

Legacy Solar Co-op

Solar Group Buy Program Information for Sponsors



Solar energy is readily available, reliable technology with long-term benefits - not only for individuals, but for communities and organizations committed to making decisions that are financially and ecologically sound. We believe that local control and local ownership of energy projects is the best way to build economic justice and resiliency in our communities.

When communities and organizations partner with Legacy Solar Co-op, they tap into an experienced program with proven success.

About Legacy Solar Co-op

The Legacy Solar Co-op is a member-owned cooperative providing solar and energy efficiency products and services to Wisconsin. Since 2014, our goal has been to bring together like-minded Wisconsinites to support local and state clean energy initiatives. Our mission is to build a sustainable legacy that helps protect our air, water and earth through the growth of solar energy. The "Legacy" in our name draws from the long-lasting benefits that solar provides and from the legacy our members leave Wisconsin by supporting this mission. For more information, visit our website at legacysolarcoop.org.

What is a Solar Group Buy?

A solar group buy is a program for reducing solar energy installation costs for businesses and residences sharing a common bond - very similar to cooperatives! Each group buy program defines who is eligible to participate and offers discounted prices based on the economies of scale made possible by being part of the group. Legacy sets up the logistical and marketing structure of the group buy. **The sponsor, such as a community group in a city or county, assists with the promotion of the group buy within their community and at no cost.** The end result is that each group buy participant realizes significant cost savings when installing solar.

In May of 2020, Legacy launched its first residential and small business focused group buy as a way to broaden the services we offer as part of our mission. The Town of Vermont Climate Action Committee selected Legacy to work with them as they pursued their goal of offering a group buy to western Dane County. Since this effort was being launched during the pandemic, we limited our outreach to webinars; however, customarily group buys can also include community events as a way to educate people about solar and group buy model. We received 70 requests from more than 15

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communities in western Dane County. By the end, installers completed 17 projects, adding a total of more than 120 kilowatts (kWh) of solar to the area at lower prices than typical installations.

We realized after our first group buy effort that having the support and assistance from the communities included is important to the group buy's success. In 2021, with the Federal solar tax credit extended through the end of 2022 (that is 26% of the cost of the project reimbursed through a person's taxes), we expect homeowners will continue and be even more active in realizing their sustainability goals.

What are the Steps of a Group Buy?

The following steps outline what happens when you choose Legacy Solar Co-op to administer your community's group buy:

STEP 1: Legacy collects and analyzes information from the sponsor that is then used in a competitive process to select potential installers

STEP 2: Legacy assists the sponsor to promote the group buy in their community on the web, through social media and flyering.

STEP 3: Legacy provides a series of educational seminars and outreach events to inform the community of the opportunity and help them understand the benefits of installing a solar array

STEP 4: Legacy works with the homeowner to complete a site evaluation that includes an assessment form, request for photos and energy data

STEP 5: Legacy stays involved to ensure a quality experience to every group member.

Benefits for Sponsors

- No fee
- Name recognition in the community
- Specific progress for community sustainability goals
- Promotes your community's reputation as a place that supports green energy initiatives

Benefits for Participants

- Low base rate for residential and small business solar projects
- Federal tax credit of 26%
- Up to \$500 in [Focus on Energy](#) grants
- Nonprofit organizations are eligible to participate and may also apply for grants/funding specific to them

More Information

Want to learn more, or are already interested in starting a group buy in your community? Contact Peter Fiala, Group Buy Coordinator (peter@legacysolarcoop.org or 608-443-7820) for more information, or visit our solar group buy webpage at <https://legacysolarcoop.org/solar-group-buys/>.