



## Solar for All Bristol

### Campaign Summary Report

11/23/2020

#### **EXECUTIVE SUMMARY**

Solar for All Bristol is a collaborative effort of the City of Bristol, PosiGen Solar, and the Connecticut Green Bank to bring solar and energy efficiency services to all Bristol residents. This community-focused energy campaign used a grassroots outreach model to reach homeowners who can most benefit from energy savings, particularly those who have historically been left out of existing energy programs. The 4-month campaign commenced June 10<sup>th</sup>, 2020 with a kick-off and was extended beyond its original September end date to October 31, 2020. With the help of the program partners, Solar for All Bristol maintained a continuous community presence, including six homeowner webinars, tabling at the local Farmer's Market and other community events. Bristol's campaign earned credit for multiple actions in the Sustainable CT program, a voluntary certification program for municipalities, and led the city to achieve Silver level certification.

The campaign reached 87 families resulting in 64 signed solar lease contracts. Overall, the campaign was successful at educating homeowners and bringing them into the program, compared to similar efforts. 45% percent of the families that signed up are low-to-moderate income (LMI) homeowners and are now on the path to energy affordability. PosiGen and the Green Bank would like to extend a special thank you to Mayor Ellen Zoppo-Sassu, City of Bristol Public Works Facilities & Energy Manager David Oakes, Public Works Analyst Lindsey Rivers and ECD Marketing & Public Relations Specialist Dawn Nielsen, for their support in making this program a success.

#### **BACKGROUND**

Solar for All is a nationally recognized program, financed through a public-private partnership between PosiGen and the Connecticut Green Bank. Solar for All offers a no money down, no income or credit

requirement, solar lease combined with energy efficiency to lower the energy-cost burden for participating households. A low, fixed-price monthly lease allows homeowners to avoid all upfront costs and enjoy a predictable payment for 20 years. The Solar for All initiative relies on a community-driven campaign style of marketing to reach homeowners in underserved markets. Solar for All campaigns have been run in Bridgeport, Hartford, New Haven, New London, Hamden, Greater Hartford region, Middletown, and Mansfield/Windham. Since the Solar for All program first launched in Connecticut in 2015, the state has closed the gap to reach parity in solar deployment, meaning we have equal levels of solar deployment in LMI households as non-LMI households.<sup>i</sup>

**CAMPAIGN METHODS**

The campaign was primarily supported by members of the City of Bristol Public Works Department, PosiGen, and the Green Bank. The municipality provided insight and introductions to the most effective community channels, while PosiGen and Green Bank were the boots on the ground creating the campaign’s presence.

Outreach

This campaign was anchored by 6 [online webinars](#) that provided regular opportunities to learn details of the program. Campaign signage on the City’s electronic signs, lawn signs, a residential mailing, neighborhood canvassing, and flyers in City meal handouts created a continuous presence in the community. Campaign activities were communicated on the City’s [website](#) and calendar page, local articles from [Connecticut Roundup](#), [Bristol Press](#), [Newsbreak](#), PosiGen and [Bristol All Heart](#) Facebook pages, and through the Bristol Public Schools (staff newsletter as well as a take-home flyer in lunch bag pick-up). The campaign was bolstered by regular canvassing to create a consistent campaign presence. [News coverage](#) of the [Live Solar Installation event](#) helped generate momentum and visibility in reaching homeowners during the COVID-19 pandemic.

**CAMPAIGN CALENDAR**

June	July	August	September	October	November
6/10 Kickoff	7/21 Homeowner Webinar #3	8/19 Homeowner Webinar #5	9/26 Farmer’s Market tabling	10/31 Campaign Deadline	11/10 Live Installation
6/16 Homeowner Webinar #1					
6/18 Homeowner Webinar #2	7/24 Homeowner Webinar #4	8/26 Homeowner Webinar #6			
Solar for All flyers distributed to over a hundred families at Farmers to Families events on June 20 <sup>th</sup> and July 20 <sup>th</sup>					
Reoccurring Neighborhood Canvassing					

**PROGRAM RESULTS and CONCLUSION**

Thanks to the support of the program partners, the campaign reached an impressive number of families and the offer was key to many of them participating.

Families Reached	Contracts Signed	Feasibility Assessment	Permit & Installation	Installed
87	64	16	27	8

Overall, the Solar for All program has been an astounding success in Connecticut, closing the clean energy affordability gap and increasing solar adoption by more than 187% in LMI communities<sup>ii</sup>.

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For more information, visit us at [www.SolarForAllConnecticut.com](http://www.SolarForAllConnecticut.com)

<sup>i</sup> <https://ctgreenbank.com/sharing-solar-benefits-in-communities-of-color/>