



Solarize – the game changer in Oregon

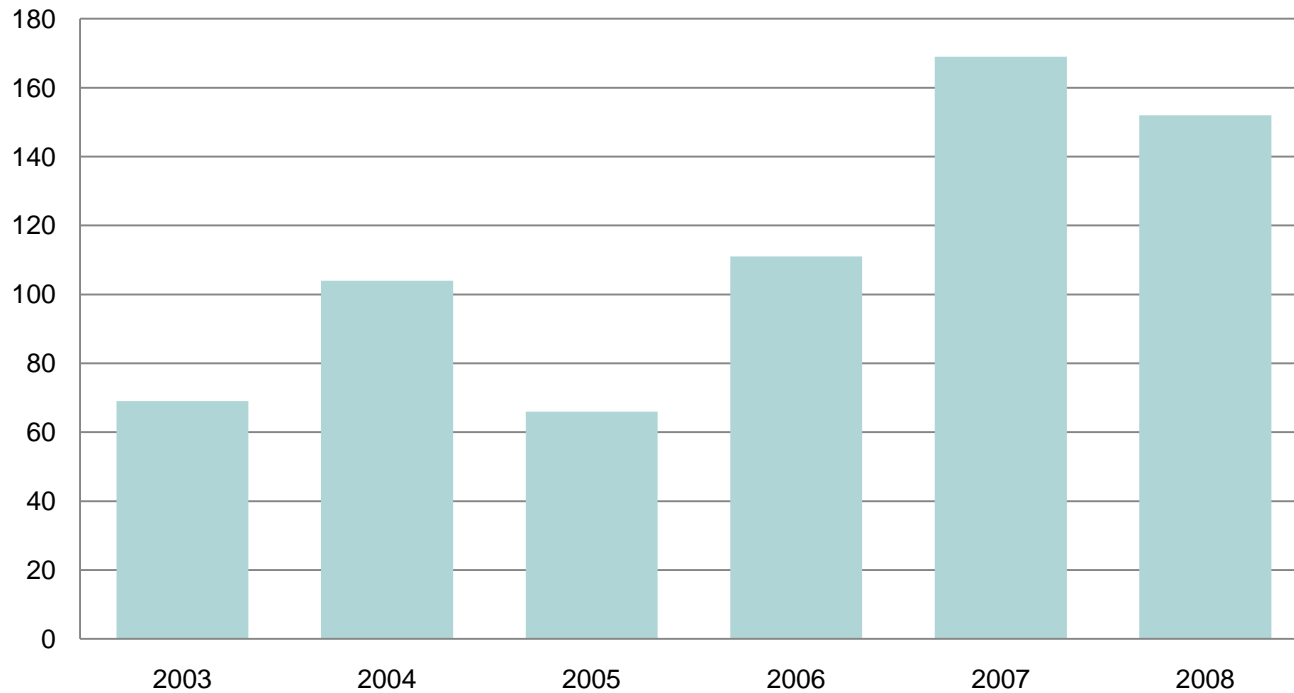
Kacia Brockman
Sr. Solar Program Manager





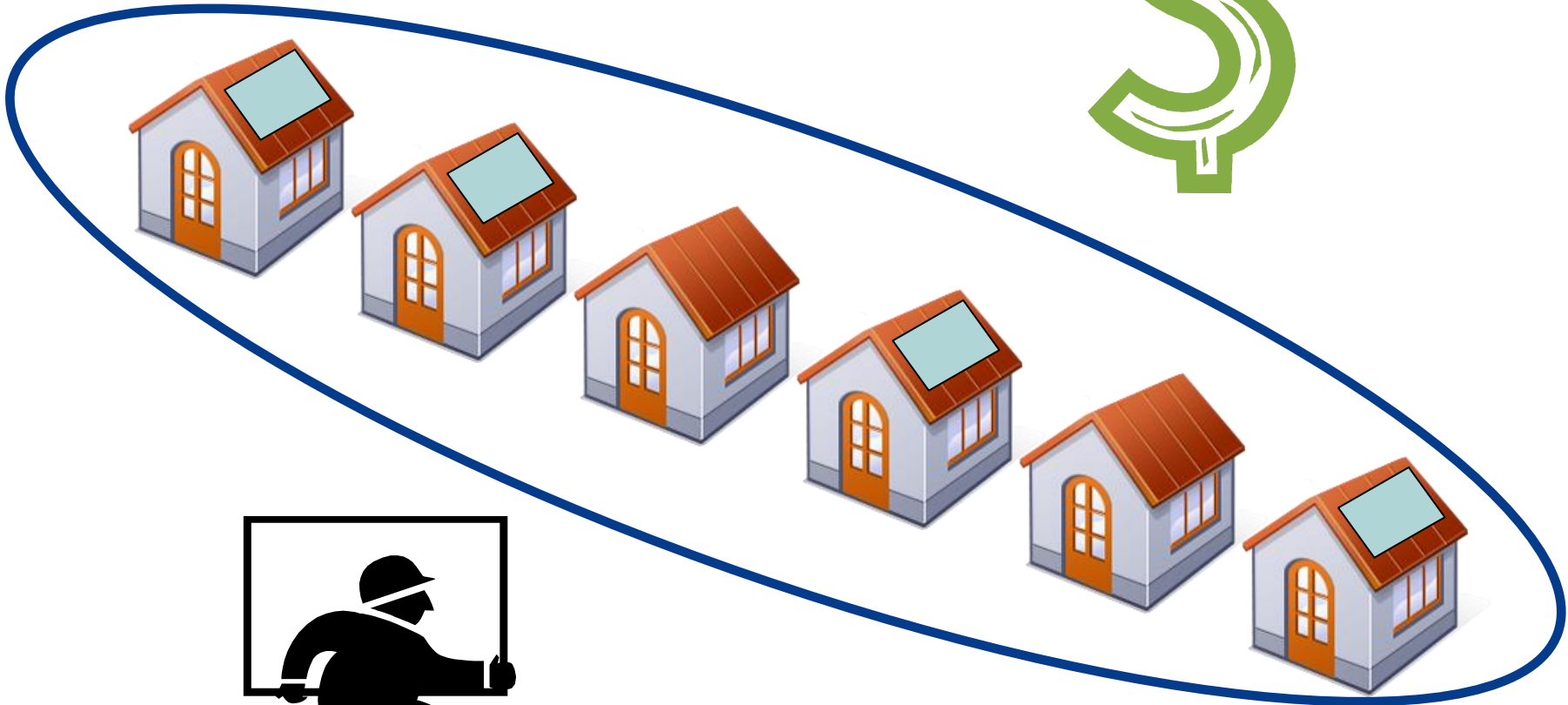
PV program: interest \neq action

residential installations



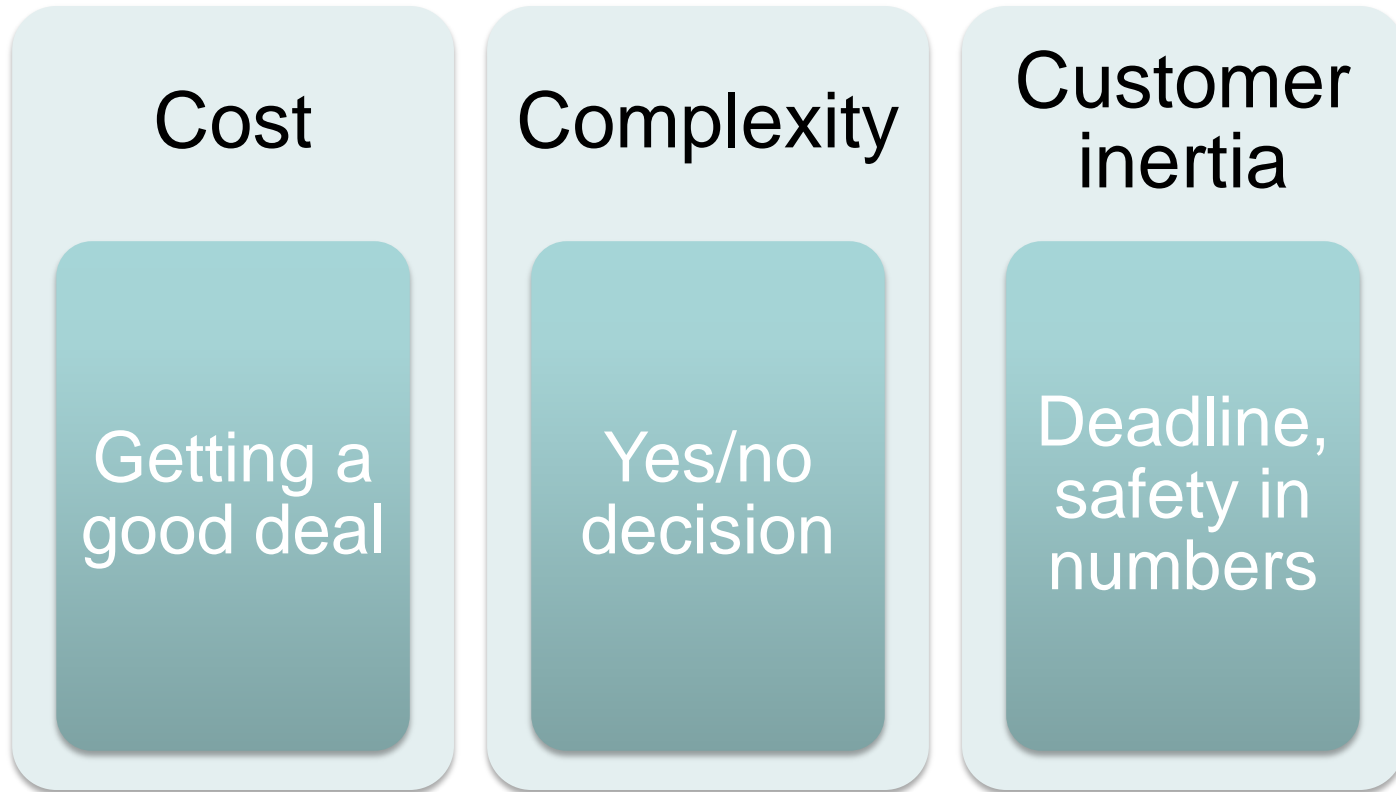


Solarize model



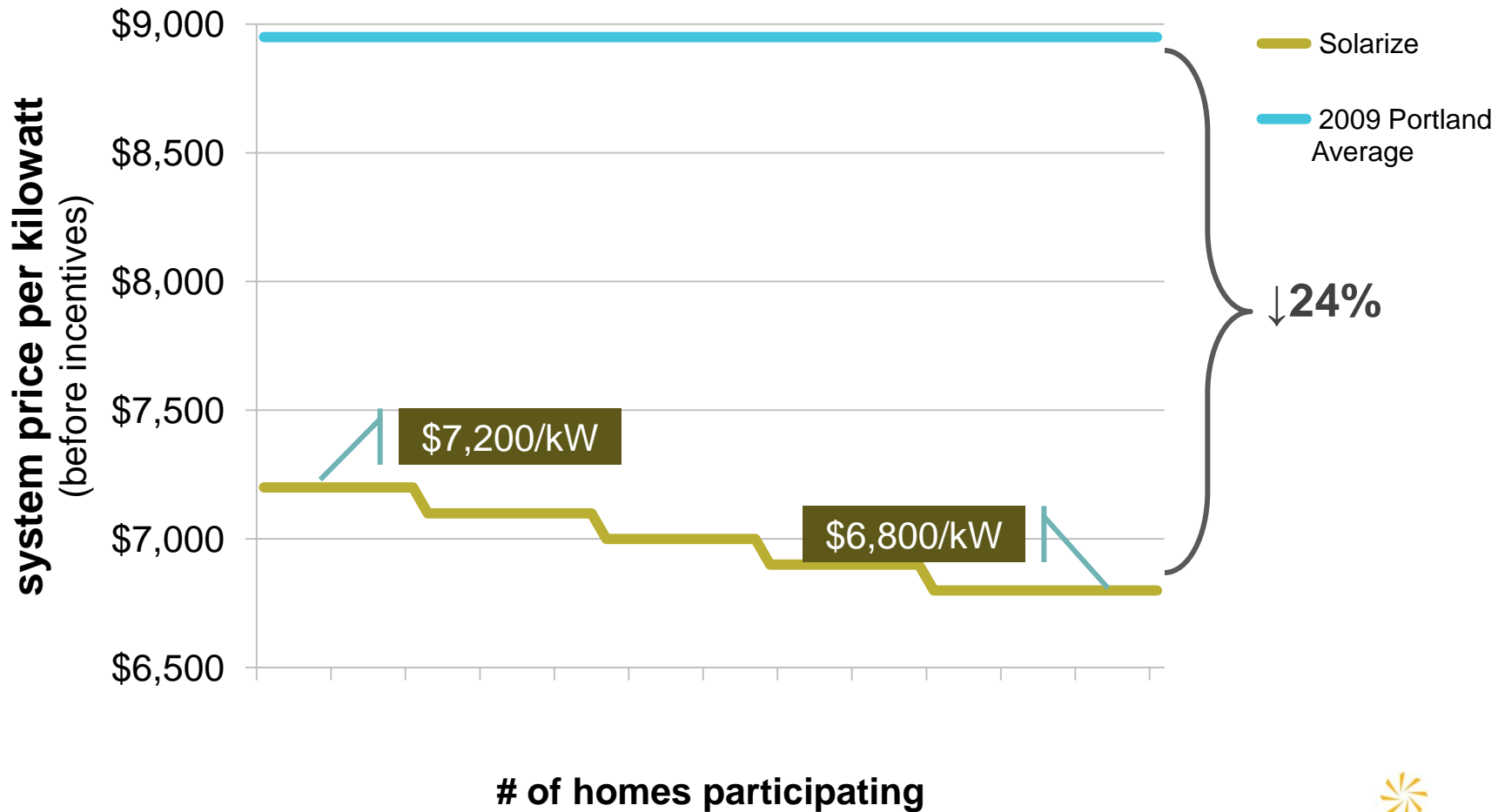


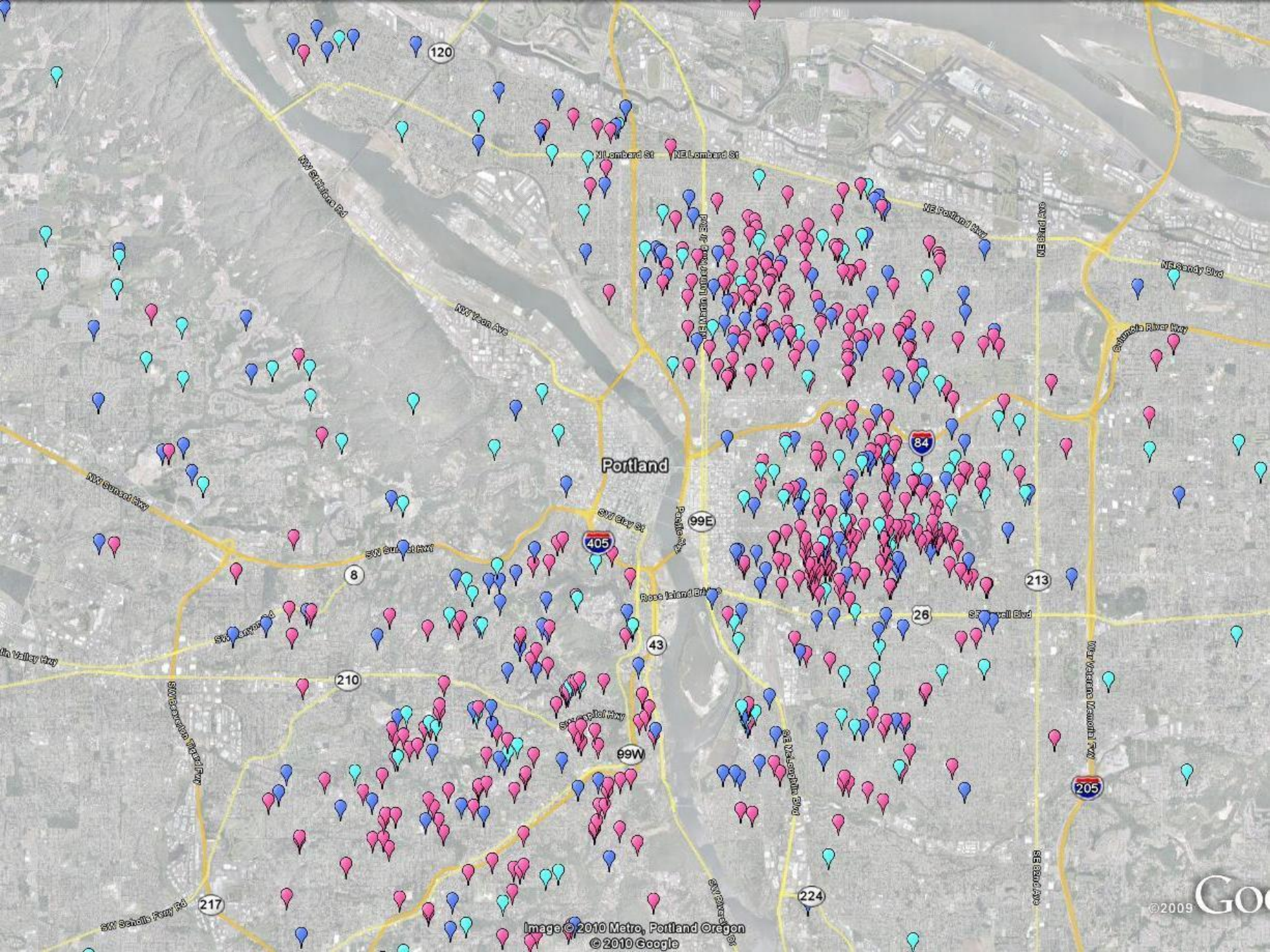
Market barriers addressed





A good deal







Essential elements of Solarize model



Competitive contractor selection



Community-led outreach

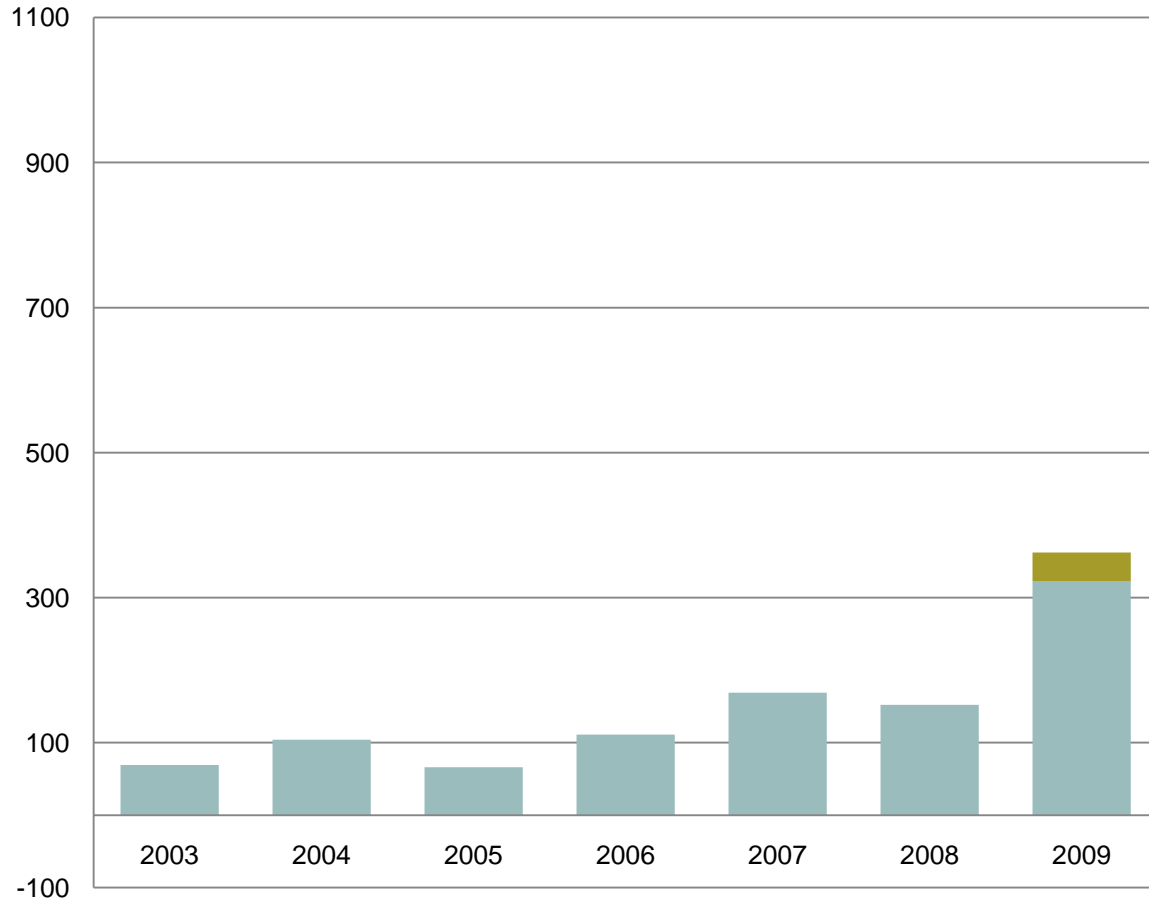


Limited-time offer



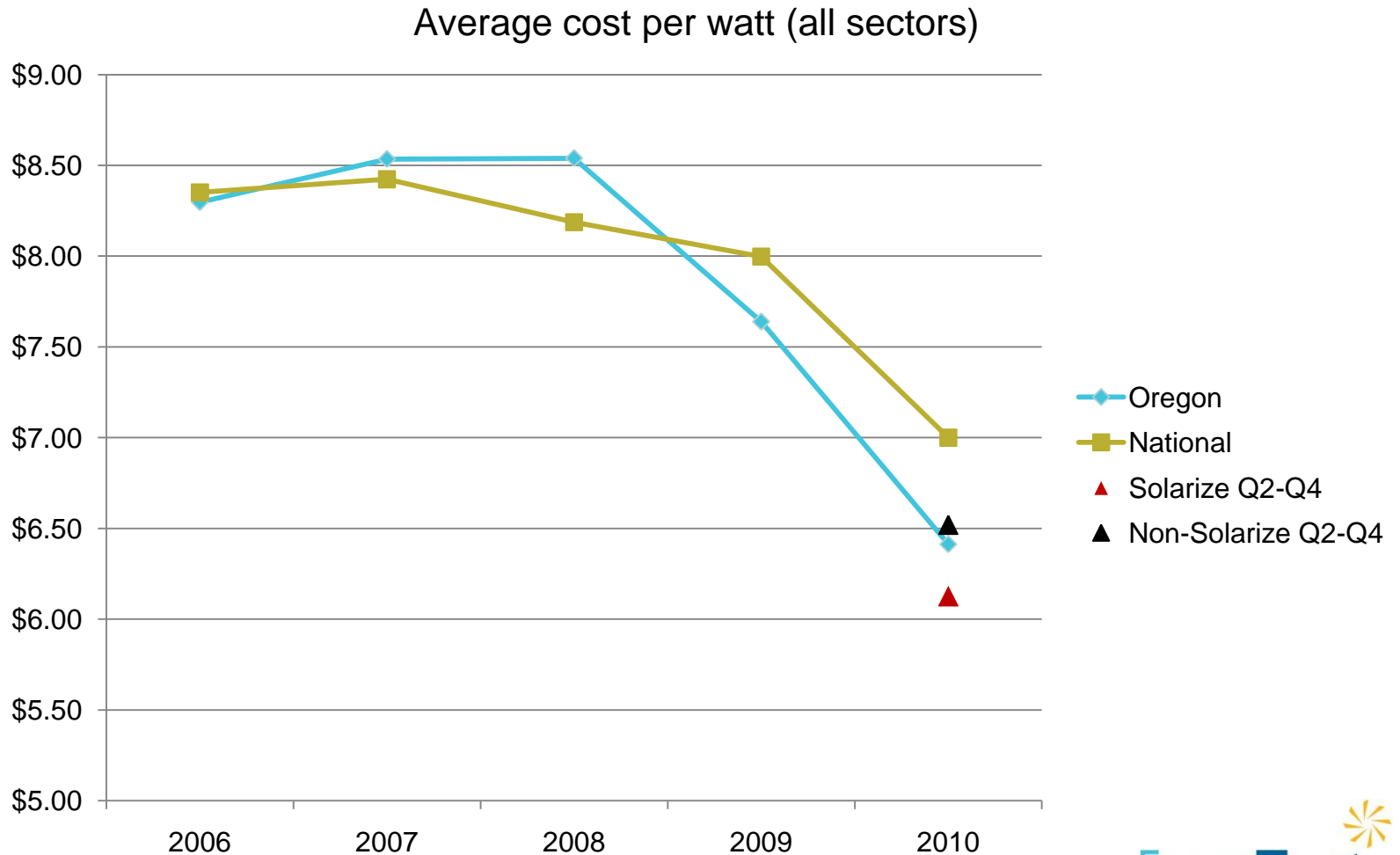
Results: increased installations

residential installations





Results: decreased market prices





Results: interest to action

Increased solar
visibility in
community

Decreased
decision
making time





Future challenges

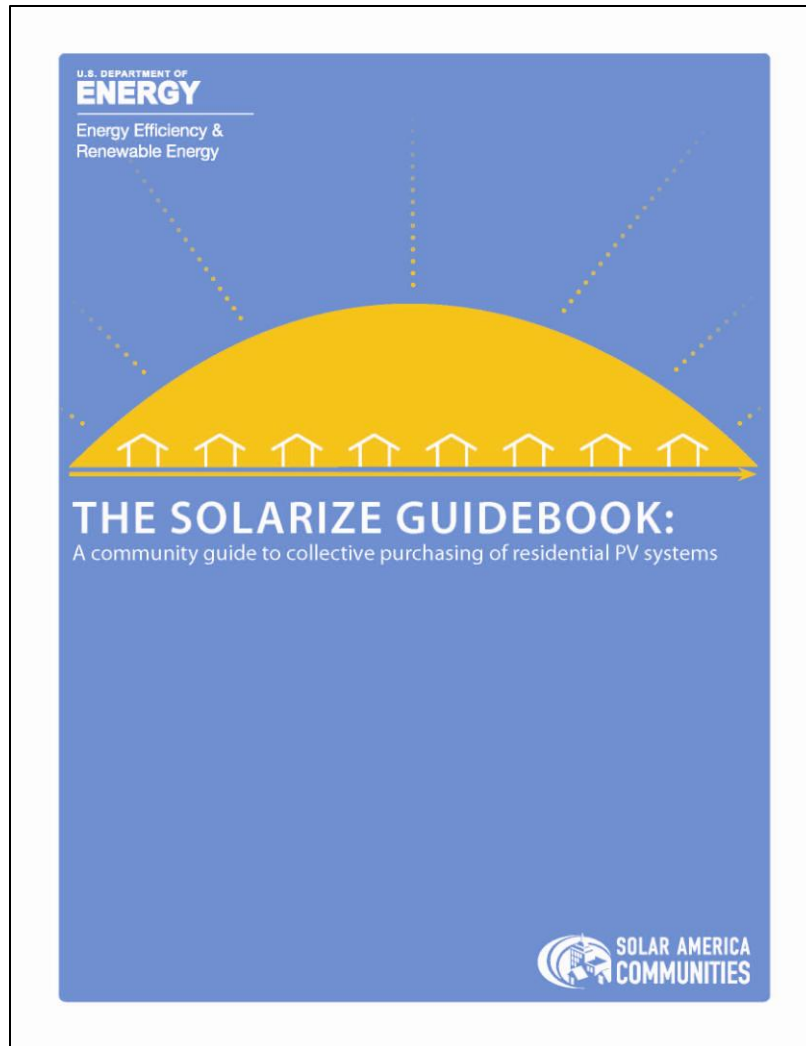
Funding for
project
management

Expectation
for low prices

More
choices for
customer



The Solarize Guidebook



The Solarize Guidebook:
A community guide to
collective purchasing of
residential PV systems

Free download:
www.energytrust.org

Special thanks to:
City of Portland Bureau of
Planning and Sustainability



Thank you!

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