

Helping Massachusetts Municipalities Create a Cleaner Energy Future



COMMONWEALTH OF MASSACHUSETTS
Deval L. Patrick, Governor
Richard K. Sullivan, Jr., Secretary
Mark Sylvia, Commissioner

Solarize Mass Webinar




January 23, 2012
1:00 PM

SOLARIZE MASS

The webinar will start in a few minutes...

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Green Communities Division
Serves as the hub for all Massachusetts cities and towns on energy matters



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Outreach - Regional Coordinators

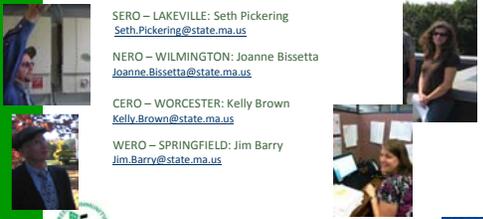
- Regional Coordinators act as direct liaisons with cities and towns on energy efficiency and renewable energy activities
- Located at each of the DEP Regional Offices:

SERO – LAKEVILLE: Seth Pickering
Seth.Pickering@state.ma.us

NERO – WILMINGTON: Joanne Bissetta
Joanne.Bissetta@state.ma.us

CERO – WORCESTER: Kelly Brown
Kelly.Brown@state.ma.us

WERO – SPRINGFIELD: Jim Barry
Jim.Barry@state.ma.us



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Green Communities Division Programs & Resources for Municipalities

- Green Communities Designation and Grant Program
- MassEnergyInsight energy tracking and analysis tool
- Municipal Energy Efficiency Program
- Energy Management Procurement Assistance
- Ground Mounted PV Q&A Guide
- Website filled with tools & resources for municipalities
www.mass.gov/energy/greencommunities
- Email updates – [Sign up today](#) on the Green Communities web page (lower right of the screen)



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Recording & Presentation

- The webinar is being recorded and will be available on our website in approximately 48 hours at: www.mass.gov/energy/greencommunities
- The slide presentation will also be posted at: www.mass.gov/energy/greencommunities
- Websites are also listed at end of presentation



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Poll Question 1

We would like to know our audience, are you a:

- Municipal official
- Local energy committee member or other municipal volunteer
- Solar energy installer
- Other



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AGENDA



1. Basics of Solarize Mass
2. Results of 2012 Solarize Mass Program
3. The Solarize Mass Arlington Experience
4. Overview of the 2013 Solarize Mass program




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Basics of Solarize Mass and Results of Solarize Mass Program

Elizabeth Youngblood
Project Manager



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Goals of Solarize Mass Program



- Increase education and awareness of solar PV
- Simplify process
- Reduce installation costs
- Reduce time to contract
- Increase local adoption of solar PV

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Key Components of Solarize Mass

Solarize Mass is a:

- Coordinated education, marketing and outreach effort targeted at home and business owners (run by a team of municipal leaders, volunteers and installers) with the purpose of generating interest in solar electricity and providing customer leads to the installer.
- Tiered pricing structure for the installation of solar electricity that provides increased savings as more people in the community participate.

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SOLARIZE MASS Partner Roles

MassCEC and DOER

Community and Installer RFP
Education/Marketing
System Rebates

Community

Installer Selection
Solar Coach
Volunteers
Outreach

Homeowner

Sign up for a site assessment
Volunteer
Talk to neighbors

Selected Installer

Free Site Assessments
Tiered Pricing
Ownership and Lease/PPA Options
Contracting/ Installation

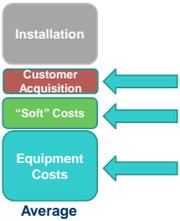
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Solarize Mass Strategy

- Savings found by driving down the cost stack for small-scale solar PV

Average



Solarize Mass



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2012 Solarize Massachusetts Program

- 13 Proposals Accepted
 - 17 Green Communities
- 8 Installers
- Limited time offer – Sign a contract through Nov 4, 2012
- Tier Pricing (Based on Contracted Capacity)

	Tier 1	Tier 2	Tier 3	Tier 4	Tier 5
kW Contracted Capacity	1 - 25	>25 - 50	>50 -150	>150 - 250	250 +

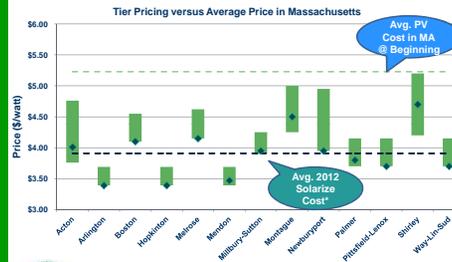
- Average System size: 6.36 kW



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Solarize Mass Pricing



* Price does not include any cost adders that may apply.

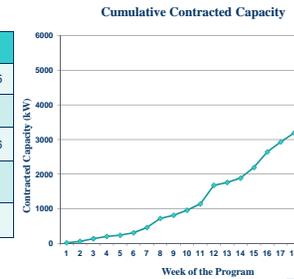


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Solarize 2012 Final Metrics

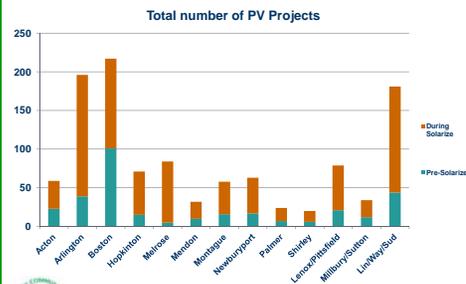
Total Number Of:	
Leads Generated	5,405
Contracts Signed	802
Contracted Capacity (kW)	5,126
Communities at Tier 5 Pricing	10
% of Leads to Contract	15%



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Total number of projects more than doubled



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Community Solar Coach Feedback

- Teams volunteered on average 400 – 600 hours during the course of the program
- Solar Coach Feedback
 - Significant time commitment to make it successful
 - Want volunteers with a diverse skill set
 - Set tasks and areas of responsibility of volunteers early in the program
 - Be aware of sign and banner bylaws in community
 - Great means to expand outreach capacity of volunteer team



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Community Solar Coach Feedback

	Low Impact	High Impact
Not Time Intensive	<ul style="list-style-type: none"> Handing out flyers 	<ul style="list-style-type: none"> Community interest survey before start of program Newspaper articles (in partnership with MassCEC) Emails to community org lists and interested resident list Insert into tax bill or water bill Support of public officials Signs and banners in public places Public library display
Time Intensive	<ul style="list-style-type: none"> Tabling at events - some communities 	<ul style="list-style-type: none"> Solar open houses Tabling at hardware store or other local stores Door hangers placed at homes with good solar access Recording solar 101 event - some communities Community mailing / targeted mailing Incorporate interested residents and people with signed contracts into community volunteer outreach effort



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2012 Solarize Mass Lessons Learned

- Using a variety of outreach methods allows communities to reach a broader population.
- **Community preparation is important.** Communities that developed a detailed marketing and outreach plan at the onset of the program were more successful in generating sustained interest and participation in the program.
- **Tiered Pricing Helps.** Tiered pricing motivated residents to participate, and to sell to each other.
- **Education.** Basic education about the technology, available incentives, and economics of solar PV is a key driver of generating interest and adoption.
- **Timing and Deadlines Drive Participation.** A deadline was important in motivating community members to take action and commit to signing a contract. There was a clear spike in participation as successive pricing tiers and the enrollment deadline approached.



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Poll Question 2

Was your city or town involved in the 2011 or 2012 Solarize Mass programs?

a) Yes
b) No



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The Solarize Arlington Experience

Ryan Katofsky
Arlington Community Solar Coach

January 23, 2012
1:00 PM



Arlington, MA – primed for solar

- ~20,000 households
- ~40 PV systems already online through 2011
 - Was on pace to install ~30 more in 2012*
- High environmental awareness
- Strong volunteer ethos

* Approximate pace as of May 2012, prior to Solarize campaign




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Decision to Solarize was pretty easy

- Green Community since 2010
- Active volunteer group (Sustainable Arlington) and Town Energy Working Group
 - History of collaboration on GC proposals and community outreach on energy issues
 - Opportunity to get more people active in Sustainable Arlington (“lurkers”)

- Set goal of 100 PV systems for Solarize
- Received 10 installer proposals



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Solarize Arlington Outreach

- ~15 volunteers, mostly Sustainable Arlington
 - Coordinated activities using Google Docs
- e-mail, print and in-person outreach:
 - Town e-mail notices system (>4,000 subscribers)
 - Articles/letters in local paper
 - Solar open houses (5)
 - Table display at Robbins Library
 - Table at farmer’s market (3 occasions)
 - Door hangers (targeted distribution)
 - Signage in front of town hall
 - NOT a large web/FB presence



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Robbins Library display table



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Door hangers for homes with good solar potential

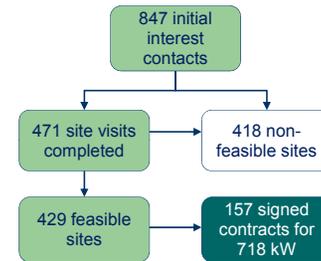


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Solarize Arlington Results



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Lessons learned

- It was a lot of work, but we mostly had fun
- Find a Solar Coach with at least 1-2 days per week to commit
- Allow plenty of time to review proposals
- Get lots of volunteers and then delegate!!
- Multi-family homes are an issue
 - Lack of info on how to modify condo agreements
 - Leases/PPAs on condos are difficult or impossible to execute in some communities
 - Some leasing companies won't issue leases on any multi-family homes



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Poll Question 3

If your municipality did not participate in 2011 or 2012, are you likely to submit an application for Solarize Mass?

- a) Yes
- b) No



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Overview of the 2013 Solarize Mass program

Elizabeth Youngblood
Project Manager



January 23, 2012
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2013 Solarize Mass Program Overview

- Please see the Community RFP for further details
Go to www.solarizemass.com, select **Community RFP**

Highlights:

- Two rounds of the Solarize Mass program
- Competitively select at least 8 Proposals
- Open to all communities in MA
 - If serviced by a MLP, pay into Renewable Energy Trust.
 - ≤1,000 owner occupied residences
- Up to three communities can partner – must be contiguous
- Tiered pricing for direct purchase, increased incentive for Lease/PPA
- Provide \$2,500 marketing grant per community
Community may use up to \$500 as a stipend for CSC



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Community Applications

Letter of Commitment from Community CEO

- Identification of a municipal representative & community solar coach
- Community Energy/Sustainability Committee meeting for 1 year prior to release of RFP
- Municipal project or other PV related activities
- Acknowledgement of any utility area networks

Solar Coach Personal Statement

- Statement demonstrating interest in and commitment to the program
- Reviewed the *Community Solar Coach Program Duties and Commitments* form



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Community Applications

Community Proposal Checklist and Application

- Community Outreach Plan:
 - Description of team (implemented community effort, partners)
 - Community characteristics
 - Marketing & outreach strategy (ideas, logistics, use of marketing potential community assistance)
 - Budget for use of marketing grant
- Identify permitting process (plus streamlining ideas)
- Demonstrate local interest in program



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Tentative Program Timeline

Date	Schedule
1/16/13	Community RFP released
2/4/13	Deadline to submit Community RFP questions (Solarize@MassCEC.com)
2/7/13	Community Expression of Interest Due
2/11/13	MassCEC to post Community RFP FAQ Document
2/20/13	Community Applications Due
~3/14/13	Announce selected communities
4/1/13	Begin review of installer proposals
4/17/13	Installer-Community Interview Day
~5/1/13	Announce Selected Installers
9/30/13	Program Deadline

* See RFP for extended list of program milestones



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Solarize Mass Resources

- 2011 Solarize Mass Pilot Overview
- 2012 Solarize Mass Program Update (Coming soon)
- 2012 Solarize Mass community marketing plans



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Poll Question 4

Currently, there are 194 MW of solar power installed across Massachusetts. Do you know how much solar Massachusetts had when Governor Patrick took office in 2007?

- None
- Less than 5MW *** correct answer
- Less than 25MW
- Less than 50MW



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Q&A

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THANK YOU!

- The webinar was recorded and will be available for viewing at your convenience on our website at:
www.mass.gov/energy/greencommunities
- The slide presentation will also be posted at:
www.mass.gov/energy/greencommunities



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