



DOE SunShot Grand Challenge Summit:

- *New Ideas for Seeding Your Solar Marketplace*

May 2014

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Vote Solar



VOTE SOLAR

Vote Solar

Vote Solar is a non-profit grassroots organization working to fight climate change and foster economic opportunity by bringing solar energy into the mainstream.

Since 2002 Vote Solar has engaged in state, local and federal advocacy campaigns to remove regulatory barriers and implement the key policies needed to bring solar to scale. www.votesolar.org



SIMPLIFY YOUR TOWN'S SOLAR PERMITTING PROCESS, HERE'S HOW:



1. Search the map to check out how solar permitting practices in cities and towns across the U.S. measure up to residential solar permitting [best practices](#).
2. If you don't see data entered for your city, help input the permitting information by clicking [here](#).
3. If your hometown isn't a residential solar permitting champion, use our permitting toolkit to help bring your municipality up to best practices. In the [toolkit](#) you'll find resources to help you work with city officials to make improvements.

Have questions on Project Permit? Email us at projectpermit@votesolar.org.



Vote Solar: GroupEnergy Program

- Barriers: High upfront cost; customer confusion & complexity

Goals:

- Engage employees / affinity group members in community /corporate sustainability goals.
- A discounted price achieved by pooling the purchasing power of the group.
- A coordinated outreach effort that engages the use of internal communication channels to reach the group.



Ex. San Francisco SunShares (2013)



SF Environment

Our home. Our city. Our planet.

A Department of the City and County of San Francisco




BUSINESS COUNCIL ON
CLIMATE CHANGE



UCSF



*Pacific Gas and
Electric Company*[®]

blue  of california



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Process – SF SunShares

Solicit Bids

- Step 1 – Technical advisor
 - Issue a Request for Proposals

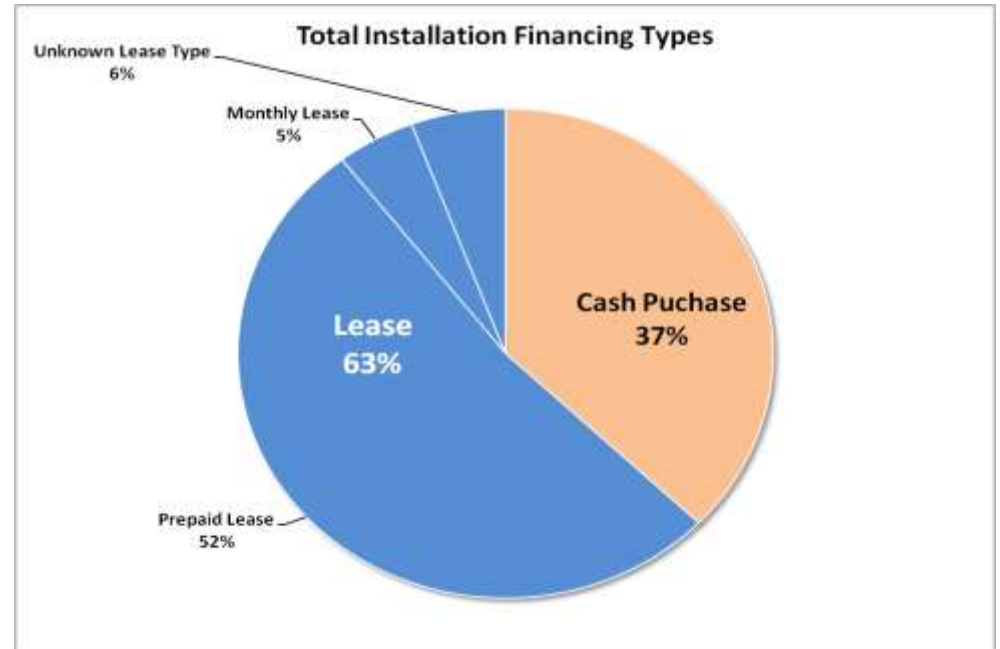
- Step 2 - Organize employee evaluation committee
 - Firms vetted based on experience, resources, longevity, equipment, warranties, customer service, financing options, pricing discounts.

- Step 3 – Firm selection

The screenshot displays the San Francisco SunShares website. At the top, the logo features a sun icon next to the text "San Francisco SunShares". Below the logo is a navigation bar with links for "Group Buy", "Learn More", "News", and "Have Questions?". The main content area includes a large orange graphic with a white circle containing a house icon and a plug. Text on the page describes the program as a new employee solar discount program. A "Sign up now. Obligation Free." button is visible. Below the main text are social media sharing options for Twitter and Facebook. At the bottom, a progress bar shows "Days Left to Join" at 38, "Group Members" at 434, and a "Registration Goal" bar.

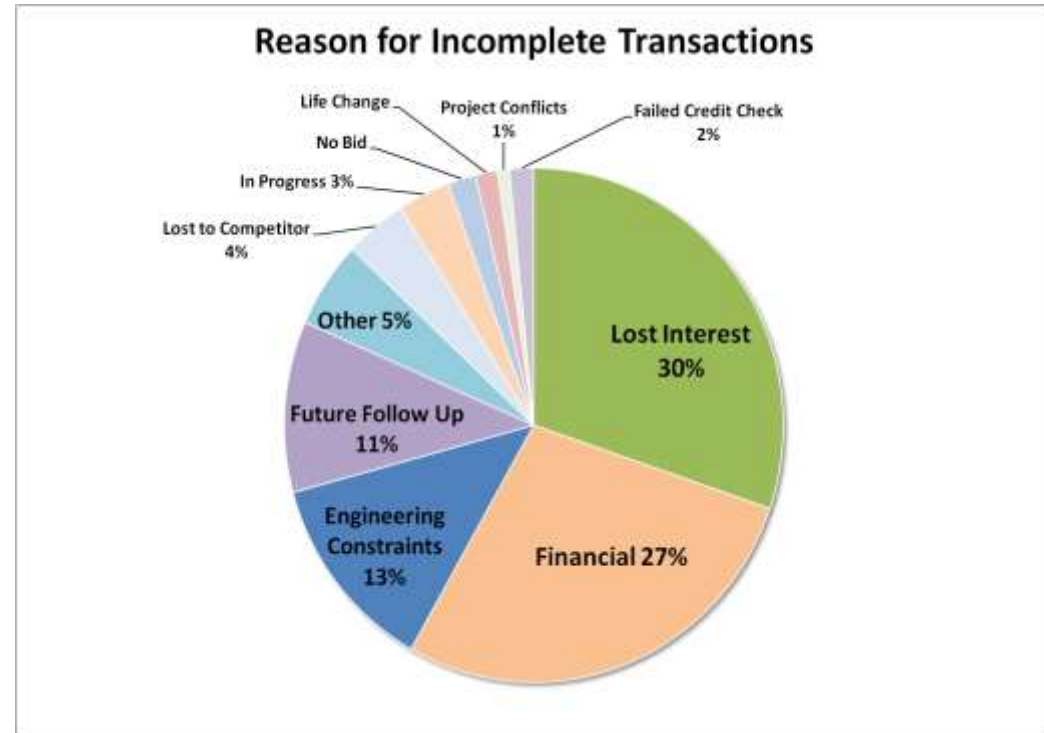
Key Findings: SF SunShares

- Pricing: \$3.61/watt installed
- 20% less than average cost in San Francisco Bay Area at the time.
- 875 participants, 105 installed (12%)
- 37% of installations were a cash purchase through REC Solar.
- 63% of installations were a lease, either prepaid or monthly, through SunRun.
- 83% of third-party financed system were prepaid lease.
- Average installed system size was 4.4 kW
- 465+ kW of capacity were installed through the program in 3 months.



Top Reasons for Lost Participants

1. Lost Interest (30%)
1. Financial Reasons (27%)
 - Too expensive
 - Could not secure financing
 - low bills
 - Insufficient ROI
 - Insufficient tax credit appetite
 - Economic uncertainty
3. Engineering Constraints (13%)
 - Poor location--shading, bad roof; design constraints
4. Future follow-up (11%)



Key Findings: SF SunShares

Participating Company / Organization

City & County of SF:

50 installations, 213.5 kW

Genentech:

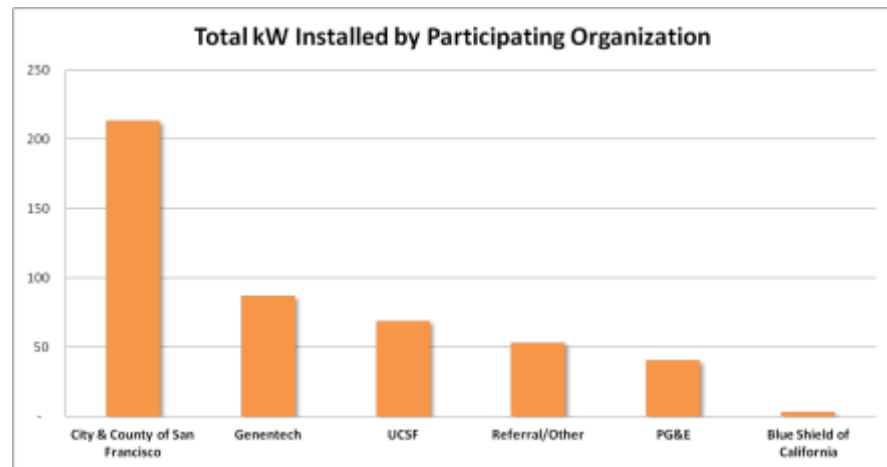
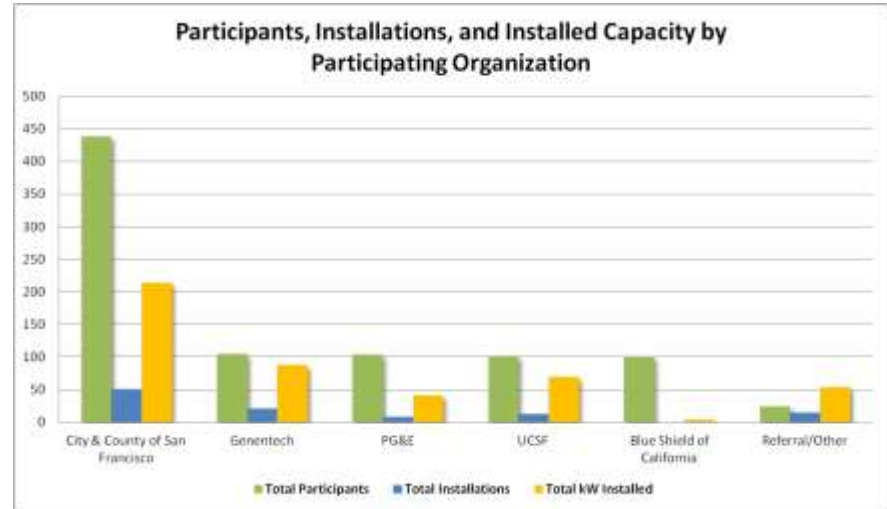
20 installations, 87.3 kW

UCSF: 12 installations, 69.0 kW

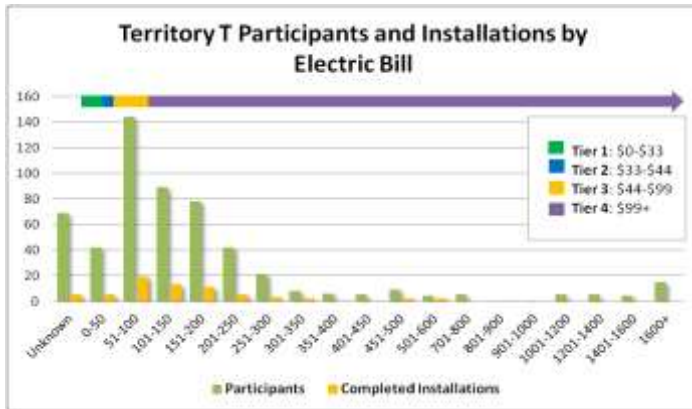
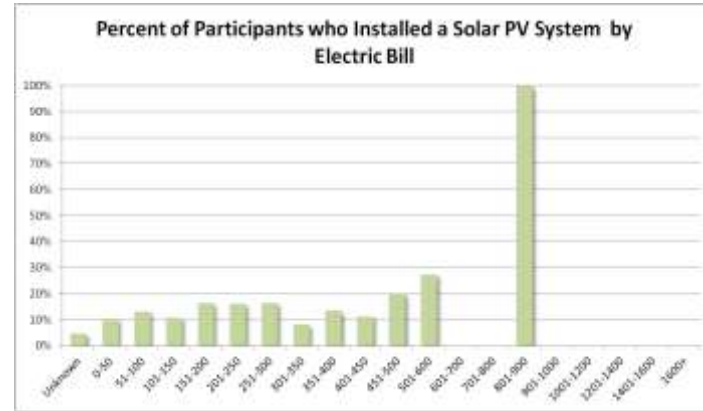
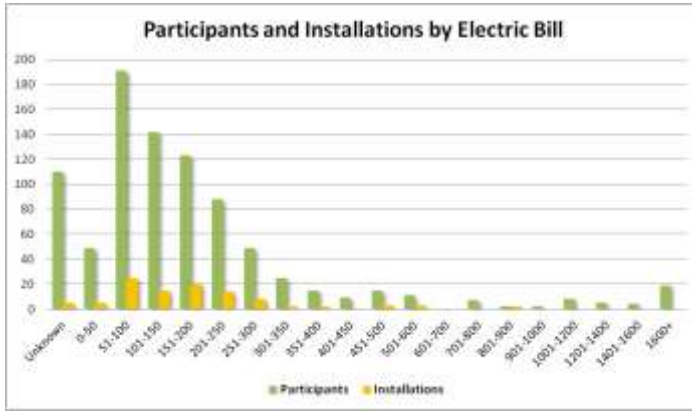
PG&E: 8 installations, 40.61 kW

Blue Shield of California: 3.06 kW

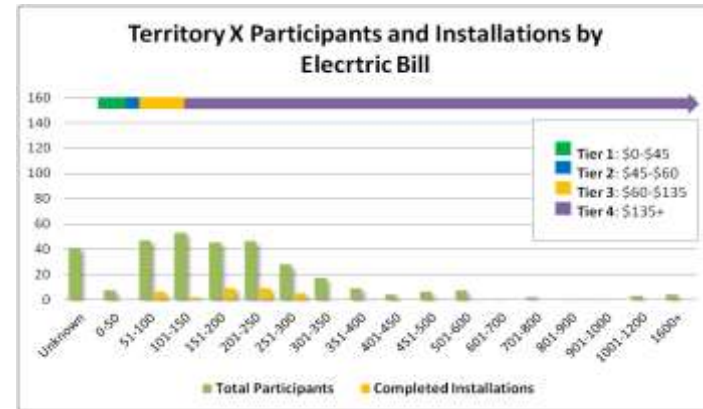
Referrals: 14 installations, 53.43 kW



Key Findings: SF SunShares



Territory T includes San Francisco, Alameda, and San Mateo*

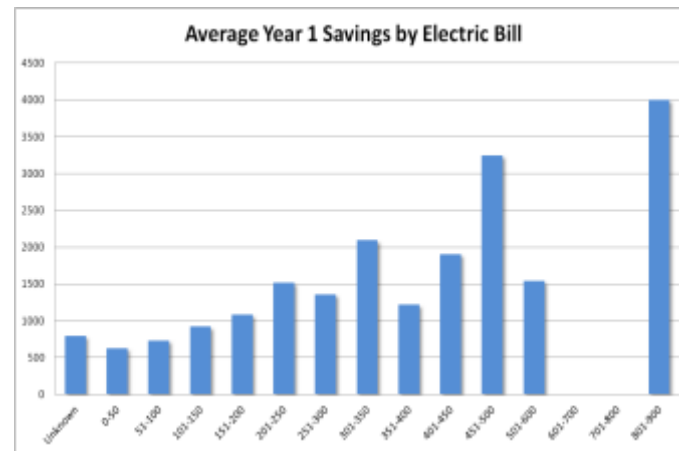
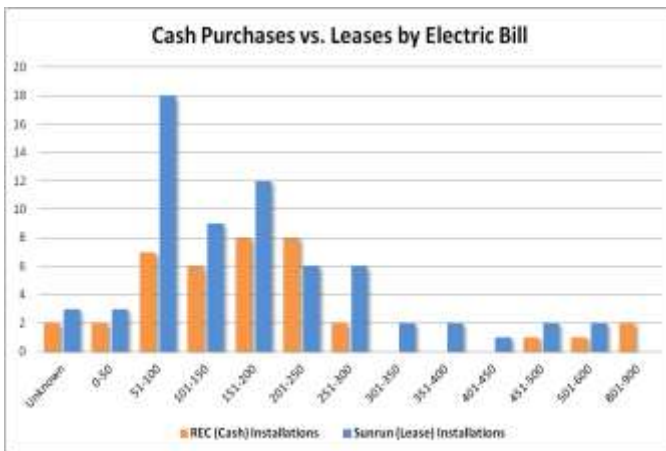
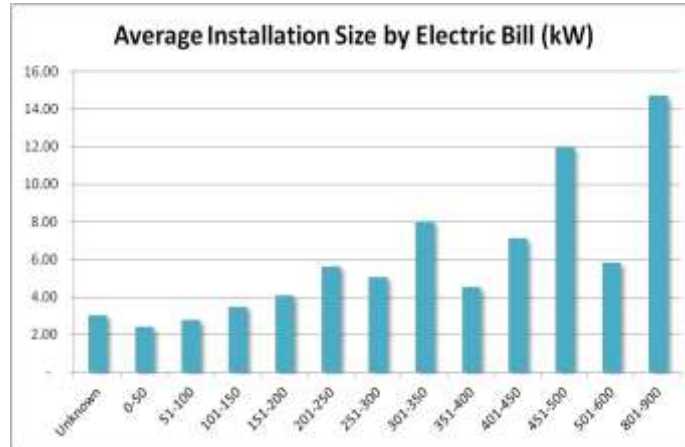
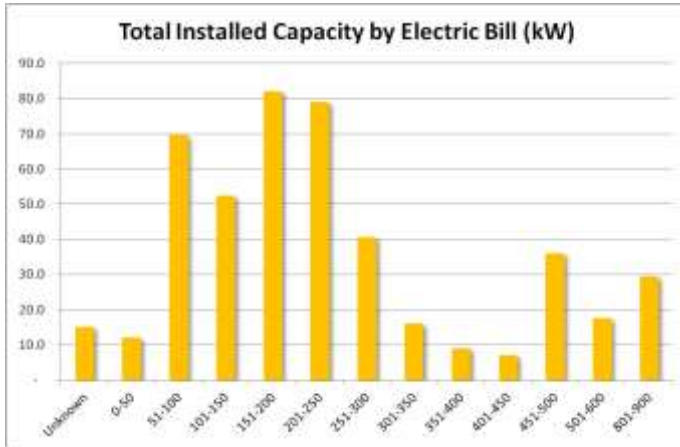


Territory X includes Contra Costa, Napa, Marin, Santa Clara, Sonoma, San Joaquin, Yolo, and Solano*

Conversion rates (installations out of total participating homes) ranged from 10-16% for tier 1, 2 and 3 customers. The highest conversion rates (23%) were for homes with bills between \$450-\$600 per month. Despite having the highest potential payback, homes with very high bills (over \$600/month) had the lowest conversion rate (only 2 out of 48 such homes installed solar through the program).



Key Findings: SF SunShares



What's Next? – Hard to do places

Solar Chicago

Launching June 2014

- City of Chicago
- WWF Earth Hour grant
- Vote Solar
 - Program Administrator
 - Train the Trainer
 - ELPC - Outreach
- Government (City / State / Federal – 100,000 employees)
- Health Care – 17,000 employees
- Higher Education – 10,000 employees
- General outreach – Chicago Metro Area



Participating Partners



Questions

- How do we increase conversion rates?
- What is the messaging / social media tool that engages the community?
- Or, in an evolving market that we will see high conversion rates because there are still early adopters?
- How best do we challenge neighboring communities to streamline permitting processes via Solar Chicago?
- Going forward, how could enhanced partnerships with “soft cost scientists” be valuable?
 - Ex. DOE SEEDS grant: Wharton, Sandia & CCSE.



Thank you!

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