

Solarize Asheville-Buncombe

*Clean energy group purchasing program for
Asheville and Buncombe County*

Community Partners



Solarize 101

- Group purchasing program
- Residential, commercial, nonprofit
- Make solar energy and battery storage more affordable and accessible
- Limited-time campaign



Community-based Solarize Programs

- Coalition of mission-aligned organizations
- Community engagement in RFP process
- Education and outreach events
- Address policy barriers
- **Reach LMI families and communities of color**
- **Workforce development and training**
- Lasting community that continues to foster clean energy policies



Address market and policy barriers



Pre-selected solar-panel installers competitively chosen by the community



Free site evaluations and quotes for homes or businesses



Pre-negotiated, group-purchase discount pricing (prices go down as more community members sign up)



Limited time campaigns to encourage participation

Since the last Solarize Program (2013)

- **Lower pricing:** cost of solar down 40% since 2013
- **Better technology:** more efficient, more choices, better warranties
- **New technology:** battery storage, EVSE, energy efficiency, and other
- **Incentives:** ITC phasing out; applies to battery storage
- **More financing options**

Community-based Solarize Benefits

Participants

- Vetted contractors and materials
- Free evaluations and streamline process
- Trusted community-based program
- Discount pricing

Installer

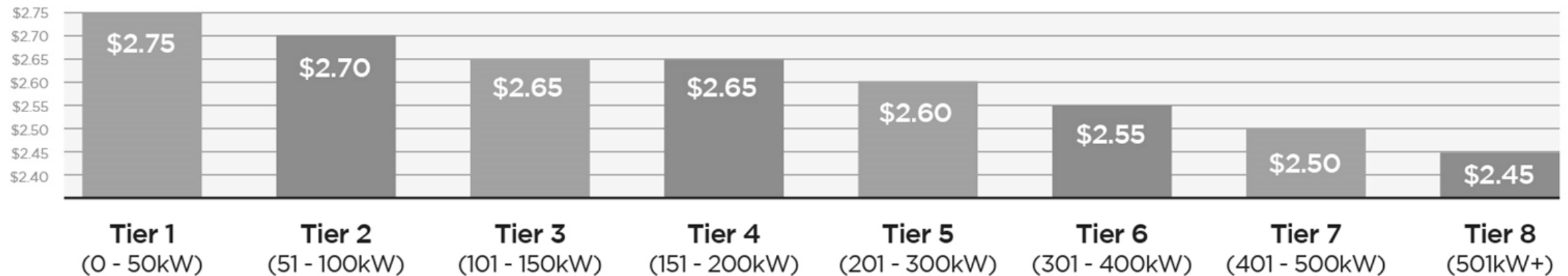
- Reduced customer acquisition cost
- Improved permit process
- Limited geographic area
- Lasting community relationship

Community

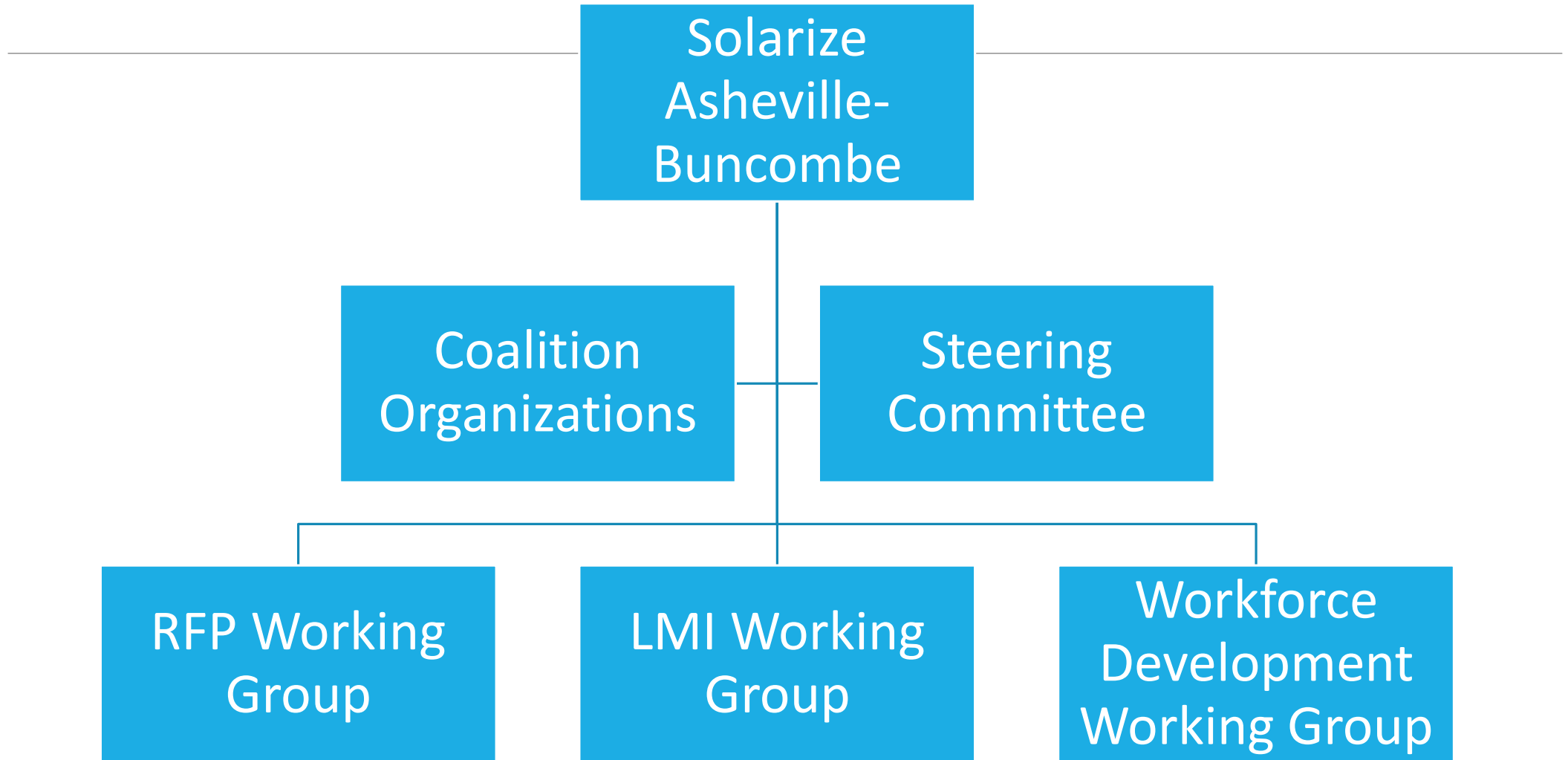
- Economic development
- Job creation
- Meet clean energy goals
- Reduced electricity costs and added resilience

Sample Tiered Pricing Schedule

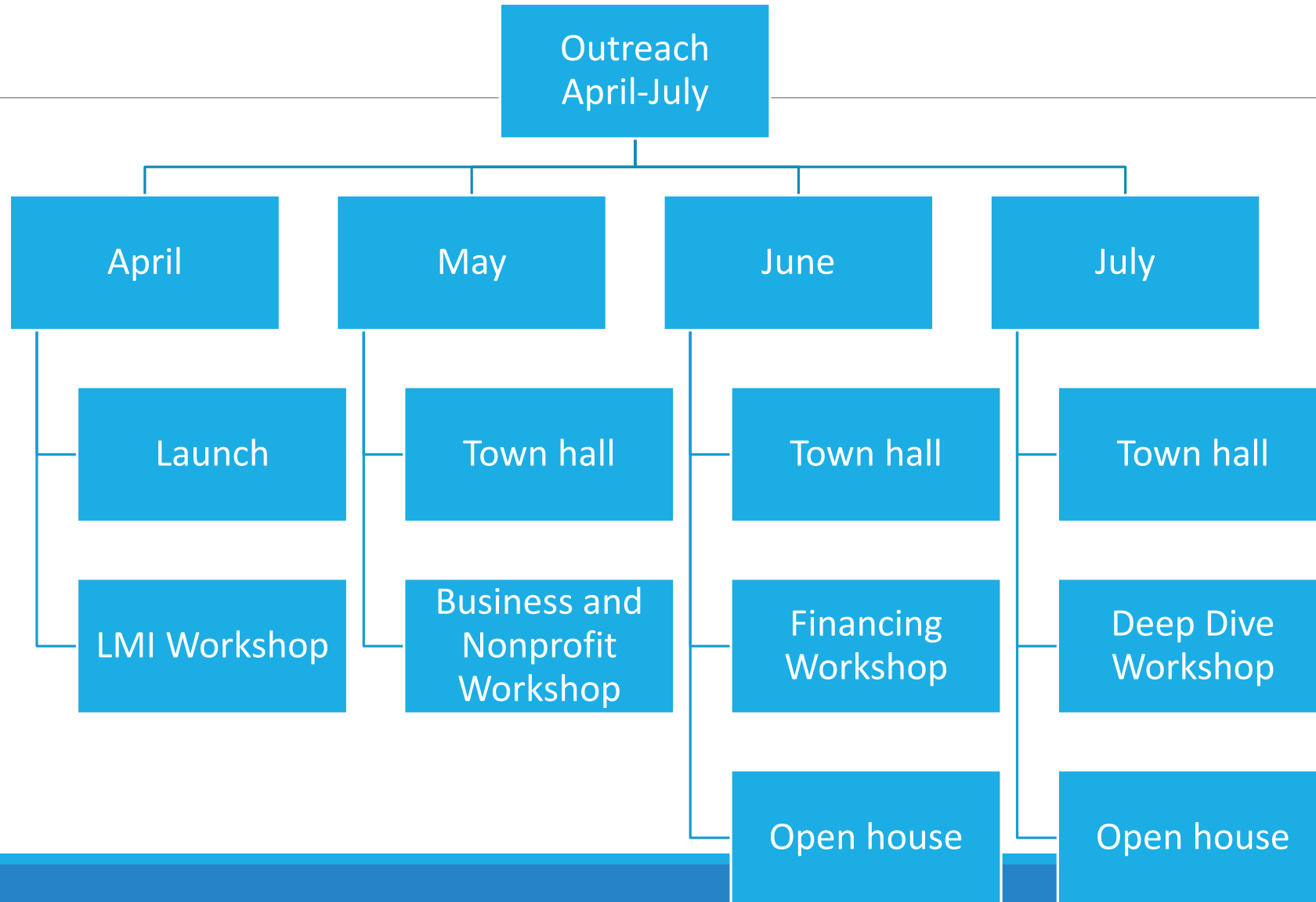
Residential Pricing



Campaign Organization



Education and Outreach Events



Education and Outreach

Event Types

- Town hall
- Workshop
- Open house
- Community events
- Civic organizations
- Memberships/Sponsorships

What is discussed

- Solar 101 + benefits of solar
- How Solarize program works
- Incentives and local policies
- Financing
- LMI Participation
- Encourage sign ups
- Proposal process

Who May Bid

EPC contractors specializing in the design and installation of Solar PV and battery storage applications:

- Residential only
- Commercial only
- Residential and commercial

Milestone	Date
Organizing/Stakeholder Engagement	ongoing
RFP draft and approval by	1/25/2021
RFP Release	2/1/2021
Bidder Meeting	2/8/2021
RFP Bids Due	3/1/2021
Installer interview day	3/3/2021
Announce selected solar installer	3/5/2021
Installer agreement draft and approval by	3/15/2021
Installer onboarding, begin campaign outreach (i.e. press release, social media)	3/5/2021 through 3/25/2021
Website complete/Launch Campaign/Customer signup period begins	4/1/2021
Customer signup period ends	7/30/2021
Deadline for contracts	9/30/2021
Installations complete	12/31/2021

Selection Criteria and Scoring

Criteria	Top Score
System Quality	20
Pricing	20
System and Workmanship Warranty	15
Contractor Experience, Implementation Plan	15
Innovative Concepts	15
Community Project	5
Financing	5
System Aesthetics	2.5
Marketing Plan	2.5



Mission Focused

Solarize Asheville-Buncombe is a private-public community coalition formed to provide all the residents of Asheville and Buncombe County accessible and affordable clean energy technologies through community engagement and collaboration.

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