

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.

If chosen to participate in this program, the City of Medford and its Solarize Team (“Medford Team”) would hit the ground running. The Medford Team consists of:

Municipal Representatives –

Carey Duques, Medford Director of Energy and Environment – Carey works full-time for the City, leading all energy and environment efforts. Carey has been working closely with the City’s Procurement Officer and City Solicitor to develop solar PV opportunities for the City’s 5 school buildings including working with the Cadmus Group on a solar feasibility study for the project.

Alicia Hunt, Medford Energy Efficiency Coordinator – Alicia has worked part-time for the City for the past 3 years implementing energy efficiency projects and developing renewable energy projects. Prior to Alicia’s work for the City of Medford, she developed and gave presentations that taught home owners how to save energy and money in their homes, for the Massachusetts Municipal Association. These presentations were in done in partnership with CSG, CET, MA DOER Next Step Living, and local environmentalists. Alicia has a 4.7 kW solar array on her home and is working with Grace Episcopal Church to install a 37.5 kW solar PV array on the church’s buildings. Additionally, Alicia has extensive experience with environmental outreach through social media outlets, including Facebook, Twitter & WordPress.

Solar Coach – Medford resident and Energy Committee member Kathleen McKenna is excited to use her experience as an energy engineer and controls application engineer in the building industry to lead the Solarize Program in Medford. Please see her letter attached for more information about Kathleen.

Medford Energy Committee (MEC) – This Committee is made up of 10 resident volunteers who are knowledgeable and passionate about renewable energy, energy efficiency, sustainability and many other environmental causes. The Committee will support this program by sharing with fellow residents the importance of this program. They will also sponsor tables at community events to provide information about Solarize to residents. Many members of the Committee have solar on their homes and therefore are experienced in solar and can help educate others about its benefits. Members of the Energy Committee have expressed specific interest in this project.

The Metropolitan Area Planning Council (MAPC) - MAPC is a regional planning agency serving the people who live and work in the 101 cities and towns of Metropolitan Boston. MAPC's Energy Division has been working with Medford for the last year helping to support their local energy planning work. MAPC will continue to work with Medford through 2013 and is excited to help the City implement the Solarize campaign.

The City's energy staff, MAPC, and the Medford Energy Committee have worked together on several projects. The largest and most notable of these is Medford's new Local Energy Action Plan. This plan was developed through a collaboration between the three groups that involved community outreach, meeting with City Staff and pulling together information from a number of diverse sources. Medford City Staff have worked with the members of the MEC on many projects, including the Harvest Your Energy Festival, a large event that attracts over 400 residents and educates on energy and environment. The festival has been held as a collaboration three times, and in 2012, the MAPC also assisted with this event.

Most recently, the City has begun a partnership with National Grid, the MAPC and local volunteers to promote the MassSave Home Energy Assessment program to Medford residents. Medford sees the fortuitous timing of this program and the Solarize program as an opportunity to leverage each outreach effort to support and enhance the success of the other. The City is currently hiring an intern to support the MassSave effort, known locally as the "Go Green Residential Challenge". If the City is approved for the Solarize Program, we would like to hire a second intern to support this program and work to integrate the Solarize Program as part of the City's Go Green Medford Program.

Enclosed are letters of support from organizations who have agreed to partner with us:

- Mystic River Watershed Association,
- Green Medford,
- Friends of the Mystic River,
- Representative Markey,
- Metropolitan Area Planning Council, and
- Greening Grace

Community Description

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

The City of Medford was designated as a Green Community in the first designation round in May of 2010 and has consistently been a leader in Municipal Green Energy, highlighted by the installation of the first municipal scale wind turbine at a school in Massachusetts in 2009. Medford looks forward to bringing this green vision to its 56,000 residents who reside in 23,928 housing units across 8.6 square miles. In regards to owner-occupied residences in Medford:

- **7,896 units (33%) are single-family detached owner-occupied**
- **957 units (4%) are single-family attached owner-occupied**
- **3,349 units (14%) are multi-family, 2-4 units owner-occupied**
- **1,674 units (7%) are multi-family, 5+ units owner-occupied**

Medford's population is younger than the state average, with a higher percentage of young adults in their 20s and 30s (18%), followed by adults in their 30s and 40s (15%), then adults in 40s to 50s (14%). The City also has a slightly higher percentage of seniors above the age of 70 (12%) in comparison to the state average (10%).

Medford's median household income (\$70,102) is slightly higher than then state median (\$62,859). However, 45% of Medford's households earn below the state's annual median income, with 13% earning between 60% and 80% of the state median household income.

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.

The timing of this Solarize Mass solicitation complements the City's current initiative of promoting MassSave through a grant with National Grid. Medford has just launched the "Go Green Residential Challenge" a program to encourage homeowners to have home energy audits to help identify ways to save on their utility bills. By the end of 2013 the City hopes to see a 75% increase in the number of homes air-sealed and insulated annually, reaching a total of 470 homes weatherized in Medford this year. As the City implements the "Go Green Residential Challenge" it would be the perfect opportunity to provide information to homeowners about the Solarize Program.

Medford is eager to participate in the Solarize Mass Program because it creates energy independence and enables our residents to save money on their utility bills. Also buying solar PV panels in bulk at the community level helps drive down costs and builds momentum around, and trust in, the selected vendor. If Medford is selected to participate in the program, the Team will

waste no time launching its effort. While the vendor is being selected, the Team will begin residential education on the benefits of solar PV.

Once the vendor is selected, outreach and enrollment in the program will be the primary focus for the Team. We are eager to work with the Vendor to develop marketing materials that have consistent messaging and branding.

Many of our plans for local outreach come from the community visioning process Medford recently completed in 2012 to develop the Medford Local Energy Action Plan.

Ideas for the Medford Solarize outreach campaign include:

- **Program Launch** – Host a kick-off party with press where residents can meet the selected vendor(s) and sign up for home energy and solar assessments on the spot.
- **Website** – Centralize program information, upcoming events, and updates, and provide an easy way for customers to sign up for solar site assessments through Medford’s Go Green Medford website (www.medford.org/gogreen). A countdown clock until the final date of the program and/or an updating total of customers enrolled in the program may also be an appropriate website feature.
- **Email blasts** – Information will be shared on the active Medford Yahoo email list serve that has over a thousand current subscribers.
- **Traditional Media** – The City has a great working relationship with the local press and regularly submits press releases that are printed both in newspapers and online. The City has recently been approached by The Medford Patch, with requests for frequent articles and updates on “green” topics for publication. The City will use this opportunity to promote the Medford Solarize program. The City also owns 2 electronic billboards where we will place promotion of the program as well as hang a large banner on City Hall, a common way of alerting Medford residents to events and opportunities.
- **Video** – Members of the Medford Energy Committee create a produce a television show for local cable called “Medford Goes Green”. They have committed to producing an episode on home energy assessments and if we are accepted into the program, an episode on residential solar installations. Episodes of this show are replayed frequently on local cable. These episodes will also be available on Made in Medford, a local video website that frequently requests content from us.
- **Other Social Media** – Use the “Go Green Medford” Facebook page so residents who have enrolled in the program can “like” and share with their friends, and utilize the City’s @gogreenMedford Twitter account to promote a Twitter “hashtag” and encourage customers to “tweet” their experience receiving solar assessments or having solar installed. We think this will be a particularly useful tool in Medford, since we have a significant younger, more transient population that may consume news more regularly from social media platforms than local papers or neighborhood newsletters.

- **Ambassadors – Enlist residents who have installed solar to be advocates for the program and have them present at workshops, record testimonial videos and post them on social media pages, etc.**
- **Workshops – Have various community stakeholders, such as members of the Energy Committee, host a series of workshops that range from introductory to more advanced topics around solar. These workshops would be held through local trusted organizations, such as the schools and House of Worship.**
- **Virtual Solar Tour –One of the members of the Energy Committee created a video that shows the solar panels installed at his home and explains how they work. If it is ok with the Committee member the City would like to share this video with others at educational events and possibly on the City’s Solarize web site. Several of the Energy Committee members have also created a TV show called *Medford Goes Green*. They have discussed filming a solar array and interviewing the owner and installer to learn about the installation process as well as how the system works once installed. This show is aired on Medford’s local cable channel.**
- **Table at key events and locations –**
 - **Medford Farmers Market – held throughout the summer in Medford Square**
 - **Let’s Move Medford – 2nd annual health and fitness fair in Medford**

Throughout the process the Solar Coach will work with the Team to ensure that Medford residents are happy with the program and that any problems are quickly addressed. To help make the campaign feel more personable, we would also like to hold “Solar Coach Office Hours” on a weekly basis at City Hall so that citizens have a place to go to ask questions and to talk to someone face-to-face throughout the Solarize process.

The Team is also interested in establishing regular calls between the vendor and the Team to determine which outreach efforts are being effective, track successes, and mitigate challenges.

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.

The following is a preliminary budget of how the City would spend the \$2,500 grant.

Solar Coach stipend	\$500
Insert in water bill	\$450
Design and printing of handouts	\$350
Tent for tabling events	\$800
Banner for City Hall	\$400
<i>Total</i>	<i>\$2,500</i>

Additional Requirements (Maximum 1 page)

Media Outlet

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

The City of Medford has a strong working relationship with several community newspapers that have a presence both in print and on-line. These include the Medford Transcript, Medford Patch, Medford Mercury, and Boston Globe. Social media outlets such as the City’s Facebook, Twitter account, and webpage will also be used to advertise the program and inform people about upcoming events. A community email list serve, Medford Yahoo Groups, that has approximately 1000 subscribers will also be used to share information about Solarize Mass and the numerous events and opportunities available for residents.

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)	Building and Electrical Permits are required as well as a Structural Engineer report to verify that the roof or structure will support the additional loads. High visibility red labels stating “Live Voltage/Alternate Power Source” applied to the feeder cable from the solar panels at 4 foot intervals; a disconnect switch at the exterior meter socket or feeder cable penetration	Max 30 days	Applied per the cost of the project; \$15 per \$1,000 + \$25 processing fee.	http://www.medford.org/Pages/MedfordMA_Building/BUILDINGFEES.pdf
Building Permit (Ground Mounted)	Any structure constructed to hold the solar panels would require a building permit as well as inspection by the	Max 30 days	Applied per the cost of the project; \$15 per \$1,000 + \$25 processing fee.	http://www.medford.org/Pages/MedfordMA_Building/BUILDINGFEES.pdf

	electrical inspector. Location on the property would also have to conform to zoning regulations, set back, height, etc.			
Electrical Permit	Licensed electrician	Call for inspection and once scheduled project is typically reviewed within 2 days	\$50 for residential	http://www.medford.org/Pages/MedfordMA_Building/electricalfeeschedule.pdf
Conservation Commission	Exempt if roof mounted; file permit if ground mounted and located within a resource area	Max 30 days	Single family lot \$110 and work on commercial properties would be \$500	http://www.medford.org/Pages/MedfordMA_Conservation/index
Historical Commission	If located in a local historic district if visible from public right of way	Max 30 days plus requirement to appear before the Historical District Commission	\$0	
Community Bi-laws for yard signs	12 square foot signs allowed during construction and then 30 days following completion of construction	Submit application to the City and it is reviewed and signed off at that visit	\$0	
Community Bi-laws for banners, signs, Thermometers, etc in public spaces			\$25 per application (\$6 per \$100 spent on the project with a minimum \$15 fee)	

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.

The City is committed to this program and will contribute staff time as needed for this program to be a success. Meeting space at City Hall and other municipal buildings that are fully accessible and open to the public will be available for the Solarize 101 and 201 as well as other meetings as needed for no fee. The City also plans to hire an intern to assist with this project to help with the outreach and coordination.

Additional resources the City will utilize include:

- The City's survey monkey account
- The City's Medford Energy website & Go Green page <http://medfordenergy.org/> and <http://medford.org/gogreen>
- The City's "Go Green Medford" branding
- The City's public access channel

Local Interest

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

The timing of the Solarize Mass Program coincides well with our current energy work, as the City recently released its Local Energy Action Plan which sets clean energy and energy reduction goals for the city's residential, commercial and municipal sectors, as well as outline strategies to how best achieve energy reduction goals. In preparing the plan, the City engaged several stakeholders, including residents and businesses to better understand their interest and needs concerning clean energy. This process highlighted that while many Medford residents and business owners are interested in solar, they often do not pursue solar because they do not know the ownership models and financing options and because they do not know which vendors and companies to trust.

The local interest in both installing solar and helping the Medford Solarize campaign is supported by findings in a recent survey the City put out to its citizens.

We did a brief survey of residents to gauge the level of interest in residential solar in Medford. Through the brief outreach we did, we had 41 residents say they want to install solar on their house and another 58 indicated they were interest, but have questions or concerns about cost or the ability to have solar on their roof. 7 residents indicated that they already had solar PV and another 7 said that they are not interested in solar for their roof.

Regarding financing, the residents were split fairly evenly between wanting to purchase, wanting to lease the system, and wanting to know more about the two options.

We had a great response to the question about volunteering with the program with almost 40 people expressing an interest in volunteering on a residential solar outreach program.

Additionally, the enclosed letters of support highlight the level of support and interest there is in such an effort throughout the community.

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.