

time we hope to create a community effort to Solarize Lexington--a "rooftop revolution" for solar power." A Solarize Massachusetts grant will capitalize on Lexington's collaborative culture to encourage residents, small businesses, and houses of worship to consider rooftop solar systems as a way to reduce energy costs and address environmental pollution.

The Lexington community strongly supported joining the state sponsored "Green Communities" program and used its first Green Community Grant to install induction streetlights, realizing a 45 percent energy savings. Lexington has implemented the Stretch Energy code, seeing that as a useful tool in reducing energy use in buildings. The town has an Energy Conservation Committee and a Sustainable Lexington Committee, both dedicated to green energy saving initiatives in the town. Also Lexington has a strong group of environmental organizations including the Lexington Global Warming Action Coalition (LexGWAC), the Citizens for Lexington Conservation, the Lexington Tree Committee, and Lexington Interfaith Environmental Action Team, all of which support this grant effort.

In August of 2012 the Selectmen-appointed Sustainable Lexington Committee, formed a Solar Taskforce with the goal of determining solar potential of Lexington's public buildings and land. The committee, spearheaded by Mark Sandeen, (a member of our Solarize Team) has thus far completed the following:

1. Completed the preliminary due diligence for municipal solar projects.
2. Successfully proposed a change in the Town's bylaws to enable long-term agreements for the purchase of solar power should the town so choose.
3. Developed an RFP for municipal solar power projects in cooperation with the Selectman and the Department of Public Works.

The taskforce estimates that the implementation of solar on the Department of Public Works building, the Hartwell Avenue landfill site and appropriately sited school buildings has the potential of producing 2.6-5.6 MW of power, representing a \$2-\$14 million in savings over 20 years.

4. Proposed a successful warrant article to create a climate plan for the town. In addition, Town Meeting approved a new requirement that all town projects must now be evaluated for their climate impact.

This wave of municipal interest in solar power and concern about climate change will provide a boost to our efforts to gain interest in smaller rooftop installations of PV solar on homes, businesses and houses of worship through the Solarize campaign. As the town starts its 301st year we will hope to jumpstart an era of renewables with rooftop solar power.

Marketing and Outreach Plan

Outline a marketing plan that describes methods to create community awareness around the Solarize Mass program. 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 site assessment and expand solar PV adoption within the community. Provide a plan for implementation, including methods to engage additional community members and volunteers. This could include an outreach activity timeline, expected volunteer activity hours, preliminary goals for community participation and solar PV adoption during the program. Include information on where community events could be held, including the Solar 101 meeting.

Solarize Lexington Marketing and Outreach:

As our grant writing team is preparing this submission we are simultaneously paving the way for a strong outreach and marketing campaign should we receive the grant. Our outreach to community groups and to the local media thus far has been rewarded by enthusiastic support for a possible Solarize Mass project for Lexington.

Solar Coach Marcia Gens, is committed to making the Solarize Lexington Campaign her major focus in 2014, planning to work on the project 10-30 hours a week, depending on what the Solarize program needs at that time. The lead Community Liaison, Fran Ludwig, will assist Marcia in all aspects of the campaign (except installer selection meeting),

with an average 10-hour a week volunteer commitment, as needed. Other team members will act as marketing consultants and spokespersons within their organizations with variable volunteer hours. In addition, 5-10 LexGWAC volunteers will each spend approximately 10-15 hours organizing, publicizing, and hosting Solar 101 and 102, and other educational efforts, including tabling at town events. Our target is to have at least one “Solarize Champion” from each of the main partner groups. However, quantifying the volunteer time from other partner organizations may not adequately reflect impact on the program. For example, a LexGWAC generated Solarize event description may reach the partner contact and be communicated via the partner’s web site or newsletter, thus reaching hundreds of potential solar customers with 10 minutes of effort.

Goals for Solarize Program in Lexington

1. To provide education, publicity, and support for expanding installations of solar PV on residences and small businesses in Lexington. Currently there are 89 kW of solar PV installed on Lexington rooftops, averaging 6 kW each (DOER). We propose to add 90 kW of solar PV through our efforts in conjunction with the Solarize Massachusetts program for a total of 540 kW.
2. To generate long-term awareness in Lexington about the economic and environmental benefits of solar PV. Studies have shown that residents continue to add solar PV at a higher rate after a Solarize program due to the impact of the education and consciousness raising during the short period of the Solarize campaign.

Methods of Outreach

1. Educational Gatherings:

- **Solar 101:** Our Municipal Representative has suggested that we use the Town's largest meeting center, Cary Hall, for the kick off Solar 101 presentation for Lexington and Bedford. (Seating capacity of 780). LexGWAC has used Cary successfully for speakers who they knew would draw a larger audience. Preliminary interest in solar shown in our survey results and substantial attendance at prior LexGWAC solar introductions indicate a large number of attendees at Solar 101
- **Solar 201:** Our team will work with the installer to deliver a large audience to their educational gatherings. LexGWAC regularly books the large meeting space at Cary Memorial Library for presentations such as this. By having presentations in both Lexington and Bedford, interested individuals will have several opportunities to get information.
- **LexGWAC and the League of Women Voters** have already pledged one of their monthly meetings to this type of gathering.
- **Other Groups:** We hope to schedule other solar outreach meetings through school PTA's and faith groups.

2. Survey: (already conducted)

We have had success with local media and listservs circulating our “indication of interest in Solarize” survey to town residents. The survey was patterned after the Solarize Harvard Survey and others found on the Solarize Massachusetts website. (see attachment). To date, we have had 230 responses to our survey, with 211 respondents expressing interest in the program. 119 respondents left their email contact information requesting follow up on the Solarize program.

3. Media Outreach:

Local News Outlets: Initial survey and articles publicizing events and home assessment opportunities.

- **The Lexington Minuteman:** Weekly newspaper delivered to homes and sold in stores. Published our preliminary interest survey along with an article about the proposed municipal solar project noted above.
- **The Lexington Patch.** Published the Solarize Lexington Survey with a short intro and gave it good visibility.
- **The Colonial Times** a monthly paper that currently hosts a regular sustainability column written by our team member Mark Sandeen.

Electronic Lists: We successfully distributed our survey on to two substantial e-lists in Lexington. We would plan to use this medium to announce educational events such as Solar 101/201 and to announce installer information to schedule home solar assessments and updates on the program.

- **Lexington List** on Yahoo, that reaches over 1.199 Lexington residents.
- **Lexington Email subscription list**, that had 876 recipients at last count. (It is not known how much these lists overlap).
- **Supporting Group lists:** We were also able to send the survey via email lists of supporting groups noted above, (LexGWAC, CLC, League of Women Voters) and others such as PTAs and Lexfarm, and will plan to use these for future outreach.

Television: LexMedia Cable

We plan to invite our local cable TV Channel "**Lexmedia**" to record Solar 101 and Solar 201 sessions to be rebroadcast on our community channel over the course of the campaign. <http://www.lexmedia.org>. A volunteer from LexGWAC is certified to videotape events for LexMedia.

Web Site:

We plan to have a simple web page with up to date information on grant outreach information and installer information, how to sign up for a home assessment, a lively update section to feature current levels of pricing, etc.. We will also have a presence on the LexGWAC web site.

4. Raising Visibility at Community events

Information Tables Staffed by Volunteers:

- **LexGWAC events:** LexGWAC has reserved a February date for Solarize 201 presentation. Solar 101 will be scheduled in conjunction with Solarize MA representatives and the Bedford Solarize team. We will also have a table at LexGWAC's other monthly events.
- **Patriots Day Parade:** Monday April 15 2014. Local Churches near the Lexington Green host large pancake breakfasts which could be a good opportunity to host a Solarize Table for the "rooftop revolution."
- **Discovery Day May 25th 2014:** Discovery Day is an outdoor event that is sponsored by more than 70 businesses and Civic Organization. This would be an ideal venue for the installer to work with us at a table cohosted by LEXGWAC.
- **Farmers' Market starting in June 2014:** The Lexington Farmers' market has hosted solar installers in the past and would be happy to host a "Solarize" Booth.
- **League of Women Voters:** We will host a Solarize "First Friday" event and we will request having an informational table at the League's other "First Friday" meetings.

Patriot's Day Parade: A contingent from LexGWAC usually marches in the Patriot's Day parade. Should we receive a Solarize grant, instead we could invite all our Solarize partners from Lexington and Bedford to march as a group or provide a float to publicize the Solarize program

5. Printed Marketing Materials:

- Sandwich boards at key spots in Lexington Center.
- Lawn signs. Work with installer and Enosis (see below) on designing lawn signs. Distribute to home and business owners through all group networks.
- Flyers related to solar events posted in businesses, inserted in other organization's bulletins, and posted in community gathering spots such as the library, restaurants, and houses of worship.
- Stick on buttons with Solarize messaging.
- Door hanger messages (We are in the process of enlisting help from high school earth science students, who are required to do community service. They could be trained to identify likely homes and distribute door hangers to these residents)

Note: Enosis—the Environmental Outreach Group, has volunteered to assist with the design of marketing materials such as posters, buttons, door hangers, and banners. Ricki Pappo, a partner in Enosis, is also co-chair of LexGWAC. Enosis' stated mission is to help its clients develop a product that captures the audience's attention, speaks to the audience, empowers the audience, and effectively conveys clear messages.

6. Tours of Solar Powered Houses. There are a number of residential solar installations in the Towns of Lexington and

Bedford. We have started a list of residents who would be willing to offer a solar open house should we get the grant.

7. Additional support:

- **Zaurie Zimmerman** of Zaurie Zimmerman Associates will serve an advisor if needed. Zaurie, with a Masters in Architecture from MIT, has spent 25 years advocating for and managing the design and construction of energy-efficient and LEED-certified institutional buildings employing solar electric, solar thermal and geothermal systems.
- **Senator Mike Barrett** has offered his endorsement and support for Lexington and Bedford Solarize programs.

Lessons Learned

Our review of the Solarize Mass Pilot overview and the 2012 Solarize Program Update have informed our thinking about the community’s role in this effort.

To date there have been a number of solar installer-initiated outreach campaigns in the Lexington area. Barriers to adoption still exist, however, due to questions of confidence in how reputable the installer is and how a consumer can know if they are getting a good price. In addition, confusion and indecisiveness on the part of consumers delay their decision to move forward with solar power.

The Solarize program in Lexington would help answer those questions by:

- Providing educational programming that simplifies the science behind solar PV, helps a home or business owner know if their location is a good candidate for solar, and clearly explains financing options for solar PV; Specifically, providing Solar 101 and 201 sessions for Lexington and Bedford citizens to learn more about solar PV and have their questions and concerns answered. The Solarize team will make marketing for these educational events our top priority, and have a volunteer plan in place to follow up on individuals who attend and are willing to leave their contact information.
- Providing a solar installer who has been vetted by the State and scrutinized by local Solarize team members.
- Using trusted local networks to recruit homeowners for assessments, and generate excitement through the local marketing campaign through neighbor-to-neighbor promotion and participation
- Generating lower prices through economies of scale..
- Creating a campaign timeline to help motivate customers to move forward.

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. Optional: Tie potential expenditures to an outreach activity timeline or known events that will be taking place during the course of the Solarize Mass program.

Lexington Marketing Budget:

Solar Coach stipend:.....	500.00
Solarize Lexington Sandwich boards(2):.....	140.00
Solarize Lexington Table Banner:.....	60.00
Business Cards for Solarize Team:.....	20.00
Solar Toys for Display table:	30.00
Other: (newspaper and Internet advertising, flyers, yards signs).....	up to 1,750.00

Additional Requirements (Maximum 1 page)

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.

Optional: Identify potential streamlining efforts in anticipation of large a number of solar PV permit applications.

Permitting Component	Solar PV Requirements	Review Timeline	Cost	Associated Web Links
Building Permit (Roof Mounted)	yes	1day-1week	\$12/1,000	www.lexingtonma.gov
Building Permit (Ground Mounted)	yes	1-2 weeks	\$12/1,000	same as above
Electrical Permit	yes	1-2 days	\$25/1000	same
Conservation Commission	ground mount only	1-2 weeks		same
Historical Commission	case by case	up to 90 days		same
Airport, MA DOT, other	N/A			
Community Bi-laws for yard signs	----	1 day-1week		
Community Bi-laws for banners, signs, Thermometers, etc in public spaces	—	1-2 Days		http://www.lexingtonma.gov/townmanager.cfm

Exhibit 1. Community Permitting and Requirements Chart

(Optional) Proposed streamlining efforts:

The Town of Lexington is considering streamlining solar permitting as part of a larger scale implementation of electronic permitting software. Project to go live next year.

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.

None Expected

Marketing and Outreach Plan

Outline a marketing plan that describes methods to create community awareness around the Solarize Mass program. 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 site assessment and expand solar PV adoption within the community. Provide a plan for implementation, including methods to engage additional community members and volunteers. This could include an outreach activity timeline, expected volunteer activity hours, preliminary goals for community participation and solar PV adoption during the program. Include information on where community events could be held, including the Solar 101 meeting.

Bedford has a number of native opportunities to engage residents. There are existing communication methods available – quarterly town newsletters, email lists, yahoo groups, facebook pages – all with good traffic. Both Bedford Day and town meetings offer an opportunity to reach out. The town has numerous venues available for gathering resident groups of varying sizes – community groups are not charged for rentals.

At the most recent Bedford Day celebration September 18th, Transition Town Bedford had a booth which featured solar education. Using a solar powered iPad and the Light Trac app, residents could see their own house with winter and summer sun angles identified. Names and emails were collected from residents interested in the Solarize application – over 35.

On October 5th, two Bedford residences were on the New England Green Building Open House tour, including the home of the solar coach. Attendance this year was up significantly over last year with many visitors expressing an interest in the Solarize program should Bedford be accepted. Another 3 interested homeowners left contact details to be kept up to date on the application progress.

These are examples of grass roots reaching out – education plus information – that the local Transition Town organization already organizes and supports. If Bedford were accepted into the program, we would expand ‘mass market’ options:

- Articles in local papers: Bedford Citizen, Bedford Minuteman, Boston Globe town section, Action Unlimited, Bedford By-Line (Town produced, sent to every household in Bedford 4x/yr)
- Lyceums / Presentations at local churches: Have already presented at two churches, interest expressed from two others
- Information / displays in gathering spaces: Library, Town Hall, Schools
- Local program(s) for BedfordTV: For broadcast on local cable channel and available on demand from BedfordTV website.
- Blinking road signs: Bedford DPW has two blinking road signs used to let residents know of local events (Walk/Bike to School Day, Bedford Day, etc).
- Information tables at local gatherings: sporting events, school events, town meetings, voting, etc.

The intention would be to have high level information out to the largest groups, with information on where to get detailed information at the next level – presentations, online content, tours, demos, Solar 101/102.

Transition Town has in the past done its own marketing, set up and delivery of events. With a solar installer and Lexington resources added into the mix, we should be able to combine our skills to reach out more completely and effectively. We have the local connections and local knowledge of how Bedford gathers, our installer can share their successes on how to communicate with the most impact.

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. Optional: Tie potential expenditures to an outreach activity timeline or known events that will be taking place during the course of the Solarize Mass program.

The solar coach will accept the \$500 stipend to defray the costs of personal printer ink, paper, travels costs, etc.

The marketing grant would be used to cover out of pocket costs for reaching and educating Bedford residents. This would include flyers, posters, meeting costs, sandwich boards, mailings, lawn signs, etc.

Additional Requirements (Maximum 1 page)

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.

Optional: Identify potential streamlining efforts in anticipation of large a number of solar PV permit applications.

Permitting Component	Solar PV Requirements	Review Timeline	Cost	Associated Web Links
Building Permit (Roof Mounted)		1 week	\$8 / 1000	
Building Permit (Ground Mounted)				
Electrical Permit			\$25 / 1000	
Conservation Commission		2 weeks	Legal ad	
Historical Commission		~1 month	\$15	
Airport, MA DOT, other		N/A	N/A	
Community Bi-laws for yard signs				
Community Bi-laws for banners, signs, Thermometers, etc in public spaces				

Exhibit 1. Community Permitting and Requirements Chart

(Optional) Proposed streamlining efforts:

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.

The Board of Selectmen has recommended an increase in the town budget to support the effort of the municipal representative working on the Solarize program. The amount of ~\$3800 is intended to cover 110 hours of effort.