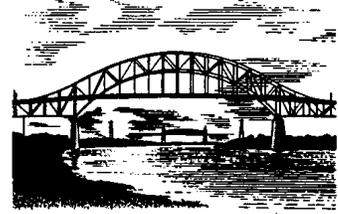




## **TOWN OF BOURNE**

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# **TOWN OF BOURNE**

## **Response to Request for Proposal Re: Solarize Massachusetts: RFP ID MassCEC 2013-SMP-01**

**February 20, 2013**

## **Table of Contents**

**Table of Contents 2**

**Community Outreach Plan 3**

**Our Team 3**

**Community Description 4**

**Marketing and Outreach 4**

**Meeting facilities 6**

**Permitting 6**

**Local Interest 7**

**Lessons Learned from Pilot Program 7**

**Budget 7**

**Media Outlets 7**

**Authorized Applicant Information and Acceptance Form Attachment A**

**Statement of Commitment from Town Manager Attachment C**

**Community Solar Coach Affidavit Attachment D**

**Community Application Checklist Attachment E**

**Community Solar Coach Personal Statement Attachment F**

## Community Outreach Plan

**Our Team:** The town's **Selectmen's Energy Advisory Committee** is a permanent volunteer committee appointed by the Board of Selectmen for 3-year terms and which serves in an advisory role to the Selectmen and the Town Administrator. EAC will serve as a core member of the team.

The Committee members come from varied backgrounds including: a teacher, several engineers, a facilities director, a former utility executive, and other residents with an interest or background in renewable energy or energy conservation.

Among its many duties and responsibilities, the Committee studies and recommends viable methods for achieving energy conservation and for utilizing renewable sources of energy within the town; undertake, and update yearly, a town-wide Energy Audit and inventory of energy and Greenhouse Gas emissions, and draft and update on a regular basis an Energy and Climate Action Plan for the town, setting goals for energy and emissions reductions.

Below is a partial list of the Selectmen's Energy Advisory Committee's recent accomplishments.

- Drafted new Town Energy Policy which was adopted at Town Meeting, and which is an important first step towards seeking a "Green Communities" designation
- Worked on grant application and received Clean Energy Choice Grant funding through the Massachusetts Renewable Energy Trust which was used to purchase a Big Belly Solar Trash Compactor
- Using Clean Energy Choice grant funding, and working with the selectmen and town administrator, hired a part-time Energy Coordinator to assist with the town's energy conservation and renewable energy development efforts
- Prepared for and presented a Green Communities forum to the Selectmen
- Participated in Planning Board Wind Turbine by-law sub-committee and advocated for successful passage at town meeting of the revised and updated wind turbine bylaw
- Selected two preferred sites (off route 28 near Falmouth town line and 100 acre site near new Bournedale Elementary School) for possible future locations for wind turbine installations
- Committee Members, Paul O'Keefe and Bob Schofield served on Cape and Vineyard Electric Cooperative and Cape Light Compact, respectively
- Working with the Cape Light Compact, conducted energy efficiency audits for the Bourne Public Library and the town's fire stations
- Working with the Cape and Vineyard Electric Cooperative, installed 142.56 kW roof-mounted solar PV system on the Bourne Middle School

The members of the EAC are:

Liz Caporelli, Chair  
Bob Schofield, Vice-Chair  
Paul O'Keefe  
Allyson Bizer Knox

Gray Curtis  
Frank Kodzis  
Chris Kapsambelis

**Municipal Representative:** Richard Elrick, the town's Energy Coordinator, (and former 3-term Barnstable town councilor) will serve as the Municipal Representative.

**Community Solar Coach:** Richard Elrick will also be serving as the Community Solar Coach (see Community Solar Coach personal statement (Attachment F))

**Schools' Energy Manager and Town's Chief Procurement Officer:** David Anthony, the Chief Procurement Officer for the town as well as the schools' Energy Manager.

**Community Description:** The Town of Bourne is a medium-sized community at the gateway to Cape Cod. You must pass through the Town to get over the Cape Cod Canal and anywhere else on Cape Cod. The area was settled as a part of the Town of Sandwich by 1640, before finally being incorporated as the Town of Bourne in 1884.

During the summer, there are weekly Concerts In The Park, and in September, the annual Bourne Scallop Festival brings visitors from all across North America.

Also located in Bourne is the Massachusetts Maritime Academy the nation's finest co-ed maritime college that has been in existence for over 100 years. This institution prepares students for careers on and sea and provides many opportunities not normally found in a traditional college environment.

Bourne's population is 19,754, but swells to 40,000 +/- in the summer time. The land area is 41 square miles, the median household income, according to the 2010 census, is \$45,113, and there are 8,584 housing units. Eighteen point eight percent of the population is 65, or over, compared to an average of only 13.8 percent statewide. There are 2.3 persons per household, and the poverty rate is 8.9 percent, compared to the statewide average of 10.7 percent. The town currently has experience with successful solar PV installations on the roof of the Middle School. Bourne uses a Selectmen/Town Meeting form of government, with a Town Administrator as the Chief Executive officer.

### **Marketing & Outreach:**

Bourne'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 to enhance outreach efforts:

Bourne Council on Aging  
Cape Cod Canal Region Chamber of Commerce  
Cirenew  
Town of Bourne School PTOs  
Cape & Islands Self-Reliance Coop.  
Association to Preserve Cape Cod  
Cape Light Compact  
Energy Savers

### **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 (see preliminary schedule at the end of this document)
- A core team of volunteers will be established, primarily from the Renewable Energy Commission. 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.
- The Team will communicate regularly with the installer and MassCEC to ensure proper coordination.
- The Team will encourage residents and businesses to check out the Database of State Incentives for Renewable Energy, [www.DSIREusa.org](http://www.DSIREusa.org), to take advantage of various programs available

### **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:  
Town of Bourne Notices, School-managed email list, plus other email groups in town, the Cape Cod Canal Region Chamber of Commerce, and the Schools' PTO.
- Social Media opportunities to be explored.
- Use case studies of successful Bourne solar installations
- Use photos of existing PV installations in Town whenever possible in literature and presentations
- Updates on progress towards reaching the next pricing tier from the PV installer
- Maintain Calendar of upcoming events

### **Print, Television, and Other Media Outreach Strategies**

- Articles in the *Bourne Enterprise and Bourne Courier*, local weekly newspapers
- Coverage in the Cape Cod Times, only Cape-wide newspaper
- Public service announcements on Bourne Community Media
- Large Sandwich Board outside Town Hall
- Notices posted at appropriate public parks and municipal and other civic facilities

### **Direct Outreach Strategies**

- Presentations to Town Council and School Committee meetings, all of which are televised via local cable access

- Insert in Quarterly property tax bill (if financially feasible)
- Outreach at the town’s Transfer Station and Landfill
- Solar Home self-guided “tour” of PV sites in Bourne
- 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 hearing room in Town Hall. This room can seat up to 100 and has full presentation capabilities. For larger groups we will use the High School and Middle School Auditoriums. Other venues, such as the Bourne Veterans Memorial Community Center, are also available.

**Permitting:**

The permitting process for solar PV in Bourne is simple and in most cases only takes a few days from date of application to issuance. The permit application is two-part; an electrical permit and a building permit, as described below in the chart.

<b>Permitting Component</b>	<b>Requirements</b>	<b>Review Timeline</b>	<b>Cost</b>	<b>Associated Web Links</b>
Building Permit (Roof Mounted)	Proper Documentation	1-10 days	Residence: \$50 Commercial: \$3.00 per \$1000(value)	<a href="http://www.townofbourne.com/Departments/Regulatory/BuildingandInspection/tabid/162/Default.aspx">http://www.townofbourne.com/Departments/Regulatory/BuildingandInspection/tabid/162/Default.aspx</a>
Building Permit (Ground Mounted)	Proper Documentation			
Electrical Permit	Proper Documentation	1-10 days	Residence: \$50.00; Commercial: \$100	
Conservation Commission	Only if ground-mounted and in wetlands. Should it be necessary: Notice of Intent or Determination of Applicability	1 – 30 days		
Historical Commission	No Historic Districts			
Community Bi-laws for yard signs	No restrictions	N/A		
Community Bi-	Generally	Usually 1		

laws for banners, signs, Thermometers, etc in public spaces	allowed with approval of the town administrator	or 2 days		
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**Historic District Commissions:** There are no Historic Commissions in Bourne.

**Local Interest:**

We know there is interest in Bourne for solar PV because we already have 35 solar PV installations located on roofs and ground-mounted around the town.

We have also sponsored meetings and workshops where local solar installers made presentations that were well-attended by the public. In addition, the town energy coordinator gets calls on a regular basis asking about what’s involved in getting solar PV installed.

**Incorporating Lessons Learned from the Pilot Program:**

As part of the preparation of this proposal, we have reviewed the Solarize Massachusetts Pilot Overview and the 2012 Solarize Massachusetts Program Update, and certainly there were valuable lessons there to be learned: In particular, we agree that having residents who’ve had successful solar installations serving as “guides” for others in the community will be very helpful in increasing the comfort level of others in dealing with a technology that is “new” to them.

We also agree that having the price tiers increases the affordability for residents and businesses, and that providing a lease or ownership option will increase opportunities for more installations.

**Budget:**

\$300	Main Street Banner
\$1,250	Printing handouts, flyers, posters
<u>\$950</u>	Postage
\$2,500	<b>Total</b>

**Media Outlets:**

- Bourne Community Television. BCTV Channel 13
- Bourne Courier
- Bourne Enterprise
- Cape Cod Times