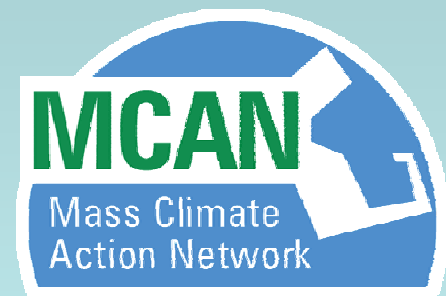


Building Community Support

Getting to Yes

Rob Garrity
Mass Climate Action Network
Selectman, Norfolk MA



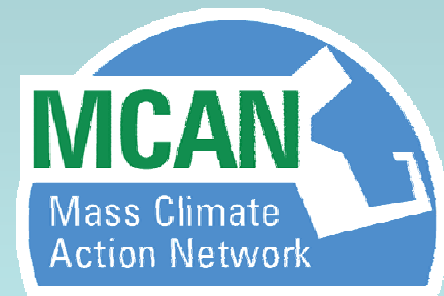
The Mind of a Town Administrator



Step 1:

Form the “heavy lift brigade”

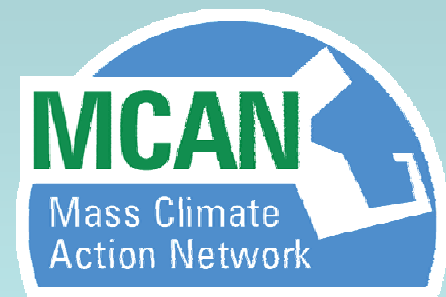
- Existing Energy Committee
- Inspired amateurs
- Old hands
- Don't discount co-option as an option



Step 2:

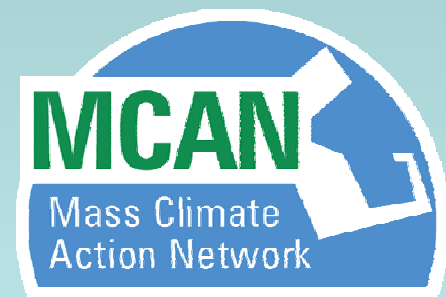
The Battle Plan

Do some research
Develop the plan
Implement your plan



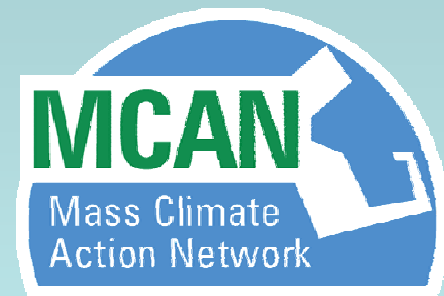
Research

- Learn about the program and figure out exactly what you want your town to do
- Identify program supporters in your community and pros that are available
- Identify opponents and their concerns
- Collect and develop necessary informational material – “education and information”



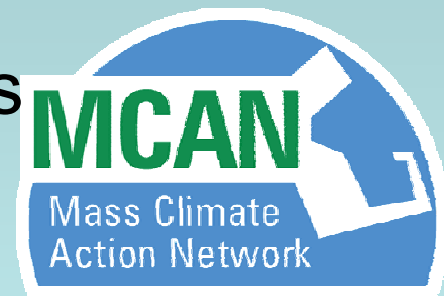
Refine Your Message

- \$ (clean energy is cheap energy)
- \$\$ (use of otherwise non-productive land)
- \$\$\$ (green community funding)
- Community leadership
- Possible requirement under potential statewide wind siting law
- Oh yeah, climate change



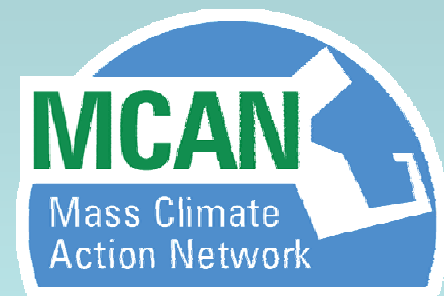
Recruit and organize supporters

- Green builders / Green architects
- Contractors/unions/installers that have worked on Green projects in your community. (Green Schools & new green construction good places to look)
- Local environmental groups
- Clean Energy Advocates
- Local MCAN chapters?
- DOER planning assistance consultants



Organize educational outreach for key deciders

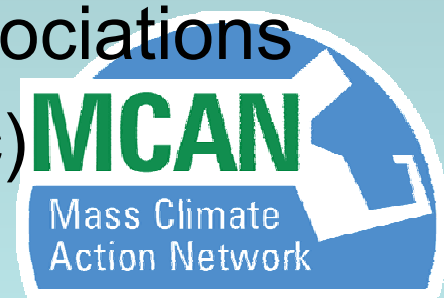
- Council
- Mayor / Selectmen / town manager
- Public Safety
- Public works dept. and building inspectors
- Zoning and Planning boards
- ZBSC or similar
- Town energy staff or consultant



Reach out to stakeholders...

...and other potential opponents / supporters to provide information and answers and identify and address concerns

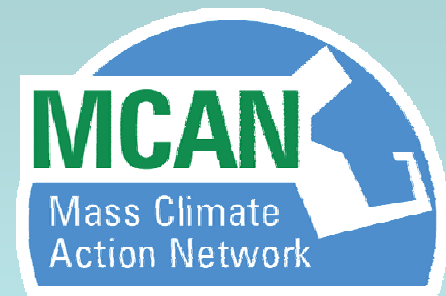
- Homeowners
- Local Businesses
- Conservation Commission
- Real Estate Agents
- Chamber of Commerce, business associations
- PTA, service organizations (Lions, etc)



Step 3:

Town Meeting: Democracy at it's purest

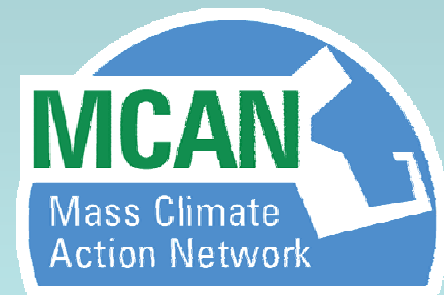
(for good or for ill...)



One Shot?

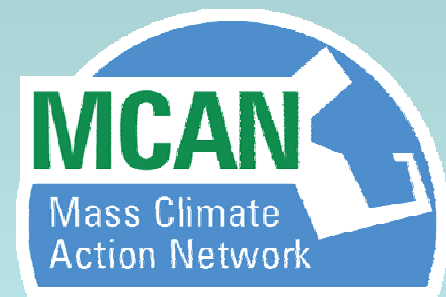
GET YOUR PROCESS RIGHT

- Every town has different “cultural norms” for zoning; special town meeting, zoning bylaw study committees, advisory or finance committee roles, etc etc
- Statute: chapter 40a, section 5.
 - Strict notice and timeline requirements
 - Legal role for Planning Board



Set the Deck: Getting your Meeting Right

- Get supporters lined up to be there and prepared to speak
- Develop a written statement of support signed by as many supporters as possible
- Be sure to point out benefits
- Have answers to oppositions concerns prepared
- Have DOER representatives available to handle questions and relate what other towns are doing.



Questions?

Contact info:

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