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**Abstract Title: Smart in Going Solar? SmartSolar Lays It Out**

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For gung-ho, early adopter homeowners, they do not need someone to convince them to “go solar” or to provide encouragement to implement energy efficiency measures. Similarly, the cautious but informed homeowner will determine their own path toward energy efficiency and renewable energy based off personally gathered knowledge and determine when the timing is right. However, there is a large group left, the “interested but uninformed.” For both energy efficiency and renewable energy a wealth of information is available through online websites, through utility-funded programs providing education and incentives, and through contractors looking to sell projects. However for the many homeowners still on the sidelines, preferring to dip their toes before joining in, a strategy to engage them is needed. The available information, without direction can be at best overwhelming and at worst misleading and time consuming for the average homeowner. Utility and government funded incentive programs are effective at reducing installation costs but, without direction, the application process, eligibility, and availability can be daunting for a homeowner. Contractors and financing companies can provide homeowners with the necessary directions but not always with the homeowners’ interests at heart. The “interested but uninformed” homeowner needs an independent navigator to guide them step by step into the energy efficiency and solar waters. In 2009, Community Energy Services Corporation (CESC), a non-profit organization, developed the SmartSolar Program in partnership with the City of Berkeley and DOE’s Solar American Cities Initiative. Currently, SmartSolar serves Alameda and Contra Costa Counties and is funded by the East Bay Energy Watch Program in partnership with Pacific Gas & Electric (PG&E). SmartSolar’s goal is to offer homeowners the necessary navigation and support through free, personalized solar assessments which include efficiency recommendations, roof top analysis, a financial estimate with examples of financing options, and a list of approved licensed solar and home performance contractors. For each assessment, SmartSolar encourages homeowners to “reduce before you produce” by consulting on potential ways to become more energy efficient prior to installing a solar system. After delving into energy efficiency, the homeowners are provided with a solar system estimate based on personal energy history, observed roof assessment metrics (ie. space, tilt, orientation), and possible future changes in energy usage. The report finishes with and upfront cost estimate and typical solar financing options. As part of the assessment package, the customer is provided with a list of approved licensed contractors, and encouraged to solicit three bids. SmartSolar’s partners with local municipalities to encourage the adoption of solar as part of their Climate Action Plans. With more programs like SmartSolar around the United States, more homeowners can feel comfortable making the leap. The water is warm! This presentation will show the results of the SmartSolar Program over the past five years, and how independent