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The National Solar Tour: Transforming the Market

Purpose of this Presentation

- **Overview of National Solar Tour**
- **Demonstrate how the Tour is meeting the objectives of the DOE SETP goals**
- **Answer your questions**
- **Motivate you to participate in the tour!**



**The American Solar Energy Society (ASES)
is the nonprofit organization that has been
leading the transition to a sustainable energy
economy for over half a century**

**The National Solar Tour is a
core program of ASES**



What is the National Solar Tour?





**The National Solar Tour is
the largest grassroots solar energy
event in America!**

**It provides 140,000 participants the opportunity
to tour homes and buildings to see
how neighbors are using solar energy**





The Tour helps the DOE meet its SETP goals:

No other solar event educates the solar consumer, boosts market demand, and increases the deployment of solar technology more than the National Solar Tour

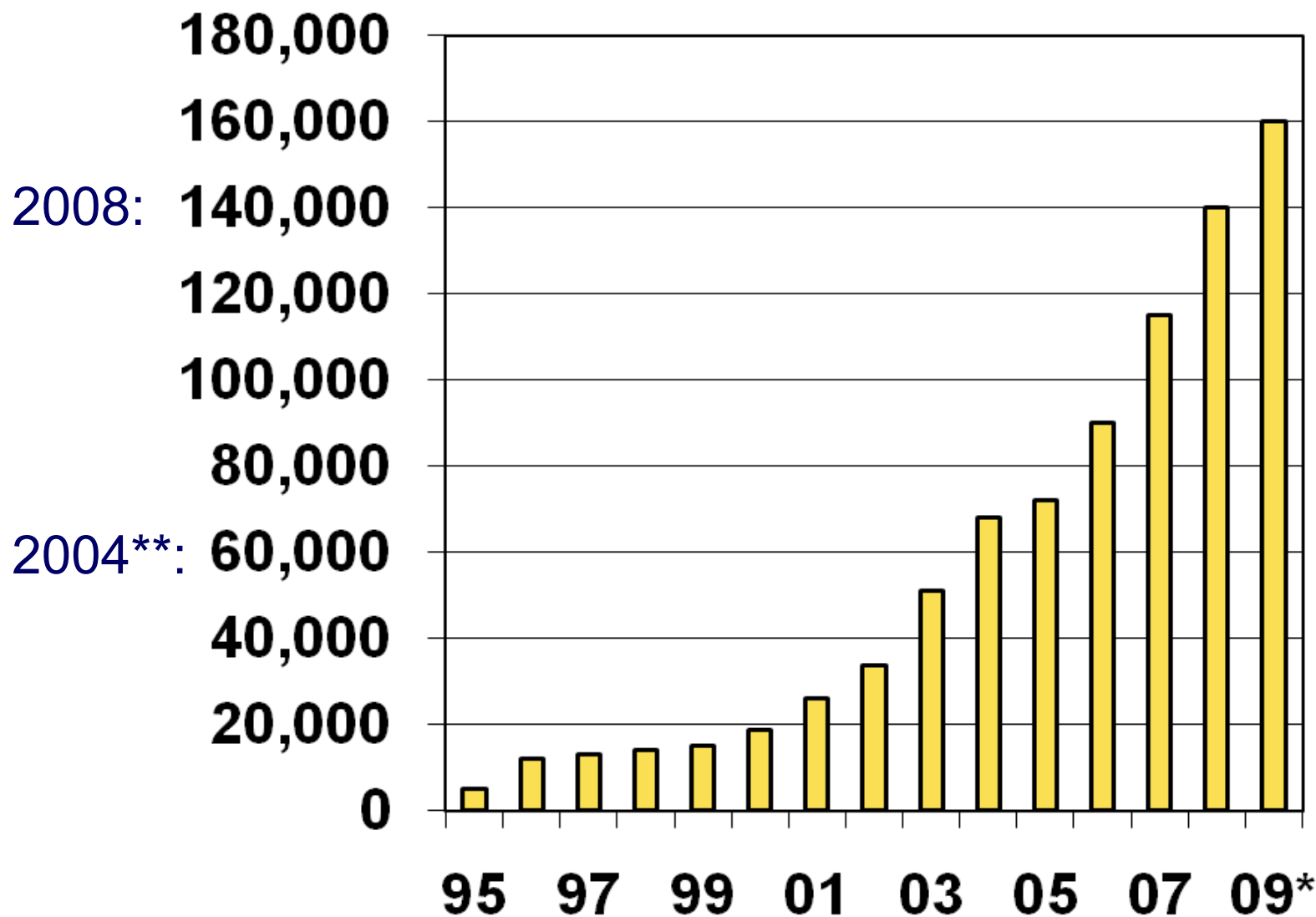


The 2008 National Solar Tour:

- 5,000 homes and commercial buildings
- Educating participants in 3,000 communities in 49 states
- Collaborating with over 10,000 volunteers!



Attendance



**First Year DOE Funding

*Projected



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What motivates someone to participate in the National Solar Tour?



Empowering Attendees

- **30% attended Tour to get information prior to making purchase decision**
- **Before Tour 44% indicated an intention to purchase clean energy technology, after attending, that number rose to 73%**
- **38% plan to retrofit their current home to include sustainable energy features within two years**



Increasing Deployment

32% of Tour hosts indicated that attending a previous Tour was the motivating factor in their decision to invest in a renewable system



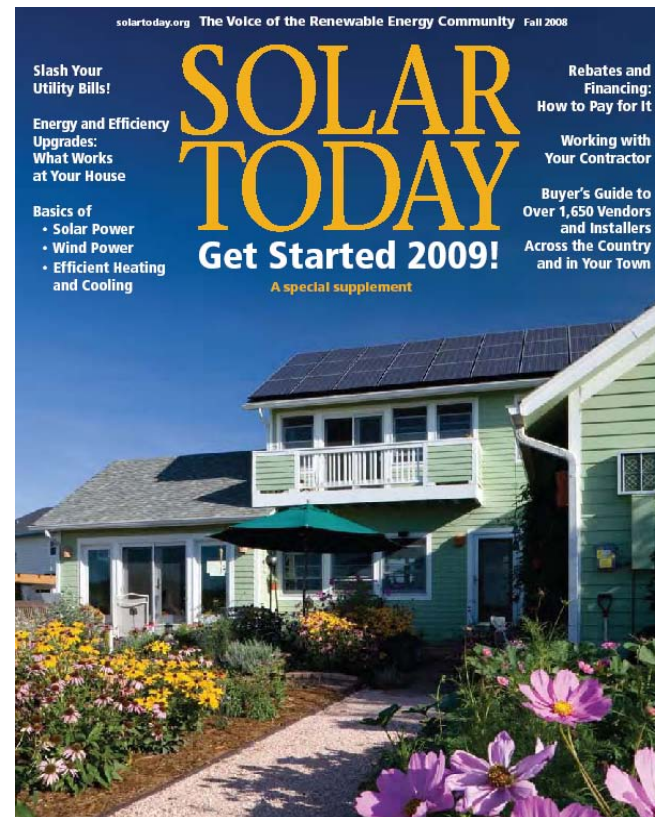
Key Tour Components

- **Event planning**
- **Solicit homes and buildings for Tour**
- **Network**
- **Marketing/media planning**
- **Create materials**
- **Homeowner support**
- **Tour day education**
- **Follow up/evaluate**
- **Celebrate!**



Tour Organizer Support

- Monthly Tour organizer conference call to share best practices, strategize and plan
- Comprehensive public relations program
- Local Tour grants
- Distributed 100,000 complimentary copies of *Get Started 2009* resource guide to Tour attendees



Types of Solar Tours

- Guided
- Self- guided
- Bus tours
- Bicycle tours



The deployed solar energy technology that Tour takers seek

- **Grid-tied and off-grid photovoltaic applications**
- **Solar hot water for domestic and radiant heat use**
- **Passive solar design**
- **Energy efficiency techniques**
- **Also geothermal energy (residential heat pumps) and small scale wind**



Homes



Minnesota Renewable Energy Association Solar Tour



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Multifamily

NESEA Green Buildings Open House Tour,
Philadelphia, PA



Commercial buildings

Green Energy Ohio Tour: Bio-integrated greenhouse northwest of Columbus is powered by a 1-kW wind turbine and a 2.1-kW solar array and heated by a solar thermal drain-back, closed-loop radiant floor system.



Multipurpose applications



Little Rock AR Tour, William Ball



Homeowner Support

- **Best practices training for site volunteers**
- **Distribute printed handouts and materials to Tour sites**
- **Event promotion and signage**



Homeowner Support



Direction (Lawn) Signs



Follow Up and Evaluate

- Survey to Tour takers
- Survey to Tour hosts
- Survey to Tour organizers
- Reports to stakeholders
- Ongoing education with complimentary subscription to *SOLAR TODAY* magazine for Tour host

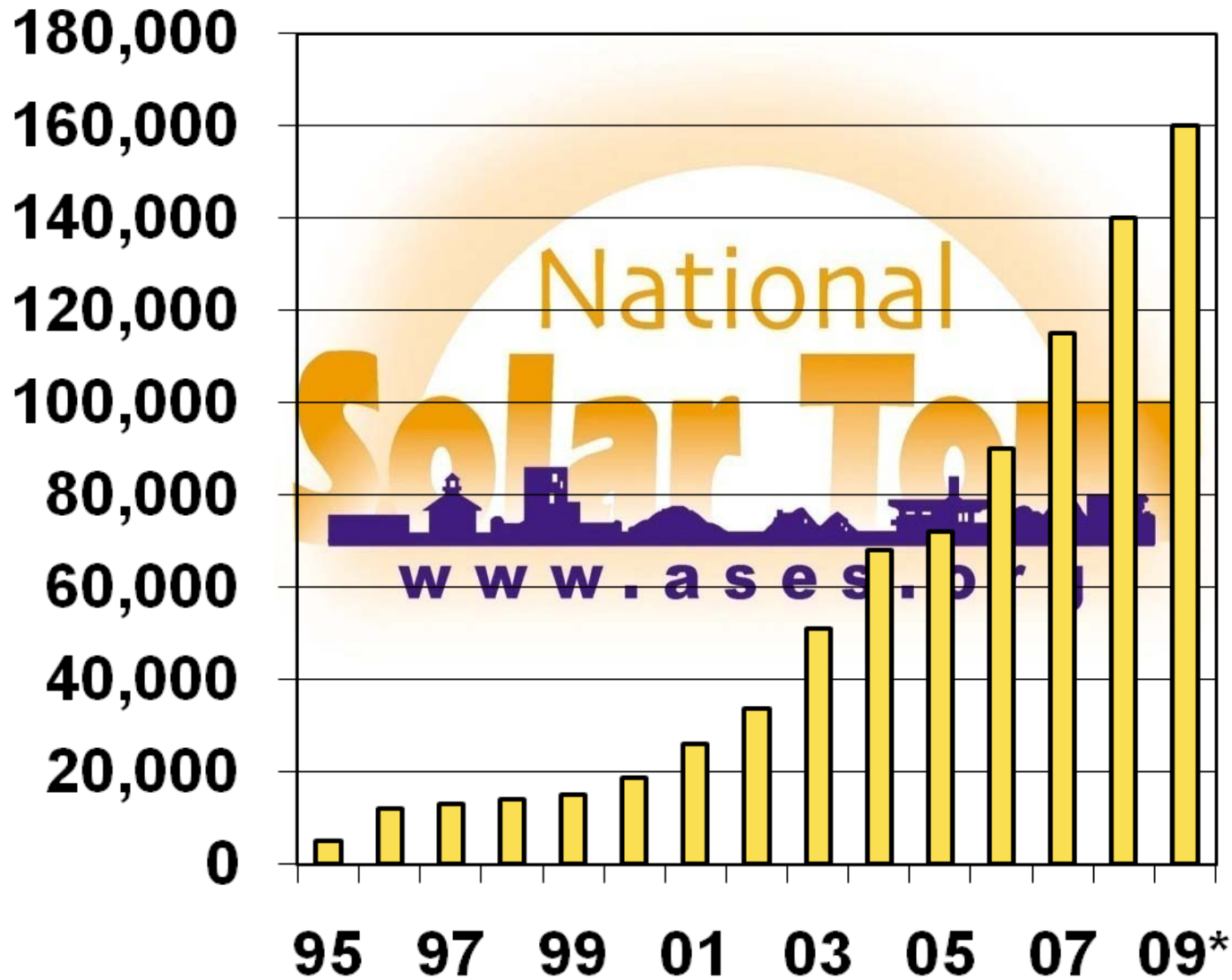


Celebrate Solar!

- **Share the success with volunteers, homeowners, participants**
- **This is a highly effective educational event – celebrate this important step towards a sustainable energy economy**



The Future



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Conclusion: The largest grassroots solar energy event in America helps the DOE meet its SETP goals

No other solar event educates the solar consumer, boosts market demand, and increases the deployment of solar technology more than the National Solar Tour



Thank You!

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