

Switch Together Solar/Battery

Partner Intro 2026

iChoosr.



midwest
renewable energy
association



MISSOURI BOTANICAL GARDEN

Switch Together Gateway Region is Led By:

Midwest Renewable Energy Association (MREA)

- Promotes renewable energy, energy efficiency, and sustainable living through education and demonstration.
- The MREA created Grow Solar, a program that has run over 60 solar group buys across the Midwest since 2013.



Missouri Botanical Garden (Garden)

- Helping people understand how their behavior impacts plants and the entire environment and connecting people to practical sustainable solutions where they live, learn, work and play.



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- Implement residential group purchasing programs in 5 countries, having already supported more than 200,000 households installing solar and/or battery storage.

iChoosr.

Grow Solar Results (2018–2023)

- # solar installs completed: 369
- # kW installed: 3,072 (8.33 kW avg. system size)
- # of educational sessions: 175
- # of power hour attendees: 1,975



Grow Solar

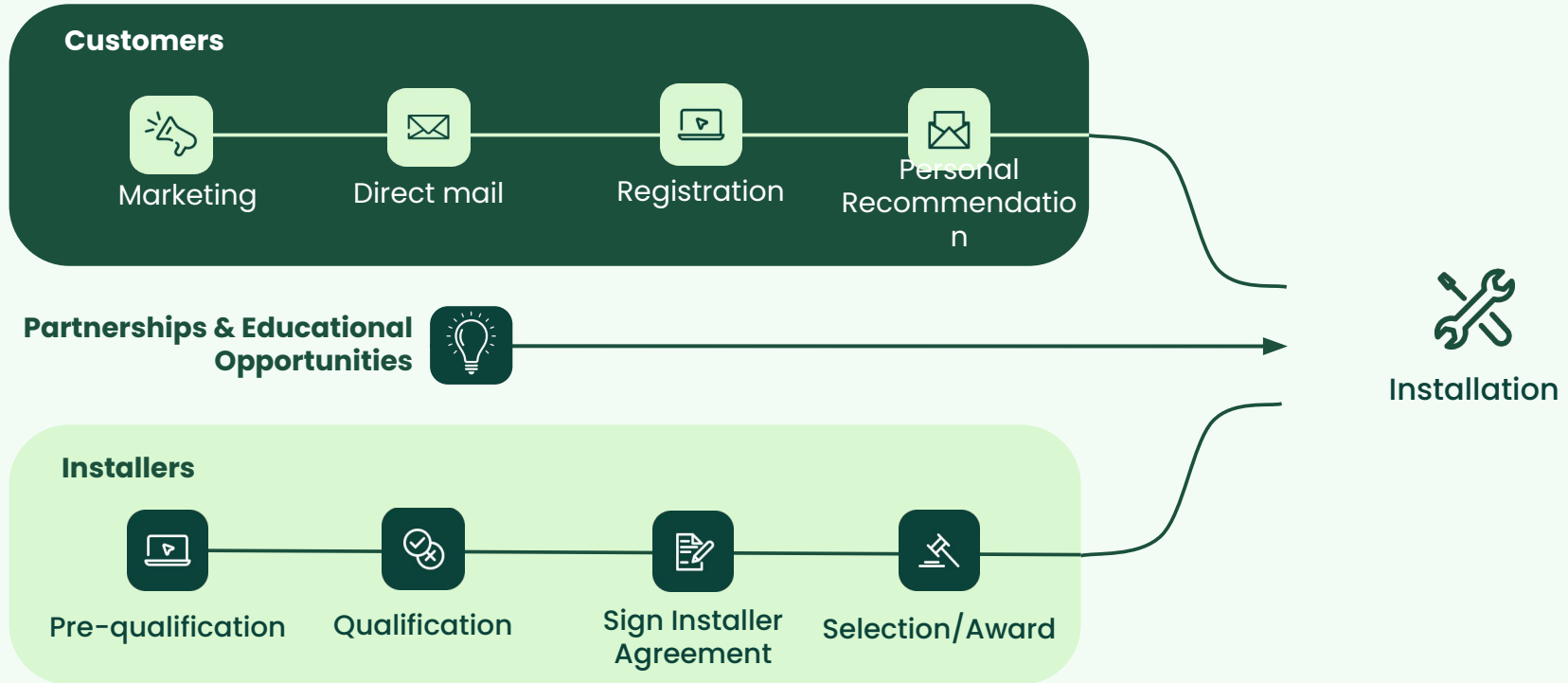
- Modest promotional campaign
- Website + sign up forms
- RFP process for lowest pricing (post-program rebate)
- Single installer (selected by committee)

Switch Together

- Larger promotional campaign, direct mailing
- Community-branded landing pages
- Lower partner time commitment
- Reverse auction for lowest pricing (up front savings)
- Multiple installers (potentially)

Program journey

Switching to sustainable energy should be simple, not overwhelming. That's why we've optimized our customer journey to remove complexity and make the process as seamless as possible.



Personal Recommendation Example

Your personal recommendation, Test Test

Based on the roof size and electricity usage provided, a system size of 10.5 kW (26 panels) is recommended. **Note:** You can revisit your offer at any time via the link in your personal recommendation email.

- 26 + solar panels

Your cash offer [Switch to loan offer](#)

Important: This cost is based on your estimated system size. If you proceed, the installer will conduct a remote site survey to validate your optimal number of panels.

System size 10.53 kW
Annual production 12,636 kWh
Your annual usage coverage 97%

What you pay: **\$24,617**
(incl. sales tax)
Possible tax credit: \$7,385
Final cost: **\$17,232**

The cost of doing nothing

☹️ You'll pay about \$60,000 on electricity bills the coming 25 years. With solar panels your combined electricity bill savings and SREC earnings can be around \$74,000. 🌱

Your savings	26 Panels
Monthly electricity bill savings 🌱	\$171
Monthly SREC earnings 🌱	\$400
Payback period 🌱	2.5 years
25-year net savings 🌱	\$56,484



My registration

🔒 Registration number SPUS65893 [Log out](#)
[Overview e-mail preferences](#)

Your details

Test Test
WASHINGTON
DC 20001

[Edit details](#)

Roof details

Roof material: Shingles
Roof orientation: Southwest
Heating source: GasAndOther
Your usage in May: 850 kWh

[Edit roof details](#)

Additional information

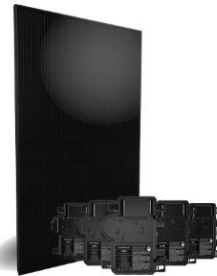
[About Solar Solution DC & products](#)
[Information pack](#)

With solar panels you will:

- ☺️ Protect yourself against rising electricity rates
- ☺️ Increase your home value by up to 4.1% (researched by Zillow)
- ☺️ Reduce 211 metric tons of carbon emissions!

What's in the package

- ✓ Roof survey
- ✓ 26 black panels 405W (hail resistant) 🌱
- ✓ Enphase IQ8MC Microinverter
- ✓ Materials and fittings
- ✓ Installation
- ✓ Monitoring tool
- ✓ 10-25 year warranty on products and workmanship
- ✓ All permits arranged by installer
- 🔗 [About Solar Solution DC & products](#)



Batteries: Together we have secured a deal for batteries. Click 'read more' below to see an indication of prices. Let us know if you're interested by checking the box below and Solar Solution DC will advise you further after your survey.

Additional comments for the installer:

- I want to discuss options for adding a battery for storage [\(read more\)](#)
- I want to discuss options for adding an EV charger [\(read more\)](#)
- e.g I share my roof with other households

The installer will discuss your situation and objectives with you after accepting the offer. Use this field if you would like to share any comments beforehand with the installer.



Press play to watch a video that explains this personal recommendation

Any questions?

Please have a look at our frequently asked questions or get in touch.

? [FAQ](#)

✉️ [Send us a question](#)

☎️ [Call 1-888-810-1117](#)

8 AM - 6 PM, Mon - Fri, CDT
Our agents are happy to help you with any questions.

Registration number SPUS65893

Installer Selection & Management

We ensure top-quality installers, carefully selected through a rigorous vetting and selection process.



Qualification

Our installers undergo a thorough qualification and screening process.



Risk assessment

We perform a risk assessment every quarter to ensure ongoing quality.



Selection/award process

We balance pricing with high-quality standards to keep them healthy.



Monitoring

We monitor quality, delivery, payment, customer satisfaction, and safety at every step.



Payment

Program earns a fee from contractors only when an installation is successfully completed.



Outreach/promotion strategy

We utilise your logo across our marketing efforts and do all the work for you!

Direct mail

Personalized letters and envelopes delivered straight to residents, creating a tangible and trusted touchpoint. The DM is our most important marketing channel.

Online marketing

We offer a powerful mix of social media, SEO, display ads, and video content to engage audiences and drive awareness.

Traditional advertising

We ensure high-visibility throughout our campaign by utilising posters, billboards, radio, TV, newspapers, and editorial content.

Events & community engagement

We also offer in person sessions and webinars to build trust, educate, and encourage participation. (for example, the Garden's Green Living Festival, July 11)

Outreach Examples



Soaking up the Sun, Cutting Energy Costs

Switch Together is empowering over 13,000 homes to make the switch to solar!



Final Chance to Save Big on Solar!

Don't miss out—get your free, no-obligation personal solar recommendation today!



COOK COUNTY
118 N. CLARK STREET
CHICAGO, IL 60602



Scan to find out how much you could save.

Questions? Contact our help desk:
solar@switchtogether.com
1-888-810-1177

Reduce your energy bill with solar.

Dear Cook County Resident,

Cook County has partnered with nonprofit organizations Midwest Renewable Energy Association and Citizens Utility Board to offer a high-quality solar education and a more affordable way to install rooftop solar through a group buying program called **Switch Together**. Switch Together offers residents a hassle-free way to install high-quality rooftop solar, helping them save on their monthly utility bills, as well as optional add-ons including EV chargers and battery storage, for a competitive price.

Program Benefits

It is free to register online at SwitchTogether.com/Solar/CookCounty, and there is no obligation to purchase solar. Residents will have the option to move forward with a solar installation based on program-negotiated pricing, which includes the group discount. The group discount is secured through a competitive auction process, during which only qualified installers submit bids. If you choose to accept your offer, please note that a program deposit of \$150 is required. This deposit is fully refundable if you cancel or do not move forward with your installer from there.

Compared to going solar independently, residents who participate in the program are expected to save around **\$5,139** on a typical-sized solar installation. The federal tax credit may further reduce costs by 30%, and incentives through the Illinois Shines Program could provide an additional 30% in savings.

Solar Tax Credit Set to Expire After 2025

The 30% federal residential solar tax credit is scheduled to end under recently passed legislation (H.R. 1). **Only expenditures made by December 31, 2025 will be eligible under the new law.** Switch Together strongly recommends acting now to maximize your tax benefit under the current rules. Contact your tax advisor to confirm eligibility.

Participants can access free webinars on the process of going solar, as well as in-person and virtual information sessions. To learn more, visit SwitchTogether.com/Solar/Webinars

How does it work?

1. Register: Sign up for free at SwitchTogether.com/Solar/CookCounty

Note: You will not receive any sales calls, nor will your information be shared with third parties.

2. Auction: A select group of vetted installers compete in a bidding process. The most competitive bids for high-quality installations determine the final group discount.

3. Personal recommendation: Upon registering, you will receive a personal recommendation based on your registration details. This offer will include your estimated costs, savings, and expected electricity generation.

4. You decide: Switch Together recommends accepting your personal recommendation as soon as possible to increase your chance of qualifying for the 30% solar tax credit, which begins phasing out after 2025. There's no obligation to accept an offer if you sign up.

5. Installation: If you accept, the winning installer will contact you for a site survey and set an installation date.

To learn more and find out how much you can save, visit SwitchTogether.com/Solar/CookCounty

Sincerely,

Kevin Schnoes

Deputy Director of the Department of Environment and Sustainability
Cook County

You can authenticate the Switch Together program by visiting cookcountyll.gov/switchtogether

Para obtener más información en español, por favor visite:
SwitchTogether.com/es/Solar/CookCounty

Promotional Content

Verification Site/URL:

The screenshot shows the Aurora, Illinois website header with navigation links for City Services, Recreation and Amenities, and Property. A search bar is present with the text 'I Want To...' and a 'Search' button. The main content area features a breadcrumb trail 'Home / Solar Program in Aurora' and a sub-header 'Solar Program in Aurora'. Below this, it states 'Published on August 08, 2025'. A large aerial photograph of a residential neighborhood with many solar panels on the roofs is displayed. A dark blue banner at the bottom of the image contains the text 'SOAKING UP THE SUN, CUTTING ENERGY COSTS.' in white and yellow. Below the banner, it says 'Switch Together is empowering over 13,000 families make the switch to solar!'.

The screenshot shows the Kane County Connects website header with a 'SUBSCRIBE' button and social media icons for Facebook, YouTube, LinkedIn, and Instagram. The main content area features a large photograph of a solar field with the caption 'Picture of the Solar Field at the Kane County Judicial Campus'. The article title is 'Switch Together Launches Summer Program to Expand Solar Energy Access in Kane County'. Below the title, it says 'Kane County's Environmental and Water Resources Department 5/1/2025 12:00PM'. The article text states: 'Switch Together, formerly known as Solar Switch, has launched its summer 2025 program to expand access to solar energy for residents and small businesses in the Chicagoland area, including Kane County. The program is offered in partnership with Kane County, the Midwest Renewable Energy Association (MREA), and the Citizens Utility Board (CUB). Switch Together is a group-buying initiative designed to make solar energy installations more affordable. Participants also have the option to include battery storage and electric vehicle chargers. Educational webinars and in-person events are available to help participants navigate the process. Since its launch in summer 2023, more than 5,000 individuals have registered for the program, resulting in over 1,000 installations. In unincorporated Kane County, 155 residents have participated. Switch Together conducts reviews of installer qualifications to ensure participants receive installations from vetted providers. Current program participants are expected to save an average of \$4,838 on installations. Additional savings are available through a 30% federal tax credit and incentives offered by the Illinois Shines Program. Registration is free and there is no obligation to purchase a system. Interested individuals must register by June 25, 2025, at SwitchTogether.com/Solar/KaneCounty. About Switch Together Switch Together is a solar group-buying program available to residential customers and small businesses in Cook, DuPage, Kane, Lake, and Will counties, in partnership with the Midwest Renewable Energy Association (MREA), Citizens Utility Board (CUB), multiple municipalities, and community groups throughout the Chicago area. The program is managed by iChoose, an independent solar group-buying specialist that has facilitated collective programs across five counties. Since 2008, iChoose programs have helped over 2.2 million people save more than \$760 million. More information is available at ichoose.us or by calling (512) 289-8644. About Midwest Renewable Energy Association

The screenshot shows the DuPage County website header with a notification bar: 'Want County news directly to your phone? Sign up to receive County updates by email or text!'. Navigation links for Calendar, Careers, and social media are present. The main content area features a 'Sustainability' section with a breadcrumb trail: 'Home > Government > Departments > Environment and Sustainability > Solar'. Below this, it says 'K. T. KNUEPFER Administration Building'. The 'Solar' section is titled 'Solar' and contains the text: 'The Future Energy Jobs Act (Senate Bill 2814) was signed into law on December 7, 2016, and was significant as it placed emphasis on renewable development and energy efficiency in Illinois. The Act is anticipated to result in an investment of approximately \$180 million per year in funding for renewable resources, including new wind power, large-scale solar power, and rooftop and community solar. DuPage County has been working to support solar installations. See the County's [Solar Statement \(PDF\)](#). Switch Together DuPage County Switch Together was launched to help homeowners understand their solar options and save money. The [Switch Together DuPage County Campaign](#) is open for registrations. DuPage County is pleased to support this program, which helps homeowners and small businesses secure a quality rooftop solar installation. The program also offers discounted prices for optional add-ons such as battery storage, and electric vehicle chargers. Using group buying and the expertise of nonprofits [Midwest Renewable Energy Association](#), and [Citizens Utility Board](#), Switch Together ensures that participants get a great deal, and provides the information needed to make an informed decision. How does Switch Together work?

Program Landing Pages

Learn how solar works where you live. Watch a free **Solar 101 webinar**: find your state [here](#). ✕



How does it work? ▾ Why join? About us ▾ Blog Questions? ▾ ESPAÑOL

Switch Together Chicagoland

Previously called Solar Switch

Group buying for solar & batteries

Open to anyone in the Chicagoland area, including Cook, DuPage, Will, Lake, Kane, McHenry, and Kendall County residents.

Take our free roof test today to receive a personalized recommendation!

Register for free and without obligation

Over **101,805** people have registered for our programs.

Register today >



Events/Info Session Planning

- (Tentative) Solar Power Hour(s):
 - Saturday, July 11, 2026 at the Green Living Festival
 - What events do you have planned for late June-August that we can collaborate with you on?
 - Hoping to host 2-3 in-person and 1-2 virtual ones



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Roles & Responsibilities

Local Government Partners

- Approve logo use (direct mailer, landing page, etc.)
- Actively promote the program on local gov. communication channels (Switch Together link on website, social media, etc.)
- Review & approve communication materials and plan
- Prepping staff on the upcoming program/sharing internal FAQs

MREA /Garden/ iChoosr

- Create communication materials and plan
- Provide website for registration and personal recommendations
- Provide customer service
- Provide in person and/or virtual information sessions for participants
- Organize selection of qualified installers
- Report program results to the City via regular reports
- Assume all costs for marketing, installer management, and customer care

Switch Together Solar (Updated/Revised)

- **Website open for registration: May 27, 2026**
- Campaign start: May 27, 2026
- **DM approval deadline: June 3, 2026**
- Auction date: June 17, 2026
- All offers out: July 15, 2026
- Direct mail 1 arrival: Week of July 22, 2026
- Direct mail 2 arrival: Week of September 16, 2026
- **Decision deadline: November 11, 2026**
- Installation deadline: August 11, 2027



Next Steps

1. Secure your municipalities' (no cost) buy in to support the program:
 - Discuss process/timeline for program (and limited logo use) approvals
2. Start planning the 2026 program promotions
 - See proposed schedule
 - Target outreach campaigns/events (direct mailers, social media, info sessions, etc.)