

SOLARIZE BARRINGTON

## **COMMUNITY OUTREACH PLAN**

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The Solarize Barrington community outreach program will build community awareness by working with and expanding on a wide array of existing communication channels and means of publicity, including social media, the Town’s website, on-line surveys, banners, the Booster Board on County Road, email distribution lists, neighborhood groups and the local business association. The Solarize Barrington team will work with Solarize Rhode Island to distribute the customized marketing materials, determine steps needed to sharpen implementation of the marketing plan and assist with setting up solar workshops.

### TEAM DESCRIPTION

The Town will convene a Solarize Barrington team to execute the Community Outreach Plan, in coordination with the Program Administrators, to serve as solar ambassadors, and to implement the marketing plan. The team consists of volunteers and paid employees who together have the experience and connections within the community to effectively inform the public of the program’s benefits and thereby drive up the number of people committing to solar panel installations.

#### Energy Committee Team Members

Andrea Moshier, Energy Committee Co-Chair (volunteer). *Background:* LEED accredited professional and Certified Energy Manager (CEM) with over 15 years professional experience in the areas of program and project management, focused on energy management. At National Grid, she provides technical support to help the largest customers in Rhode Island implement energy efficiency programs and projects.

Rob Hart, Energy Committee Co-Chair (volunteer). *Background:* Program manager at the Consortium for Energy Efficiency in Boston. Program/project manager with current focus on energy efficiency opportunities in commercial and industrial sectors, and experience working directly with utility energy efficiency program administrators.

Ms. Moshier and Mr. Hart will be key contributors to the Solarize Barrington team, given their professional experience as well as their volunteer work with the committee.

#### Municipal Team Members

Philip Hervey, Town Planner (paid) – Primary Contact for Team. *Background:* Has worked on multiple energy projects for the Town, including writing an RFP for the planned conversion of the Town’s streetlights to LED. Co-wrote the Town’s Strategic Energy Plan (2010) working with the Energy Committee. Secured a \$92,000 energy grant while working for Chapel Hill, NC, in 2005, resulting in a 4.68-kilowatt/hour solar PV array on Fire Station No. 1. Also at Chapel Hill, worked with volunteers to implement community outreach projects to promote solar energy, including organizing regular “meet-ups” at coffee houses where experts gave talks on solar issues, and creating/distributing promotional materials.

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Jean Bellm, Town Manager Administrative Assistant (paid). Will assist with website updates and Twitter posts, and help secure promotional materials for the program from Solarize RI and elsewhere. She will reserve public venues for workshops and other events as scheduled.

Joe Piccerelli, Public Works supervisor (paid). *Background:* Mr. Piccerelli is the facilities superintendent at DPW. He has implemented energy efficiency projects throughout the Town, including interior and exterior lighting upgrades, boiler replacements, window replacements, etc. He has worked with National Grid to secure utility incentives that have produced significant savings for the Town. In addition, Mr. Piccerelli has overseen the Town's banner program, to ensure his crews replace and maintain banners on an as-needed basis.

### **Community Member**

Matt Amaral, president of Barrington Business Association (volunteer). An account executive with OceanPoint Insurance in Barrington, Mr. Amaral as president of the BBA will assist with reaching out to the business community, through the BBA e-mail distribution list as well as association meetings.

## **GROUPS/ORGANIZATIONS**

The following groups and organizations will assist with outreach.

**Barrington Energy Committee (letter attached)**. The Energy Committee, represented on the Solarize Barrington team, will help coordinate workshops in concert with the Solarize RI program. Formed in 2007, the Committee in recent years has hosted public outreach events including workshops and distribution of materials at public events. An example is a 2014 community workshop on opportunities for solar energy in Rhode Island, with Chris Kearns of the Office of Energy Resources delivering a presentation and answering questions.

**Barrington Business Association ( letter attached)**. The BBA, with 100+ members, is Barrington's most active business advocacy group. The BBA communicates to the business community through an expansive email contact list of members as well non-members. The BBA also meets regularly – an opportunity to reach businesses about opportunities for solar PV installations on commercial properties.

**Bayside YMCA (letter attached)**. The Bayside Y, 70 West Street, will assist by posting materials on the program, workshops, etc., at the facility. The Solarize Barrington team will work with the Y to

**Barrington Congregational Church (letter attached)**. The Barrington Congregational Church, at County Road and Massasoit Avenue, has written a letter of support. The church is interested in assisting with publicizing the program as well as the potential installation of PV panels on the church's education wing. The church could also provide a meeting venue for events, as it has in the past for sustainability-related programs.

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### Others

The Solarize Barrington team also anticipates working with other organizations in the community, once the marketing strategies are refined. These groups include:

- Barrington School Department – venues for events; distribution of materials to parents at events
- Friends of the Bay Spring Community Center – distribute information to the West Barrington sections of town through the Friends’ newsletter and website.
- Senior Center – provide materials and a venue for speakers to reach people who might not use social media or have access to the Town’s website.

### **COMMUNITY PROFILE**

As of the 2010 census, Barrington’s population totaled 16,319. The predominant housing type is the single-family detached house. Of the 6,163 housing units in the 2010 census, 5,605 were single-family detached (91 percent). There were also approximately 200 two-family units and 54 three- or four-family units.

The Town operates under a charter form of government, which provides for a five-member Town Council. They are responsible for enacting local legislation, and an appointed Town Manager executes the laws and oversees the administration of the town government.

### **MARKETING PLAN**

The Solarize Barrington team will implement a marketing plan designed to reach homeowners and business owners about the potential benefits of the Solarize Rhode Island program, as well as educate them about existing rebates and incentives.

The Marketing Plan includes the following<sup>1</sup>:

#### **Tabling**

The Team will take advantage of events – including those such as the Festival of Lights in early December, and events sponsored by the Bayside YMCA – to distribute materials about the Solarize program. The Team will designate representatives – either from the team itself or others who have volunteered from the community – to man the tables during these events.

#### **Workshops**

The Team, along with the Energy Committee, will work with Solarize Rhode Island to organize workshops on solar and encourage residents and businesses to sign-up for a site evaluation, etc. The Town has the following venues available for workshops:

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<sup>1</sup> The Solarize Barrington team also will work with the editor of the Barrington Times on articles about the program.

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- Public Library Auditorium/Gallery Room – 281 County Road [106-person capacity] Screen and A/V equipment available.
- Bay Spring Community Center (Town Building) - 170 Narragansett Avenue [150-person capacity] Screen and A/V equipment available.
- Barrington Town Hall Council Chamber - 283 County Road [175-person capacity] Screen and A/V equipment available.
- Barrington Town Hall First Floor School Committee Room – 283 County Road [150-person capacity] Screen and A/V equipment available.
- Senior Center – 281 County Road [120-person capacity] Screen and A/V equipment available.

Solarize Barrington team member Jean Bellm will be the point of contact for scheduling workshops and making special arrangements as needed for workshop presenters, such as ensuring a screen is available and a PowerPoint projector and laptop is provided if needed. The Town of Barrington can reserve any of the above venues at no cost.

### Mailings

The Town has had great success mailing postcard announcements to the more than 6,000 households and businesses throughout the Town. The Town will cover the cost of the mailing, which, based on previous ones, will cost about \$3,500. The postcard will be developed by the Solarize Barrington team in close coordination with the marketing experts provided by Solarize Rhode Island to ensure the message is effective.

### Social Media

The Town will use its Twitter account (which currently has 127 followers) to alert followers regularly about the benefits of the Solarize Barrington program, share links to pdf materials, announce workshops and clarify questions received about the program. The Twitter feed is also viewable on the Town's website – [www.barrington.ri.gov](http://www.barrington.ri.gov) – so others will be able to see the posts by going to the home page.

Jean Bellm will be responsible for the Twitter posts<sup>2</sup>.

### Website

The Town will register a [www.barringtonsolar.org](http://www.barringtonsolar.org) domain name that will point to a Town-hosted Solarize Barrington web page. The Town will design and publish the web page in house at no cost (note the Town redesigned the website in 2014 using in-house personnel).

Events and other information will be posted under the Bulletin Board on the main page. A Solarize Barrington logo (a concept shown to the right) will be used to highlight a section dedicated to the program.



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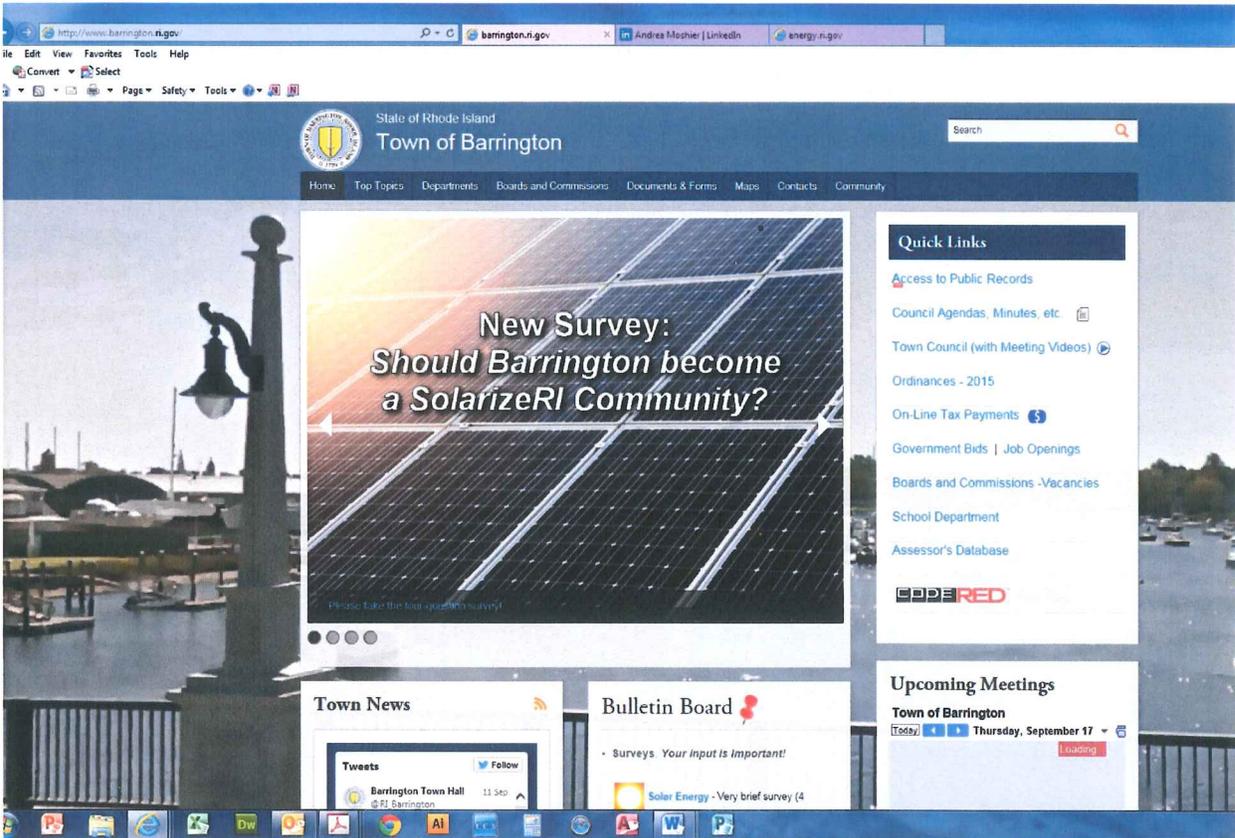
<sup>2</sup> See: [https://twitter.com/RI\\_Barrington?ref\\_src=twsrc%5Etfw](https://twitter.com/RI_Barrington?ref_src=twsrc%5Etfw)

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The Town Planner's office will handle the creation of the web page for Solarize Barrington, with input from the team and Solarize Rhode Island.

Jean Bellm will handle the day-to-day posting of information on the web page.

The Town's web page has been an effective tool already for reaching people about the Solarize program. For example, a survey on "Should Barrington become a Solarize RI Community" that was posted on the site on September 12 drew 67 responses within 15 days.



### Banners/Booster Board

The County Road corridor, with 20,000 vehicles per day passing through, is an excellent opportunity to promote Solarize Barrington.

The Town has an existing banner system, with brackets mounted on the poles already, on most of the 100-plus decorative light poles in the "Village Center" – the County Road/Maple Avenue commercial area. The Town will cover the cost of producing approximately 15 to 20 banners to be installed in clusters within this corridor. The cost will be no more than \$1,000.

A conceptual design of the banner is on the following page. (The final design and wording is subject to approval of the Solarize Barrington team.)

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In addition, the Town will utilize the High School Booster Board located at a very busy intersection – at the corner of County Road and Federal Road across from the Barrington Congregational Church. This board is used to announce community events as well as high school events throughout the year.



Going Solar?  
Solarize  
Barrington  
Can Help

Learn more:  
[barrington.ri.gov](http://barrington.ri.gov)



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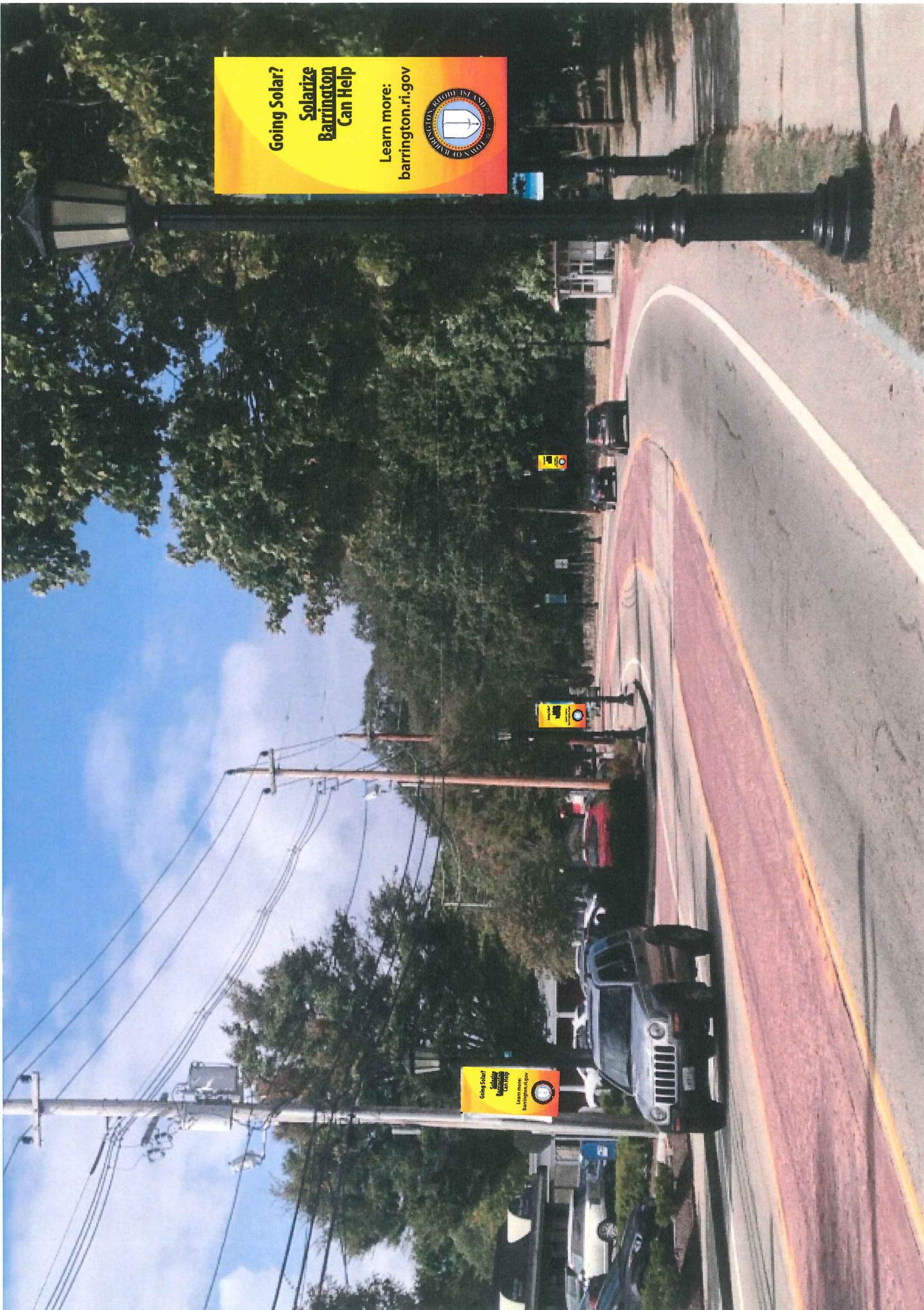
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### IMPLEMENTATION

The Solarize Barrington team will hold a kickoff meeting soon after an announcement of Barrington's selection as a Solarize Rhode Island community. The Town will be in contact with the Solarize Rhode Island program to coordinate the meeting in order to draw on the involvement of SmartPower and others as needed, in order to hone the marketing plan as described herein.

The team will meet at least twice a month to provide direction as needed to move the marketing plan forward, review materials provided by SmartPower/Solarize Rhode Island, and receive updates on workshop planning.

Team members Ms. Moshier and Mr. Hart, co-chairs of the Energy Committee, will report to their Committee and receive their input on the planning of solar workshops. The Committee has worked previously with the OER on hosting a solar workshop (in 2014) in Barrington.

Jean Bellm, a member of the Solarize Barrington team and administrative assistant to the Town Manager, will handle communications for the program – including the web updates, Twitter posts, and fielding calls and e-mails from interested members of the public. She will also work with a vendor on the direct mail of a postcard to all households and businesses in town.

Philip Hervey, Town Planner, will work with Ms. Bellm on Twitter posts and website updates, as well as design and place the order for the Solarize Barrington banners.

Joe Piccerelli, DPW supervisor, will assign crews to install the Solarize Barrington banners on the decorative light poles once these are ready.

Matt Amaral, president of the Barrington Business Association, will be the point person relaying information to Barrington businesses related to the Solarize Barrington program.

Others to be involved in the community outreach program include:

- The Recreation Department. The Recreation Department will email updates to its email distribution list of 500-plus residents (the list is used regularly for community announcements)
- YMCA. The team will work with Bayside Y to post announcements at the building, as well as take advantage of Y events to distribute materials related to Solarize Barrington (events to be determined)
- Bay Spring Community Center. The community center regularly hosts concerts and other events that are well attended. The team will work with the BSCC to provide materials for distribution at these events, as well as get announcements printed in their newsletter.
- School Department. The team will work with the School Department and the School Committee to determine whether they can assist with spreading the word about the Solarize Barrington program.

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### TIMELINE

The following timeline assumes Barrington is selected as a Solarize Rhode Island community. The timeline is subject to change based on input from Solarize Rhode Island/Smart Power, and the Solarize Barrington team.

#### October 2015

- Development of Solarize Barrington web page; updates to Town home page to include new Bulletin Board section on Solarize Barrington
- Initial article in Barrington Times announcing launch of Solarize Barrington program
- Twitter posts ongoing
- Town contacts Solarize Rhode Island to discuss development of marketing materials to be customized for Barrington
- Solarize Barrington Team convenes to review marketing plan and determine implementation priorities
- Energy Committee meets; discussion of solar workshops, input on marketing efforts
- Banners designed, program slogan finalized

#### November-December 2015

- Solarize Barrington Team meetings
  - Finalize banner design; *Town places order*
  - Approve postcard to include workshop dates (subject to scheduling of workshops)
- Postcard mailing to businesses and households
- Banners installed (December or January)
- Twitter/web site updates/email announcements ongoing
- Table at the Festival of Lights (at Town Hall) – distribution of Solarize Barrington materials
- Barrington Business Association hosts speaker on PV systems and opportunities for businesses

#### Winter/Spring 2016

- Solarize Barrington Team meetings
  - Identify spring events for setting up table for distribution of materials – working with Recreation Department, School Department, Senior Center, Bay Spring Community Center
  - Develop information to respond to questions from residents and businesses about signing up for a site assessment, the tiered pricing, the permit process, etc.
  - Continue to alert Twitter followers, email distribution lists when new information is posted on the Solarize Barrington web page about the program
  - Evaluate progress on installation sign-ups/site assessments
- Workshops held subject to scheduling with presenters
- Work with Barrington Times on articles about program

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### Summer 2016

- Solarize Barrington Team meetings as needed – review progress on installation sign-ups; determine and implement any final marketing efforts if needed

### MUNICIPAL FUNDING/VOLUNTEER HOURS/IN-KIND HOURS

The Town will commit approximately \$5,000 toward implementing the marketing plan: \$3,500 for the postcard mailing to all businesses and households in town, and \$1,500 for banners

The Town anticipates volunteer hours will exceed 100 hours, between the involvement of the volunteers on the Solarize Barrington team, the Energy Committee and others who volunteer to help at events distributing materials on the program.

The Town also anticipates the following in-kind contribution (paid employees only):

Jean Bellm, Administrative Assistant to Town Manager – 50 hours

Philip Hervey, Town Planner – 40 hours

Joe Piccerelli, Public Works supervisor – 30 hours

DPW employees (banner installation) – 10 hours (assume 2 workers)

Estimated Total – paid employees: 130 hours