

Thetford Energy Committee 3/4/14 Minutes

Meeting started: 5:05

TEC Attendees: Chris Hebb, Bob Walker, Ellen Blumberg, Mike Kiess, Joel LeGunn,
Others: Phebe McCosker, Dori Wolfe from Solarize Strafford, Sarah Simonds from Vital
Communities, Kevin McCollister and Doc Bagley from Catamount Solar

Review and approve minutes from 2/4/14 meeting – unanimously approved

Home Energy Challenge Update/Celebration – Final #s to be posted mid March. Thetford currently appears 2nd in the state and 1st in our region on Pledges – that should bring us a \$500 award. Thetford is 2nd in our region (to Strafford) and 11th in the state (out of 77 towns) in % of jobs completed. **Alice will update website once final #s are posted** Efficiency Vermont is hosting a Program Awards Celebration – Mar. 28, 5:30-8:30pm Capital Plaza Hotel, Montpelier. 3 reps/community invited. Bob is going. **Others interested in going should contact Bob.**

Low Income Weatherization Project – Rt. 132 homeowner has signed up for CVCAC low income program. Bob is seeking other candidates through CVCAC, Roberta Howard and Churches. Bob found out there will be an installation of one of the very high efficiency mobile home replacement homes installed in Thetford soon and he will try to set up Open Home tour. **Bob will send out income range we are looking for (60%-90% of state median income). Bob will send Mike a message for email distribution to local churches looking for a candidate. Mike will circulate.**

“Powering a Bright Future” Class – Phebe update. 2 people have signed up at Latham Library list. Will place in listserv about 3 weeks before class. Class is 30 March and 6 April 4:00 – 5:30. Phebe please copy Dori Wolfe in listserv posting

Energy Tip – Alice will send in tip on LEDs.

Next TEC Meeting Date – April 8, 5:00 PM, at town hall.

Solarize Thetford-Strafford Pre-launch Planning Meeting AGENDA OUTLINE

Launch Logistics Check-in and Marching Orders (10mins)

- Selectboard Member to give opening words? **Bob will ask.**
- Cookies? Drinks? **Phebe, Dori, Mike, Ellen – cookies. Bob hummus, cheese, drinks, etc.**
- Set-up and Break-down duties – **Mike get the key and open door. Others arrive by 5:45**
- Technology (projector/screen) – **Bob will bring and set up**
- What material do we need
 - Handouts – **Sarah will circulate for review: 2 sided brief sheet, 1 pager for financing, 2-pager for efficiency resources**
 - Sign-up sheet(s) – **Sarah will bring 1 for info, 1 for action**
 - Banner – **Bob will bring**
 - Pictures – **Catamount and Dori will send to Bob; Bob will prepare display of installations.**

Introduction to Catamount and how program will work, review for the group key points of the bid, pricing, outreach ideas from their bid.

- Overview of Solarize / Catamount collaboration:
 - Catamount and Solarize work together to promote
 - Catamount make site visit to interested people
 - Catamount prepares paperwork and returns for owner signature (3 documents)
 - Catamount submits paperwork to state
 - Incentive (needs a week)
 - Certificate of Public Good (needs 2 weeks)
 - Catamount/Integrity install (2 to 3 days for roof) – can do 3 to 5 a week
 - Catamount bills customer
 - 50% before install at tier reached when signing up
 - 2nd payment based on best tier price
 - Final payment if needed because best tier not reached
 - If a group of neighbors want to build an array, the owners need to work out the ownership and tax issues, then Catamount can do the rest.
 - Thetford / Strafford wants to be able to offer an option to people without suitable properties
- If Lyme picks Catamount, tier pricing will be determined by total installations from all 3 towns.

Catamount Logistics

- Contract – quick discussion on what would work to clarify the tier pricing bit. People will receive contract at tier that is in effect when they sign up; may end up paying less at last payment if we advance in tiers.
- Doc Bagley (dbagley@catamountsolar.com, 802-281-4824) is the point of contact for volunteers/Vital Communities. Doc will also get the email alert when a resident signs up.
- Ongoing Communications between organizers and Catamount – We can carry on regular email communications as needed. Catamount will set up Google doc with tabs for leads, customers, etc. We will meet monthly in person at TEC meetings (next is April 8th). Sarah, Bob and Dori will join Catamount reps in bi-weekly phone meetings (alternate from in person meetings). **Sarah will send doodle poll for phone time.**

Getting the word out about the Launch Event

- Fliers, email, facebook, list-serv, let's make a plan and fill the room!
- **Catamount contact former customers in our area and ask them to help spread the word.**
- **Bob and Dori will send out daily list serve notices.**
- **VC sent PR to VN – they may be attending. Allison please send “press kit” to Kevin and Doc**
- **Bob and Dori submit press release to Valley News**
- **Alice – can you get something out through TEC or TES, before the launch if possible, after if not.** You can work with Bob on messaging.

Launch Agenda

- Thetford Select Board – (1 min) - **Bob will invite**
 - Welcome and excitement about both towns participating in Solarize
- Sarah (3 min)
 - Intro to/overview of Solarize
- Mike intro (2 min)
 - Why are we doing Solarize
 - Why did we pick Catamount – **Sarah please send some suggested bullets re Catamount to Mike and Bob**
- Catamount Reps (Kevin and Doc) – (25 min) - **Kevin and Doc please pass draft comments to Solarize**
 - Brief Catamount/Integrity intro
 - PV 101, including net metering
 - Logistics and expected timing for signing up and getting served (mention signing up soon to get full advantage summer solar production)
 - Explain tier pricing, add-on pricing and payments – refer to handout
 - Explain financing options – refer to handout
 - Recognize former Catamount customers and others who currently have solar in audience
- Bob (2 min)
 - Review efficiency opportunities and resources handout
- Group Q&A (25 min)
- Informal, 1 on 1 discussions – till “the fat lady sings”

What's next after launch event?

- **Alice please follow up with Beth McGee – we would like to do a Solarize art project with TES**
- March 19th – Strafford Green Ball, maybe Solarize related prizes, Catamount table. Dori is organizing.
- March 20th – Lions Club. **Doc will attend and present.**
- April 19th – A solar tour / open house in each town – refreshments in central location, ride or drive by of installations. **Catamount will email former customers in each town to see if they might be open to tour visit**
- Launch 2.0 with people who have done installs – possibly library based after school. Let's wait and see what happens at this launch
- Solar BBQs at install completions?
- Bob researched price for sending out a #1,000 postcard mailing to Thetford homes. Gnomon pricing for 4/8.5" x 11" cut in quarters on card stock, Black both sides = \$47; if color 1 side = \$169.50. Post card postage rate is same as standard rate - \$.26 each = \$260. Post cards can be 6 1/8" x 11" for standard rate. So black both sides, quarter page post card would cost about \$307 to all Thetford residents.