



# Powering Your Community With Solar:

## Overcoming Market and Implementation Barriers

### Lessons from successful Solarize campaigns help communities seize volume discounts through collective purchasing

The first Solarize program began in Portland, Oregon, as a grassroots campaign for collective

SunShot will work to bring down the full cost of solar—including the costs of solar cells and installation by focusing on four main pillars:

1. Technologies for solar cells and arrays that convert sunlight to energy;
2. Electronics that optimize the performance of the installation;
3. Improvements in the efficiency of solar manufacturing processes; and
4. Installation, design, and permitting for solar energy systems.

The DOE SunShot Initiative is a collaborative national initiative to make solar energy technologies cost-competitive with other forms of energy by reducing the cost of solar energy systems by about 75% by the end of the decade. Reducing the total installed cost for utility-scale solar electricity to roughly 6 cents per kilowatt hour without subsidies will result in rapid, large-scale adoption of solar electricity across the United States. Reaching this goal will re-establish American technological leadership, improve the nation's energy security, and strengthen U.S. economic competitiveness in the global clean energy race.

photovoltaics (PV) purchasing. With the success of this wildly popular program, dozens of communities, companies, and contractors across the United States have launched their own programs to buy PV in bulk and share the savings among participants. The U.S. Department of Energy's new ***Solarize Guidebook: A Community Guide to Collective Purchasing of Residential PV Systems*** is designed for "green" consumers, utilities, local governments, and community groups who want to replicate the success of the Solarize Portland model, overcome barriers to implementation, and permanently transform the market for solar energy in their communities.

The guide explores Portland's Solarize model and how neighborhoods in Massachusetts, Vermont, and California are building off of Portland's efforts. It also includes step-by-step plans for creating a successful program in six months or less and lessons learned across 1,960 existing Solarize installations nationwide.

#### Available for download:

<http://www.nrel.gov/docs/fy12osti/54738.pdf>

#### Learn About:

- Overcoming the three major market barriers
- Replicating the key elements of a successful Solarize program
- Selecting contractors and partners
- Conducting community outreach and education
- Pricing and financing projects.



#### Also available:

***A Guide to Community Shared Solar: Utility, Private, and Nonprofit Project Development*** helps communities navigate the complexities of implementing and financing shared solar systems.

<http://www.nrel.gov/docs/fy12osti/54570.pdf>

Sponsor: This publication was funded through the U.S. Department of Energy SunShot Initiative. To learn more, please visit [www.energy.gov/sunshot](http://www.energy.gov/sunshot).