



SolarizetheTriad.com

*CLEAN ENERGY GROUP PURCHASING PROGRAM FOR FORSYTH, GUILFORD,
DAVIDSON, AND RANDOLPH COUNTIES, NORTH CAROLINA*

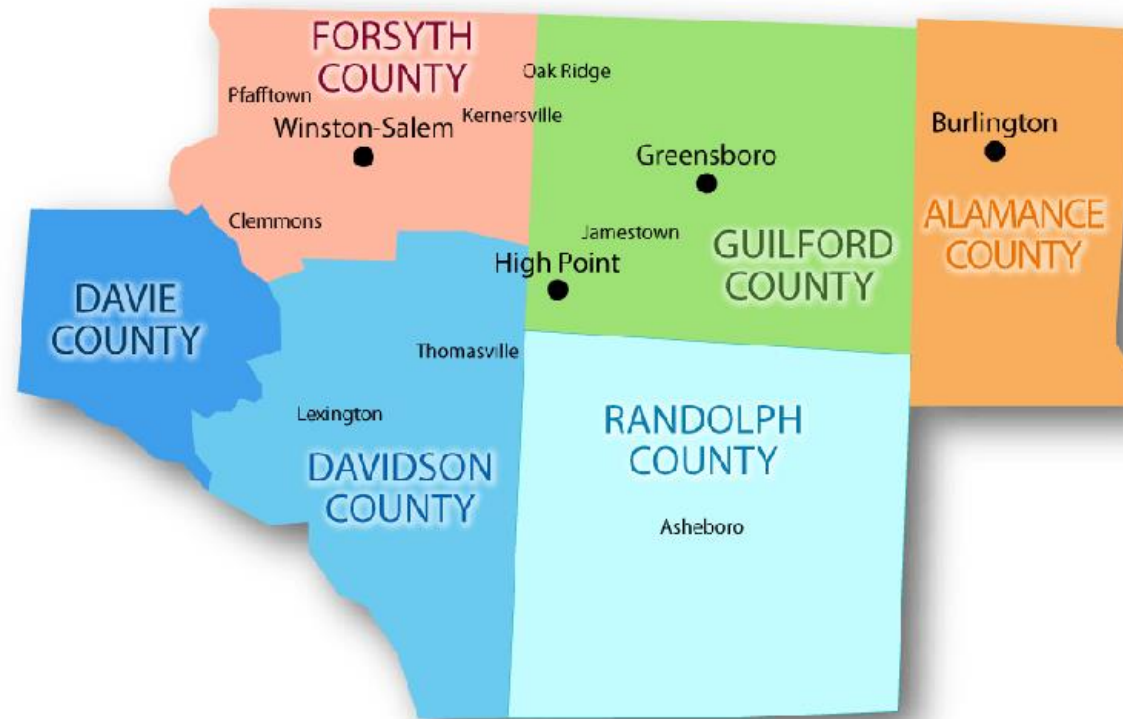
PRE-BID MEETING

Coalition Organizations



Piedmont Environmental Alliance, Boston-Thurmond United, Citizens' Climate Lobby, City of Greensboro, City of Winston-Salem, Morningside and Reynolds Park Association, Piedmont Federal Bank, and Piedmont Triad Community Development

Project Area



Forsyth, Guilford, Davidson, and Randolph Counties, North Carolina



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
-
- **Reach LMI families and BIPOC communities**
 - **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

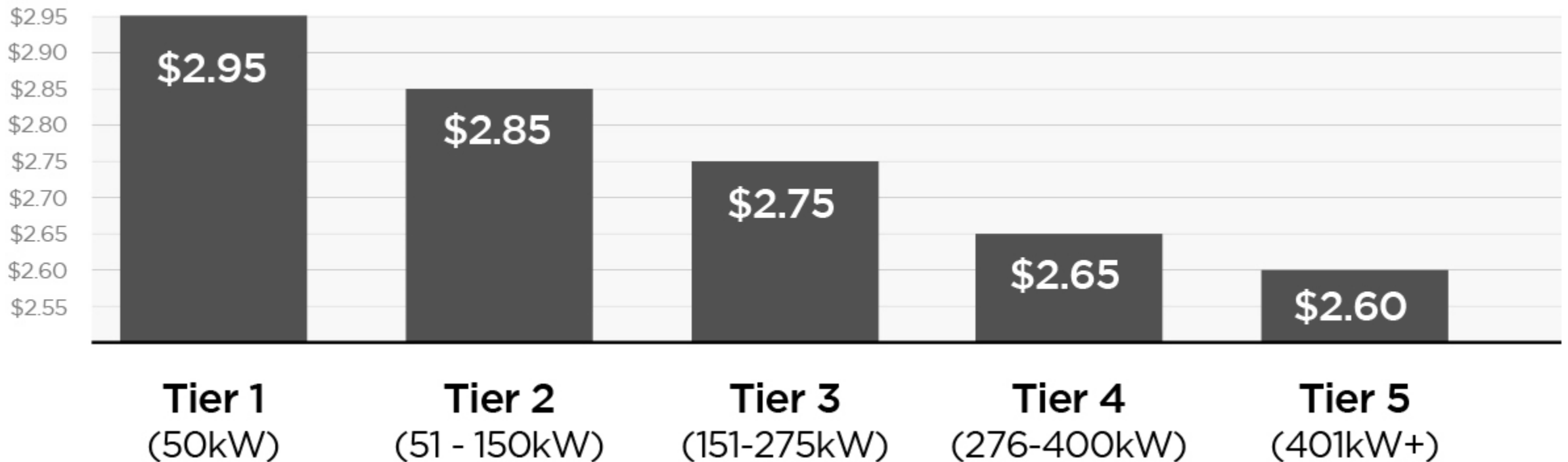
- Economic development
- Job creation
- Meet clean energy goals
- Reduced electricity costs and added resilience

Contractor Selection

- A. Residential applications only, or
- B. Commercial applications only, or
- C. Residential and commercial applications.

Note #1: two or more contractors can team up to submit one bid

Sample Residential Tiered Pricing Schedule – Aggregate pricing

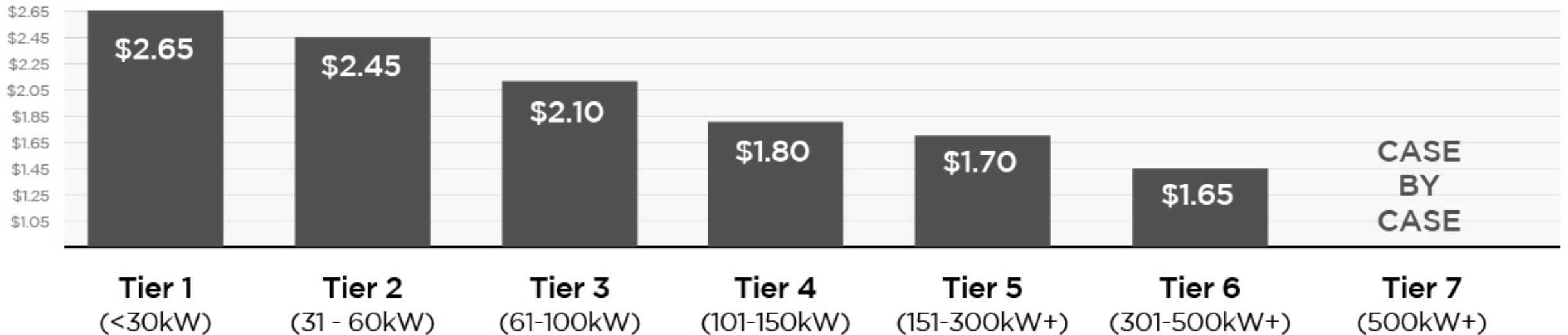


Contractor submits rebate check to customer for difference in price customer paid and final tier

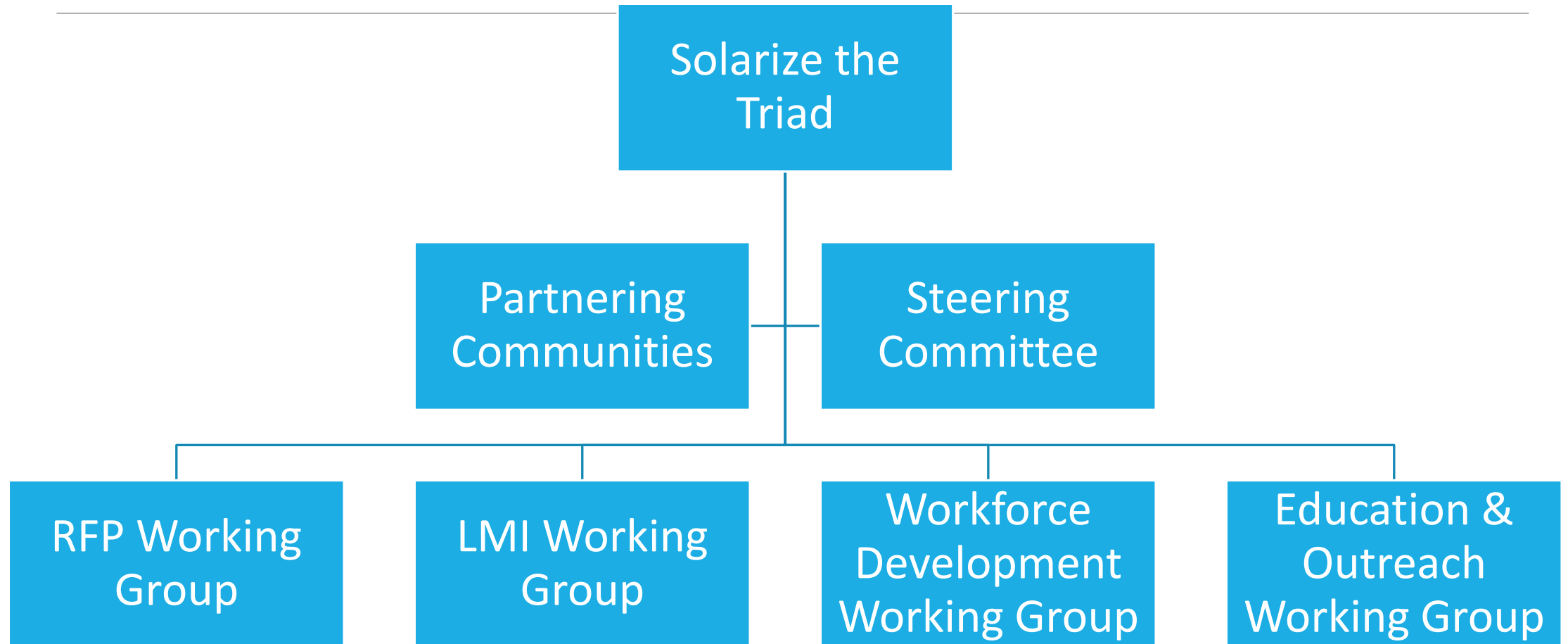
Sample Battery Group Discounts

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 – Flat pricing



Campaign Organization



Campaign Education and Outreach Events

July 2024
Thru
March 2025

July

August

September

October

November

Launch

Town hall

Business and
Nonprofit Workshop

Town hall

Financing Workshop

Town Hall

Open House

Deep Dive Workshop

Open House

Campaign and Community Education and Outreach

Event Types

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

**Contractor Participation
Required**

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

Milestone

Date

RFP Release	May 20, 2024
Pre-Bid Meeting	May 30, 2024
RFP Bids Due	Jun 20, 2024
Bidding Contractor interview day	Jun 25, 2024
Announce Selected Contractor(s)	Jul 1, 2024
Contractor onboarding, begin campaign outreach (i.e. press release, social media)	Jul 1, 2024 through July 15 2024
Launch Campaign/Website Complete/ Customer Signup Period Begins	Week of Jul 15, 2024
Customer signup period ends	Nov 1, 2024
Deadline for residential contracts	Mar 1, 2025
Deadline for commercial contracts	June 1 2025
Goal for all I installations complete	December 31 2025

Criteria	Top Score Possible
System Quality	10
Pricing	20
Contractor and Customer Service Experience, Implementation Plan	15
System and Workmanship Warranty	10
Minority Participation and Hiring	10
Financing	10
Low- and Moderate-Income, Workforce Development, and Innovative Concepts	5
Community Project	10
Local Preference	10

Selection Criteria and Scoring

Platform and Administration Fee

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

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



SOLARIZE
ASHEVILLE-BUNCOMBE







SolarizeABC.com



Solar power and battery storage at crowdsourced prices.

Join the movement to a cleaner and more resilient Asheville-Buncombe.

CAMPAIGN MILESTONES TO DATE

-  **180** contracts signed
-  **1,450 kW** of new clean energy capacity
-  **2,009,732 kWh** produced annually
-  **\$251,215** in annual utility bill savings
-  **\$4.69M+** in new clean energy development
-  **2,689,753 lbs** of CO² avoided annually

SOLARIZE THE TRIANGLE









Solar power and battery storage at crowdsourced prices

A community clean energy program for a cleaner and more resilient Triangle

SOLARIZETHETRIANGLE.COM

CAMPAIGN MILESTONES

2022-2023
AS OF JANUARY 4, 2024

-  **321** contracts signed
-  **3,155.3 kW** of new clean energy capacity
-  **4,389,291 kWh** produced annually
-  **\$570,607** in annual utility bill savings
-  **\$10.92 M** in clean energy development
-  **5.92 M lbs.** of CO² avoided annually



Q&A

*CLEAN ENERGY GROUP PURCHASING PROGRAM FOR FORSYTH, GUILFORD,
DAVIDSON, AND RANDOLPH COUNTIES, NORTH CAROLINA*