

# From Coal to Sol at Mt. Tom

Neighbor to Neighbor



# Neighbor to Neighbor's vision

1. Close the plant
2. Clean up the site
3. Care for the workers
4. Transition to solar energy on site



## Neighbor to Neighbor Principles

- People most impacted lead the work - from the strategy to the advocacy
- Recruit and build our group as we do the work
- Steady stream of pressure - escalating slowly over time



## Carrying out the Mt. Tom Coal to Sol campaign

Step 1: Form coalition led by people most impacted, with grassroots organizations bottom-lining



# Mt. Tom Coal to Sol Campaign

Step 2: Get the municipality invested in re-use study of the site. Keep the city invested and engaged as allies



# Community outreach

Step 3: Engage the public from health angle, and keep the message grounded in our vision → healthy, sustainable Holyoke



# Corporate pressure

Step 4: Corporate campaign to leverage public pressure on the company that owns the land



# Bridging the false divides

Step 5: Bring people  
together across sector:  
Labor & Environment





Step 6: Impacted leaders  
advocating at the state level for  
support for a just transition to  
clean, renewable energy



## Step 7: Hold regulatory agencies accountable for a just transition - cleaning up the land



## Challenges we faced

For a re-use study process, you want a consultant who can think really big picture

How to keep members, volunteers, and the public engaged in detailed conversations about clean-up of the site?

How to keep members and volunteers engaged for a 10-year campaign



# Step 8: Clean-Up to Transition

1. The transformation of a former industrial site (the coal-fired power plant), which conducted electrical generation using fossil fuels for approximately 54 years, into a property suitable for future industrial/commercial redevelopment. This entailed demolishing the existing facility, remediating many areas of the property, and addressing over 50 acres of on-site coal ash.
1. Reusing a portion of the site for renewable energy generation and energy storage to benefit the region and the City of Holyoke.

# Step 9: Solar Farm & Battery storage

Construction of the 5.7 MW AC solar project began in 2017 and soon after the construction of the 3 MW/ 6 MWh AC energy storage project



The facility generates approximately 7,300 megawatt-hours of solar energy production which is enough to power 1,800 homes in the area for an entire year.

# Step 10: Celebrate!

