

How Municipalities Can Scale Up Rooftop Solar



GroupSolar

- To be formally launched early January 2018.
- Group purchase initiative to quickly bring down the cost of rooftop solar for participating Ontario home-owners.
- Our expertise in the solar sector takes the guess work out of selecting an installer.
- Co-benefits: local economic development and reducing reliance on conventional sources like gas and nuclear.

How It Works

1. Outreach to homeowners through partners and conventional advertising.
2. Homeowners sign up, providing information on their needs and preferences.
3. GroupSolar selects installer with the best track record and highest quality product to meet homeowner needs.
4. GroupSolar uses the leverage of its buyers' pool to ensure best price.

Municipalities

- Local Improvement Charges
 - Collaborations to promote LICs
- Partnerships to reach out to residents through billings and notices, and other mechanisms
- Create pool of municipal buildings across Ontario to bring down costs for government
 - Open the pool up to commercial buildings