



## SOLARIZE MONADNOCK 2020

### KEENE & MARLBOROUGH

#### **What is Solarize?**

“Solarize” is a model that has spread across the country since its inception in Portland Oregon in 2008. It is a concentrated, volunteer-led campaign to bring more solar installations to residents and small businesses in a community by streamlining the process, offering some discounts, and overcoming inertia.

The 2020 campaign in Keene and Marlborough will build on the successes of past Solarize campaigns in Upper Valley towns which added over 2 MW of solar to that region, and the Solarize Monadnock 2019 campaigns which added over 40 new residential installations in Peterborough, Hancock, Sharon, Rindge, and Fitzwilliam.

A qualified installer-selection team of volunteers from Keene and Marlborough is currently reaching out to PV installers in the region and the state. The team will release an RFP in early December, then evaluate proposals and conduct interviews by a transparent process, and select a partner-installer in early 2020. The campaigns will go public in March with a number of promotional and educational events during the 3 months of the active campaign. In all interactions with the public, the importance of energy efficiency and weatherization will be emphasized along with the benefits of “going solar.” Residents who have site evaluations and sign contracts within the 3-month duration of the campaign will receive a specified discount on their PV installations and will be assured of completion of their projects in the 2020 calendar year.

#### **For more information:**

- [www.solarizemonadnock.com](http://www.solarizemonadnock.com)
- The “Solarize Toolkit” guideline for conducting a campaign:  
[www.vitalcommunities.org/energy/solarizetoolkit](http://www.vitalcommunities.org/energy/solarizetoolkit)

#### **Core volunteers for the 2020 campaign:**

- Keene: Chris Brehme (Energy and Climate Committee, KSC Geography Dept), Sara Lobdell (Antioch student), Mark Meess (citizen), Dave Morse (retired engineer), Hans Porschitz (Director of Operations, Bensonwood), Ann Shedd (Energy and Climate Committee), Nancy Westrate (citizen), Dave Zimmerman (retired builder & PV installer)
- Marlborough: Jerry Burns (Marlborough Energy Committee; faculty at Franklin Pierce University), Ted Mead (Marlborough Energy Committee; owner EcoLogic Homes), Marge Shepardson (Marlborough Energy Committee; former NH state representative, Energy Science and Technology Committee), Jennifer Zakrzewski (grad student, Prescott College)