

# Solarize NoVA

A Success Story for the Region



Presentation to MWCOG Board of Directors  
September 13, 2023

[novaregion.org](http://novaregion.org) / [@novaregion](https://twitter.com/novaregion)



# What is Solarize NoVA?

- Implemented in 2014, Solarize NoVA provides a one-stop shop for consumers (residential or commercial) to take advantage of reduced prices through bulk purchasing.
- In Q4 of 2022 the national cost of residential solar was \$3.30 per watt<sup>1</sup>. Solarize NoVA offered systems at \$2.45 per watt for a 5 to 10 kW system – a 25.7% reduction compared to national cost.
- In Virginia for 2023 average cost per watt is \$3.01. 2023 Solarize is at \$2.67 - an 11.2% reduction compared to statewide cost.
- NVRC has partnered with the Local Energy Alliance Program (LEAP) who administers the program and issues an RFP to procure the services of local solar installers.
- NVRC and its local government partners help market the program through various social media, e-newsletter channels, etc. to get interested consumers to sign up for the program.
- NVRC program helps its local governments meet their climate goals.

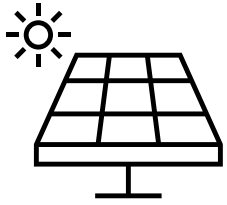
# Success of the Program 2014 to 2022

Year	Contracts	kW	Contract Value
2014	17	130	\$433,223
2015	34	205	\$821,881
2016	39	256	\$765,381
2017	68	540	\$1,530,614
2018	56	424	\$1,155,148
2019	79	732	\$1,916,538
2020	90	894	\$2,280,075
2021	135	1362	\$3,563,765
2022	172	1752	\$5,486,332
<b>TOTAL</b>	<b>690</b>	<b>6295</b>	<b>\$17,953,017</b>

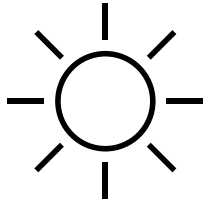
A map of all Solarize NoVA projects can be found here:

<https://nvrc.maps.arcgis.com/apps/dashboards/de1ba1ff937543ceac01a7cf53e281e7>

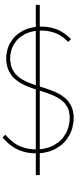
# 2023 Program Preliminary Data



145 Contracts



1.4 MW of kWh

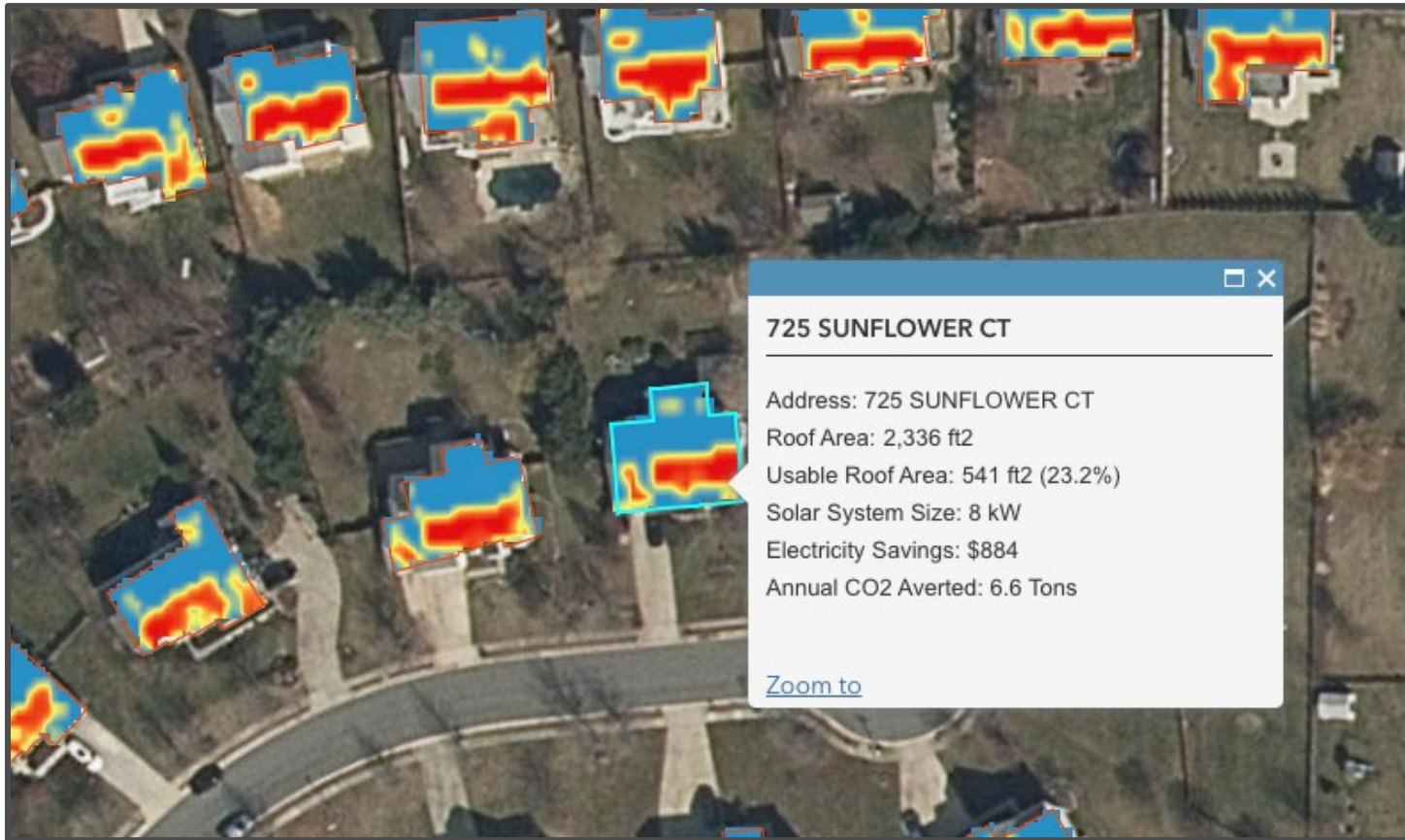


\$4,322,727

# Energy and Other Impacts of Program

- Solar arrays generate 8,457,977 kWh of clean, renewable energy per year.
- Reduces 6,607 tons of CO2 annually. Equivalent of 1.7 wind turbines working for one-year (1.8 MW nameplate) <sup>1</sup>
- 9.4% of all new solar arrays in Northern Virginia from 2014 to 2021 were result of the Solarize NoVA program.
- Supports local contractors and jobs in the region.

# NVRC Solar Map



NVRC created a unique tool in the Commonwealth that provides a birds-eye view of all buildings in Northern Virginia (2016) and provides information as to how large a solar array can fit on the roof, the savings in energy costs and environmental benefits.

Thankful to MWCOG for grant to assist NVRC in ESRI software upgrade to host map – [novasolarmap.com](http://novasolarmap.com).



# Thank You



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