



City of Dallas

Solar Switch Dallas- Solar United Neighbors Partnership

Environment & Sustainability
Committee
June 6, 2023

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Presentation Overview



- Program Purpose
 - CECAP Implementation
- Benefits of Solar Energy
- Solar Switch Dallas
- How it Works for Residents
- Success Metrics
- Next Steps



Program Purpose: CECAP Implementation



02 | Dallas generates and uses renewable, reliable, and affordable energy.

E3: Continue partnership with public utility companies on an intensive program on renewable energy options.		
E3	OEQS	Implement a Whole Home Weatherization Program resource HUB to connect residents with existing services
E9: Extend partnership with organizations like PACE and other Public Utility Companies to provide further incentives for renewable energy.		
E9	OEQS	Explore feasibility of implementing City program to incentivize solar installation for commercial and residential buildings

Benefits of Solar Energy



- Solar energy is sustainable, renewable and plentiful.
- Generating solar power can lead to less reliance on our power grid.
- Solar panels have become more popular and affordable.
 - *As more homeowners choose to install solar power systems and more companies join the market, it can be difficult for residents to determine which option and installer best fits their needs.*



Solar Switch Dallas



- Solar Switch is a group buying program for solar installations.
- This program offers a hassle-free way to install rooftop solar panels and battery storage.
- Dallas residents can come together to secure a discounted price on a rooftop solar installation for their homeowners or small business.



**WHOLE HOME
DALLAS**

In partnership with City of Dallas 



Solar Switch Dallas - Organizers



- 501 (c3) non-profit
- 375+ co-ops with 700+ partners in 13 states since 2007
- Advocate for interests of solar owners in local, state, federal policy
- 385K members nationwide
- Opened office in TX in 2018



- Helping residents go solar with 100+ community partners in EU and Japan since 2012
- Started operations in TX in 2017; Austin and Houston offices
- Work with 20+ TX cities on TX Power Switch for electricity aggregation and purchasing



How it Works for Residents



1. Register



2. Auction



**3. Personal
Recommendation**



4. Decision



5. Install

Campaign: 4 months

Residents can register right up until the decision deadline



Decision Window: 6 weeks



Installation Window: 6 months



How it Works: Registration



- Register at SolarSwitch.com/Dallas
- Marketing:
 - Social Media
 - Direct Mailer
 - Flyers
 - Registration Website



How it Works: Auction



- iChoosr identifies and vets solar installers for:
 - Licensing/insurance
 - Experience
 - Customer ratings
 - Financial Strength
- iChoosr manages installer auction & selection process through:
 - A reverse auction, typically yielding a 15-25% group discount
 - Two auctions per year to allow installers to scale



How it Works: Personal Recommendation



Your personal offer, test test

Based on the roof size and electricity usage provided, a system size of **5.5 kW (15 panels)** is recommended. **Note:** You can revisit your offer at any time via the link in your personal offer email.

- 15 + solar panels

Annual Production ⓘ 7,391.25 kWh

Coverage of your annual usage: 86%

Good to know: This is a personal estimation. If you proceed, the installer will conduct a site survey to validate the optimal amount of panels.

What you pay: **\$13,092**
(incl. sales tax)

Possible tax refund: ⓘ \$3,404

Final cost: **\$9,688**

- Personal offer will include:
 - Proposed system size and cost
 - Winning installer
 - Financing options available.
 - Customer deposit
 - Call to Action



How it Works: Residents Review and Decide



- No obligation to proceed
- Solar Switch will offer virtual information sessions and a customer service center.
- Residents that accept are connected with the winning installer.



How it Works: Installation



- Residents will receive a welcome email & call from installer.
- Installer completes and shares remote site assessment results and design.
- Installations completed by January.

Success Metrics



Awareness

- Webpage visits
- Time spent on website



Engagement

- Onsite events
- Virtual presentations
- Zip code tracking



Sharing

- Social media
- Mentions
- Likes



Action

- Click through rates
- Email inquiries
- Registrations

Anticipated Outcomes:

- Share joint promotional and co-branded materials throughout the annual Solar Switch Dallas program.
- Personal offer will yield participants a discounted rate for solar installation.



Next Steps



**Oct 2022 –
May 2023**

SUN &
Whole
Home Dallas
partnership
through
MOU

June 2023

-Program
Launch &
Ongoing
Community
Outreach

-Press
Release

July 5, 2023

Personal
offer emails
will be sent.

Provide an
update on
the City's
first Solar
Switch
Dallas
program to
ENVS

May 2023

Soft launch
through
Whole
Home Dallas
resource list

June 6, 2023

ENVS
Briefing

**August 9,
2023**

Decision
Deadline &
Last Day to
Register for
2023 Solar
Switch
Program

SUN and City
of Dallas will
continue to
offer at least
one Solar
Switch
Program
each
calendar
year.





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