

Solarize Mass Community Best Practices Timeline

Below is a proposed timeline of activities for communities that are selected to participate in the 2018 Solarize Mass program. While most activities will be required across all Communities, such as the solar installer selection process, some activities have been highlighted by previous Solarize Mass communities as best practices.

Week 1	
Entity	Activity
Municipal Representative	<ul style="list-style-type: none"> Execute the MassCEC-Community contract and email a signed PDF copy to MassCEC. MassCEC marketing grant, marketing materials and technical consultant resources are contingent on receipt of this document Confirm best mailing address for marketing fund payments and marketing materials Confirm community and municipal members of the Installer Proposal Review Team for the solar installer selection process. Municipal announcement of selection for Solarize Mass program Participate in a Community-MassCEC call to discuss next steps
Community Solar Coach	<ul style="list-style-type: none"> Sign and email a PDF copy of the Solar Coach Duties and Commitments form to MassCEC. A personalized version will be sent upon selection. Create a Community Solar Coach email address, such as COMMUNITYsolarcoach@.com or SolarizeCOMMUNITY@.com. Note: while this is not a requirement, it is highly recommended. MassCEC will not post or list personal email addresses on www.solarizemass.com. Create a template email that responds to interested resident inquiries and offers clarification on the Solarize Mass program timeline, including when the solar installer will be selected and the program deadline. Work with the Municipal Representative to facilitate the signing of the MassCEC-Community contract Participate in a Community-MassCEC call to discuss next steps

Weeks 2 – 5	
Entity	Activity
Municipal Representative	<ul style="list-style-type: none"> Set up a municipal webpage, or Facebook page referencing participation in Solarize Mass, and include the Solarize Mass volunteer contact information (for example the Community Solar Coach public email). Participate in a volunteer training at MassCEC. (Attendance in person is recommended, but a webinar option will be available) Work with the Community Solar Coach to identify opportunities

	to utilize municipal infrastructure for the benefit of the program (for example access to use public venues, email lists, signage on public building, or flyers in municipal bills).
Community Solar Coach	<ul style="list-style-type: none"> • Participate in a volunteer training at MassCEC. (Attendance in person is recommended, but a webinar option will be available.) • Meet with the community volunteer team to discuss the initial outreach plan until the installer is selected. • Receive template documents, community banner and other marketing materials from MassCEC. • Develop initial community FAQ document with MassCEC assistance.
Municipal Representative and Community Solar Coach	<ul style="list-style-type: none"> • Collaborate with MassCEC to develop installer Request for Proposals (RFP). Note: MassCEC-Community contract must be executed before this step.

Weeks 6 – 9	
Entity	Activity
Municipal Representative and Community Solar Coach	<ul style="list-style-type: none"> • Introduction to MassCEC selected solar technical consultant and participate in Community-MassCEC-Technical Consultant kick off call. • Review team will receive installer proposals from MassCEC and technical consultant that have passed threshold review. Individual members of the review team will review and score the proposals independently.

Weeks 10 – 11	
Entity	Activity
Municipal Representative and Community Solar Coach	<ul style="list-style-type: none"> • Community Review team will participate in a call with the solar technical consultant and MassCEC to discuss the solar installer scores and to ideally select 3-4 installers to participate in an Installer interview process, ideally scheduled to occur over a single day.

Weeks 12 – 14	
Entity	Activity
Municipal Representative and Community Solar Coach	<ul style="list-style-type: none"> • In partnership with the technical consultant, the Installer Proposal Review Team will select the top scoring installers to interview. Once an installer is selected, MassCEC will then contract with the Installer on behalf of the Community for the duration of the Solarize Mass program timeline.

Week 15	
Entity	Activity
Municipal Representative, Community Solar Coach, and Solar Installer	<ul style="list-style-type: none"> • This is a focus week to finalize the outreach plan with input from the selected solar Installer. This will involve setting expectations and timelines for outreach activities, resources, marketing materials, and volunteer and installer next steps. • Participate in a Community-MassCEC-Installer Kick off call • Coordinate with MassCEC to schedule the Meet the Installer community presentation. • Notify community members of the selected solar installers' participation in the program and the upcoming Meet the Installer community presentation.
Community Solar Coach	<ul style="list-style-type: none"> • Provide the contact information from residents who have already expressed interest in the program to the installer (i.e. initial interests contact list). The installer will then begin contacting residents to set up site-assessments.

Week 16 – End of Program	
Entity	Activity
Municipal Representative, Community Solar Coach, and Solar Installer	<ul style="list-style-type: none"> • Conduct the Meet the Installer community event and then follow with the full launch of the community outreach campaign. • Participate in every other week check-in calls between the Community, MassCEC and the installer. • (If applicable) When/if community fully expends first set of funding, community may make a formal request for approval for a portion or all of the second set of funding. Community must present MassCEC with a clear plan for use of funds and this request must be submitted by program sign up deadline.