

While reviewing the Solarize Mass resources and previously funded proposals, we incorporated lessons learned from others in our plan, appreciating the availability of these materials for review.

GOAL 01: Expand community awareness about the advantages of solar PV adoption.

- ACTIVITIES:
1. Activate joint **marketing strategy** among the Municipality volunteer teams.
 2. Confirm **outreach activity timeline** and **volunteer engagement schedule**.
 3. Conduct 3 types of events: **Informational, “Meet the Installer”** and **sign-up events**.

Solarize-WCGW Meeting Room Policy: To ensure full inclusion of all residents, all community events are held at locations that are ADA accessible, barrier free entrances (ramped or no steps) and facilities, free parking, and can accommodate at least 100 attendees. **Supports and reasonable accommodations are provided upon request. Locations listed in this plan meet these requirements.*




GOAL 02: Increase Solar PV installation in our four town area.

- ACTIVITY: 1. **Track Solar PV site assessment, contract and completed installation** (residents & installer)

OUTCOME: A minimum of 200 kilowatts of are installed on homes, nonprofits and businesses.

Campaign Strategies: Goshen’s & Windsor’s success in community education and achieving Green Community designation includes outreach methods that bring results. WCGW Teams adopt these strategies to accomplish our goals by:

- a. Building the **trusted brand of Solarize Mass:** promoting solar PV through Solar Coaches and teams in community events to give residential, nonprofit and business customers information and confidence needed to sign contracts;
- b. Strengthening relationships **between volunteers and residents;** small/large group forums and individual presentations;
- c. **Using social / news media:** reaching wider ranges of audiences, growing interest in building a solar community.

Marketing & Outreach	Timeline
Submit Community proposal to MassCEC	04/22/16
Community Selection (Assume 6 weeks from application submittal)	06/15/16
Community-MassCEC contract fully signed	06/30/16
ACTIVITY 1: Activate joint marketing strategy among the Municipality volunteer teams	06/15/16 - 04/01/17
<ul style="list-style-type: none"> • MEDIA: Releases are disseminated immediately to wide market venues and local outlets. • VOLUNTEER SHOUT OUT INVITATIONS: Promotional information and invitations to volunteers are extended via local newsletters and social networks. Requests are made for assistance with event planning, phone follow-ups and staffing sign-up tables. • GROUP TEAM: Coordinate Solarize Mass outreach with existing annual and special town events. Share community event calendars to identify upcoming events to target and offer mutual support by attending, staffing an informational. • SOCIAL MEDIA: The Municipal Contacts and each Town’s web managers create Solarize-Mass links referencing participation, including general Solarize Mass information with links to the Solarize-WCGW Group Facebook. <div style="display: flex; justify-content: space-between; align-items: flex-start; margin-top: 20px;"> <div style="width: 30%;">  <p>Solarize-WCGW Group SolarizeWCGW@gmail.com</p> <p>Each town is ready to create email address:</p> <ul style="list-style-type: none"> • solarizewindsor@gmail.com • solarizecumington@gmail.com • solarizegoshen@gmail.com • solarizeworthington@gmail.com </div> <div style="width: 15%; text-align: center;">  </div> <div style="width: 45%; text-align: center;">  <p>https://www.facebook.com/solarizewcgw/</p> </div> </div>	
MassCEC-Volunteer training	6/30 - 7/15/16
ACTIVITY 2: Identify outreach activity timeline and volunteer engagement schedule.	6/30 - 7/15/16
<ul style="list-style-type: none"> • VOLUNTEER MEETINGS: Review upcoming events. Create a phone tree. Assign dates, tasks and backup. • LEADS FROM THE INTEREST SURVEYS: Volunteers assembles confidential lists for FREE assessment and <i>Note: Privacy is respected. Names and addresses are only shared with the installer and not given or sold to any external entity.</i> 	

Marketing & Outreach 2 (Cont.)	Timeline																														
ACTIVITY 2: Identify outreach activity timeline and volunteer engagement schedule. (Cont.)	6/30 - 7/15/16																														
<ul style="list-style-type: none"> MAILINGS: "Just in time" to add information materials and sign-up sheets, Solarize 101 dates and meeting in annual Transfer Station Sticker mail-out (Towns have offered to insert Solarize information in town wide mailings). In the fall, inserts may be included in the tax bills. Local newsletters are also including our inserts. 																															
Submit drafted Installer Request for Proposals to MassCEC for review	6/30/16																														
Launch Installer RFP	7/15/16																														
ACTIVITY 3: Conduct 3 types of public events: informational, "Meet the Installer" & "sign-up events".	7/15 - 11/20/16																														
<ul style="list-style-type: none"> PROGRAM MATERIALS: Dissemination 4 easy to understand fact sheets: <ol style="list-style-type: none"> Awareness about Solarize Mass program and time frames; New affordability of solar (state and federal incentives and attractive loans); Yes, I want a FREE no obligation Solar site assessment; and Solar Installation facts: "My Role as a Home Owner." EDUCATION HANDOUT: Understanding the sign-up, installation timeline, and RFP approval process: "Soon does not mean tomorrow." Copy is "test read" for comprehension and technical accuracy prior to mass producing. PLANNING – SOLAR 101: Solar Coaches set agendas, reserve dates and venues; identify speakers and resources (ppt., easy to understand handouts, links), recruit local neighbors from the Solar Wisdom Bank (peer to peer). <p>MEETING POLICY: To ensure full inclusion of all residents, all community events are held at locations that are ADA accessible, barrier free entrances (ramped or no steps) and facilities, free parking, and can accommodate at least 100 attendees. *Supports and reasonable accommodations are provided upon request. Locations listed in this plan meet these requirements.</p> <p>Meeting rooms identified for "Meet the Installer" events meet MassCEC and Solarize-WCGW ADA requirements.</p> <table border="1" data-bbox="212 867 1170 1031"> <thead> <tr> <th></th> <th>Cummington</th> <th>Goshen</th> <th>Windsor</th> <th>Worthington</th> </tr> </thead> <tbody> <tr> <td>Town Hall</td> <td>X</td> <td>X</td> <td>X</td> <td>X</td> </tr> <tr> <td>Volunteer Fire Department</td> <td>X</td> <td>X</td> <td>X</td> <td>X</td> </tr> <tr> <td>Berkshire Trail Elementary School</td> <td>X</td> <td></td> <td></td> <td></td> </tr> <tr> <td>Conwell School</td> <td></td> <td></td> <td></td> <td>X</td> </tr> <tr> <td>Cummington Village Church</td> <td>X</td> <td></td> <td></td> <td></td> </tr> </tbody> </table>		Cummington	Goshen	Windsor	Worthington	Town Hall	X	X	X	X	Volunteer Fire Department	X	X	X	X	Berkshire Trail Elementary School	X				Conwell School				X	Cummington Village Church	X				
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Installer Proposals Due	8/31/16																														
<ul style="list-style-type: none"> EVENT: Solarize 101 Meetings held in each Town; one-time events in a large hall; or combine Solar 101 with small and larger events. The creative model of meeting over lunch is tested once; if successful, lunch meetings can be repeated (20 people). EVENT: Green House Tours of existing installations in the Hilltowns. EVENT: Repeat Solarize 101 Meetings. Due to summer vacations, some who are interested may miss the initial meeting. COMMUNITY UPDATE on Responses to RFP for Solar Installers, the interview date, and candidate's names. 																															
Installer Proposals submitted to Community Review team (assume 3 days)	9/13 - 16/16																														
Community reviewer score-sheets due	9/30/16																														
Call/Meeting to discuss scoring of installer proposals - select installers for interview	10/07/16																														
Installer interviews	10/10 - 14/16																														
Community Review team debrief	10/17/16																														
Installer Selected	10/27/16																														
Resident Sign-Up Period begins	11/01/16																														
ACTIVITY 3: Conduct Informational, Green House Tours, "Meet the Installer" & Sign-up Events	July '16 – April '17																														
<input checked="" type="checkbox"/> We acknowledge MassCEC may be able to only to attend and present at one Meet the Installer presentation for each group of communities, based on availability. (RFP p. 15)																															
<ul style="list-style-type: none"> PLANNING: Solar Coaches' meet, plan agenda, reserve dates/venues, recruit Solar Wisdom Bank MEETING OF VOLUNTEERS: Volunteers self-select duties based on their skills and talents. EVENT: Green Home Summer & Fall Tours: "Solar Wisdom Bank," sponsors visits to homes with installed solar PV for dialogue and increased understanding of solar PV benefits. EVENT: "Meet the Installer" events held on different days in the 4 towns. ATTEND ANY TOWN EVENT: Each town conducts events. Dates/times are coordinated to avoid conflicts. Town Solarize Team members and residents may attend any town event. OPTIONS: Identify alternative meetings strategies residents unable to attend regular evening events due to varying work shifts, caregiving responsibilities, personal health, etc. 	<p>June '16 – Jan. '17 June '16 – Nov. '16 Sept. '16 – April '17</p> <p>Nov. '16 Sept. '16 – April '17</p> <p>Sept. '16 – April '17</p>																														

Marketing & Outreach 3 (Cont.)	Timeline
ACTIVITY 3: Conduct Informational, Green House Tours, "Meet the Installer"& Sign-up Events	Nov. '16
<ul style="list-style-type: none"> • WINDOWS OF OPPORTUNITY: Using graphic displays, the count-down number of days until free site assessment begins and when installation sign-up period starts and ends are graphically advertised, (Town billboards, social media, and newsletters). • SITE ASSESSMENTS DURING Dec-March: The sign-up period for installation ends April 1, 2017. Warm weather interludes would be ideal for the Installer to conduct the free site assessments. Assessments before Spring, expedites installation schedule. • HOW IS IT GOING? Monthly personal contact with all residents who have signed up for installation later signed contract. Being aware of, and solving problems ahead of time makes the experience more enjoyable. • VOLUNTEER & TEAM APPRECIATION: Gratitude cards sent to the team and cadre of volunteers. Depending on available funds, "solar gratitude celebration" events are held (religious holiday and overtones are avoided by selecting neutral dates); half-way benchmark Dec., 2016-17, Solstice and mid-points, Equinox. 2016: 6/20, 9/22, 12/21/ 2017: 3/20, 6/20 & 12/21. • PHOTOS SAY A THOUSAND WORDS: Team members skilled in photography document events from team meetings to installations. <i>Note: Signature forms for obtaining "permission to photograph" are kept on file. Pictures to be used on the Facebook page and other promotional materials as permitted by residents.</i> 	
Program Deadline (final date to sign a contract under program)	4/01/17
Timeline for installer to install solar PV projects	11/ 01/16 - 11/30/17
ACTIVITY 4: Track Solar PV installations with residents and installer.	11/01/16 - 11/30/17
<p>In the time between the when the resident agrees to the free site assessment and to the signing of the contract, things can go right or be derailed. Solar Coaches and Project Contact, periodic check in with the resident to assess progress toward installation: obtaining funding, awaiting inspections, installer scheduling. Having a problem solving liaison is beneficial.</p> <p><u>06/15/16 – 03/30/17</u> PHASE I: YES, I WANT A FREE SITE ASSESSMENT. Track dates and comments.</p> <p><u>11/01/16 – 04/01/17</u> PHASE II: SIGN UP: WINDOWS OF OPPORTUNITY. Track dates of signed contract or reason to defer.</p> <p><u>12/01/16 – 11/30/17</u> PHASE III: INSTALLATION BEGINS. Track Installation start and completion, type of mount, amount of kW generation. Tracking continues until last installation is completed.</p> <p>With guidance from the MassCEC Grant Officer, Solarize-WCGW prepares and submits final report noting data by town (installations completed), barriers resolved, and successful strategies to replicate. Results are disseminated through social media network and traditional paper print. No personal Information (residents' names) is included in the final report to the funder.</p>	

MARKETING STRATEGIES

<p>Face to Face..... dialogue to decision</p> <ul style="list-style-type: none"> - Clipboard Sign-ups: Transfer Stations & Town Hot Spots - Staffed Information & Sign-up Tables: Community Events: Annual Meeting, Local and Federal Election Days, Summer and Fall Community Fairs, others TBD - Info meetings-Town Committees, Commissions & Realtors - Update reports to Select Boards, captured in meeting minutes - Pins: "Ask me about solar for our community" <p>Displays... the message that makes you stop & look.</p> <ul style="list-style-type: none"> - Graphic: Countdown Clock days to go /left to sign-up start - Graphic: Thermometer- How many kW contracts signed - Bulletin Boards: Town Offices, Town Libraries, Small Businesses, Realtor Offices - Roving wind proof vinyl banner (new location every 2-3 weeks) <p>Social Gatherings.... Talk, share & learn with friends</p> <ul style="list-style-type: none"> - Tour of Green Homes - Residential Solar Array - Speaking at Community based groups: Council on Aging monthly meetings, School PTOs, faith-based organizations - Team led informational forums: large community suppers, small & large and small groups: house parties, social community groups <p>People Connectors... people who know people</p> <ul style="list-style-type: none"> - Community Supported Agriculture (CSAs) & Farm Stands - Market managers/owners, Realtors - Police and Fire Departments <p>Program Materials..... in phases & easy to read</p> <ul style="list-style-type: none"> - Easy to read, factual - Checklist - implementation timelines 	<p>Media... reaching broad audiences</p> <ul style="list-style-type: none"> - Media releases at benchmarks - Local town monthly newsletters articles - Calendar events in local newsletters, newspapers, Church newsletters - Municipal Robo Calling (very popular) - Interviews: WWLP-TV, channel 22, of Springfield - Letters-to-the-editor, feature articles - Contact reporters who cover science topics. <p>** Note: Fran Ryan, a reporter for the Hampshire Gazette has agreed to interview the Cummington Solar Coach, when the application is approved, phone conversation, 4/8/16.</p> <p><i>The Berkshire Beacon, Berkshire Eagle, The Berkshire Edge, The Country Journal, The Hampshire Gazette</i></p> <p>Mailing, Calls & Door to Door... it works!</p> <ul style="list-style-type: none"> - Inserts signup tax bills, transfer station sticker renewals - Direct mail postcards, Literature/flyers at homes (mail or drop off) - Community-based phone list <p>Social Media..... Younger demographic</p> <ul style="list-style-type: none"> - Town websites and Facebook. Cross Dissemination Email groups <p>Non-profits & Providers.... trusted spots</p> <ul style="list-style-type: none"> - Community based organizations: promote and share - Each town's non-profits become "info" volunteers - Promotional Medical Offices: Waiting rooms <p>Solar Wisdom Bank (Peer to Peer)</p> <ul style="list-style-type: none"> - Neighbors who have solar talk with neighbors interested in solar. - Green House Tours
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