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**Abstract Title: Solarize Connecticut: A Community-Based Approach to Expanding Residential Solar**

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Solarize Connecticut: A Community-Based Approach to Expanding Residential Solar

Over the past year and a half Solarize Connecticut has been accelerating residential solar adoption by implementing community-based solar campaigns. A partnership between SmartPower, Yale University, Duke University, and the CT Green Bank has been working through a Department of Energy Sunshot Initiative grant, as part of the Solar Energy Evolution Diffusion Study (SEEDS) to test various models of Solarize for persistence, effectiveness and scalability and the effect of peer influence and social networks on solar adoption. To date the program has been implemented in 58 communities across Connecticut with over 16 MWs of contracted solar completed. The models tested include:

- Solarize Express – shortening the time period from the standard 20 weeks to 12 weeks;
- Solarize Choice – offering residents 3 preselected installers, instead of one with one price, not tiered pricing;
- Solarize Prime – one low solar price rather than the classic tiered pricing model;
- Solarize Select – whereby the program selected towns to participate, rather than have communities submit proposals;
- Solarize On-line – homeowners register on line and compare prices from competing installers.

This presentation will report on the following:

- Key motivations for participants to sign solar contracts
- The most successful outreach tools that generate leads
- The dramatic lift in signed contracts during the last two weeks of the program
- Key findings as reported by town volunteers
- Insights into social networks influencing the decision to buy solar
- Comparison of Solarize approaches used in the campaigns