Solarize – the game changer in Oregon

Kacia Brockman
Sr. Solar Program Manager
PV program: interest ≠ action

# residential installations

<table>
<thead>
<tr>
<th>Year</th>
<th># Residential Installations</th>
</tr>
</thead>
<tbody>
<tr>
<td>2003</td>
<td>60</td>
</tr>
<tr>
<td>2004</td>
<td>100</td>
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<tr>
<td>2005</td>
<td>70</td>
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<tr>
<td>2006</td>
<td>110</td>
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<tr>
<td>2007</td>
<td>160</td>
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<tr>
<td>2008</td>
<td>150</td>
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Solarize model
Market barriers addressed

- **Cost**: Getting a good deal
- **Complexity**: Yes/no decision
- **Customer inertia**: Deadline, safety in numbers
A good deal

- $7,200/kW (Solarize)
- $7,000/kW (2009 Portland Average)
- $6,800/kW

↓24%
Essential elements of Solarize model

- Competitive contractor selection
- Community-led outreach
- Limited-time offer
Results: increased installations

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<tr>
<td>2008</td>
<td>300</td>
</tr>
<tr>
<td>2009</td>
<td>900</td>
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Pendleton
Beaverton
Salem
NW Portland
SW Portland
NE Portland
SE Portland
Non-solarize

Energy Trust of Oregon
Results: decreased market prices

Average cost per watt (all sectors)

- Oregon
- National
- Solarize Q2-Q4
- Non-Solarize Q2-Q4

Year:
- 2006
- 2007
- 2008
- 2009
- 2010

Cost:
- $5.00
- $5.50
- $6.00
- $6.50
- $7.00
- $7.50
- $8.00
- $8.50
- $9.00
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

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Thank you!

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