

From Coal to Sol at Mt. Tom

Neighbor to Neighbor & Community Action Works



Neighbor to Neighbor & Community Action Works 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 & Community Action Works 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: Celebrate!



Step 9: Continue to follow-up on implementation

