

Solar System™ Wellfleet

Leveraging Mapdwell® Solar System to increase outreach, education and success of a SolarizeMass Program participant.

Taking advantage of Mapdwell's Solar System, Wellfleet ran the most successful community-driven solarize program ever in the US. In a four-month timeframe, Wellfleet outperformed all other participating towns by any given criteria. An extraordinary ten percent of all households went solar during the program, with over fifty percent of proposals converted to deals. Through the thoughtful collaboration between the Mass Audubon Society, the Town of Wellfleet, the Tern Foundation, the Massachusetts Clean Energy Center, and Mapdwell, Wellfleet set a national example of unparalleled success, testimony to the effectiveness and impact of Mapdwell's platform.

"...Mapdwell [was] a huge part of this successful solarize campaign!" ~
Bob Prescott, Director | Mass Audubon at Wellfleet Bay

Learn more at www.mapdwell.com



239 w
 Installed watts per person

\$352
 Added wealth (NPV) per person

233 kWh/y
 Clean electricity generation per person

1.07 w
 Installed watts per m² of rooftop area

5.5%
 Total town energy consumption offset

8 trees
 Carbon offset per household

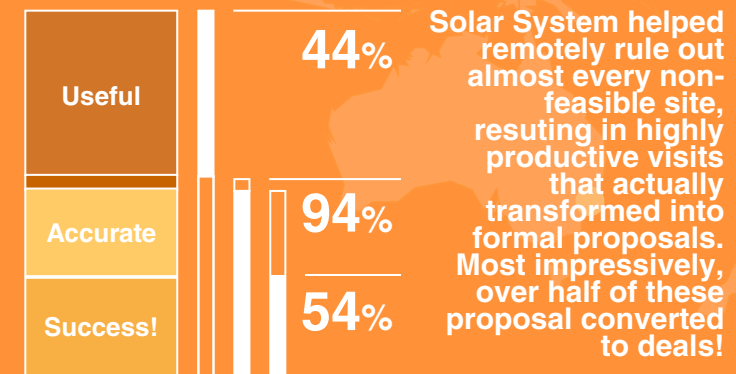
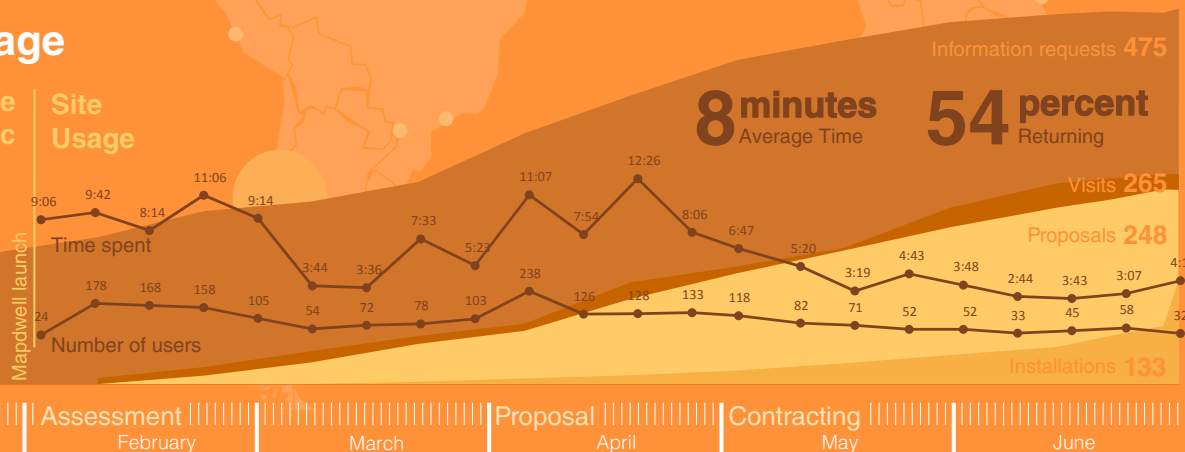
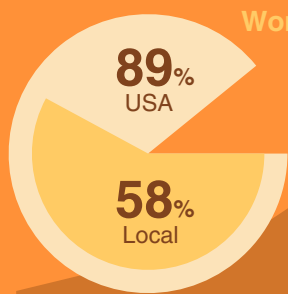
Wellfleet vs All Participants

Town	Information requests	Proposals	Installations
Watertown	15	4	.08
Salem, Swampscott	25	7	.15
Adams	41	11	.14
Andover	73	21	.21
Lexington + Bedford	93	26	.28
Needham	88	25	.31
Amherst	118	34	.64
Great Barrington + Egremont	215	62	.46
Williamsburg + Whately + Chesterfield	396	113	.74
Wellfleet	835	239	1.07

7x Sales per person
7x Installed watts per person
3x Installed watts per rooftop area

10% of all households went solar

Effectiveness/ Usage



Solar System helped remotely rule out almost every non-feasible site, resulting in highly productive visits that actually transformed into formal proposals. Most impressively, over half of these proposal converted to deals!

DISCLAIMER: Information provided herein is intended for reference purposes only and is subject to change due to unforeseen errors or inaccuracy of the source data. Program statistics taken from Google Analytics, MassCEC, and Solarize Wellfleet websites. Visit <http://solarizewellfleet.org/> or <http://www.masscec.com/solarizemass> for more. All Rights Reserved | ©2014 Mapdwell LLC