# Social Influence & Solar

## How Non-Residential Installs Are Driving Residential Business

**Peter Troast, CEO & Founder**

**Abby Yolda, Director of Solar & Digital Marketing Strategy**

**Cory Allyn, Associate Director of Content & Strategy**

March 27, 2024

# BEFORE WE START

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## Everything You Need to Know About AI and Solar Marketing in 2024

By Abby Yolda | January 24, 2024

*A modified version of this article was re*
*Solar Today under the title "AI in Solar*
*Between Tech and Touch." We're cross*
*blog page in case you missed it!*

Over-reliance on artificial intelligence tools and chatbots
others is a losing game. But that doesn't mean solar com
on this new technology. Solar companies are all about er

We've always operated under the guiding principle that
world expertise and a human touch. Adding AI into our t
any solar company curious about artificial intelligence sh
of ways to benefit, but only if you strike the right balance

### The Benefits of Using AI in Solar Marke

**AI Tools Save Time**

It's a common scenario for solar contractors: already strap
should be out on a job site or helping solve business pro
out time for the marketing that you know you'll wish you'

## Energy Circle's Solar Predictions for 2024

**Energy Circle's Solar Predictions for 2024**


2024 is shaping up to be a big year for the solar industry. From California's recent decision to overhaul its net metering program (and the effects we may see far beyond state lines this year) to the rise of electrification and it's effect on the solar market, there's a lot on solar contractors' minds this January.

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## The Solar Industry in 2024: Trends, Changes & What the Future Holds

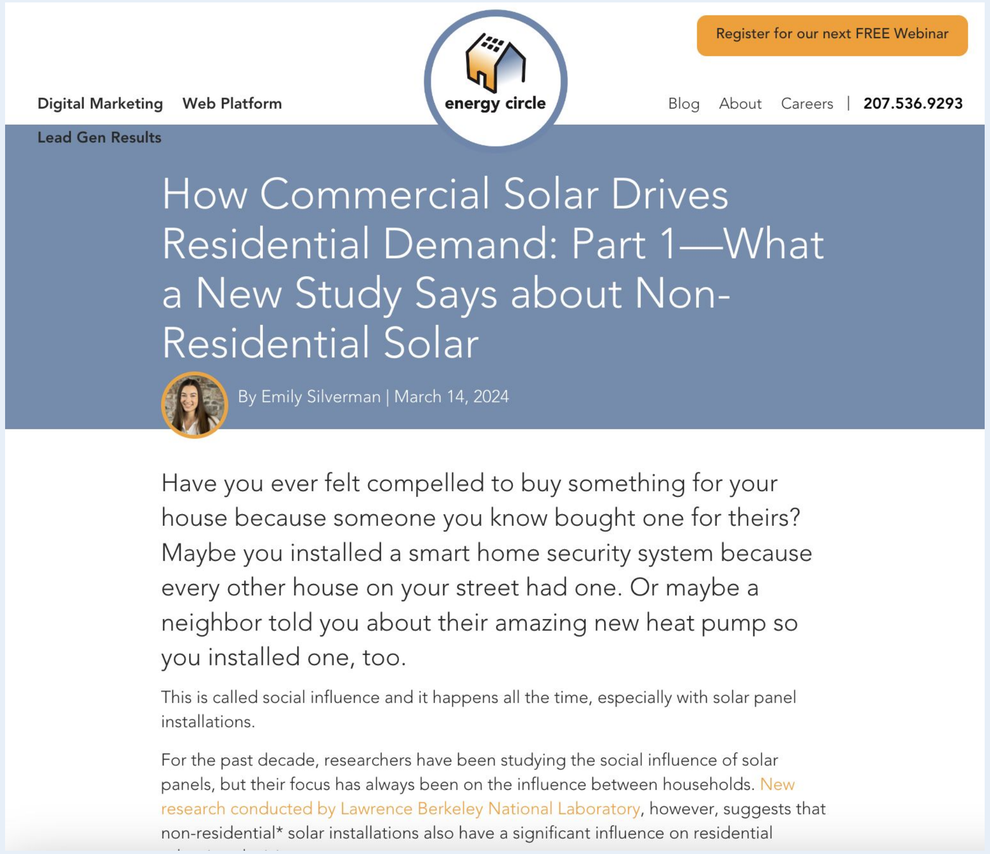
By Emily Silverman | February 7, 2024

has come a long way since the early
hat was once a fledgling technology
of the global energy transition,
tal global electricity generation in
nly expected to grow.

evitable, and we're expecting to see some big shifts
ar, we have our eye on seven of the biggest trends
ket in 2024.

e's mind this year, with the soaring cost of solar loans
. Installers across the country are feeling the impact,
olar markets in the US—Arizona, Texas, and Florida—
talled capacity.

# BEFORE WE START



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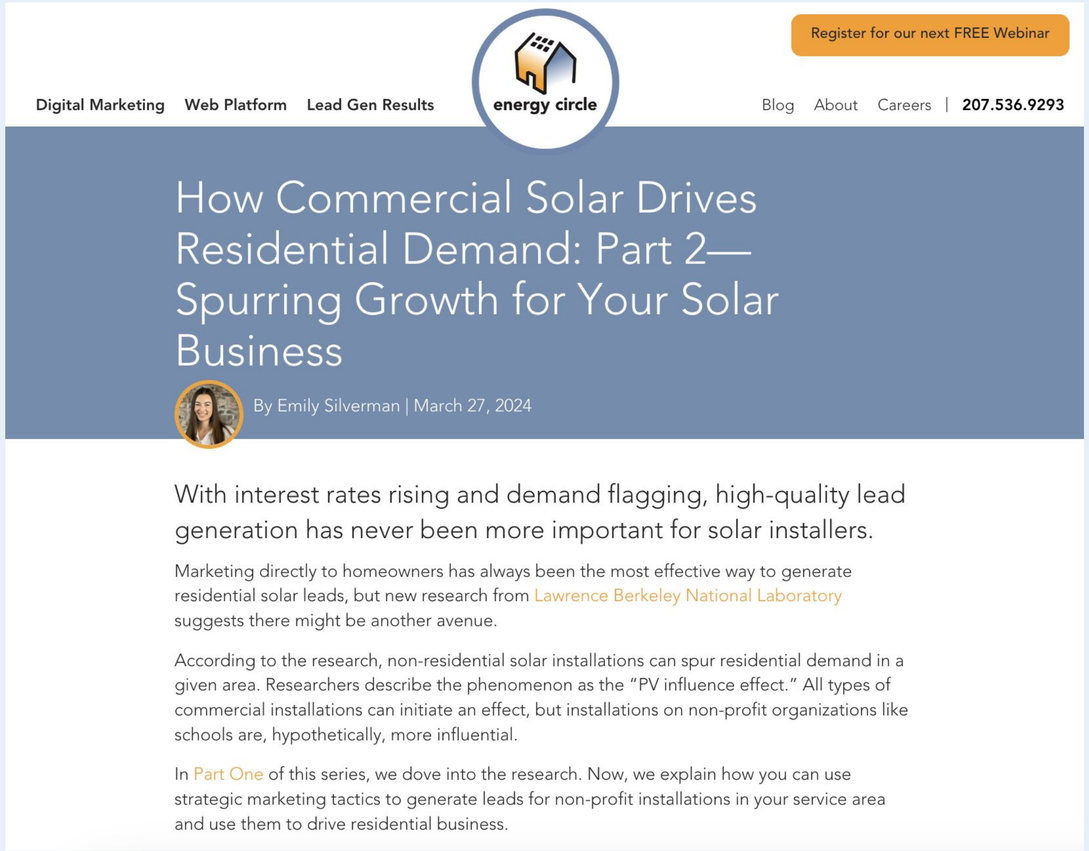
## How Commercial Solar Drives Residential Demand: Part 1—What a New Study Says about Non-Residential Solar

By Emily Silverman | March 14, 2024

Have you ever felt compelled to buy something for your house because someone you know bought one for theirs? Maybe you installed a smart home security system because every other house on your street had one. Or maybe a neighbor told you about their amazing new heat pump so you installed one, too.

This is called social influence and it happens all the time, especially with solar panel installations.

For the past decade, researchers have been studying the social influence of solar panels, but their focus has always been on the influence between households. New research conducted by Lawrence Berkeley National Laboratory, however, suggests that non-residential* solar installations also have a significant influence on residential



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## How Commercial Solar Drives Residential Demand: Part 2—Spurring Growth for Your Solar Business

By Emily Silverman | March 27, 2024

With interest rates rising and demand flagging, high-quality lead generation has never been more important for solar installers.

Marketing directly to homeowners has always been the most effective way to generate residential solar leads, but new research from Lawrence Berkeley National Laboratory suggests there might be another avenue.

According to the research, non-residential solar installations can spur residential demand in a given area. Researchers describe the phenomenon as the "PV influence effect." All types of commercial installations can initiate an effect, but installations on non-profit organizations like schools are, hypothetically, more influential.

In Part One of this series, we dove into the research. Now, we explain how you can use strategic marketing tactics to generate leads for non-profit installations in your service area and use them to drive residential business.

# TODAY'S AGENDA

1

## THE LAWRENCE BERKELEY LAB RESEARCH

- Key Findings
- Specific Types of Non-Residential Solar
- Real Life Case Studies

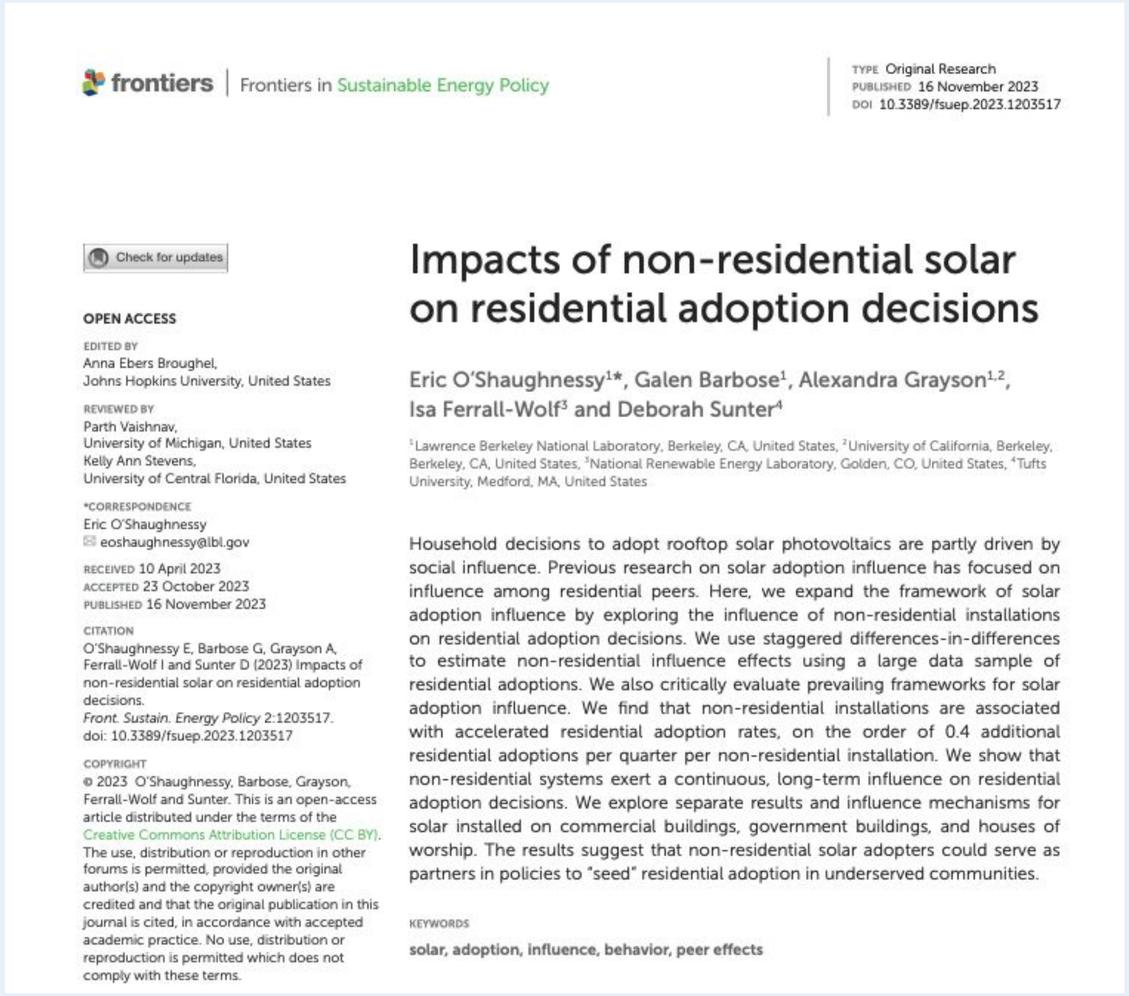
2

## WAYS TO TAKE ACTION

- Website & Content Marketing
- Community-Focused Messaging
- Solar Education Events
- Referral/Donation Programs
- Telling Success Stories

# THE RETURN OF THE ENERGY CIRCLE WEBINAR POLL


THE RESEARCH



frontiers | Frontiers in Sustainable Energy Policy

TYPE Original Research
PUBLISHED 16 November 2023
DOI 10.3389/fsuep.2023.1203517

Check for updates

OPEN ACCESS

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RECEIVED 10 April 2023
ACCEPTED 23 October 2023
PUBLISHED 16 November 2023

CITATION
O'Shaughnessy E, Barbose G, Grayson A, Ferrall-Wolf I and Sunter D (2023) Impacts of non-residential solar on residential adoption decisions.
*Front. Sustain. Energy Policy* 2:1203517.
doi: 10.3389/fsuep.2023.1203517



# Impacts of non-residential solar on residential adoption decisions

Eric O'Shaughnessy[1]*, Galen Barbose[1], Alexandra Grayson[1,2], Isa Ferrall-Wolf[3] and Deborah Sunter[4]

[1]Lawrence Berkeley National Laboratory, Berkeley, CA, United States, [2]University of California, Berkeley, Berkeley, CA, United States, [3]National Renewable Energy Laboratory, Golden, CO, United States, [4]Tufts University, Medford, MA, United States

Household decisions to adopt rooftop solar photovoltaics are partly driven by social influence. Previous research on solar adoption influence has focused on influence among residential peers. Here, we expand the framework of solar adoption influence by exploring the influence of non-residential installations on residential adoption decisions. We use staggered differences-in-differences to estimate non-residential influence effects using a large data sample of residential adoptions. We also critically evaluate prevailing frameworks for solar adoption influence. We find that non-residential installations are associated with accelerated residential adoption rates, on the order of 0.4 additional residential adoptions per quarter per non-residential installation. We show that non-residential systems exert a continuous, long-term influence on residential adoption decisions. We explore separate results and influence mechanisms for solar installed on commercial buildings, government buildings, and houses of worship. The results suggest that non-residential solar adopters could serve as partners in policies to "seed" residential adoption in underserved communities.

KEYWORDS

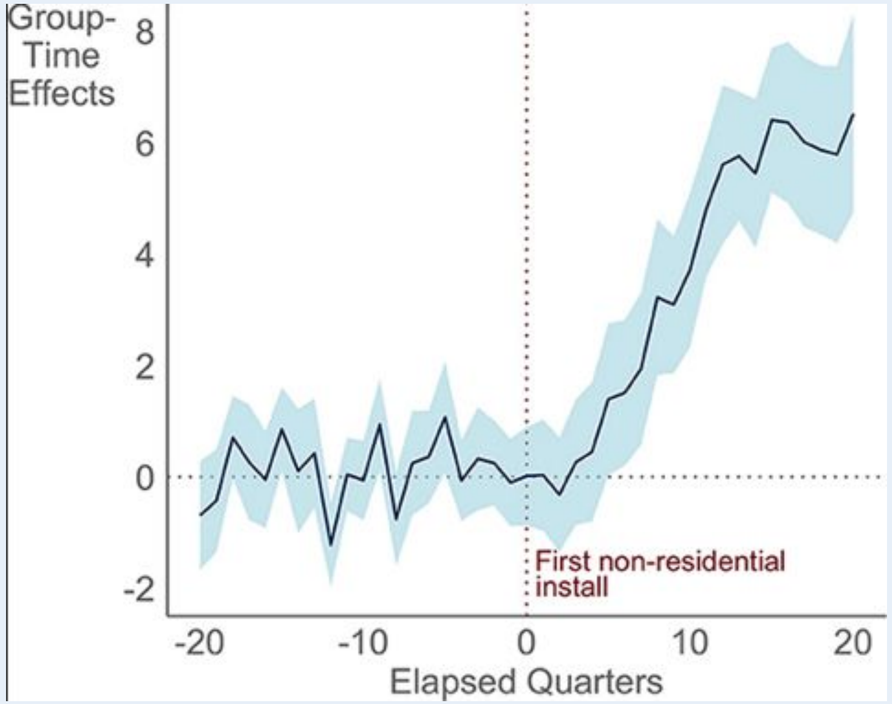
**solar, adoption, influence, behavior, peer effects**

BERKELEY LAB
LAWRENCE BERKELEY NATIONAL LABORATORY

Study:
https://emp.lbl.gov/publications/impacts-non-residential-solar

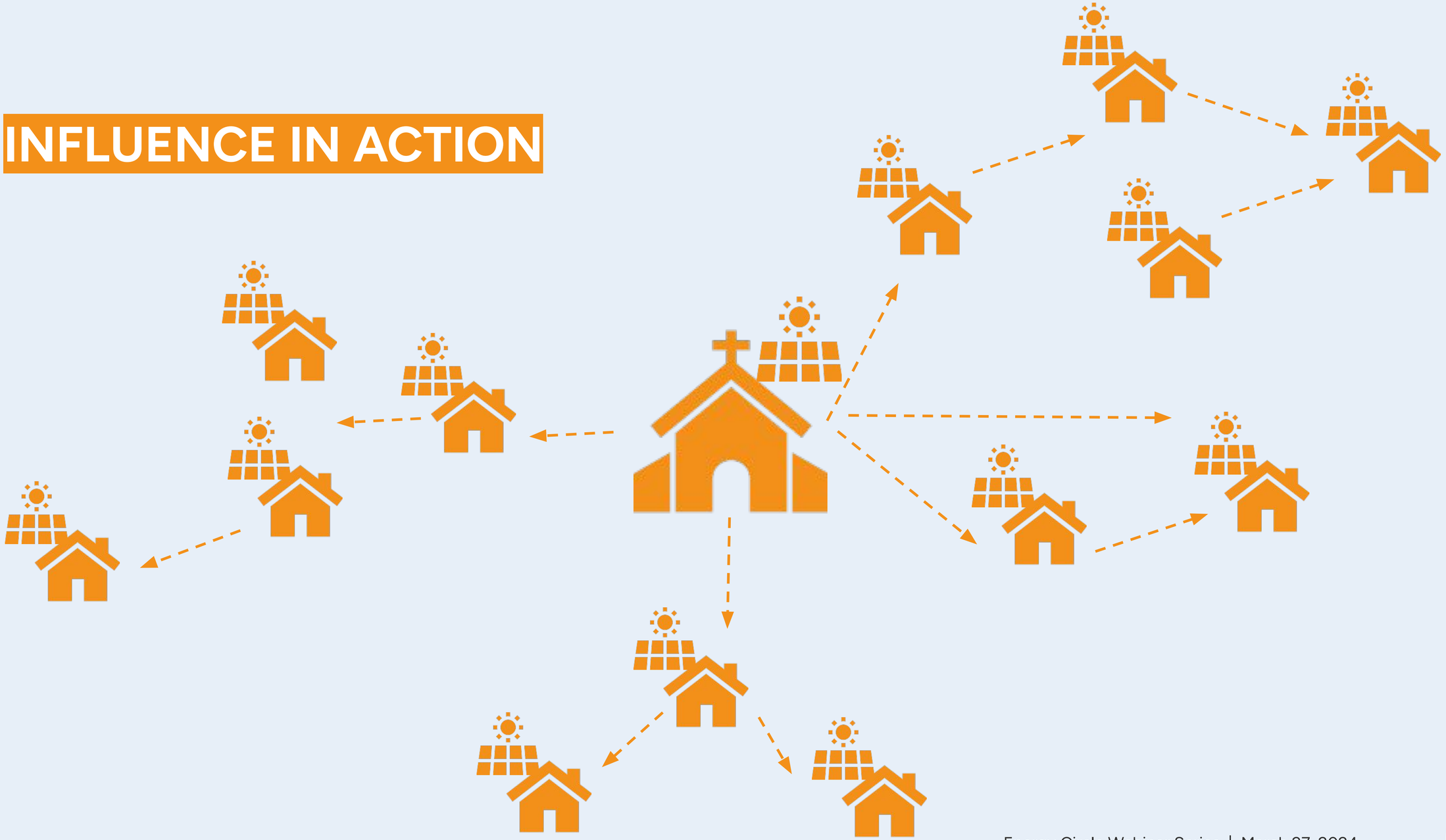
Webinar:
https://emp.lbl.gov/impacts-non-residential-solar-residential-adoption-decisions

# KEY FINDINGS




- Solar installations on non-residential buildings influence residential solar adoption decisions.
- For every non-residential installation within a given zip code, there is a statistically significant increase of approximately 0.4 additional residential installations per quarter.
- Non-residential installations exert a continuous, long-term influence on residential adoption decisions. This suggests that non-residential solar installations can start a cascading effect.

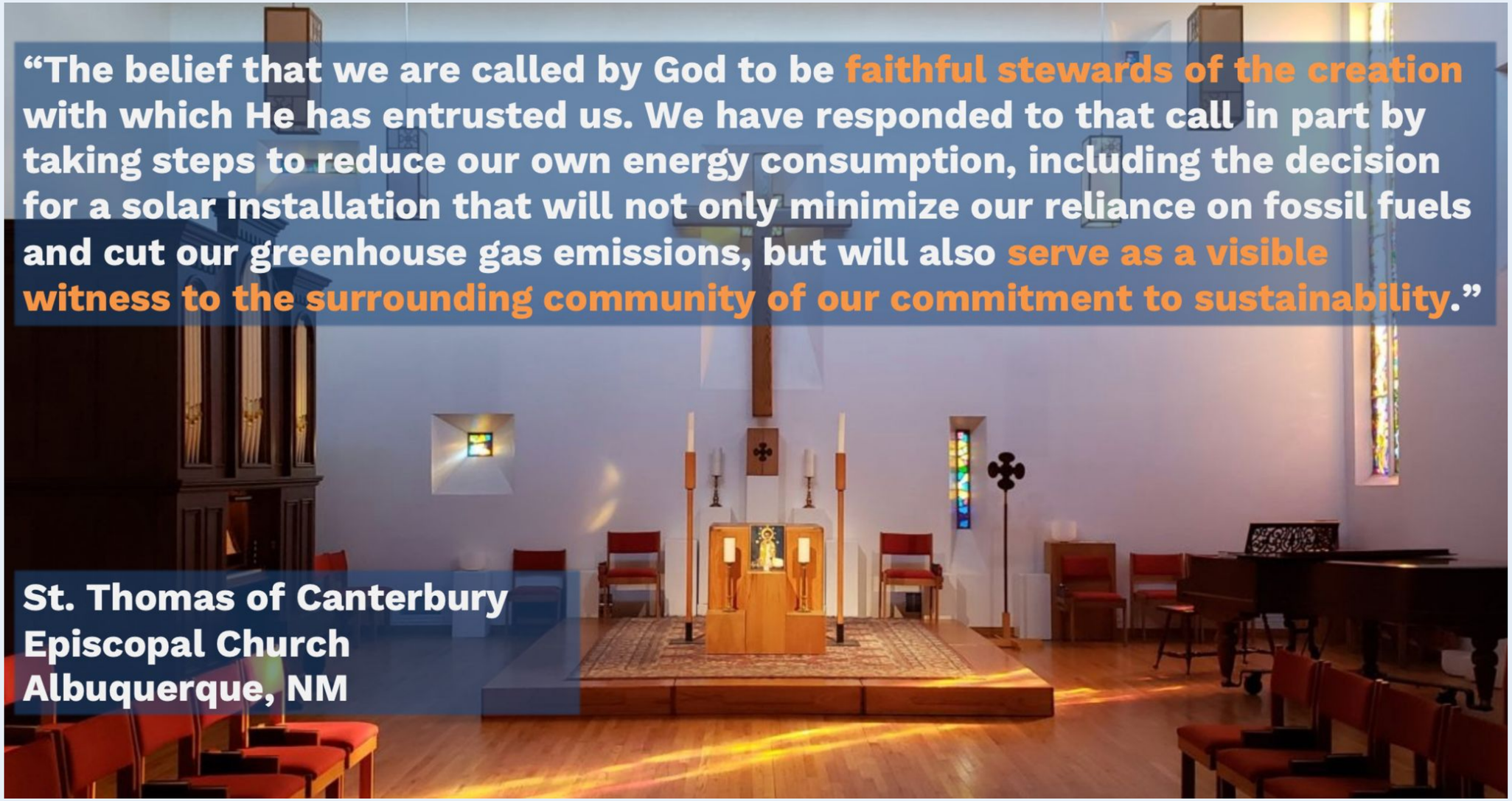
# INFLUENCE IN ACTION



# EXAMPLES OF NON-RESIDENTIAL SOLAR SECTORS

- Houses of worship (churches, mosques, synagogues, et al)
- Schools (public & private)
- Government buildings
- Non-profit organizations (youth groups, animal shelters)
- Agricultural
- Businesses, commercial, industrial

# CASE STUDIES FROM RE-volv



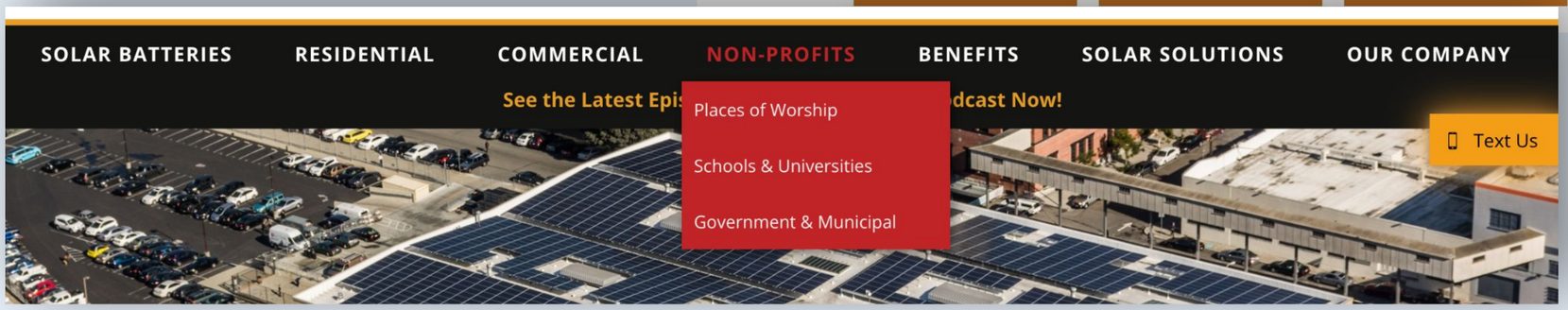

WAYS TO TAKE ACTION

# TURNING RESEARCH INTO ACTION

**What are your business & marketing objectives?**

- Increase visibility of commercial offerings
- AND amplify residential business

# WEBSITE STRUCTURE

# LANDING PAGES

SOLAR AS STEWARDSHIP OF NATURE

PLACES OF WORSHIP CAN CARE FOR CREATION AND SAVE MONEY.

Churches, spiritual centers and other places of worship connect with and care for creation. They also spend more money on electricity than nearly any other expense. So shifting to solar leads to substantial savings. Many spiritual centers and churches want to have clean solar energy but struggle to find the necessary resources to purchase a system. (Most government incentives cater to tax-paying organizations which exclude non-profits.) We understand your struggle and offer creative approaches to places of worship across California, particularly in Los Angeles and San Francisco Bay Area.

We offer financing options so your place of worship can go solar with little upfront costs and immediate operational cost savings.

WHY GO SOLAR?

When it comes to combining solar energy with your business operation, think of solar as an investment that actually provides a return. A custom designed solar PV system or solar thermal hot water heating system will reduce your operating expenses, protect you from volatile utility costs, show your commitment to the environment and the green business movement, and can even increase the reliability of your electrical system.

Savings | Resiliency | Risk Mitigation | Business Continuity | Lower GHG | High Performance

"CUSD is committed to sustainable facility construction and operations. Part of that commitment is the environmental and fiscal savings afforded by solar electricity generation. Money not spent on utility bills can go back into the...

Read more

DOUG WILLIAMS, LEED AP - CONSTRUCTION MANAGER, MEASURE G, CAMPBELL UNION SCHOOL DISTRICT

MORE PLACES OF WORSHIP SOLAR PROJECTS


SEE MORE

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With the Bay Area's solar experts!

510.455.7211

First Name * | Last Name *

Email * | Phone *

I Need: *

Commercial | Home Solar | Home Solar Battery Only | Service | Other

I'm not a robot

GET A QUOTE

# School & Nonprofit Solar

FOR MUNICIPAL & NONPROFIT

- Town & City Solar
- School & Nonprofit Solar
- Power Purchase Agreements
- Operations & Maintenance
- Solar Land Lease Program
- Impact Investors

## Solar – one more powerful way you will positively impact your community

The benefits of solar are not just for residents and small businesses! Solar for schools and nonprofits extends the financial and environmental benefits of clean energy to entire communities.

Solar energy is a fantastic way for schools and nonprofit organizations to lock in reliable costs of electricity for decades while reducing their impact

# Commercial Solar Incentives

## 30% FEDERAL TAX CREDIT FOR COMMERCIAL SOLAR INSTALLATION

## SOLAR TAX CREDIT DIRECT PAY FOR NON-PROFIT ORGANIZATIONS

Because they don't pay taxes, non-profit organizations have been historically excluded from solar tax incentives. The Inflation Reduction Act of 2022 changed that by introducing a direct pay option for tax-exempt organizations, including governments, churches, and public schools. Qualifying tax-exempt organizations can now receive the full value of the solar tax credit in a direct cash payment.

**Eligible states**: The solar tax credit is a federal solar incentive. Commercial solar projects in all 50 states are eligible.

# COMMUNITY FOCUSED MESSAGING

## WE'RE THE BEST IN THE COUNTY AND THE BEST FOR THE COUNTY

When you go solar with Taylor Energy, your solar installation will transform energy into impact! We are always looking for opportunities to support the community by installing no-cost solar power systems for those who stand to benefit the most from renewable energy. These efforts spread good energy to those who truly need it and allow local non-profits to do even more good.

**Invest in your community and future generations through solar.**

## THE SOLAR COMPANY LOCALS TRUST

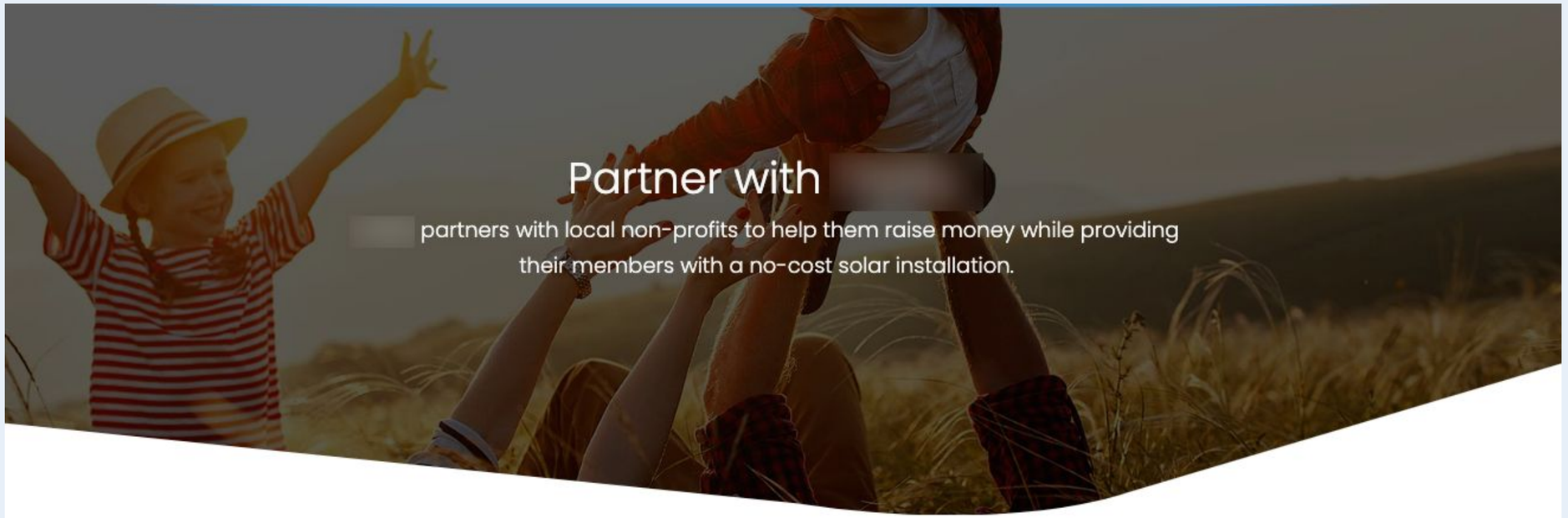
We are lucky to call one of the most beautiful places in the world home. As you pass through the Redwood Curtain, it's hard not to appreciate everything the North Coast has to offer.

At Six Rivers Solar, we're an active part of the communities we serve. We live where we work and understand the needs of local homeowners and businesses in a way that big, out-of-state solar companies never will. With our team, you have a trusted home solar and battery partner that will be there for you for the lifetime of your solar system. Learn more by reading our "4 Reasons Why You Should Go Solar With a Local Company" blog.

# SOLAR EDUCATION COMMUNITY EVENTS

- On site
- Educates an already engaged community
- Establish yourself as a partner with the organization

# PROMOTIONAL/DONATION OPPORTUNITIES




We will contribute $100 to your organization when a member sits with a consultant.

&

We will contribute $1000 to your organization when a member installs solar with

# TELLING THE SUCCESS STORY
# CASE STUDIES & TESTIMONIALS

## GREENACRE HOMES & SCHOOL SOLAR INSTALL - SANTA ROSA


**25.4kW Roof Mount (69 panels)**
**SEBASTOPOL, CA**
Greenacres Homes & School is a West County nonprofit who serves boys and young men aged 6-20. Greenacre's mission is to develop abilities, healthy relationships in boys and you
fam

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## LIVING ROOM SOLAR INSTALL - SANTA ROSA


**10.2kW Ro**
**SANTA RO**
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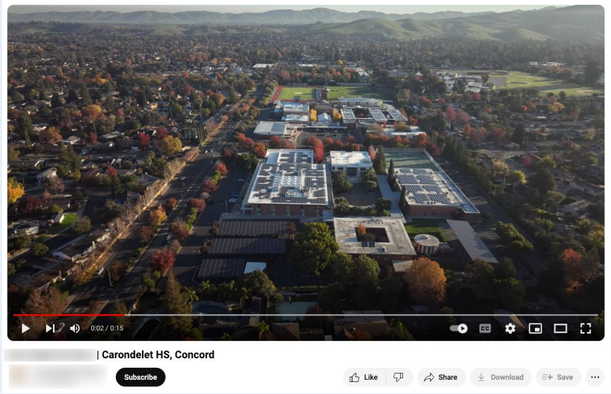
$150,000 c
That's $15(
from utility
that will have direct, meaningful and long lasting impact on the women and children they serve.




## Customer Results

Industries | Services

Education ×

8 posts selected

EDUCATIONINSTITUTIONS
SOLAR ELECTRIC

39.6 KW Kentucky Solar Installation On Eastern Kentucky University

See Project

EDUCATION
SOLAR ELECTRIC

8.1 KW School Solar Array Install For Kentucky State University

See Project

EDUCATION
SOLAR ELECTRIC

50 KW Plano Elementary School Solar Install In Bowling Green, Kentucky

See Project

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SOLAR ELECTRIC

50 KW Jody Richards Elementary Solar Install In Bowling Green, Kentucky

See Project

EDUCATION
SOLAR ELECTRIC

50 KW Bristow Elementary School Solar Install In Bowling Green, Kentucky

See Project

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SOLAR ELECTRIC

363 KW Northside Middle School Solar Install In Columbus, Indiana

See Project

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SOLAR ELECTRIC

249 KW Richardsville Elementary Solar Install In Bowling Green, Kentucky

See Project

EDUCATION
SOLAR ELECTRIC

242 KW Taylorsville Elementary Solar Install In Columbus, Indiana

See Project

# QUESTIONS?

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