

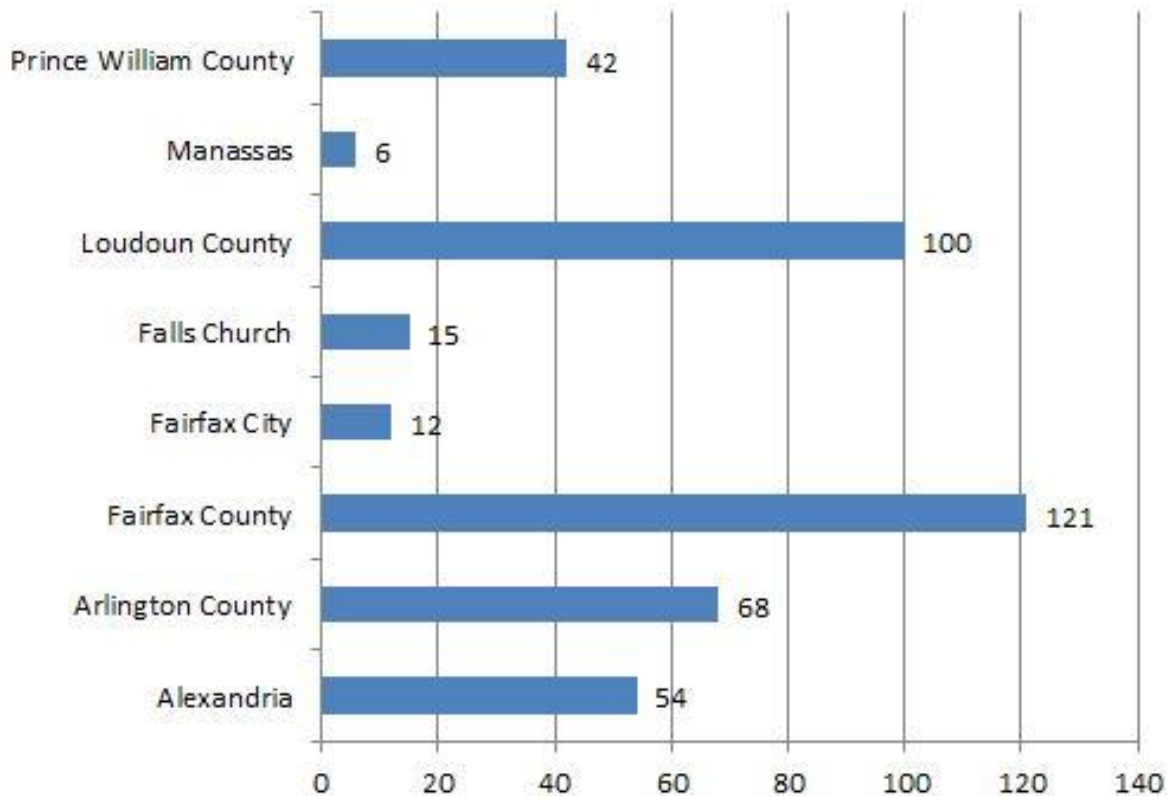


An renewable energy initiative of the Northern Virginia Regional Commission
Implemented by the nonprofit Local Energy Alliance Program (LEAP)



How much solar in NoVA?

Number of Systems Installed



2580 kWh

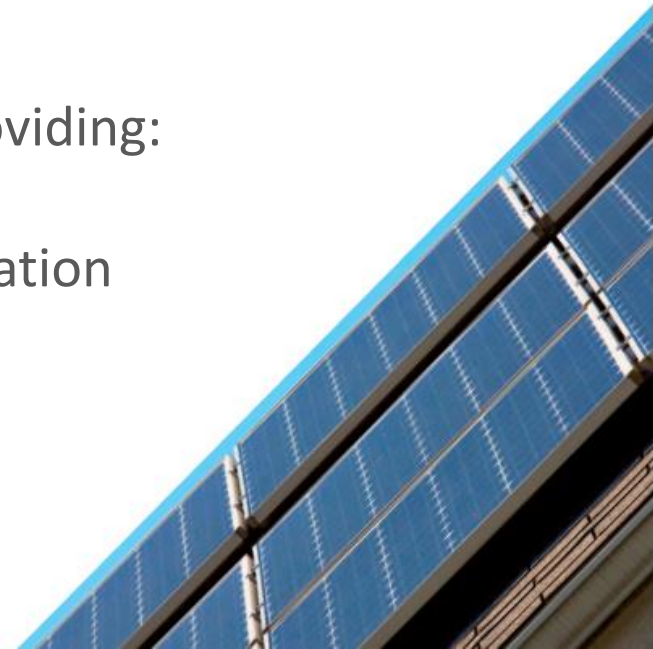




The Solarize NOVA Program

NVRC energy program for its local government members

- 1000 NOVA rooftop challenge
- Multi-year campaign that sunsets with residential tax credit in 12/16
- LEAP works as program implementer providing:
 - Education and outreach
 - Contractor and customer prequalification
 - Energy efficiency consultations
 - Analytics and reporting



What is Solarize NOVA?

Grassroots campaign to reduce the cost and complexity of going solar in northern Virginia: both residents and businesses can participate

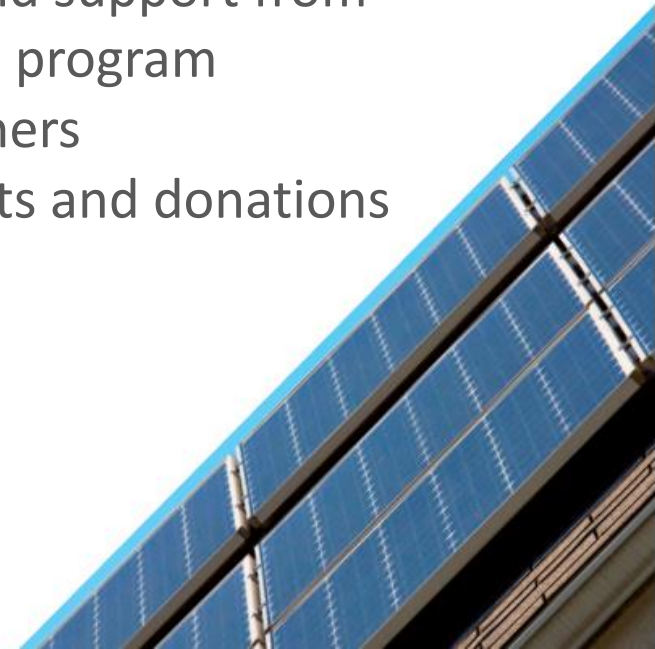


How is it paid for?

Self-funding – Solarize NOVA is funded through multiple sources:



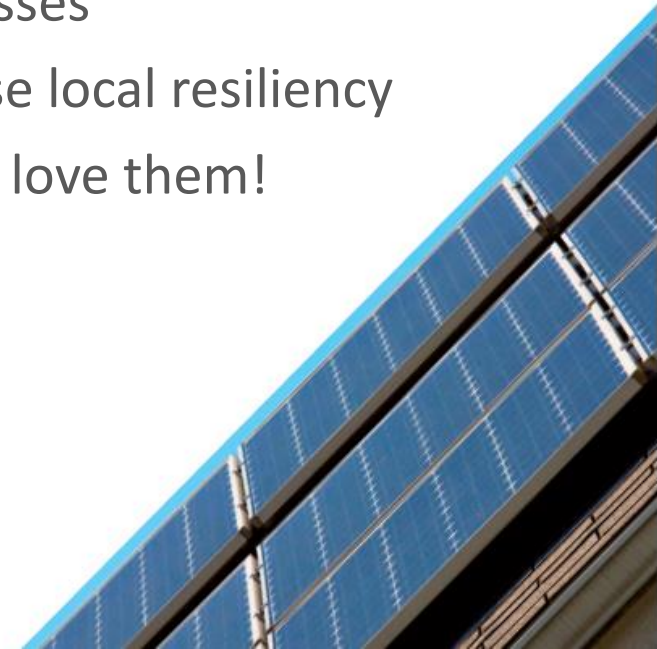
- Business sponsorship
- Contractor referral fees
- In kind support from muni program partners
- Grants and donations



Why support a Solarize campaign?



- Keep local dollars in the locality and support local workforce
- Demonstrate leadership in NOVA to residents and businesses
- Increase local resiliency
- People love them!





Why sign up for a Solarize program?

1. It's a good deal

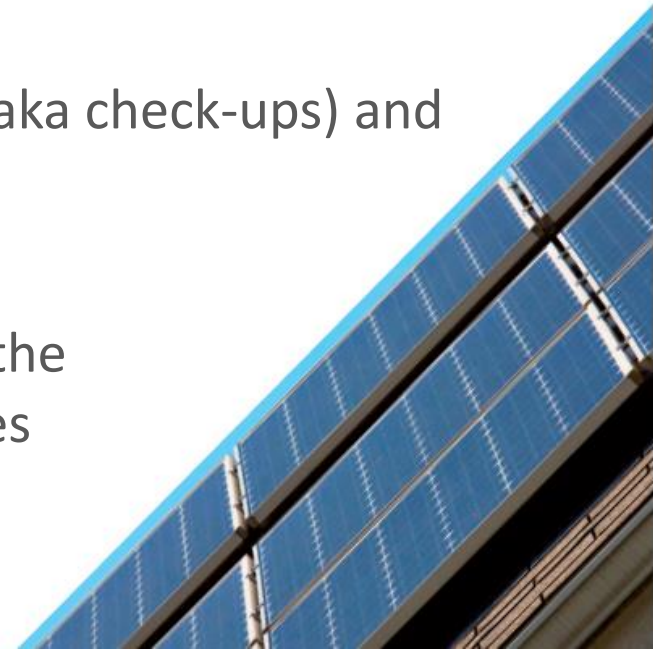
- Vetted contractors
- Discounted and fixed pricing (RFP procurement, competitively bid)
- Standardized system / equipment package

2. Energy independence and risk reduction

- Plus, free energy efficiency evaluations (aka check-ups) and solar site assessments

3. Environmentally responsible

- Solar is renewable energy resource w/o the negative effects of traditional fuel sources





Financing: Solar is affordable today

SYSTEM SIZE BY KILOWATT (KW)	3KW	4KW	6KW	10KW
Solarize Rate per Watt	\$3.47	\$3.36	\$3.15	\$3.15
Total Cost Before Federal Tax Credit	\$10,410	\$13,440	\$18,900	\$31,500
Total Cost After Federal Tax Credit (30%)	\$7,287	\$9,408	\$13,230	\$22,050
Monthly Loan Payment (Financing cost before tax credit over 15 yrs.)	\$88	\$113	\$159	\$265
Monthly Loan Payment (Financing cost after tax credit over 15 yrs.)	\$61	\$79	\$111	\$185
Estimated Monthly Savings (Electricity + SRECs)	\$54	\$72	\$107	\$179
Estimated Net Monthly Cost (Financing cost before tax credit over 15 yrs.)	\$34	\$41	\$51	\$86
Estimated Net Monthly Cost (Financing cost after tax credit over 15 yrs.)	\$8	\$7	\$4	\$6

What is role of local government?

- Lend Credibility
- Host and facilitate - connect NVRC/LEAP with local VIP's and stakeholders
- Get the word out
 - Launch event PR
 - Citizen newsletters
 - Social media: Facebook, Twitter, etc.
 - Website links
 - Water/sewer bill inserts
- Starting with Leesburg!





www.solarizenova.com



Community models

- Portland (1st Solarize Campaign)
 - 6 Campaigns, 560 homes, 1.7 MW
 - Neighbors partnered to coordinate volume purchase with local contractor
- Solarize Mass
 - 4 Campaigns, 162 homes, 829 kW (and growing)
 - MassCEC equips each community with an “outreach toolkit” and frames program as competition
 - Require direct purchase and solar lease options
- Solarize Blacksburg
 - 1 campaign, 450 signups, 54 contracts
- Solarize Charlottesville (just completed)
 - 1 Campaign, 1190 Sign Ups, 56 Contracts, 336 kW (so far...) producing 436,800kWh annually.
 - Offsetting 301 metric tons of CO₂
- Solarize NoVA (1st Campaign)
 - 80 Sign Ups, 1 contract (so far)

