

A photograph of a person in a red shirt and dark pants standing on a red ladder, installing solar panels on the roof of a white house. The house has a gabled roof and a dormer window. The background shows a clear blue sky with some light clouds. The image is used as a background for a presentation slide.

Solar Kane County A Solar Group Buy Program

Andris Slokenbergs

Solar PV Installations To Date

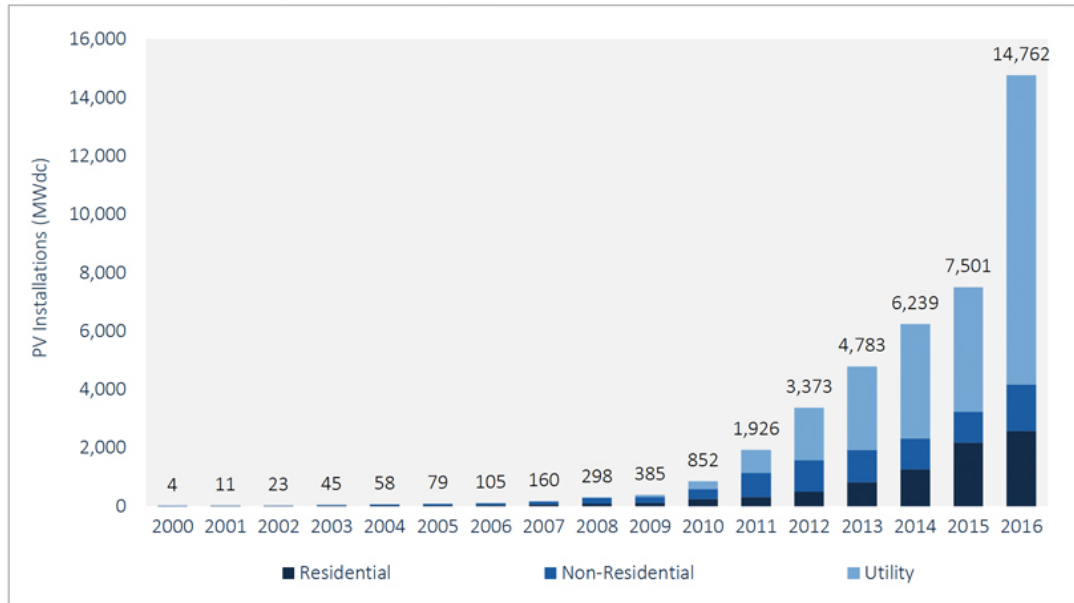
- Now over 44.7 GW of solar PV installed in US
- Enough to power over 8.7 million homes
- For the first time ever, solar ranked as the No. 1 source of new electric generating capacity additions brought on-line on an annual basis at 39% in 2016. SEIA Solar Market Insight Report



**A NEW
SOLAR ARRAY
IS INSTALLED
EVERY
84 SECONDS
IN THE U.S.**

Annual US PV Installations 2000-2016

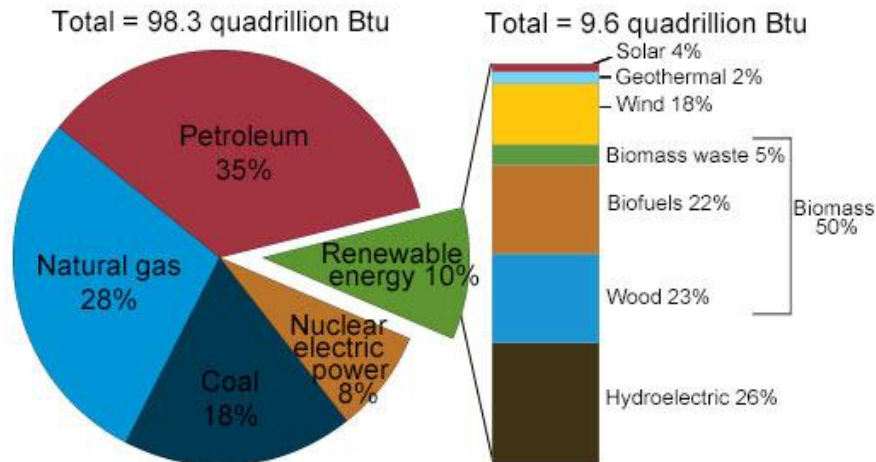
Figure 1.1 Annual U.S. Solar PV Installations, 2000-2016



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gtmresearch SEIA Solar Energy Industries Association

U.S. energy consumption by energy source, 2014



Note: Sum of components may not equal 100% as a result of independent rounding.

Source: U.S. Energy Information Administration, *Monthly Energy Review*, Table 1.3 and 10.1 (March 2015), preliminary data

eia

Despite strong growth in the solar industry, solar PV still accounts for only a fraction of a percent of our overall energy supply.

What is a group buy?

Lower Prices through:

1. Competitive Contractor Selection
2. Community-Led Outreach
3. Limited-time Offering
4. Strong Customer Education
5. Economy of Scale

Solar Group Buys



Solarize
Montgomery

Solar
Urbana-Champaign

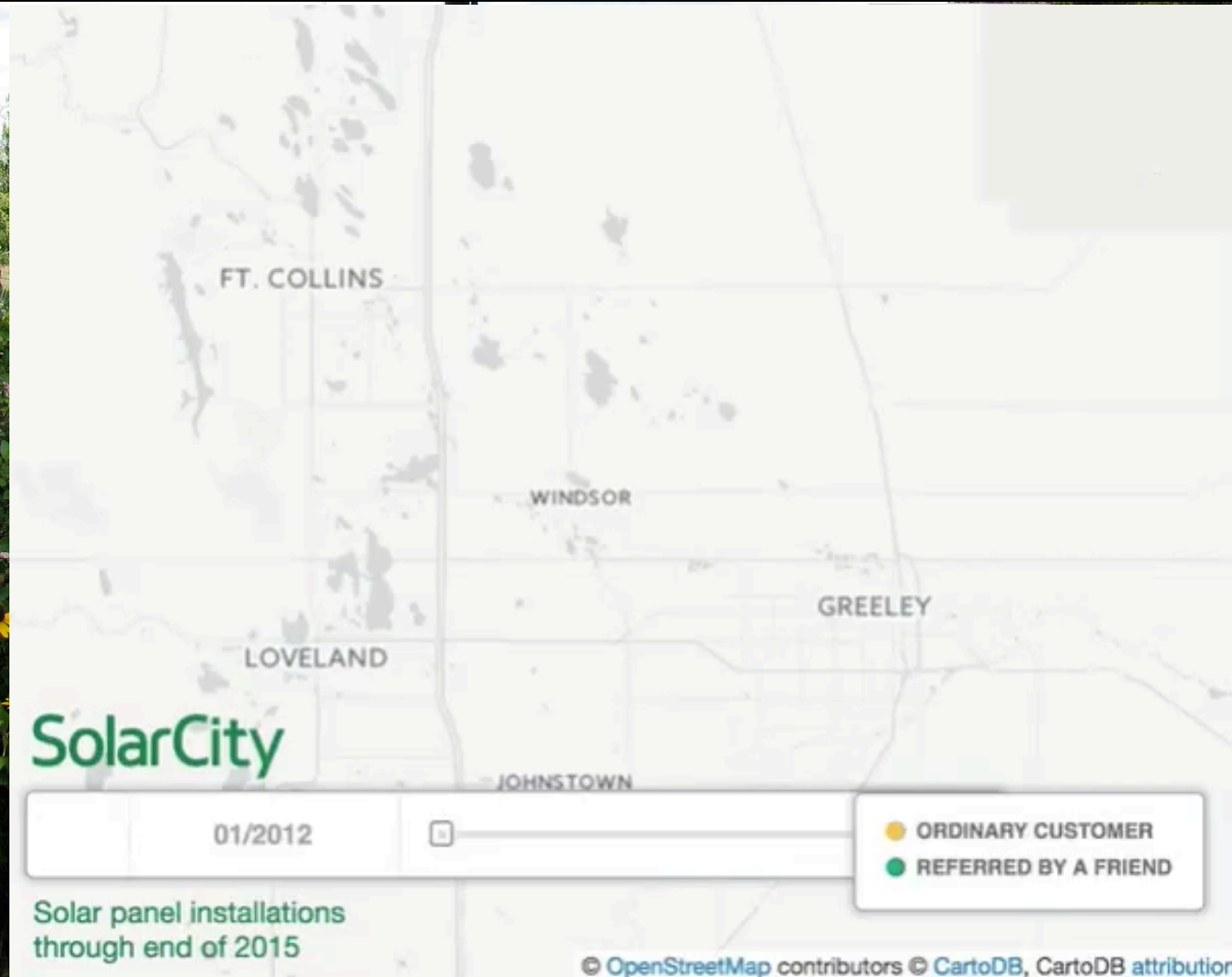
Guiding Principles

- Customers adopt solar when their neighbors or others in close **proximity** adopt solar.*
- The presence of **affinity groups** that advocate for solar lead to more installations in a given area.
- **Discounts with deadlines** help a greater number of people decide that “now is the time.”

*Graziano, Marcello, and Kenneth Gillingham. "Spatial patterns of solar photovoltaic system adoption: the influence of neighbors and the built environment." *Journal of Economic Geography* 15.4 (2015): 815-839., Bollinger, Bryan, and Kenneth Gillingham. "Peer effects in the diffusion of solar photovoltaic panels." *Marketing Science* 31.6 (2012): 900-912.

Contagion: Adding one rooftop system on a block increased the average number of installations within a half-mile radius by 0.44.

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Structuring Collective Action

- Grassroots Program
- Tiered Pricing
50 kW | 150 kW | 250 kW | +++
- More participants means lower pricing for all



Two Phases

Phase I: Planning (6-8 weeks)

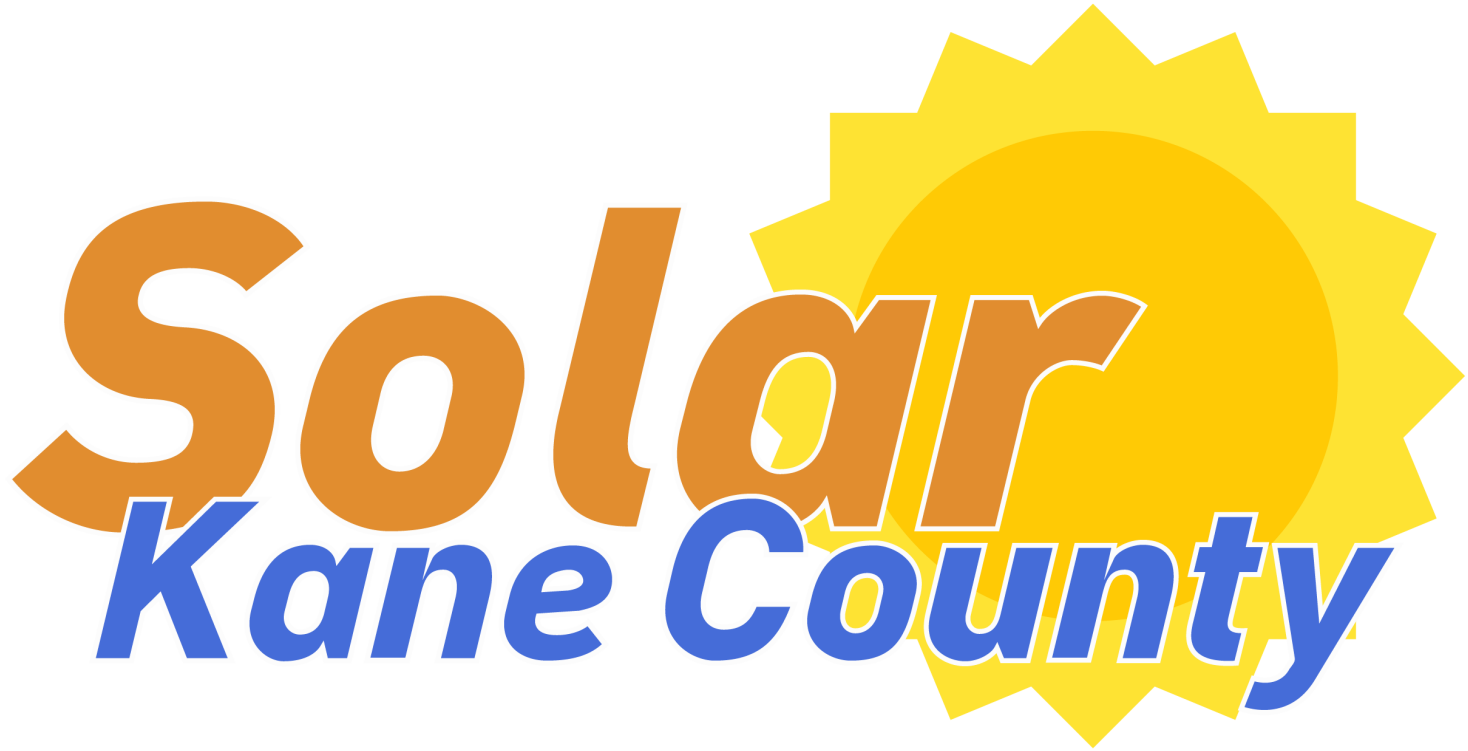
1. Identify local partners and advisory team
2. Select installer(s)
3. Schedule outreach sessions
4. Develop brand

Phase II: Execution (16-20 weeks)

1. Deliver outreach sessions
2. Document and promote progress
3. Ongoing press and promotions
4. Install solar



Keep an eye out for



this spring!