

SOLAR FOR ALL HAMDEN

Campaign Summary Report

November 7th, 2018

¹ Solar for All Hamden Kickoff Event 5.22.2018 (left to right) Superintendent Jody Goeler, Hamden's Kathleen Schomaker, CT Green Bank CEO Bryan Garcia, DEEP Mary Sotos, PosiGen CEO Tom Neyhart, Governor Dan Malloy (photo cred: CT Green Bank)

EXECUTIVE SUMMARY

Solar for All Hamden is a collaborative effort among the Town of Hamden, PosiGen, the Connecticut Green Bank, and community leaders to bring solar and energy efficiency services to all Hamden residents. This community-focused energy campaign uses a grassroots outreach model to reach homeowners that can most benefit from energy savings, particularly those who have historically been left out of existing energy programs. The 4-month campaign commenced May 22nd with a kickoff meeting at the Keefe Community Center and, due to high resident interest, was extended to September 30th. With the help of the program partners, *Solar for All* Hamden maintained a continuous community presence, including five homeowner workshops and two solar show & tells, one of which was featured on News 8. The *Solar for All* model relies on municipal leadership and community connections to guide the hardworking PosiGen door knockers to reach more homeowners and go further than traditional marketing. Although paperwork is still being processed, the campaign reached 149 families, acquired 71 signed contracts, and 26 families have already been installed to date. Overall, the Hamden campaign was extremely successful at educating homeowners and bringing them into the program compared to similar efforts. Almost half of the families (48%) that signed up are low-to-moderate income (LMI) homeowners and are now on the path to energy affordability. PosiGen and the Green Bank would like to extend a special thank you to Mayor Curt Leng, Patrick Donnelly, Dale Kroop, Superintendent of Schools Jody Goeler, Adam Sendroff and the staff at the Keefe Center, for their support in making this program a success.

BACKGROUND

Solar for All is a [nationally recognized program](#), financed through a public-private partnership between PosiGen and the Connecticut Green Bank. *Solar for All* offers a no money down, no credit requirement solar lease with energy efficiency upgrades to lower the energy-cost burden for participating households. Through an alternative underwriting process, PosiGen is able to reduce barriers of traditional solar offerings. By offering energy efficiency services, participating homeowners are not only producing cheaper energy with solar, but also reducing their home's energy demand. A low, fixed-price monthly lease allows homeowners to avoid all upfront costs and enjoy a predictable payment for 20 years. The *Solar for All* initiative relies on a community-driven campaign style of marketing to reach homeowners in underserved markets. *Solar for All* campaigns have been run in Bridgeport, New Haven, New London, Hartford, Hamden, and soon-to-launch Greater Hartford.

Under Mayor Leng's leadership and with Legislative Council approval, Hamden has been quick to adopt energy conservation and sustainability programs; from concentrated efforts, like light bulb exchanges and Environmental Services Fairs, to participation in statewide programs. The town has streamlined solar installation processes earning national recognition with a SolSmart Silver designation. Between 2012 and 2016, through participation in the United Illuminating Clean Energy Communities program, Hamden has invested over \$2 million in energy efficiency upgrades, earning Energy Star certification for town and school buildings. These grants have also provided Home Energy Solutions audits for residents. Over the last 12 months, both Solarize and *Solar for All* campaigns to have taken place to drive residential solar adoption. The town is

currently participating in the Sustainable CT program to improve economic well-being, sustainability, and equity of the community through a voluntary certification.

Hamden signed on to participate in two rounds of the Solarize CT program in 2013 and 2017. Similar to *Solar for All*, Solarize Hamden was a community-supported solar campaign to promote residential solar adoption. The town selected a contractor and locked in preapproved pricing. These initial campaigns were effective at garnering community visibility and early adopters. To build on this success, town officials were interested in pursuing additional campaigns with more diverse offerings to generate more widespread participation.

The *Solar for All* initiative is also a community-supported campaign but presented a more accessible solar offering for homeowners that cannot afford the upfront costs of a solar purchase or take advantage of the federal tax credit. With PosiGen's no money down, no credit or income requirement, homeowners access a solar lease that lowers the financial barriers to entry for renewable energy, while offering energy efficiency services to reduce household energy consumption. The Connecticut Green Bank's residential incentive program approved PosiGen to offer an elevated incentive for low and moderate income-verified homeowners. *Solar for All* offers a highly accessible and affordable product with a focus on outreach to LMI communities. Since 2015 when *Solar for All* first launched, the state has closed the gap to reach parity in solar deployment, meaning we have equal levels of solar deployment in LMI households as non-LMI households.

The program aligned with Hamden's goals to increase renewable energy resources for LMI residents. After reviewing the contract and pricing, the town agreed to promote information about the program and assist with event planning and introductions to the community.

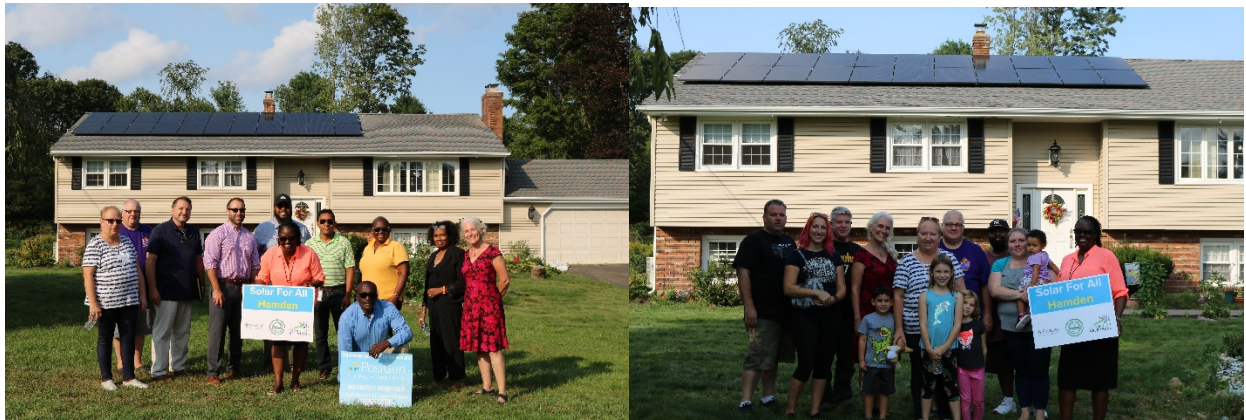
CAMPAIGN METHODS

The campaign was supported by staff from the Town of Hamden, PosiGen, and the Connecticut Green Bank. The Town of Hamden provided insight and introductions to the most effective community channels, while PosiGen and Green Bank were the boots on the ground creating the campaign's presence.

This campaign was anchored by 5 workshops, announcements on the Town of Hamden Facebook's page, and a continuous presence in the community through weekly tabling and neighborhood canvassing. Homeowner workshops held periodically throughout the campaign at the Hamden Government Center provided regular opportunities to learn details of the program and attracted a steady attendance of interested homeowners. The campaign was bolstered by regular tabling at the Keefe Community Center and the town's Farmer's Market to create a consistent campaign presence. Notable among the special events that helped generate momentum and visibility were the [campaign kickoff event](#) featuring Governor Malloy and Hamden Superintendent Schools Jody Goeler and the two Solar Show & Tell events at the homes of PosiGen customers. The second Solar Show & Tell event featured the live installation of the solar system on a home rendered solar-ready by the May 15th tornado, earning a spot on the nightly [news](#).



Solar for All Hamden Workshop 7.11.18 (photo cred: PosiGen)



Anker Family, PosiGen team, and Kathleen Schomaker at Live Installation 9.19.2018 (Photo cred: CT Green Bank)

CAMPAIGN CALENDAR

May	June	July	August	September
5/22 Campaign Kickoff Event	6/13 Homeowner Workshop #1	7/11 Homeowner Workshop #2	8/7 National Night Out Tabling	9/12: Homeowner Workshop #4
		7/25 Homeowner Workshop #3	8/25 Solar Show & Tell #1	9/19 Solar Show & Tell (live) #2
				9/26: Homeowner Workshop #5
Weekly Tabling at Keefe Community Center & Farmer's Market Tabling: Thursdays June 28- October 4th				
Weekly Neighborhood Canvassing				

PROGRAM RESULTS

The *Solar for All* Hamden campaign launched May 22nd and concluded September 30th. Thanks to the support of the program partners, the campaign was successful at spreading information about the energy savings opportunities of the program. The campaign generated a number of phone calls into the PosiGen office and Town of Hamden office of the Energy Efficiency Coordinator. Campaign activities were posted to the town's website, calendar, and Facebook page. *Solar for All* Hamden was featured in several media outlets, including the following:

- Hamden Announces Partnership with “Solar for All”: <https://patch.com/connecticut/hamden/hamden-announces-partnership-solar-all>
- Hamden harnessing solar energy: http://www.ctpostchronicle.com/news/hamden-harnessing-solar-energy/article_61ee9b6e-ec4a-5a79-b282-1e077175ee0a.html
- Hamden officials, governor kick off “Solar for All” effort: <https://www.nhregister.com/metro/article/Hamden-officials-governor-kick-off-Solar-for-12951944.php>
- May tornado clears way for solar powered homes: <https://www.wtnh.com/news/connecticut/may-tornado-clears-way-for-solar-powered-homes/1460571807>

The *Solar for All* campaign leveraged the community channels of the Keefe Community Center, Hamden sustainability network, Hamden School parent network, Town website, Farmer's market, and the existing Hamden customer network. Bolstered by strong community canvassing and presence, the campaign reached an impressive number of families, and the compelling offer was key to many of them signing up to participate in the program and making their way to their very own rooftop solar installation.

Families Reached	Contracts Signed	Total Feasibility Approved	Installed
149	71	53	26

CONCLUSION

Overall, the *Solar for All* Hamden partners consider the collaboration and campaign a success. PosiGen continues to work in our neighborhoods and look for community partnerships on an ongoing basis. Please feel free to reach out to the below campaign contacts for further information.

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