

Final Pilot Program Version of 5 Houses Up, 5 Houses Down

The main pilot program phases/components:

1) Appreciation/Program Initiation Event

Event Outreach

Current solar customers are contacted and invited by their personal solar consultants to attend a customer appreciation event with food/drinks in their local city/neighborhood to meet others who also went solar. The event will be marketed differently to each solar owner, as determined by the solar representative who helped the owner initial convert to solar and developed a prior relationship. The table below frames the marketed event based on the client's motivations since the event will address all of the given incentives, but the option most appealing would be highlighted.

Primary Initial Motivation	Marketing Invitation
Save Money	Have food, drinks on us and learn about a new support program to help solar owner increase referrals and gain monetary compensation from solar company
Better the environment	Have food, drinks on us and learn about a community block party we want to throw for your family, friends and neighbors about steps they can take to do their part
New technology adopter	Have food, drinks on us and learn about a and attend a networking event to meet forward thinking adopters and the chance to win a raffle for high tech item

Event Logistics

Event will be held at a local community venue such as a community center, school auditorium, park facility etc. The program initiation event's location will only be announced once a critical mass of 20-30 current solar owners are confirmed to attend the event. The event location will also be mapped according to the RSVP of attendees. Depending on the partnership that is established in the community or the results of survey answers among event attendees about their ideal meeting location in the

community, the event will be determined with the attendees preferences in mind. The event will most likely occur in the evening and will be recorded live for any solar owner who was not able to attend the event.

Event Activities

The main concern is that it is fun, local and engaging. During this co-hosted event by a solar company and partnering, local nonprofit, solar owners would learn about the new movement/vision they are a part of in helping communities rapidly adopt renewable energy. The presentations and activities are meant to help them gain a greater sense of recognition for their decisions, catching them off guard in gaining more from the event than they originally expected from the initial invitation. The first phase of the event will begin with refreshments and drinks to allot for different arrival times. The guests will then be greeted by the host solar company and nonprofit with introductions about the mission of each company and reason for creating a partnership (*being that, both have distinct challenges in engaging people about renewable energy/environmental responsibility that they other has strengths that can be leveraged to overcome the challenge.* *please refer to comment response below to Natalie Lake for explanation of challenges and strengths). Short presentation will be followed by an engagement event facilitated by non-profit to share personal stories about switching to renewable energy. (*Language will be directed to renewable energy in general, to make connection for homeowners to solar*) After sharing stories, non-profit leads short session of what a community with 100% renewable energy may look like based on the collective knowledge of the group. SolarCity then outlines plan to organize event in the community, a block party where families can have fun learning not just about solar, but all the components of what a community with renewable energy will look like, solar owners just have to invite people and request permission to canvass their neighborhood highlighting you as a neighbor who endorses it. Solar owners will also be asked to invite their local neighbors, friends, family and colleagues to event and informed of the support nonprofit will provide.

2) 5 houses up, 5 houses down campaign

Event Outreach

Volunteers from various non-profits, the homeowner's personal solar sales consultant and if willing, the solar owner, will engage the solar owner's closest 10 neighbors around the question, "how might we be able to better our neighborhood". This question will allocate the ideas of the block which will be featured on a meet your neighbors wall during a block party event. This program is much like the canvassing that every solar company does anyway. The question of "how might we be able to better our

neighborhood" is an approach that has a shifted meaning, intention and purpose. It can be an effective catalyst to taking part in the rebuilding of our neighborhoods, allowing us to get to know our neighbors again. The flyer will feature a diversity of organizations (from solar company to local retail shops, nonprofits) at the event that will be marketed to "engage the entire family about how to have fun while saving money, protecting our resources, air and water, and eating BBQ, *vegetarian options provided. Neighbors will also learn about the games that they can participate in to win a large array of raffles, from kids bikes to home energy improvement items. Solar owners will make the same invitations to their local friends, family and colleagues over the phone or in person on their own time and let them know to come to a workshop at the event the solar owner is going to participate in. Nonprofit and solar representatives will greet with "Hi I am part of one of the many organizations sponsoring a block party for the community..."

Canvassers will also conduct short survey of the invitees' most interested environmental questions and concerns to help support planning for final program phase. Finally, if there was no contact made, informational pamphlets and flyers about the upcoming block party (opportunity event) will be left).

Event Logistics

Neighbors will be engaged on a weekend day in the afternoons. Volunteers and solar representatives will be matched to the neighborhoods closest to their own homes. Volunteers will not need to be provided much support since canvassing is minimally required to engage homeowners 5 houses up and down from the solar owner's home. More homes can be canvassed according to the preference of the canvassers, but the point is to create quality interactions to encourage homeowners to join. All canvassers will then gather for one day of canvassing all homes within a 2 mile walking distance of the chosen location for the block party to maximize attendance.

Event Activities

If available, volunteers and canvassers are encouraged to meet before canvassing and after to enjoy one another's company for lunch or celebration at a local establishment. Such activities is often critical to creating a sense of shared purpose together that is important to preventing burnout, creating a group culture of positive support and continue momentum for final phase. Perhaps a competition can be encouraged between teams of volunteers and canvassers. If nonprofit is related to school program around environmental education, high school/college youth would be ideal canvassers.

3) Opportunity event

Event Outreach

Based on the collection of survey answers by canvassers, the sponsoring nonprofit and solar company will engage local schools, businesses, community groups and governmental officials to contribute workshops and activities for attendees to participate in. Outreach will also be made to possible sponsors for raffled item donations.

Event Logistics

Location of the event will be based on an ideal safe space for at least 200 RSVPed guests, ideally, the event space will be an open public park or recreation area. These events will heavily require coordination with community parks and recreation departments of city, sparking collaboration even further. Partnerships to successfully conduct this event should be somewhat led by members of the community. The Solar company and nonprofit's success in identifying a community volunteer organization willing to spearhead this event will be key in creating a successful block party event. As the pilot program continues, templates for organization can become streamlined to be adjusted to the community being engaged (such as new communities, low-income, etc.)

Event Activities

During the entire block party celebration (opportunity event) attendees will be participating in various workshops to earn raffle tickets towards prizes auctioned at the event. Of course, one of the main workshop highlighted activities will be for community members to come together and join discussions on renewable energy and hear the stories of current solar owners. This workshop will be one of the most featured events along with other like workshops such as water conservation and energy efficiency workshop. Environmental based nonprofit missions can help plan other activities that are fun, engaging and informative. Food and refreshments will be provided throughout the event with an emphasis on being a sustainable, environmentally responsible event. The event will have educational activities for all in the family, with a kid, teen and adult track.

Pilot Program Funding Plan

The coordination of volunteers and funders for this program has been found to be extensive if wanting to maximize the effects. While larger solar companies, such as SolarCity, may have the financial resources to implement such a program, it could take a collection of smaller retail and specialized solar companies to achieve the same type of program. Smaller solar companies, may modify the community event to a smaller, neighborhood gathering solely focused on presenting the benefits of solar energy. Funding from governmental grants to organize events in our communities could also be a resource to fund an event such as this. While the block party is an ideal scenario which would create the most natural and authentic interaction among individuals, the

same quality can be generated by a smaller BBQ style gathering for invitees with an experience similar to that of the appreciation event where common stories are shared and a visioning activity is created by the community. Along with funding, the investment in time is often harder to receive, this program will take an extensive amount of investment by the nonprofit in coordinating canvassers and workshop presenters. Given collaboration is the key factor we are looking to generate from this pilot program, we intend to eventually create a template for organizing that can reduce the time needed to research best practices.

*** please review attached document Adoption Case Study, for funding strategy ideas

Larger Vision of 5 Houses Up, 5 Houses Down

Essentially, most economic analysts would find solar energy to inevitably becoming the world's main source of energy by mid-century. Residential solar is often one of the first major points of interaction for our communities to engage with the vision of what a sustainable world will look like. Investing in quality engagement around this critical piece of awareness raising is crucial to creating the capacity within our communities to increase public demand and ultimately create the political will towards the rapid transition necessary to renewable energy. Ultimately, we see residential solar as a vital pivot point in the discussion of our individual role in the greater climate challenge. While the climate challenge need not be explicitly discussed throughout the pilot program to encourage the transition, ultimately a positive interaction around solar technology is an important precedent to community stakeholders of our cities in learning to working together. The sooner we are able to increase and expand the interactions of our social networks, the sooner we are able to collaborate positively in a world with increasing climate challenges. The larger vision of 5 Houses Up, 5 Houses Down, is to create a practice of focusing on small actions to create meaningful impact. Ultimately the ability to building resilient, sustainable communities relies on a foundation of strong interconnected community members (civic, private, public and government) able to recognize its shared responsibility to one another.

Expanding Prototypes

Expanding the pilot program model around retail customers, just as homeowners who went solar can engage their social networks, schools and businesses can leverage this strategy as well to influence their networks. Schools who have converted to solar energy, can partner with nonprofits and solar companies as well to coordinate similar events. In this scenario, the students can learn how solar helps their school reduce

costs and redirect funds to improving school programs. Students may be able to identify if their home has also gone solar and help one another help their peers encourage their parents to convert to solar energy. By having students invite parents to an opportunity event where they all learn about the benefits of solar energy for the home, perhaps parents will be more willing to listen to retail store solar representatives. Schools who have gone solar can also be brought together to learn of their collective potential to influence other schools at an opportunity event modified for their situation. Small and large businesses who have gone solar can come together, discuss their success stories of converting to renewable energy and coordinate an opportunity event to reach across industry divides to spread the word of how solar makes business sense. Chambers of commerce can be a great starting point for these events.

Adjusting to diverse, low-income communities

Too often, solar is misunderstood as a luxury inaccessible to low-income communities in the US. With regard to current solar efforts for low-income communities, there is already a lot going on. One notable mention, a non-profit organization called GRID Alternatives installs solar systems completely free for families living under the poverty line. While, the greatest misconception with solar for low-income families is they may not have the financial resources, the lease option provided by solar companies actually provides no cost installation and maintenance for the system and the home simply pays a monthly bill for the electricity generated by the panels priced at a lower rate than what their utility company will likely charge. Another misconception is that low-income families often have low bills. Solar representatives often find that low income families tend to have two or more generations living in one home, saving money instead of buying another home. Thus, their energy usage is higher with more people. As long as there is one person with a fairly good credit rating, usually the only requirement for applying for the solar lease, the family can go solar. Essentially, the greatest barrier to low income neighborhoods is just the same as in middle income ones, the access to knowledge. Creating free events for these neighborhoods to attend and listen to one another share positive stories is the key to spreading awareness and rapidly transitioning these communities!

For low income communities , we recognized the factor of diversity as the strongest factor to consider and leverage. Often low-income is a mix, at least in the LA county area, of ethnic, racial and religious backgrounds. Thus, we had an idea to utilize the 5 houses up, 5 houses down campaign phase to ask neighbors, family, friends, and colleagues of solar owners to simply identify and share more about background, such as their second language, hobbies, faith, ethnic makeup, values, etc. as a way to inform

the strategy of marketing or type of event that potential neighbors colleagues and friends will attend. After the engaged pool of invitees are grouped, we would then ask the solar owner, most like in values, interests, etc. of the particular targeted group, to share their story with a group of like potential solar owners. Whether it is second languages, particular hobbies, or faith based, we could help current solar owners create custom opportunity events targeted towards a particular focus of people. Often a message comes across much easier for people when the messenger shares a common understanding, interest or value. The vision of solar energy will thus be best carried through their real life experiences. While this adjustment to the model may take more planning.

During our research we also uncovered the great concern for safety in low-income communities where crime can often be a concern during large gathers. In reflecting on this insight, we considered the prototype of incorporating schools as a collaborative partner with the solar company and nonprofit to be vital to providing a secure space for gathering, as well as a controlled group of invitees. Rather than door knocking, the main type of engagement would be students reaching out to their parents who, in turn, access their close social networks. For communities with fewer financial resources, cutting out time to attend such an event would also become a barrier. Thus, providing webinars as an alternative to meeting in person would be a possible solution to this. Though, these are often less attended, they can provide information in the safety of the home, while still creating some form of social interaction.

Adjusting to new communities

Newer communities with weak social ties can be a huge hinderance to implementing an effective pilot program in a community. However, the pilot program has the opportunity to be introduced as one of the first community building events sponsored by the various local public, private and governmental stakeholders of the community. The event would be marketed simply as a meet your neighbors event with outside solar owners coming to the event, explaining their experience with the program and its success. Thus, this program will not be piloted in a new community until successful results generates the solar owners needed to speak for the program itself since there will be no solar owners in the new community. Nonetheless, newer communities tend to attract young families looking that are often more open to the offerings and idea behind solar technology. Truly, the adoption of the new community in the pilot program will depend on the available resources surrounding the developing of the community. Again, this may also be where virtual communities may play a significant role in that, as we collect data about homeowners and track the location of their friends and family are, we could

create an opportunity event where potential solar homeowners in a community who at least know someone (friend, family, colleague) that has gone solar can meet to discuss concepts. In turn, they can become the early adopters in the community and those who encourage others to convert as well.