

Norwich Energy Committee
2/12/15 meeting

Attending: Thera Callahan (Solaflect), Neil Fulton, Linda Gray, Norm Levy, Troy McBride (Norwich Technologies), Judy Pond, Oli Simpson (Norwich Technologies), Jonathan Teller-Elsberg (Solaflect)

The entire agenda for this meeting was planning for Solarize 2015.

Timeline:

Per survey of 2014 participants, the deadline was important in the decision to go solar. Agreement to schedule our active campaign in May-June, with 6/30 = deadline to request a site visit, and 7/15 = deadline to commit to solar purchase.

Interest in knowing the timeframe of Round 3 of Solarize Upper Valley. Post-mtg update: Round 3 launch events expected early-mid June, customer deadline 9/30.

Pricing Tiers:

Norwich Technologies and Solaflect can offer the same price tiers as in 2014. Discussion of making the price discount (or part of it) a donation to The Haven, as a continuation of the 19 Days of Norwich campaign. Both companies will email NEC chair Linda Gray with the specifics of their discount; Linda will share with Dan Fraser with regard to donating to The Haven.

Activities:

Continue w/ outreach at dump on Saturdays, at D&W with "Solar Sundaes" - these worked well in 2014.

Try variations on solar block party -- current solar homeowners invite neighbors on their block or road to see their installation.

Options: 1) have several solar homes ready on one day, provide map so that people can go to as many as they like; 2) have several solar homes available, one for each of several Sats/Suns in a row, with the schedule publicized from the beginning, so that people will likely be able to go to at least one.

Prepare "case studies" of residents to post on NED web site: short statements of why they decided to go solar and how they have benefited.

Publicizing the campaign:

Agreement that the rings on CITGO pole worked well to show campaign's progress. Linda has the rings from 2014, can repaint the numbers. Need to get permission again from Dan @ D&W.

List serv postings worked well to alert people to activities and progress.

The sandwich board worked well to alert people to activities.

A map showing "pins" of current solar homes (without specific addresses) can be added to NEC web site. Total # (from pre-NEC efforts through 2014) = 128, which is 10% of Norwich's 1276 R1 and R2 homes.

Agreement to continue with 36 homes/yr as the goal.