

Applying for the Sustainable Jersey Solar Challenge Informal Q&A Webinar

**August 16, 2017
1:00-2:00 PM**



Presenters



Nancy Quirk, Program Coord. Advanced Infrastructure
Sustainable Jersey



Tony O'Donnell, Economist
Sustainable Jersey



Randall Solomon
Co-Director, Sustainability Institute
at TCNJ Sustainable Jersey



Tess O'Brien
Vice-President, Strategic Partnerships
EnergySage



Kerry Thoubboron
Solar Advisor
EnergySage



Solar Outreach and Marketing Campaign

- Community-led campaign
 - Municipal support
 - Legitimacy and awareness building
 - EnergySage online solar marketplace
 - Customized marketing materials and web landing page
 - October 2016 through May 2017
- Friendly Competition
 - Award to municipality driving highest adoption of solar
 - Participating communities listed on Solar Challenge website
 - Certification points



Solar Challenge Application Process

- Applications due: Friday, August 26, 2016
 - Identify local organizing team
 - Brief community description
 - Marketing and outreach experience of local team
 - Permitting procedures for solar installations
 - Municipal resolution of support*
- For further information / download application:
 - www.sustainablejersey.com
 - Contact:
 - Nancy Quirk, Program Coordinator Advanced Infrastructure
 - quirkn@tcnj.edu





SUSTAINABLE JERSEY SOLAR CHALLENGE



Helping Municipalities Drive Solar Adoption

powered by

energysage 

Topics to Be Covered Today

- Overview of the EnergySage Solar Marketplace
- Sustainable Jersey Solar Challenge

EnergySage Solar Marketplace

EnergySage is the best way to research and shop for solar



"Solar Shopping Wrapped in a Warm Security Blanket"

-Utility Co. Executive

EnergySage is the first and only comparison-shopping website for solar PV systems and financing options. Often referred to as "the Kayak.com for solar", the EnergySage model is highly customer-centric, ensuring a world-class solar shopping experience that is unmatched in the industry.

Unbiased Information

Comprehensive, impartial solar content and one-on-one guidance throughout the shopping experience.

Comparison Shopping

Consumers receive multiple quotes from pre-screened installers that they can easily compare apples-to-apples.



The solar market can represent a noisy, stressful, confusing and demoralizing shopping experience for consumers

- No impartial information
- Prices all over map
- Difficult to compare options
- Unbelievable claims
- High pressure sales



- Confusion
- Lack of trust
- Long, costly sales cycles
- Inaction



Simple, online comparison-shopping solution



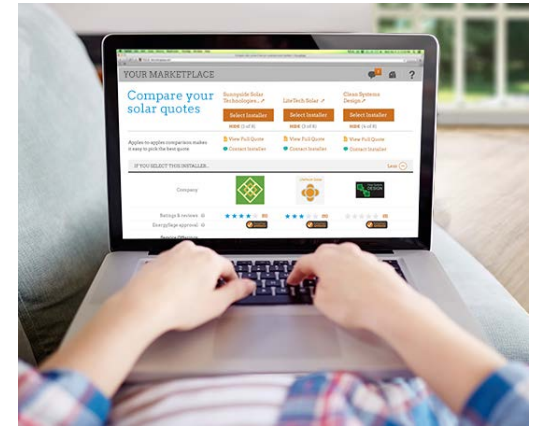
1. Homeowners create property profiles

- Specify property location
- Energy use
- System and financing preferences



2. Solar installers design systems, submit quotes

- Use aerial images
- Phone, email contact
- Submit quotes online via marketplace



3. Homeowners compare quotes & select one

- Apples-to-apples comparison of system & financing options
- Live decision support from solar advisors

Comprehensive, impartial information and resources accelerate solar adoption



Educational Resources

- Impartial articles on solar
- Blogs covering key solar shopping topics
- Fun & engaging videos
- Instant Solar Estimate



Industry Directory and Profiles

- Solar installers
- Equipment manufacturers
- Financing companies



Unbiased Solar Guidance

- Solar Advisor Group – phone/ email/ chat
- Case studies, ratings/reviews, Q&A forum



Solar Marketplace Insight

- Market pricing
- Equipment popularity
- Consumer preferences
- Installer behavior

The platform adds efficiency and delivers value for all participants



FOR CONSUMERS

- Simplicity
- Choice
- Transparency
- No cost



Up to 20% lower prices than market averages



FOR INSTALLERS

- Quality leads
- Lower acquisition cost
- Shorter sales cycle
- Manageable sales fees




Efficient online sales channel to help grow business

Organizations of all types leverage the EnergySage solution




Sustainable Jersey Solar Challenge


Customized campaign landing pages are provided for each participating municipality; logo integrated with customer experience




[About Solar ▾](#)[Solar Loans](#)[My Marketplace](#)

 [John Gingrich ▾](#)

The City of Cambridge is helping you go solar!



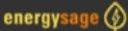
The City of Cambridge has teamed up with EnergySage to light up our homes with solar power




It's the Cambridge Year of Solar! Sunny Cambridge is the city-wide initiative to make it easy for all types of residents to get solar power for their homes.

Solar is a smart choice for our community—not only is it clean energy, it also provides significant long-term savings. With financial incentives running out and Cambridge racing to reduce its energy use the most this year to win the Georgetown Prize, there will never be a better time to go solar!

Sunny Cambridge has lined up local solar installers through the EnergySage Solar Marketplace, which helps you request, receive, and compare solar quotes 100% online, with support available every step of the way.



Your Marketplace





You have a new quote

Hi Cathy,

Congratulations! New England Solar, one of our pre-screened installers, has submitted a quote for your property on the [EnergySage Marketplace](#).

Warm regards,
The EnergySage Team





Comparing Quotes

The EnergySage Marketplace lets you compare multiple quotes side-by-side to understand the true benefits and advantages of each. Apples-to-apples comparison levels the playing field and gives you the confidence to pick the best quote. Don't shop without it!

15

EnergySage provides campaign strategy templates to help guide your marketing plan

Tactics	Launch	Sept	Oct	Nov	Dec	Jan	Feb
<u>Press Coverage</u>							
Press Event							
Milestones							
Radio							
<u>Marketing</u>							
Email							
Voice Broadcast							
Direct mail							
Social media							
<u>Advertising</u>							
Digital advertising							
TV							
Signage							
Local Print Ad							
Local Digital Ad							
<u>Local Outreach</u>							
Meet with local organizations							
Share materials with local orgs							
Share updates with local orgs							
Canvassing							
Webinars							

Illustrative Only

A selection of program marketing materials can be customized for each community

Join the Woodridge Solar Challenge!

woodridgesolar.org



New Jersey residents are going solar to...

- Save money
- Protect the environment
- Increase property value



IT'S THE YEAR OF SOLAR!

Dear Neighbor:

You have likely heard a lot of buzz about solar energy! If you're like most people, you have many questions and solar may seem complex and confusing. The Woodridge Solar Challenge was developed to help answer your questions about solar and to make it simple and easy to get a great deal on a solar energy system of your own.

The Woodridge Solar Challenge is a City-sponsored program that has partnered with EnergySage, an online solar marketplace that was developed with funding and support from the U.S. Department of Energy. This free service will help you learn about and shop for a solar energy system with absolutely no obligation to make a purchase in the end. To participate in this great City-sponsored program, simply visit our new website (www.woodridgesolar.org).

The great news is the more than 50,000 New Jersey homeowners have gone solar and are saving money and the environment already. An average homeowner in New Jersey saves enough money each year from reduced electricity bills and other incentives to pay back their initial investment in just 7 years. And, you can go solar with no money down through various loan and leasing programs!

Sign up today for some free solar quotes and help us spread the word about the Woodridge Solar Challenge today. www.woodridgesolar.org

Sunny regards,

How it Works

Step 1: Compare quotes online. Pick the best quote for you and save with Solar!

Marketplace Data in NJ:

\$0 DOWN LEASING

Best the options, as up front cost is:

\$18,000 (2 Year Net Leasing \$)

\$0 (Net of Product Cost)

Immediate Payback

0% Increase in Property Value (\$)

0% Payback

0% Payback

0% Payback

woodridgesolar.org

IT'S THE YEAR OF SOLAR!

About the program

The Woodridge Solar Challenge is a city-sponsored program to encourage homeowners to go solar. Woodridge has partnered with EnergySage, an online marketplace to receive and compare quotes!

Why participate?

- Receive free solar quotes
- Get an instant solar analysis
- Engage with highly qualified solar companies
- Take advantage of local rebates
- Support the local economy

Sign up today!

woodridgesolar.org

Disclaimer: Please contact Jane Doe | jane@woodridgesolar.org | 444.444.4444

Join the Woodridge Solar Challenge!

Solar is: easy, affordable and accessible for all property types.

woodridgesolar.org

Princeton Solar Challenge

princetonsolar.org

IT'S THE YEAR OF SOLAR!

The Princeton Solar Challenge is a city-sponsored program to encourage homeowners to go solar. Princeton has partnered with EnergySage, an online marketplace to help you receive and compare quotes!

Tess O'Brien
VP Strategic Partnerships

✉ tess@energysage.com
☎ 617.934.1048

AS SEEN IN

“The marketplace’s functionality and usability
is light years ahead of other similar sites.”

– GREENTECH MEDIA

Forbes

TIME

**SCIENTIFIC
AMERICAN**

The Boston Globe

CBS

**Consumer
Reports**

**FOX
BUSINESS**

Bloomberg

Money

Kiplinger

THE HUFFINGTON POST

greentechmedia:

Appendix

Pre-screened installers give consumers confidence



- All qualified installers are welcome to participate
- EnergySage works with installers to ensure consumers have an excellent solar shopping experience
- Installers pay EnergySage a small sales commission for business they earn through the platform
- Installers are vetted according to the following criteria

- ✓ At least 3 years of experience installing solar PV
- ✓ Licensed and insured for solar PV
- ✓ NABCEP certified
- ✓ Reputation for excellent customer service and quality solar installations
- ✓ Use high quality solar equipment

Upcoming Events

2016 Sustainable Jersey Small Grants for Energy Projects funded by Gardinier Environmental Fund



WEBINAR

August 31, 2016: 1:00-2:00 PM

[REGISTER](#)

This webinar will offer a short overview of grant eligibility and submission requirements. It will also provide a preview of the online application form, and answer participants' questions regarding this new source of funding.

Consistent with the Gardinier Environmental Fund's mission, these grants will fund energy projects focused on conservation, efficiency, and renewable energy including building efficiency upgrades, alternative vehicle fueling and charging stations, energy education and outreach, energy resiliency, solar energy installations, studies and engineering, and innovative energy initiatives. They are open to both municipalities and schools.



Upcoming Events

WEBINAR FOR SCHOOLS AND DISTRICTS ONLY



**Fall 2016 Small Grants Application
for Registered Schools and Districts, funded by NJEA**

September 14, 2016: 3:00-4:00 PM

[REGISTER](#)

School districts and schools registered with Sustainable Jersey for Schools are eligible to apply for ten \$10,000 and forty \$2,000 grants to support implementation of projects that help gain points needed for Sustainable Jersey for Schools certification and make progress toward a sustainable future. These grants are funded by NJEA. Webinar participants will walk through the essentials of the online Sustainable Jersey for Schools Small Grant application process. Applications are due October 30th.



Upcoming Events

VISIT US AT:



THE NJ SCHOOL BOARDS ASSOCIATION “WORKSHOP 2016”
October 25-27, 2016



THE NJEA CONVENTION
November 10-11, 2016



THE NEW JERSEY LEAGUE OF MUNICIPALITIES CONFERENCE
November 15-17, 2016

The Sustainable Jersey Awards Luncheon is on November 15, 2016. Sustainable Jersey has 9 sessions at the NJLM Conference. For more information, click [here](#)

CHECK THE [SUSTAINABLE JERSEY CALENDAR](#) and [THE SUSTAINABLE JERSEY FOR SCHOOLS CALENDAR](#) ON OUR WEBSITES FOR FURTHER DETAILS AND MORE INFORMATION ON UPCOMING EVENTS or to REGISTER FOR EVENTS!



Questions?

For further information, contact:

- Nancy Quirk, Program Coordinator Advanced Infrastructure
quirkn@tcnj.edu
- Tess O'Brien, Vice-President, Strategic Partnerships, EnergySage
tess@energysage.com

