

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.

Northampton's Core Solarize Team consists of seven community organizers, builders and committed environmentalists with several years experience in organizing speaker presentations, producing press releases and public service announcements, appearing on local TV, tabling and presenting on clean energy issues. Included in this team are individuals with extensive green energy expertise.

Susan Lantz: Solar Coach (paid stipend), Nuclear Free Future (NFF) community organizer, committed environmentalist. (See coaches' statement). Ms. Lantz has used her community organizing skills to successfully help pass Northampton's Community Preservation Act (CPA), help create the Northampton Community Farm, and help make possible Northampton's new food co-op, the River Valley Community Market as well as many other 'green' initiatives and educational events. She has solid local knowledge of the organizations, coalitions and neighborhood groups that exist in Northampton and how to engage their support. In addition, Ms. Lantz has recently contracted to install a 4 KW PV system on her home and has a solid laymen's understanding of solar PV.

Doug Renick: NFF community organizer, committed environmentalist. Doug previously worked as program director for community organizing for the American Friends Service Committee.

Connie Harvard: NFF community organizer, committed environmentalist

Bick Corsa: Mr. Corsa has 35 years experience in residential construction and renovation with a focus on energy efficiency and passive solar. He teaches courses on weatherization at Greenfield Community College and seminars on high-performance houses and stringent energy efficient building codes for builders and code officials. Mr. Corsa was the winner of the 2009 Massachusetts Zero-Energy Challenge and the 2010 Northeast Sustainable Energy Association's Zero Net Energy Building Award.

Mary Biddle: Northeast Sustainable Energy Association's Director of Professional Development and Supervisor of the Green Buildings Open House program. Ms. Biddle sits on the Northampton Energy and Sustainability Commission and, with her husband Scott Biddle, has recently completed a deep energy retrofit on their Northampton home.

Scott Biddle: Licensed Home Improvement Contractor who, with his wife Mary Biddle, recently completed a deep energy retrofit on their Northampton home.

Wendy Sinton Community organizer, committed environmentalist

Second Layer of Community Volunteers:

The Nuclear Free Future Coalition of Western Mass, a coalition of faith, peace and justice organizations, have committed to partnering with the Northampton Solarize Mass core team. The vision of NFF is to create a renewable energy future free from nuclear power and fossil fuel. The NFF was created after a national call was made in 2009 for a month's (August) worth of activities and events that link the threat of nuclear weapons and nuclear power. The working group that came together has gone on to become a permanent coalition that has worked on foregrounding the nuclear weapon/power link and creating a carbon-free/nuclear-free future through a variety of means, including protest, education, sponsoring prominent speakers, writing, public service announcements, local TV programming and working to increase renewable energy in western Massachusetts. See attached letter of support

Northampton Energy and Sustainability Commission is comprised of the Directors of three City Departments: Central Services, Public Works, and Planning and Development; the Building Commissioner; two City Councilors; a representative of Smith Vocational and Agricultural High School; and four members of the public. The Commission is committed to being an advocate for and helping the Solarize team navigate the City's bureaucracy as needed to streamline the permitting process for PV installations or facilitate placement of promotional signage on public lands and in public buildings. In addition, individual commissioners will spread the word through personal networks and press opportunities and volunteer to help with outreach. See attached letter of support.

The Solarize Core Team and community volunteers anticipate working with the following organizations. Several have supplied a letter of support as marked with an asterisk.

Northampton City Council: Councilors will help disseminate news and information to their respective constituents and provide a televised platform at Council meetings where the Solarize team can inform the public monthly on program progress. (e.g., The Solarize team announced that the city was applying for Solarize Mass and highlighted the survey during the February Council meeting's public comment period, which resulted in Councilors distributing news of the survey to their constituents and the general public being informed through live broadcast.)

The Center for Eco-Technology (CET)* works directly with cities and towns, schools and community groups in Western Massachusetts to offer a broad array of services including recycling, energy efficiency and renewable energy outreach and education. CET conducts Mass Save's energy services in Northampton and CET and the City have a history of collaboration on outreach around clean energy opportunities to Northampton residents and businesses. CET will join the Solarize volunteers at tabling events to co-present on the MassSAVE program, will highlight the Solarize program in their outreach on utility efficiency programs in Northampton, will participate in the Solar 101 and 201 sessions, will contribute in developing a detailed outreach plan, will co-host an Eco-House party with the Solarize Team, and will post information on the Solarize program on their events webpage.

Neighborhood Associations: Northampton is divided into seven wards served by local neighborhood associations and groups. They provide access to the population through events and social media, as well as potential meeting spaces, volunteers and other types of support. They include: *Ward 1 Neighborhood Association, Ward 3 Neighborhood Association**, *Ward 4 Northampton, Bay State Village Association**, *Florence Civic & Business Association, Ward 6 Neighborhood Association, Leeds Civic Association, Round Hill Neighborhood Listserve, Paradise City Forum, North Street Neighborhood Association, Broad Brook Coalition, Friends of the Sawmill Hills and Valley Time Trade.*

River Valley Community Market:* Over 5,600 community members mostly Northampton residents. The Market will host tabling efforts, provide meeting space, insert flyers in shopping bags, and distribute news through their e-newsletter. They already distributed news of the Northampton Solarize survey via their e-newsletter.

Grow Food Northampton:* Dedicated to promoting food security by advancing sustainable agriculture in Northampton, GFN owns 121 acres of protected farmland on which there are Community Supported Agriculture (CSA) farms and an extensive community garden. They will disseminate information on Solarize Massachusetts via email and host tabling to members as they pick up food shares at the CSA.

Transition Northampton: An informal network where members inspire, support, and learn from each other as they consider, adopt, adapt and implement initiatives to address the challenges of peak oil, climate change, and economic instability. We anticipate that they will provide access to email list and support the program with volunteers.

Pedal People of Northampton: Provides zero-carbon (bicycle-powered) trash collection. The Solarize team anticipates that they will be a source of creative ideas and marketing.

Faith Organizations: The Solarize team anticipates receiving from local faith organizations endorsements, use of meeting space, volunteers, and outreach to members. Organizations include:

- *First Churches**
- *United Church of Christ*
- *Edwards Church*
- *Unitarian Society of Northampton and Florence*
- *Haydenville UCC*
- *Northampton Friends Meeting*

Northampton Committee to Stop the Wars: They will share information about Solarize Northampton at their Friday evening free movies and we anticipate they will be a source of volunteers for outreach.

Climate Action Now! In Massachusetts: We anticipate that they will support the program through their email list, social media, and volunteers.

Co-op Power:* A consumer-owned renewable energy cooperative. They operate within a regional network of autonomous Local Organizing Councils to create a multi-class, multi-racial movement for a sustainable and just energy future. Co-op Power has committed to assist Solarize Northampton in distribution of information. They hold monthly meetings in Northampton.

Greater Northampton Chamber of Commerce:* They will host tabling and presentations at Chamber meetings and disseminate information through Chamber communications to members. The Solarize team anticipates specific Chamber members will provide outreach opportunities at their place of business, such as hosting a business party for solar. (e.g., *The A to Z Science Store*, which promotes its own large PV array to customers, the net-zero offices of the *Solidago Foundation* and the *Northampton Brewery*, which is proud of its deep energy retrofit.)

Hampshire Council of Governments: They will help with business and residential outreach and dissemination of information.

Smith Vocational and Agricultural High School:* They will use the Solarize program as an educational opportunity to enhance student's understanding of renewable energy and the potential benefits of PV systems for homeowners in Northampton.

Western Mass Green Consortium: Believes the development of a just and sustainable economy requires the participation of community members from all sectors and income levels. WMGC's mission is to support sustainable living and sustainable building in Western Massachusetts through; regular public networking events, improved cross-sector collaboration, educational and participant-led workshops, and support for select mission-driven projects. WMGC will host tabling for Solarize Northampton at their monthly meetings, which are open to the public and coincide with Northampton's Green Drinks, and provide a local workshop opportunity for Solarize Mass.

Northampton Public Schools: The high school has an Environmental Club and each elementary school has a Green Team of teachers and school staff. The Solarize team anticipates distributing information and involving students in coordination with these groups and through each school's PTO.

Smith College:* They will notify college staff that live in Northampton of Solarize Northampton.

American Friends Service Committee: Will provide email communication to members.

Sierra Club: The local chapter is active in trying to shut down Mt Tom coal fired plant. They are excited to support renewable energy and will provide a source of events, volunteers and email lists.

Five College Learning in Retirement: (5CLR) serves the Pioneer Valley of Western Massachusetts as an affiliate of the Elderhostel Information Network. They will host a workshop for members, disseminate information and generally support the program.

Community Description

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

According to the latest U.S. Census figures; Northampton has a population of 28,501 with 11,853 households. 80% of the population is above 18 years of age and nearly 88% of the population is white, nearly 7% is of Hispanic or Latino origin, 4% Asian, and almost 3% black.

Northampton has a 57% homeownership rate and 12,728 total housing units. This equates to 7,280 owner-occupied homes. The census gives the median value of owner-occupied homes at \$278,600. 6,211 of Northampton's housing units, or nearly 49%, are multi-family structures.

Northampton's per-capita income is \$33,175, median household income is \$54,413 and 35% of households earn over \$75,000 per year. Slightly fewer than 4,000 people or 14% of the population are below the poverty level. As of 2009, 94% of the labor force was employed.

Over half of the persons age 25 or above have a Bachelor's degree or higher while over 90% have a high school diploma. There are 3,915 business firms in Northampton of which over 40% are owned by women.

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.

Our outreach/marketing plan appears to be already in motion. Although our application has not yet been submitted, and MassCEC has not yet selected the communities to participate in Solarize Mass, we have had many inquiries into the program and several people have pro-actively stepped forward to volunteer to help with Solarize Northampton! Once our survey was distributed to various organizations and neighborhood groups, we were contacted by individuals who want to join the Solarize Core team. In addition, 270 survey respondents said they wished to help promote the program while another 248 said they would possibly be able to support outreach efforts. We shall not want for volunteers!

We have taken the time to educate ourselves about Solarize Mass. Besides reviewing the information on the Solarize Mass website, we viewed the webinar which was very instructive. Through this we understand the time commitment, the number of contacts necessary to produce desired results, the importance of tiered pricing, the helpfulness of using satellite maps to identify well situated roofs for solar – and then follow up with door hangers

etc. – and the importance of education, timing and deadlines. We also attended a talk by Sally Pick who was Solar Coach for the Town of Montague last year. We liked the idea of making presentations to the various town committees and specifically aim to work with the Agriculture Commission in Northampton. We made note of Montague’s “Ask Solarize” sessions scheduled on a regular basis with a representative of the installer.

With our team in place as outlined above under Team Description, we already have several different avenues into the community; through neighborhoods, green initiatives, sustainable programs, non-profits and businesses. We have also contacted or plan to contact the organizations listed under Team Description. As indicated above, letters of support from some are attached to the application.

OUTREACH METHODS

The Solar Coach, core team, and municipal representative will meet early with our selected installer to establish tasks and areas of responsibilities for the core team, installer and community volunteers. The Solar Coach will organize, maintain and update a calendar and a list of marketing activities and will work with the core team to assign volunteers to each event or action.

The Solarize Northampton Core Team, local volunteers, and community partners will employ the following means to motivate community-driven solar PV installations.

On-line Survey: While the purpose of Northampton’s on-line survey was to gauge interest in a Solarize Northampton program, it has already generated hundreds of leads of people interested in installing a PV system and/or wanted to help promote the program. The Survey is also generating a growing buzz and excitement in Northampton regarding the Solarize program. Results of this survey are analyzed in more detail under “Local Interest” further on in this application.

Gatherings: Throughout the campaign we will host various educational workshops and presentations for residents, businesses and town committees. Besides Solar 101 and 201, we will convene groups in different neighborhoods using neighborhood groups, schools, libraries, places of business, markets, public meetings and places of faith. We will work with our designated installer to provide clear, concise and basic information.

JFK Middle school has a large community room that holds over 125 people and is equipped with appropriate sound and projectors that can be used for solar 101 and 201. Northampton’s Solarize team will heavily promote these events and we will work with Northampton Community Access TV to video-record them for re-broadcasting throughout the outreach period and for showing at other venues.

Direct Electronic Outreach: The Solarize team will partner with other organizations willing to send electronic communications on the Solarize program to their email lists and listserves (e.g, neighborhood groups, Grow Food Northampton, American Friends Service Committee, Transition Northampton, Climate Action Now, Sierra Club) and maintain a growing email list of our own (which already includes hundreds of addresses from the on-line survey of people interested in purchasing a PV array and/or promoting the program). We will send out periodic notices and updates via this network.

Direct Mailings: The Solarize team will seek to include an insert into city-generated mailings such as tax or water bills. We will seek assistance from the City’s Energy and Sustainability Commission to establish this.

Information Outlets: The Solarize Northampton team and volunteers will set up information tables at the many and diverse happenings around Northampton such as at Northampton’s three farmer’s markets, at the River Valley Market (food Co-op), during CSA food pickups, at the Northampton recycling center and at public organizational meetings (Chamber of Commerce, Western Mass Green Consortium, etc.).

Visibility: We will site a Solarize Mass – Northampton sign at City Hall and locate a Solar panel “thermometer” for the duration of the campaign on the lawn of the Unitarian Society in downtown Northampton. This large visual shall register the number of kilowatts (KW) that have been contracted. We will distribute Solarize Mass – Northampton lawn signs and use large cardboard ‘solar panels’ and other eye-catching displays at events and

when tabling. We will approach local businesses and ask to place Solarize Mass – Northampton signs in store windows.

Informing the Politically Active: The Solarize team will seek to present to the dozens of City boards and committees so as to, at least, inform our politically active citizens but also to seek advice on additional opportunities for outreach and education.

Home tours/Eco-House Parties: We will host at least five home/business tours where solar panels are already installed. We will ask the installer to complete a system installation early for demonstration purposes. We will partner with CET to have at least one Eco-House party to focus on energy efficiency and renewable solar.

Special events: We will have a creative and strong presence at other organized events such as the huge Pride March that happens every June and the Northampton Dog Show, Smith College Spring Bulb Show and the Smith Vocational and Agricultural High School plant sale.

Media and social media: The Solarize team will issue regular press releases to our media list throughout the duration of the campaign and ask volunteers and participants to send letters-to-the-editor to local media outlets. We will specifically meet with the editor of the Daily Hampshire Gazette and ask for a reporter to be assigned to follow our campaign. We will suggest the Gazette consider installing a solar array on its large flat roof. We will approach the Valley Advocate and ask them to run an in-depth article on Solarize Mass and local use of solar energy.

We will establish and keep current a Solarize Northampton web site (on the City's and/or MassCEC's site(s)) and Facebook page.

We will work with Northampton's public access TV channel to broadcast solar 101, solar 201 and other workshops or events.

Besides sending press releases to all radio stations on our media list, the Solarize team will specifically seek several interviews on the Bill Newman Show (popular daily talk-radio show), the Enviro Show and Bread and Roses (two weekly shows on Valley Free Radio).

The team will record Public Service Announcements (PSAs) for local broadcast (Northampton Public Access TV, and local radio) for particular events and happenings.

Strategic Outreach informed by Satellite Maps: The Solarize team will use Google Maps and/or assistance from the City's GIS staff or installer to identify neighborhoods and business districts with a high level of buildings with good solar access. We will follow up with specific outreach efforts and information to appropriate areas of the City.

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.

Printed materials: door hangers, flyers, meeting notices, banner	\$1,400
Materials for creating/purchasing thermometer and other visuals.	\$500
Refreshments for house parties/workshops	\$100
Solar Coach's stipend	\$500

Additional Requirements (Maximum 1 page)

Media Outlet

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

Daily Newspapers that cover Northampton News and Features

Daily Hampshire Gazette – Printed and published in Northampton, this is “Northampton’s Newspaper” with a daily circulation of 18,445 serving the Pioneer Valley; Springfield Republican – Serving Hampshire and Franklin Counties

Radio Stations that cover Northampton

WHMP (AM) – news/talk radio serving the Pioneer Valley; WRSI (FM) – music and special features radio serving the Pioneer Valley; WFCR (FM) and WNNZ (AM) – New England Public Radio; WAMC (FM) – Northeast Public Radio; WXOJ – Valley Free Radio, community radio station located in Northampton; WRNX (FM) – country music and local sports/news radio; WLZX (FM) – rock music station that promotes local events located in Northampton

TV Stations that cover Northampton News and Features

WWLP – Channel 22 News (NBC) Springfield; WHSM – Channel 3 (CBS) Springfield; WGGB – Channel 40 Fox 6 (ABC) Springfield; WGBY – Public TV Springfield; NCTV – Northampton Community Television (public access station)

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.

Permitting Component	Requirements	Review Timeline	Cost	Associated Web Links
Building Permit (Roof Mounted)	As of right	~ 1 week	\$6.00 per \$1,000 est cost of array	www.northamptonma.gov/building/Building_Permit_Applications/
Building Permit (Ground Mounted)	Planning Board site plan approval*	~ 1 week plans, plus PB approval time	\$6 per \$1,000 est cost of array	http://ecode360.com/13265306
Electrical Permit	yes	< 1 week	\$60.00	
Conservation Commission	Notified of ground mount arrays in floodplain or wetlands †	For residential-sized systems, typically < 1 day	-0-	
Historical Commission	roof mount as of right ground mount: notified if in Historic District: †	unknown	-0-	
Community Bi-laws for yard signs	As of right, 2’x3’, 90 days	Not req’d	-0-	http://ecode360.com/13265306
Community Bi-laws for banners, signs, Thermometers, etc in public spaces	Various; see zoning 350-7	1 week or more if Zoning Board approval req’d	\$30/sign	http://ecode360.com/13265306

Exhibit 1. Community Permitting and Requirements Chart

* The City is currently reviewing site-plan approval of ground-mounted PV arrays with the intent to reduce restrictions and streamline the process. We anticipate adopting changes by the fall of 2013.

† During site-plan approval the planning board contacts the conservation commission if the site is in a floodplain or wetland or the Historical Commission if the site is in an historic district. Conservation Commission approval for residential-sized ground-mount PV systems is typically given without delay. The City anticipates Historical Commission approval for residential-sized ground-mount PV systems to depend on site specifics. Less than 1% of Northampton’s homes are in Historic Districts.

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.

Local Interest

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

On February 5, 2013, the Solarize Northampton team published an on-line survey to gauge community interest in the Solarize Program. That afternoon, two City Council members advertised the survey to their constituents, one through an email list the other by posting to a web site. In less than 18 hours, over 250 people had taken the survey and expressed a high level of support. As knowledge of the survey spread through word of mouth, postings on the City's web site, and a presentation to City Council with a subsequent small article in the Northampton Gazette, the number of respondents grew to over 600.

Survey respondents were informed that: "Northampton is applying to participate in Solarize Mass, a program that provides lower pricing for small scale solar-electric (photovoltaic or PV) installations on local homes and businesses. Solarize Mass provides lower prices on the purchase or lease of PV systems through a bulk-buy of PV systems." Respondents then answered three questions and were given the option to comment and/or provide contact information. As of February 20, 2013 here is the community's response when asked if there was interest.

Total number of respondents 620

1. If Northampton is selected to participate in Solarize Mass, would you be interested in finding out more about the program?

<i>Answer Choices</i>	<i>Responses</i>
Yes	614
No	6

2. If the program is available and the terms favorable to you, do you think you would participate and go ahead with an installation in the next year?

<i>Answer Choices</i>	<i>Responses</i>
Yes	286
Probably	257
No	77 (However, 63 of these expressed interest in helping to promote the program)

3. If Northampton is chosen for this program, would you be interested in helping to promote it whether or not you participate yourself?

<i>Answer Choices</i>	<i>Responses</i>
Yes	276
Possibly	253
No	91 (However, 77 of these expressed interest in installing a system)

Out of the total 620 respondents to the survey, a whopping 98% either indicated that they were interested in

installing a PV system and/or wanted to help promote the program. Only 14 stated no to both question 2 and 3.

If respondents left a comment, they were typically very positive. These were too fun not to share:

- “I think it's great that Northampton does a lot of this kind of thing.”
- “This would be great. I heard they had great success with it in Montague.”
- “Solarize Northampton would be fantastic! . . . PLEASE make it happen!”
- “We already have a PV system installed, but would willing to be a resource if people have questions or want to see a system in place. We're also thinking about slightly expanding our system if we purchase an electric vehicle.”
- “I am all for any program that supports renewable energy. Northampton is a prime subject.”
- “Our house is already solar powered, but we would like additional panels so we could get an electric car powered by the sun. We have been on the NESEA tour for almost 10 years, but would be happy to be a resource for others.”
- “Increasing access to PV systems? I'm on board!”
- “I work for a business that might be interested.”
- “This sounds like a great program!”
- “Thanks!”
- “I already have a PV system that suits my needs, so I would not participate in an installation, but would love to know more about this and spread the word!”
- “I am buying a new house this year and if it doesn't have solar I'd like to add it. I have solar on my house now.”
- “my cohousing community wants to do a large group project.”
- “I have solar panels already, but I would help to promote it.”
- “I already have a PV installation but would be willing to get the word out.”
- “I would absolutely want to install solar if I could afford it, and if it turns out that we have a good site.”
- “great idea!”
- One neighbor of ours in Florence put solar panels on his barn roof a year ago -- he has received more than \$1000 from the electric company and hasn't paid a bill once for his electricity use, including air conditioning.
- Our green house in Village Hill already has a 7.36 KW solar panel array, so I don't need to install another any time soon. But I would be glad to promote solar to others.

This survey confirmed what was already suspected – that a high number of Northamptonites would be sincerely interested in producing their own renewable energy. By the end of the MassCEC Clean Energy Choice program in 2008, 732 Northampton residents or businesses had signed up to purchase renewable energy through National Grid's GreenUp option. That was double the number of any other Massachusetts community of any size. Northampton was one of Massachusetts' inaugural Green Communities, earning designation in the first year of the program. The City government has installed more than 131 KWs of PV at four sites and several of the arrays are used for education – at Smith Vocational and Agricultural High School, JFK Middle School, Northampton High School and the James House Adult Learning Center. The City formed its first energy commission and first contracted with a consultant to be a City Energy Officer in the mid 1980s. This community-wide interest in a clean energy future is expressed in Northampton's 2008 comprehensive plan, Sustainable Northampton, which holds as a guiding principle to: “Significantly improve energy efficiency in city buildings and programs, reduce greenhouse gas emissions, and encourage conservation and use of alternative and renewable energy sources throughout the community.” Northampton has the interest needed to drive a very successful Solarize Mass program.

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