

Solarize Norwich

Norwich Energy Committee Campaigns:
2012 & 2013



Why “solarize”?

Why 90% renewable by 2050?

Current path of carbon emissions means we will go far beyond 2 C (3.6 F) increase in average temperatures, the limit usually cited as maximum non-disastrous increase.

Vigorous action required at all levels of society, from policy to personal lives.

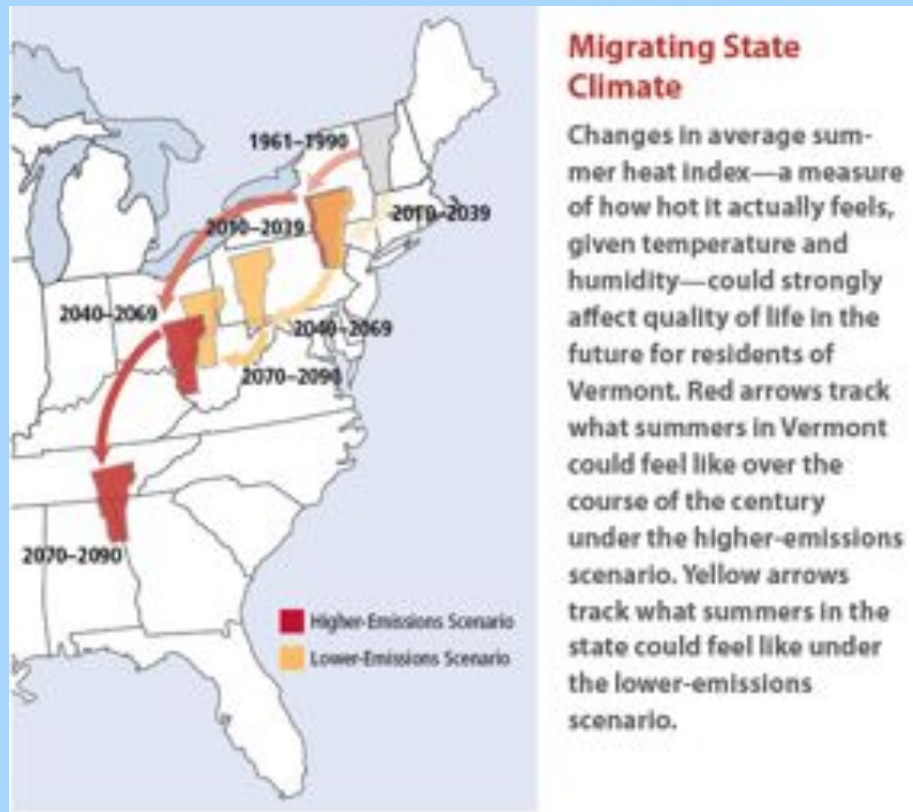
Why “solarize”?

Why 90% renewable by 2050?

To stabilize temperature, global climate emissions must **peak within 5-10 years** and **decline rapidly** every year thereafter.

(To energize—or scare the pants off—you, Google “Dave Roberts TED talk”.)

Union of Concerned Scientists Report: Confronting Climate Change in the U.S. Northeast



Why “solarize”?

Why 90% renewable by 2050?

Vermont Comprehensive Energy Plan
goal: 90% of **all** energy used in state
from renewable sources by year 2050.

Norwich Energy Committee goal:
support the state plan at the town
level.

Norwich Energy Plan

90% RE by 2050

- Electricity—PV for residences, municipal facilities, school
- Heating—home audits/weatherization, solar hot water, district heating
- Transportation—public transit, EVs, sidewalks, carpooling

What is Solarize Norwich?

- Norwich Energy Committee's campaign to promote residential renewable energy use
- To achieve 90% renewable energy in Norwich by 2050 will require 32 residential installations/year
- Pre-campaign: 31 homeowners had installed solar electric panels (~143 kW total)

Solarize Norwich 2011-2012

- Proposal from installer, ReKnew Energy
- Relationship from previous solar project
- Compared \$/watt with VPIRG Solar Communities pricing
- Initial idea: tiered pricing ... more homeowners sign up => even lower price
- Quickly dropped this approach: too confusing for homeowners
- One discounted price, roof mount = \$4.80/watt (compared to typical \$6/watt)

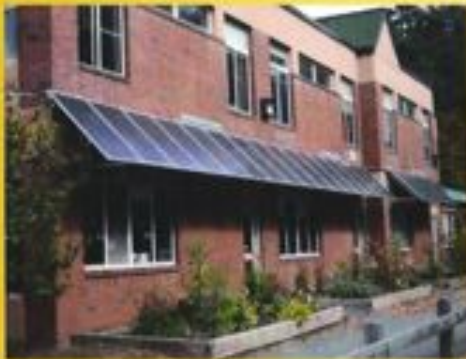
Solarize Norwich 2011-2012

- Kick-off presentation October 4, 2011
~60 attendees
- ReKnew postcard mailing/posters
- Open Houses
December—4 attendees
January—30+ attendees
- Town listserv postings
- Campaign deadline: end of January

Solarize Norwich 2011-2012

Solarize Norwich!


Program Deadline Has Been Extended
to January 31, 2012 !



Norwich Energy Committee has worked with ReKnew Energy Systems to dramatically reduce the cost of solar to Norwich residents for a limited time.

- ◆ 30% Federal tax credit
- ◆ 15% State rebate
- ◆ Financing options
- ◆ Group buying to save money
- ◆ Community project pricing to individual homeowners
- ◆ Exceeds best value offer in Vermont

Norwich residents are signing up now - don't miss your chance. Ask ReKnew about how PV works, its economic and environmental benefits, federal and state incentives and financing options. This program will be offered for a limited time; contact ReKnew to learn more.

ReKnew Energy Systems 

1-866-312-7673

www.SolarizeNorwich.com

We're having a house party on Sunday Dec. 11. Come see how a real system in Norwich works for your neighbor.

Space is limited, call now to RSVP.

Solarize Norwich 2011-2012

End result:

+13 residential installations
... from 31 to 44 (+42%)

+ 64.3 kW installed capacity
... from 143 to 207 kW (+44%)

Solarize Norwich 2013

- Working with 2 installers, Norwich Technologies and Solaflect (co. heads from Norwich, facilities in WRJ)
- Norwich Technologies: fixed panels, either roof or ground, ~\$3.20/watt before tax credits
- Solaflect: dual-axis tracker, \$4.80/watt (cost/capacity calculation) or \$3.43/watt (cost/production calculation) before tax credits

Solarize Norwich 2013

- Kick-off presentation May 2013
~20 attendees
- Town list serv postings
- Outreach by installers
- No mailings, no open houses
(like the middle child?)

Solarize Norwich 2013

Results to date:

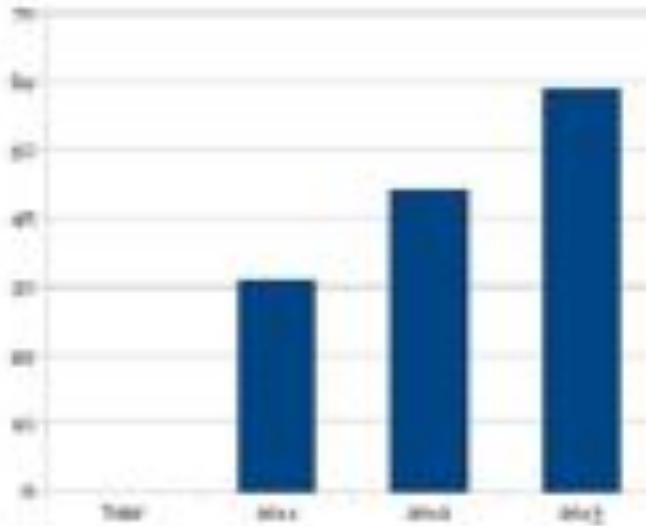
+13 residential installations
... from 46* to 59 (+28%)
... from orig 31 to 59 (+84%)

+ 60 kW installed capacity
... from 207 to 267 kW (+29%)
... from orig 143 to 267 kW (+87%)

(*extras from other installers!)

Solarize Norwich

Through the two rounds of this campaign ...



... residential solar electric installations have grown from

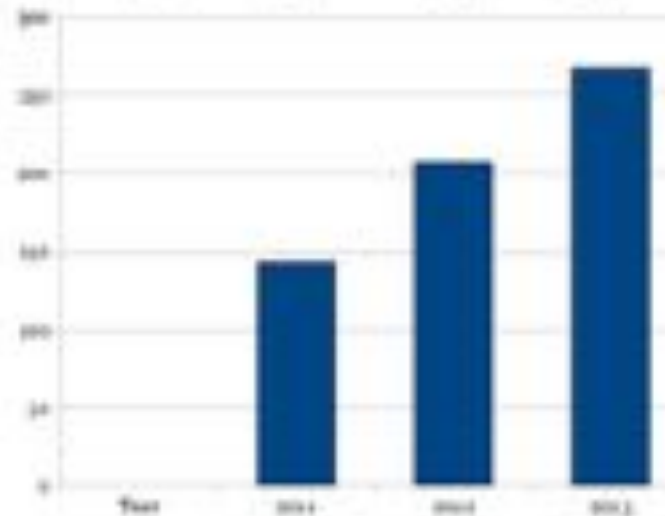
31

to

59,

which is an

84% increase



... and the total installed solar capacity in Norwich has grown from

143 kW

to

267 kW,

which is an

87% increase

Solarize Norwich observations

Benefits of having town committee take the lead on campaign

- less commercial, more trust
- simpler for homeowner
- community aspect: “solar is contagious”

Action steps are similar to Home Energy Challenge ... info meetings, open houses, case studies, neighbor-to-neighbor

Solarize Norwich future goals

- Continue with residential campaign
- Add an option for customers who can't install/add on own property? (ex: bad site, concerns about roof penetration, renters, EV drivers) via group net-metering project with Clean Energy Collective
- Continued support for net-metering solar project for Town facilities, financed by private developer

Norwich Energy Committee

- Alan Berolzheimer, chair
- Linda Gray
- Jonathan Teller-Elsberg
- Doug Iverson

lindacgray@gmail.com

norwichenergycommittee.wordpress.com