

NYSolar Smart Solarize Huntington

Location: Huntington, NY
Contracted kW: 495.3 Kilowatts
Economic Impact: ~ \$1.7 Million
Cost per watt: \$3.40/watt (final pricing tier)
Campaign Team: Sustainable CUNY, Town of Huntington, Huntington Advisory Committee on Energy Efficiency, Renewables, and Sustainability (ACEERS)
Installer Partner: Direct Energy Solar
Timeline: 7 May 2015 – 31 October 2015



Cost reduction compared to Suffolk County avg: - \$1.03/watt

Closure rate of contracts presented: 24.8%

Workshops and attendees: 6 workshops and over 150 attendees

Contracts signed: 56

Contracts presented: 226

Program sign-ups: 516

Financing Used	Green Jobs Green New York (On-Bill)	Installer Finance Partner Loan	Lease	No Financing
% of projects	50%	29%	5%	16%

Overview: Solarize Huntington was a group purchasing program for solar photovoltaic systems available to homeowners in the Town of Huntington. The Solarize Huntington campaign was made possible through a partnership between the City University of New York (CUNY) NYSolar Smart Program, the Town of Huntington, and ACEERS, as part of the U.S. Department of Energy’s SunShot Initiative Rooftop Solar Challenge II. Solarize Huntington’s aim was to reduce the cost of installing solar by leveraging the collective purchasing power of homeowners in the Town. Through a tiered pricing structure, as more homeowners signed on to go solar through the program, the price dropped. The program reached its fifth and final pricing tier of \$3.40 per watt, achieving a \$1.03/watt price reduction compared to the county average for residential systems.

Challenges: Solarize Huntington encountered a few challenges during the campaign. One challenge was a difficulty in reaching a lot of homeowners cost effectively. With a population over 200,000 people, there were many other general marketing campaigns that the solarize program had to compete with, making it difficult to reach a lot of people with the limited budget available. Another challenge stemmed from the timing of the program, as many homeowners were on vacation in the late summer, reducing the effect of the program outreach conducted at that time. In addition, because the program was run during the summer, the partners were unable to take advantage of opportunities to partner with local schools as they were not in session.

Lessons learned:

- Starting outreach a month prior to launch would have helped in generating buzz for the program, which would have helped maintain momentum throughout the duration of the program.
- The program, with the partner installer Direct Energy Solar, offered a \$500 early-adopter discount in addition to the tiered pricing. This was very effective at achieving deeper pricing tiers early on as well as spread out the number of signed contracts over a longer period, reducing the signing rush many other programs experience within the last two weeks of a solarize campaign.
- Timing the program for early spring instead of summer would be beneficial, as there would be more opportunities to collaborate with local schools in generating visibility of the program.