

Lets Solarize!

Stimulating Local Solar Market Growth



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Solar Ready: Technical Assistance



One to One
Assistance



Regional
Workshops



Training
Materials



Resource
Toolkit

Agenda

- 12:30 – 12:35 Welcome & Introductions
- 12:35 – 12:45 Barriers to Entry: Customer Acquisition Costs
- 12:45 – 12:55 An Introduction to Solarize
- 12:55 – 01:05 Why a Solarize Program Works
- 01:05 – 01:20 Case Study: Plano, TX
- 01:20 – 01:30 Solarize in Your Region

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Customer Acquisition

— **10%** of homeowners that request a quote choose to install solar.

Customer Acquisition

5 % of homeowners that request a quote choose to install solar.

**Why don't more interested
homeowners end up installing
solar?**

Customer Acquisition

Barriers

High upfront cost

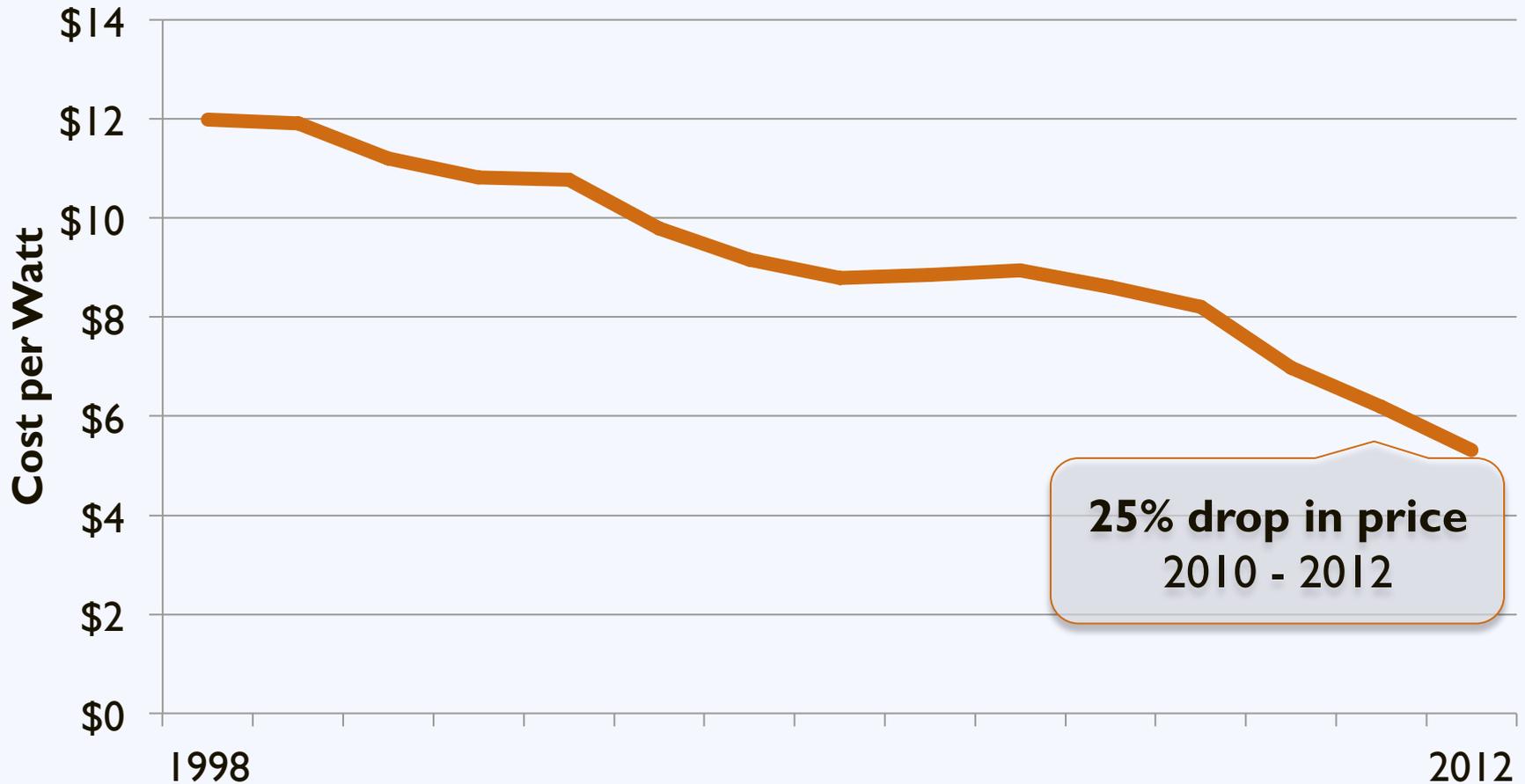
Complexity

Customer inertia

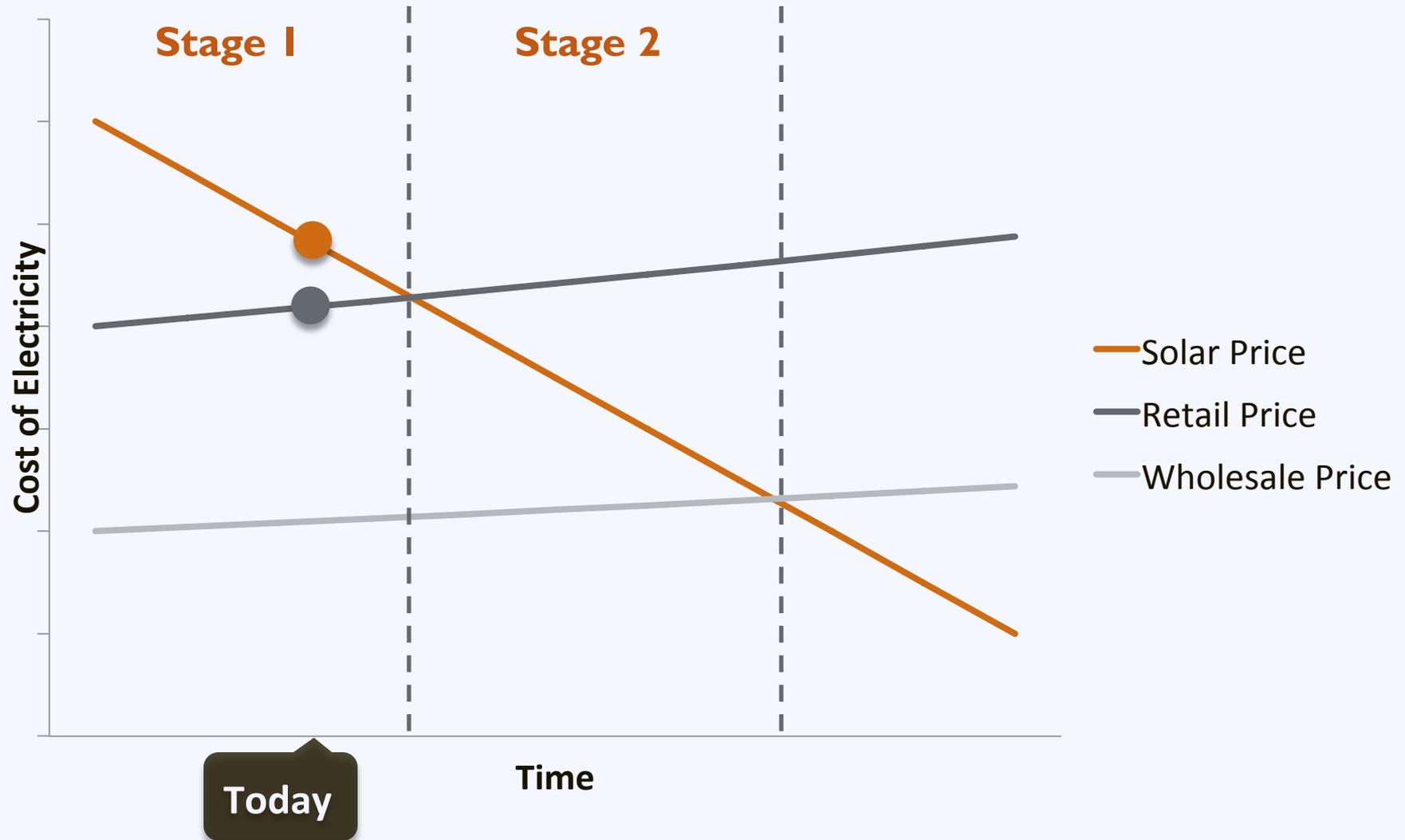


The Cost of Solar PV

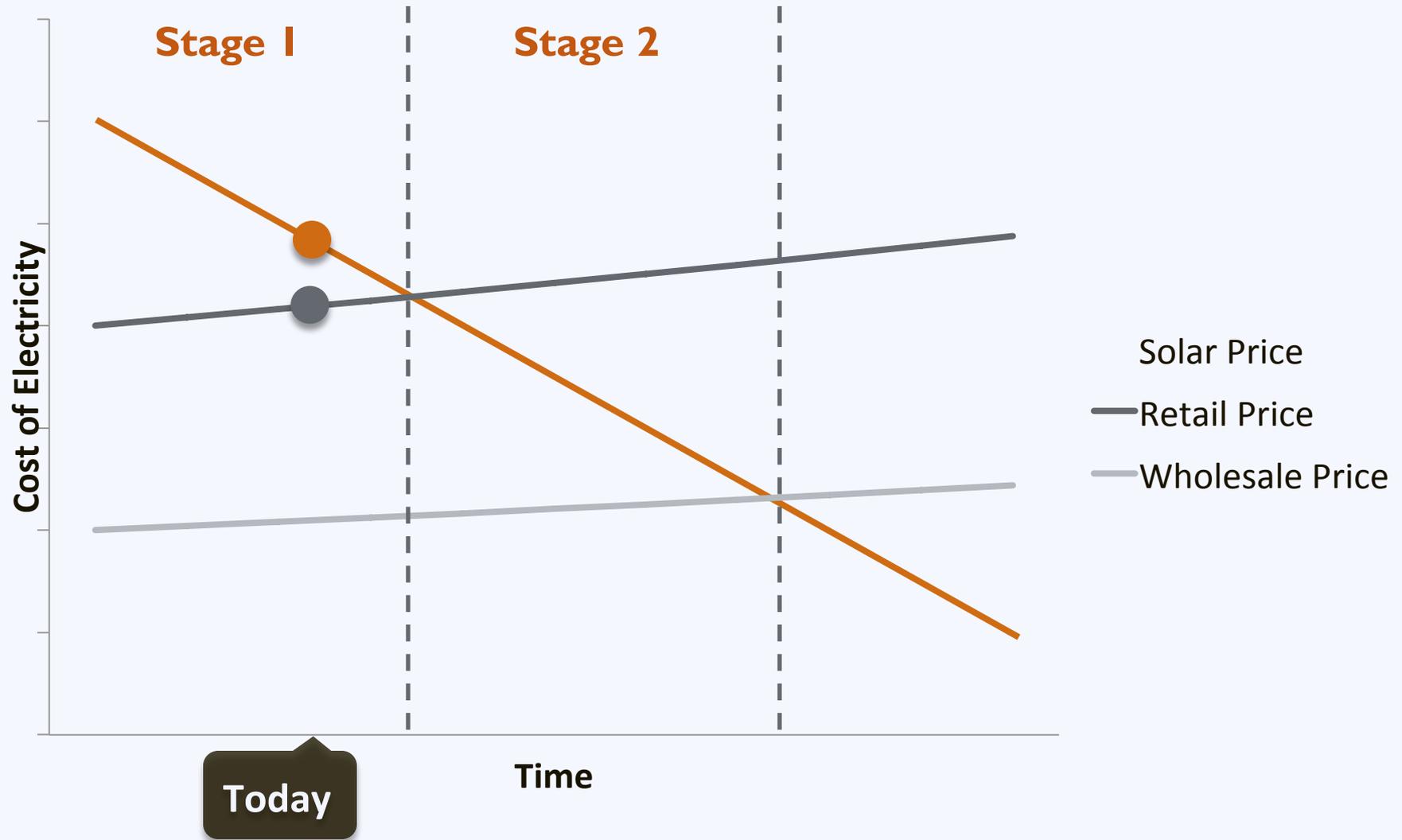
US Average Installed Cost for Behind-the-Meter PV



The Cost of Solar PV



The Cost of Solar PV



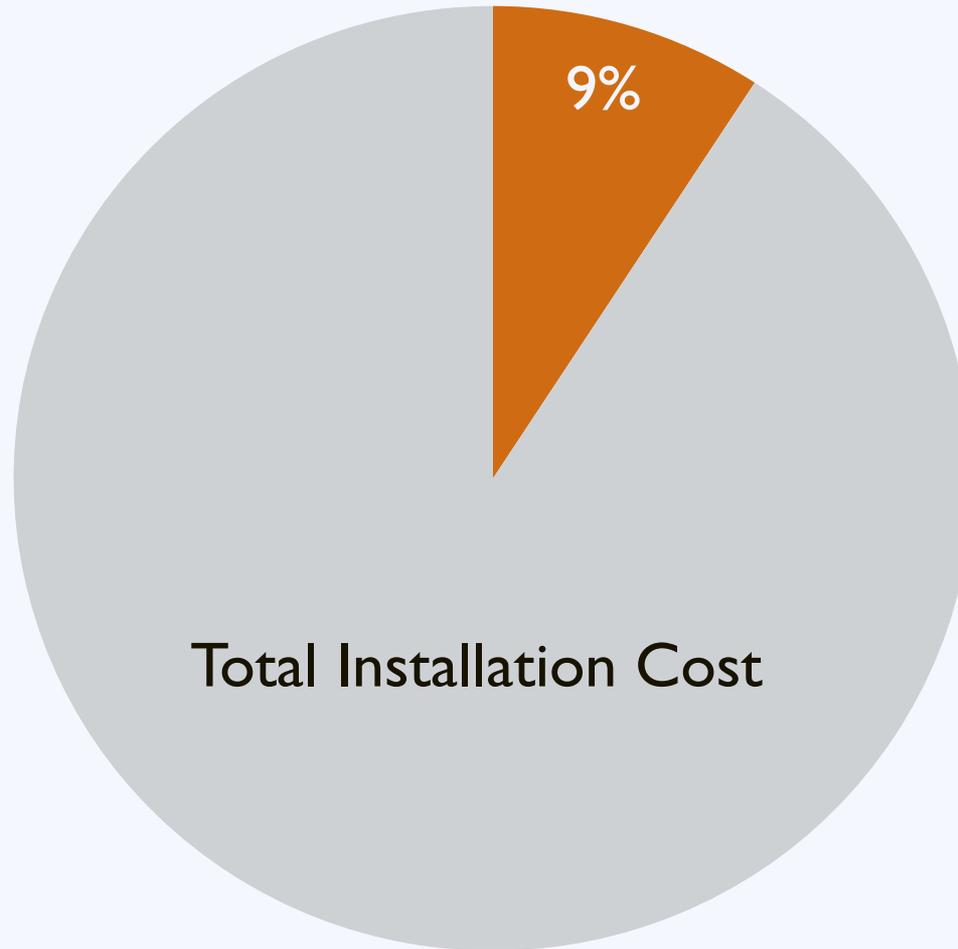
Complexity

- Installers are unknown entities to most residents
- Residents uncertain if pricing is competitive
- Incentives are complicated
- Policies are complicated
- Calculating value of investment is complicated

Customer Inertia

Competing with the **status quo**

Cost of Customer Acquisition



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The Solarize Program

Group purchasing for residential solar PV

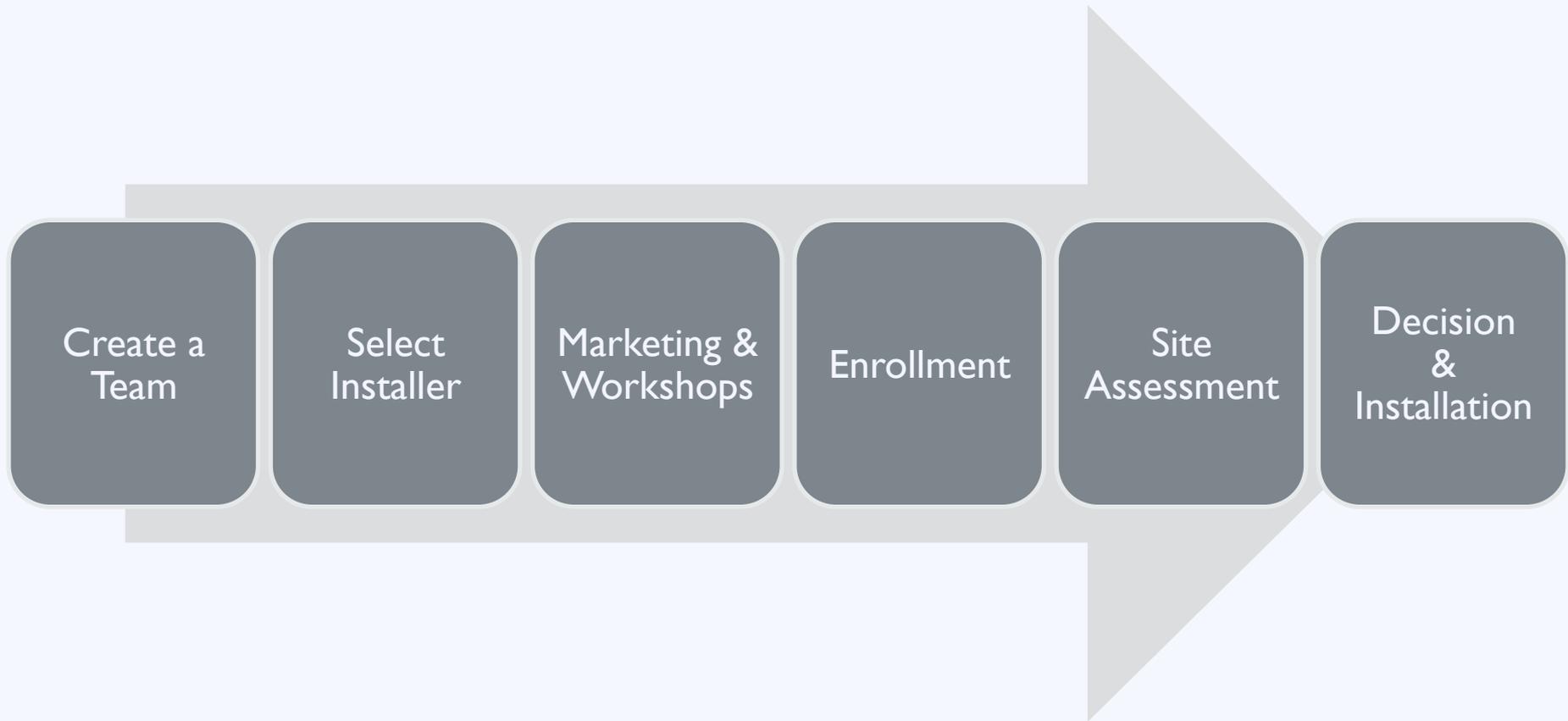


solarize portland

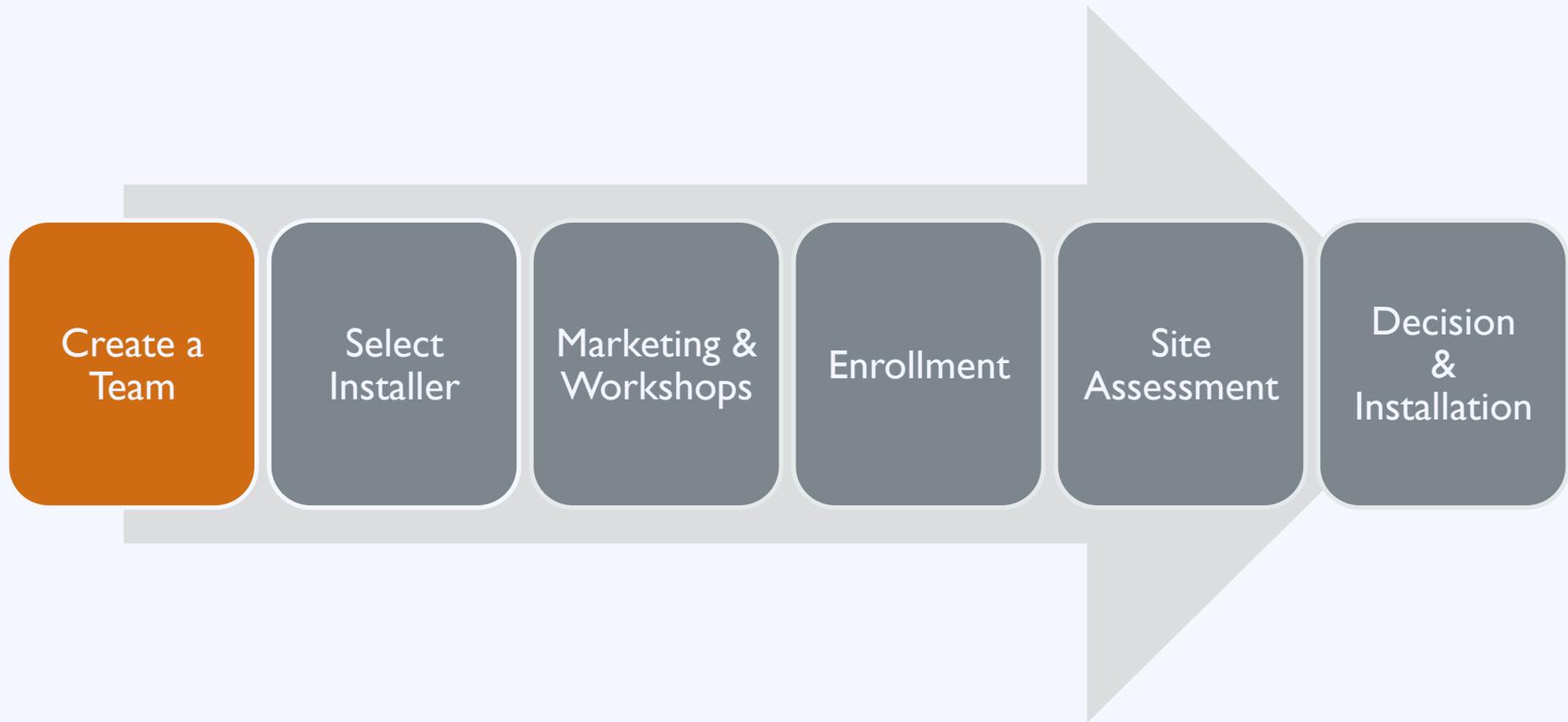
solarize washington
a program of northwest seed



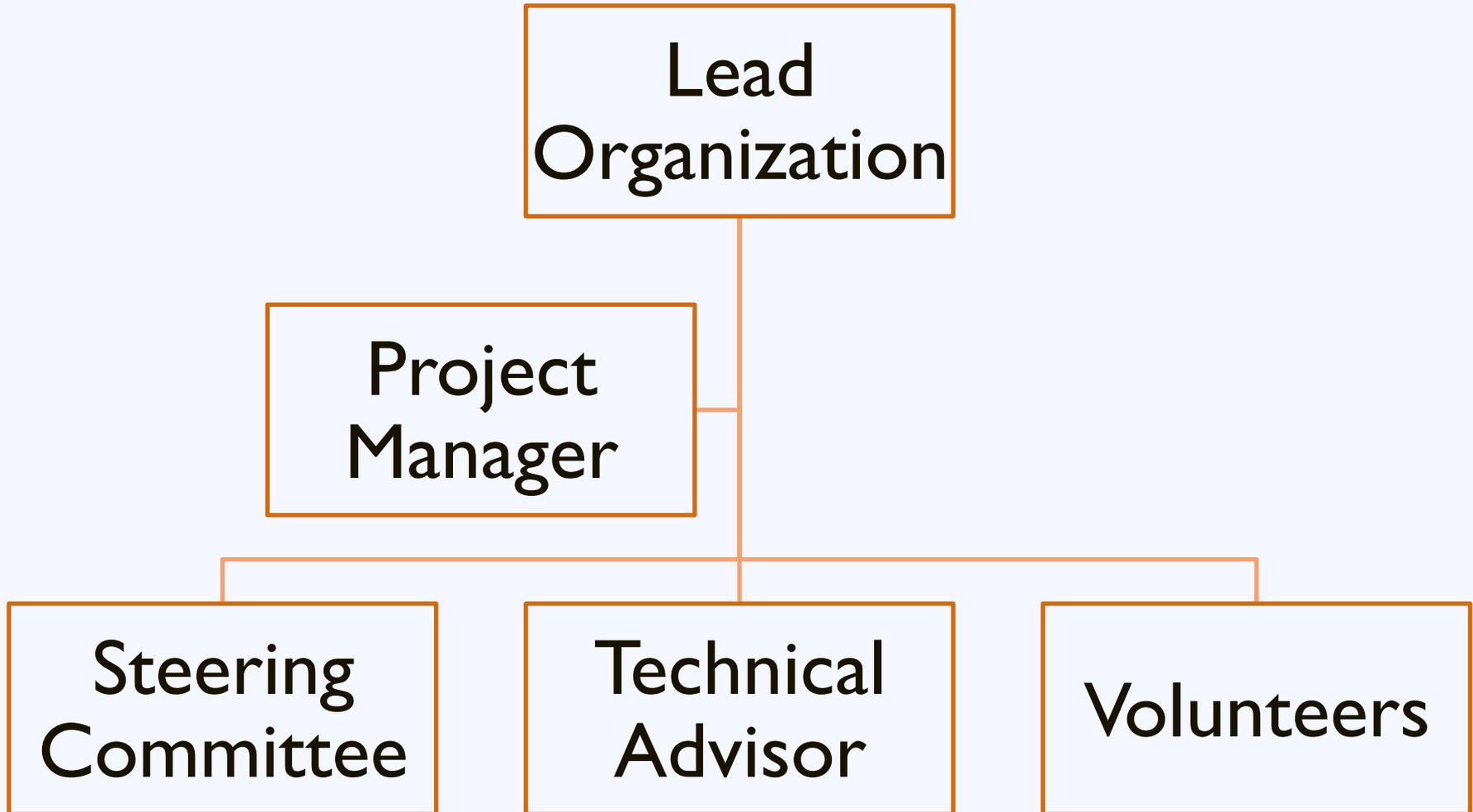
Solarize: Process



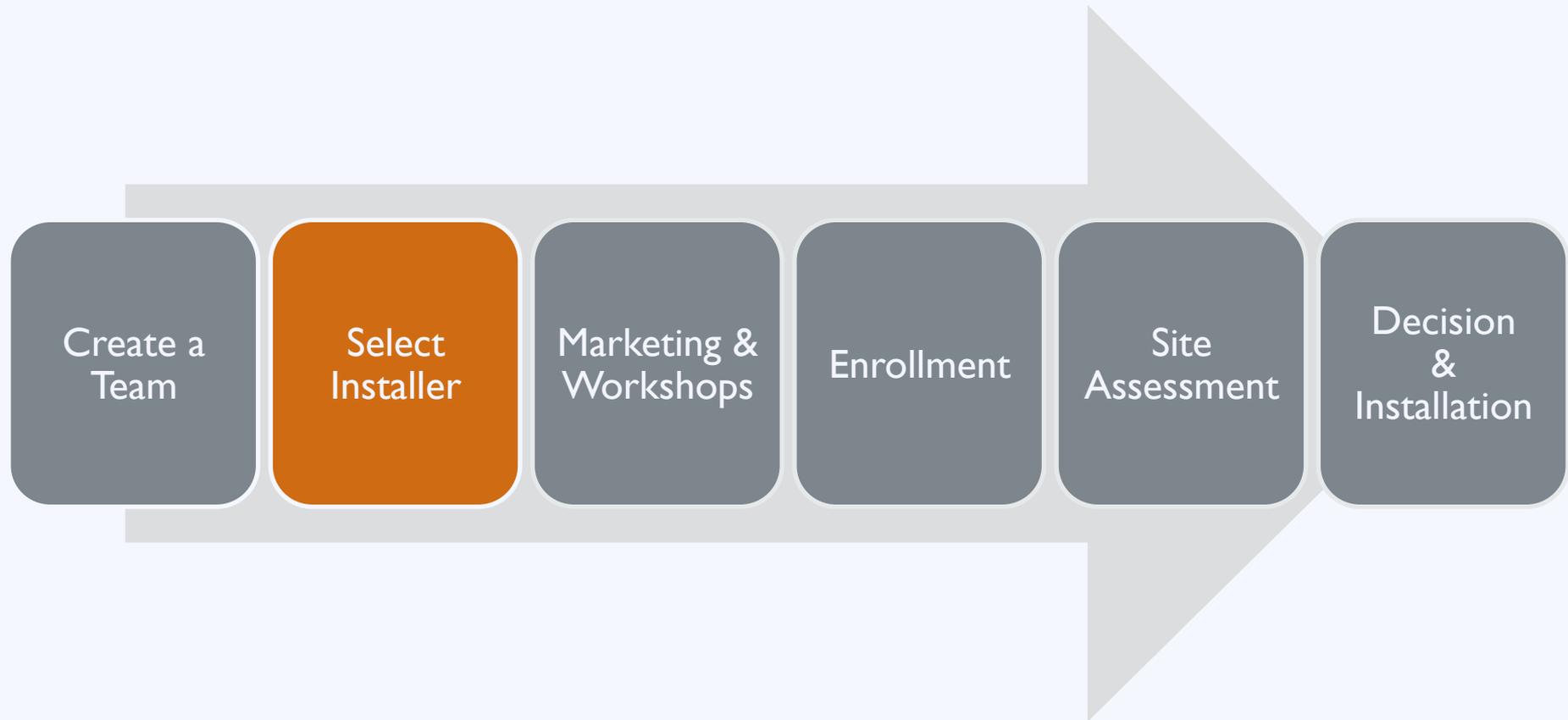
Solarize: Process



Create a Team

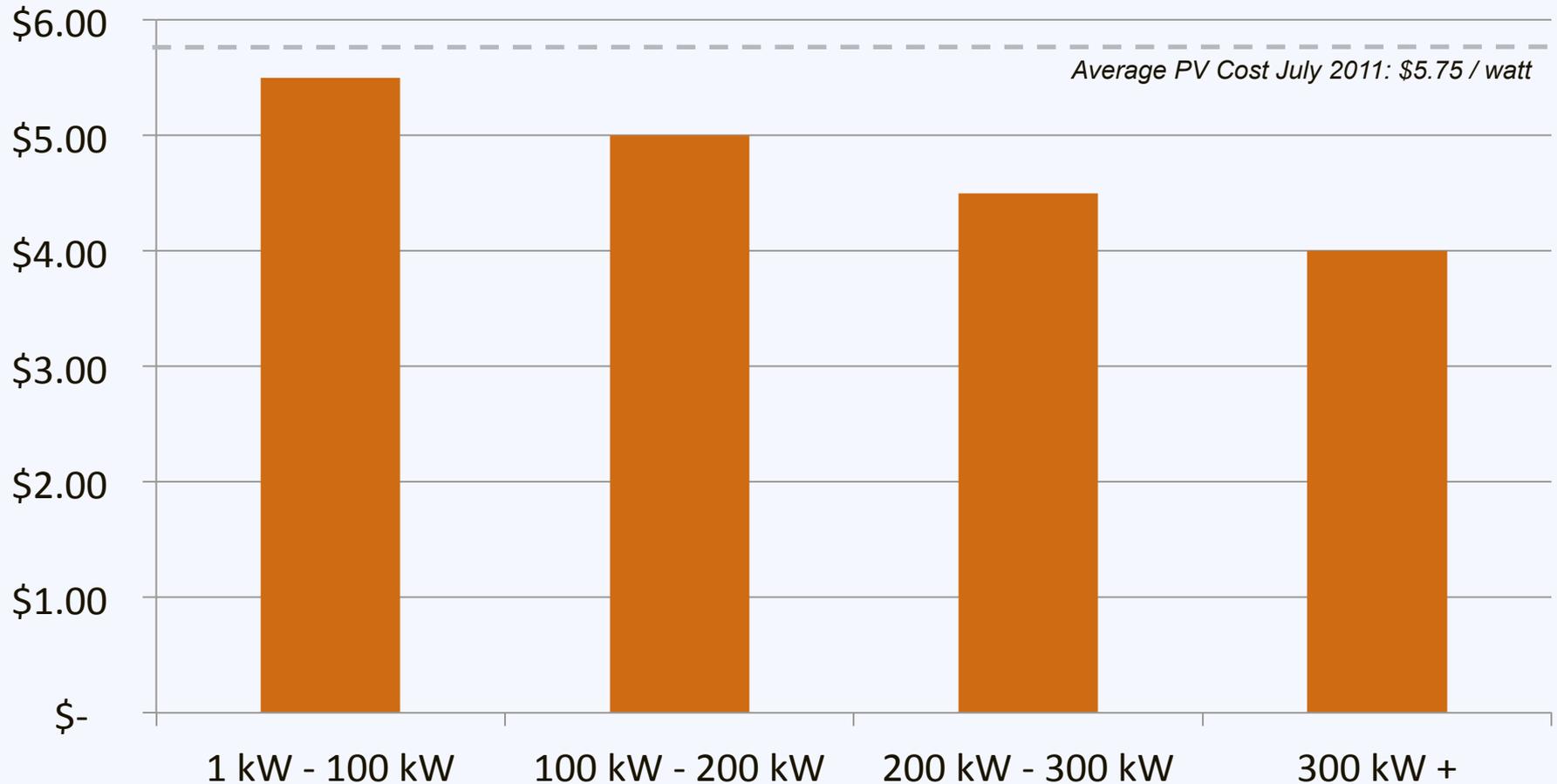


Solarize: Process

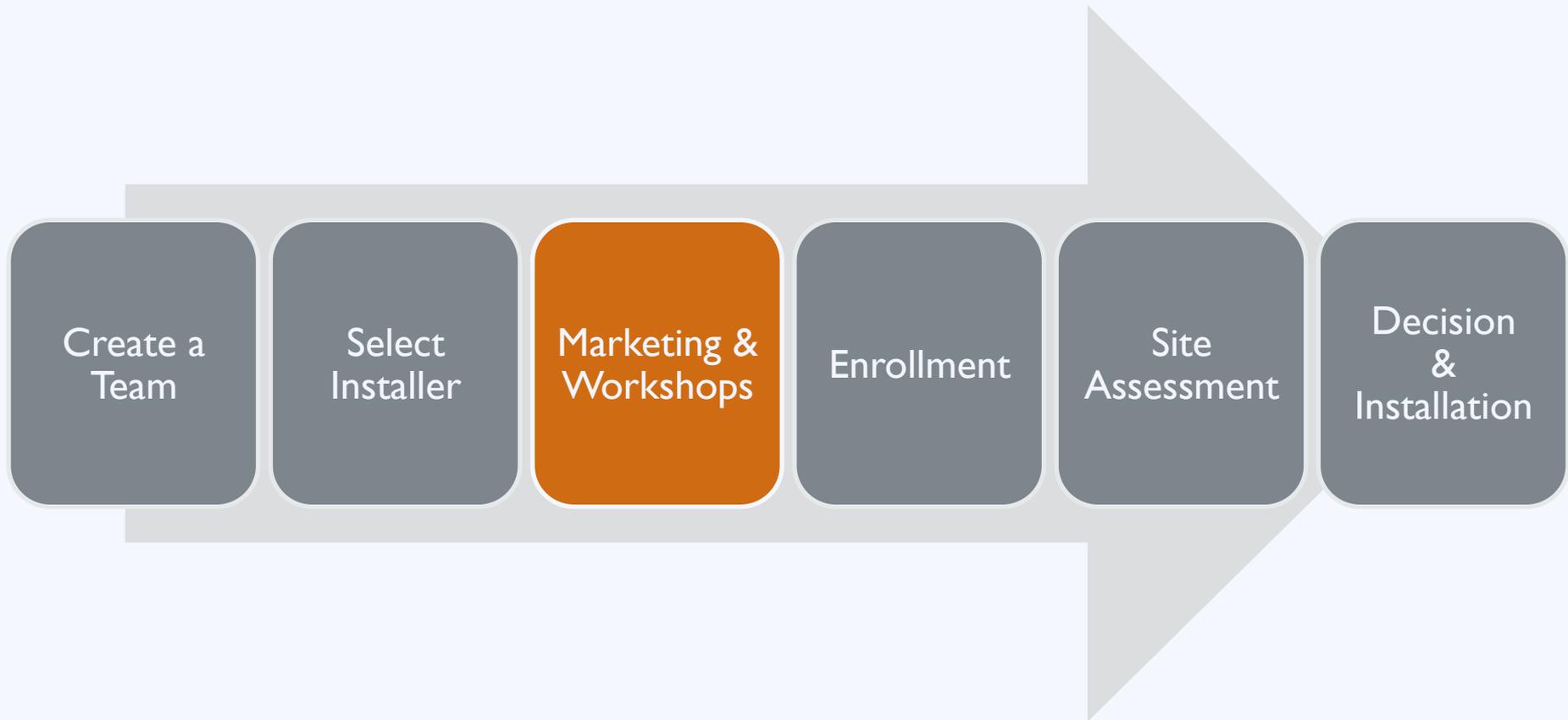


Solarize: Process

Example Group Purchasing Tiers



Solarize: Process

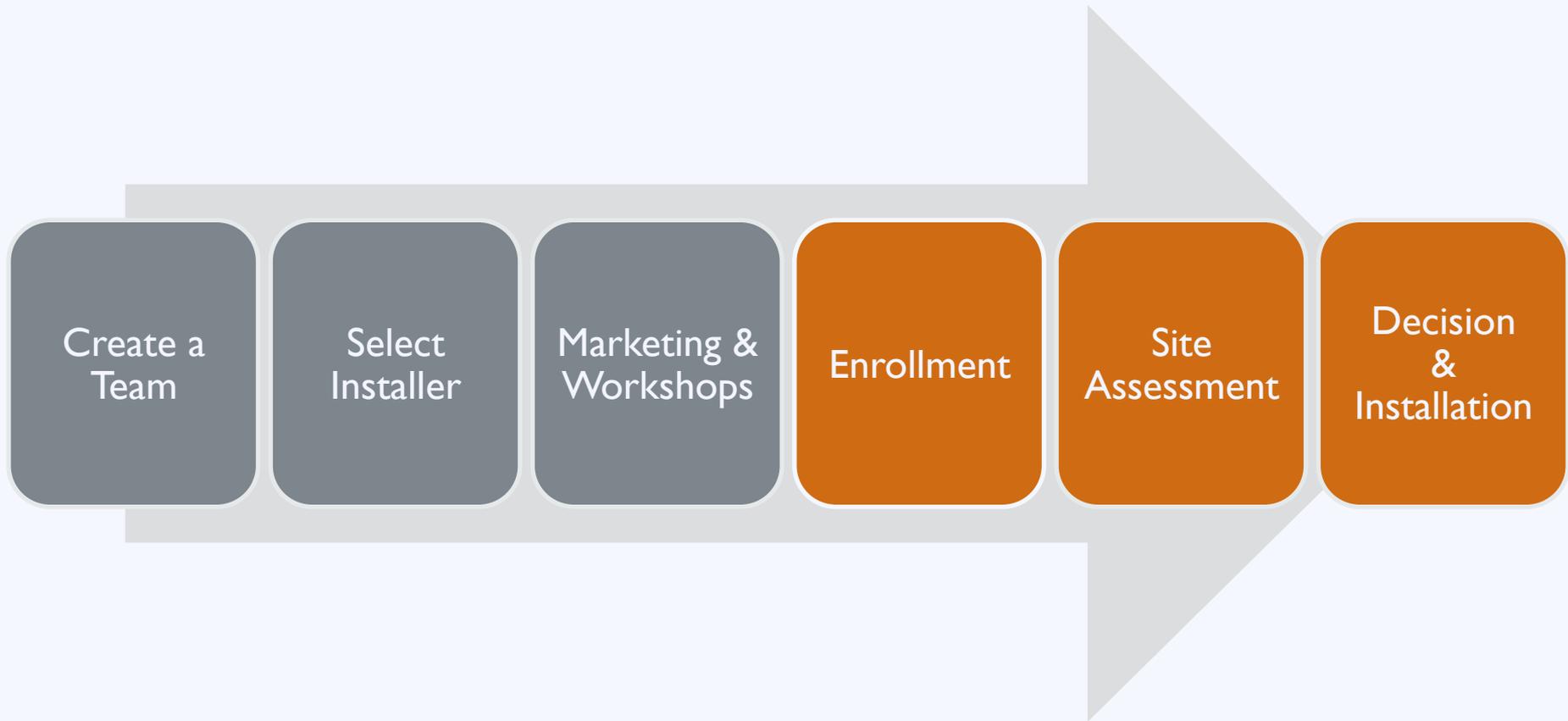


Solarize: Process

Marketing Strategy:

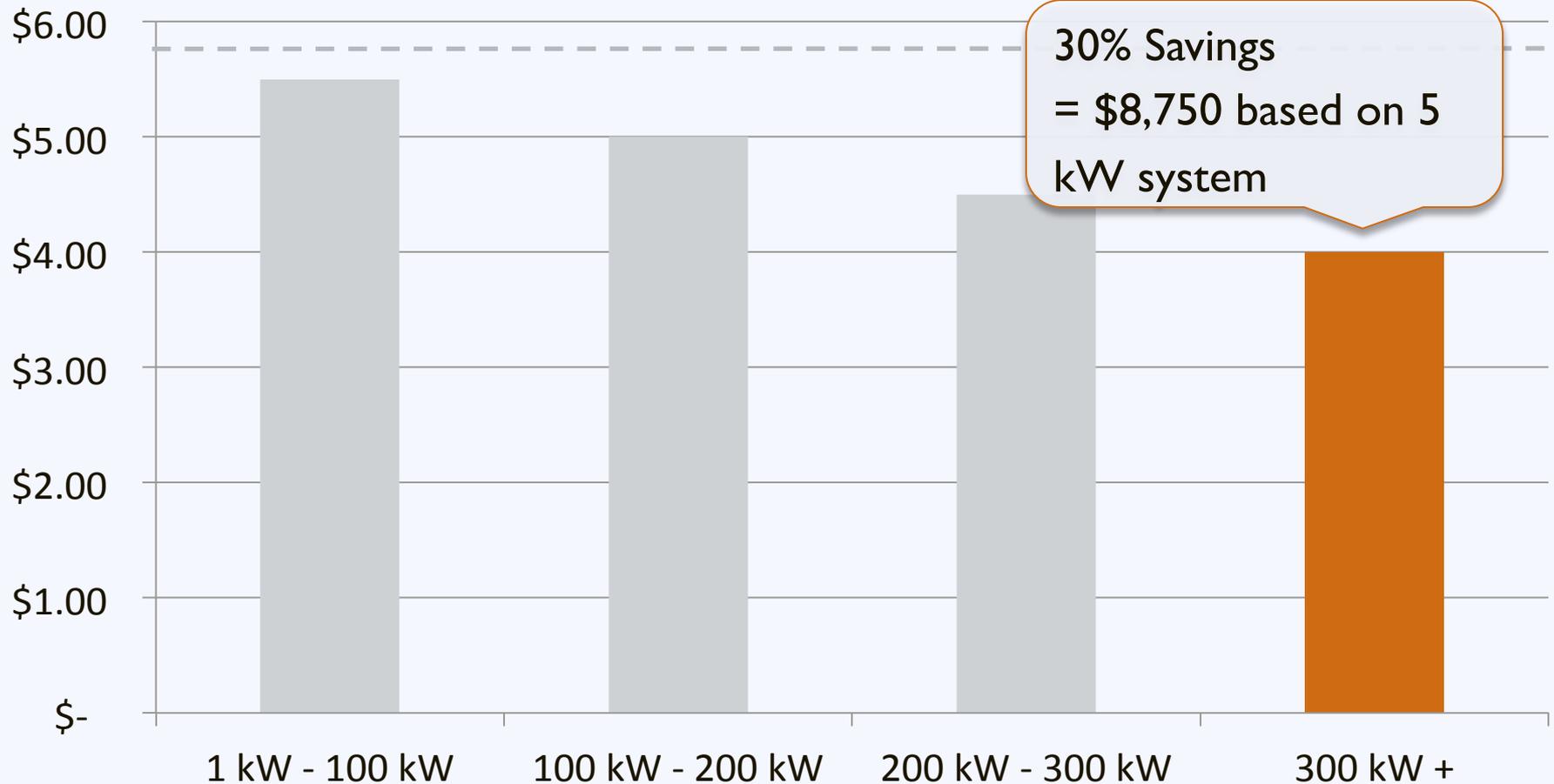
- Electronic survey of households
- Email newsletters and direct mailings
- Float in local parade
- Articles and advertisements in local newspaper
- Facebook page and online discussion board

Solarize



Group Purchasing

Group Purchasing Tiers



The Solarize Program

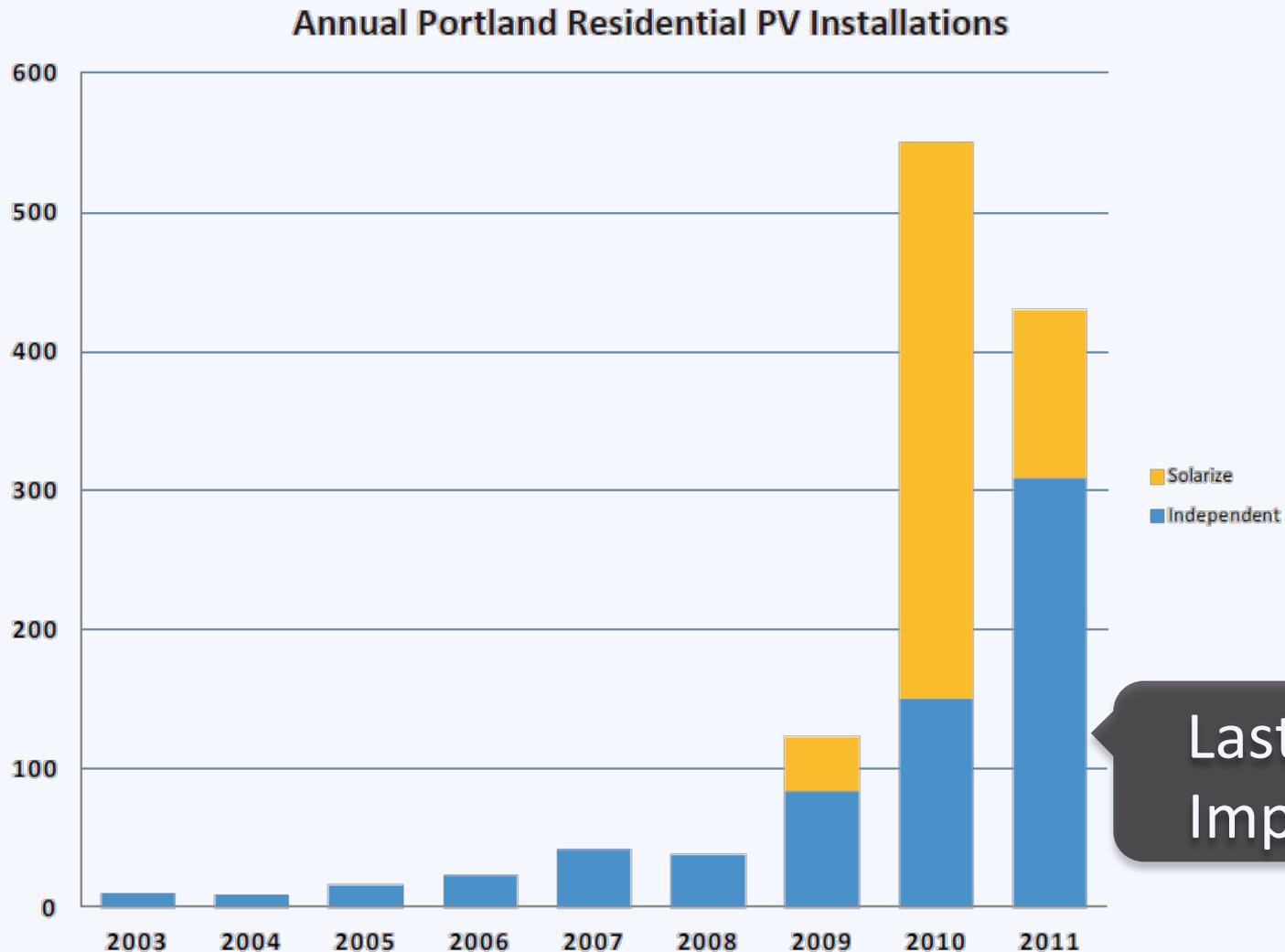
A household is

more likely to adopt solar

for

each additional installation in their zip code

Solarize: Lasting Impact



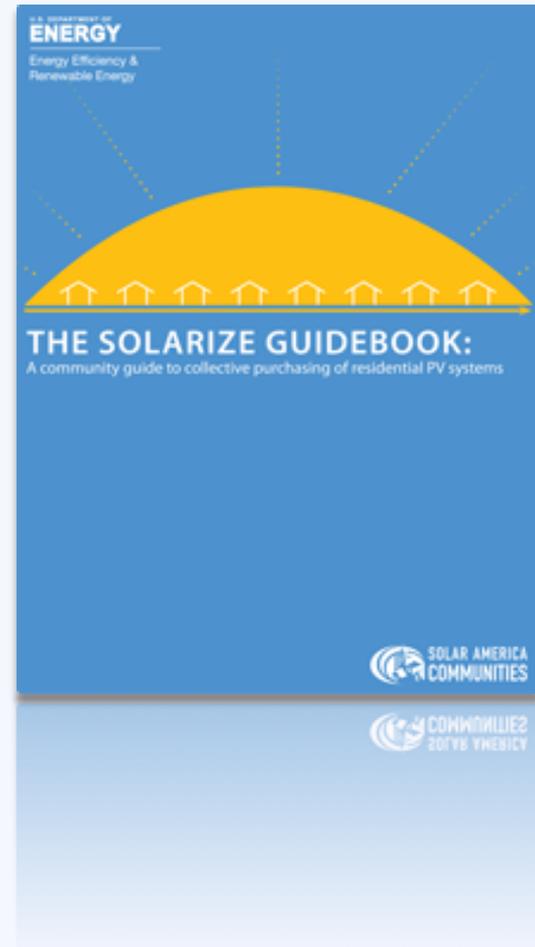
Lasting Impact

Solarize: Resources

Resource **The Solarize Guidebook**

A roadmap for project planners and solar advocates who want to create their own successful Solarize campaigns.

www.nrel.gov



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Address Customer Acquisition

Barriers

High upfront cost

Complexity

Customer inertia



Address Customer Acquisition

Barriers

High upfront cost



Solutions

Group purchase

Complexity

Customer inertia

Solarize Reduces Solar Cost



For Solar

Address Customer Acquisition

Barriers

High upfront cost



Solutions

Group purchase

Complexity



Procurement & education

Customer inertia



Complexity

- Installers are unknown entities to most residents
- Residents uncertain if pricing is competitive
- Incentives are complicated
- Policies are complicated
- Calculating value of investment is complicated

Complexity

- Installers are unknown entities to most residents
- Residents uncertain if pricing is competitive

Procurement process
for single installer

- Policies are complicated
- Calculating value of investment is complicated

Complexity

- Installers are unknown entities to most residents
- Residents uncertain if pricing is competitive
- Incentives are complicated
- Policies are complicated
- Calculating value of investment is complicated

Education & Outreach

- Workshops
- Volunteers
- Marketing

Address Customer Acquisition

Barriers

High upfront cost



Solutions

Group purchase

Complexity



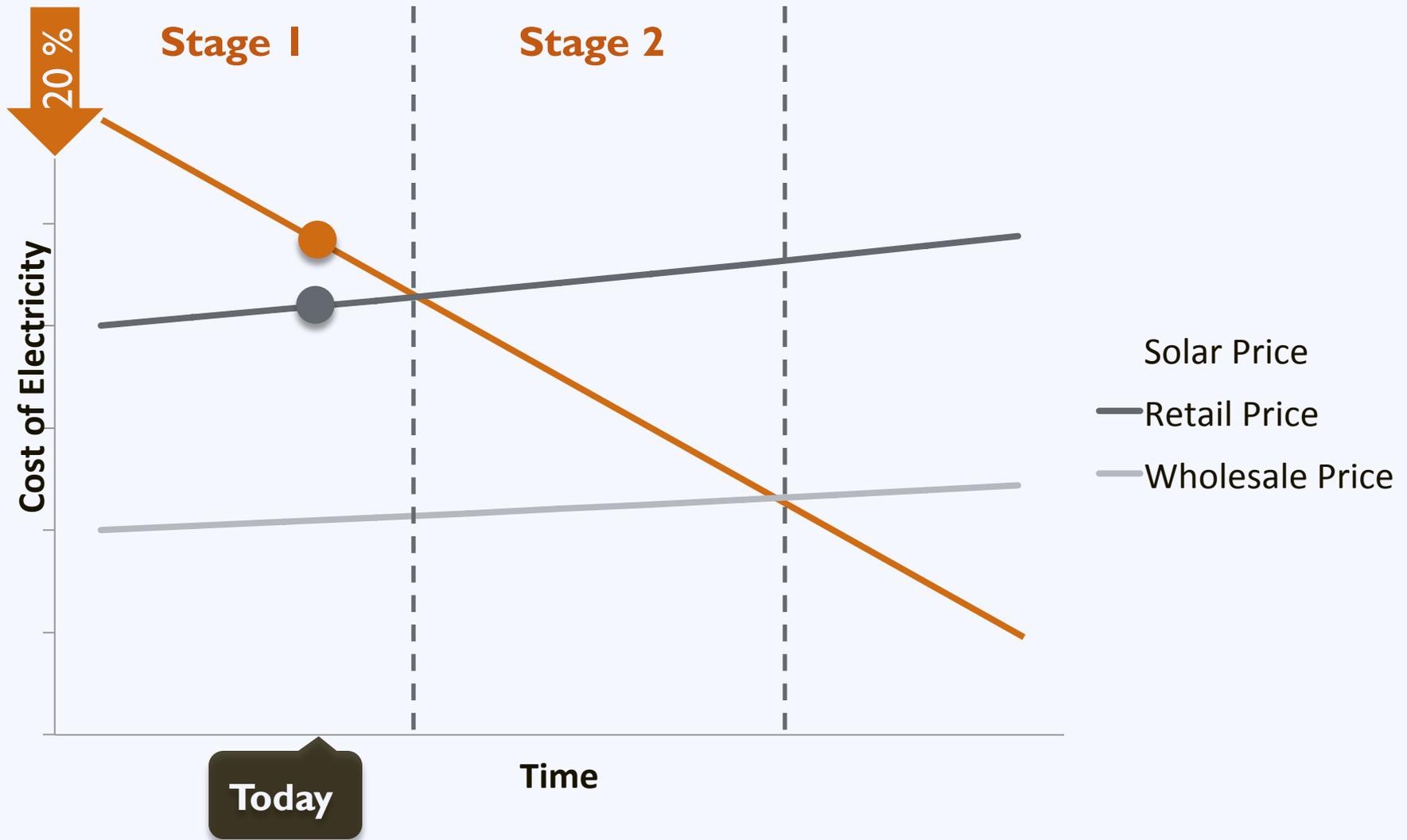
Procurement & education

Customer inertia



Limited-time offer

The Cost of Solar PV



Agenda

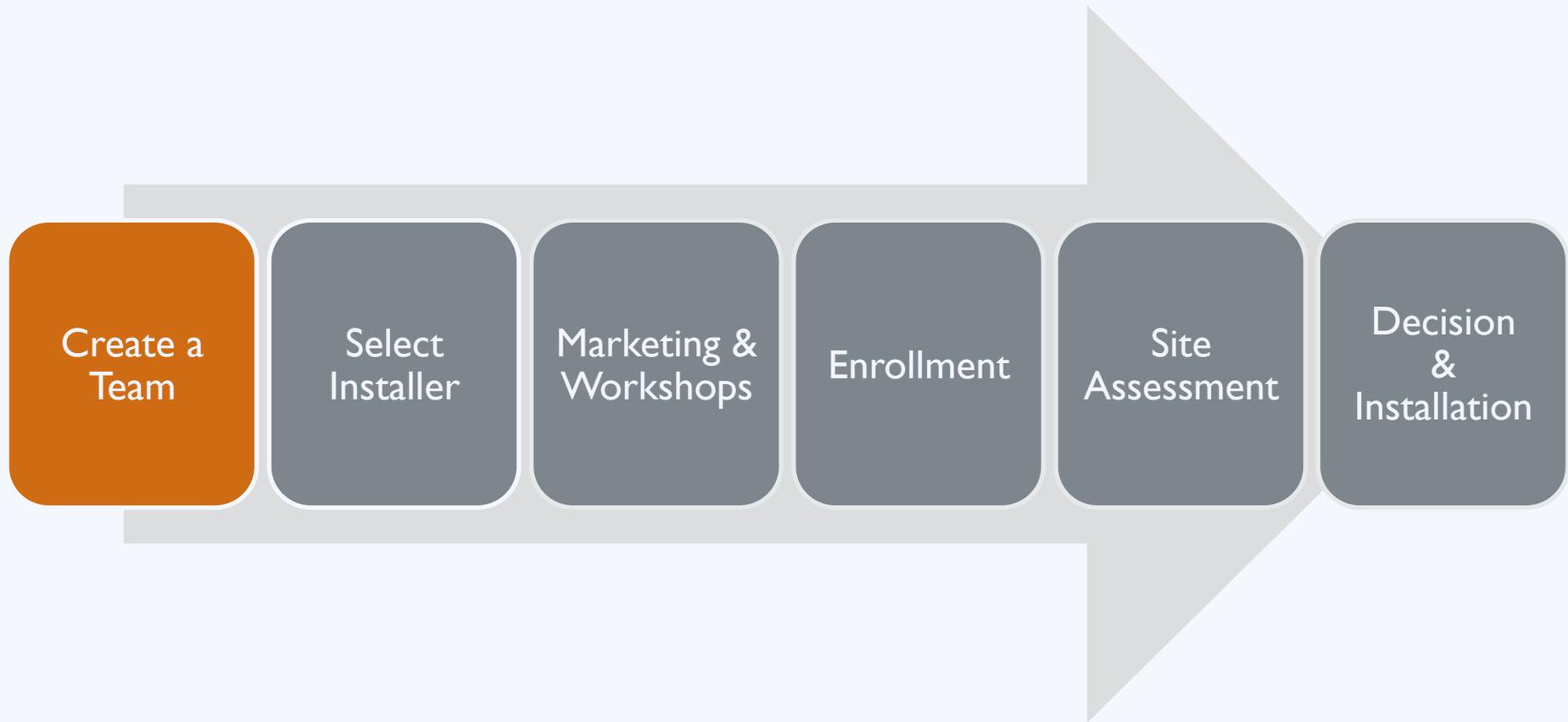
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Solarize Case Study

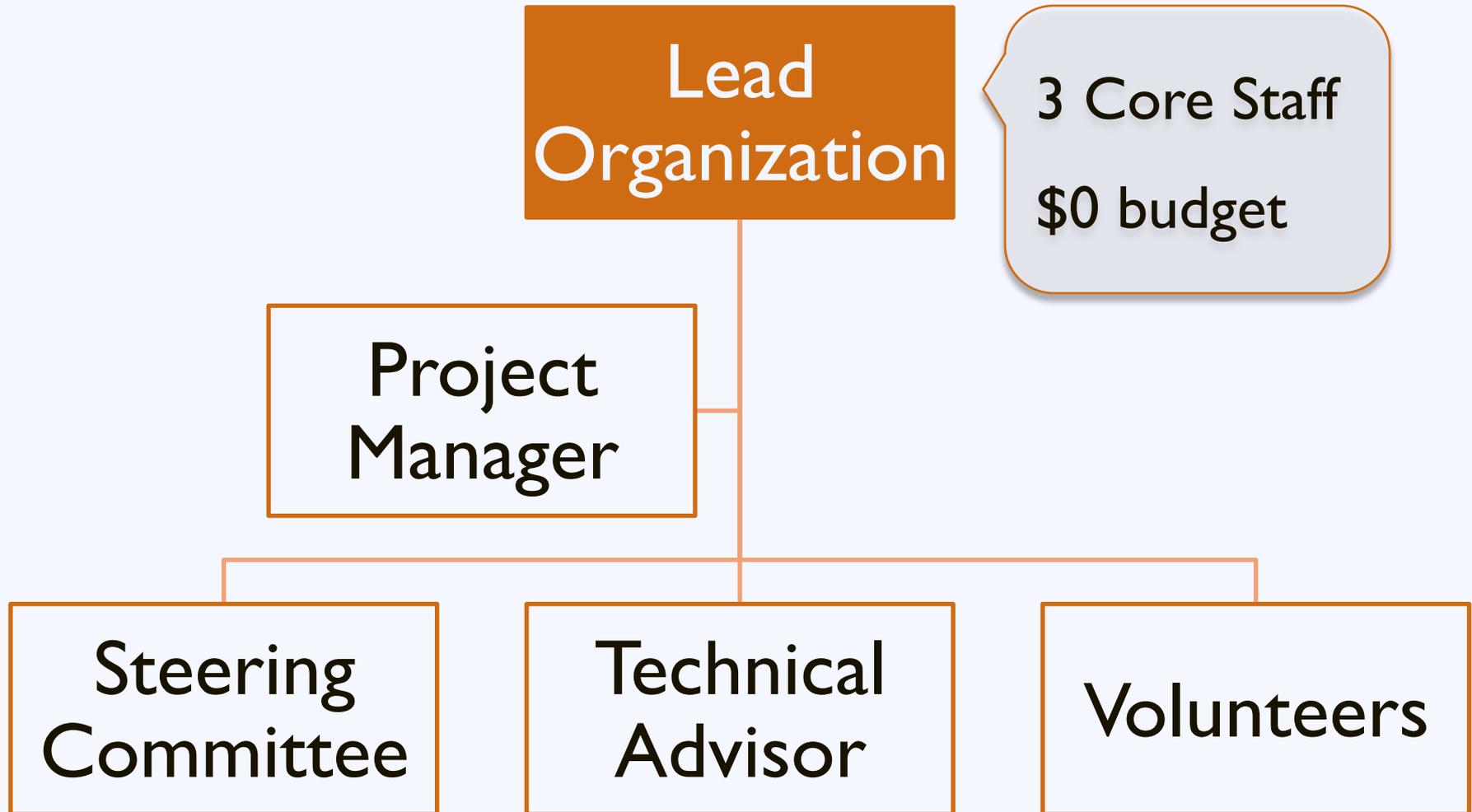


Plano, Texas

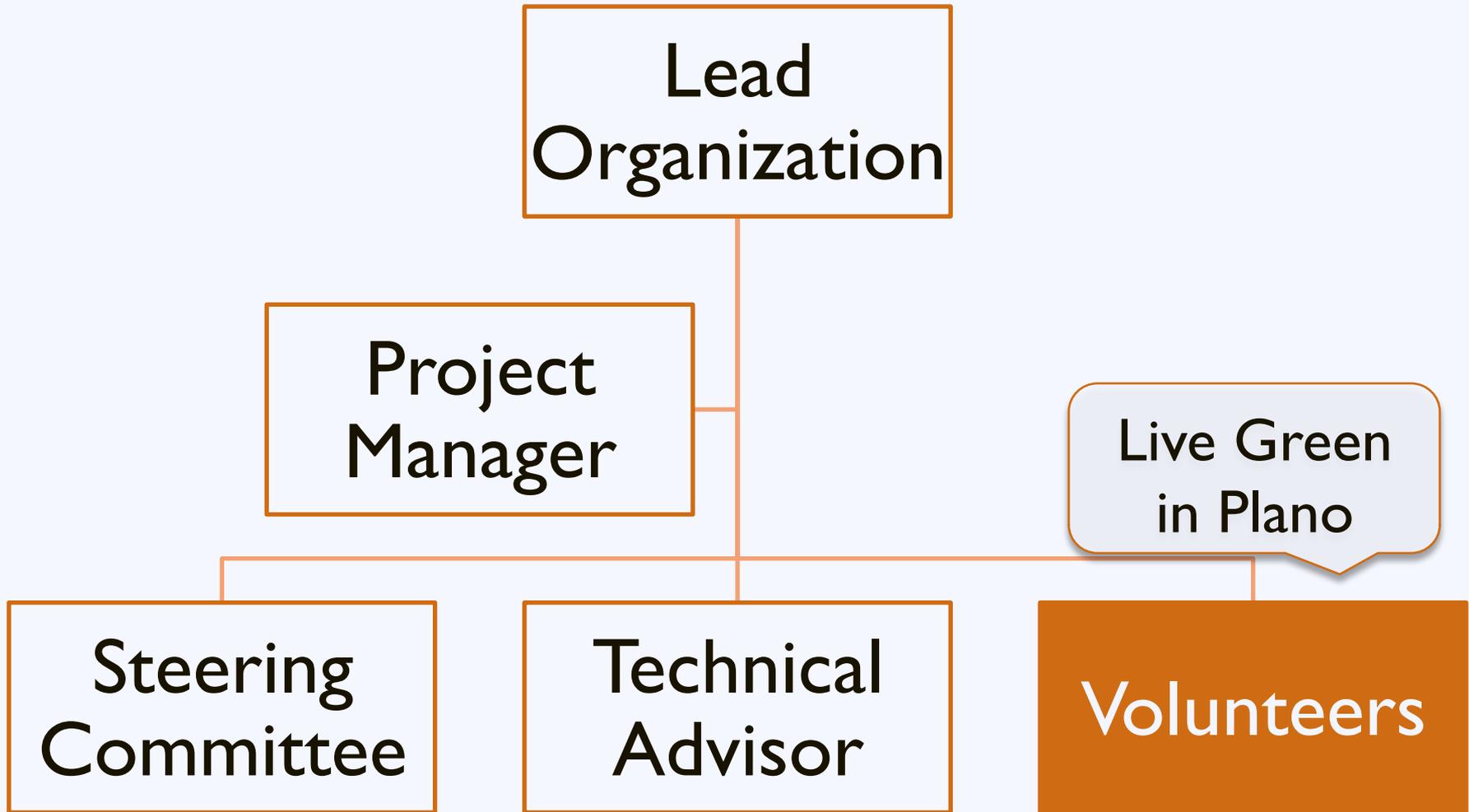
Solarize: Process



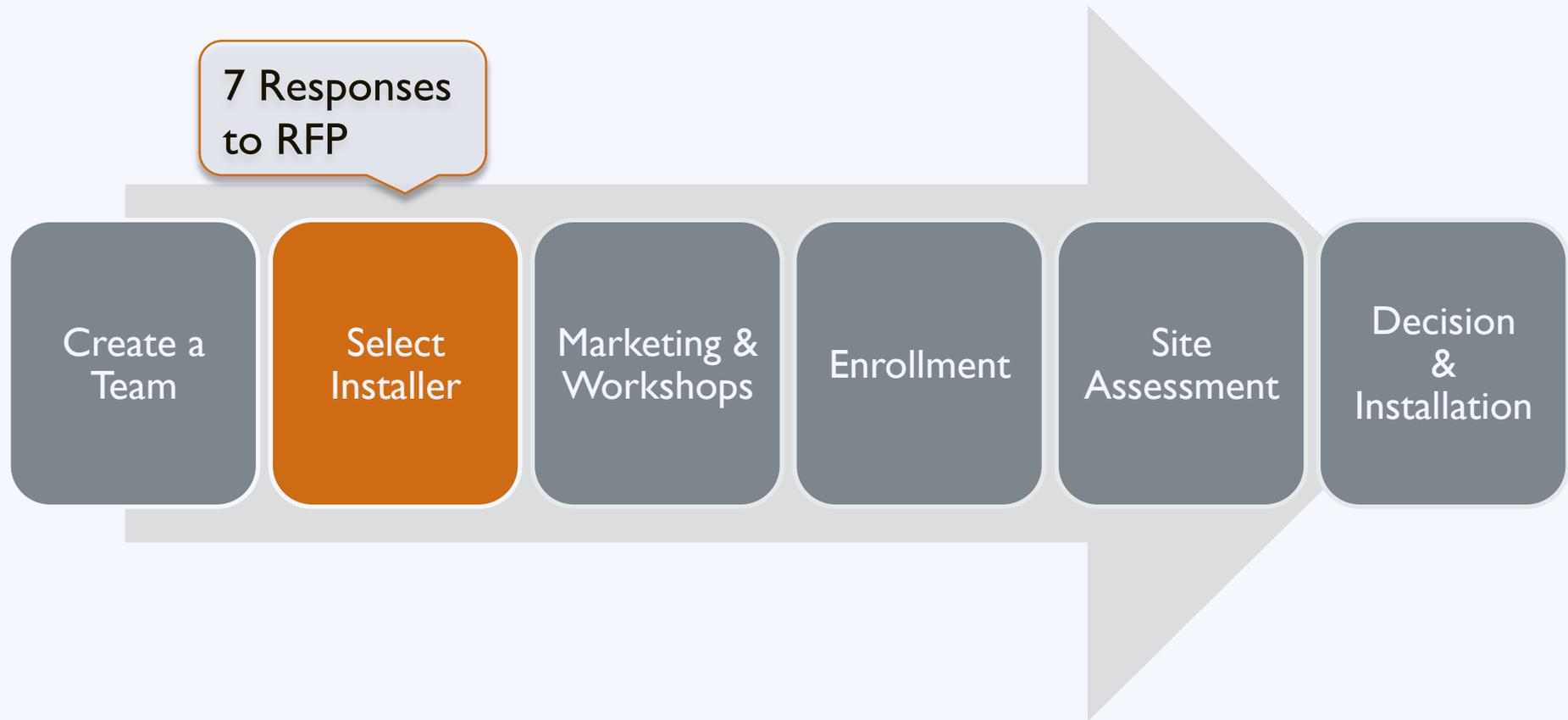
Create a Team



Create a Team



Solarize: Process

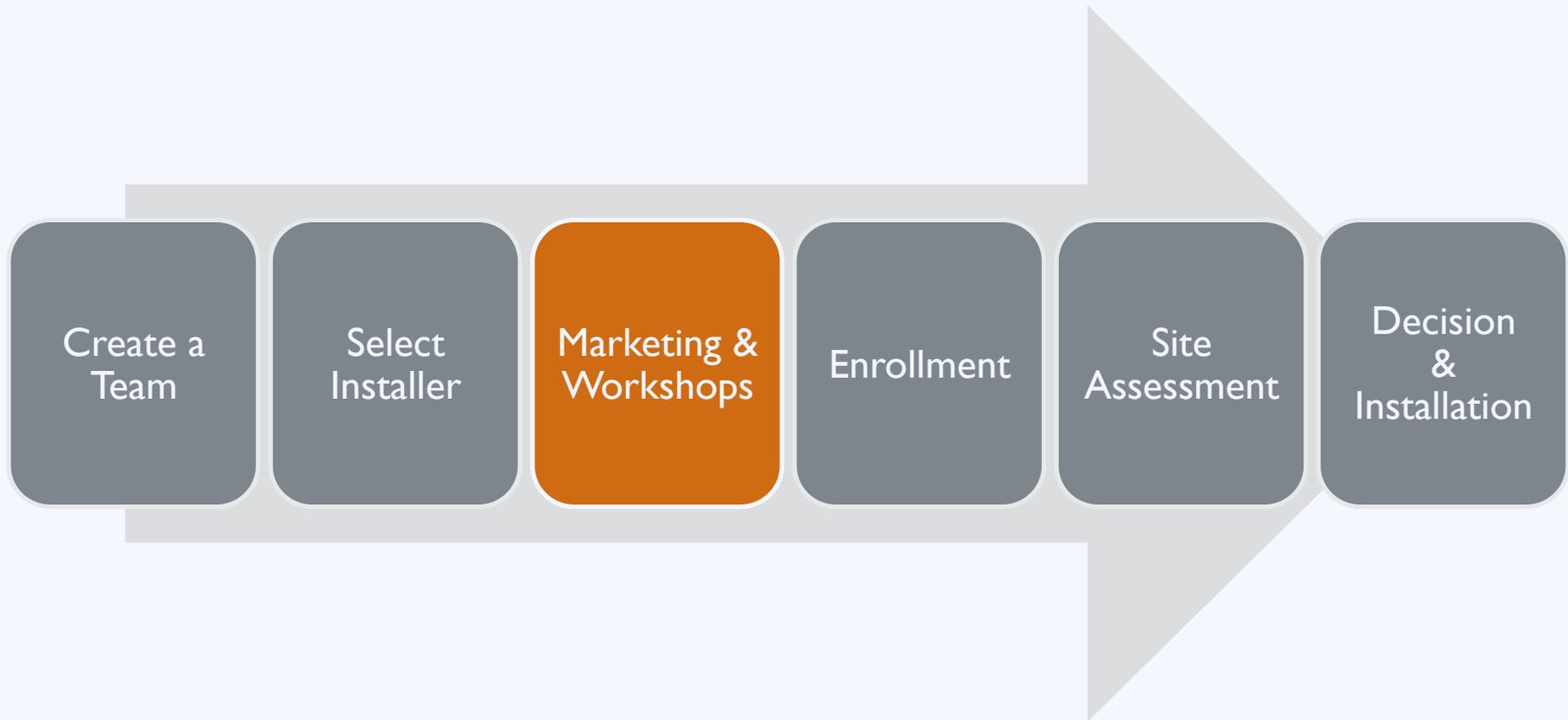


Solarize: Savings

Tier 1	00 - 15 kW	5% Savings*
Tier 2	15 - 35 kW	
Tier 3	35 - 55 kW	
Tier 4	55 - 80 kW	
Tier 5	80 kW +	20% Savings

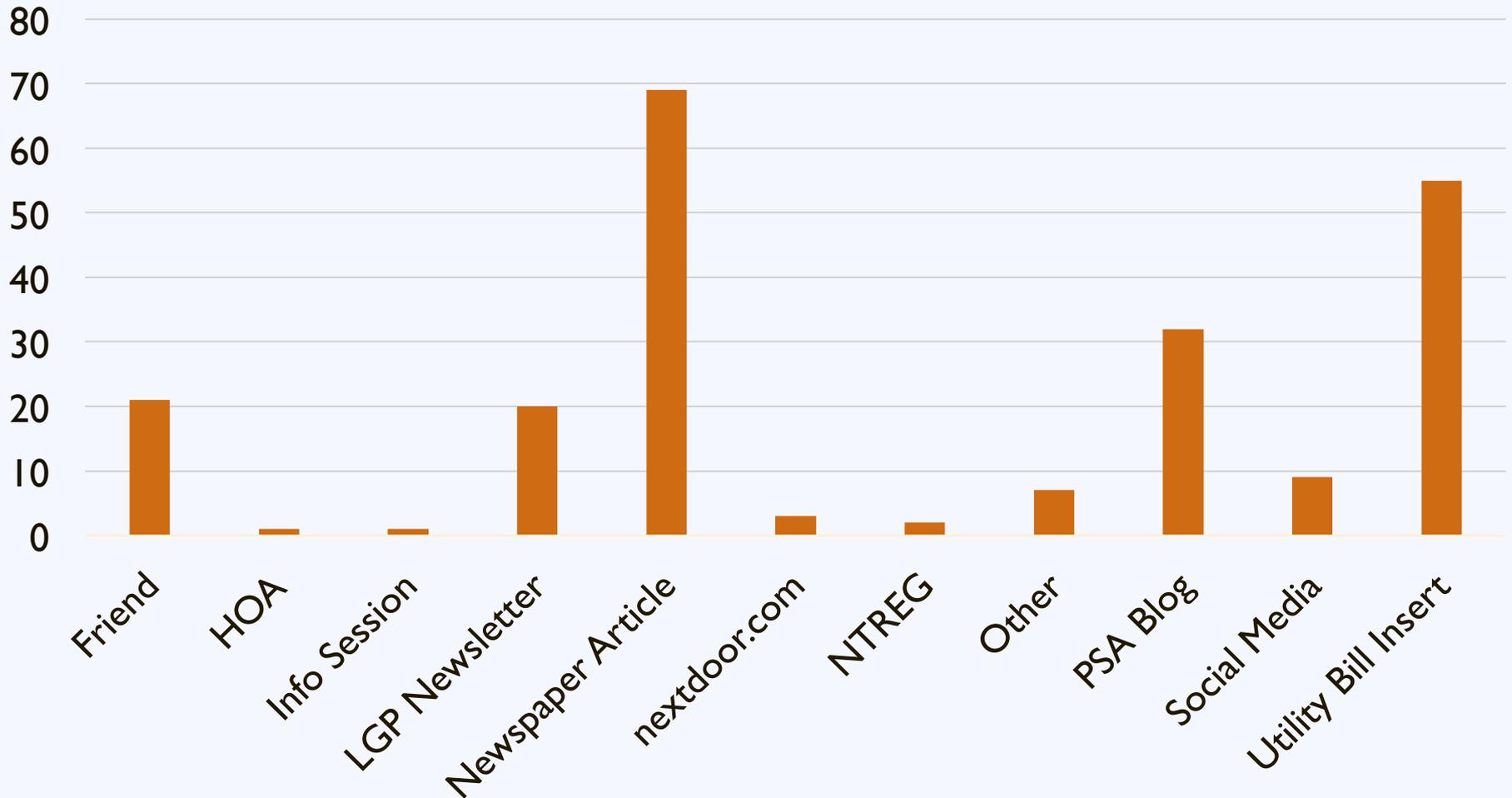


Solarize: Process

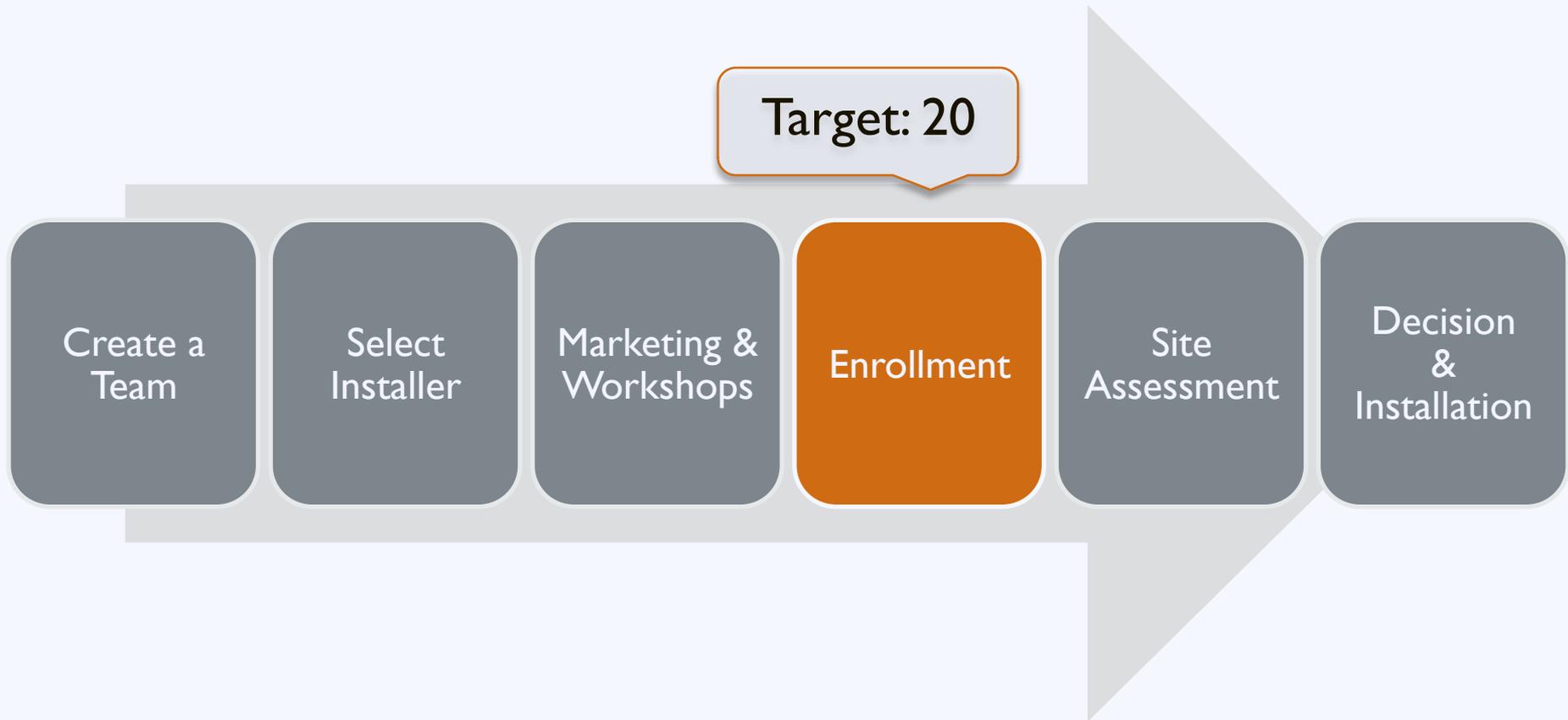


Solarize: Outreach

How did you learn about Solarize Plano?



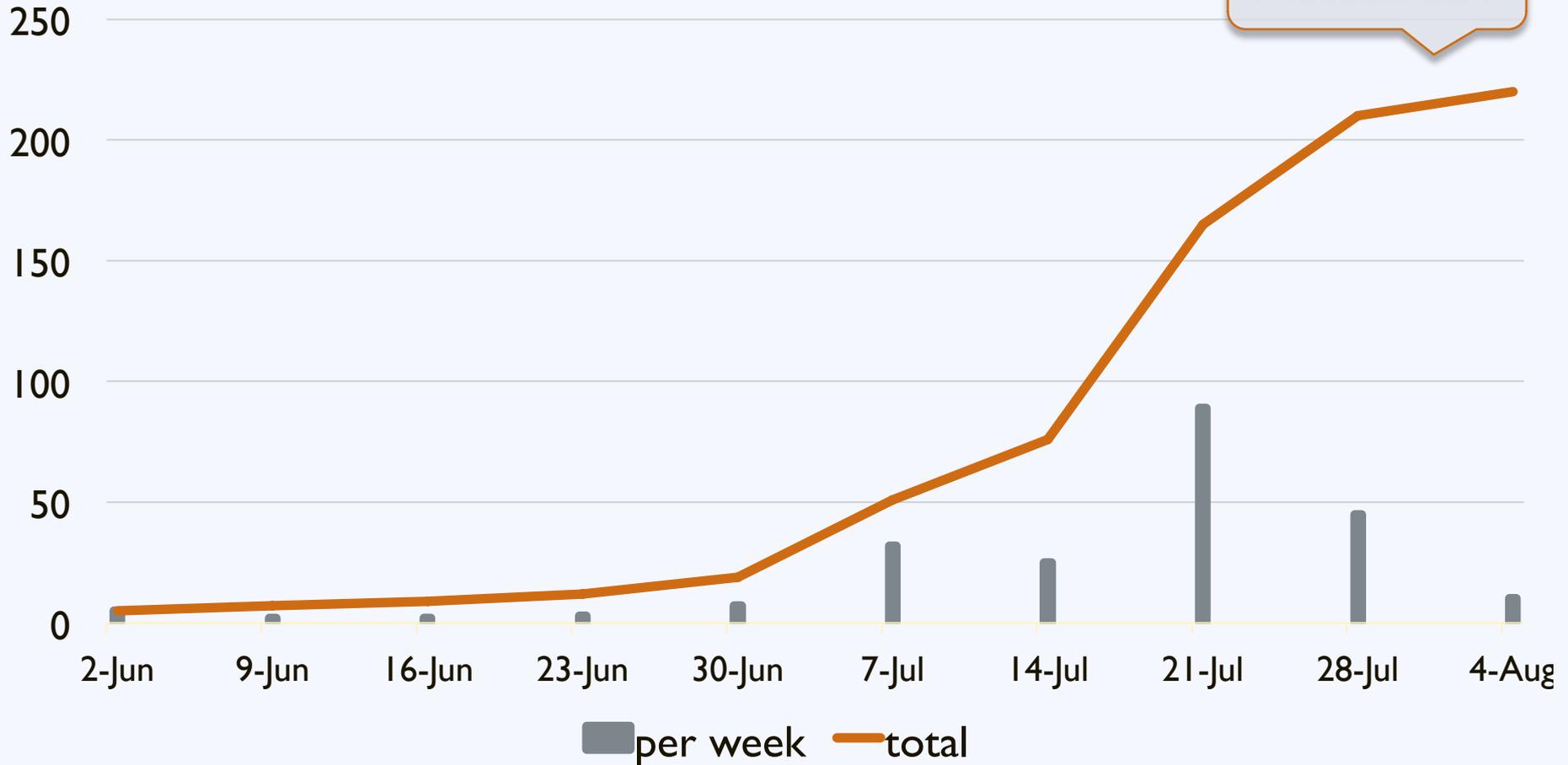
Solarize: Process



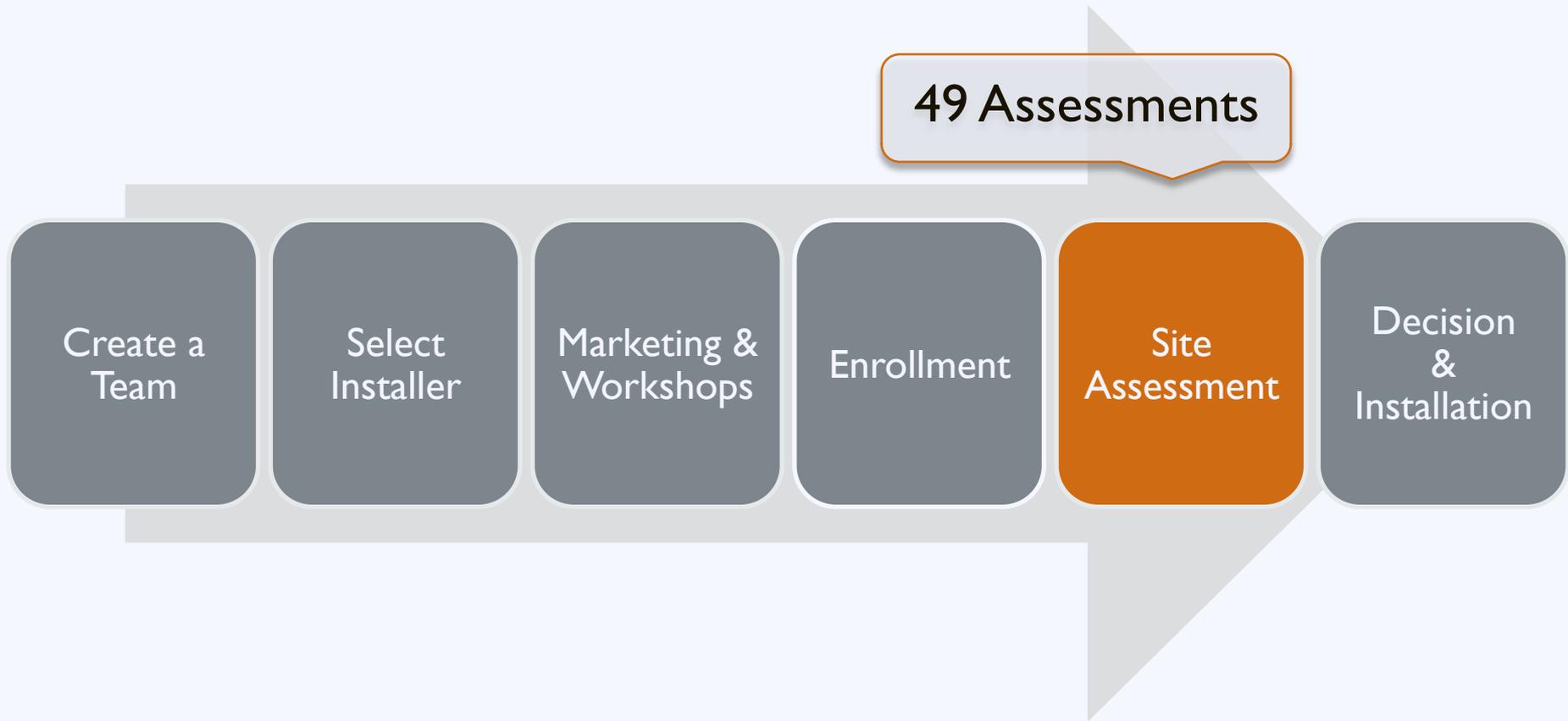
Enrollment

Enrollment Signups Per Week

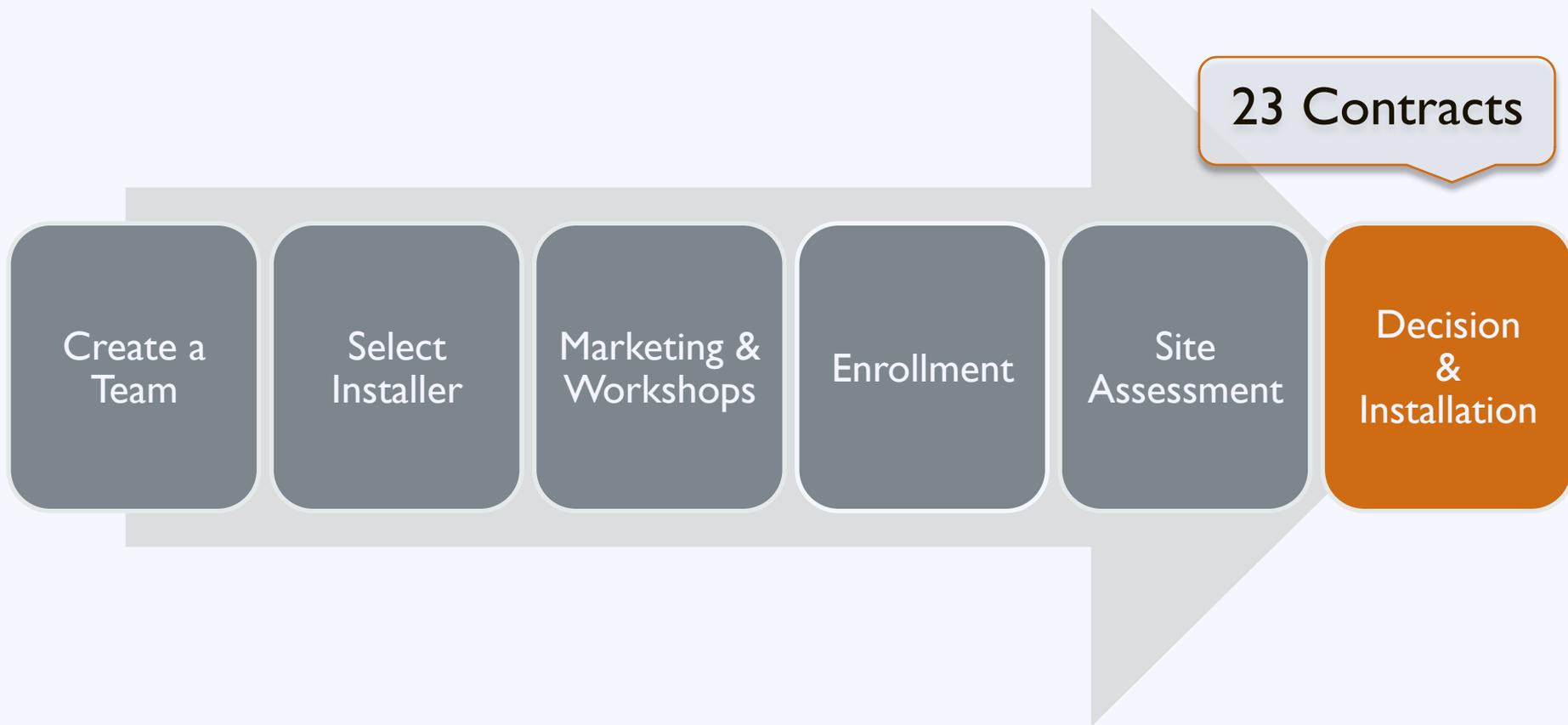
Actual: 220



Solarize



Solarize



Solarize: Savings

Tier 1 00 - 15 kW 5% Savings*

Tier 2 15 - 35 kW

Tier 3 35 - 55 kW

Tier 4 55 - 80 kW

**226 kW
Contracted!**

Tier 5 80 kW +

20% Savings



Plano Lessons Learned



- Make sure Participants are ready to learn
- Cooperate with well-known organizations
- Volunteers should not be installers
- Release FAQs early
- Hold multiple information meetings
- Time campaign to incentive schedules and highest energy use season

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Next Steps

1. Identify potential team members
2. Identify external partners
3. Set goals
4. Determine timeline
5. Engage with NIRPC / Solar Ready II

Q & A



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