

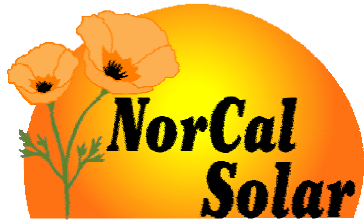


Promoting solar energy solutions since 1975

**Northern
California
Solar Energy
Association**

**Education and Outreach Programs
for the
Solar Marketplace in California
“Part of the Solar Solution”**

Solar Forum – Diablo Valley College – February 9, 2007



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NorCal's Mission

“To Foster the Development and Application of Solar Energy Technology Through the Exchange of Information”

- Established in 1975 by a visionary group of Engineers and Educators
 - educate the public
 - exchange information on new technology
 - provide venues for communication for solar energy professionals
- “Not For Profit” 501c3 Education and Solar Advocacy Organization.
- A Chapter of the American Solar Energy Association ASES



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NorCal's Emphasis

Programs Provide Access to Information and Education

**Solar Energy Resource Guides, Norcalsolar.org, Enews, Solar
Tours, etc.**

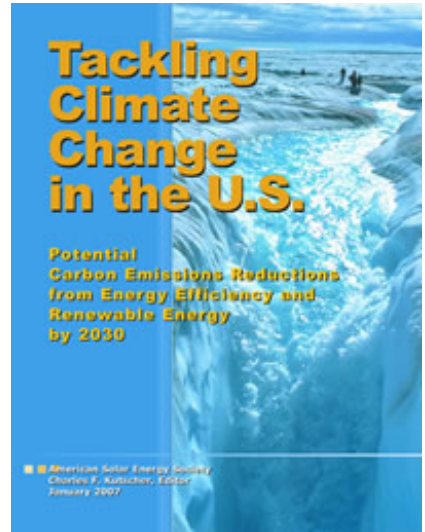
- **Technology (Photovoltaics, Solar Hot Water, CSP, passive design, Nano, etc.)**
- **Policy (CSI, AB32, SB1, etc.)**
- **Consumer Education and Support**
- **Energy Efficiency Issues**
- **Government and Utility Solar Policy and Program Information**



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SOLAR 2007
Cleveland
July 7-12





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Solar Home Tours



NorCal Solar, in Conjunction with the ASES National Solar Home Tour and the Department of Energy , produced Solar Home Tours Throughout Northern California.

In 2005 more than **1500 people** participated in the tour and of those **24%* completed an online survey by ASES**

* highest state response in the nation

Solar Home Tours

- Survey Respondents gave **high marks on their overall experience.**
- **33%** of Respondents indicated they were **More Likely** to investigate installing solar technology after the tour.



9% Indicated They Were Much More Likely to Contact a Solar Installer After Taking the Tour.



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NorCal's Website

**We Provide Access to Consumer and Industry
Resources through our Website at**

www.noricalsolar.org

**Our Website Receives 4,000-8,000 Visits Per Month from People
Seeking Solar Installers**

- **Average 7000 Unique Visitors Per Month**
- **6500 Unique Visitors in December 2006**
- **Site Ranks Very High in Search Engine Listings**

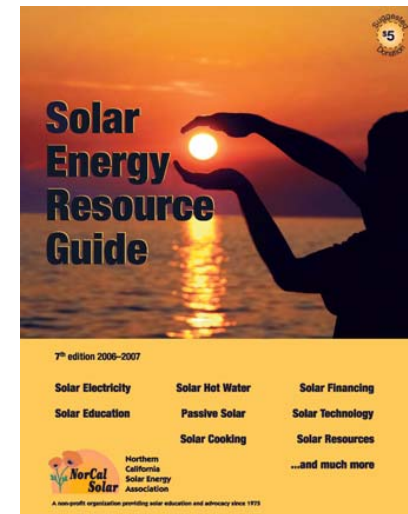


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Solar Energy Resource Guide

Comprehensive Educational Resource on All
Aspects of Solar Energy and Design

- Information is Clear, Concise, Understandable
- Credible, Objective and Independent
- Empowers the Consumer
- User Friendly
 - \$5 value



***NorCal's SERG Distribution has increased from
4,000 copies in 2000 to 10,000 copies in 2006***



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Virtual Support Center

**One of the Most Important and Unique Services
NorCal has to Offer is the *Person To Person Contact*
for Solar Information**

NorCal Solar Information Center

Tel: 800-645-0217 or info@norcalsolar.org

**“What are the Latest State
and Federal Solar Incentives?”**

“How Do I Find a Reputable Installer?”

“*Where and How Do I Become a Solar Installer?*”



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Sun Newsletters

NorCal Solar E-news has a High Reader Rate

- 13% - 28% of the Recipients Opened the E-Newsletter
- Average Rate of 30% Clicked on a Link Within the E-Newsletter
- Highest Interest on Million Solar Roofs Bill in Spring 2005, and California Solar Initiative January 2006

**In 2005 the Growth of E-News Subscribers
Increased from 2,400 to 4,200 Active**



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**Join
NorCal Solar!**

**Over 30 Years of Solar
Education and Advocacy**

Be Part of the Solar Solution
www.noricalsolar.org