

# 2020 Solarize Massachusetts Plus Request for Proposals

Information for the Yarmouth Energy  
Committee

October 1, 2019

# Important Time Considerations

- Communities that apply and meet threshold requirements will be approved on a **first come, first served basis**.
  - Not true according to Lisa Dobbs. No selections until all proposals have been evaluated
- Anticipate selecting **up to three (3) communities** (or groups of communities)
  - Three (3) is a MassCEC goal. Could be more or less according to Lisa Dobbs
- Proposals due **November 15, 2019**

# Required Personnel

- Though not required, MassCEC encourages communities to consider more than one Solar Plus coach such as **co-coaches** or a coach and an assistant coach.
- Develop a core volunteer team that includes an additional **1 to 4 volunteers**.
- The municipality will indicate the dedicated program representative (“**Municipal Representative**”).

# Near Term Actions

- Prior to Submitting a Proposal: (Requested, not required)
  - **Email of intent:** At the start of the application process, interested applicants are asked to submit an email to [Solarize@masscec.com](mailto:Solarize@masscec.com) to indicate that the applicant is intending to submit an application.
- MassCEC requires that the municipality has contacted the **municipal inspection services division** and clarified intent to apply to the program.
- MassCEC recommends that municipalities consider methods to implement **best practice permitting processes** that protect consumers.

# Near Term Actions (continued)

- Prior to submitting a proposal
  - Should **conduct local research** to create a **list of local installers** who install the Community's preferred additional Plus technology/ies. This list of local installers should be submitted with the proposal.
- Communities are strongly encouraged to collaborate with one or more of the following entities:
  - **Local non-profits**
  - Local/regional planning organizations
  - **Local financial institutions**
  - **Local secondary and higher education institutions**
  - Local Mass Save<sup>®</sup> Program Administrators ("PA's") and/or
  - Low and moderate-income consumer advocates.

## Near Term Actions (continued)

- Ask residents about interest in additional technologies
  - Consider **performing a survey**. MassCEC offers a template with common survey questions on the website along with other resource items on the Program Background section of the Solarize Mass website. **Not Required according to Lisa Dobbs.**
- Partnerships with **local financial institutions** that are willing to offer loans for the purchase of solar PV or clean heating and cooling technologies.
- Partnerships with **local secondary and higher education institutions**
  - This partnership could constitute working with environmental groups and clubs as volunteers or could be integrated into coursework.

# Proposal Content

- Proposals must contain the following:
  - Letter from municipal Chief Executive Officer
  - Terms and Conditions Review and Comments
  - Community Solar Coach Personal Statement
  - Completed and signed Attachment A
- Optional items:
  - Attach a Letter from the Community **Energy** or Sustainability **Committee**
  - Attach letters of commitment or **support from collaborators**
  - *Solarize Mass* **Volunteer Support and Commitment** form

# Letter from Municipal Chief Executive Officer

- Statement of Commitment
- Municipal Representative identified
- Community Solar Coach identified
- Demonstration of experience with a solar PV project or additional technology if Plus or community engagement related activities (if applicable)
- Confirmation of review of *MassCEC-Community Contract* (Addendum 1), and any comments
- Provide insight into whether the Community Energy or Sustainability Committee will be involved in administering a Solarize Mass campaign.

# **Marketing Grants Requested (Check all that apply)**

## **How Much Should We Apply For?**

- Base Community Marketing Grant (\$5,000)
- Large Community Marketing Grant Adder (\$2,500)
- Additional Technology Grant Adder (\$1,000 for each technology)
- Affordable Access Marketing Grant Adder (\$2,500)
- Solarize Mass Plus Technology Adder (\$1,000 per technology)

# Decisions Required from Energy Committee

- Does Dan Knapik approve/support this?
- Do we need BOS approval/support?
- Will Rich Bienvenue be our Municipal Representative?
- Group Proposal with Harwich or not?
- One Solar Coach or two Co-Coaches for Yarmouth?
- Who are the 1 – 4 additional Volunteers?
- How much Marketing \$ do we ask for? (\$5,000 to \$13,000 available per community)
- Who will help with writing the proposal?
- Can we submit Proposal by October 25<sup>th</sup>?
- Who will submit intent to Propose email?

# Proposal Outline

		Table of Contents	Document Page
	I.	Letter from municipal Chief Executive Officer	
	II.	Terms and Conditions Review and Comments	
	III.	Community Solar Coach Personal Statement	
	IV.	Attachment A - Community Proposal Checklist and Application Form	1
		<b>Community Proposal Checklist</b> (Include the following items in the proposal submittal)	1
		<b>Attachment A (this document)</b>	1
optional		<b>Attach a Letter from the Community Energy or Sustainability Committee</b>	2
optional		<b>Attach letters of commitment or support from collaborators</b>	2
		<b>Applicant Information (This starts on page 3)</b>	3
		<b>Applicant Acceptance</b>	3 to 4
		<b>Community Solar Coach Program Duties and Commitments Form</b>	5 to 6
		<b>Solarize Mass Volunteer and Partnership Form</b>	7
		<b>Groups and organizations the Community plans to collaborate with</b>	7
		<b>Describe why your Community should be selected</b> ( <i>8 sentences or less</i> )	8
		<b>Community Outreach Plan (Maximum 15 pages)</b>	8
		<b>Team Description &amp; Experience with Outreach Efforts</b>	8
		<b>Team Diagram</b>	9
		<b>Solar Coach Personal Statement (no more than 300 words)</b>	10
		<b>Community Description</b>	10
		<b>Marketing and Outreach Plan</b>	11
		<b>Solarize Mass Plus</b>	12
		<b>Marketing Grants Requested (Check all that apply)</b>	13
		Base Community Marketing Grant (\$5,000)	13
		Large Community Marketing Grant Adder (\$2,500)	13
		Additional Technology Grant Adder (\$1,000 for each technology)	13
		Affordable Access Marketing Grant Adder (\$2,500)	13
		Solarize Mass Plus Technology Adder (\$1,000 per technology)	13
		<b>Marketing Budget</b>	13
		<b>Affordable Access Marketing Grant Adder: Narrative and Budget Breakout</b>	14
optional		<b>Installer Selection Process</b>	14
		<b>Community Permitting and Requirements</b>	15
		Identify the local permitting process for solar PV	15
		Solarize Mass Plus: Identify Permitting for Additional Technology	15
		Notification of Building Commissioner	15
optional		Clarification of Streamlined Permitting Process	15 to 16
optional		<b>Local Interest</b>	16
optional		<b>Additional Financial Assistance</b>	16
?		<b>Group Proposal</b>	16