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Presentation to the Air and Climate Public Advisory  
Committee of the Metropolitan Washington Council  
of Governments

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## What is Solarize NoVA

An clean energy initiative organized by the Northern Virginia Regional Commission (NVRC) and the Local Energy Alliance Program (LEAP) in 2014.

Solarize NOVA is a one-stop-shop for community members to learn more about solar power options for their homes and facilitate the installation and financing of their own project. In addition, up until December 2016 homeowners were able to get a free home energy check up as part of Dominion Energy's program.

The Commission adopted a 1000 rooftop challenge which pushes us to educate, empower, and engage our community.

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## How Does Solarize NoVA Work?

### Everyone

- **Step 1: Sign up at [www.solarizenova.org](http://www.solarizenova.org) (or localities' sites)**
- LEAP staff performs satellite assessment and contacts you with results
- Submit a recent electric bill
- Attend a Solarize program info session (optional)

### Then, if your property is a good candidate

- Consultation by installer who will assess your site and develop a proposal
- Proposal approval: sign contract with installer
- Permits, installation, utility connection, inspections
- Enjoy watching your meter spin backwards!

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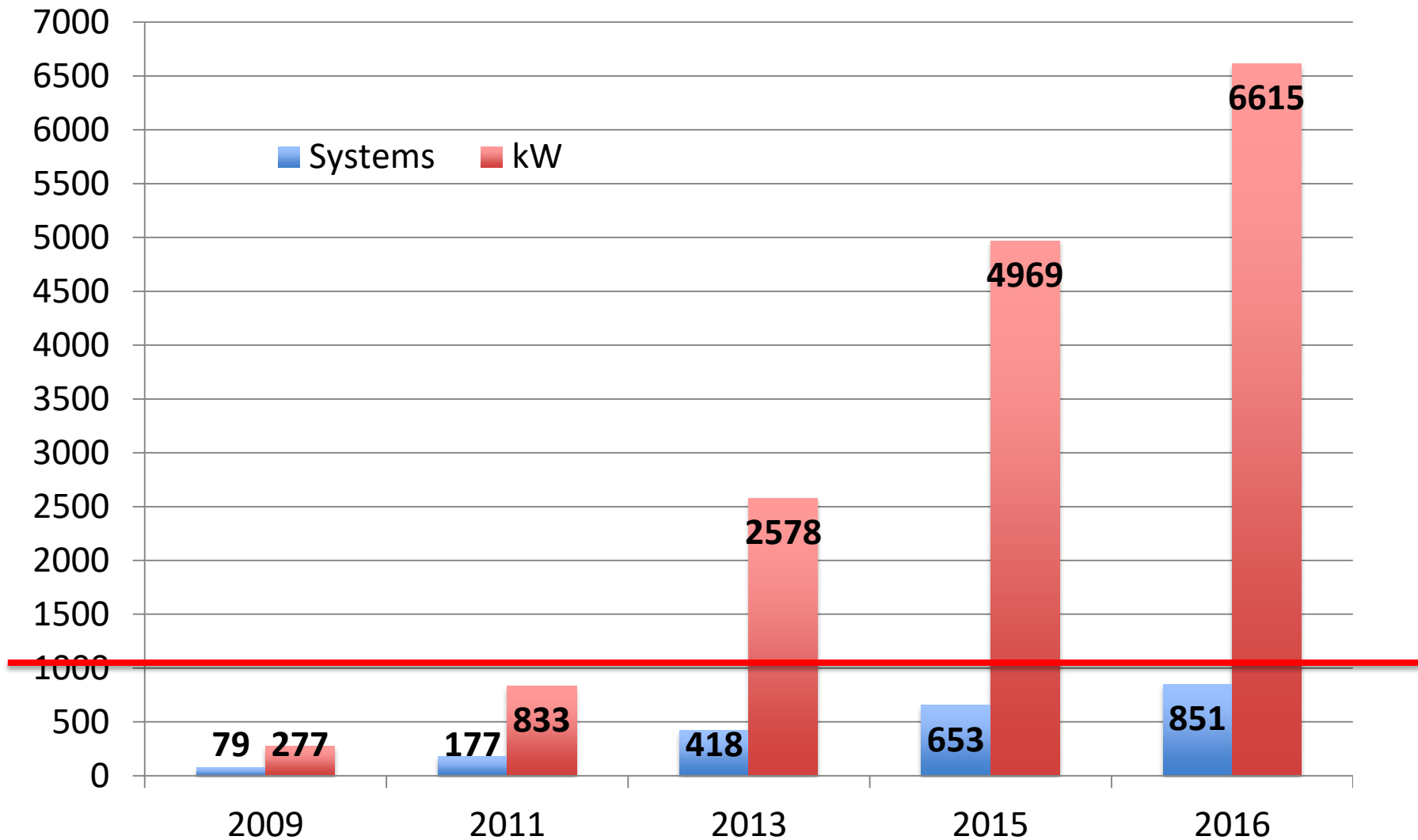
## What is Role of Local Government

- Lend Credibility
- Host and facilitate - connect LEAP with local VIPs and stakeholders
- Get the word out
  - Press Release
  - Citizen newsletters
  - Social media: Facebook, Twitter, etc.
  - Website links
  - Water/sewer bill inserts

# Who We Have Worked With



## Growth in Solar PV Arrays in the Region



## Economic Impact of Solarize NoVA

- ✧ 4300+ residents and businesses signed up for Solarize NoVA
- ✧ 630 families received a Home Energy Check Up; 15 multi-family buildings received weatherization services – HECU saves a family approximately \$80 annually.
- ✧ 182 contracts for \$4.4+ million in value representing 1.404 MW of solar
- ✧ 716,555 kWh in energy saved annually due to Home Energy Check Ups and weatherization projects
- ✧ 1,801,662 kWh in energy produced annually by new solar arrays
- ✧ Total energy savings/production: 2,518,217 kWh
- ✧ Annual Value of Energy Savings/Production: \$277,003.87

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What has changed?



UPSET THE  
U.S. IS LEAVING  
THE PARIS CLIMATE  
ACCORDS?  
DON'T GET MAD  
- GO SOLAR!



# Pricing

Figure 2.3 Modeled U.S. National Average System Costs by Market Segment, Q1 2016 & Q1 2017



Note: Detailed information about national system prices by market segment and component is available in the full report

Solarize NoVA which was at \$3.70 per watt in the Fall of 2014 is now down to \$2.45 per watt for a 5 kW system – a drop of 33% and below the national average.

## New Tools



Our solar map for Northern Virginia has had more than 12,000 unique visitors over a 13 month period.

It helps begin the conversation at home and with installers and what is viable for their home or business.

[www.novasolarmap.com](http://www.novasolarmap.com)

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# As We Look Forward