



How do we build resilient communities in Wisconsin?

Local Government Summit: Building Sustainable Communities through Energy & Resilience

Elizabeth Hittman

**City of Milwaukee | Milwaukee Shines
Environmental Collaboration Office**



HOME
GR/OWN



Milwaukee
SHINES



Me2



BETTER
BUILDINGS
CHALLENGE



WATER
CENTRIC
CITY



eco
ENVIRONMENTAL
COLLABORATION
OFFICE



City
of
Milwaukee

eco|logy eco|nomy eco|community | milwaukee.gov/eco

Milwaukee Shines

US Department of Energy Solar America City & The Solar Foundation SolSmart Gold City

Goals

- Increase installations
- Increase installers
- Support manufacturing
- Reduce cost of solar
 - financing, permitting
- Public-Private partnership



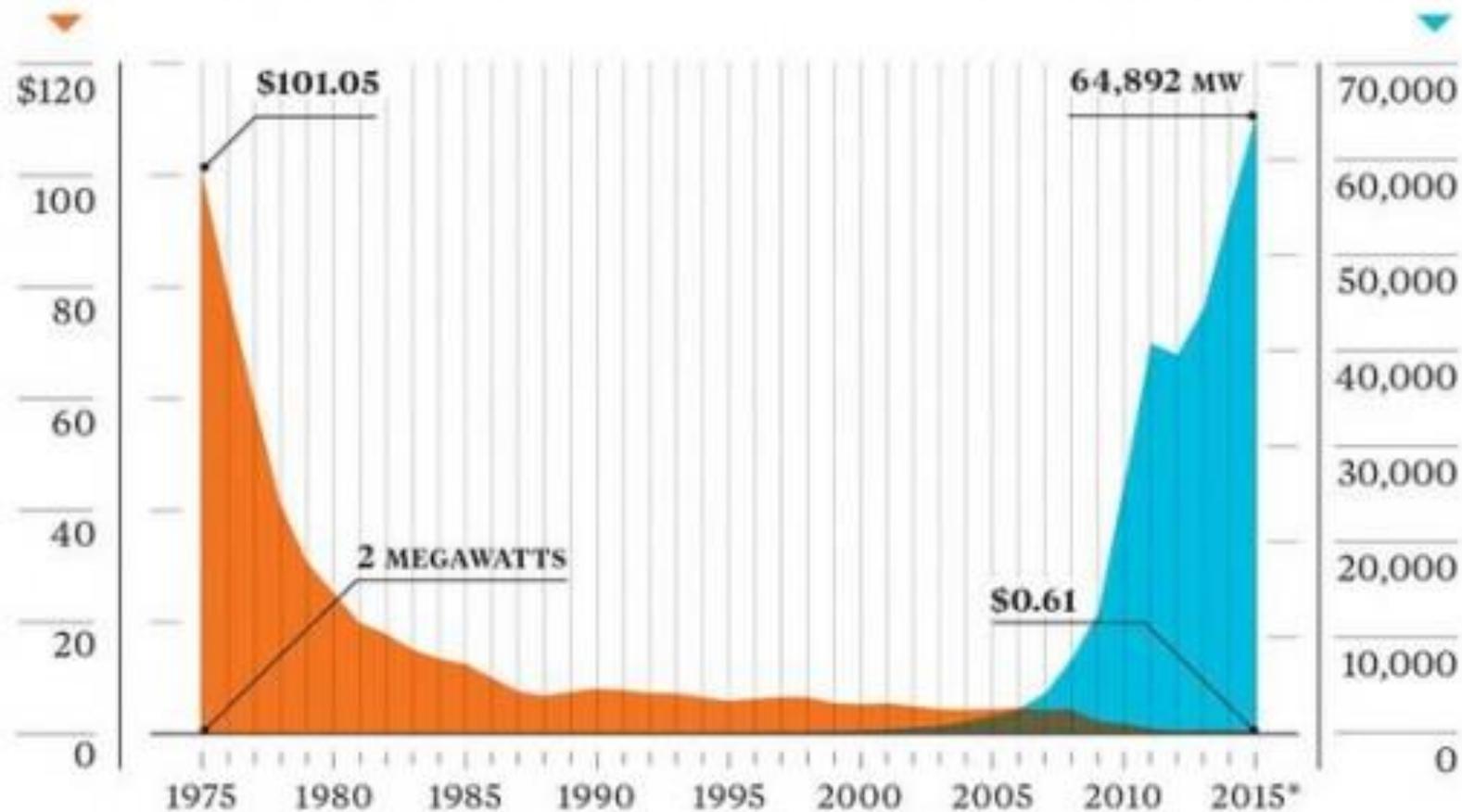
Solar Group Buy Programs

- Solar Trends
- What is a solar group buy
- How cities can benefit
- Ways cities can facilitate group buys
- Resources
- Questions



Solar Trends

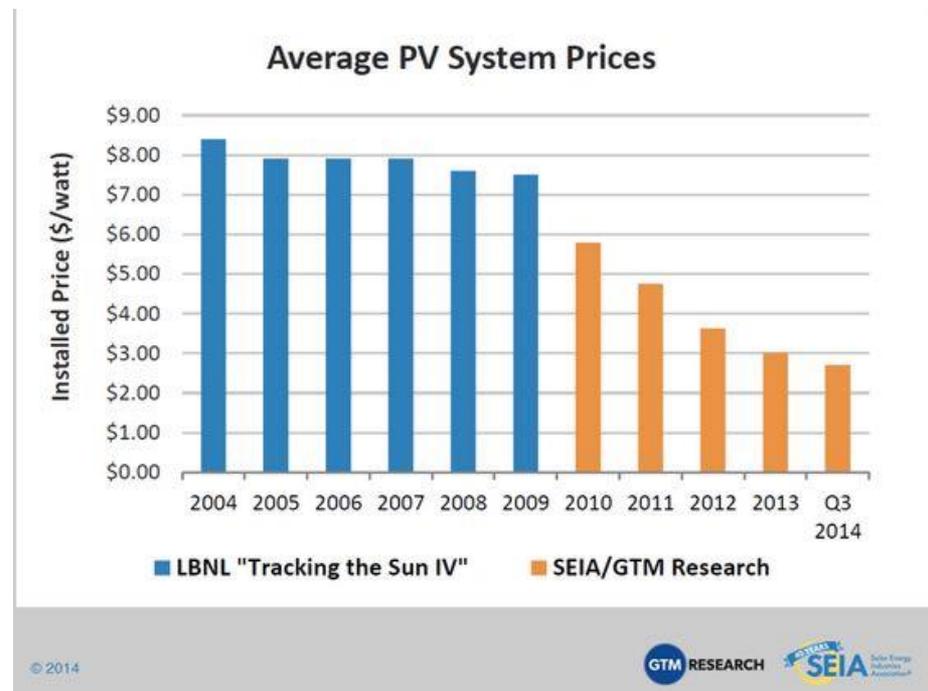
Price of a solar panel per watt



Solar Trends

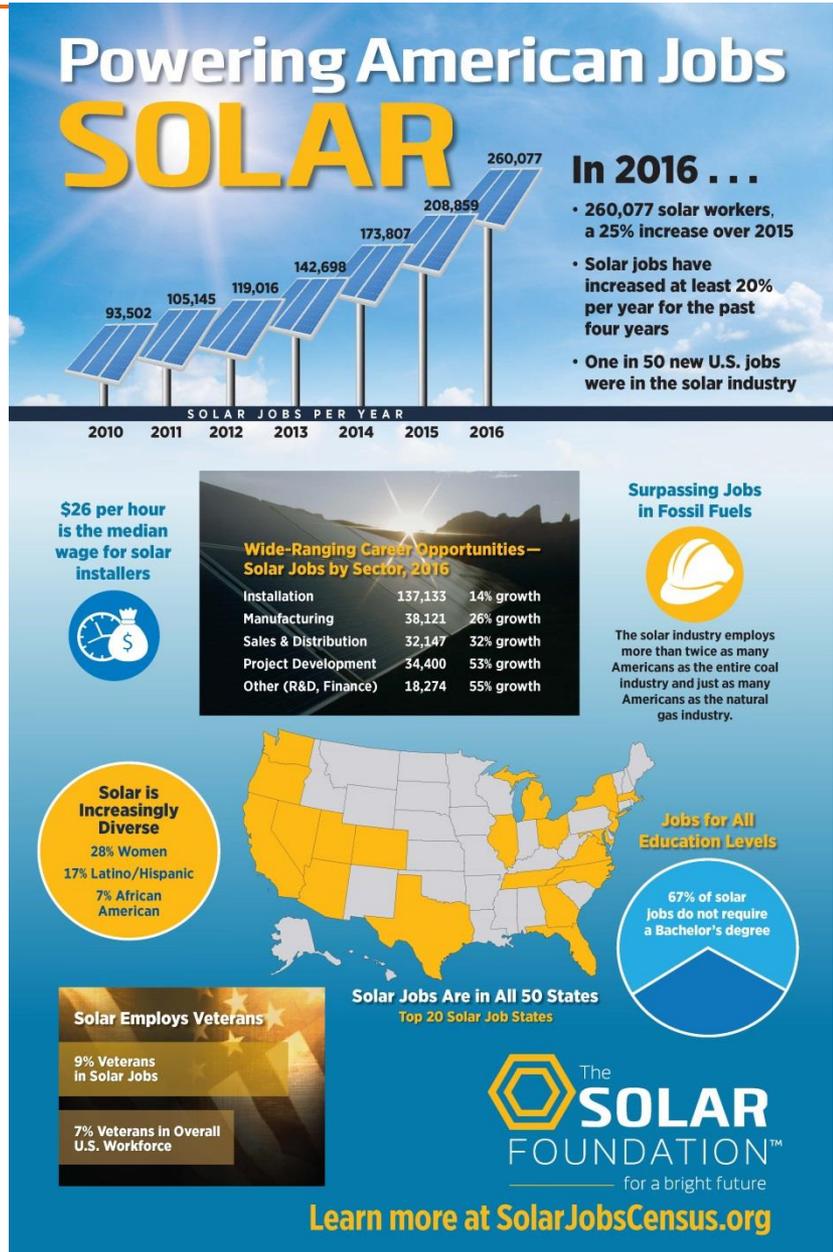
HOME VALUES

- Solar homes sold 20% faster and for 17% more than the equivalent non-solar homes across several subdivisions construction by different builders.



NREL (National Renewable Energy Laboratory)

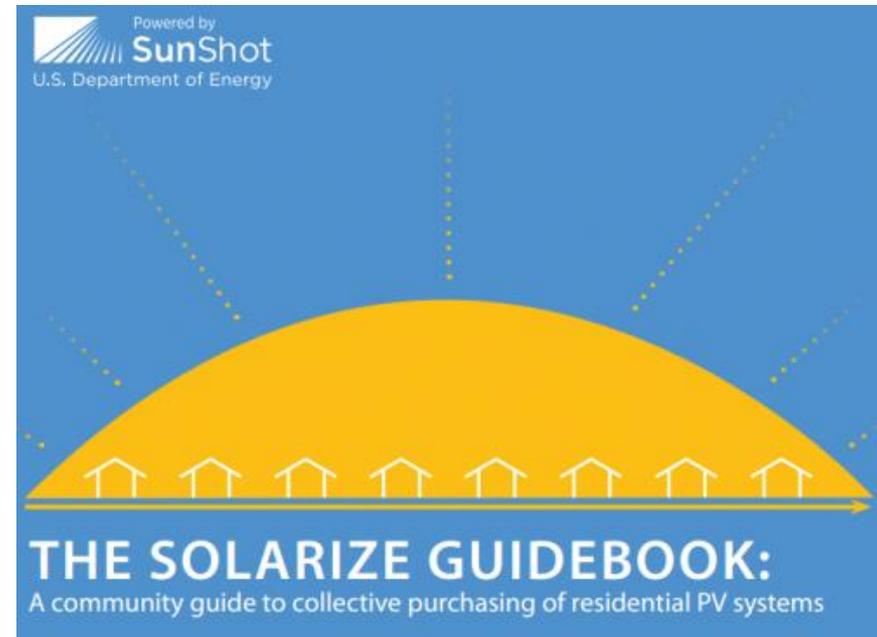
Solar Trends



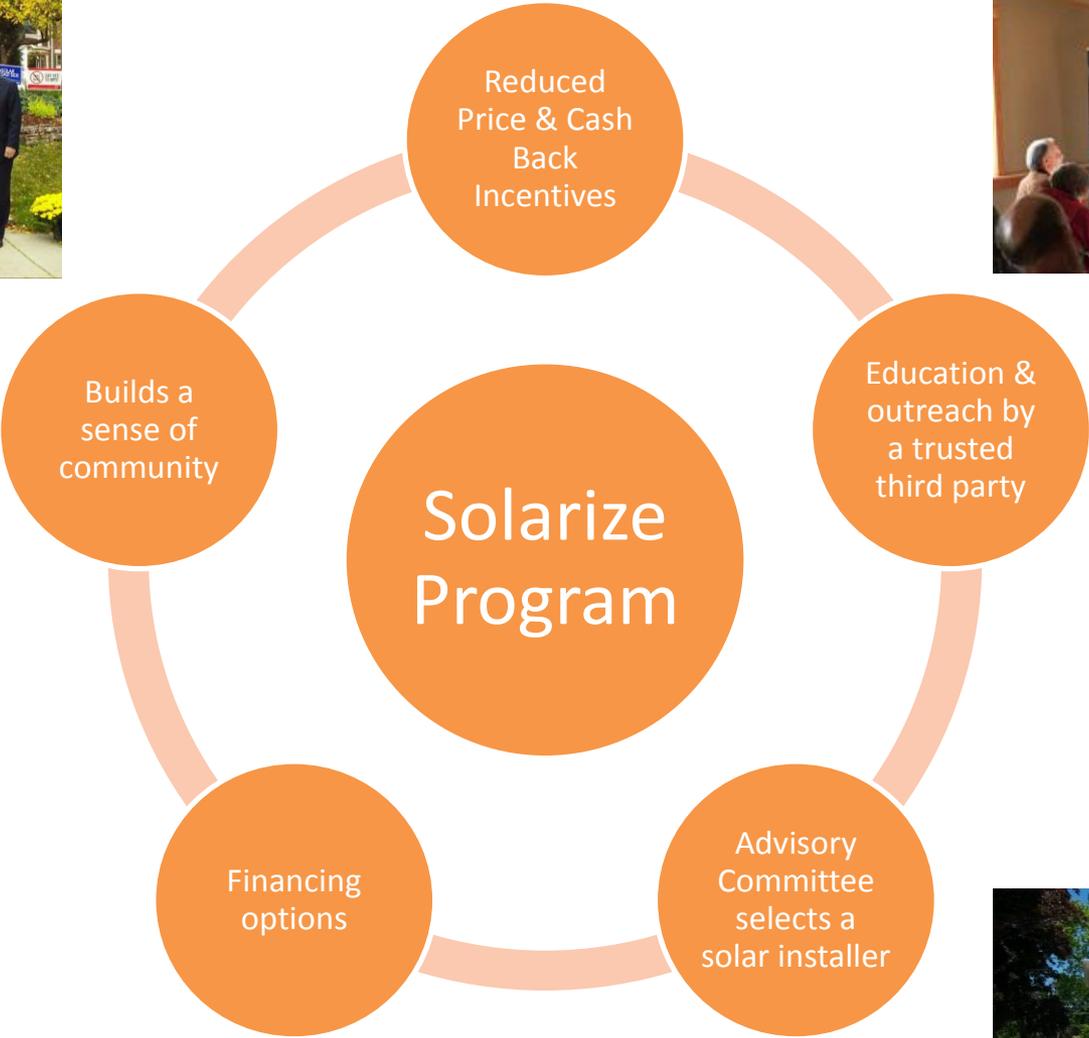
Solar Group Buy Program

What is a Solar Group Buy?

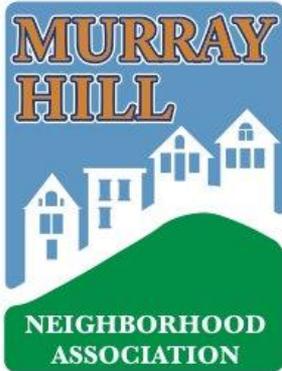
- The first “Solarize” campaign started as a grassroots effort in Portland, Oregon
- Residents wanted to overcome the financial and logistical barriers to installing solar.
- If they could organize a group of neighbors to “go solar” together, they could collectively make an informed purchase and negotiate a volume discount.



Solar Group Buy Program



Solar Group Buy Program



Solar Group Buy Program

MILWAUKEE SHINES
SOLAR GROUP BUY
building community, one solar panel at a time

milwaukee shines solar group buy
WWW.SOLARMKE.COM

WE'RE BRINGING THE COMMUNITY TOGETHER TO LOWER THE COST OF INSTALLING SOLAR!
 Home and business owners in Milwaukee have an opportunity to take advantage of record low solar pricing through a limited-time solar group purchase program. Milwaukee Shines Solar Group Buy is a program of the City of Milwaukee and the Midwest Renewable Energy Association and can help residents invest in lower cost solar installations through the power of volume-purchasing. All Milwaukee area home and small business owners may join!

INFORMATION SESSIONS FREE AND OPEN TO THE PUBLIC

APRIL

4/21 **Thursday 4-6pm**
 OUTPOST BAY VIEW 2826 S. Kinnickinnic Ave.
 (Note: Not a presentation. We'll have a booth with info before movie screening of Bog #)

MAY

5/3 **Tuesday 6pm**
 BAYVIEW LIBRARY 2566 S. Kinnickinnic Ave.

5/21 **Saturday 1pm**
 SHERMAN PERK CAFE 4924 W. Roosevelt Dr.

5/26 **Thursday 6pm**
 COLECTIVO ON PROSPECT 2211 N. Prospect Ave

JUNE

6/2 **Thursday 6pm**
 KICKAPOO CAFE 232 E. Erie St.

6/9 **Thursday 5pm**
 ALVERNO COLLEGE COMMONS 3400 S. 43rd St.

6/11 **Saturday 12pm**
 ALL PEOPLE'S CHURCH 2600 N. 2nd St.

6/22 **Wednesday 6pm**
 TIPPECANOE LIBRARY 3912 S. Howell Ave.

6/29 **Wednesday 6pm**
 URBAN ECOLOGY CENTER MENOMONEE VALLEY 3700 W. Pierce St

JULY

7/17 **Sunday 6pm**
 RIVERWEST PUBLIC HOUSE 815 E. Locust St.

- Educate consumers about how solar works so they feel confident and knowledgeable
- Educate customers about the importance of energy efficiency
- Encourage people to visit libraries, businesses, galleries and other spots in your community
- Promote solar-friendly businesses and organizations
- Partner with local newspapers and radio stations

Brought to you by:



Promotional partners:



Solar Group Buy Program

- **Solar Riverwest**
 - 17 homeowners installed 52 kW
- **Solar Bay View**
 - 38 homeowners installed 138 kW
- **Solar LBWN & Washington Heights**
 - 13 home & business owners installed 48 kW
- **Solar East Side**
 - 26 homes installed 84 kW
- **Milwaukee Shines & Solar Shorewood**
 - 52 homes installed 174 kW



Total 146 homes installed 496 kW of solar

How Cities Can Benefit



How Cities Can Facilitate Group Buys

- Permitting
- Planning
- Zoning
- A point of contact at the City to answer solar questions
- Education for City staff
- A solar friendly community



How Cities Can Facilitate Group Buys

A photograph of a two-story house with a gabled roof and a balcony. The house is white with a red railing. Solar panels are installed on the roof. The house number '2120' is visible above the front door. The background is a clear blue sky.

Grow Solar

A Midwest Partnership To Move Markets

**Grow solar in your community
with our state-specific toolkits.**

Build the solar market near you! Contact: info@growsolar.org

Want to Learn More?

- National Renewable Energy Laboratory Solarize Guidebook
- Grow Solar
- U.S. Department of Energy SunShot
- Milwaukee Shines
- Midwest Renewable Energy Association



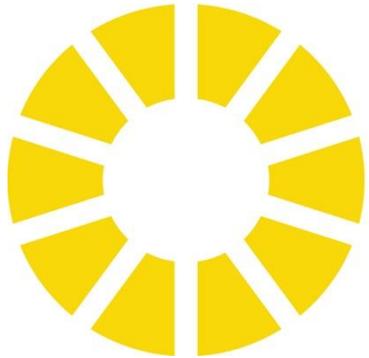
Questions?

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Milwaukee
SHINES

eco**CITY** of
MILWAUKEE