

STRANGE BEDFELLOWS

Can Homeowners Associations (HOAs) and environmentalists learn to love each other?



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OPPOSITES REPEL (?)

- Homeowners Associations (HOAs) protect property values
 - uniformity, business as usual social norms
- HOAs are everywhere
 - 29% of the US population lives in a “community association”
 - 82% of the homes sold in 2021 were in an HOA
- Environmentalists protect the environment and may be non-conformists
 - line-drying clothes, low maintenance lawns
 - adding solar panels
 - advocate white or solar reflective roof shingles



OPPOSITES ATTRACT (?)

➤ Environmentalists want to upscale change

➤ HOA units are generally uniform leading to economies of scale





**HOME OWNERS ASSOCIATIONS
FRIEND OR FOE?**

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SOLAR AND HOAS IN WISCONSIN

- **1994 Wisconsin State law prohibits restrictions on wind and solar on private property**
- **Case Study: More than 10% of the homes in Dane County, WI have solar restrictions due to HOAs**
 - **30,000 homes**
 - **~ 66% of HOA covenants passed after 1994**
- **1000s more homes need HOA approval for solar installation**



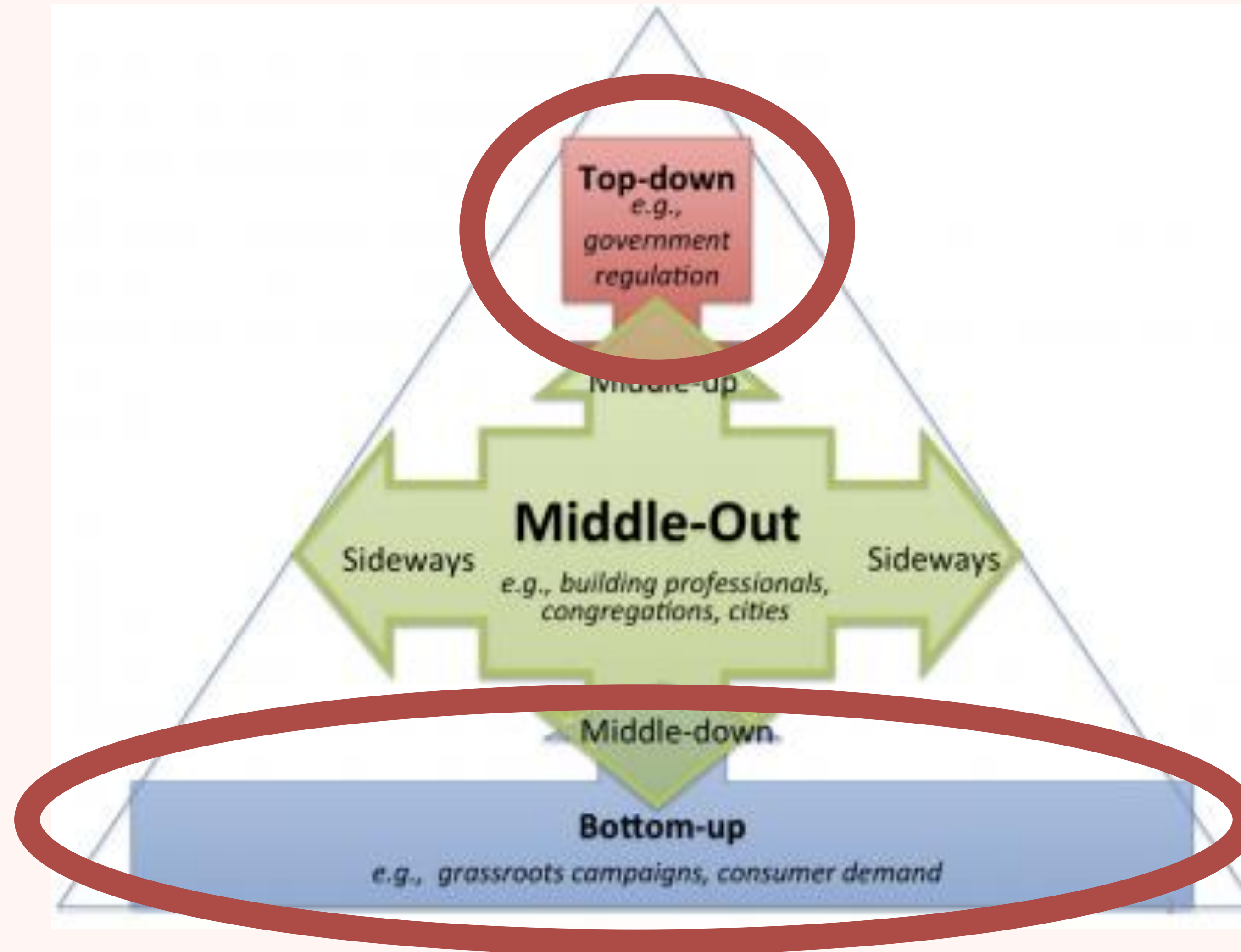
Sources:

Study of Dane County bylaws and covenants by Office of Energy & Climate Change; *Wisconsin State Journal* article, Jun 04 2022 “Hom

SOLUTIONS: HOAS AS FOES

- top down:
- enable/remind municipal policy makers to review HOA bylaws
- bottom up:
- enable homeowners to challenge HOA bylaws and/or secure permission for solar access
- what about middle-out?
- Is there a way to work *WITH* HOAs?

Middle-Out Perspective (Janda & Parag 2013)



<https://daneclimateaction.org/what-you-can-do/People-Resources>

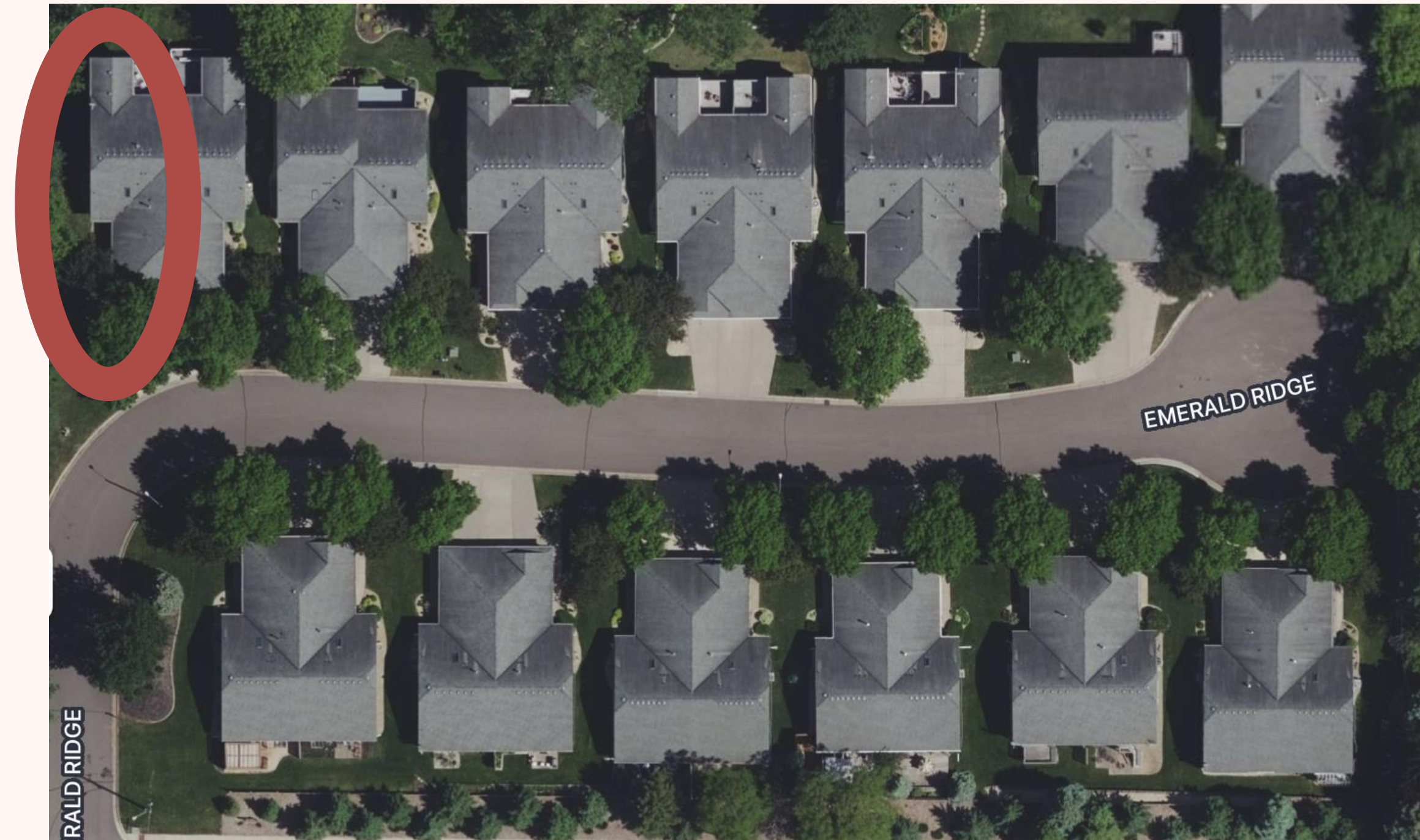


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ROOFING AND HOAS IN MINNESOTA

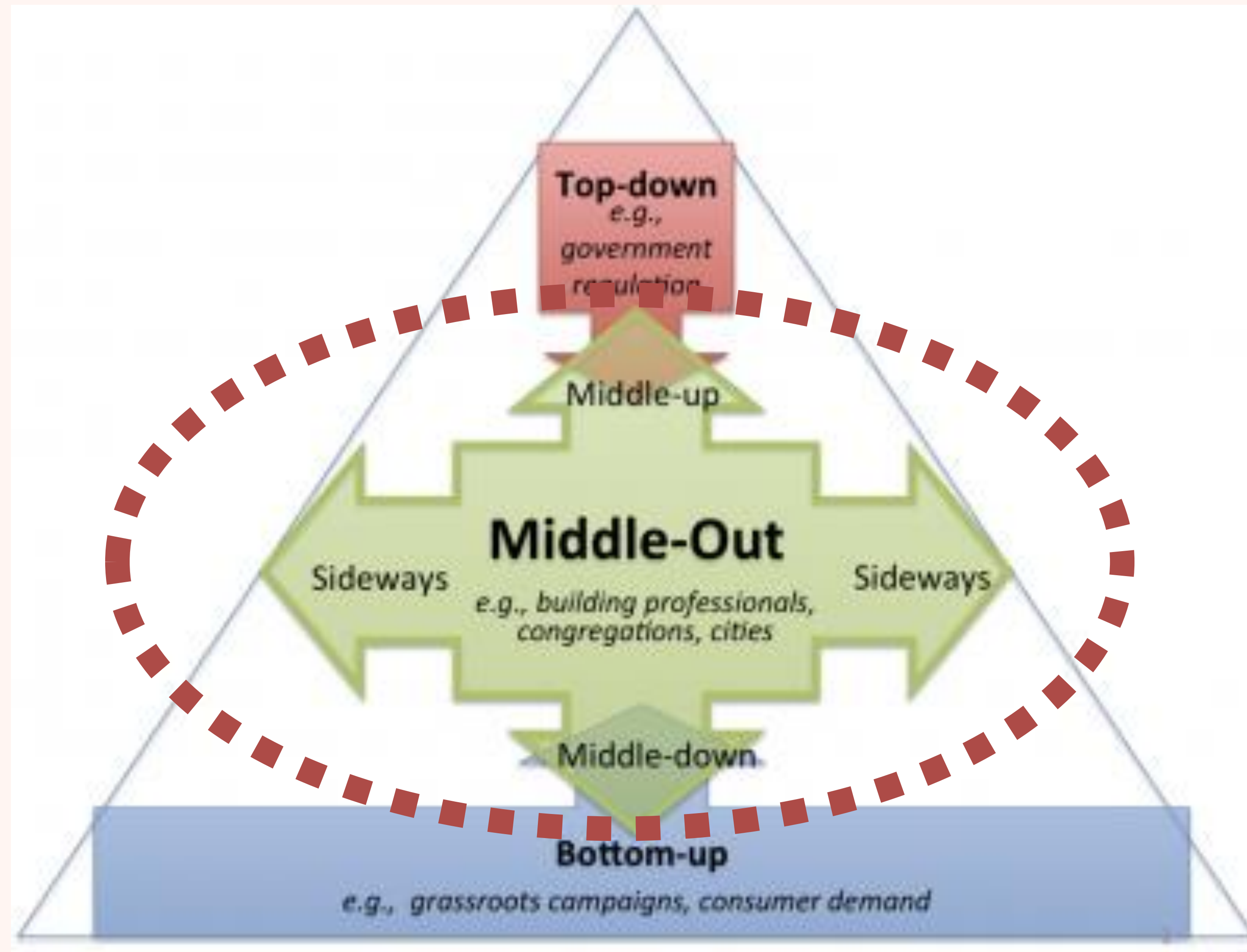
- Case study: Emerald Ridge, MN
- Self-managed HOA
 - 26 units (13 duplexes)
- All re-roofed & resided in 2022/23 due to “hail damage”
- no energy efficiency or solar considered by HOA during upgrade
 - darker roofs selected on the recommendation of a roofing contractor
 - no utility programs available for HOAs



this is ~~not~~ my beautiful house, Emerald Ridge HOA (Roseville, MN)

SOLUTIONS: MISSING MIDDLES

- Scaling opportunities exist between:
 - roofers & contractors
 - self-managed HOAs
- Xcel Energy has efficiency programs
 - for homeowners
 - for businesses
 - **not HOAs**



CALL TO ACTION: THINK HOAS

- HOAs are an important and growing form of home ownership and hyper-local governance
- Foe: HOA bylaws can conflict with state laws (WI)
- Friend: HOAs can present possibilities for upscaling change (MN)
 - Utility programs could be developed to work with HOAs
 - Support for builders & contractors
 - MUSHH market: municipalities, universities, schools, hospitals and HOAs!!
- **MORE RESEARCH NEEDED!!!**

Thank you!

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