

Switch Together

DuPage County
January 2026

iChoosr.



midwest
renewable energy
association



Switch Together Chicagoland 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.



Citizens Utility Board (CUB)

- Represents Illinois utility ratepayers & advocates for cheaper & cleaner energy
- Has saved consumers more than \$20 billion by fighting proposed electricity, natural gas, and telephone rate hikes.
- Send bills to ubc@citizensutilityboard.org



Program to Date (2023-25)



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Results (Programwide)

- # program registrations (new): 8,673
- # accepted/paid (new + rollover): $1,936 + 154 = 2,090$ (24% paid acceptance rate)
- # contracts signed: 740 (35%)
- # solar installs completed: 578 (5.28 MW, 9.14 kW avg. per install)
- # batteries installed: 47 (631.8 kWh, 8% attachment rate)
- # EV level 2 chargers installed: 32 (6% attachment rate)



Results (DuPage County)

- # program registrations (new): 2,414
- # accepted/paid (new + rollover): $616 + 36 = 652$ (27% paid acceptance rate)
- # solar installs completed: 185 (1,713 kW, 9.25 kW avg. system size)
- # batteries installed: 20 (272.00 kWh, 11% attachment rate)
- # EV fast chargers installed: 8 (4% attachment rate)



Roles & Responsibilities

DuPage County

- Approve logo use
- Actively promote the program on County communication channels (Switch Together link on city website, social media, etc.)
- Review & approve communication materials (e.g. direct mailer)
- Prepping staff on the upcoming program (e.g. FAQs for internal depts.)

MREA /CUB/ iChoosr

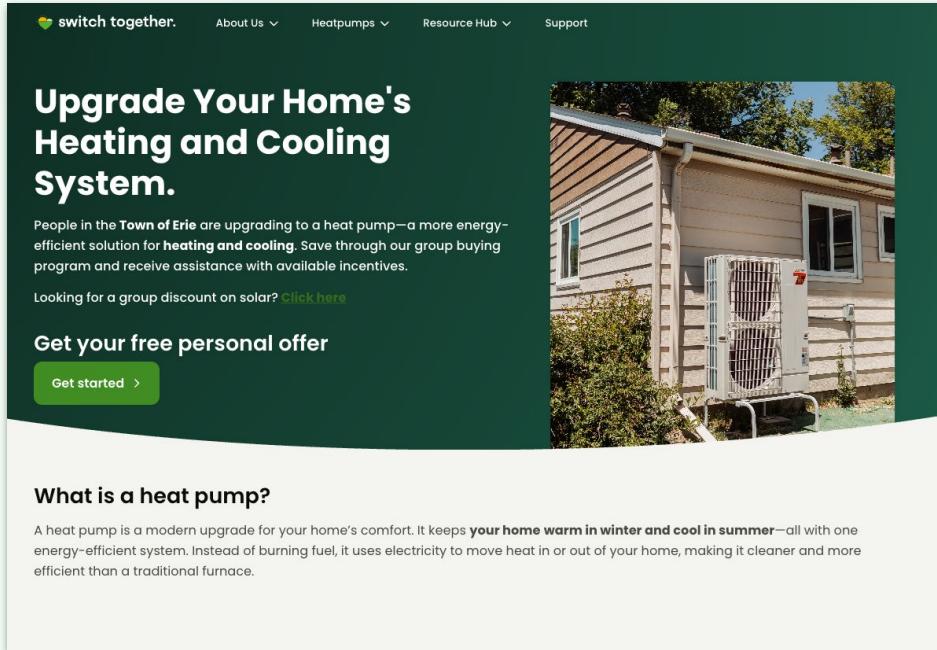
- Draft communication materials and plan
- Provide website for registration and personal recommendations
- Provide customer service
- Organize selection of qualified installers
- Installer management
- Report program results to the County via regular reports
- Assume all direct costs for marketing, installer management, and customer care

Switch Together Heat Pumps



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Program Process



The screenshot shows a dark green header with the 'switch together.' logo and navigation links: About Us, Heatpumps, Resource Hub, and Support. The main content area has a white background. It features a large heading 'Upgrade Your Home's Heating and Cooling System.' in bold white text. Below it, a sub-headline in smaller white text reads: 'People in the **Town of Erie** are upgrading to a heat pump—a more energy-efficient solution for **heating and cooling**. Save through our group buying program and receive assistance with available incentives.' A green button with white text says 'Looking for a group discount on solar? [Click here](#)'. Another green button with white text says 'Get your free personal offer'. A small 'Get started >' button is also visible. To the right, there's a photograph of a light-colored wooden house with a white heat pump unit mounted on the side. At the bottom, a section titled 'What is a heat pump?' provides a brief explanation: 'A heat pump is a modern upgrade for your home's comfort. It keeps **your home warm in winter and cool in summer**—all with one energy-efficient system. Instead of burning fuel, it uses electricity to move heat in or out of your home, making it cleaner and more efficient than a traditional furnace.'

1. Registration is free, no obligation
2. Receive and review Personal recommendation
3. Accept offer/pay \$150 refundable program reservation fee
4. Schedule and complete consult with program-selected/vetted installer
5. Proceed with contracting, permitting, and install

U.S. Results Heat Pumps- 2025 Pilot Program Results

- 2 x Switch Together Heat Pump pilots in 2025
 - Town of Erie, CO
 - Howard County, MD
- Both campaigns leveraged a combination of
 - Cross sell emails to Switch Together Solar participants in the respective target areas
 - Direct mail letters targeted to single family homes
 - Email and newsletter announcements from local government partners
- Erie, CO (Boulder County area) results showed a strong interest and demand for cold climate heat pumps:
 - 80 households received an install out of approx. 500 households registered

Program Calendar (2026)

Switch Together **Northern IL**

- Switch Together Heat Pumps – Spring 2026
 - Sign ups March – June
- Switch Together Solar + Battery – Summer 2026
 - Sign ups April – August
 - Sign ups (Fall group) August – November
- Switch Together Heat Pumps – Fall 2026
 - Sign ups October – December

Events/Info Session Planning

- Heat Pump Info Session(s):
 - Week of March 23 and 30, 2026
- Solar Celebration: Week of April 20, 2026
- Solar Power Hour(s):
 - Week of May 4, 2026
 - Week of June 1, 2026
 - Week of July 6, 2026
- Heat Pump Info Session(s):
 - Week of October 19, 2026



Thank you!

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