activities during each month are described below. Public outreach events will be announced in print and online media; using indoor posters and outdoor signs; at event tables and booths; and through TV and radio.

**February – March 14:** Following our proposal submittal on February 20, the Team will continue contacting residents and organizations with messages regarding our expected activities should Chelmsford be selected as a Solarize 2013 community. Core Team members will coordinate with the Solar Coach to contact potential partnering organizations (see listing in Team Section above) and the individuals who provided contact info in response to our Solar Survey. The goal at this time will be to confirm key contacts with each group and discuss upcoming volunteer needs. The permitting timelines and any other approvals needed from town committees or departments will be revisited and confirmed with those groups.

Content for the proposed March media events will be developed, except for branding to be provided by MassCEC. The program Contact database will be set up and populated with info from the Solar Survey and contacts obtained from local organizations. Owners of existing PV systems will be contacted to discuss their availability for in-person or video “tours” and for Q&A regarding their experiences. Finally, the Team will discuss the feasibility of developing a community solar array for residents or businesses that do not have feasible sites, and potentially suitable locations such as at the capped landfill on Swain Road. We recognize that such a “solar garden” may be difficult to organize and permit within the program timeline ending in September, but starting these discussions early on could provide a framework for future development with the help of interested residents.



**March 15-30:** If we are selected as a Solarize 2013 community, we hope to receive our toolkit, training, and educational materials from MassCEC at this time. Chelmsford would like to receive training from MassCEC for one other Team member besides the Solar Coach, to better enable cross-training and education within the community. We understand that MassCEC may conduct regular conference calls with our Team and other communities to track progress and share tactics. Chelmsford's community contacts confirmed over the preceding weeks will receive a new message announcing our selection and timelines for the program. We will launch our Facebook page and other online media with content prepared over the preceding month, and link the new online sites with existing websites and social media.



Educational material will be distributed at the Town's March 16 Volunteer Fair event and we'll solicit volunteers for upcoming activities described below. In March we will begin planning for long lead-time events such as the July 4<sup>th</sup> Booth and Parade Float (see July events). Articles, press releases, and letters to the editor describing the program and upcoming events will be provided to print media (Chelmsford Independent, Lowell Sun, and Boston Globe), online news media (Chelmsford Patch, Chelmsford Commonplace, WickedLocal Chelmsford), and blogs (Turtle Crossing, Chelmsford Recycling). The Solarize program will be discussed on currently televised events such as the Town Manager Round Table and Board of Selectmen meetings. Chelmsford TeleMedia (CTM) provides live coverage of these events and also makes them available for viewing on demand. If acceptable to MassCEC, an initial public meeting will be held at the Adams Library in the center of town

to discuss broad goals and upcoming events, answer general questions and receive input, and collect contact information.

**April:** This month brings continued outreach activity including Solar 101 and selection of our Solarize Installer. By early April we expect to have our baseline outreach messages displayed online and on posters or flyers within buildings, which will remain in place throughout the program. At the beginning of April our External Review Team will evaluate Installer proposals and work with MassCEC<sup>1</sup> to identify the top three candidates. During the month we will continue with online and print media articles describing upcoming events. We will distribute flyers outside polling locations at our annual town election, and at our Brush Drop-off, Household Haz Waste Collection, and Earth Fair events.

Our Team, in concert with MassCEC, will host a Solar 101 educational event at a large venue such as the Veterans Memorial Auditorium in the Chelmsford Center of the Arts, and videotape the session for re-broadcast on our Website. These types of events are also typically televised live, rebroadcast, and available on demand on CTM. Solar 101 will focus on the basics of solar PV and the program model. Later in April our External Review Team will interview the three selected Installers with MassCEC, and provide an updated ranking of the top three candidates to MassCEC. At the end of April we will provide a presentation on the program at Chelmsford Town Meeting attended by 81 elected representatives and the Town Boards and Committees, and televised town-wide.



**May:** With the selection by MassCEC of our Solar Installer, the Team will develop a coordinated outreach strategy that takes advantage of the Installer's resources and our Team's up-front planning. This strategy will include methods to share and update our Contacts database, adjustments to our outreach calendar, and lines of communication for customers to obtain information and sign up. The Team will work closely with the selected Installer to promote the program and answer residents' technical questions. The Solar 101 presentation will be repeated by our Solar Coach at a large venue in North Chelmsford, such as the Chelmsford Community Center.

<sup>1</sup> Includes DOER and a selected Technical Consultant



The Team, working with MassCEC and our selected Installer, will facilitate a Solar 201 educational event and videotape it for re-broadcast on our Website. The Solar 201 presentation will provide greater detail about solar PV, introduce the selected installer, and describe the process for site evaluations and contracting for a solar PV project. As customer sign-ups begin we'll start progress tracking through online and print media. Updated program information will be distributed via flyers at our Rain Barrel, Wellness Fair, and Shredding Day events. Outdoor signs will be deployed for short periods to provide event notifications.

**June:** As sign-ups continue in June, the Team will begin providing updates on sign-up status to our residents using all available media, including email to our Contacts database. These messages will shift the focus to the acceptance of PV systems within the community, and the price breaks available with increased adoption of the technology. Early adopters in the Solarize program will be enlisted to help with word-of-mouth publicity through their personal contacts.

The Team will coordinate with our Installer to host an additional presentation of Solar 201 at the Adams Library, including highlights of the 8.8 kW solar PV system installed there and how it compares to a typical residential system. As school ends, student volunteers will be enlisted to help with upcoming events and direct outreach, including identification of optimal properties using Google Earth and/or other online data and contacting these owners. In particular, plans and construction will be finalized for our July 4<sup>th</sup> Booth and Parade Float. The Solarize program will be highlighted in our annual Recycling Flyer that is mailed to all residents near the end of the month.



**July:** This month brings Chelmsford's main outdoor summer events, the July 3-4 Country Fair and the July 4<sup>th</sup> Parade, which bring together over 25,000 residents and visitors each year. The Chelmsford Lions Club sponsors a Country Fair on the Common that includes food and entertainment from the evening of July 3<sup>rd</sup> through the afternoon of July 4<sup>th</sup>. The Country Fair includes performances at the Town Common, and booths surrounding the common where local organizations raise funds and provide information. Our Team will staff an information booth with games and give-aways on both days. The booth is another opportunity to educate residents, collect contact information about potential customers, introduce our Installer, and offer services such as tours or online home evaluations. On July 4<sup>th</sup> over 20 floats from local groups will compete for prizes in our parade along with marching bands from around the US and Canada. The Team's Solarize Float will be designed to exhibit a solar PV system while fitting the theme to be established by the Parade Committee.

Chelmsford's Farmers Market will begin on the Town Common in early July and our Team will host a booth at these weekly events. Later in the month we'll provide a final re-presentation of the Solar 201 information in North Chelmsford. As our contact database grows, we expect to launch additional online surveys to identify specific areas of interest or solicit questions from our residents. Event marketing materials, online content, and future presentations will be re-focused on these areas of customer interest as we enter the final two months of the program.



**August:** As residents return from summer vacations in August, we will redouble our efforts at publicity. Our Team's messages will continue to shift from introductory educational material to acceptance of Solar PV in the community, discounts as the tier pricing milestones are achieved, and tours of successful PV installations. The results of Solarize 2011 and 2012 demonstrate that many residents are motivated by timing and the program deadline, therefore this is expected to be a pivotal month for outreach. We will focus marketing in August on the buildings identified as most feasible for Solar PV and hold

special events for these property owners. If possible the Team will identify areas of relatively higher PV adoption and shift volunteer resources into those areas. Working with our Installer and MassCEC, the Team will offer an

updated presentation at the Adams Library, and we will continue our presence at the weekly Farmers Markets. A “thermometer” graphic will be displayed in a prominent location to show contracted capacity, pricing tiers, and the looming deadline for sign-ups.

**September:** This month brings our final push to publicize the program, with volunteers preparing for the busy final weeks when many customers who are “on the fence” may need supporting info. An overhead banner with the program status and deadline will be unveiled in downtown Chelmsford. The Team will conduct a final presentation with our Installer at the Adams Library or Chelmsford Center for the Arts. Printed posters, online content, and flyers will be updated, including info on the program deadline and remaining events, status of sign-ups, and key contacts for the Team and Installer. Our marketing expenses will be scheduled to allow us to concentrate publicity on the month of September. Weekly articles and letters to the editor will be published in newspapers, and tabling will continue at weekly Farmers Markets. The Team will maximize staffing for our Google Voice telephone line to assure quick responses to questions, and connections to the Installer where appropriate.

**October & beyond:** With the conclusion of the sign-up period, our Team will transition marketing content to the success of the program and other ways for residents and organizations to assist with adoption of renewable energy. The Team will meet to evaluate options for follow-on solar PV projects, such as Solar Gardens, and to compile lessons learned for MassCEC future programs. The Team may also wish to coordinate follow-on “green” activities related to energy efficiency, renewables, etc...after a well-earned rest!

### Summary

Our detailed marketing plan, including month-by-month outreach activities, has been prepared to facilitate success within the short timeframe available for the program. We understand the significant time commitment required, and our Team will enlist the support of other volunteers among our residents and local organizations. Our outreach plan will allow us to manage our Team and volunteer resources effectively to achieve our goals.

### Marketing Budget

Identify a preliminary budget of how the \$2,500 community marketing grant would be utilized, and whether you plan to provide a stipend (of up to \$500) to the Community Solar Coach.

Chelmsford will use the entire \$2,500 grant for marketing support including printing materials, room or booth rentals, and funding our online presence. A preliminary budget is indicated below, although this will be adjusted as the outreach plan unfolds. We expect that about half of the funding will be reserved until the final two months of outreach activity. This “back-loading” of publicity will support our final flurry of outreach to inform and guide the community before the September 30 deadline.

\$100 for domain name registration and online survey tool

\$300 for signs and a banner

\$400 for insert to tax or water bill mailing

\$500 for display and marketing materials for booths, and room or booth rentals

\$1200 for printing door hangars, posters, and flyers, especially focused at the end of the program

### Additional Requirements (Maximum 1 page)

#### Media Outlet

Identify local news media outlets with high local viewership, such as a newspaper.

Print and Online News: Articles, press releases, and letters to the editor will be provided to print media (Chelmsford Independent, Lowell Sun, and Boston Globe), online news media (Chelmsford Patch, Chelmsford Commonplace, WickedLocal Chelmsford), and local blogs (Turtle Crossing, Chelmsford Recycling). The Patch and Independent included prominent articles on our application and the support offered by Selectmen.

Television and Radio: The Team will work with Chelmsford TeleMedia (CTM) to ensure local cable access television coverage for educational events, and to prepare additional programming. CTM routinely televises many events such as Board of Selectmen and Town Manager meetings, and local talk programs. These programs are available for viewing on demand and are rebroadcast periodically as long as the content is current. The Team will work with CTM staff to prepare additional special programs for broadcast that include support from town officials. Our Team will also provide program content for the CTM community bulletin board. In addition, we will solicit coverage by local radio stations such as Merrimack Valley Radio (WCAP 980).

### Community Permitting and Requirements

Identify the local permitting process for solar PV projects within the community, and requirements surrounding Solarize Mass program marketing materials. This should include, but is not limited to, information on the building and electrical permitting process and fee structures, as well as any local Historic or Conservation Commission requirements that may require engagement on projects. Please use Exhibit 1 below.

If applicable, identify any potential streamlining efforts in anticipation of large a number of project permit applications.

Chelmsford already uses expedited (1 day) permitting for building and electrical permits. Chelmsford’s Building Department will continue to expedite applications for solar PV installations under this program as we have in the past. Chelmsford will further facilitate this program by setting a flat rate for building permits at \$150 and a discounted fee for electrical permits for installations under this program, as set forth below.

| Permitting Component   | Requirements  | Review Timeline | Cost                                 | Associated Web Links  |
|--|---|-----------------|--------------------------------------|---|
| Building Permit (Roof Mounted)   | Proposed Installation Meets State Building Code   | 1 day           | \$150                                | <a href="http://www.townofchelmsford.us/index.aspx?nid=123">http://www.townofchelmsford.us/index.aspx?nid=123</a>         |
| Building Permit (Ground Mounted)   | Proposed Installation Meets State Building Code   | 1 day           | \$150                                | <a href="http://www.townofchelmsford.us/index.aspx?nid=123">http://www.townofchelmsford.us/index.aspx?nid=123</a>         |
| Electrical Permit  | Proposed Installation Meets State Electrical Code   | 1 Day           | \$35                                 | <a href="http://www.townofchelmsford.us/index.aspx?nid=123">http://www.townofchelmsford.us/index.aspx?nid=123</a>         |
| Conservation Commission  | Roof – None.<br>Ground – Review required for ground mounted solar PV install on property with conservation restrictions | N/A<br>2 weeks  | N/A<br>\$0                           | <a href="http://ma-chelmsford.civicplus.com/index.aspx?NID=276">http://ma-chelmsford.civicplus.com/index.aspx?NID=276</a> |
| Historical Commission  | Site Plan Review in Historic District or on historic properties   | 2 weeks         | \$25 w/o hearing;<br>\$50 w/ hearing | <a href="http://ma-chelmsford.civicplus.com/index.aspx?NID=284">http://ma-chelmsford.civicplus.com/index.aspx?NID=284</a> |
| Community By-laws for yard signs   | Unlighted signs 1 sq ft or smaller need no permit   | N/A             | N/A                                  | <a href="http://www.ecode360.com/8274608">http://www.ecode360.com/8274608</a>   |
| Community By-laws for banners, signs, Thermometers, etc in public spaces | Banners require a special permit from Board of Appeals. Freestanding signs are permitted in Business Districts.         | 2 weeks         | \$0                                  | <a href="http://www.ecode360.com/8274608">http://www.ecode360.com/8274608</a>   |

Exhibit 1. Community Permitting and Requirements Chart

## Optional (Maximum 3 pages)

### Additional Financial Assistance

If the community plans to provide additional financial assistance to the program, please outline how those funds might be used.

Chelmsford is not planning to provide monetary contributions to the program; we are pleased to offer the invaluable services of Town employees who are key members of our Team, and the expedited and discounted permitting approach described above.

### Local Interest

Demonstrate that there is significant interest in the community to drive a successful program.

Chelmsford residents have expressed high levels of interest in solar power, with 59 building permits obtained in the past year alone for solar PV systems. This high response rate was achieved with the limited publicity conducted by solar PV installers, and the only Town involvement was through our normal permitting process. As reported in the Chelmsford Independent, Vivint Solar Representative Adam McClellan offered the following assessment of local interest:

“As a company we have been extremely impressed with the reaction we have received from the homeowners in Chelmsford, in addition to the building department. When we submit the building applications for our homeowners some cities are more excited about ‘going green’ than others, [and] Chelmsford has honestly been easier to work with than any other city”

(Read more: <http://www.wickedlocal.com/chelmsford/news/x1206141323/Renewable-energy-comes-to-Chelmsford#ixzz2LMbuenIs>)

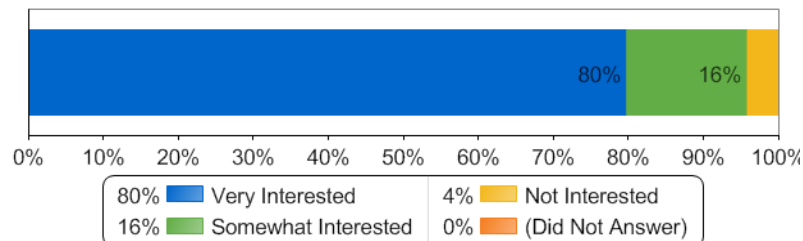
Vivint describes many of their solar PV systems as financed through PPA at a rate of \$0.12/kW-h.

Our Team conducted an online survey of resident interest in the Solarize program over a two-week period during preparation of this proposal. With little supplemental publicity we received 144 responses and high levels of interest, as indicated below. The survey introduction, questions, and graphic summaries of responses are presented below.

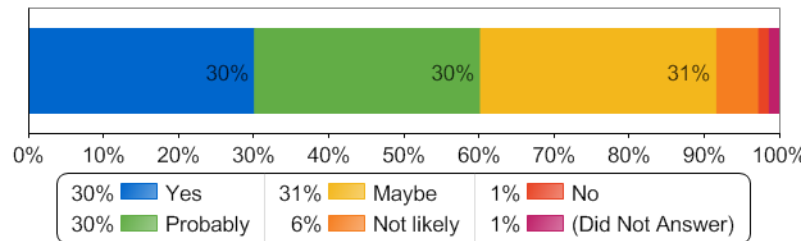
#### Online Survey for Chelmsford Residents about Solar Electric Power

Chelmsford has a chance to participate in Solarize Massachusetts, a program sponsored by the Massachusetts Clean Energy Center that will allow residents and organizations to install solar panels to generate electricity at reduced prices. This brief survey will inform the Town's application to the program, which is due on 2/20/13. This online survey expires at midnight on 2/18/13.

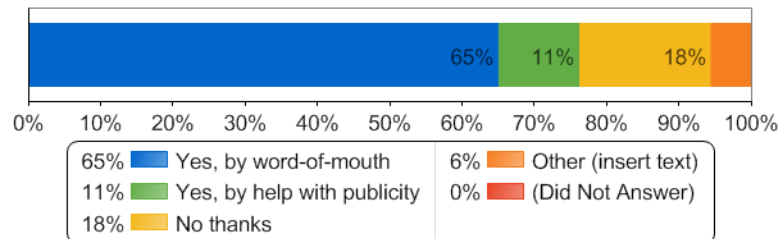
1. If Chelmsford is selected for this program, how interested would you be in finding out more about it?



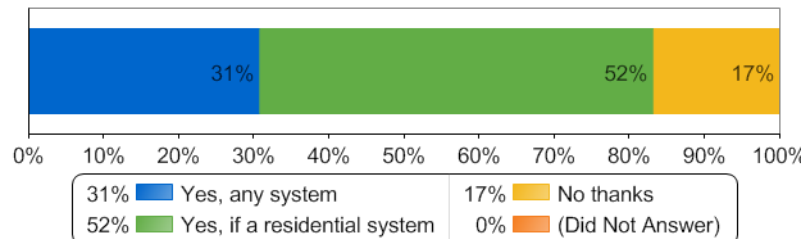
2. If this program was affordable for you, would you go ahead with an installation this year?



3. More participants will mean lower cost for solar power. Would you be interested in helping promote the program?



4. Are you interested in a Q&A tour of a solar electric system in town?



5. OPTIONAL: If you would like to receive more information about this program or have comments on the survey, please send a message to [solarizechelmsford@comcast.net](mailto:solarizechelmsford@comcast.net), or provide contact info below.

Our Team received contact info from 48 survey participants in response to Question 5.

As a Green Community since May 2010, Chelmsford is fully committed to clean energy and reducing our carbon footprint while growing a stronger economy. The Town's solar PV installations include an 8.8-kW array on the Adams Library; a 27-kW array at the Chelmsford High School, and a 36-kW array at the Parker Middle School. The Chelmsford Water District installed a 485-kW solar array to power the water treatment facility and that system has been operational since October 2010. Chelmsford plans to install additional solar arrays at the Town Offices, the Police Station and the Senior Center in the future.

Chelmsford residents are also interested in renewable energy and sustainability issues. Our residents showed high participation in Sagewell's 2012 energy efficiency thermal imaging scans, with surveys conducted in all major neighborhoods and participation rates as high as 20%. The Town has electric vehicle charging stations available 24 hours a day at the Adams library in the town center and in Vinal Square in North Chelmsford. Chelmsford has purchased hybrid vehicles to replace older non-hybrids in the Town's fleet; has installed lighting retrofits and occupancy sensors in all of the schools; has completed window replacement at the high school; has conducted an



energy audit at the Town Offices; and has purchased and installed solar trash compactors/recycling bins with grant funds and with Town funds.

**Group Proposal**

If applicable, demonstrate the benefit of responding to the RFP as a group, a history of partnering, and outline how marketing and outreach efforts will be deployed.

Not applicable, as Chelmsford will not be partnering for the 2013 Solarize Massachusetts program.

## Team Description

### The Carlisle Solarize MASS Team

The Carlisle Solarize MASS team consists of active members of the Carlisle community who have been involved with Town activities and promoting sustainability in Carlisle. They will work closely with MASSCEC the selected solar contractor to maximize the participation in the Solarize MASS program.

### **Richard Kane - Solar Coach**

Richard Kane has lived in Carlisle for 20 years and recently retired from a 30+ year career in the private sector—most of which was spent in the telecommunications and information management industries. The bulk of Richard's career was focused on product marketing, product management, and professional services for high tech products, services, and solutions. In that capacity, Richard developed numerous skills that will be highly applicable to the success of the Solarize Massachusetts initiative.

Richard is keenly aware that the key to successful outreach and marketing campaigns is in understanding the needs, pains, fears, and concerns of your buyer, so that the messaging and positioning of solutions to address buyers' needs resonates strongly and effectively with one's target audience.

Richard has a wealth of experience with the creation and execution of successful awareness and demand generation campaigns for complex technology solutions, and is personally aware (as a result of a recent procurement of a 7.85 kW solar PV system for his home) that solar PV solutions frequently represent a combination of confusing technology options coupled with confusing financing options. Richard's previous experience developing buyer collateral and training materials for technology solutions—as well as conducting webcasts, seminars, and media outreach—will serve him well in his capacity as Solar Coach for Carlisle; he will help demystify the solar buying experience for Carlisle residents in ways that will allow them to better understand what solar PV is, why it's a worthwhile investment, how to approach and evaluate both technology and financing options, and what to expect both during and after system installation.

Richard is excited by the prospect of serving as the Community Solar Coach for Carlisle due to his strong interest in solar and other kinds of green tech solutions that help mitigate homeowners' negative impact on our increasingly fragile environment and ecosystem. He is currently performing pro-bono marketing consulting work for EnergySage, which is a local startup developing a solar marketplace geared toward bringing solar buyers and sellers together in a forum that informs and educates buyers, while also reducing the "tire kicking" and improving the win rate of solar vendors. In other words, a vehicle that's a win/win for both parties. Richard hopes to leverage his interests and skills to help drive the Carlisle community's embrace of the Solarize Massachusetts initiative via their adoption of solar PV solutions.

### **Launa Zimmaro**

Launa is the wife of Richard Kane and will be working closely with Richard on the marketing campaign for the Solarize MASS program in Carlisle.

Launa is a retired school principal and is very actively involved in both Carlisle and statewide environmentally oriented organizations. She is a board member of the Massachusetts chapter of the League of Women Voters, as well as Chair of the local Sierra Club chapter. She is also very active with other Carlisle groups and organizations, including the Carlisle Democratic Town Committee, the Carlisle Recycling Committee, and the Carlisle Energy Task Force. She is also a member and active participant of statewide environmental groups such as Clean Water Action and Don't Waste Massachusetts. ***Launa will be very helpful with marketing the Solarize MASS program in Carlisle through her organizational and leadership with Town organizations and publications. Launa writes the "Green"***

**column for the local paper in Carlisle – the Mosquito.** The Mosquito is a weekly paper that is read cover to cover by everyone in Town nearly every Friday.

#### **Dan Cook**

**Dan will use his experience with the MASS Save energy assessment program to help promote the Solarize MASS program in Carlisle.** Dan managed the Carlisle residential energy efficiency program through the Green Communities program. Leveraging contacts with both local churches and the sole retail outlet in town (a local country store), as well as writing articles in the town newspaper (Mosquito), arranging presentations, and exhibiting at Town events, well over 120 Carlisle homes have received energy audits, with approximately 80% of those homes proceeding to act on their audit recommendations.. The following events have occurred over the last 6 months:

*Events to explain the MASS Save Program and Sign up resident Completed:* Old Home Day – booth, First Religious Society Sustainability Fair – booth, First Religious Society Environmental Action Committee, Counsel on Aging CCTV presentation, Farmers Market, Winter Farmers Market December 15<sup>th</sup>, Ferns Country Store (Jan 27, 2:00 PM, Jan 30, 7:00 PM Energy Efficiency), Old Home Day, Transfer Station

*Planned Events(to explain the MASS Save Program and Sign up resident):* St Irene’s Catholic Church, Gleason Library, Sierra Club & League of Women Voters Combined Event, Carlisle Congregational Church, Carlisle Garden Club

#### **Ann Ballantine**

Ann is developing and managing a new Carlisle environmentally-oriented web site, [www.GreenCarlisle.org](http://www.GreenCarlisle.org), and **will be creating web content for the Solarize MASS program in Carlisle.** The web site will have information and short videos about Carlilians who have installed solar PV, including interviews with residents discussing their decision-making process and pictures of installations.

#### **John Luther**

John Luther is the Carlisle Building Commissioner and also serves on the Carlisle Energy Task Force. **John plans to seek reduced the permitting fees in Carlisle for solar PV projects.** Currently, homeowners get a reduction in the permit fee if their home meets Energy Star criteria. This has been very successful with new homes and retrofit projects that must meet the stretch code requirements.

#### **Carlisle Energy Task Force Members**

**The Carlisle Energy Task Force members are active in participating in events to help solicit Town residents to participate in Solarize MASS program.** The Task Force members are also active in other Town committees and organizations. The Task Force members and other volunteers in Town have committed to participate in Solarize MASS events such as Solar 101 and 201 presentations, getting people to sign up for solar assessments at the Transfer Station, Ferns Country Store and the planned events listed below to explain the Solarize MASS program and help sign up residents to participate. The following are bios of the Energy Task Force members, which represent a strong technical support team active in Carlisle

**Dan Cook (chair)** – Dan is President of Conservation Solutions Corporation, which helps large commercial, institutional & industrial companies reduce energy and water use & costs. Dan is also Vice President of Urban Power USA, a Massachusetts manufacturer of vertical axis wind turbines. Dan has served on the Carlisle Conservation Commission, Carlisle School Building Committee and currently serves on the Carlisle Energy Task Force.

**Bob Clarke** – Bob was founder and President of BCM Controls and is currently founder and President of 621, Inc. which develops commercial solar photovoltaic (PV) projects, Assists clients in the procurement, installation and operation of efficient PV systems and monitors and analyzes PV system yield to improve long-term performance. Bob serves on the Carlisle Energy Task Force. **Bob Clarke will lead the Solarize MASS Solar PV contractor evaluation team.**

**John Luther** - John Luther is the Carlisle Building Commissioner and also serves on the Carlisle Energy Task Force.

**Basu Sarkar**– Basu works for Mosaic Data Systems which is a software development company that specializes in creating software solutions for the financial, private equity, education, legal and manufacturing markets with a primary focus is architecting custom automation using a broad array of software tools. Basu has over 30 years’ experience as Technical Program Manager managing development and implementation of IT systems for defense, healthcare operations, and internet commerce. He has strong skills in Systems Requirements Analysis, Systems and Software Life-cycle Analysis, Systems Test and Integration, Software Quality Assurance, Metrics, Technology Transition, Business Processes, Strategic Planning and Financial Analysis. Basu implemented several Solar Home Light Systems (SHS) projects globally. Also, he has worked as Facility engineer with responsibilities for selection, maintenance and installation of manufacturing and facility equipment, and budgets. Since 2011, as a member of Carlisle Energy Task Force (ETF) he analyzed and monitored the energy usage of Carlisle town owned buildings, and he continues to monitor the energy usage of these facilities and determine that the energy saving goals have been met. **Basu will set up programs for the Carlisle homeowners who are interested to monitor their energy savings with installation of the renewable energy systems, and energy conservation measures.**

**Helen Young** – Helen is a graduate of MIT with a PhD in Physics and is a retired physics teacher. Helen is an active member of the Carlisle Garden Club and serves on the Carlisle Energy Task Force. **Helen will work with Ann Ballantine to create Web Content for the Solarize MASS program on the Green Carlisle web site.**

**Steve Hinton** – Steve works Skipping Stone as Director of Information Technology and Engineering. Responsible for data center operations, office administration, and consulting assignments related to mechanical engineering and automated electronic data processing. He was the Project Engineer for pipeline feasibility, performance, and due-diligence studies for Desert Crossing Gas Storage and Transmission System LLC; purchase of Texas Gas Transmission and Gulf South Pipeline by Loews; and the East of California Customers’ motion to intervene in the FERC hearings on El Paso Pipeline’s role in California’s energy shortage. He is a of the Gas Industry Standards Board’s Future Technology Task Force and Project manager on multi-disciplined IT infrastructure projects. Steve has served on the Carlisle Conservation Commission, Carlisle Zoning Board of Appeals, Carlisle Land Trust, and Water Quality Subcommittee of the Board of Health, Carlisle Conservation Foundation and Carlisle Energy Task Force. **Steve Hinton will work with Town organizations to get their commitment to actively promote the Solarize MASS program**

**Bill Rizzo** – Bill is Civil engineer and after 30 years is retired from the FAA facility engineering, design, construction and modification group where he was Responsible for major projects included the Boston Consolidated TRACON Merrimack NH, Manchester NH & Bedford MA Airport Traffic Control Towers and Base buildings. Bill serves on the Carlisle School Building Committee, Board of Health and the Carlisle Energy Task Force. **Bill Rizzo will be the point person with the Carlisle Public Schools to get their commitment to actively promote the Solarize MASS program**

**Andrew Barlow** – Andy is VP of PARTnerAdvantage Program PTC (Parametric Technology Corporation where he leads a team of professionals who are responsible for PTC's 350+ software and hardware partners. This includes inbound and outbound royalty partners and some key strategic relationships such as Microsoft. In Carlisle, Andy serves on the Carlisle Energy Task Force. **Andy Barlow will help with writing articles to promote the Solarize MASS program and Solar 101 and 201 events.**

#### **First Religious Society Environmental Action Committee**

The FRS Environmental Action Committee will provide additional volunteers to participate in promoting the Solarize MASS program in Carlisle. They have been active in trying to get a solar system installed on their church and have an excellent network of members who are interested in climate change issues and reducing their environmental footprint. **First Religious Society Environmental Action Committee members will help promote the**

*Solarize MASS program within their organization and help sign up residents at the Transfer Station and other Town events.*

**League of Women Voters, Carlisle Climate Action & Carlisle Sierra Club**

These three organizations have members that are part of some of the organizations identified above, but there are additional members who we expect will help to promote the Solarize MASS program in Carlisle. ***We expect to receive support in signing up their members and events about Solarize MASS in Carlisle***



## Marketing and Outreach Plan

### ***The Town of Carlisle***

The Town of Carlisle plans to market Solarize MASS through a number of community events, Cable television, on-line and social media resource and direct mail programs, posters at common gathering locations including the Town Trash Transfer Station, Carlisle Public School, Gleason Library, Town Hall, Churches and the only store in Town – Ferns Country Store.

### **Meeting Locations**

Presentations for the Solarize MASS program in Carlisle can be held at a number of locations including the Carlisle School Auditorium for large groups, Gleason Library conference room (50 or less), Town Hall meeting rooms and Ferns Country Store café as well as the homes of some of the Solarize MASS Carlisle team.

### **Print Media**

#### ***Carlisle Mosquito***

Carlisle is fortunate to have our own locally published weekly newspaper. The Mosquito is a weekly locally managed newspaper that is delivered to every home in Town on most Fridays with the local mail. The Carlisle Energy Task that manages the Green Communities Program for Carlisle will work with the Solar Coach to take the lead in developing Solarize MASS stories and press releases for the local newspaper. The Energy Task Force has a campaign to write articles about energy efficiency and renewable energy for the Mosquito and Launa Zamarro, part of the Solarize MASS team writes the weekly green column.

#### **Concord Journal**

We would also plan to place articles in the Concord Journal another publication read by many in Carlisle. The Mosquito and Concord Journal are the two primary sources of local news in Carlisle.

#### **Local Organizations**

Town organizations provide communications with their members, and we will use these resources to communicate information about the Solarize MASS program. The First Religious Society has an organization called the FRS Environmental Action Committee that has agreed to inform their members about the Solarize MASS program and distribute information about the program through their email list.

#### **Local Cable Television**

The Energy Task Force will coordinate cable television coverage of presentations (Solar 101 and 201 and other relevant solar PV presentations) about the Solarize MASS program and publicize when the shows can be viewed.

#### **On-line Resources – GreenCarlisle Web Site**

Much of the Town of Carlisle is linked via e-mail and social media including Facebook, Twitter, Town web site and the Carlisle Energy Task Force web site [www.GreenCarlisle.org](http://www.GreenCarlisle.org) which provides resources for energy audits and information about solar hot water heating and solar PV.

#### **Share Presentations Via E-mail, Facebook and Cable TV**

We plan to provide Solar 101 and 201 presentations to most of the Carlisle groups listed below in the local interest section below as well as other groups. These presentations will then be shared with all the members of the group via e-mail the GreenCarlisle web site and GreenCarlisle e-newsletter and we will also arrange cable TV coverage of some of the Solar PV related events.

***Publicize Solar PV Installations***

We currently keep records of solar PV installations in Carlisle. As new solar systems are installed in Carlisle we plan to have pictures of the systems on the GreenCarlisle web site and publicize the efforts of people in Town through interview video and written stories about local experiences with Solar PV.

***E-Mail Lists***

We have already received approval from many of the Carlisle groups listed in the local interest section of the proposal to obtain e-mail lists or communicate through their organizations about Solarize MASS in Carlisle.

***Publicity - Direct Education and Resource Sharing******Three Churches***

There are three Churches in Carlisle. The Energy Task Force has held programs about energy efficiency and if we are successful bidder with the Solarize MASS program, we would include educations about the Solarize MASS program and related materials.

***Transfer Station – Three times per week***

The Carlisle Transfer Station where residents dump their trash is the hub of the universe for social face-to-face activity in Carlisle. The Energy Task Force will coordinate setting up posters to explain the Solarize MASS program and have people available to answer questions about the program during specific days of the campaign

***Ferns Country Store – Posters and Café presentations***

Ferns Country Store is the only store in Carlisle and is a gather spot. Ferns Country Store currently has stationed outside its store the Big Belly solar trash compactor provided to the Town through the Green Communities award. The owners of the store Robin Emerson and Larry Bearfield have agreed to place posters as well as literature and articles about energy efficiency and the Solarize MASS in the store. We have had three energy efficiency presentations at the Ferns Country store – two about energy efficiency and the Next Step Living program and one about Solar PV. If Carlisle were selected into the Solarize MASS program we would schedule presentations about the Solarize MASS program.

***Local Businesses***

The Energy Task Force will approach other businesses in Carlisle such as Bank ATMs stations, Dentist, Insurance companies, real estate companies, Post Office and other businesses to place posters and information about Solar PV events

***Primary Town-wide Events Gatherings – Spring & Summer***

The primary Town-wide gathering events occur in the summer in Carlisle. It would be ideal for Carlisle to be selected in the 2013 first round as most of events that are very well attended and occur in the summer and would we would get the great exposure for the Solarize MASS program. The events include:

- Patriot's Day celebration and walk to Concord,
- Memorial Day address, parade and town picnic,
- Old Home Day town festivities, plus
- Farmers Market (weekly)

***Town Buildings – posters & presentations***

The Energy Task Force will coordinate placing posters in Town buildings including the Town Hall, Library, Police Station, Historical Society, and Carlisle Public School and possibly the Concord Carlisle Regional High School.

***Sandwich Sign Town Circle***

Install a sandwich sign about the Solarize MASS program, and how to participate in the Town Circle.

***Youth Participation – School education presentations***

We plan to reach out to the young people in Carlisle at the Carlisle Public School and the Concord-Carlisle Regional High School. There is a youth page being developed for the GreenCarlisle web site and we plan to encourage students to get

involved by doing presentations at the schools so they can encourage their families to participate in the Solarize MASS program. This will be done through a poster program as well as presentation and encouragement of youth to participate in the events and help circulate information about the program

***Carlisle Farmers Market – weekly booth***

The Carlisle Farmers Market (weekly in summer) is well attended and is a great opportunity to pass out information about Solarize MASS.

## Marketing Budget

The community-marketing budget of \$2,500 would be used to

- 1.) Make permanent posters showing the Town's progress in signing up residents to install Solar PV Systems.  
– These would be located at the Ferns Country Store and the Transfer Station.
- 2.) A mobile poster would be developed for the weekly Farmers market and the various Town events listed in the proposal schedule.
- 3.) Most of the cost would go to direct mailings to Town residents. We propose to send out mailings through the Town bulk mailing list. The cost to develop a post card and send the postcard with return response would be the primary expense for marketing the Solarize MASS program in Carlisle.
- 4.) Advertisements in the Carlisle Mosquito about the Solarize MASS program with ways for residents to sign up.
- 5.) Fliers to hand out at Solar 101 and 201 events and have available at Town gathering locations (Ferns Country Store, Town Hall Gleason Library, Carlisle Schools).
- 6.) A \$500 stipend would go to the solar coach to cover his expenses in marketing the program.

## Media Outlet

### Publications

#### **The Carlisle Mosquito – weekly**

Every household receives the Carlisle Mosquito almost every week on Friday. This is a local paper, published by people from Carlisle covering all the local happenings in Carlisle. This paper is usually read cover to cover by everyone. Launa Zimmaro writes a column on greening Carlisle which is published every week

#### **Concord Journal – weekly**

The Concord Journal is read by many Carlisle Residents and since Concord and Carlisle compose a regional school district there is cross over between the two Communities. Since Concord has a municipal utility they do not qualify for the Solarize MASS program.

#### **Carlisle Connections (Carlisle Council on Aging) - Monthly**

This publications is sent t all the senior members of the Carlisle Community.

### Online Media

#### ***Town of Carlisle Web Site***

#### ***Carlisle Energy Task Force web site - [www.GreenCarlisle.org](http://www.GreenCarlisle.org)***

The GreenCarlisle web site and GreenCarlisle e-newsletter is growing quickly to be a major communications network for the Town. The goal is to sign most of the Town up for the e-Newsletter that will focus on sustainability events including the Solarize MASS program.

#### ***E-mail, Twitter and Facebook communications***

We have been talking with organizations in Carlisle about access to their on-line media networks including email lists. Some of the organizations outside of official Town Committees have Facebook and Twitter accounts that we plan to use to promote the Solarize MASS program. These organizations include:

- Carlisle Energy Task Force Newsletter – In conjunction with the Green Carlisle web site, the Energy Task Force will be sending a newsletter via e-mail to link Town residents to the web site and the Solarize MASS program.
- Carlisle Board of Selectmen – Televised meetings where they will receive updates on the Solarize MASS program progress.
- Carlisle Conservation Commission – publicize the Solarize MASS program through their e-mail list
- FRS Environmental Action Committee - publicize the Solarize MASS program through their e-mail list and Facebook
- Carlisle Sierra Club - publicize the Solarize MASS program through their e-mail list
- Ferns Country Store - publicize the Solarize MASS program through their e-mail list, Twitter and Facebook
- Carlisle League of Women Voters - publicize the Solarize MASS program through their e-mail list

#### **Other Publicity**

CCTV Channel 8 – Carlisle has a local cable access channel that has been used to publicize the MASS Save/Next Step Living energy assessment program and we plan to record the Solarize MASS Solar 101 and 201 education presentations to be aired on cable TV. The Task Force intends to publicize the dates these presentations will appear on cable TV.

| <b>Community Permitting and Requirements</b>                             |   |   |                          |                             |
|--|---|---|--------------------------|-----------------------------|
| <b>Permitting Component</b>  | <b>Requirements</b>   | <b>Review Timeline</b>                    | <b>Cost</b>              | <b>Associated Web Links</b> |
| Building Permit (Roof Mounted)   | Supply completed application, plan and letter from the engineer | Review at time of application and issued. | \$12.00 per 1000.00 cost |                             |
| Building Permit (Ground Mounted)   | Supply completed application, plan and letter from the engineer | Review at time of application and issued. | \$12.00 per 1000.00 cost |                             |
| Electrical Permit  | Supply completed application, plan and letter from the engineer | Review at time of application and issued. | \$100.00                 |                             |
| Conservation Commission  |   |   |                          |                             |
| Historical Commission  | Case by Case on Historic Buildings in the Center of Carlisle    |   |                          |                             |
| Community Bi-laws for yard signs   | OK  |   |                          |                             |
| Community Bi-laws for banners, signs, Thermometers, etc in public spaces | OK  |   |                          |                             |

Exhibit 1. Community Permitting and Requirements Chart



### Additional Financial Assistance

The Town of Carlisle Building Commissioner intends to submit a request to reduce the cost of a permit for a Solar PV system to \$400 per installation.

### Local Interest

Carlisle is a small Town with a limited number of organizations. However, there has been keen interest in the MASS Save energy assessment program and the organizations we have contacted have expressed strong interest in supporting the Solarize MASS program. The following is a list of Carlisle Organizations supporting the Solarize MASS program in Carlisle:

- **Carlisle Energy Task Force** will take the lead on promoting the Solarize MASS program working with our Solar Coach Richard Kane they will help plan and promote Solar 101 and 201 education events and help to sign up Town residents.
- **Carlisle Board of Selectmen** fully support the program and will lend support where necessary.
- **Carlisle Recycling Committee** supports the program and the current chairman is part of the Solarize MASS team.
- **FRS Environmental Action Committee** is a very active group in Carlisle that has been looking into installing solar PV on their church. They have been active in promoting the MASS Save program in Carlisle and are motivated to reduce greenhouse impacts in Town.
- **Carlisle Sierra Club** will keep their member informed and help with setting up meeting, Transfer Station Solarize MASS signup events.
- **Ferns Country Store** owners Robin Emerson and Larry Bearfield have been very proactive with promoting energy efficiency and solar PV (Feb 10) through education events in the Café at their store.
- **Carlisle League of Women Voters** is also very active in Carlisle and will hold Solar 101 and 201 meetings for their members and the Town residents.

**Note:** Other Carlisle organizations support the program but were not able to get an official vote in time to submit with the proposal. These organizations include the Carlisle Garden Club, Council on Aging, Church groups