

Team Responsibilities

P indicates Primary Responsibility, S indicates Secondary Responsibility	Solar Coach	Electronic Communications	Publicity	Outreach to civic organizations,	Municipal Representative
Electronic survey of households gauging initial community interest		S	S	P	
Coordinate with community organizations	S			P	
Generation of Solarize Wellfleet email listing		P		S	
Community-wide email updates,		P	S		
Recruit and Organize Volunteers				P	
Webpage dedicated to Solarize Wellfleet		P	S		
Evaluate Installer Proposals	S				P
Streamline Permitting Process	S				P
Solarize Wellfleet flyer in town tax bills			P		S
Community-wide dedicated direct mail,			P		
Solarize float at Wellfleet July 4 Parade			P	S	
Yard signs to publicize program,			P	S	
Flyers distributed			P	S	
News articles, press releases, and letters to the editor in local newspapers,	S		P		
Advertisements in local newspapers,			P		
Radio announcements in community news sections,			P		
Chamber of Commerce Presentations	P			S	
Solar 101 and "Meet the Installer" information sessions at town library or senior center,	P				
Solar 101 and "Meet the Installer" broadcast on public access TV channel and online	P				
Present Plans to collaborating Civic Organizations	P			S	
Updates at board of selectman meetings	P				S
Solar open houses	P				
Interested party follow-up	S			P	
"Coffees" at homes of people with signed contracts to expand awareness.	S			P	
Installer Liaison	P				
Collaborate and Liaison with MassCEC	P				

weekends throughout the year, some only in the summer. Others rent their homes to others in the summer, but use them themselves in the “shoulder seasons” of June and September. Businesses are also often seasonal, but here improvements can be made only in the off-season since the frantic summer months are completely occupied with seasonal business.

Our activities will be planned to reach as many classes of homeowners and businesses as possible, and may need to be repeated in order to reach as many categories of people as possible.

		January - April	May	June	July	August	September
Residents who are:	Fulltime Residents	Good time to reach	Good time to reach	Good time to reach	Have house guests	Have house guests	Good time to reach
	Snow Birds	Often not available	Good time to reach	Good time to reach	Have house guests	Have house guest	Good time to reach
Second Homeowners who	Weekend Users	Weekends only	Weekends only	Weekends only	Might be available	Might be available	Weekends only
	Summer Users	Often not available	Often not available	Somewhat available	More available	More available	Somewhat available
	Rent out	Not available	Often not available	Somewhat available	Not available	Not available	Somewhat available

To this end, we need to focus on contacting non-resident homeowners during the winter months by email and by including information with tax bills in the spring. We will also reach these homeowners through email contact from the non-resident taxpayers association, the National Seashore homeowners association, the Gull Pond homeowners association and the Friends of the Cape Cod National Seashore.

When the June deadline passes, the committee will also continue to inform residents in a second stage of activity that will last through September. This phase will be conducted under town auspices only in the form of a Solar Challenge Program.

Marketing and Outreach Plan

Solarize Wellfleet Community Marketing and Outreach Program

An outline of the Marketing and Outreach Plan is given below. The team will:

- Conduct an electronic survey via Survey Monkey of households gauging initial community interest and helping to raise community awareness.
- Coordinate with community organizations for dissemination to their members, raising awareness of the program.
 - MASS Audubon Wellfleet Bay Sanctuary will Partner with the Energy Committee in sponsoring this program.
 - [Wellfleet Community Forum](#)
 - Wellfleet Non-Resident Taxpayers Association
 - Gull Pond Area Conservation Association
 - [Wellfleet National Seashore Homeowners Association;](#)
 - [Friends of the Cape Cod National Seashore \(Wellfleet Members\)](#)
 - Wellfleet Chamber of Commerce

- Wellfleet Library (solar array installed on library)
- Also assisting with publicity:
- Wellfleet Conservation Trust
 - Friends of the Herring River
- Generate and maintain a Solarize Wellfleet contact list with email addresses, and phone numbers.
 - Send out periodic community-wide email updates.
 - We have obtained a dedicated “Solarize Wellfleet” phone number (508 901-9786), to be used in all advertising and forwarded to trained volunteers who can answer questions.
 - Create webpages dedicated to Solarize Wellfleet, with links from Town Website home page and Energy Committee home page. We have secured the domain names – solarizewellfleet.com/org/net and info. We have also created the e-mail address solarizewellfleet@gmail.com
 - Include Solarize Wellfleet flyer in town tax bills sent to all homeowners and businesses.
 - Print and distribute yard signs to publicize program.
 - Distribute Flyers periodically at
 - stores and post offices,
 - town transfer station,
 - Farmer’s markets,
 - Council on Aging,
 - Town library,
 - Cultural and Educational events.
 - Generate news articles, press releases, and letters to the editor in local newspapers.
 - Buy advertisements in local newspapers.
 - Submit community announcements on local radio.
 - Submit community announcements on radio station websites, newspaper websites.
 - Conduct Solar 101 and “Meet your Installer” information sessions at town library or senior center.
 - Videotape and broadcast Solar 101 and “Meet your Installer” sessions on public access TV channel 99 and make podcasts available from websites.
 - Provide periodic updates at Board of Selectman meetings.
 - Hold Solar Open Houses at the homes of people who already have solar arrays.
 - Hold “Coffees” at homes of people with signed contracts to expand awareness.
 - Create a one-on-one follow-up program for people who indicate interest.

Marketing Budget		
Yard signs	\$500.00	
Flyers	\$100.00	
Float	\$50.00	
Advertisements	\$1,200.00	(Cape Codder and Provincetown Banner)
Posters and outdoor signage	\$200.00	
Printing for rack cards	\$250.00	
Banners	\$200.00	
Total	\$2,500.00	

Community Permitting and Requirements				
Permitting Component	Solar PV Requirements	Review Timeline	Cost	Associated Web Links
Building Permit (Roof Mounted)	Proper documentation including structural analysis	30 days	\$50 + 1% of construction cost	
http://www.wellfleetma.org/Public Documents/WellfleetMA Departments/buildings				
Building Permit (Ground Mounted)	Proper documentation including structural analysis, plus plot plan	30 days	\$50 + 1% of construction cost	
Electrical Permit	Proper documentation	30 days	\$60	
Conservation Commission	Only for ground mounted in 100 foot wetland buffer.	60 days	RFD \$25. NOI 112.50	
Historical Commission	Certificate of Appropriateness, Non-Applicability or Hardship for buildings in Historic District	60 days	N/A	
Community Bi-laws for yard signs	Permission of owner.		N/A	
Community Bi-laws for banners, signs, etc. on town property	By permission of the Board of Selectmen	Up to two weeks	N/A	

Exhibit 1. Community Permitting and Requirements Chart

Proposed streamlining efforts:

- 1.) Currently building permits have to be dropped off in person. We propose submission electronically or by mail. That way the installer doesn't have to send a person to the building department each time to submit a permit.
- 2.) If the applications could be filed via email or regular mail, they could still be checked by department for completeness and if additional items are required, then the installer could respond appropriately.
- 3.) Another slowdown in the process is the need to have two electrical inspections per job. The inspector's 1st inspection is to verify that the grounding and other wiring on the roof has been done properly before covering with solar panels, and then there is the final inspection once the job has been completed. Because the inspector is part-time, the job can sit on hold until the intermediate electrical inspection has been completed. Many other towns do not require a preliminary electrical inspection. Towns such as Arlington, Cambridge, and Winchester allow complete photos of the areas that would normally be inspected during the 1st inspection. These photos are submitted as a part of obtaining the final inspection approval.
- 4.) Investigate eliminating a structural PE stamp on every solar installation where it is obvious that the rafters are more than adequate, the method of attachment is standard and has been approved previously. For homes where the structure is questionable, a structural PE would still be required. Consider using photographs to obtain a waiver.