

solarizeokc

The logo for SolarizeOKC features the word "solarizeokc" in a bold, orange, sans-serif font. The letter "e" is white with a yellow outline and is partially obscured by a stylized sunburst graphic. The sunburst is yellow and orange, with sharp, pointed rays extending upwards and outwards. The letter "o" is also white with a yellow outline. The overall design is clean and modern, emphasizing solar energy.

SolarizeOKC.com

Clean energy group purchasing program for homes and businesses for Oklahoma City

Community Partners



American Cities
Climate Challenge

RENEWABLES ACCELERATOR

Administered by: Solar Crowdsorce

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
 - Lasting community that continues to foster clean energy policies
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- **Reach LMI families and communities of color**
 - **Workforce development and training**



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

Community-based Solarize Benefits

Participants

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

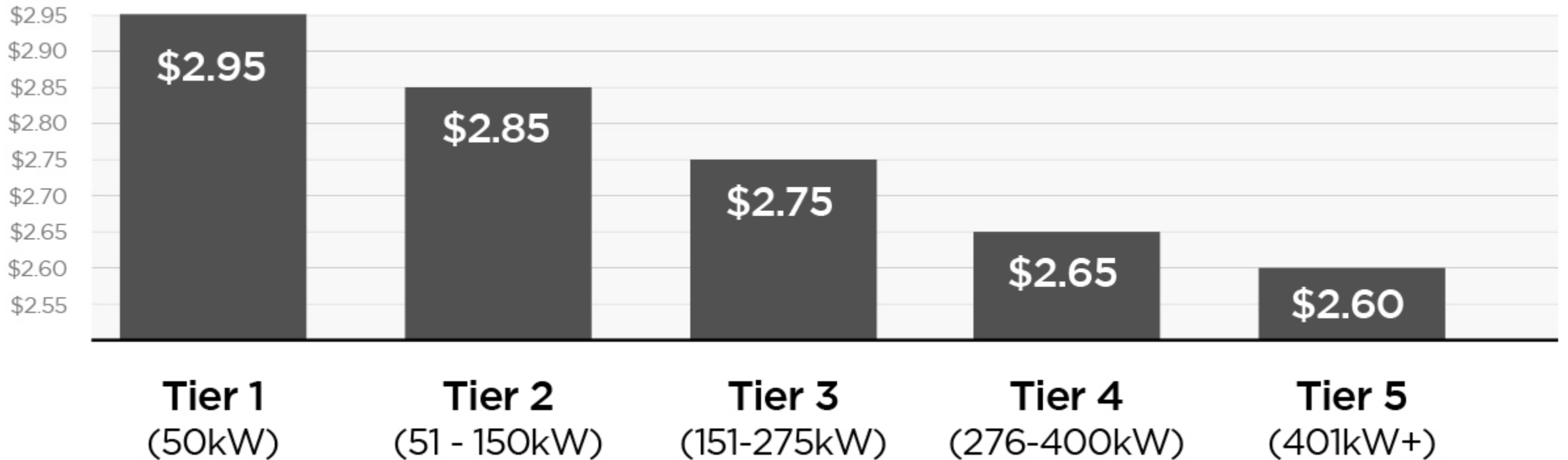
Installer

- 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

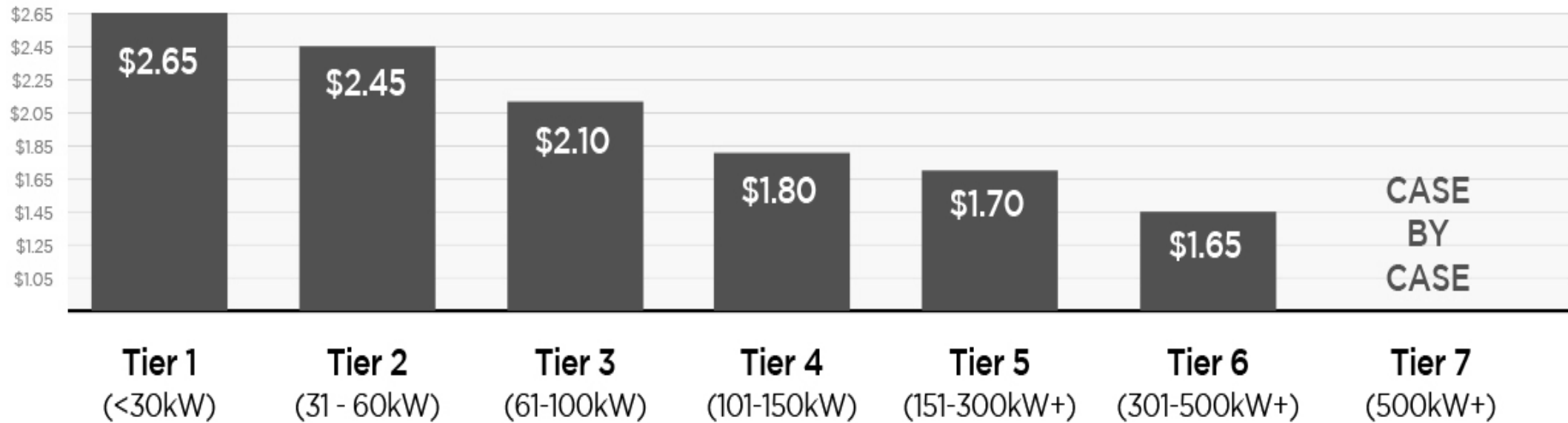
Sample Residential Tiered Pricing Schedule



Sample Battery Discounts

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

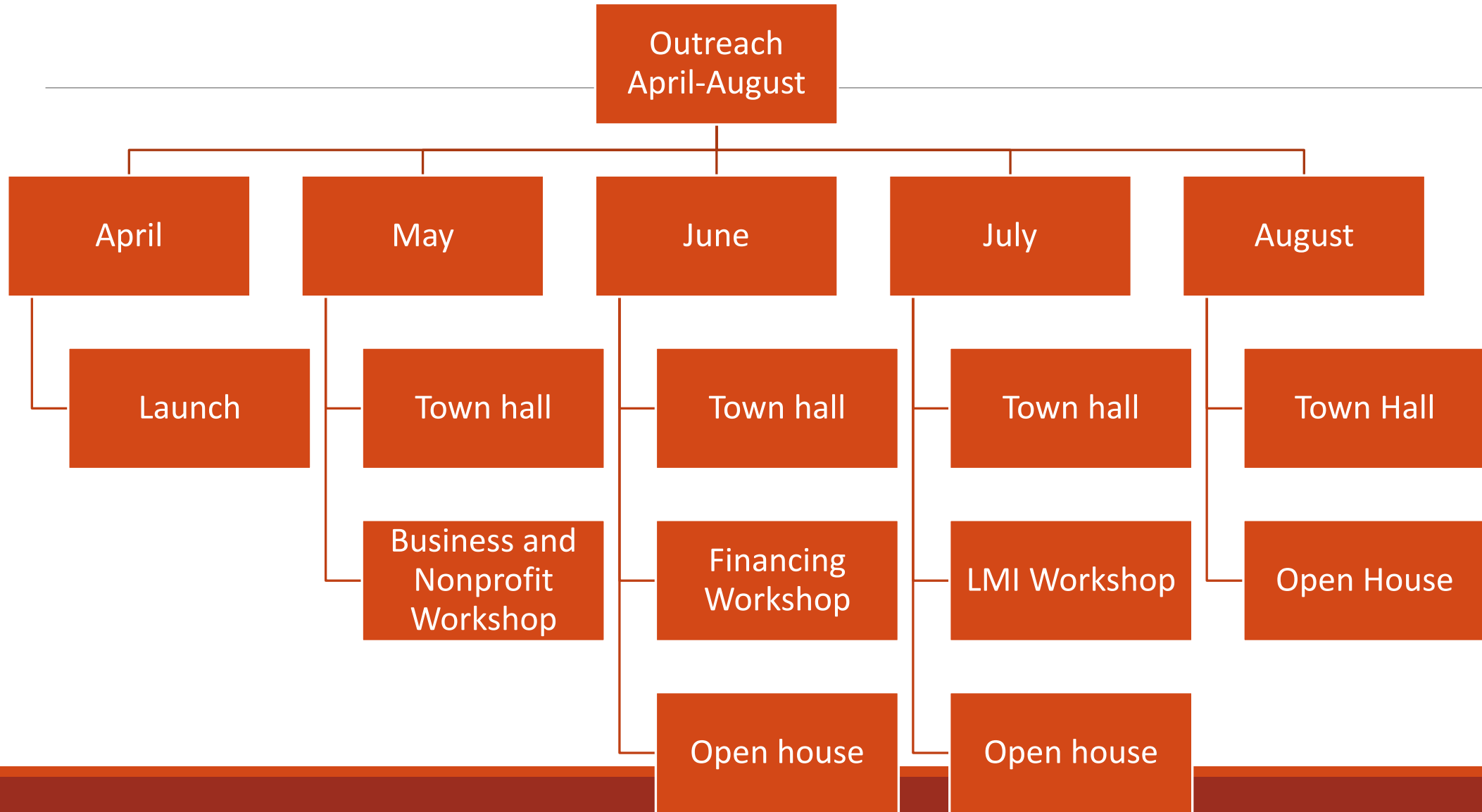
Sample Commercial Pricing



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

Milestone	Date
Organizing/Stakeholder Engagement	ongoing
RFP Release	3/15/2022
Pre-Bid Meeting	3/29/2022 10:30AM
RFP Bids Due	4/15/2022
Installer interview day	4/25/2022
Announce selected solar installer	4/27/2022
Installer agreement draft and approval by	5/4/2022
Installer onboarding, begin campaign outreach (i.e. press release, social media)	4/27-5/11/2022
Website complete/Launch Campaign/Customer signup period begins	5/11/2022
Customer signup period ends	9/30/2022
Deadline for residential contracts	12/31/2022
Deadline for commercial contracts	3/31/2023
Residential installations complete	3/31/2023
Installations complete	6/30/2023

Selection Criteria and Scoring

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

Thank you!



For more information:
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Q&A Session