**Solarize Timeline**

A guide for communities

**Preliminary tasks:**

* Outline roles and responsibilities of Solarize program coordinators (or Solarize Steering Committee)
* Identify and develop community partners
* Compile list of area solar installers
* Familiarize with net metering policies, utility providers
* Identify and secure loans and financing options

 **Objective: Task:**

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| --- | --- | --- |
| **Month 1** | Create Solarize website or webpage on existing websiteBuild Customer Service Database Recruit Installer Selection Committee  Gather materials/Logo  Plan Launch Event Plan Other Events   Define an Energy Efficiency aspect to your program, if desired Survey Net Metered Customers and Host Focus Groups/ Group Discussions   Lock down community partners and define roles Create a Solarize newsletter Create RFP Issue RFP |  Create a landing page for your program that includes program information and a place to register for the Solarize programSet up protocol for processing customers between project managers and installers. Create a form on your website for registrations.  Personalize your selection process, and decide if that includes an RFP. Define role of Installer Selection Committee and outline specific review criteria for your solar installers Start branding materials with Solarize logo, and start process of ordering banners/signs/etc   Find a popular venue, get the word out to strategic attendees. Secure band to play, ask for food/drink donations Strategize stacking events, multiplying events, places to host, audiences to address, subjects to cover, people to present   Include an energy audit in your solarize process, or contact your local utility to plan energy efficiency education events. Collect resources on EE to add to your Solarize websiteBuild a survey, and conduct focus groups to determine what people want the most out of a Solarize program (what barriers do people believe are preventing them from going solar? What form of outreach is most effective for people?)  Engage community partners who can share the responsibility of marketing to their networks and hosting events. Make sure roles are outlined before the program begins.   Create one email list for program partners to give them updates on program happenings to promote. Create one mailing list to develop for event attendees, and eventually create a list for program registrants Personalize the RFP you plan to issue to installers with community-specific criteria, and send out with at least a month for installers to complete Send RFP to installers |
|   |   | **GOAL: Gather input, issue RFP, recruit committees, set up enrollment process!!** |
| **Month 2** | Recruit an Outreach Committee Identify Solar Ambassadors Promote Launch Event Select Installer Website Ready to go Plan Other Events  Finalize Financing Packages | Define outreach committee roles, create materials to guide them  Enlist/ identify early solar adopters in the community that you can use for testimony/ future home tours  Update blog, blast on facebook/social media, write articles about solarizing, and submit press releases to local media Interview installers, and select installer for program Finalize website and procedures for enrolling participants via email/website Finalize plans for other solarize events, create calendar to release and post to website Design matrix to qualify customers for various programs, rebates, incentives, and figure out way to present. Add financial matrix to website and incorporate financing options in presentations. |
|   |   | **GOAL: Hype Solarize Launch Event & Program, Select Installer, Finalize Details!** |
| **Month 3-4** | Host Launch Event Gather Interested Contacts Other Events First Installation EventContinued outreach | Introduce program, and promote other events! Collect event attendees for newsletter Start designated enrollment process, manage customer relations, start site assessmentsRoll out educational campaign, promote, promote, promote Get media involved, other residents, watch the first panel go up!Continue to send out newsletters and engage your partners with updates on events to make sure they keep spreading the word |
|   |   | **GOAL: Get People Off the Fence and Signing Solar Contracts** |
| **Month 3-6** | Installations Continue   | Continue Installs and updating customer database |
| **Month 6-7** | Installations Complete | Celebrate! And reflect! Survey participants and drum up support for expanded renewable energy offerings before businesses, banks, county representatives and the local utility and community. |