☒ **Local Interest:** Demonstrate that there is significant interest in the community to drive a successful 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.

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.

Community Team

Wendy Penner is chair of the COOL Committee. She has been actively engaged since the committee began its outreach initiative in 2005. She has experience doing community organizing, and consulting for program design and evaluation.

Nancy Nylen is a founding member of the COOL Committee. She is associate director of the private non-profit Center for EcoTechnology that serves of western Massachusetts. Nancy previously served as CET's climate action circuit rider providing technical assistance to help towns throughout western Massachusetts reduce their greenhouse gas emissions. She currently serves at Director of Green Homes and Schools Department at CET and is working with the Berkshire Regional Planning Commission to draft a sustainable energy plan for Berkshire County. Nancy.nylen@cetonline.org

Hank Art is a founding member of the COOL Committee. He is a professor of Biology at Williams College and previous chair of their Center for Environmental Studies. He has served on the town Conservation Commission. Hart@williams.edu

Stephanie Boyd has been a member of the COOL Committee since 2008. She is the director of the Zilkha Center for Environmental Initiatives at Williams College. She has worked to create and implement aggressive greenhouse gas reductions at Williams and served on the town's Green Communities task force. The Zilkha Center has been a partner with the COOL Committee on many outreach and education initiatives. sboyd@williams.edu

Pat Dunlavey has served on the COOL Committee since 2009. He is a cartographer, website designer, and experienced community organizer using online tools. He is currently revising and updating the COOL Committee website. He has served on town boards and committees including the Planning Board. pat@pdcarto.com

Tom Ennis has served on the COOL Committee since 2007. A retired engineer, he is a board member of the Hoosic River Watershed Association. He has overseen the COOL Business program development and implementation and is our treasurer. tomennis@roadrunner.com

Charley Stevenson has served on the COOL Committee since 2010. He is owner and principal consultant at Integrated Eco Strategy, a green building consulting firm. An accomplished sustainability consultant, Mr. Stevenson brings to projects deep knowledge and experience in goal setting, energy analysis, and integrated design support. His communication and organizational skills empower teams to achieve ambitious goals on the path to certification of high-performance buildings.

Instance(s) where members of the team or volunteer group have successfully implemented a community effort (i.e. a project, initiative, etc.)

The climate action committee was formed in the fall of 2002 as an ad hoc committee of community volunteers representing residential, municipal, commercial and institutional sectors. Since that time, the committee has implemented numerous initiatives, including (but not limited to) the following:

- Became a member of ICLEI and with assistance from interns from the Williams College Center for Environmental Studies, completed a community climate action plan.
- Worked with the Town of Williamstown to apply for Green School designation for the new Elementary School, and grant funding to install a 24 kW PV system.
- Partnered with Williams College to sponsor education and outreach events including a climate change talk by Bill McKibben and several Earth Day energy fairs.
- Conducted two successful campaigns resulting in signing up 6% of Williamstown residents in National Grid Green Up green power choice program.
- Conducted educational campaign to help pass a warrant article at town meeting in May 2006 to provide for excise tax rebates of 75% or 50% to residents who purchase fuel-efficient vehicles.
- Co-sponsored numerous public workshops about renewable energy and energy efficiency, many in partnership with the Center for EcoTechnology and the MA Clean Energy Center.
- Worked with the Town to apply matching funds from the Green Up program to install solar panels on the public library (at no cost to the town).
- Partnered with the Williamstown Elementary School and Mount Greylock Regional High School and Center for EcoTechnology to conduct outreach and education to students and their families to promote COOL Committee campaign goals and educate about efficiency and renewable energy. Several hundred students have toured the Jiminy Peak wind turbine as part of this educational effort.
- Partnered with Williamstown Elementary School 6th grade to raise over $1,000 by selling CFLs as part of a fundraiser for their trip to Cape Cod.
- Implemented an anti-idling campaign in partnership with the Town of Williamstown, and with support from a DEP grant.
- Partnered with several faith communities to conduct education and outreach events, including Northwest Earth Institute study groups about climate change that had over 40 participants.
- With support from New England Grassroots Environmental Fund (NEGEF) conducted Williamstown Lights the Way energy efficient lighting campaign and saw the action plan goal of 5 CFLs per household met and exceeded.
- Conducted Williamstown's COOL Challenge campaign where over 80 households calculated their carbon footprint and pledged to reduce it using the New England Carbon

Challenge tool.
- Conducted community outreach and education events for the 2007 and 2009 Step It Up events and the 2010 International Day of Climate Action attended by hundreds of residents.
- Conducted outreach and education programming in partnership with local community access station Willinet.
- In partnership with the Center for EcoTechnology and Williams College, conduct an annual Energy Day of hands-on learning about energy use at school and home with the 6th grade at Williamstown Elementary School. The COOL Committee applied for and received grant support from the elementary school endowment fund to provide initial funding for this event.
- Supported town of Williamstown in in applying for and becoming a designated Green Community. Several COOL Committee members participated in the Green Community Task Force.
- Held a 10/10/10 "Your Future is On the Line" workday where 20 clotheslines were installed in Williamstown.
- Launched the Take Charge campaign to promote taking action at the residential level to reduce emissions and save energy with 200 households participating.
- Launched the COOL Business green business recognition program.
- Worked in partnership with the Center for EcoTechnology to promote energy efficiency and renewable energy by hosting two eco house parties and promoting several green residences as part of the annual Green Buildings Home Tour.

Community groups and organizations the municipality will collaborate with in conducting outreach for the Solarize Massachusetts program

Williamstown and the COOL Committee will collaborate with the following groups and organizations:
- Berkshire Action Team (BEAT)
- Center for EcoTechnology
- First Congregational Church
- Hoosic River Watershed Association
- North Berkshire Transitional Communities
- PTOs at Williamstown Elementary School and Mt. Greylock Regional High School
- Orion Grassroots Network
- Williams College Zilkha Center and Center for Environmental Studies
- Willinet public access television

Community Description

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

Williamstown is a rural community located in the northwest corner of Massachusetts with an area of 46.9 square miles and population of approximately 8,000 as of the 2010 census. It is home to Williams College as well as the Sterling and Francine Clark Art Institute, the Williams College Museum of Art, and the Williamstown Theatre Festival. With the decline in farming and

manufacturing, the approximately 8400 residents include college students (2000), professional personnel, service industry employees or retirees.

The number of residences in Williamstown is 1246 according to the 2010 census. The number of owner-occupied residences is 810.

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.

Marketing Plan

Background Williamstown has a long and strong track record when it comes to energy efficiency and renewable energy. Through a partnership among the town, the COOL Committee, and the non-profit Center For EcoTechnology we have conducted successful initiatives (chronicled above) to promote energy efficiency (via Mass Save; weatherization workshops and information sessions), clean energy (National Grid Green Up program; renewable energy workshops/information sessions and tours), and green living initiatives (backyard gardening, clothesline installations, carbon footprint awareness). The town's solar installations on the public library, two Department of Public Works buildings, and on the rooftop of the "Green" elementary school (an MTC Green School grant recipient) show a commitment to renewable energy.
The Solarize Williamstown campaign would capitalize on what we see as a nascent demand for solar-the obvious "next step" in green living technology. In addition to over 150 households who have indicated their support for clean electricity by signing up for the Green Up program, we know of at least a dozen "early adopters" of residential solar who have installed solar PV on their homes and several dozen who have installed solar thermal. Given the dramatic changes in pricing making solar more affordable, and the additional economies offered by the Solarize program, the time seems perfect for Williamstown to launch a multi-pronged solar campaign to dramatically increase the number of solar PV installations in our community.

Solarize Williamstown Campaign
The COOL committee will work with the Town and selected installer to conduct a comprehensive marketing campaign that builds on the interest of residents and community networks to promote the Solarize Williamstown program.

Staff: solar coach, Williams College intern, community volunteers
In addition to the selected solar coach, we will have a Williams College Intern supported by the College's Zilkha Center for Environmental Initiatives. We will also be drawing on the volunteer work of the COOL Committee community members listed above, as well as other citizens who have

expressed an interest in promoting solar.

Strategies:
A variety of strategies, employed below, will be used to educate the community about solar energy and promote the Solarize Williamstown initiative.

Solar 101 - Kick-off event: Williamstown will work with the MassCEC to conduct a Solar 101 kick-off event and information session. We plan to hold the event at the Williamstown Elementary School, a designed "green school" with a 24 kW PV array, located in the town center. At that time Mass CEC will provide an overview of the technology, ownerships and financing options, state and federal incentives, and description of the Solarize Mass program, including the requirement and benefits of having a Mass Save energy assessment to identify opportunities for making homes more energy efficient. We will introduce the Solar Coach, the contractor (if selected), and invite one or more homeowners who have installed solar to talk briefly about their experience. We will work with Willinet, the local cable access station, to tape the program and re-broadcast it several times for those who were not able to attend the initial session.

Solar 201 – Once the solar contractor/installer has been selected, we will work with the MassCEC to sponsor a Solar 201 presentation as a follow-up to the introductory session for those who would like more detailed information about the site requirements and ownership and financing options.

Social based community marketing: Recognizing that what our friends and neighbors choose has a powerful impact on our own sustainability decisions, our outreach will take focus on promoting the decisions of local residents and institutions to install solar. We will create profiles of existing residential installations that contain photographs, statistics about the size of the array, and quotes from the owners about their experience installing and living with a PV array. At least some of the profiles will be compiled in advance of our Solar 101 presentation. We envision that our intern will compile the profiles to supplement the existing MassCEC web-based map that includes the location of all the solar arrays in town (institutional, municipal, and residential). We hope to hold a solar "open house" day and recruit several residents to invite community members to view their solar system first-hand and ask questions about the technology, financing and performance. Also recognizing the importance of social norms in driving our sustainability decisions, we will plan to highlight our progress as a community with visible markers of participation and milestones in the Solarize Campaign. We will consult with previous Solarize Mass communities to learn what has been most effective, ranging from a central sign at Town Hall indicating the total/running number of homes that have signed up to individual lawn signs at participating homes and businesses.

Social media: All information about Solarize Williamstown will be shared through multiple social media outlets. The COOL Committee website which is currently undergoing an update will be re-designed with an emphasis on promoting the Solarize campaign. In addition we will create a dedicated Facebook page containing profiles of existing solar installations, and post regular updates such as announcements of outreach events, installer selection, and milestones in the reaching the solar pricing tiers. The Town of Williamstown website will also provide information about Solarize Mass and a link to the COOL committee website.

Traditional media: We will utilize local print media including two regional daily newspapers and a

free weekly Williamstown newspaper; local public access television; radio; and a local movie theatre to do blanket marketing around the launch of Solarize Williamstown and ongoing promotion including feature stories, interviews, public service announcements and calendar listings.

Tabling at public events: We will plan to do informational tabling at the Williamstown Farmers Market (on Saturdays throughout the summer), the annual "Summer Sundays" outdoor public festivals (5 Sundays in July and August) in downtown Williamstown, and other community establishments that permit tabling such as the local cooperative community grocery store, and the local Community Supported Agriculture farm. The tabling will be conducted by a combination of the solar coach and volunteers.

Informational presentations: The solar coach will hold community information sessions about Solarize Williamstown at various venues such as Williams College, the public library, Wild Oats Food Cooperative, the First Congregational Church. When practical these sessions will be scheduled to include the contractor/installer.

One-on-one: The Solar Coach will be available to respond to questions one-on-one. The town will provide a dedicated cell phone for the Solar Coach, and that number will be listed on all promotional literature.

Business outreach: The Williamstown Chamber of Commerce has offered to host a reception for the business community to learn about the launch of the Solarize Williamstown program. This will provide an opportunity for targeted outreach to local businesses.

Targeted outreach: Using Google maps and consulting with the selected contractor, we will identify types of homes & neighborhoods where solar has best potential. We will explore the most effective way to communicate with these targeted homes, e.g. with a letter or door hanger or some other means to notify the homeowner explaining the solarize project and that their home has been identified as well sited.

Partnership with local financial institution: We have begun conversations with a local financial institution, Hoosac Bank, which offers the zero interest HEAT loan to finance energy improvements through the MassSave program. We hope to identify a way to extend a zero or low interest loan to help make solar affordable to as many residents as possible who wish to install systems.

Solar Plus

In addition to increasing individual PV installations, the COOL committee is interested in additional opportunities to promote solar energy via a "Solarize Plus" campaign. This initiative will not only promote solar PV, but also increase community participation in National Grid's Green Up program, installation of solar thermal, and interest in a community "solar garden" for those who do not have viable sites for renewable energy. Our "Solarize Plus" initiative will make it possible for everyone in the community to find a way to Solarize their energy use.

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.

Marketing Budget: $2500

- Printing & graphic design: $750
- Banner/Signage: $250
- Postage: $850
- Solar Coach Stipend: $500
- Cell phone for solar coach: $150

In-kind - to be used for Solar Coach Stipend

- Williams College Zilkha Center - $1000
- Williamstown COOL Committee - $1500

Additional Requirements (Maximum 1 page)

Media Outlet

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

The North Adams Transcript (north Berkshire daily paper covering Williamstown)

The Berkshire Eagle (county-wide daily newspaper; covers Williamstown)

The Advocate (distributed free to all Williamstown residents via mail)

Willinet Williamstown Public Access Television

iBerkshires

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 Permit Application Package	Building Permits are reviewed on a first come first serve basis. This can vary widely based on current permit volume.	$6.50 per estimated $ 1,000 of cost	http://williamstown.ws/wp-content/uploads/2012/09/building-permit-application-1-and-2-family.pdf
Building Permit (Ground Mounted)	Building Permit Application Package	Building Permits are reviewed on a first come first serve basis. This can vary widely based on current permit volume.	$6.50 per estimated $ 1,000 of cost	http://williamstown.ws/wp-content/uploads/2012/09/building-permit-application-1-and-2-family.pdf
Electrical Permit	Electrical Permit Application	No Review – For Inspection timeline contact Sam Vince	Flat fee of $200 per solar system	http://s230494718.onlinehome.us/wp-content/uploads/2009/05/application-for-permit-to-perform-electrical-work.pdf
Conservation Commission	Conservation approval is only necessary if a project will dig dredge or alter a resource area.			
Historical Commission	Not Applicable			
Community Bi-laws for yard signs	Yard signs associated with a building project may be placed in front of a home or business by right with no permit for the duration of a project.			
Community Bi-laws for banners, signs, Thermometers, etc in public spaces	Sign Permit Application	Sign Permits must be submitted 1 week prior to a meeting. The Commission meets on the 4th Thursday of the Month	$0.50 per sign per day(s) erected (Minimum fee - $5.00 per permit Maximum fee - $15.00 per sign)	http://s230494718.onlinehome.us/wp-content/uploads/2009/05/application-for-permit-to-erect-a-sign.pdf

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.

Per In-kind listed in Marketing section:
In-kind - to be used for Solar Coach Stipend
Williams College Zilkha Center - $1000
Williamstown COOL Committee - $1500

Local Interest

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

Local financial institution: Members of the COOL committee have had preliminary conversations with a local financial institution that offers the HEAT loan to support zero interest energy efficiency improvements (and solar thermal installations) through the MassSave program. They are interested in talking further about how we can partner to make financial solar installations as easy and affordable as possible for Williamstown residents.

Williamstown Chamber of Commerce: The COOL committee has already spoken to the Williamstown Chamber of Commerce about Solarize Williamstown and they have offered to host a reception for members and the business community to launch the kickoff of the program.

National Grid GreenUp program Enrollments: Residents have exhibited a strong interest in supporting clean, renewable power. As of the fall 2012, 110 residents representing approximately four percent of Williamstown households are enrolled in New England GreenStart, one of the local Greenup green power offerings. These are households that have already showed a commitment to renewable energy by signing up to pay a premium on their electric bill to support the delivery of energy from local, renewable sources.

Neighborhood interest: Stephanie Boyd, director of the Williams College Zilkha Center for Environmental Initiatives (one of our collaborators) has already met with a homeowners group from the Pine Cobble Housing Development about their interest in solar energy. This development contains homes owned by Williams College faculty and staff that are built on land owned by Williams College. Stephanie reports that the homeowners from Pine Cobble were

excited to learn more about opportunities for solar energy in their neighborhood, and she is willing to help facilitate further communication.

Recent Farmers' Market outreach: At the most recent outreach tabling for the COOL committee we made a special effort to solicit interest about solar from the residents who stopped by our table. Over the course of three hours COOL Committee members and volunteers had conversations and collected names from 8 Williamstown residents who were interested in learning more about solar for their home. We were very encouraged by this level of interest; over half of the people who stopped by our table wanted more information.

Green Buildings Open House: In recent years several hundred Williamstown residents have toured local homes with solar PV. A net-zero energy house with a 7 kW array has attracted a great amount of interest, as has the 10 kW ground mounted PV system at Caretaker Farm, a local Community Supported Agriculture (CSA) farm with over 400 members.

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.

Not applicable.