

SOLAR NOW!

GOOD ENERGY *for* OREGONIANS

Solar Now! –What is it?

For the past three years, the City of Portland, Energy Trust of Oregon, Solar Oregon and Oregon Department of Energy have collaborated to create the Solar Now! campaign, which connects residents and businesses with the resources and assistance they need to choose solar energy. Solar Now! has developed a solar energy education and outreach campaign that has helped hundreds of Oregonians go solar over the past three years.

Solar Now! is expanding

Solar Now! is expanding its scope by encouraging local municipalities and community organizations throughout Oregon to learn from and join the Solar Now! network.

The campaign is currently recruiting interested communities in the Columbia Gorge, Central and Northeast Oregon to join the Solar Now network. Communities will be selected based on interest in renewable energy, geographic and demographic diversity, commitment to sustainability (e.g., existence of a local climate action plan or energy strategy), and adequate local civic resources. Solar Now! will be soliciting participation from Coastal, Willamette Valley and Southern Oregon communities in 2011.

Why your community should participate

Local governments can play a critical role in helping their communities enjoy free, reliable energy and help to make Oregon a leader in renewable energy. By joining Solar Now!, the community will be connected to the resources and assistance needed to advance solar energy. Local advocates can help interested residents understand how solar benefits their community, and connect them to the local tools to help them go solar. Campaign resources for consumers include free workshops and expert advice, referrals to qualified contractors, access to affordable financing, cash incentives from Energy Trust of Oregon, local utilities, and State and Federal tax credits.

As a campaign partner, the selected communities will be asked to identify a local champion or organization to spearhead a solar educational and outreach program as well as to serve as the liaison between Solar Now! and the local community. The solar champion will receive in-depth training and a solar toolkit. The toolkit and training includes information to help their community advance solar in the residential and commercial sectors, and increase solar installations on public facilities. In addition, communities will receive ongoing technical support from the Energy Trust of Oregon, the City of Portland, Solar Oregon and Oregon Department of Energy.

The tool-kit will include:

- Power Point presentation template: The Basics of Going Solar
- Customizable educational brochure for residential and commercial audiences
- Ad and marketing templates for local campaign promotion
- Solar permitting guidance for local governments
- Guidance for financing solar on public facilities
- Informational website (www.solarnoworegon.org) with a partner community portal
- Toll-free phone number resource for consumers

Solar Now! community partners will be invited to attend a three day educational and networking seminar. Solar Now! University courses will include:

- Technical education on solar energy;
- Technical education on the available tax credits and cash incentives in Oregon;
- Training on how to deliver a solar workshop;
- Overview of printed materials, web based resources, and communication templates used for community outreach;
- Training on how to engage the local solar contractor community;
- Technical overview of steps for putting solar on public facilities.

After attending Solar Now! University, the champion will return to their community armed with the tools necessary to begin their own campaign. Solar Now! partners will be asked to develop an outreach plan and set solar education and installation goals for their community. They will receive ongoing support through Solar Now!, and work with other campaign partners to address statewide opportunities to increase the adoption of solar energy across Oregon.