

“Solarize Lee” Community Outreach Plan

1. Team Description

There exists a strong tradition of volunteerism and community action in Lee, including on local sustainability. The team that has been assembled reflects this tradition, and effectively integrates the various roles and responsibilities of the different program participants.

Municipal Representative: Robert Nason, the Town Administrator, will serve as the Municipal Representative. A longtime resident of the community, Bob also serves as advisor to the Energy Committee.

Community Solar Coach: Roger Scheurer, P.E. will serve as the Community Solar Coach (as a volunteer). Roger is a longtime member of the Energy Committee, is a member of the Town's Board of Public Works, and has nearly 30 years of professional experience in renewable and clean energy technologies, policies, and businesses. Roger works from his home and can therefore easily attend meetings in town during both business and non-business hours.

Energy Committee: The Town's Energy Committee has representation from Public Works, Planning Board, Berkshire Regional Planning, and the Lee Public Schools, as well as volunteers from local businesses. The Energy Committee will serve as an additional resource to the Municipal Representative and the Solar Coach in ensuring full participation by the Town in implementing the Solarize Mass program.

Collaboration: The team will establish an intimate collaboration with the installer to further improve successful execution of the project. The team enjoys the support of multiple organizations including the following:

- Lee School System
- Chamber of Commerce
- Lee Community Development Corporation
- Lee Cultural Council
- Tri Town Rotary
- Lee Youth Association

2. Community Description

The Town of Lee was incorporated in 1777, and named after General Charles Lee, 2nd in command to George Washington during the course of the colonists' fight for freedom, from the oppressive rule of England.

Lee is famed for papermaking and for its marble. Lee marble, said to be the hardest and finest quality marble in the world, was used in the construction of the nation's Capitol building, St Patrick's Cathedral, Columbia University, Grant's tomb, NYC City Hall and the Empire State Building. The Massachusetts Statehouse and Boston Public Library, as well as many of downtown Lee's finest structures, were also made with Lee marble.

Downtown Lee is listed in the National Register of Historic Places. The farmhouses, estates, business blocks and factories that have given life to this town since 1760 still exist. Lee has a population of 5,200 with 2,870 owner occupied residences.

Lee is the Gateway to the Berkshires, and the Town welcomes tourists to our region. Our dedicated volunteers operate our Visitors Information Center year round, with full time coverage in the busy summer months. In the summer we are at the center of the Berkshires cultural Mecca, with world class music, dance, theater, museums and historic homes all within minutes of our downtown.

2. Marketing & Outreach

Lee's plan includes a number of complementary activities designed to both raise awareness of Solarize Mass and directly connect potential program participants with the selected solar installer. It will combine electronic, print, other media channels, and face-to-face strategies. There are numerous channels that can be used to quickly reach a large proportion of the community.

The above core team members will reach out to the following community groups and organizations:

- Lee Chamber of Commerce.
- Lee Public School
- Houses of worship
- Lee Recycling Committee
- Lee Bicycling Advisory Committee
- Tri Town Rotary
- Lee Youth Association
- Local businesses

Overall Plan

- The Solar Coach, working with the Town, will develop a calendar and list of marketing activities and estimate how many volunteers will be needed for each.
- A core team of volunteers will be established, primarily from the Energy Committee, Lee Cultural Council and Lee School System. Each main activity will be assigned to one member of this core team, giving additional structure to the effort, and additional volunteers will be solicited for conducting the activities.
- We plan to collaborate intensely with the installer and MassCEC to ensure proper coordination. Extra efforts to work closely with the installer should improve the publicity and cohesiveness of the presentations, resulting in improved contracting.

Electronic Outreach strategies

- Host a page on the Town's website with relevant information about the program.
- Send out periodic e-mail blasts and notices via compiled lists provided through the core supporters with information such as:
 - Photos of existing PV installations in Town
 - Updates on progress towards reaching the next pricing tier from the PV installer
 - Calendar of upcoming events

Print, Television, and Other Media Outreach Strategies

- Articles in the *Berkshire Record*, the local newspaper
- Coverage in the *Berkshire Eagle*
- Public service announcements on Lee Community Media
- Notices posted at public parks and facilities (e.g., Lee Schools, Town Hall, Library)

Direct Outreach Strategies

- Presentation to Town Meeting Representatives (60 members), Board of Selectmen's meetings and School Committee meetings, all of which are televised via local cable access
- Insert in July water/sewer bill
- Meet people at the local Big Y market, which has a working PV system complete with flat screen display of multiple performance variables. A collaboration with Big Y will be established with a win-win attitude towards sharing the space and technology with shoppers/residents.
- With the Town's proposed 3 MW solar system, comes with 2 smaller 15 KW PV arrays for use and education at the Lee High and Grammer Schools. These installations will be made available on a regular time frame to be open to the public for question and answer sessions. Nothing sells better than to be able to touch and feel the product.

- Use GIS technology to identify optimal roofs with guidance from MassCEC
- Door to door canvas in sections of Town to notify owners if we believe their property is well suited for solar
- Identify and contact existing homeowners with PV systems, and ask if they will have "house parties" for neighbors
- Engage customers who have signed up and ask them to: talk with their neighbors, volunteer, post to their Facebook page and use all available means to reach others

Meeting Facilities

For the Solar 101 and 201 meetings, as well as other community meetings, we plan to use the main auditorium in the Lee High School. This room can seat up to 250 and has full presentation capabilities.

3. Marketing Budget

The community marketing grant of \$2,500 will be budgeted in the following manner:

- \$ 700 Advertising in local papers and air time on local channel 18.
- \$1,000 Promotional items including snacks, refreshments, etc.
- \$ 800 Reproductions, phone charges, supplies, permit fees, etc.

4. Media Outlet

There are three main media outlets in the community which will be used to the greatest extent possible.

- Berkshire Record, a weekly local paper, does a very good job of covering local news and attends most Selectmen meetings. A relationship will be formed to maximize the positive impact available.
- Berkshire Eagle, a daily paper, has less coverage of the local community but is still a significant avenue for transmitting information to the Town. They also attend many of the Selectmen meetings and are open to sharing the goals and objectives of the SolarizeMass project. A relationship will be groomed with this newspaper for maximum publicity.
- The CTSB channel 18 is a local community television station that records and broadcasts most Selectmen meetings. This is the avenue to gain the most exposure for sharing the MassSolarize program with the community. A regular presentation will be made to the Selectmen specifically to meet this objective.

5. Permitting

The permitting process for photovoltaic installations in Lee is simple and in most cases takes a week from date of application to issuance. The permit application would be submitted to the building department. The applicant would also be required to submit an electrical permit for the installation.

The installation would require approval from the Conservation Commission if the project falls within the Wetlands Protection Act or the Scenic Mountain Act.

Permitting Component	Requirements	Review Timeline	Cost	Associated Web Links
Building Permit (Roof Mounted)	Yes	1 Week	\$100.00	www.lee.ma.us
Building Permit (Ground Mounted)	Yes	1 Week	\$100.00	www.lee.ma.us
Electrical Permit	Yes	1 Week	\$ 50.00	www.lee.ma.us
Conservation Commission	Yes	1 Week	\$ 0	www.lee.ma.us
Historical Commission	No	N.A.	\$ 0	www.lee.ma.us
Community Bi-laws for yard signs	No	N.A.	\$ 0	www.lee.ma.us

Community Bylaws for banners, signs, Thermometers, etc in public spaces	Yes	1 Week	\$ 35.00	www.lee.ma.us
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Exhibit 1 - Routine permitting requirements.

As part of the Solarize Mass project, the Town will evaluate methods for further simplifying and streamlining the permitting process.

6. Local Interest

The majority of the Town representatives demonstrated substantial local interest in solar energy by voting overwhelmingly to support the combined 3 MW municipal solar systems proposed by the Energy Committee. This municipal project is in the final stage of interconnection agreement with the utility and is expected to proceed by spring 2013.