

Solar Outreach Program Models in Massachusetts

Solar Webinar II

June 4, 2015

1 – 2pm EST



MAPC Solar Webinar Series

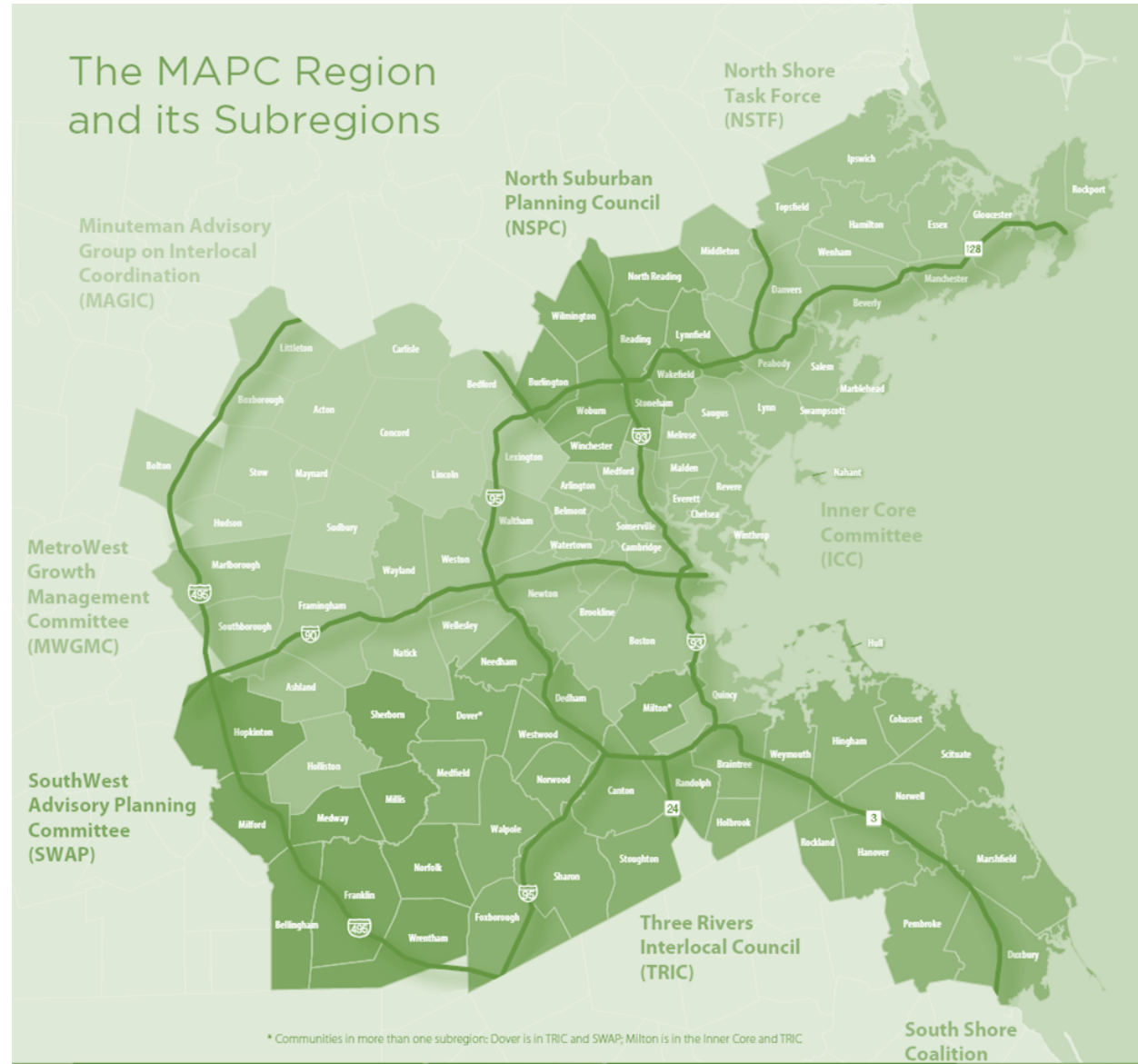
- Webinar I: Solar Permitting & Bylaws
 - March 30, 2015; [video recording](#) (40 minutes).
- Webinar II: Solar Outreach Program Models
 - Today
- Webinar III: Community Shared Solar
 - Details TBD

Agenda

1. Brief Introduction to MAPC
 - Ani Krishnan
2. MassCEC's Solarize Mass Program
 - Elizabeth Youngblood
3. EnergySage Solar Marketplace
 - John Gingrich
4. Q&A

MAPC: About Us

MAPC is the regional planning agency serving the 101 cities and towns in the Greater Boston Region.



Clean Energy Division

1. Regional Energy Projects

- ESCO Procurements
- Regional Solar Initiative
- LED Streetlight Purchasing & Retrofit Program

2. Local Energy Action Program

- Community energy baselining
- Outreach, visioning, and program implementation
- Connection to utilities and incentives

3. Energy Resources & Technical Assistance

- Community Electricity Aggregation (CEA)
- Resiliency and preparedness
- Green Communities designation support
- Grant writing & reporting
- Clean Energy Toolkit

MAPC Presentation



June 4, 2015

MassCEC Statutory Mandate



Advance Clean Energy Technology



Create Jobs



Develop a Trained Workforce



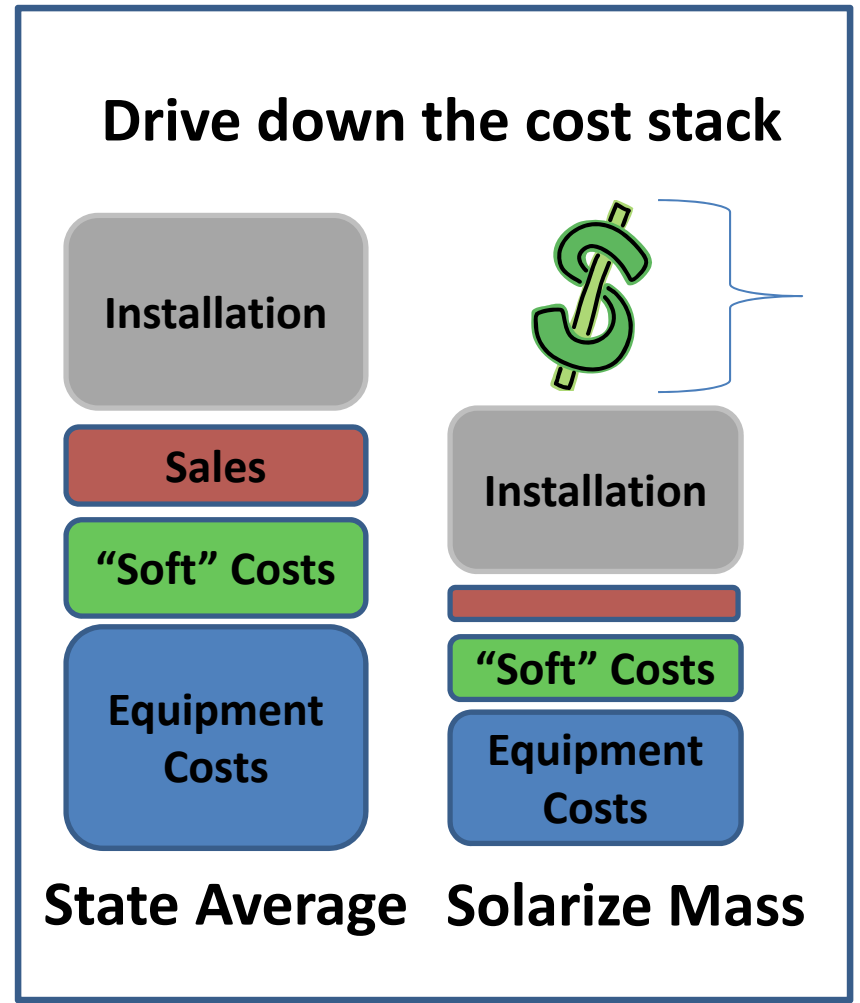
Accelerate Deployment of Clean Energy

Solarize Mass



Goals of Solarize Mass

- Support Governor's goal of 1,600 MW by 2020
- Increase education and community outreach
- Model to simplify process
- Reduce installation costs
- Reduce time to contract
- Increase adoption



MassCEC/DOER
Town and Installer RFPs
Engage tech. consultants
Marketing/Education
SRECs

Installer
Free Site Assessments
Tiered Pricing and Ownership Options
Contracting
Installation

Homeowner
Sign up for a site assessment
Talk to neighbors!

Community
Installer Selection
Solar Coach
Volunteers
Outreach



Solarize Mass Basics

- Communities and Installers competitively selected
- Tier Pricing (based on contracted capacity)
 - Direct purchase and possible Lease/PPA option

Tier 1	Tier 2	Tier 3	Tier 4	Tier 5
1 kW-25 kW	>25 kW-50 kW	>50 kW-100 kW	>100 kW-200 kW	200 kW+

- Limited time offer: 5 – 6 month sign-up and contract period

Installer Selection

- When selecting an installer, the following criteria are considered:

Price and reduction	Customer service
Ability to serve community	Experience of team
Quality of equipment	PPA and Ownership Offering

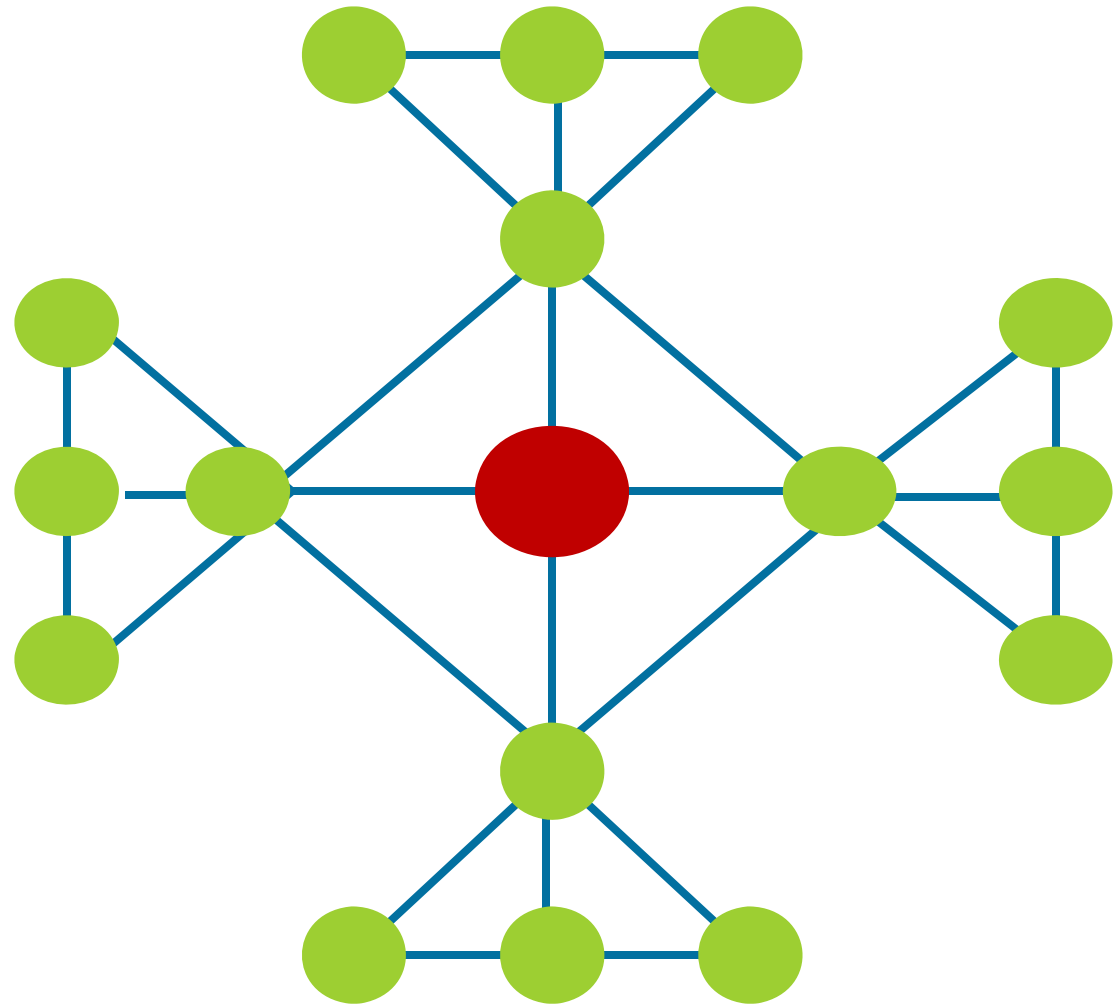
'Snowflake' Volunteer Team Model

Two-Way
Communication

Clear Structure

Clear Roles

- Canvass Lead
- Event Coordinator
- Social Media Lead

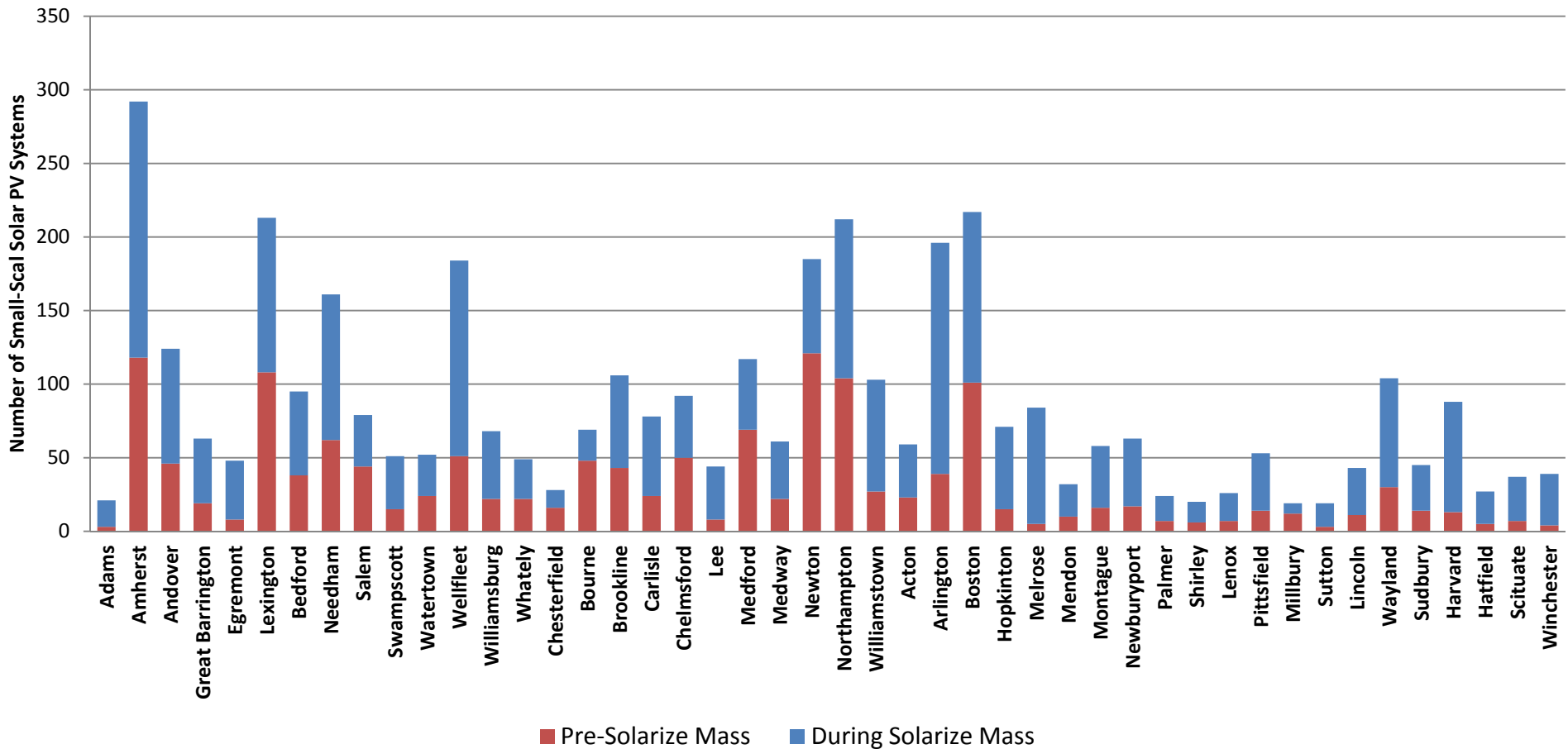


Program Results to Date

Year	Communities	Contracts Signed	Avg. Contracts per Community	Capacity (kW)	Avg. Capacity per Community (kW)
2011	4 communities	162	40	829	207
2012	17 communities (13 proposals)	803	47	5,146	302
2013 R1	10 communities (9 proposals)	551	55	3,838	383
2013 R2	15 communities (10 proposals)	932	62.1	6,142	409
2015	5 communities (3 proposals)	TBD	TBD	TBD	TBD
Total	51 communities	2,428		15,955	

- 10% forfeiture rate, consistent with Commonwealth Solar II Rebate

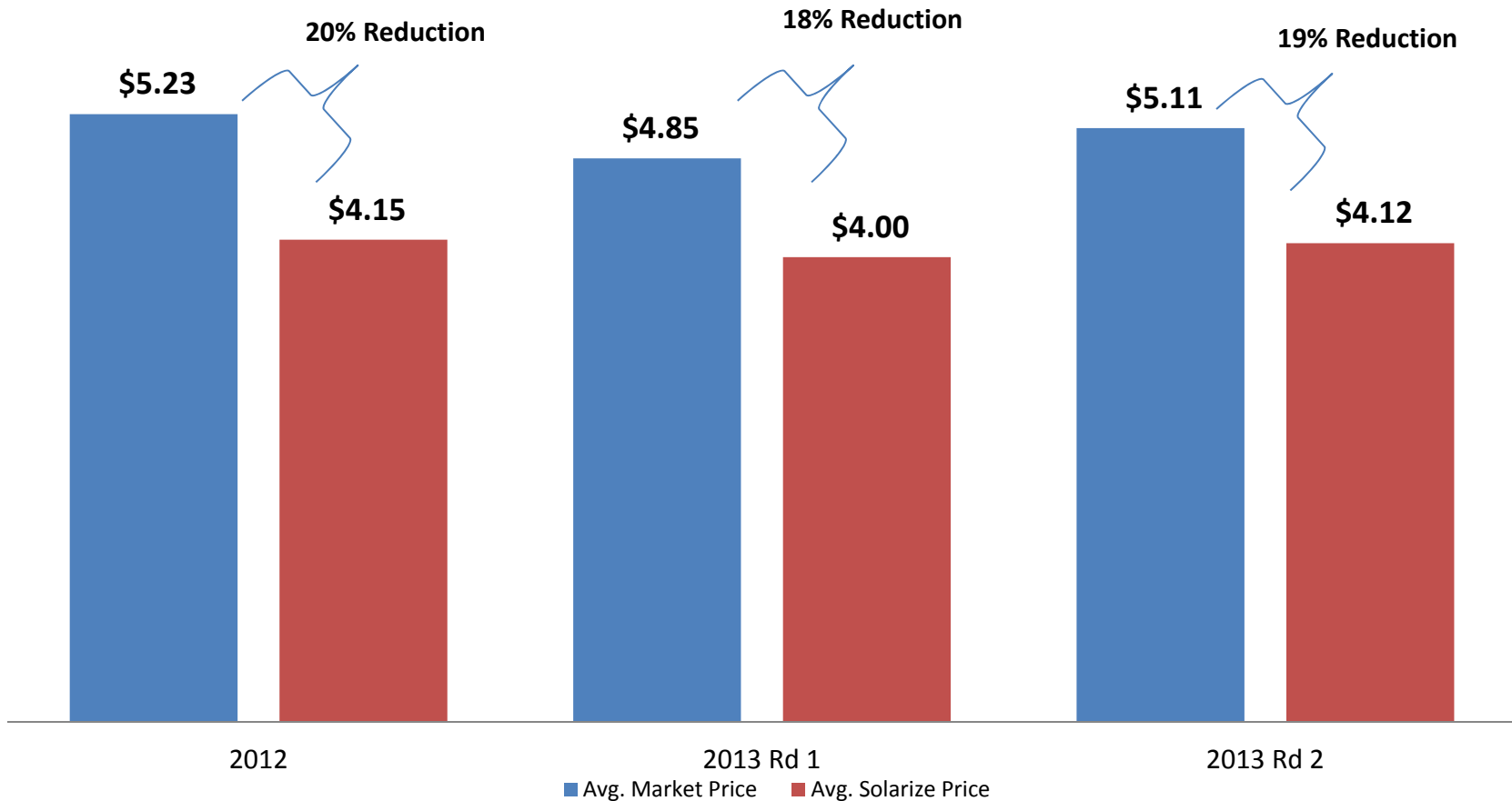
Solarize Mass Adoption 2011 - 2013



* 38 of 46 communities doubled amount of small-scale solar in community



Solarize Mass Cost Analysis



*Cost Analysis only looks at purchased projects under the program.

To Learn More

- Go to <http://www.masscec.com/content/solarize-mass-reference-guide>
 - Program results, Best practice guides, Marketing proposals
 - Offer some services to Solarize-like programs
- Future of Solarize Mass
 - Sign up for Solarize Mass email updates at www.masscec.com

Thank you!

Questions?

Elizabeth Youngblood, Project Manager

eyoungblood@MassCEC.com

Massachusetts Clean Energy Center



EnergySage Solar Marketplace



Municipally-Sponsored Solar Programs



COMPARE SOLAR PRICES ONLINE & SAVE

June 2015



EnergySage is the first & only online marketplace for solar!



- Destination site for solar
- Multiple quotes from pre-screened solar installers
- Quotes presented in apples-to-apples format

Funding & support from:



Comprehensive, objective and independent solar information for consumers

Educational Resources

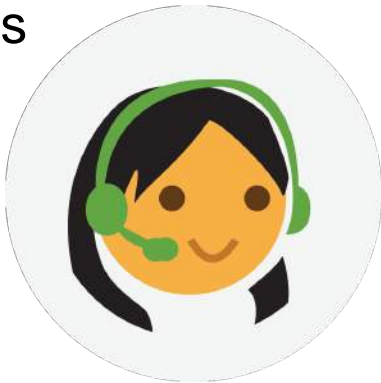
- Articles to key topics
- Videos
- Research
- Infographics

Community-Generated Content

- Case studies
- Rating and reviews
- Q&A forum

Industry Directory & Profiles

- Installers
- Equipment manufacturers
- Financing companies



Solar Advisors available to assist consumers!

EnergySage does not have a vested interest in a particular installer, technology or financing approach

Key problems addressed by EnergySage: Buying and selling solar remains a complex and expensive process



Consumers find the process time-consuming and complex

- Limited awareness a key barrier to solar adoption
- Solar Installers are the primary source of information
- Consumers reluctant to engage with installers as the first step
- Want choice but find comparison shopping difficult



Installers find the process inefficient and expensive

- Time-consuming process
- Educating consumers 1:1
- Expensive
- Long cycle times

EnergySage adds value for both consumers and installers



FOR CONSUMERS

- Simplicity
- Choice
- Transparency



Up to 20% lower prices than market averages



FOR INSTALLERS

- Quality leads
- Lower acquisition cost
- Shorter sales cycle



Efficient online sales channel to help grow business

EnergySage is recommended by leading organizations across the country!



Consumers begin with an instant estimate and then register to get online quotes from pre-screened installers

EnergySage Marketplace

Identify your property

58 Pleasant Street, Arlington, MA 02474, USA



Now, drag the pin to place it on your roof.

YOUR PROPERTY TYPE

- Residential
- Commercial



Pre-screened installers submit quotes

Ordering how your quotes compare? See them stacked up by value and finance terms as well as other key metrics such as system details and environmental factors.

FINANCING OPTION	UPFRONT COST	MONTHLY COST	20-YEAR BENEFIT	SYSTEM OWNED BY	
\$0-down Lease/PPA	—	\$\$\$	\$	Solar Co.	COMPARE
Prepaid Lease/PPA	\$\$	—	\$\$\$	Solar Co.	COMPARE
Custom Lease	\$	\$	\$\$	Solar Co.	COMPARE
Purchase	\$\$\$\$	—	\$\$\$\$	You	COMPARE
Purchase with loan	—	\$\$	\$\$	You	COMPARE

Comprehensive Choice & Options:

- Providers
- Financing options
- Products and system design
- Integrated education



Get instant estimate of your solar savings

CASH PURCHASE	\$0-DOWN LOAN	\$0-DOWN LEASE/PPA
<p>Pay an installer for turnkey installation, get much of it back in the first year through rebates and tax credits. Benefits generated by offsetting your electric bill and receiving incentives.</p> <p>\$0 Monthly Payment</p> <p>\$12,000 Net Cost</p> <p>\$2,400 First Year Savings</p> <p>\$23,000 20 Year Net Savings</p> <p>4.9 Years Payback</p>	<p>No money down, often a reduced monthly bill and own it outright after loan term. Get the same rebates and incentives as cash purchase without the upfront cost.</p> <p>\$100 Monthly Payment</p> <p>\$0 Out-of-Pocket Cost</p> <p>\$1,100 First Year Net Savings</p> <p>\$9,900 20 Year Net Savings</p> <p>Immediate Payback</p>	<p>Turnkey installation with no money down and immediate savings. The solar company owns and maintains the solar panel system, but you get the electricity.</p> <p>\$65 Monthly Payment</p> <p>\$0 Out-of-Pocket Cost</p> <p>\$140 First Year Net Savings</p> <p>\$2,700 20 Year Net Savings</p> <p>Immediate Payback</p>

Compare quotes online

Quotes Total	Lechmere Solar <small>HIDE</small>	Broadway Solar <small>HIDE</small>	Main Solar <small>HIDE</small>
	ACCEPT QUOTE VIEW QUOTE	ACCEPT QUOTE VIEW QUOTE	ACCEPT QUOTE VIEW QUOTE
20-YEAR SAVINGS SUMMARY	(1 OP 3)	(2 OP 3)	(3 OP 3)
Out of Pocket Cost	\$0	\$0	\$0
Net 20-year Savings*	\$4,036	\$1,463	\$3,395
Avg. Cost of Solar Electricity per kWh*	19.8¢	22.3¢	20.4¢
Discount Over Utility Rates*	17%	7%	15%
Avg. Annual Savings	\$202	\$73	\$170

Quotes are displayed with standardized assumptions and explanations of key terms



HARDWARE & TECHNICAL

<p>Panels ⓘ</p> <p>Brand: SunPower Corporation</p> <p>Warranty: 25 Years</p> <p>Number of panels: 16</p>	<p>Inverter ⓘ</p> <p>Brand: SunPower Corporation</p> <p>Type: String ⓘ</p> <p>Warranty: 10 Years</p>	<p>Technical Parameters ⓘ</p> <p>Derate factor: 0.82 ⓘ</p> <p>Production ratio*: 1.07 ⓘ</p> <p>Shade factor (% sun): 90% ⓘ</p> <p>Azimuth: 186° ⓘ</p> <p>Incline: 30° ⓘ</p>
<p>Monitoring System ⓘ</p> <p>Brand: SunPower Corporation</p>	<p>Hardware Notes</p> <p>Steel racking system</p>	

CASH PURCHASE

\$14,537	\$0	14.5%	\$27,650
Net System Cost	Monthly Payment	Rate of Return (IRR)	Net 20-year Savings 100.4% discount over utility rates

[Show details for Cash Purchase](#)
⤴

Transparent quote comparisons and integrated educational resources give consumers confidence

4 QUOTES TOTAL			
	Ames Solar <small>HIDE</small>	Broadway Solar <small>HIDE</small>	Main Solar <small>HIDE</small>
	PICK THIS QUOTE VIEW QUOTE	PICK THIS QUOTE VIEW QUOTE	PICK THIS QUOTE VIEW QUOTE
20-YEAR SAVINGS SUMMARY			
	(1 OF 4)	(2 OF 4)	(3 OF 4)
Out of Pocket Cost	\$22,195	\$16,926	\$17,823
Net Cost After Tax Credits	\$14,537	\$10,848	\$11,476
\$/Watt Gross Cost*	\$5.01	\$4.64	\$4.51
Net 20-year Savings*	\$27,650	\$25,462	\$27,012
Avg. Cost of Solar Electricity per kWh*	-0.1¢	-1.9¢	-1.9¢
Production Estimate- Year 1 (kWh AC)	5,600	4,820	5,109
Production Guarantee- Year 1 (kWh AC)	-	-	-
Production Ratio	1.07	1.09	1.06
% of Need Met	104%	89%	95%
Panel Brand	SunPower Corporation	Canadian Solar Inc.	SolarWorld
Inverter Brand	SunPower Corporation	Enphase Energy Inc.	SMA America

OTHER FINANCIAL TERMS			
	(1 OF 4)	(2 OF 4)	(3 OF 4)
Total Gross Cost	\$26,195	\$20,454	\$21,663
Less: Rebates	-\$4,000	-\$3,528	-\$3,840
Out of Pocket Cost	\$22,195	\$16,926	\$17,823
Less: Federal ITC	-\$6,659	-\$5,078	-\$5,347
Less: State/Local	0	0	-\$1,000
	5,230	4,410	4,800
	8	8	8
			\$11,476

Tooltips explain each term in a consumer friendly language

Research manufacturer profiles

Solar companies use EnergySage to grow their businesses efficiently

YOUR MARKETPLACE

< BACK **INTEREST EXPRESSED** **SUBMIT QUOTE**

Leads **58** **234 COMM AVE, WEST ROXBURY, MA, 02301** **\$240**
monthly avg.

Interest Expressed **25**

Quotes Submitted **43**

Quotes Accepted **2**

Contract Signed **1**

Messages **225**

Help Resources

Google Maps Bing Maps

Hot Prospect
Interested on Jun 16

21 Days Remaining

0 Quote Submitted

8 Interested

INTERESTED
 QUOTE SUBMITTED
 IN REVIEW

Contact Preferences

First Name: Catherine

Phone: 617-123-0000

Time of day: nights, weekends

SEND MESSAGE

Electricity Cost: \$240/monthly **VIEW BILL** (2MB, PDF)

Electric Company: NStar

Property Type: Residential

Interest Level: Ready to Install

Ownership Preferences: Lease / PPA

Age of Roof: ?

Other Details: This is a slate roof.

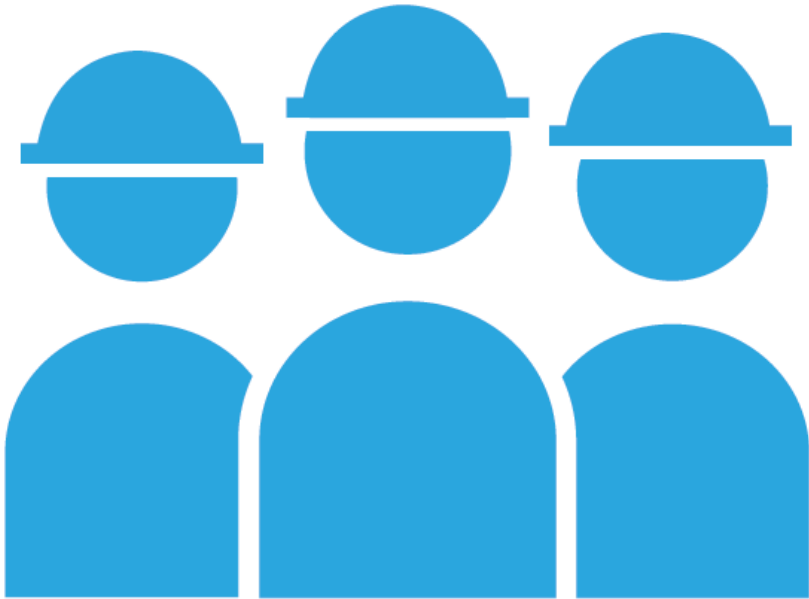
MESSAGES

Catherine 3 seconds ago

- ✓ Qualified customers
- ✓ All property information in one place
- ✓ Simple online quoting
- ✓ Faster customer decision-making
- ✓ Costs matched with revenue

You can choose which installers to include in the program!

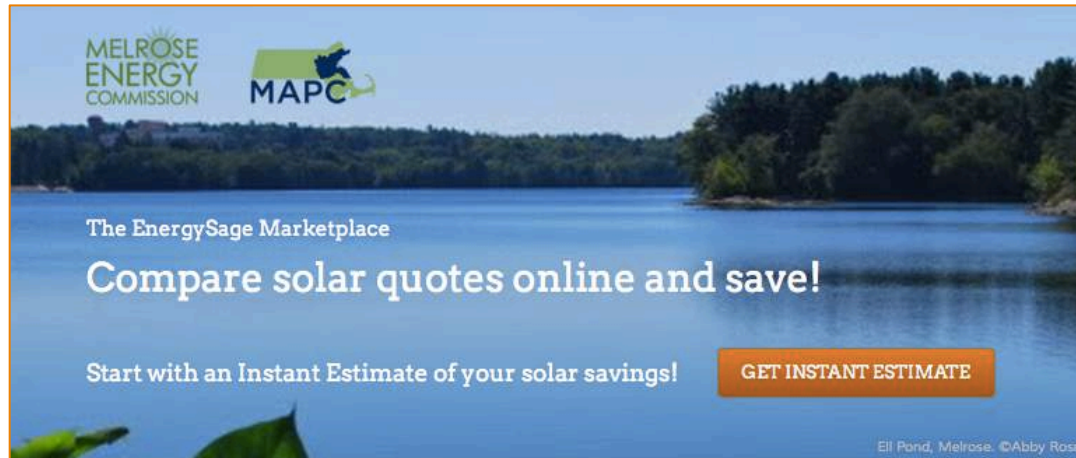
Setting up a solar program on EnergySage is simple!



Step One: Select installers

- EnergySage has over 30 pre-screened installers ready to go in Mass
- Invite local favorites to participate
- EnergySage does the all screening and vendor management
- No RFPs or corralling installers!!

Customizing the program helps to create a fun and engaging initiative



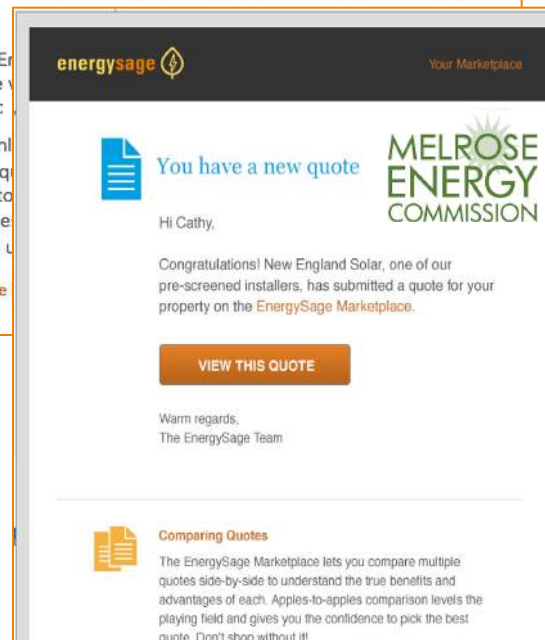
Melrose & EnergySage are partnering to help you save money!



The Melrose Energy Commission offers a simple way to allow you to:

- Receive only the best quotes
- Compare quotes from multiple installers to find the best price
- Find the best price
- It's free to use

[About Melrose](#)



Step Two: Create a web page

- EnergySage will design a custom program page with your images, messages, partners
- Or, you can create your own using our new self-help tool
- Your brand will follow the customer throughout their experience

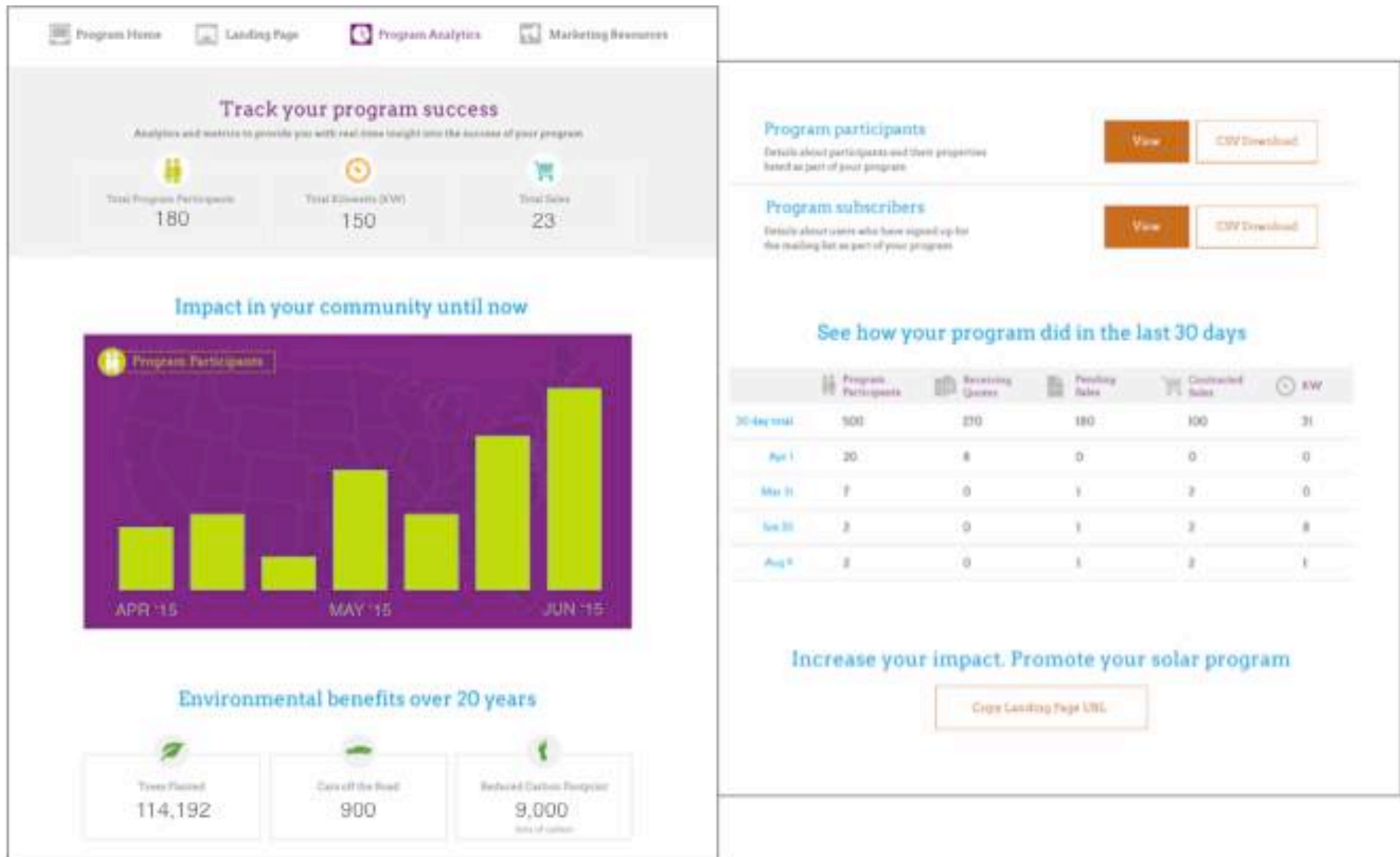
Promote your program leveraging a vast array of free marketing materials and strategic support



Step Three: Promote the program!

- Access graphics, content and templates galore
- EnergySage helps develop the outreach strategy, including reaching local journalists
- Encourage the community to get a free, instant solar estimate on your program website

Track the success of your program, access customer lists and report on your impact!



We look forward to partnering with your community to drive solar adoption!

John Gingrich
SVP Strategic Partnerships

✉ John@energysage.com
☎ 617.453.8924

AS SEEN IN

“The marketplace’s functionality and usability is light years ahead of other similar sites.”

– GREENTECH MEDIA

Forbes

greentechmedia:

**SCIENTIFIC
AMERICAN**



CBS

**Clean
Technica**

**FOX
BUSINESS**

Bloomberg

OUR PARTNERS

EnergySage is funded by the Department of Energy and recommended by leading sustainability organizations.



Walgreens
Family of Companies



Powered by
SunShot
U.S. Department of Energy



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Energy. Innovation. Solutions.



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ENERGY
COMMISSION**
www.melroseenergy.org




**Solarize
CONNECTICUT™**

Portal includes valuable solar program tips and strategies

[Program Home](#) [Landing Page](#) [Program Analytics](#) [Marketing Resources](#)

Welcome Staples!

Thank you for signing up to help us spread the good word about solar


 **Please verify your email**
An email has been sent to your inbox. Please click the link to ensure we have a valid email.


Create your own customized solar landing page


[Create your solar landing page](#)


Solar program planning & setup


Careful planning and a good program launch can really help to get your program off to a great start!


**Set goals**
Determine what you hope to achieve
Setting some goals allows you to track your performance and ensure success

**Define the program plan**
A clear marketing strategy is important
Identify your marketing channels and determine how you intend to reach consumers

**Develop your team**
Identify the people who will help you
Divide tasks among your team based on expertise so you're not all doing the same things

**Issue press release**
Develop a clear message to promote your program
Defining the value for consumers and offering a simple message is important

**Links to program website**
Direct links on websites drive consumer awareness
Use graphics in multiple locations and different sites to reach a greater audience

**Announce the program**
Reach as many people as possible with the announcement
Use the PR and your local connections to entice journalists and others to help you get the word out

[Questions?](#) Contact [John Gingrich](#) | Head of Strategic Partnerships | 617.453.8924

Solar program outreach strategy

Reaching consumers throughout your solar program in creative ways will expand your participation and improve results!

**Diversify your message**
Solar has many great benefits
Position solar benefits in different ways to ensure that you connect with the priorities of your audience

**Ask for support**
Your network has people willing to help
Broaden you reach by asking others to contribute by promoting your program to their network

**Expand your marketing channels**
Consumers are connected in different ways
Promoting your program through various channels – email, social media, local outreach – helps to find more people!

**Communicate frequently**
Regular communications generate more interest
Sending communications regularly throughout the program helps to draw more people in

**Engage with graphics**
Fun and colorful graphics get people's attention
People often overlook text, but engaging graphics will catch their eye – EnergySage has lots of them!

**Focus on driving action**
Keep your message on point and action oriented
Focus your message on the action you want to achieve and keep it simple to get results

[VIEW YOUR MARKETING RESOURCES](#)

Marketing resources and email/brochure templates

Program Home Program Page Program Analytics Marketing Resources

Start marketing your solar program!

With EnergySage's resources and marketing tips, make your solar program a success. Reach out in your community with solar learn sections, videos, graphics, email templates and more

Copy program page URL

Most popular learn pages on EnergySage

WHY GO SOLAR? 10 Reasons

Should you buy or lease your solar panels?

Solar Leases & PPA's Explained

WHY GO SOLAR? SHOULD YOU BUY OR LEASE SOLAR? SOLAR LEASES AND PPAs

Fun and engaging videos

WHY GO SOLAR?

CAN I GO SOLAR? YES!

A WORLD WITHOUT ELECTRIC BILLS

Copy link: https://youtu.be/yA_wfyQInE Copy link: <https://youtu.be/g19GdDtonDU> Copy link: <https://youtu.be/MGvWl5n2rOg>

YOU CAN AFFORD SOLAR

Should you BUY OF LEASE solar panels?

SOLAR LEASES & PPA'S explained

Copy link: <https://youtu.be/FND88wFPDow> Copy link: <https://youtu.be/nA7Fh2a1eeA> Copy link: <https://youtu.be/vCMLk5kaCG>

Smart Solar Shopping Made Easy!

SOLAR POWER FOR BUSINESSES AN OVERVIEW

SOLAR POWER FOR NON-PROFITS

Copy link: <https://youtu.be/YXvCuVTQgkk> Copy link: <https://youtu.be/NKAQp31-zI> Copy link: <https://youtu.be/18d7TaMkaE>

Customizable marketing graphics

Download all graphics! Marketing Resources.zip (2.5 MB)

Financing

If you can afford your monthly electric bill... you can afford to go solar

Solar increases property value!

Solar can cut down your electric bills!

Go solar with EnergySage

Save with Solar

Solar puts money in your pocket!

Send your electric bill packing!

Solar puts money in your pocket!

Solar panels offer many benefits to homeowners!

3 smart solar shopping tips!

Homeowners save money with solar!

Your neighbors have gone solar. Don't get left behind!

Is it worth going solar?

Fight back against rising electricity costs with solar power!

Fight back against rising electricity costs with solar power!

Rays of solar savings!

Wondering if solar will work for your home?

Find out with EnergySage!

Solar Fun

Stay off the grid.

How about that renewable energy?

500,000+ US households with rooftop solar

220,000+ Americans driving electric cars

Will work for FREE!

Save some green. Go solar with EnergySage!

Solar industry is ready to be the MVP in the fight against carbon pollution!

Environmental

Reduce carbon emissions!

Join the solar revolution!

Is solar installation worth cutting 1 tree? YES!

saves 180

Go solar!

Go solar with EnergySage!

Create your own program page and edit it at any time

Program Home | Landing Page | Program Analytics | Marketing Resources

Start creating your solar landing page

Creating your customized solar program landing page is easy. It only takes a few minutes!

See sample landing pages: 1 2 3


[View your landing page](#) [Copy landing page URL](#)

Compare solar quotes online & save!

{Your organization} and EnergySage have partnered to help you go solar and save more money!

[EDIT SECONDARY HEADLINE](#)

[UPLOAD YOUR LOGO](#) [SELECT YOUR COVER IMAGE](#)



Register to get quotes from pre-screened solar installers!

Enter the address of your home or business [Register to get quotes](#)

or start with an *Instant Estimate* of your solar savings




Upcoming news & events section

[HAVE ANY EVENTS TO ADD?](#)

Quote section


[HAVE A QUOTE TO ADD?](#)

Learn about solar on EnergySage

 SOLAR 101	 SOLAR FINANCING	 BUYER'S GUIDE
Why go solar?	What are my options?	How to evaluate quality of solar panels?
Is my roof suitable?	What are the facts about solar loans?	What is the right solar panel for me?
What do I need to know about solar panels?	Which companies finance solar?	Who manufactures solar panels?
LEARN MORE ABOUT SOLAR!	LEARN MORE ABOUT FINANCING!	READ MORE IN OUR BUYER'S GUIDE!

How the EnergySage Marketplace Works

The EnergySage Marketplace gets you quotes online from multiple, pre-screened installers and helps you compare them in an apples-to-apples format so you get the best deal.



Step 1: Register online
Register and complete your property profile

Step 2: Pre-screened installers submit quotes online
Installers compete for your business

Step 3: Compare quotes online
Pick the best quote for you and save with solar!

[Learn more about the EnergySage Marketplace](#) | [Watch our 1 minute video](#)

Q&A

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