

# 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](mailto: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

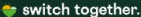
- Draft communication materials and plan
- Provide website for registration and personal recommendations
- Provide customer service
- Organize selection of qualified installers
- Installer management
- Report program results to the County via regular reports
- Assume all direct costs for marketing, installer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

# Switch Together Heat Pumps



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# Program Process

 [About Us](#) [Heatpumps](#) [Resource Hub](#) [Support](#)


## Upgrade Your Home's Heating and Cooling System.

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.

Looking for a group discount on solar? [Click here](#)

**Get your free personal offer**

[Get started >](#)



### What is a heat pump?

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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