



Working Together for

VITAL COMMUNITIES

www.VitalCommunities.org

Solarize Upper Valley

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Who is Vital Communities?



We bring people together to take on issues where an independent voice and regional approach are essential.



Energy



Smart **C**ommute **U**pperValley
Working to Reduce Reliance on Driving Alone





SOLARIZE
UPPER VALLEY



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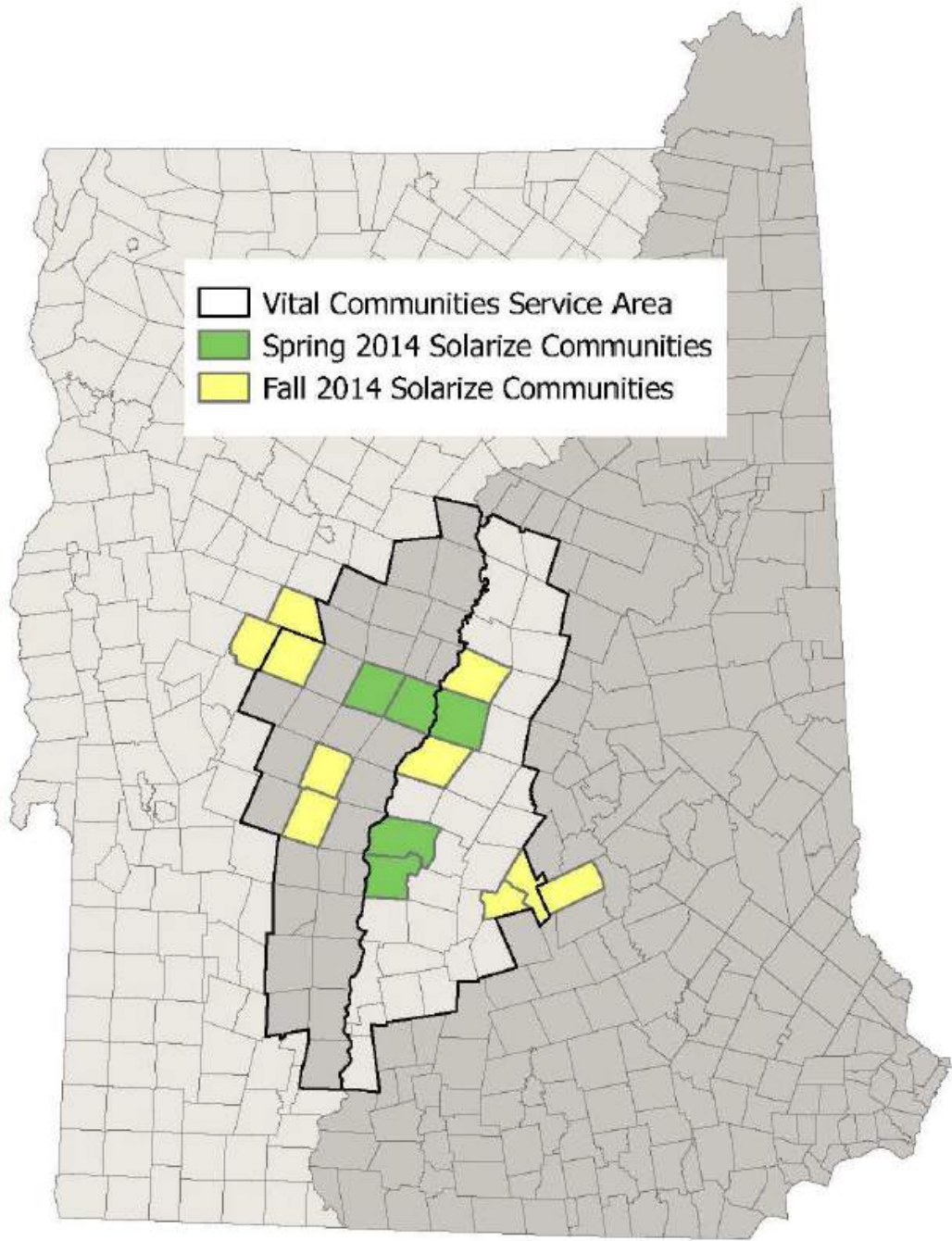
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Solarize Upper Valley: GOAL

Significantly **ramp up the rate of solar adoption** in
the Upper Valley,

Even **beyond the borders** of our
participating communities,

And **beyond the timeframe** of each
15-week outreach campaign.





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The Concept

“Core Team” of Volunteers

- OUTREACH

Vetted Installer

- Transparent pricing/service/equipment
- More customers = lower cost

Vital Communities

- Coordination/Structure/Templates

**LOTS
OF
SOLAR**

**VERY
PUBLIC**

Core Program Components

- 1. Community Selects Installer Partner**
- 2. Launch Event**
- 3. 15 Weeks of Outreach**
- 4. DEADLINE to sign up**





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WHY Solarize Works

BARRIERS	SOLUTIONS
Consumer Confidence	Volunteers, Vital Communities, partner installer, OTHERS DOING IT
Complexity	SIMPLE to take the first step
Cost	Competitive, tiered pricing, financing
Inertia	DEADLINE = incentive for action



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We're Not the First (nor the last...)



Solarize
CONNECTICUT



SOLARIZE
MASS



SOLARIZE
CHARLOTTE

solarize portland

solarize
ASHEVILLE



SmartPower
Let's Get Energy Smart.



The
JOHN MERCK
Fund



SERG



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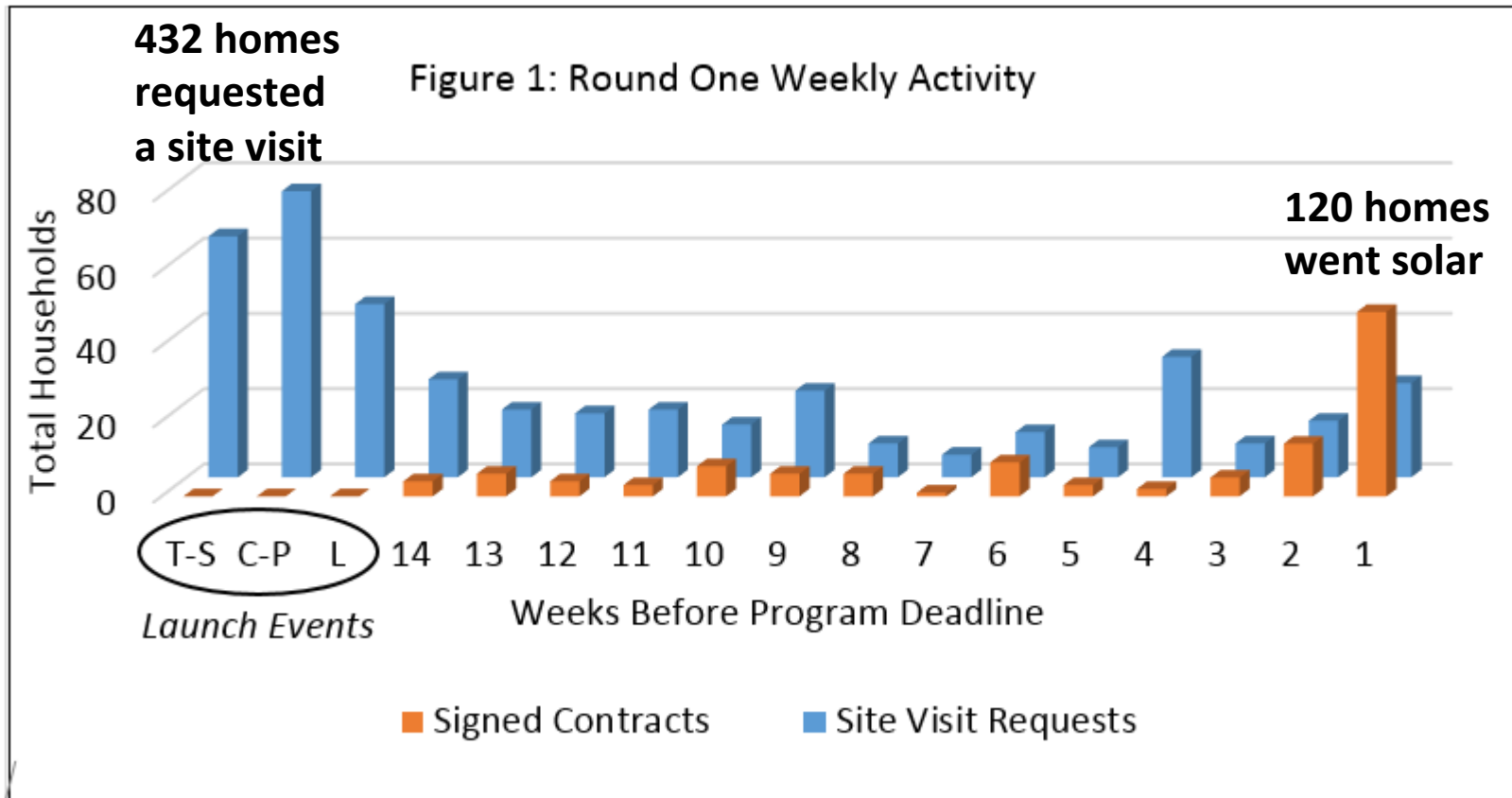


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Round One





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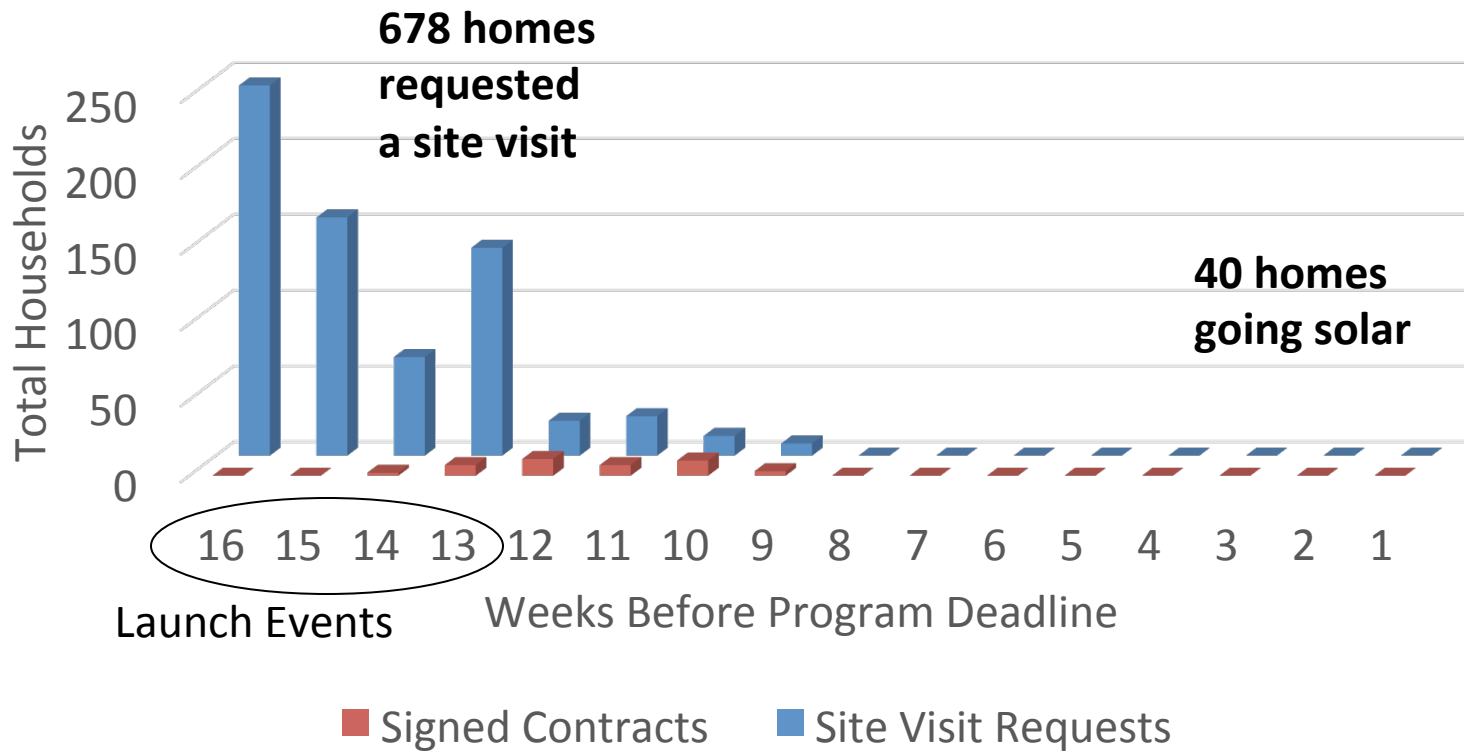


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Round Two ... So far...



Solarize “BUZZ”

How **Visible** is Solarize? Are You Getting Beyond the Choir?



Display at Town Dump



Table at Existing Events



Banner



Cookies



Solar Open House

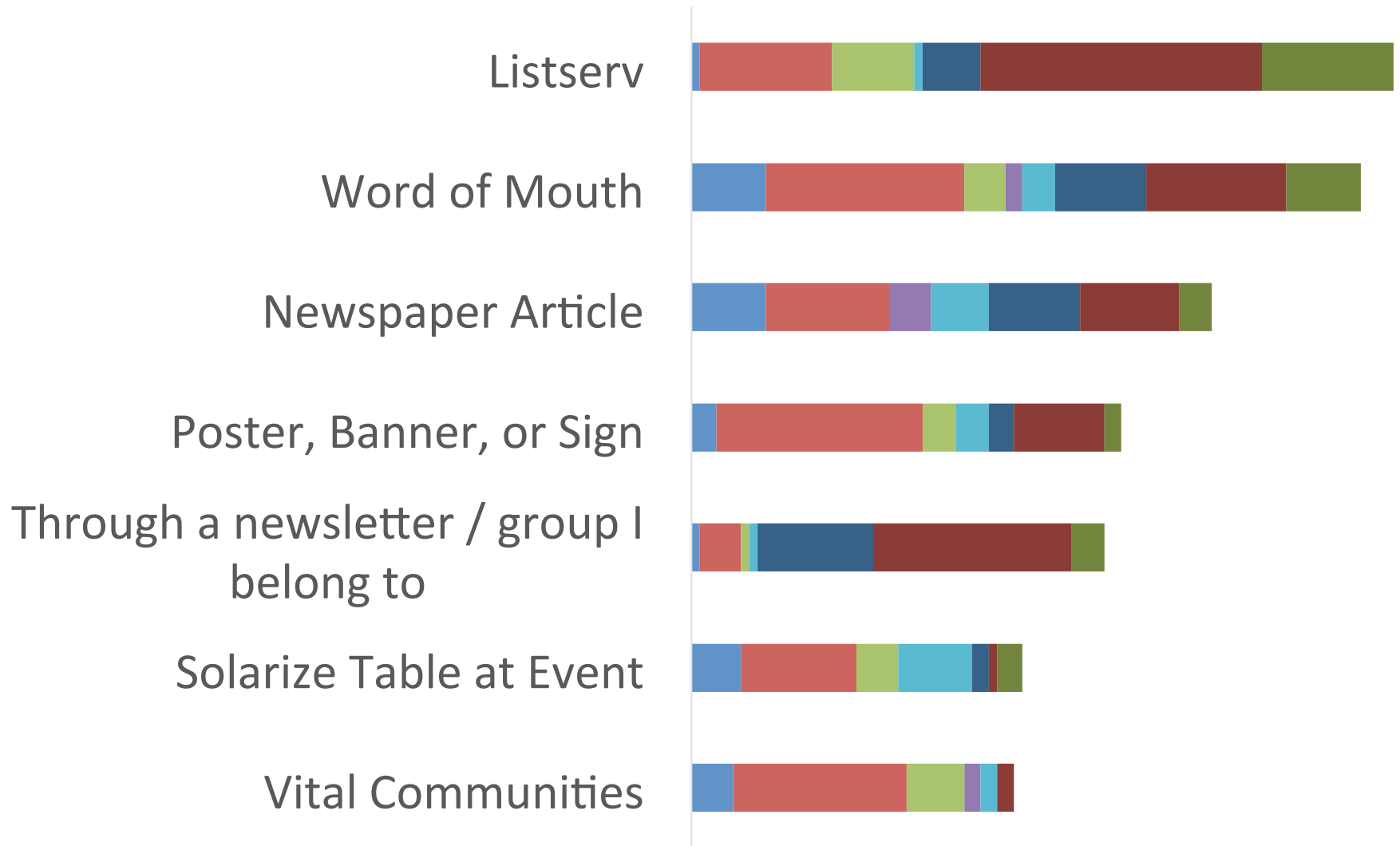


Display at Library

Road Signs



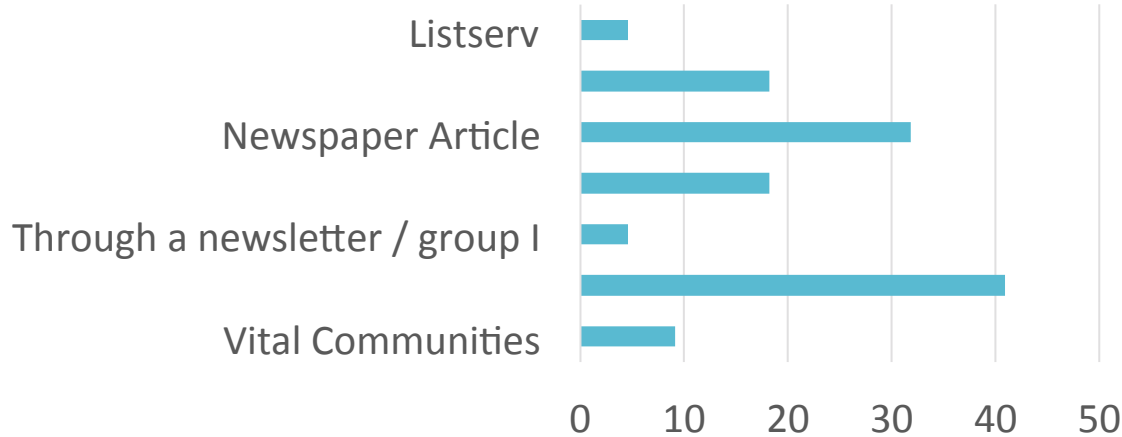
How Did You Hear About Solarize?



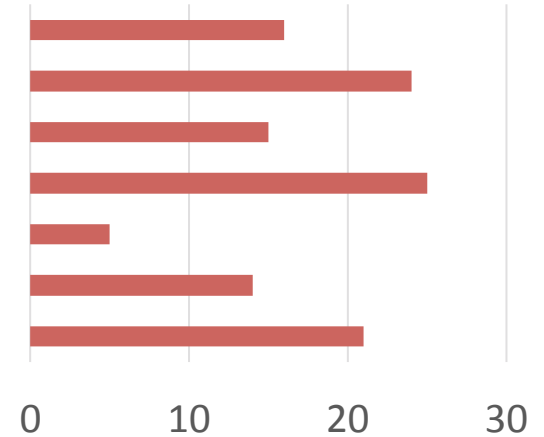
■ ANW ■ H ■ O ■ PW ■ RBB ■ CP ■ L ■ TS

Every Town is Different – YOU Know Best

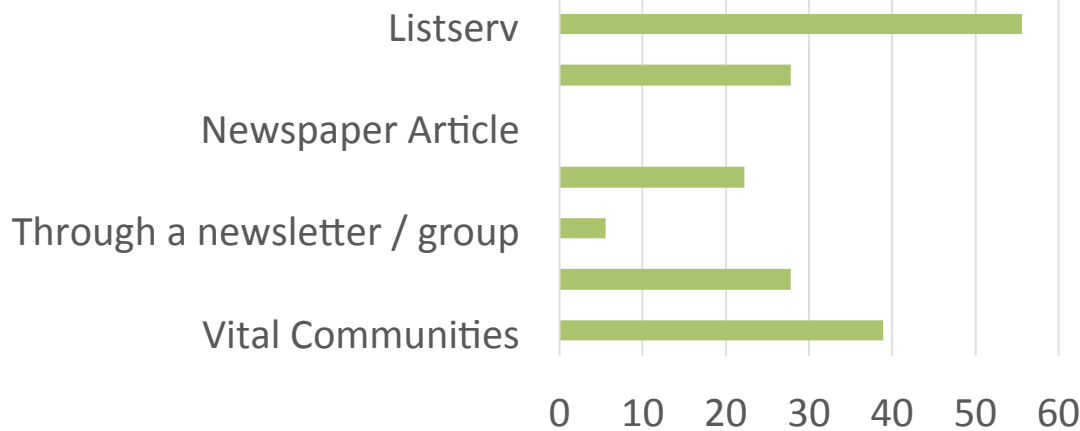
Randolph, Brookfield, & Braintree



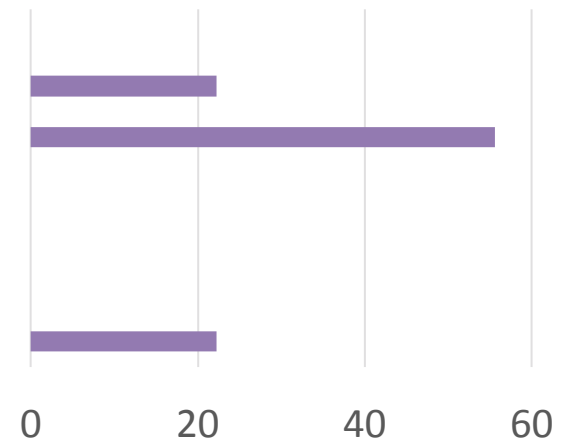
Hanover



Orford



Pomfret & Woodstock





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Solarize Gets People TALKING

Encouraged a Neighbor to Get a Site Visit
50% of Leads, 69% of Customers

Talked to Someone About Their Decision
72% of Leads, 86% of Customers



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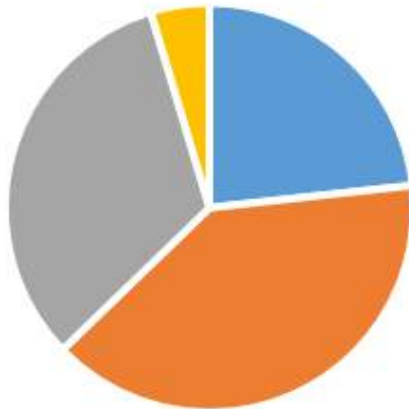
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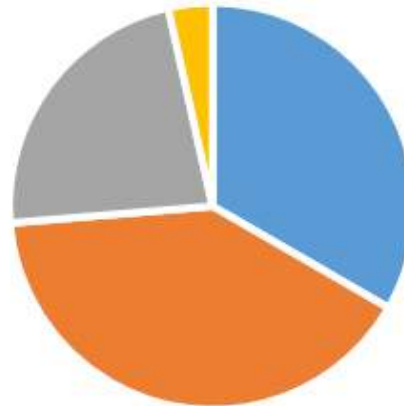
Fence-sitters and Skeptics

Figure 2: Participants' Views on Solar Prior to Solarize

Leads



Customers



- Didn't think it was a realistic possibility
- Figured I would do it eventually
- Figured I would do it in the next few years
- I was already planning on going solar this year



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Outreach Campaigns

- Be FOCUSED – (no scatter shots, please)
- What is the ACTION you want to promote?
- Make it SIMPLE to take action.
- Have a START and END date.
- Try to negotiate a SPECIAL OFFER.
- Get beyond the choir.



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Thank You!

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