

solarize northwest

Powered by Spark Northwest



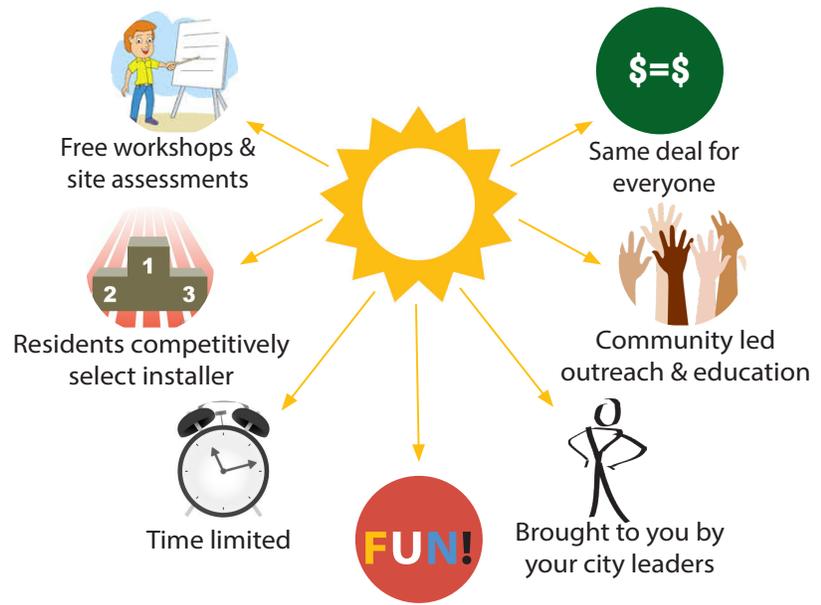
Solarize Mercer Island nearly tripled solar capacity in the community, engaged hundreds of citizens, seeded a community solar array on City Hall, and now serves as a model project for King County-Cities Climate Collaboration.

 Spark
Northwest

www.sparknorthwest.org

What is Solarize?

Solarize is a group purchase program designed to **simplify investing in solar energy**. The campaign organizes a volunteer committee of residents to competitively select a solar installer who agrees to fixed pricing. At a series of free educational workshops participants can learn about the technology, incentives, and financing options. If interested, participants can then sign up for a free site assessment and are guaranteed the Solarize price, if they sign a contract within the campaign timeline.



Roles

Spark Northwest's role is to support the project manager in every aspect of the program. We provide training, technical assistance, and workshop presentations. We work with a designated project manager from within the local government, whose role is to align staff, manage relationships with volunteers and participants, spearhead campaign promotion, and maintain energy for success.

	NWSEED	City	Installer	Volunteers	Utility
Project Management		Lead			
Contractor Selection				Lead	
Outreach & Marketing		Lead		Lead	
Volunteer Management		Lead		Lead	
Workshops	Lead		Lead		
Registration Database	Lead				
Site Assessments/Installations			Lead		

Support Lead

Timeline

Solarize is typically a 9 month outreach and education program:

Month	1	2	3	4	5	6	7	8	9
Plan	x	x	x						
Launch			x	x					
Outreach & Workshops				x	x	x	x	x	
Wrap up & Celebrate								x	x

Fact!

93% of Solarize Mercer Island participants said the program was worthwhile and interesting!

"Through Solarize, the City took a leadership role in helping our citizens reduce carbon pollution"
 -Ross Freeman, Sustainability Manager for City of Mercer Island

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The City of Mercer Island (the City) hired Spark Northwest to co-manage Solarize Mercer Island in 2014. Their goal of 30 new solar installations was blown away when 42 homes and one business Solarized! Solarize was the City's answer to the growing interest in locally produced renewable energy.

Keys to Success



Tailored Training: Spark Northwest provides training for all staff & volunteers involved to kick off the campaign.

Dedicated Leadership: The City of Mercer Island's sustainability manager led the program from start to finish.

Broad Commitment: The City made sustainability a priority so staff across departments were able to contribute to its Solarize campaign.

Volunteer Engagement: The City recruited volunteers for Contractor Selection and Outreach committees.

*"Being part of a program with a community-vetted contractor helped tip me to take action."
-Solarize Participant*

Solarize Legacy

Leadership in sustainability: Solarize Mercer Island serves as an example strategy for the King County-Cities Climate Collaboration (K4C)

Smaller GHG footprint: Solarize avoided 205 metric tons of carbon emissions, equivalent to eliminating 43 passenger cars a year.

First Community Solar Project: For exceeding its goals, the City won a small solar installation at City Hall. This served as the "seed" for its first Community Solar Project.

Outreach innovation: Solarize offers room for creative outreach. The City tasked its GIS department to help with targeted marketing.



Customized mailer targeted to sunny sites

Solarize Mercer Island Metrics	
Volunteers	14
Workshop Attendees	204
Workshops & Webinars	5
Site Assessments	147
Total New Solar Installs	43
Total kW Installed	297
Total \$ Spent Locally	\$1,336,295
Solarize Discount	12%

Fact!

Prior to Solarize, Mercer Island had only 32 grid-tied systems!



Did Solarize Help the City Reach Sustainability Goals?

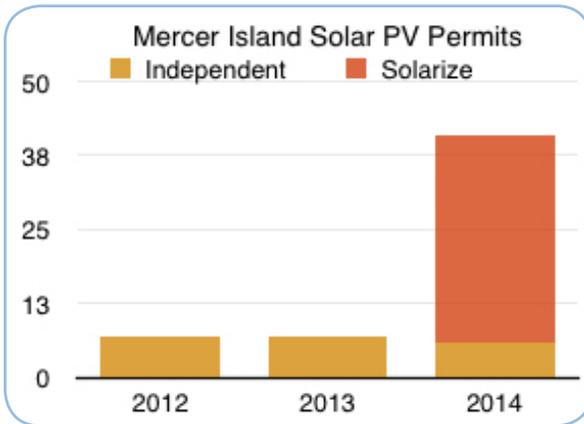
YES! The City exceeded its goals for greenhouse gas reductions and local energy generation. Solarize Mercer Island now serves as a case study for the King County- Cities Climate Collaboration, K4C.

How Did the City Fund the Effort?

The City contracted with Spark Northwest to provide program management, technical assistance, database management, marketing collateral, and workshop delivery. Funding can come from a variety of places, including grants and utility sponsorships.

Sources of Funding	Amount
NW Solar Communities Mini-Grant	+\$10,000
King Conservation District - Jurisdiction Grant	+\$10,000
Puget Sound Energy Sponsorship	+1,000
Enthusiastic & Engaged Volunteers	Priceless

What Was the Impact?



Solarize increased the City's solar capacity nearly three-fold and provided a high profile program that allowed the City to engage citizens on an issue of importance. The success of Solarize launched a Community Solar installation on City property.

Ready to Solarize?

Together, we can reduce your community's carbon footprint! Spark Northwest has launched **21** Solarize campaigns with community groups, utilities, & local governments. Contact us today to learn more about organizing a campaign for your jurisdiction.

www.sparknorthwest.org | www.solarizewa.org
(206) 328-2441, connect@sparknorthwest.org

By the Numbers

Spark Northwest's Solarize program has catalyzed:

- 21 campaigns**
- 955 solar homes and businesses**
- 4,359 educated**
- 29 green jobs created**
- \$21 million invested in local economy**