

## **SOLARIZE SUTTON/MILLBURY OUTREACH PLAN**

### The Outreach Teams

The town of Sutton Outreach Team is led by a group of residents that organized in the fall of 2011 and was planning to hold a renewable energy fair in May 2012. The Renewable energy group consists of Chuck Lidz, Lynn Lidz, Kevin Geraghty-selectmen, Mike Chizy-selectmen, Lauren Dubeau-principal of the early learning center, Colin McCullough, James Smith-town administrator, Dick Fisette, and Maureen Vereque. Our solar coach, Colin McCullough, is a member of this committee. Colin's son, Carrick went on a tour of the country in 2009 with his family and visited renewable energy sites across the United States. Hopefully Carrick will join us in our effort to convince people to consider going solar.

The town of Millbury Outreach Team consists of the Millbury Energy Advisory Committee. In September 2009 the Millbury Board of Selectman established the Energy Advisory Committee to assist the Town Planner with a project to site a wind turbine on municipal property as well as other energy efficiency efforts. The Energy Advisory Committee includes municipal officials, a school department representative and interested citizens. Current membership consists of Richard Bedard – School Business Manager, Robert Blackman- Building Inspector, Laurie Connors – Town Planner, Jeff Dore, Jim Dunn, and Robert McNeil- DPW Director. Since its inception, the Energy Advisory Committee has been committed to identifying and pursuing energy projects aimed at reducing the Town's energy consumption. The Committee has also worked to educate the community on the importance of energy conservation and reducing our carbon footprint. Millbury's solar coach, Jim Dunn, is a member of the Millbury Energy Advisory Committee. He is the President of Future Solar Systems LLC, a principal with Energy Technology Consultants, and past Director of the NASA NE Regional Technology Transfer Center.

### Solar Coach Personal Statement

Please see Exhibit 1 for the personal statements of Colin McCullough and Jim Dunn.

### Our Marketing and Outreach Strategy

One component of our marketing plan was already in the planning stage before the current application – a Sutton/Millbury Energy Fair. Our plan is to focus on solar electricity generation and also to present information on solar thermal, wind energy, geothermal, and energy conservation, including the MassSave energy audits for homeowners that are part of Solarize Mass. Jim Dunn, Millbury's Energy Coach, gave a similar presentation to Millbury's townspeople in August 2009. The Energy Fair will assist Sutton and Millbury residents in learning about the many benefits from alternate energy, particularly solar, and will be held in the Sutton Elementary School and the Early Childhood Learning Center that has a large solar array.

Two of the Sutton Selectmen, the Sutton Town Administrator, the Millbury Town Planner, and the Millbury Building Inspector all serve on Committees in the respective towns. We will work with the churches in Sutton and Millbury, the Lions Clubs, the Millbury Women's Club, the Millbury Senior Center, the Millbury High School Environmental Council, the Millbury-Sutton Chronicle, the [dailymillbury.com](http://dailymillbury.com), libraries, and local businesses to publicize the Energy Fair. We will also highlight both the Energy Fair and the Solarize Massachusetts initiative on the town's websites and the local access cable channels. In an effort to assure maximum attendance, we are scheduling the Energy Fair on the same day as the Sutton annual race which will attract many families from Sutton and surrounding towns.

After the installer is selected, a second workshop will be held that will include a recap of the basic solar PV information presented at the Sutton/Millbury Energy Fair, as well as specific information about the selected installer, the tiered pricing, and the process to sign up and contract for a solar PV project. This second workshop will be publicized using the variety of media mentioned above.

An important element of promoting Solarize Mass will be with new videos starring our 12-year-old phenomenon Carrick McCullough who has already interviewed people involved in green energy all over the U.S., recorded in an extensive video library. In 2009, the McCullough's traveled across the U.S. for months in a vegetable-oil powered VW Beetle touring renewable energy sites across the country and interviewing at companies that focus on sustainability. For solar specifically, Carrick got a private tour of the GooglePlex solar array in California, Nevada Solar One (solar thermal power generation), and also made videos touring the 2007 and 2009 Solar Dechathlon houses in Washington D.C. He and his father have plans to interview local homeowners who have installed solar panels on their houses. His prior interviews are available on Youtube at:

<http://www.youtube.com/user/carrickgareth/featured>

We plan to have Carrick's interviews with local homeowners on both the Sutton and Millbury town websites and to show them at the energy fair. Finally, plans are also underway to conduct tours of Sutton and Millbury houses that already have solar panels on them with the homeowners available to discuss details of their projects and results.

### Identify Permitting Process Plus Streamlining Ideas

The building department is responsible for building permits and electrical permits for solar installations. Sutton and Millbury currently have building permit fees of \$6 per \$1,000 and Millbury \$8 per \$1,000, respectively, of valuation of a solar project. This means that for 5 kW costing approximately \$25,000 the Sutton building department fee would be \$150 and electrical permit would be a flat fee of \$50 while the Millbury building department fee would be \$200 and the electrical permit would be a flat fee of \$80. Both the Towns of Sutton and Millbury commit to lowering our fees. Sutton commits to reducing its building permit fee to a flat fee of \$100. Millbury commits to a flat fee of \$150 for a building permit and \$40 for an electrical permit. In

addition, both towns' building departments commit to turning around complete solar PV project applications within one week instead of the thirty days allowed by law.

### Demonstrate Local Interest in the Program

There is already great interest in photovoltaic panels in Sutton and Millbury. For a number of years, town leaders and residents from both communities have been moving towards embracing green energy. In September, 2008, the Sutton Board of Selectmen voted to take the Energy Star Challenge and reduce energy consumption in Town buildings by 10%. In 2009 the town meeting voted unanimously for a \$550,000 20-year debt service in order to pay for solar panels on the Early Learning Center (ELC). The result is one of the largest municipally-owned PV systems in the Commonwealth. The construction of the new middle and high school buildings will also include roof installation of additional Solar PV. In the planning stages is a rule that, in the future, all new town buildings should have solar panels. In addition, National Grid has put a 1 Megawatt solar array in Sutton with the support of the town.

In 2007, Millbury Fire installed a photovoltaic system to power the communications system and operate the generator located at the Butler Farm. This offsets the electricity used by the Fire Department communications system and saves the Town of Millbury approximately 6.7 MMBtu's annually. The Millbury Energy Advisory Committee is exploring installation of Solar PV power on the roofs of the Municipal Office Building (85 KW system), Elmwood Street School (250 KW system) and the Millbury Jr/Sr High School (600 KW system). The potential is to generate a combined total of more than 800 KW of power, which could produce 930 Solar Renewable Energy Certificates or 930 MWH of energy per year. Installation of Solar PV systems on these buildings was stated as a long-term energy reduction goal in Millbury's *2011 Energy Baseline and Energy Reduction Plan*. In February 2012, the Millbury Planning Board approved a 6 MW solar photovoltaic solar facility and the Board of Selectmen are currently in the process of negotiating a PILOT Agreement with the project proponent.

Along with the towns' leadership efforts in developing solar energy, a number of Sutton and Millbury residents have installed solar systems. Within the past few years, ten systems have been installed on private homes in Sutton and three systems have been installed in Millbury with more in the planning stages. In August 2009, Jim Dunn, who is the Millbury Solar Coach, gave an Alternative Energy Workshop for Millbury residents and businesses at the bequest of a member of the Millbury Board of Selectmen, the Chairman of the Board of Appeals, and the Town Planner. The workshop described the basics of solar and wind energy systems, the benefits and the types of financial assistance available to defray installation costs. To illustrate how solar works, he demonstrated a working solar system in front of the Millbury Municipal Office Building. Approximately 20 people attended the workshop. In 2011 several Sutton residents created a committee to help educate Sutton residents about the many alternative energy options, including solar, and began efforts to hold a renewable energy fair.

The Solarize Massachusetts RFP comes at an opportune time to enable the towns to greatly expand the number of residential households using solar power by making it more affordable in terms of cost and financing as needed. Just talking to local officials, a number have expressed an

interest in installing PV panels on their roofs. Carl Licopoli, the town moderator, John Hebert, selectman, Ken Stuart, selectman have expressed interest in solar PV panels. We have also solicited on our website and have received inquiries from 10 people interested in solar PV panels on their roofs. Both Jim Dunn and Jeff Dore, who are members of Millbury's Energy Advisory Committee, have begun the process of installing solar PV panels on their own homes.

Support for Solarize Sutton/Millbury is very broad and bi-partisan. It has the support of both the Democratic and Republican Town Committees, Republican State Representative Ryan Fattman, Democratic State Senator Richard Moore, and Democratic State Senator Michael Moore.