

# 2010 Solar Tour Site Owner Expectations

## 1. What is the Ohio Solar Tour?

Each year, Green Energy Ohio conducts the annual Ohio Solar Tour in conjunction with our parent organization, the American Solar Energy Society (ASES: [www.ases.org](http://www.ases.org)), in what has become the largest demonstration of installed renewable energy technologies and energy efficiency building practices in the United States. Each October, thousands of people tour renewable energy power and energy efficient homes and buildings to learn from homeowners and experts of how these technologies work, what they cost, and why it makes sense.

## 2. How is it structured?

This year's event structure will primarily encompass open houses, with the inclusion of a few organized tours arranged by Tour Organizers. As a site owner, you may participate Saturday, October 2<sup>nd</sup> in the morning from 10:00AM-1:00PM, afternoon from 1:00PM-4:00PM, or all day from 10:00AM-4:00PM; and/or Sunday, October 3<sup>rd</sup> in the afternoon from 1:00PM-4:00PM. Please indicate your preference in the online application. GEO will attempt to coordinate on-site volunteers to help oversee guests.

## 3. Who will be visiting your site?

The Ohio Solar tour is an education event open to all Ohioans. The interest and knowledge levels of attendees vary, but all are eager to learn how they can implement renewable energy and energy efficiency technologies at their own home or business.

## 4. What questions will you expect to get from visitors?

Many will come with questions such as: How does the system work? How much did the system cost? How much does the system save you? Who was your contractor? Lessons learned? If you can't answer questions, please refer them to the *Solar Today Get Started Guide*, *Green Energy Ohio Magazine – Solar Tour Preview*, or factsheets that will be provided to you prior to the Solar Tour. It may be helpful to print your site description from the GEO website, and have available for visitors.

## 5. How will your site be promoted?

- A.) Green Energy Ohio Staff will be distributing handouts, press releases and flyers to local media outlets and various community groups/organizations over the next few months.
- B.) Each site owner will receive a media packet, and will be asked to promote their site among family/friends/work/community.
- C.) Color photographs of sites confirmed by August 6<sup>th</sup> will be included in the September issue of the *Green Energy Ohio Magazine – Solar Tour Preview*. The

issue will contain current regional clean energy news, an on-going green directory of corporate members and advertisers, and feature “A Preview of the 2010 Ohio Solar Tour.”

- D.) Last year GEO launched an online Ohio Solar Tour Guide, which will be used again in 2010. Marketing efforts will drive potential participants and guests to utilize the website as a guidebook and hub for all 2010 Ohio Solar Tour site information. Private residence information will not be posted without your permission.

## **7. How will visitors learn about your site and visit you?**

Attendees will visit the [Ohio Solar Tour Welcome Page](#) on the GEO website ([www.GreenEnergyOhio.org](http://www.GreenEnergyOhio.org)). They will read the detailed information on creating a ‘self-guided tour’ to open house sites (organized guided tours are available as well). Once directed to the Search Page, they will be able to build a ‘self-guided tour’ by selecting the following criteria they are interested in: location, date & time, type of building, and type of technology. Using Google Maps, they can print a map, directions and description of each site on the ‘self-guided tour.’

## **6. Final Logistics**

Please remember that the final deadline to participate in the tour is **September 1<sup>st</sup>**. All site content must be submitted by this date. Thank you again for your dedication and support. In appreciation of your participation, GEO, thru the American Solar Energy Society (ASES), will provide a complimentary yearly subscription of SOLAR TODAY to you. If you would like to donate your subscription to a library or school instead, please let us know.

## **7. Advise from veterans to novice Solar Tour Site Owner Participants**

“Having hosted the solar tour for almost 15 years now, I have found it to be a fun and educational event for all... including myself. I have learned quite a bit and certainly got lots of ideas from past attendees.

I try to have coffee, soda, and cookies available on the hand-outs and sign-in table. This helps make it more of a social event and gets them to hang around and read or pick up the literature. It also leads to many good conversations that anyone can jump in on. I try to have either a friend, family member or GEO volunteer around the whole day to help if there is a sudden crowd or if I am caught up in conversation. This extra person just needs to know his way around and be able to answer some of the common simple questions. Also, think about parking and traffic flow to eliminate any potential safety hazards or bottlenecks in case there is a sudden influx.

I always have basic signs posted near each technology to enable people to self-tour the systems so that I can be free to handle questions. This also helps if there is a big wave of visitors. Plus it reduces the number of simple questions I get asked because

the signs provide a general explanation. I print and cut out the signs, glue them on to some stiff cardboard, and staple them to stakes in the yard or tape them up. We even covered the outdoor signs with plastic so that they are weatherproof and can be used over year after year.” – Tom Rapini, Mentor, Ohio

## **8. Liability**

Green Energy Ohio, the American Solar Energy Society and our sponsors are not responsible for any damage, injury or theft that may occur to the site owner, or their representative(s) during 2010 Ohio Solar Tour to be held October 2<sup>nd</sup> and 3<sup>rd</sup>, 2010. In the seven years that Green Energy Ohio has participated in a statewide tour we have never had any of the problems mentioned. We are following best practices for our non-profit and sponsors. The owner of the tour site determines what part of the site to share with the public. We encourage you to take the security and cautions that you normally observe.

If you have any questions, please contact Green Energy Ohio toll free at (866) GREEN-OH or 614-985-6131 or [geo@greenenergyohio.org](mailto:geo@greenenergyohio.org).