**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 website  Build 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 program  Set 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 website  Build 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 Event  Continued outreach | Introduce program, and promote other events! Collect event attendees for newsletter    Start designated enrollment process, manage customer relations, start site assessments  Roll 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. |