

## 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.

#### **The Town of Medway's community team will include:**

**Municipal Representative – Susy Affleck-Childs, the Medway Planning and Economic Development Coordinator, will serve as the municipal representative for the Solarize Program. Susy has worked for the Town for twelve years and leads many municipal efforts; she has been a leader for much of Medway's past energy work including the Town's application for Green Community designation. She was also instrumental in developing a Habitat for Humanity project in Medway, establishing the Medway Affordable Housing Trust, and supporting some of the initial efforts to establish the Medway Community Farm.**

**Solar Coach – Medway resident Dan Hooper will Serve as Medway's Solar Coach. Dan has been a resident of Medway for over 20 years and has held many volunteer leadership positions in the community, including working on the Thayer Homestead Development Project, which aims to preserve a historic home and create new community space. The eight years of community efforts to purchase and secure the property, assess it, and then bring meaningful development options to the community exemplifies Medway's commitment to its past, its present, and its future. Long-term planning and the collective fortitude to do what benefits a community not just for today but for tomorrow is exceedingly evident in the project's progress to date. For more information on Dan's additional involvement in the community, please see his statement attached.**

**Medway Energy Committee – Shelley Wieler is the Chair of the Medway Energy Committee and will serve as the committee liaison to the Team. Shelley also chaired the 9-member ESCO Review Panel, consisting of liaisons from 6 different town committees and 2 community volunteers. In that capacity, she led an**

intensive review of a \$4.2M ESCo contract between Trane Corp and the Medway School Dept. The panel recommended removing a solar install from the contract and pursuing a PPA for the solar, replacing that capital portion with other energy-efficient upgrades to schools, and endorsing the project as beneficial for the town. The panel held information sessions for residents, created a website, sent list-serve created handouts for town meeting, and achieved overwhelming support for the project on town meeting floor.

Shelley was also a member of the Publicity Sub-Panel for the Middle School Building Committee, informing the public about benefits of a proposed \$22M repair project, which included a full-roof solar PPA installation that subsequently received unanimous support from residents on town meeting floor.

**MAPC** – The Metropolitan Area Planning Council (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 Medway for the last year helping to support their local energy planning work. MAPC will continue to work with Medway through 2013 and is excited to help the Town implement the Solarize campaign.

**Community Residents and Stakeholders** – The following residents and stakeholders have agreed to support us in this venture:

- Frank Faist, former Chair of the Medway Energy Committee
- John Emidy, Medway Building Commissioner
- The Medway Energy Committee, including:
  - Diane Borgatti,
  - David Brownell,
  - Bob Tucker,
  - Peter Cooper,
  - Charlie Myers, and
  - John Foresto
- Medway Cable Access
- The Medway Community Farm
- Medway Housing Authority
- Medway Business Council
- The Medway Library

- **The Medway Lions Club**
- **The Medway Council on Aging**
- **The Medway Public Schools**

**Together, the team will leverage each volunteer's expertise and community connections to promote Solarize Medway.**

### **Community Description**

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

**Incorporated in 1713, Medway is a suburban bedroom community of 12,752 residents (2010 Census) located about 28 miles southwest of Boston. Medway's land area is 11.6 square miles. The community is bisected east/west by Route 109 and is located just ½ mile east of Exit 19 off of Interstate 495. The Charles River runs along Medway's southern boundary. Our neighboring communities include Franklin, Bellingham, Milford, Holliston, Millis and Norfolk.**

**Medway's population is younger than the state average, with a higher percentage of young adults in their 20s and 30s. Medway's median household income (\$106,058) is higher than then the state median (\$62,859). 18% of Medway's households earn below the state's annual median income, with 5% earning between 60% and 80% of the state median household income.**

**According to the U.S. Census Medway has 4,433 total housing units, of which:**

- **80% are single-family detached owner-occupied (3,546 units)**
- **3% are single-family attached owner-occupied (132 units)**
- **4% are multi-family, 2-4 units owner-occupied (177 units)**
- **2% are multi-family, 5+ units owner-occupied (88 units)**

**The commercial and industrial sectors in Medway consist of 361 business establishments. The office and food service sectors are the largest employers in Medway. Medway also has a relatively large food sales and service sector. The community has a small industrial sector that is comprised of building construction, specialty trade, and miscellaneous industries.**

### **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 Team recognizes many of the barriers to the installation of solar in the residential sector, such as high upfront costs, the complexity in the purchase and installation process, and customer confusion over who to trust. As part of Medway’s outreach and marketing efforts, the Team will therefore focus on using trusted messengers to deliver clear and concise messages to Medway residents.**

**The Solar Coach will be responsible to meet with Team members and stakeholder partners to educate them on the Solarize Program and to delineate tasks and roles for the campaign.**

**With the Team made up of both municipal employees and local residents who have diverse connections to the community, the campaign will be able access residents directly through multiple media and in-person channels, including:**

- **The Town’s website**
- **Local media (see list of media sources below)**
- **The Medway cable access channel**
- **Stuffers in a property tax bill or water bill**
- **Email blast using the Medway School’s email list**
- **Hanging a street banner in a central area of town across Route 109 and/or Village Street, Medway’s primary east/west routes**
- **Brochures at busy locations – library, sandwich shops, etc.**
- **Workshops held in conjunction with the Medway Public Library and the Medway Business Council**

- **Outreach to Medway houses of worship**
- **Hosting a launch event that includes a solar tour of local homes that will be filmed and aired on the public access channel.**
- **Regular weekly Solar Coach Office Hours**

**This year Medway is celebrating its 300 year anniversary. A massive, year-long celebration of Medway’s 300<sup>th</sup> year of incorporation is underway, with the New Year’s Eve Dance & Auction kicking it off and concluding this November with the Tercentennial Ball. Dozens of committees and subcommittees, hundreds of volunteers and multiple event dates and venues come together to commemorate this milestone “with a nod to the past and an eye to the future.” As a truly community endeavor, the celebration’s preparation and participation so far have exceeded even the most optimistic of predictions - a testament to how active and close-knit this community is.**

***Medway 300<sup>th</sup>* events during the calendar year, especially this summer, will give us ample opportunity to promote community smart growth initiatives like Solarize Massachusetts. Events like Medway Family Day will provide a chance to leverage an audience to promote a program that encapsulates the connection between local government and the populace. Providing a clean energy use program and sound long-term fiscal planning opportunity directly to the people is the essence of a sound government and community action.**

**Upcoming Medway 300 Activity days where the Team can promote the Solarize Program include:**

- **Clean Sweep – April 27**
- **Family Day – June 22**
- **Medway Arts Festival Weekend – May 11 – 12**

**Medway has demonstrated an historical desire to work collectively as a community for the good of all individuals in the community. The excitement and energy involved in this anniversary celebration is indicative of the progressive energy needed for a Solarize program success. We are confident that Medway will embrace this opportunity – like it has so many others – on the way to building a**

**better future for its citizens.**

**In addition to the Medway 300th celebration activities, there are several other events that take place annually in Medway that the Team would like to leverage for outreach. These events include:**

- **Annual Town Meeting – May 13**
- **Medway Pride Day – May 18**
- **Memorial Day Parade – May 27**

**Through all of these efforts, the Team will utilize lessons learned from past energy outreach campaigns, including using social-based marketing strategies. Since past energy programs have found that outreach campaigns focusing entirely on education are not effective, the Town is committed to designing a Solarize Program that goes beyond traditional education and outreach efforts in order to engage residents and business owners. Innovative outreach strategies that Team will consider using include:**

- **Using techniques that build commitment, such as having those that are interested write pledge cards to sign up.**
- **Using prompts to effectively remind residents to take action, such as putting signs about the program throughout Town.**
- **Using social interactions to market our campaign’s message, such as tabling at events, having the Solar Coach hold office hours, and holding themed workshops.**

### **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 Team plans to use the \$2,500 community marketing grant for the following:**

- **Solar Coach Stipend – \$500**
- **Door hangers – \$500**
- **Brochures – \$500**
- **Banner to hang in community center – \$400**
- **Pop-up tent/sign to use at events – \$500**
- **Coffee/drinks/giveaways to attract attention at events – \$100**

## Additional Requirements (Maximum 1 page)

### Media Outlet

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

### Local media outlets include:

- **Milford Daily News**
- **Country Gazette (weekly)**
- **Local Town Pages – Medway and Millis (monthly)**
- **Medway Cable Access**
- **WMRC – 1490 AM Radio (Milford)**
- **medwaytoday.com**
- **townofmedway.org**

### 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.

**Medway does not presently have a streamlined permitting process for small scale residential and commercial solar installations. However, the permitting for such installations is routinely handled by the Building Department and is not a difficult process for the property owners.**

**See Exhibit 1 on the following page.**

**Exhibit 1 – Community Permitting and Requirements Chart**

<b>Permitting Component</b>	<b>Requirements</b>	<b>Review Timeline</b>	<b>Cost</b>	<b>Associated Web Links</b>
Building Permit (Roof Mounted)	Proposed installation must comply with State Building Code	Generally 10 days; maximum is 30 days	<b>Residential</b> - \$40 for the first \$5,000 of value plus \$8 per every \$1,000 of value thereafter  <b>Commercial</b> - \$100 for the first \$10,000 of value plus \$10 per every \$1,000 of value thereafter	<a href="http://www.townofmedway.org/Pages/MedwayMA_Build/index">http://www.townofmedway.org/Pages/MedwayMA_Build/index</a>
Building Permit (Ground Mounted)	Proposed installation must comply with State Building Code	Generally 10 days; maximum is 30 days	Same as above	same
Electrical Permit	Proposed installation must comply with the State Electrical Code	Generally 10 days; maximum is 30 days	\$60 – may vary depending on the number of inspections required.	same
Conservation Commission	Depends on whether the subject parcel includes or is adjacent to a “resource area.” The Conservation Agent reviews all building permit applications to determine if Conservation Commission review is needed	5 – 10 days for the initial review	No fee for initial review	<a href="http://www.townofmedway.org/Pages/MedwayMA_Bcomm/ConCom/index">http://www.townofmedway.org/Pages/MedwayMA_Bcomm/ConCom/index</a>
Historical Commission	Medway does not have local historic districts whereby solar installations would need to be reviewed by the Historical Commission. The only occasion for HC review is when an historic structure is proposed to be demolished to make way for any new construction.	If the structure is determined to be historically important, the Medway Historical Commission may vote to require a 9 month demolition delay time period to identify options for preservation instead of demolition.	None	<a href="http://townofmedway.org/Pages/MedwayMA_Bcomm/Historical.index">http://townofmedway.org/Pages/MedwayMA_Bcomm/Historical.index</a>
Community By-laws for yard signs	Temporary contractor/vendor signs up to 8 sq. ft in size are exempt from sign regulation	No permit needed	None	
Community Bylaws for banners, signs, Thermometers , etc in public spaces	An “across the street” banner is allowed with permission from the Medway Board of Selectmen; the banner design has to be approved by the Medway Design Review Committee	30 days	None	

## 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.

**If additional financial resources are needed, such as to pay for additional outreach materials, the Medway Energy Committee has committed to using \$500 (50%) of its annual stipend for such purposes.**

**The Planning and Economic Development Coordinator can commit 2-3 hours a week toward Medway's Solarize Mass program. Further, MAPC is committed to working with Medway through the end of 2013 on the implementation of clean energy projects. If Medway is selected to participate in the Solarize program, MAPC will dedicate significant staff time throughout the process to help support the program.**

### Local Interest

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

**In 2013, Medway completed its Local Energy Action Plan, a comprehensive guide to pursuing clean energy efforts in Medway's residential, commercial and municipal sectors. The Medway LEAP Working Group, which comprises of community stakeholders, including municipal staff, the Medway Energy Committee, residents, and business owners, helped guide the plan's development and content. While developing the plan, it became clear that there is broad local interest in and opportunity for clean energy opportunities, and therefore increasing local awareness of energy issues and energy opportunities and increasing local renewable energy adoption became primary objectives of the plan.**

**In 2012, 9% of Medway's households participated in NSTAR's MassSave program. With such a high participation rate, without any formal outreach program, Medway is confident that there will be equal if not greater interest and participation in the Solarize program.**

**The enclosed letters of support also highlight the level of broad and diverse interest there is in the community for a program like Solarize.**

**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.**