

Reducing Soft Costs for Solar PV Through Solarize Campaigns

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ABSTRACT

Solarize programs are rapidly spreading throughout the U.S. and becoming one of the most effective ways for communities to go solar. Solarize programs simplify solar processes, educate the public, reduce costs by up to 30%, and promote a strong sense of community. In this session, Chris Carrick will describe the 2014 Solarize Syracuse campaign and the forthcoming 2015 Solarize Central New York campaign, as well as the process of creating and key elements of a Solarize campaign and lessons learned.

BIOGRAPHY

Chris Carrick directs the Energy Management Program for the Central New York Regional Planning and Development Board, a public agency that serves Cayuga, Cortland, Madison, Onondaga and Oswego counties. In that capacity, Chris coordinates several NYSERDA programs, including Climate Smart Communities, which assists local municipalities to reduce energy consumption and greenhouse gas emissions through the preparation of climate protection plans, and the implementation of clean energy demonstration projects.