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# SolarizeKansasCity.com

*Clean energy group purchasing program for homes and businesses for Kansas City*

PRE-BID MEETING

# Community Partners



CENTRAL PLAINS



**SIERRA CLUB**  
MISSOURI CHAPTER



**Westside Housing**



**KANSAS CITY  
MISSOURI**

American Cities  
Climate Challenge

RENEWABLES

ACCELERATOR

# Solarize 101

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





# Community-based Solarize Programs

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



# Address market and policy barriers

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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

# Community-based Solarize Benefits

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## Participants

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

## Installer

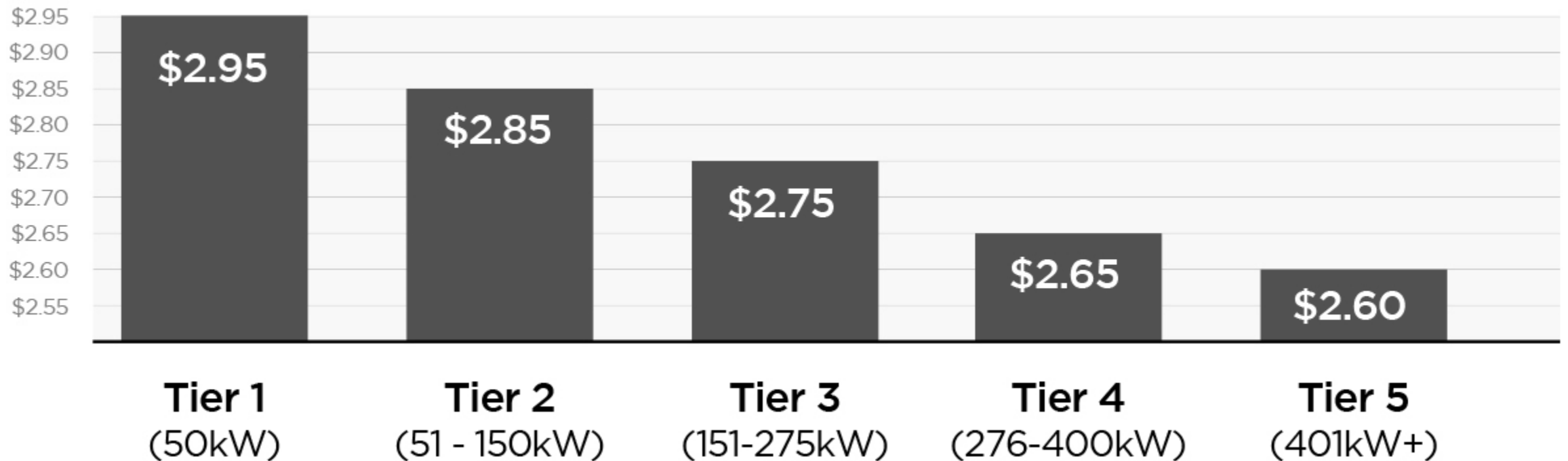
- Reduced customer acquisition cost
- Improved permit process
- Limited geographic area
- Lasting community relationship

## Community

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

# Sample Residential Tiered Pricing Schedule

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# Sample Battery Discounts

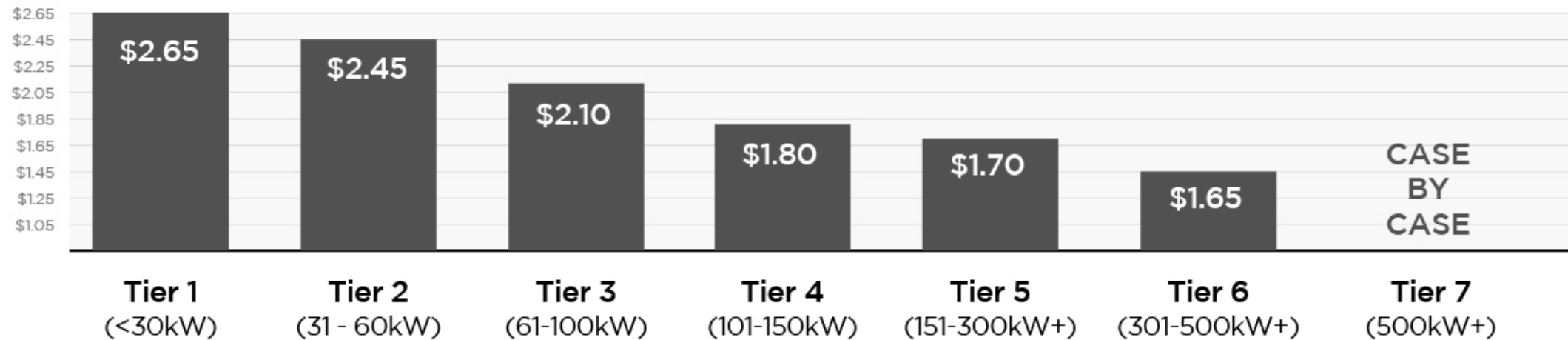
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0 - 50kW <b>TIER 1</b>	51 - 150kW <b>TIER 2</b>	151 - 300kW <b>TIER 3</b>	301 - 500kW <b>TIER 4</b>	500+ kW <b>TIER 5</b>
<b>\$100</b>	<b>\$200</b>	<b>\$350</b>	<b>\$500</b>	<b>\$700</b>

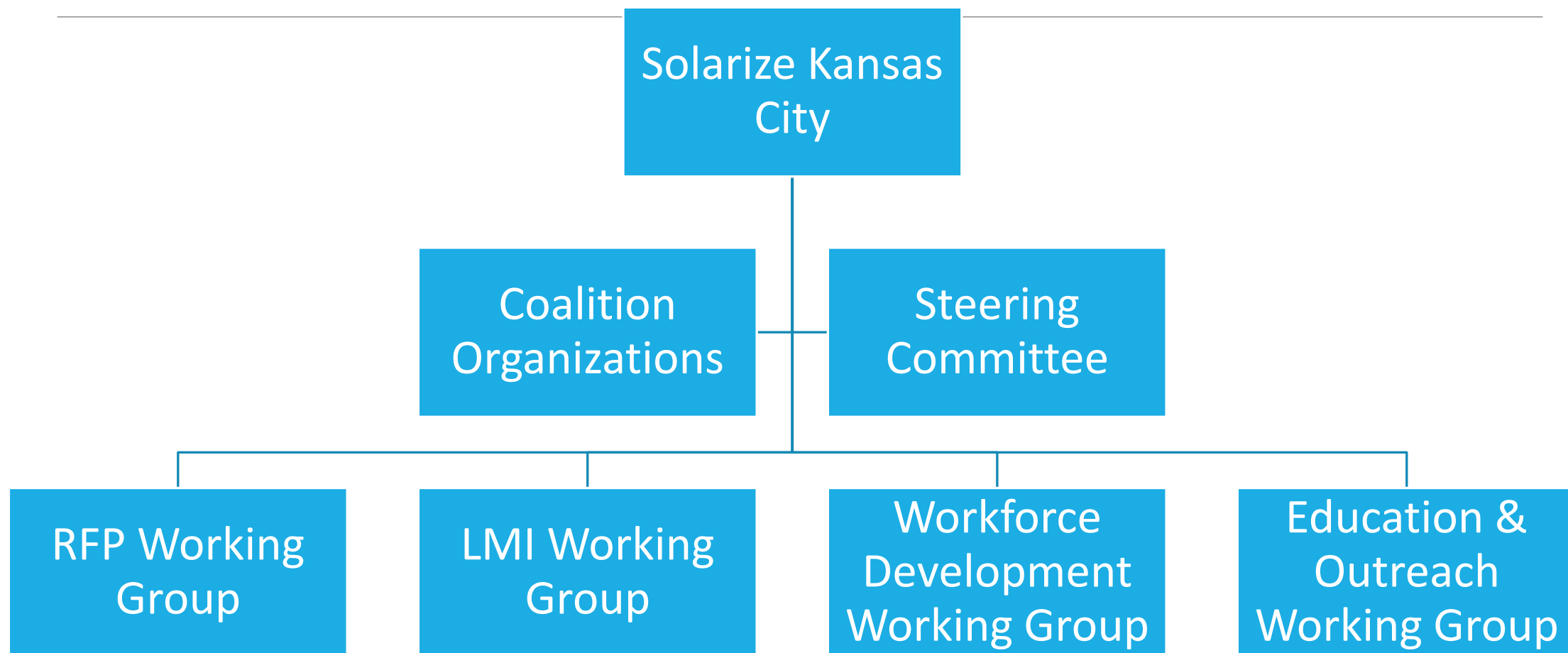


# Sample Commercial Pricing

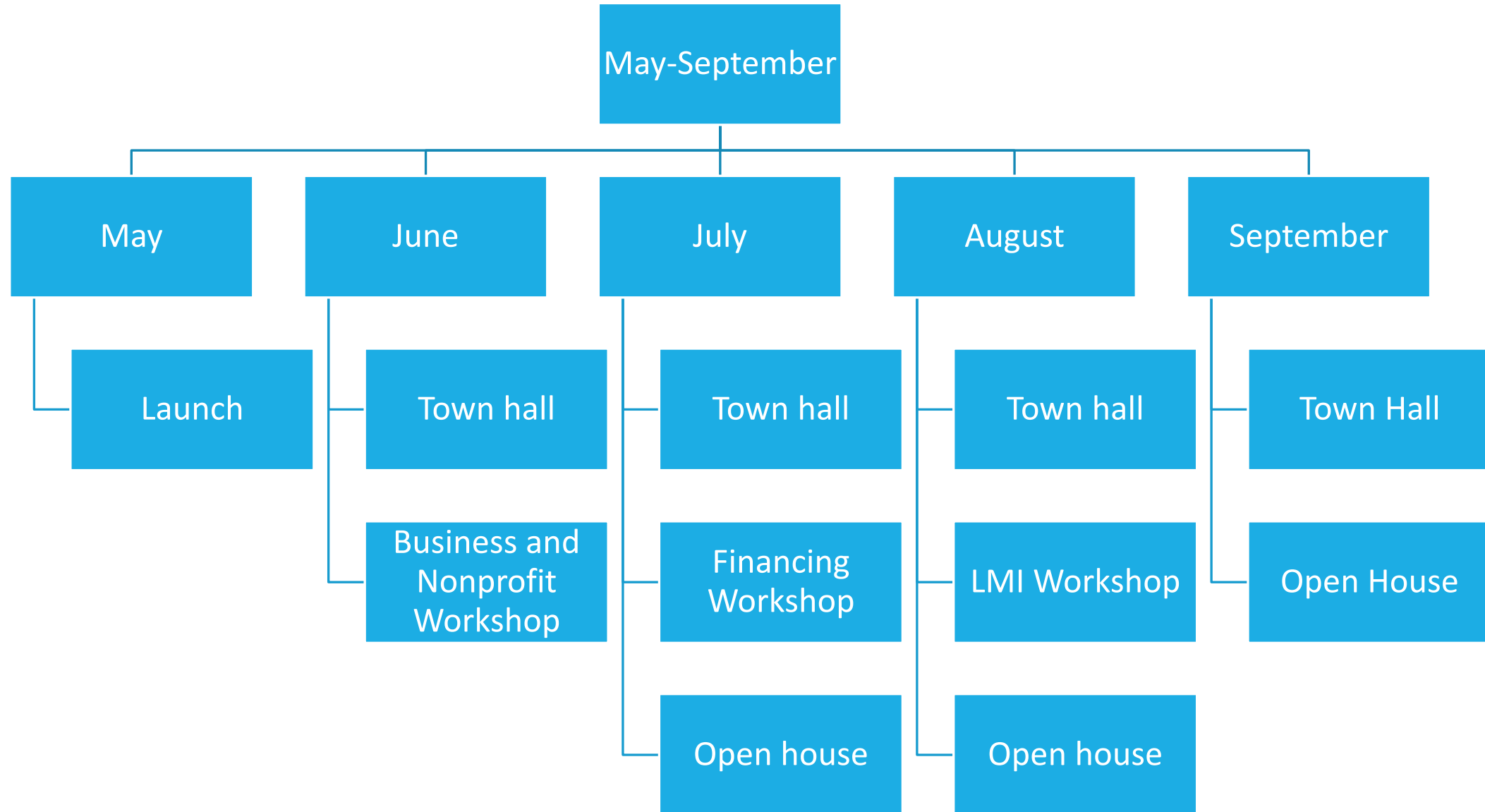
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# Campaign Organization



# Education and Outreach Events



# Education and Outreach

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## 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
- Meet the selected contractor
- Financing
- LMI Participation
- Encourage sign ups
- Proposal process

<b>Milestone</b>	<b>Date</b>
<b>Organizing/Stakeholder Engagement</b>	ongoing
<b>RFP Release</b>	3/30/2022
<b>Pre-Bid Meeting</b>	4/12/2022 10:30AM
<b>RFP Bids Due</b>	4/30/2022
<b>Installer interview day</b>	5/3/2022
<b>Announce selected solar installer</b>	5/5/2022
<b>Installer agreement draft and approval by</b>	5/14/2022
<b>Installer onboarding, begin campaign outreach (i.e. press release, social media)</b>	5/5/2022 thru 5/20/2022
<b>Website complete/Launch Campaign/Customer signup period begins</b>	5/20/2022
<b>Customer signup period ends</b>	9/30/2022
<b>Deadline for residential contracts</b>	12/31/2022
<b>Deadline for commercial contracts</b>	3/31/2023
<b>Residential installations complete</b>	3/31/2023
<b>Installations complete</b>	6/30/2023



# Selection Criteria and Scoring

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

# Platform and Administration Fee

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- Residential: 5%
- Commercial up to 100kW: 4%
- Commercial over 100kW: 3%

*\*of gross sales not including taxes and financing fees, if any*

# Thank you!

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For more information:  
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## Q&A Session