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Image of a ground mounted solar panel in central Wisconsin. MREA.

Grow Solar returns to Milwaukee and Waukesha with Extended Footprint

Milwaukee and Waukesha Counties, WI –

The Midwest Renewable Energy Association (MREA) is thrilled to announce the new Grow Solar Milwaukee + Waukesha program for 2025. Building on more than a decade of experience with solar programs in the area, this year's group buy will combine programming in Milwaukee and Waukesha counties into one streamlined initiative.

Partnering with local governments and community groups, the program is designed to help homeowners and small businesses cut down on energy costs by offering discounted solar panel installations. With energy bills on the rise, switching to solar can be a smart way to embrace clean energy while saving money in the long run.

"In times of uncertainty and climbing prices, one thing remains the same: we all need electricity," says Evonne Waugh, Grow Solar's program manager. "Investing in solar means securing lower bills for many years ahead."

Through a solar group buy, community members join together to get better pricing on solar panel installations. Grow Solar will host free educational sessions, known as "Solar Power

Hours,” to help everyone understand the ins and outs of solar energy. After these sessions, interested homeowners will be connected with a trusted solar installer for personalized site assessments and project proposals.

This year, Arch Solar has been independently selected to be the program’s installer. “Arch has been installing solar in Wisconsin for over twenty years, and we’ve been a proud installer with the Grow Solar program for a decade,” notes Angie Kochanski, Director of Business Development for Arch Solar. “Our team is particularly excited about the expanded footprint of this year’s program and the cost savings we can bring to our neighbors.”

The benefits of switching to solar are clear. “Once you go solar, you start saving on your electricity bills immediately,” says Joanna Salinas from the Waukesha County Green Team. “And since panels last for decades, those savings really add up, making solar a wise long-term investment.”

Since launching Grow Solar in 2013, nearly 3 megawatts of new clean energy generation has been added to Milwaukee and Waukesha Counties through Grow Solar programs, generating millions of kilowatt-hours of clean power every year. Previous programs have collectively saved residents hundreds of thousands of dollars on energy bills and significantly reduced carbon emissions.

“Previous Grow Solar initiatives in our area have already helped over 400 households go solar,” shares Jeremy Belot, Sustainability Coordinator for Milwaukee’s Environmental Collaboration Office. “Through our partnership with MREA, we’re excited to help even more residents make the switch. City of Milwaukee residents can combine (still available) federal tax credits along with a Milwaukee Shines loan from Summit Credit Union, which make 2025 a great year to go solar!”

The program’s free Solar Power Hours will be hosted throughout the spring and summer, both in-person and virtually. For more information about the program and a full schedule of events, visit growsolar.org/milwaukee-waukesha.

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About Midwest Renewable Energy Association (MREA):

The Midwest Renewable Energy Association promotes renewable energy, energy efficiency, and sustainable living through education and demonstration.

About Grow Solar Milwaukee + Waukesha Counties:

Grow Solar Milwaukee + Waukesha Counties, led by MREA, the City of Milwaukee Environmental Collaboration Office and the Waukesha County Green Team, facilitates group buying of solar panels to make solar energy accessible and affordable for residents and businesses in Milwaukee and Waukesha Counties.

About Arch Solar:

Arch Solar has been providing solar and energy storage solutions for Wisconsin homes, businesses, and utilities since 2003. As a veteran-founded business and certified Women's Business Enterprise (WBE), Arch Solar is proud to foster the growth of a diverse solar workforce in Wisconsin. Their mission is to educate, inspire, and empower current and future generations to adopt a clean, sustainable source of energy.