

## Community Outreach Plan (Maximum 10 pages)

### Community Description

#### Williamsburg

A scenic and rural community, Williamsburg is 26 miles north of Springfield, 8 miles northwest of Northampton, and 21 miles southwest of Greenfield. In addition to descendants of original settlers, the population includes many educators, professionals, and others who enjoy the peace and pace of small town life. There is a variety of small businesses and civic organizations that strengthen the economic and social vibrancy of the town. The town comprises 26 square miles and, according to the most recent U.S. Census 5-year estimate (American Community Survey Profiles 2007-2011), hosts a population of 2,543, of which approximately 80 percent is over age 25. For that same 2007-2011 period, the median household income of the town's 1,158 households was estimated at \$62,851. Eight hundred ninety-two housing units are reported to be owner-occupied, with an average household size of 2.39 persons. Of the 892 owner-occupied units, 612 were reported to have an existing mortgage.

#### Whately

Whately is located in Franklin County, Massachusetts. According to the United States Census Bureau, the population is 1,496 (2010 census) and has a total area of 20.7 square miles. There are approximately 635 owner occupied homes in Whately. Whately lies along the southern border of the county, north of Hampshire County, and is bordered by Conway to the northwest, Deerfield to the northeast, Sunderland to the east, Hatfield to the south, and Williamsburg to the west. Whately is located 11 miles south of Greenfield, 26 miles north of Springfield, and 95 miles west of Boston.

Whately lies along the western banks of the Connecticut River in the Pioneer Valley. The western part of town is hilly, with the highest point being the 980-foot (300 m) Mount Esther, closer to the Connecticut much of the land is cleared for farmland.

#### Chesterfield

Chesterfield is a rural town in Western Massachusetts located 8 miles northwest of Northampton and 40 miles northwest of Springfield. Chesterfield is 31.3 square miles and is characterized by magnificent rolling hills with two main valleys. The land is nearly 90% woodland or wetland. The Commonwealth of Massachusetts is the largest landowner in Chesterfield, owning 17% of the total land area.

Chesterfield's population in 2012 was 1,222 residents. There are approximately 450 year round residences. Almost 90% of the homes are owner occupied.

### Marketing and Outreach Plan

#### Williamsburg, Whately and Chesterfield

##### Outreach and Marketing Plan

The outreach strategy for Williamsburg, Whately and Chesterfield (*Solarize WWC*) is based on our commitment to create opportunities to share Solarize Mass program information using many communication tools. Our goal is to deliver the

Solarize Mass message and develop interest throughout the community for participation in the program. We intend to communicate through written articles, printed brochures or flyers, face-to-face presentations and conversations, and electronic media. We will partner with community organizations on informational forums, presentations, and displays, utilizing our solar coaches, core team, and cadre of volunteers as persuasive voices for enrollment. The proximity of the three towns ensures seamless communication so residents will have many opportunities to receive the Solarize Mass message. *Solarize WWC* will establish town-wide volunteer organizations with a mission of increasing awareness and installation of residential solar PV. Capitalizing on substantial awareness, but mindful of the barriers to installation, *Solarize WWC* will help motivate residents and businesses to install solar.

We will do this by (1) creating a compelling campaign theme that generates community interest; (2) organizing outreach to municipal and community stakeholders and leveraging their influence; (3) developing a solar ambassador program

We have and will recruit local leaders and members of key committees and commissions, getting them to demonstrate their support for solar PV by actively participating in *Solarize WWC*. We will also target local community groups such as schools, faith-based groups and non-profit organizations, getting them to promote solar technology among their members.

Those organizations already contacted and who will be contacted are listed below:

**Project endorsers:**

Williamsburg Board of Selectmen  
Williamsburg Conservation Commission  
Williamsburg Planning Board  
Williamsburg Energy Committee  
Mill River Greenway Committee  
Chesterfield Board of Selectman  
Chesterfield Energy Committee  
Whately Board of Selectman  
Whately Energy Committee  
Franklin Regional Council of Governments

**Project supporters:**

American Friends Service Committee  
Center for Ecological Technology  
Greater Northampton Chamber of Commerce  
Haydenville Congregational Church  
Hilltown Community Development Corporation – developed affordable housing with PV systems in Williamsburg in 2011  
Hilltown Cooperative Public School  
Joe's Garage  
Northampton Area League of Women Voters  
Williamsburg Lions Club  
Pelland Advertising  
Pioneer Valley Planning Commission  
Snow Real Estate  
Williamsburg Blacksmith  
Williamsburg Libraries  
Williamsburg Market  
Williamsburg General Store  
Whately Historical Commission  
Whately Conservation Commission  
Whately Open Space Committee

Whately Recreation Committee  
Whately PTO  
Whately School Board  
Whately Democratic Town Committee  
Chesterfield Historical Commission  
Chesterfield Conservation Commission

**The team will reach out to:**

Climate Action Now! in Massachusetts  
Hampshire Council of Governments  
Hilltown Resource Management Cooperative  
Nuclear Free Future Coalition of Western Mass  
Sierra Club  
Western Mass Green Consortium  
Williamsburg Public Schools and PTO

**Outreach Methods**

- Team-led information sessions for the community, with invitations issued via the town's automatic telephone call system.
- Presentations to civic and other community organizations
- Updates to town committees
- Staffed information table
- farmers market (Thursdays) - Williamsburg
- transfer station (Saturdays) – Williamsburg
- Saturday morning marketing sessions – Chesterfield
- Presentations at meetings of major community organization such as the Council on Aging, the PTO, the Grange, the Congregational Church - Chesterfield
- school events – all towns
- Informational display at the town library – all towns
- *Solarize WWC* countdown timeline visual display
- Calendar of events on the town's website
- Series of articles featured on the town websites
- Column in the town's newsletter
- Printed materials -- flyers, door hangers -- distributed communitywide via direct mail
- information on solar sent home with students
- placed at doors
- Person-to-person conversations
- AllThingsWilliamsburg Facebook Updates
- "Let the Sun Shine" – A winter warmer event at the Williamsburg Grange and other locations in Chesterfield and Whately to promote SolarizeMass
- Tours of homes and businesses with existing solar arrays
- Social media campaign (e.g., use Twitter to broadcast solar power facts; use the community Facebook page to publicize events and share information)
- On-line survey -- completed (see Local Interest section) – Williamsburg
- Utilizing existing Green Community project implementation process – Chesterfield

**How it works:**

The work plan below lays out how our teams will move to build *Solarize WWC* and meet our installation goals.

## Campaign Strategies

Our team's past successes in community action and developing our Green Community designations includes outreach strategies like those presented about that yields results. We will accomplish our goals through:

1. Building on a trusted brand (Solarize Mass) for promoting solar through a solar coach approach and community outreach events to provide residential and small business customers with the information and confidence they need to move forward;
2. Integrating community based incentives from local businesses, individuals or other organizations into the program that keep stakeholders involved, and creates excitement and interest in the campaign over time;
3. Building connections between volunteers and residents through small group and individual presentations;
4. Using social and new media and events to reach a variety of audiences to help spread interest and build community;

## Outreach Activity Timeline

Mid to late winter is an ideal time to begin the discussion about home improvement projects. *Solarize WWC* envisions having its volunteers ready for the beginning of the customer sign-up period with the selected installer in February. Our major events, such as the "Let the Sun Shine" winter warmer and other community wide events will happen in mid-February with additional smaller events to present *Solarize WWC* throughout March and April in each of the towns. By late April through May we plan to have more outdoor activities, such as visits to homes with PV installed and another community-wide event for a final promotional push.

## Volunteer Activity

We anticipate between the three towns that there will be 15 to 20 volunteers; this is in addition to the Municipal Representative and the Solar Coaches. From February through June it is anticipated that this group will spend at least 800 hours helping to promote *Solarize WWC*.

## Preliminary Goals

*Solarize WWC* hopes to see at least 100 kilowatts of PV installed on homes and businesses. This amount is based upon an average PV system size of around five kilowatts and includes a best guess on participation based upon the level of interest from a completed survey in Williamsburg, as well as discussions among the core organizers regarding the level of interest in each town.

## Solar 101 and other meeting locations

The Williamsburg Town office building has ample, accessible meeting space to accommodate the Solar 101 session and other events, large or small, in the auditorium on its second floor. Located in the Village of Haydenville, it is centrally located and easily accessed from Route 9 and Haydenville Road. In addition, the Meekins Library in Williamsburg has the Hawkes-Hayden Community Room which can accommodate up to 50 people. The Williamsburg Grange is also available on a fee basis and is used extensively for community based events.

## 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.

### **Williamsburg**

#### **Outreach Budget**

\$1,200 printing door hangers, flyers, posters, meeting notices  
\$ 500 display materials  
\$ 300 refreshments for workshops, events, forums  
\$ 500 stipend for Solar Coach

---

\$2,500 Total

### **Whately**

Solar Coach Stipend - \$250  
Design & Production of Literature - \$500  
Mailing Costs - \$500  
Web Development (Tracking & Backend) - \$1,000  
Event Expenditures - \$1,000 (In-Kind donated from event hosts/ambassadors)  
Contingency - \$250

---

Total -\$2,500

### **Chesterfield**

\$1,200 printing door hangers, flyers, posters, meeting notices  
\$ 500 display materials  
\$ 300 refreshments for workshops, events, forums  
\$ 500 stipend for Solar Coach

---

\$2,500 Total

## Additional Requirements

### Community Permitting and Requirements - for Williamsburg, Whately and Chesterfield

#### Williamsburg

Permitting Component	Solar PV Requirements	Review Timeline	Cost	Associated Web Links
Building Permit (Roof Mounted)	No additional requirements	7-30 days	\$6/\$1000 of project value <sup>3</sup>	Burgy.org
Building Permit (Ground Mounted)	Less than 1500 sq. ft, by right in all zoning districts. Systems larger than 5000 sq. ft. require site plan review – Planning Board. Systems larger than 1.25 acres, not regulated by Section 9.3 of Zoning by-law, referred to ZBA for special permit.	Site plan review within 125 days. ZBA Special Permit within 155 days of application	For special permit Planning Board \$250 for site visit, \$175 ZBA application fee and \$1.50 per abutter	Burgy.org
Electrical Permit	No additional requirements	Issued at time of application.	\$55 to \$85 per inspection, based on class of use and size of building	Burgy.org
Conservation Commission	Massachusetts Wetlands Protection Act regulations applied if ground mounted system within 100 ft of bordering vegetated wetland or within 200 ft of perennial stream or river.	21 days from receipt of Request for Determination of Applicability – WPA Form 1	Legal notice paid by applicant, approximately \$50-\$100	Burgy.org <a href="http://www.mass.gov/eea/agencies/massdep/">http://www.mass.gov/eea/agencies/massdep/</a>
Historical Commission	NA			
Airport, MA DOT, other	NA			
Community Bi-laws for yard signs	No additional requirements			Burgy.org Zoning By-law Section 9.8
Community Bi-laws for banners, signs, thermometers, etc., in public spaces	No additional requirements.			Burgy.org Zoning By-law Section 9.8

#### Whately

Permitting Component	Solar PV Requirements	Review Timeline	Cost	Associated Web Links
Building Permit (Roof Mounted)	Yes	Permits are processed electronically. Timeline is based on accuracy of the permit application and timing of necessary signoffs.	Up to \$8000 in value \$50 min, Over \$8,000 in value is \$6/per thousand	<a href="http://www.frcog.org">www.frcog.org</a>
Building Permit (Ground Mounted)	Yes	Same as above	Same as above	<a href="http://www.frcog.org">www.frcog.org</a>
Electrical Permit	Yes	Same as above	Residential \$100 Commercial \$75 for first \$1000 value \$5 per thousand thereafter up to \$50,000, \$12 per thousand thereafter (Minimum \$150.00)	<a href="http://www.frcog.org">www.frcog.org</a>

Conservation Commission	Signs off on every building permit	Same as above	No fee unless a Notice of Intent is required	<a href="http://www.whately.org">www.whately.org</a>
Historical Commission	N/A for residential unless a Site Plan Review is required	N/A for residential unless a Site Plan Review is required	No fee	<a href="http://www.whately.org">www.whately.org</a>
Airport, MA DOT, other	?	?	?	?
Community Bi-laws for yard signs	Special Permit may be required for permanent signs depending on size and district	Application received by Town Clerk. Forwarded to ZBA. ZBA advertises 14 days before the meeting. ZBA makes a decision under the time frames laid out under MGL Chap 40A	Special Permit Application \$175 Residential \$225 Commercial Building Permit fee \$50	<a href="http://www.whately.org">www.whately.org</a>
Community Bi-laws for banners, signs, Thermometers, etc in public spaces	Temporary signs are allowed but must be removed once an event is over.			

### Chesterfield

Permitting Component	Solar PV Requirements	Review Timeline	Cost	Associated Web Links
Building Permit (Roof Mounted)	Building		6.00 per 1000.00  Minimum \$40.00	<a href="http://www.townofchesterfieldma.com">http://www.townofchesterfieldma.com</a>
Building Permit (Ground Mounted)	Building		6.00 per 1000.00  Minimum \$40.00	<a href="http://www.townofchesterfieldma.com">http://www.townofchesterfieldma.com</a>
Electrical Permit	Electrical		70.00	<a href="http://www.townofchesterfieldma.com">http://www.townofchesterfieldma.com</a>
Conservation Commission				<a href="http://www.townofchesterfieldma.com">http://www.townofchesterfieldma.com</a>
Historical Commission			N/A	<a href="http://www.townofchesterfieldma.com">http://www.townofchesterfieldma.com</a>
Airport, MA DOT, other			N/A	
Community Bi-laws for yard signs				
Community Bi-laws for banners, signs, Thermometers, etc in public spaces				

### Additional Financial Assistance

If the community plans to provide additional financial assistance to the program, please outline how those funds might be used.