

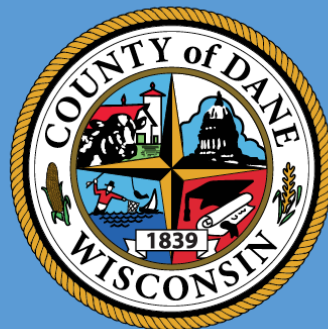


Solar Education

Recommendations

Dane County Climate Council Meeting,
August 8, 2018

Office of Energy
& Climate Change



Keith Reopelle, Director

Solar Education Recommendations



Niels Wolter
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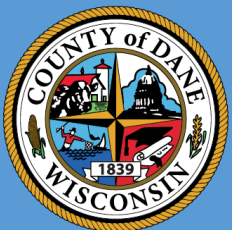
Elizabeth Katt Reinders
Sierra Club

Solar Education and awareness was identified by the Work Group to be a major barrier to greater solar investments.



Recommendation:

Dane County, in partnership with solar developers, utilities, solar consultants, clean energy advocates, other Dane County municipalities, Wisconsin Energy Institute, UW Extension and other organizations and associations with existing educational programs that relate to energy, **will develop, test and launch a solar education/awareness and public relations campaign and outreach effort to key audiences.**



Key Audiences

- Green/tech/concerned homeowners and businesses
- Businesses with a large tax exemption appetite
- Forward thinking/concerned municipalities, school districts, religious orders



Key Audiences

- Businesses wanting to participate in the solar market
- Businesses/schools wanting to market themselves as green/tech/early adopters
- Organizations wanting to educate



Key Barriers to Overcome



Lack of, or outdated, information

- "New untested" technology
- "It's expensive"
- Need trusted information source(s)

Key Barriers to Overcome



Navigating the decision making, financing and installation making process

- Need perseverance/expertise
- Lot's of complexity: grant applications, tax credits, depreciation, utility rules/policies/processes, uncertain electric bill impacts, bid and spec complexity, etc.

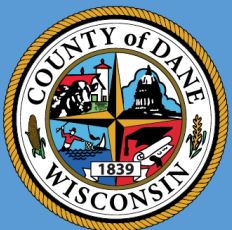
Key Barriers to Overcome



- High first cost
(becoming less important)
- PV is aesthetically unattractive
(somewhat important)
- Lacking a good solar site

Solar Benefits (potential messages)

- Solar will save you money in the near-term.
- Solar is a hedge against rising energy costs (will save you more money in the long-term).
- There are many financing options for solar – something for everyone.
- Solar is good for the environment and public health.
- Solar is important to protect our children's future – to leave them a better world.
- Solar is the clean high-tech energy source of the future.
- Solar power brings communities together to solve problem (e.g. community solar) – be part of the solar community where you live.



Potential Education & PR Strategies

- Set measurable education/awareness goals with timelines.
- Compile a list of potential media and message outlets.
- Target market segments with tailored messages.
- Leverage education/communication partners



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Potential Education & PR Strategies

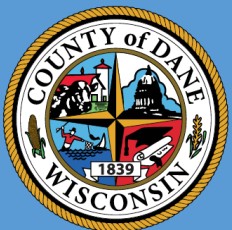
Develop:

- A social media strategy
- Outreach materials that describe leading finance options and tools
- High-profile success stories: package and push out
- A speakers bureau of trusted sources
- Earned media strategies



Potential Education & PR Strategies

- Compile and distribute lists of solar developers and solar consultants based in Dane County and southern Wisconsin. Include pre-feasibility analysis description
- Partner with mission-driven non-profits to hold speaker-bureau events including breakfasts, brown bags, summit meetings, etc.
- Offer grant writing assistance to key audiences.



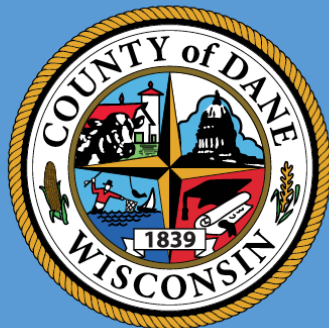


Questions?

Comments?

Suggestions?

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