

Solar Powering Your Community

Addressing Soft Costs and Barriers



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SunShot

U.S. Department of Energy

Agenda

08:30 – 09:10	Introductions & Overview
09:10 – 09:40	Solar 101: The Local Solar Policy Environment
09:40 – 10:25	Understanding Solar Financing Options
10:25 – 10:35	<i>Break</i>
10:35 – 11:35	Panel of Local Experts
11:35 – 11:50	Panelist and Audience Discussion
11:50 – 12:00	Wrap Up and Closing Remarks
12:00	Boxed Lunch, Networking, Mini-Expo

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U.S. Department of Energy

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About the SunShot Solar Outreach Partnership



The SunShot Solar Outreach Partnership (SolarOPs) is a U.S. Department of Energy (DOE) program designed to increase the use and integration of solar energy in communities across the US.

About the SunShot Solar Outreach Partnership

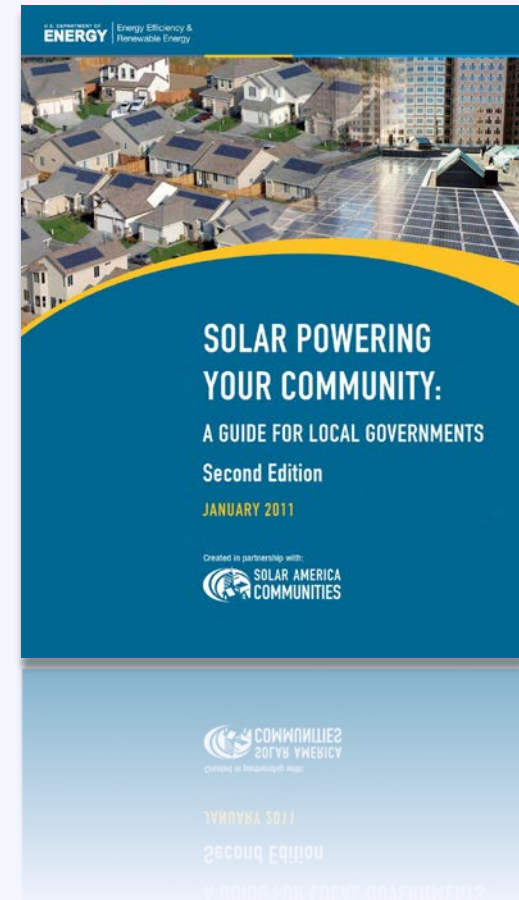
- Increase installed capacity of solar electricity in U.S. communities
- Streamline and standardize permitting and interconnection processes
- Improve planning and zoning codes/regulations for solar electric technologies
- Increase access to solar financing options

About the SunShot Solar Outreach Partnership

Resource Solar Powering Your Community Guide

A comprehensive resource to assist local governments and stakeholders in building local solar markets.

www.energy.gov



About the SunShot Solar Outreach Partnership

Resource Sunshot Resource Center

- Case Studies
- Fact Sheets
- How-To Guides
- Model Ordinances
- Technical Reports
- Sample Government Docs

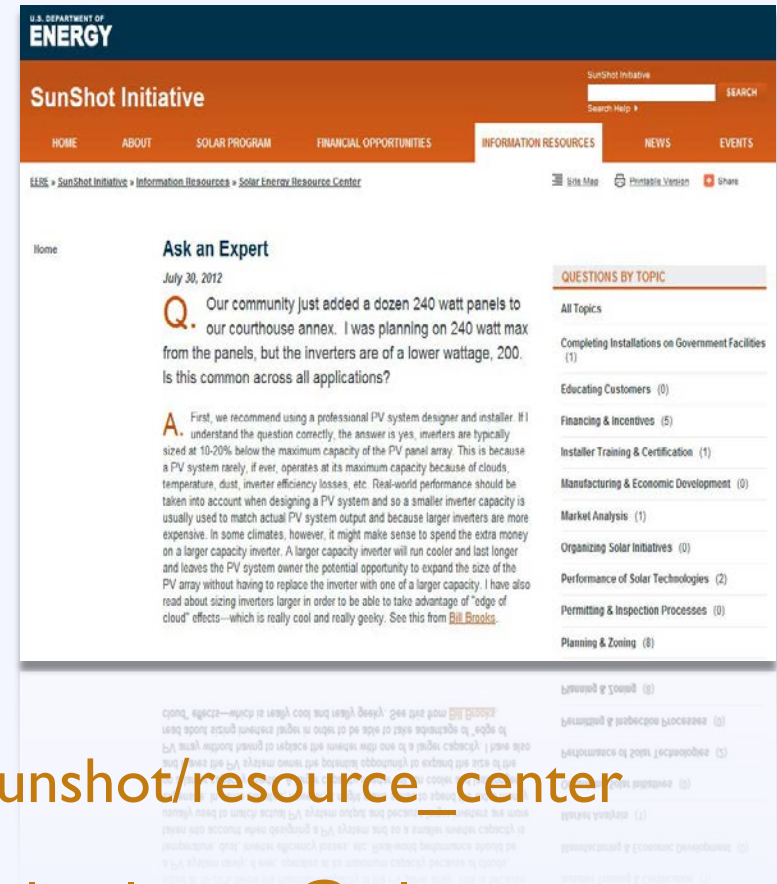


www4.eere.energy.gov/solar/sunshot/resource_center

About the SunShot Solar Outreach Partnership

Technical Support

- ‘Ask an Expert’ Live Web Forums
- ‘Ask an Expert’ Web Portal
- Peer Exchange Facilitation
- In-Depth Consultations
- Customized Trainings



www4.eere.energy.gov/solar/sunshot/resource_center

For more information email: solar-usa@iclei.org

Poll

Who's in the room?

Poll

What is your experience with solar?

Workshop Goal

Enable local governments to replicate successful solar practices and expand local adoption of solar energy

Explore benefits

and

Overcome barriers

Activity: Identifying Benefits

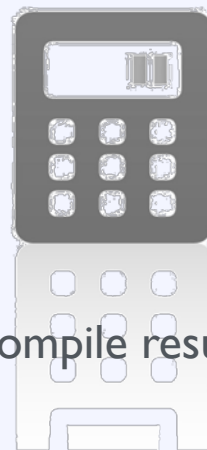
What is the greatest benefit solar can bring to your community? [Blue Card]

Right Now



Write answer on card

During Session



Compile results

After Break



Group discussion

Activity: Addressing Barriers

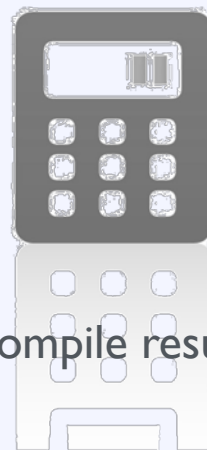
What is the greatest barrier to solar adoption in your community? [Green Card]

Right Now



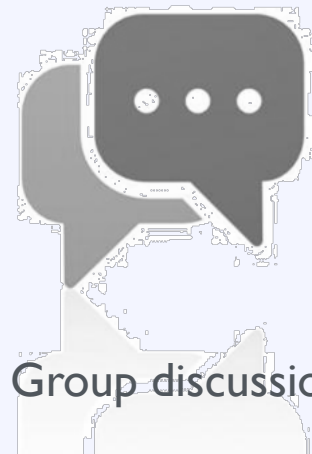
Write answer on card

During Session



Compile results

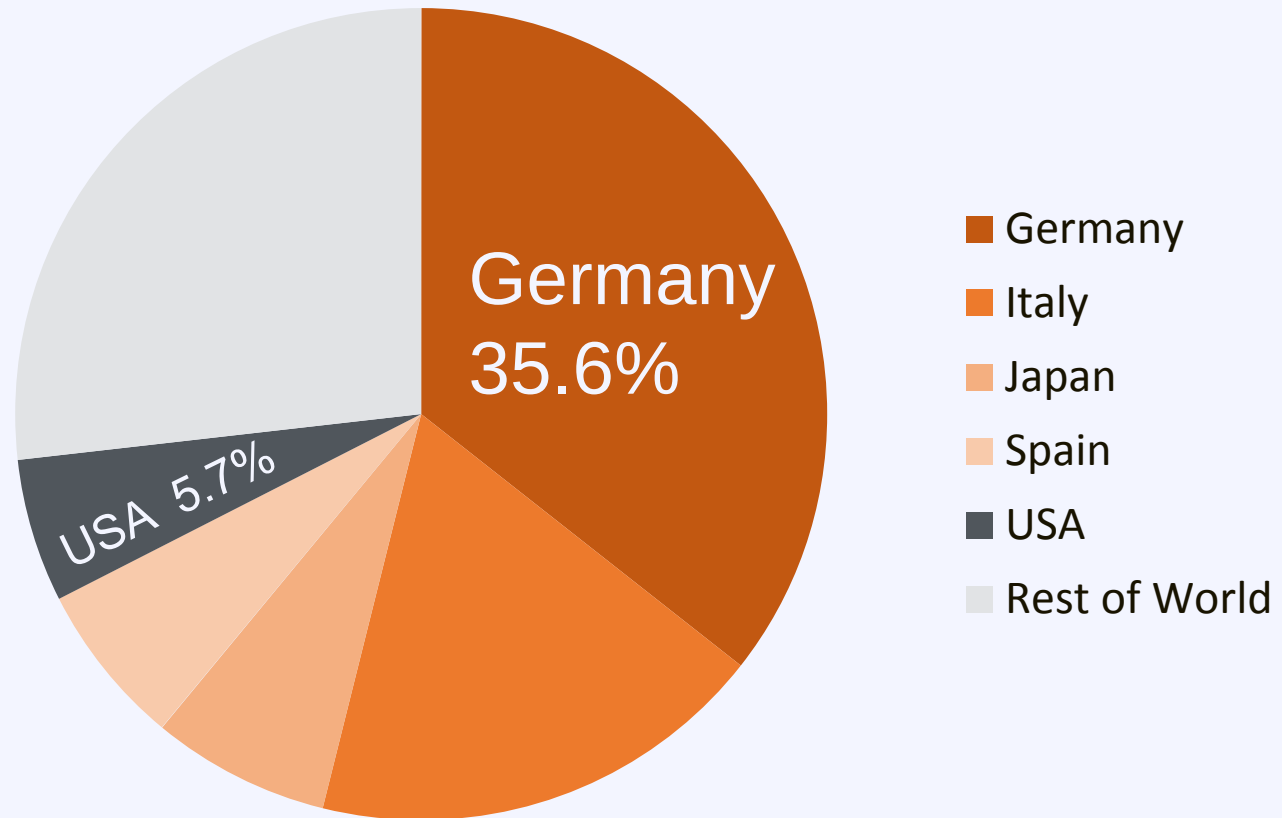
After Break



Group discussion

Installed Capacity

Top 5 Countries Solar Operating Capacity



Installed Capacity

Total installed solar
capacity in the US

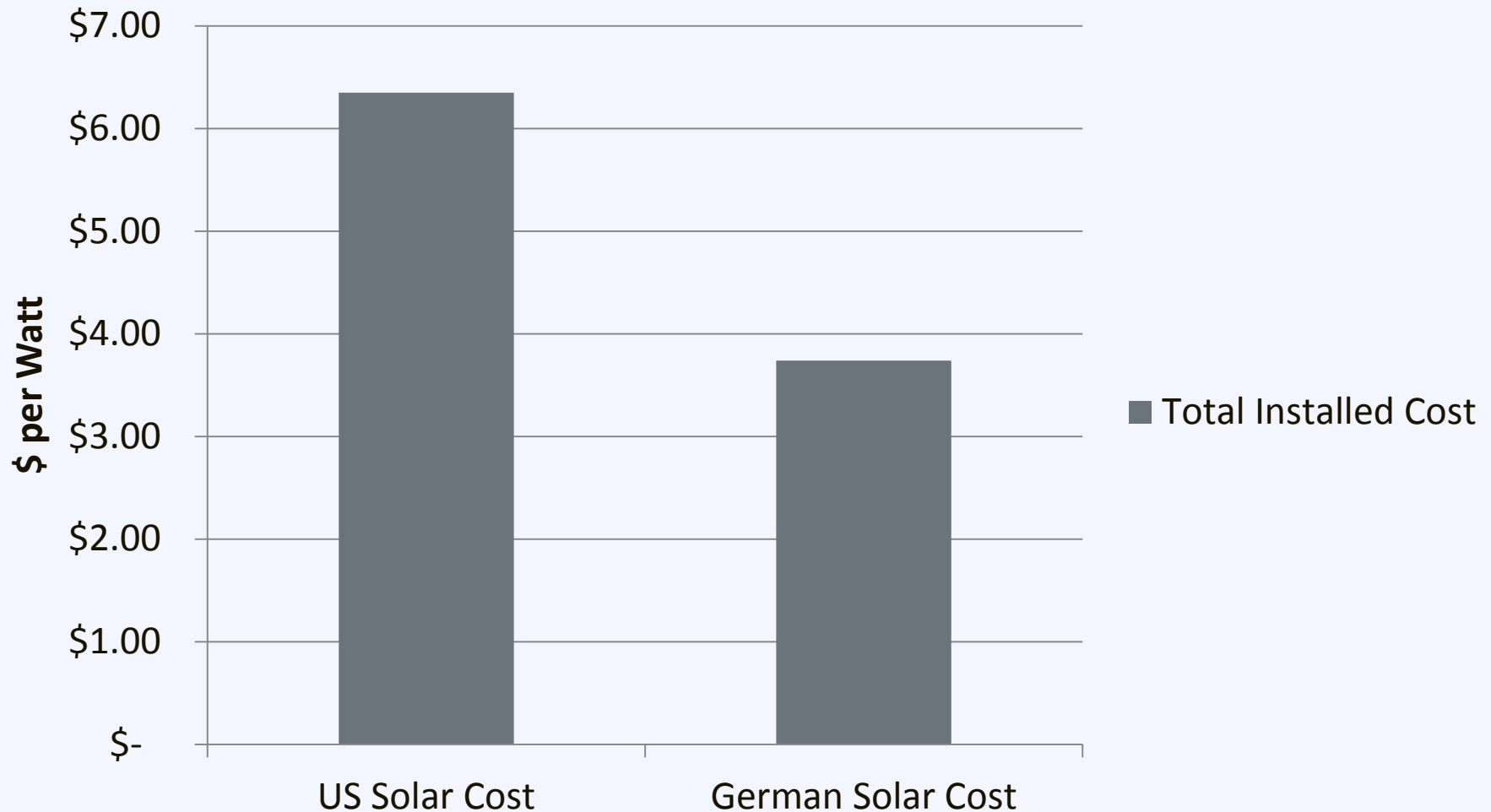
4 GW

Capacity installed in
Germany in Dec 2011

4 GW

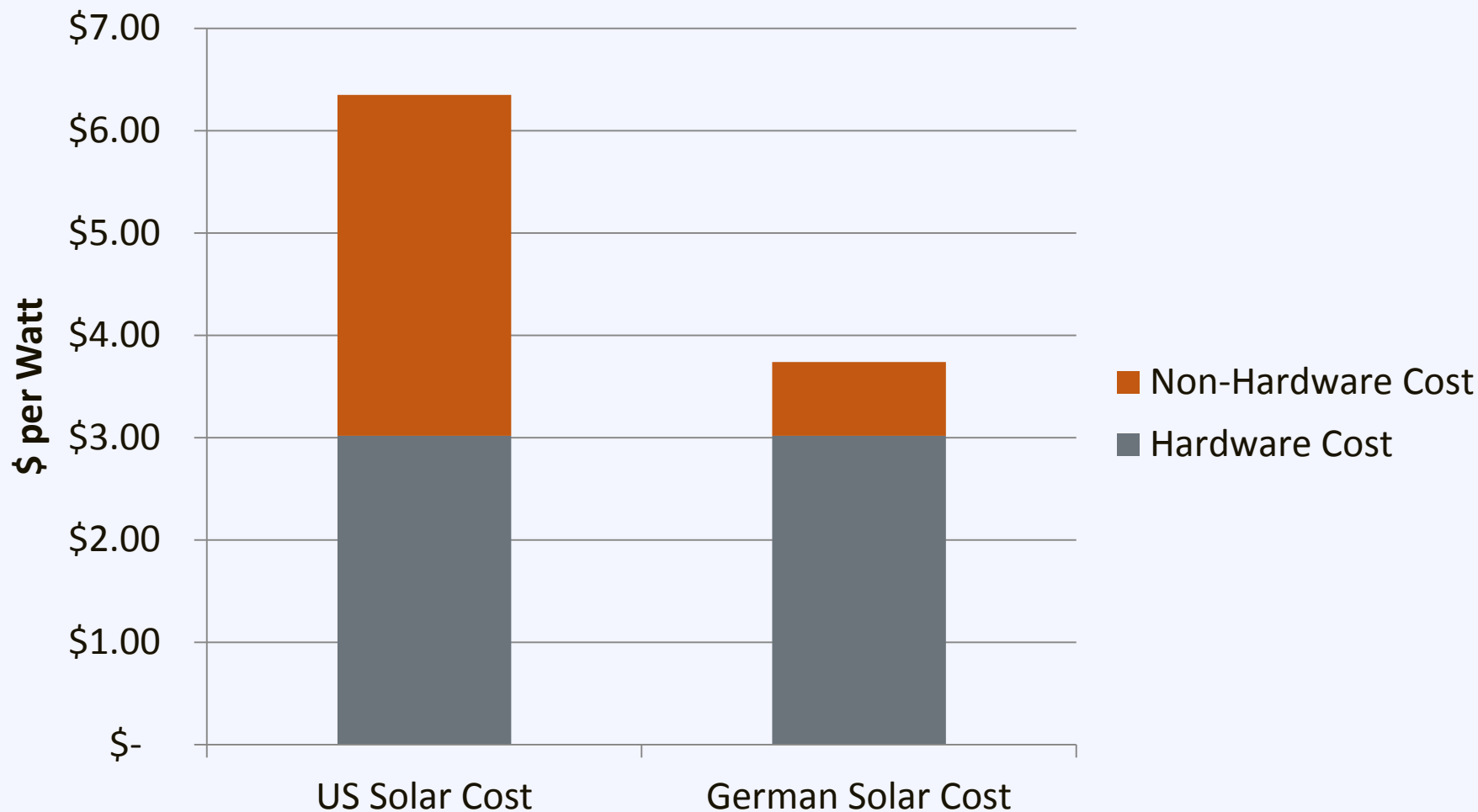
The Cost of Solar in the US

Comparison of US and German Solar Costs



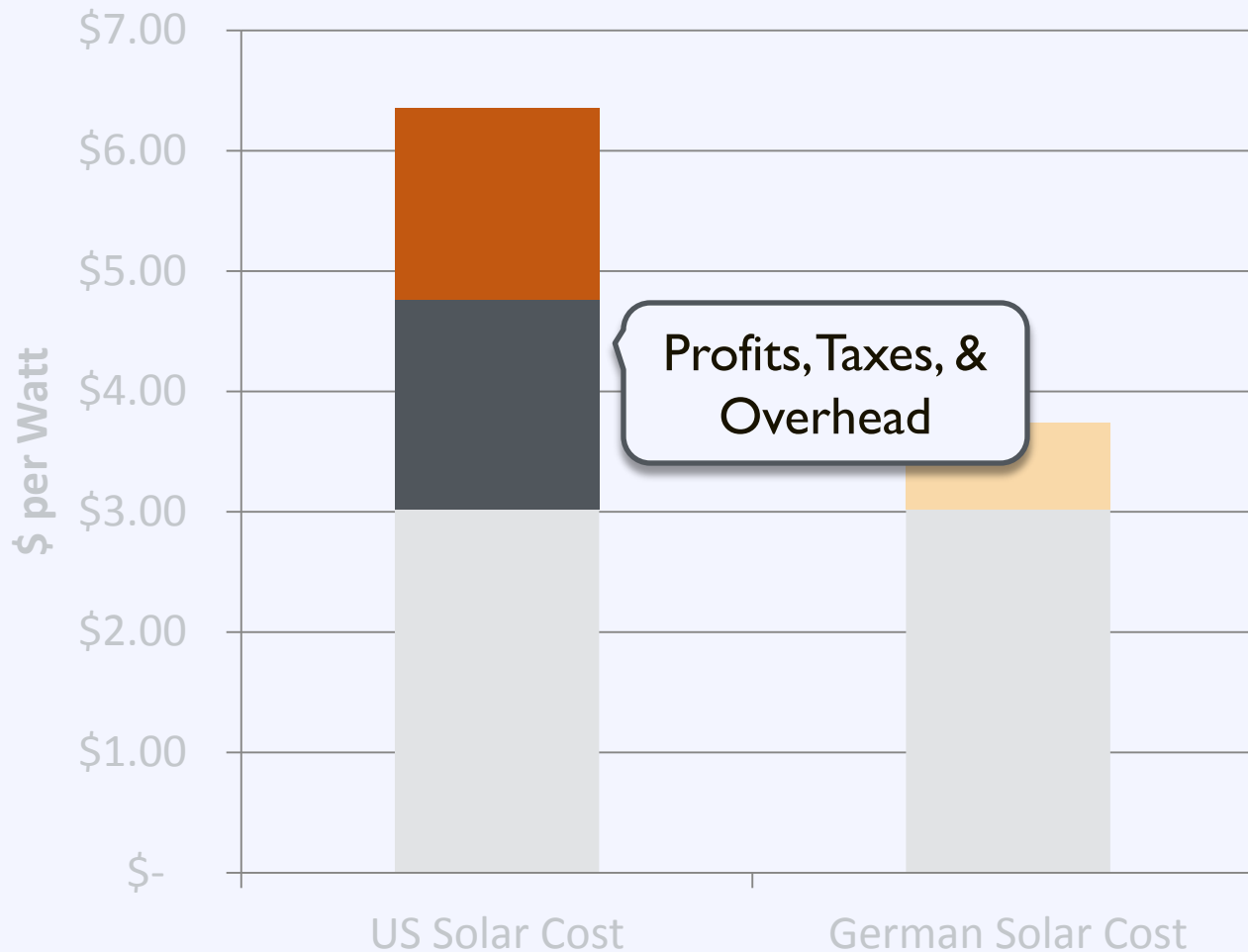
The Cost of Solar in the US

Comparison of US and German Solar Costs

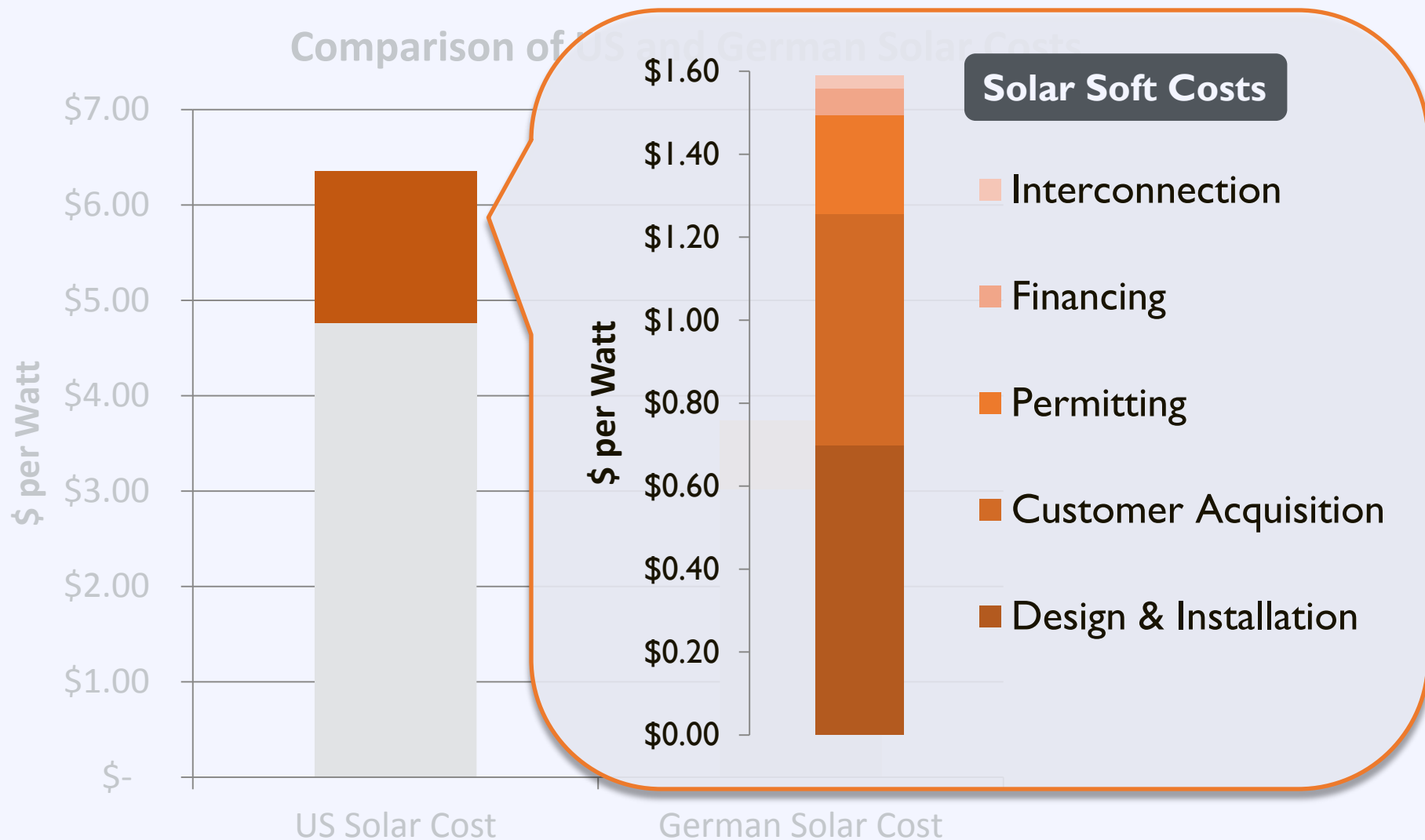


The Cost of Solar in the US

Comparison of US and German Solar Costs



The Cost of Solar in the US



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Solar Technologies



Solar Photovoltaic (PV)



Solar Hot Water



Concentrated Solar Power

Solar Technologies



Solar Photovoltaic (PV)

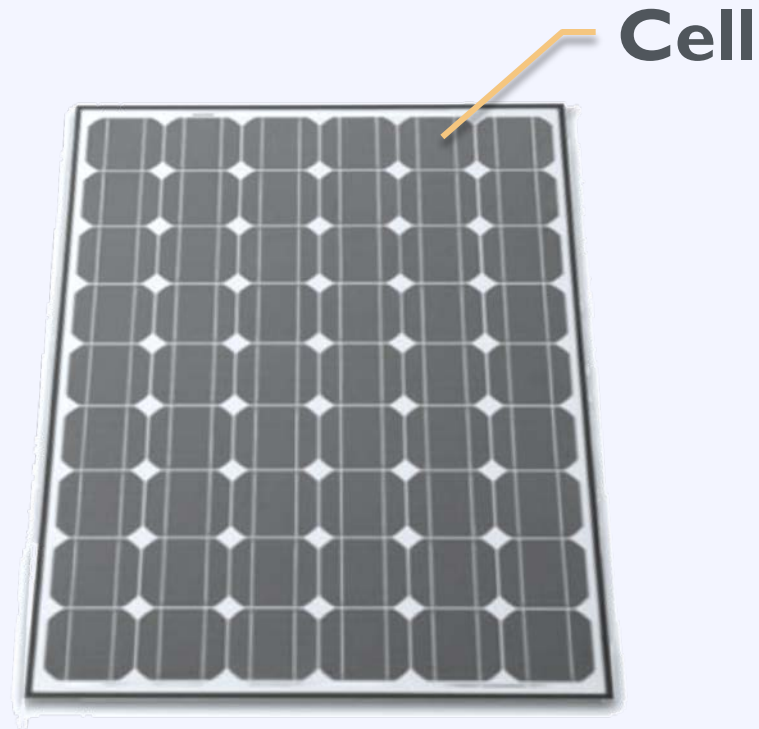


Solar Hot Water



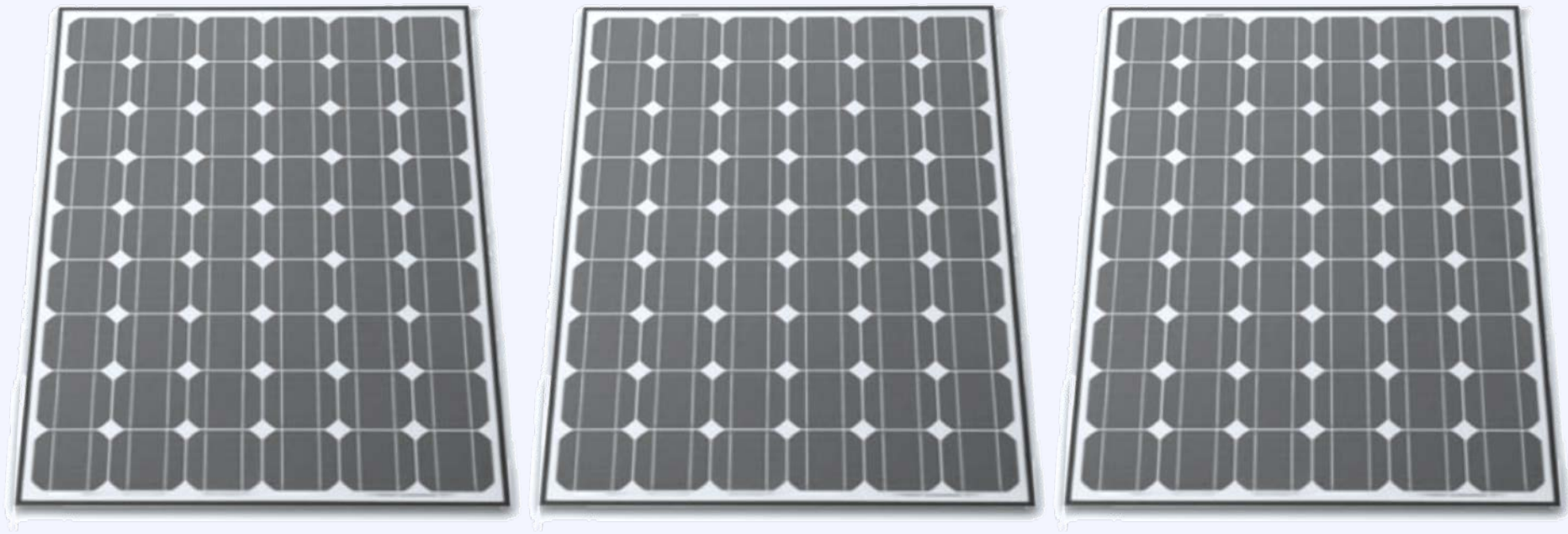
Concentrated Solar Power

Some Basic Terminology



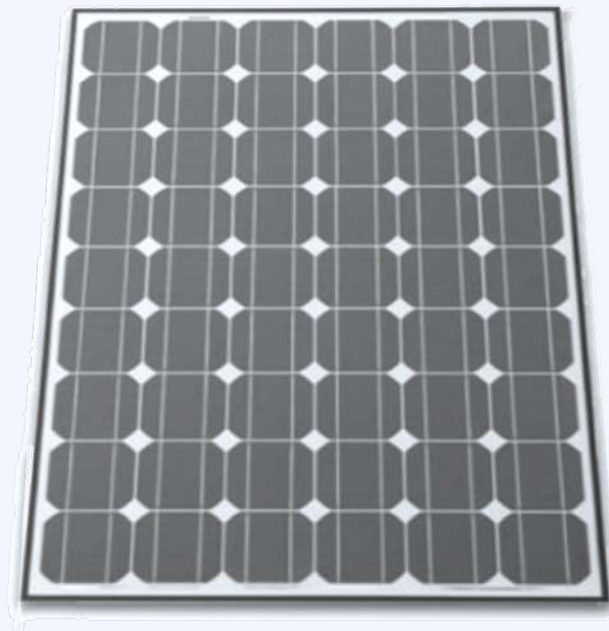
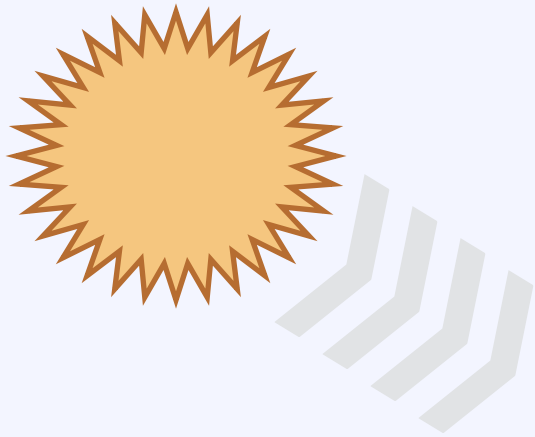
Panel / Module

Some Basic Terminology



Array

Some Basic Terminology



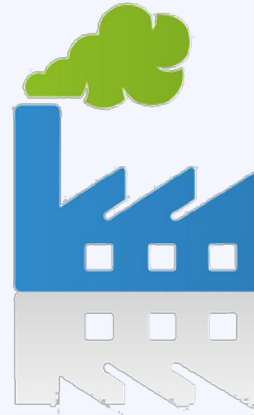
Production
Kilowatt-hour (kWh)

Capacity / Power
kilowatt (kW)

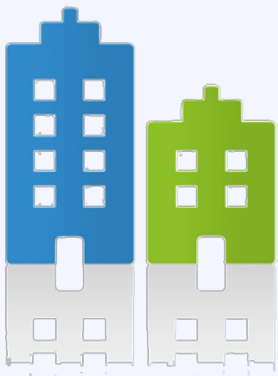
Some Basic Terminology



Residence
5 kW



Factory
1 MW+



Office
50 – 500 kW



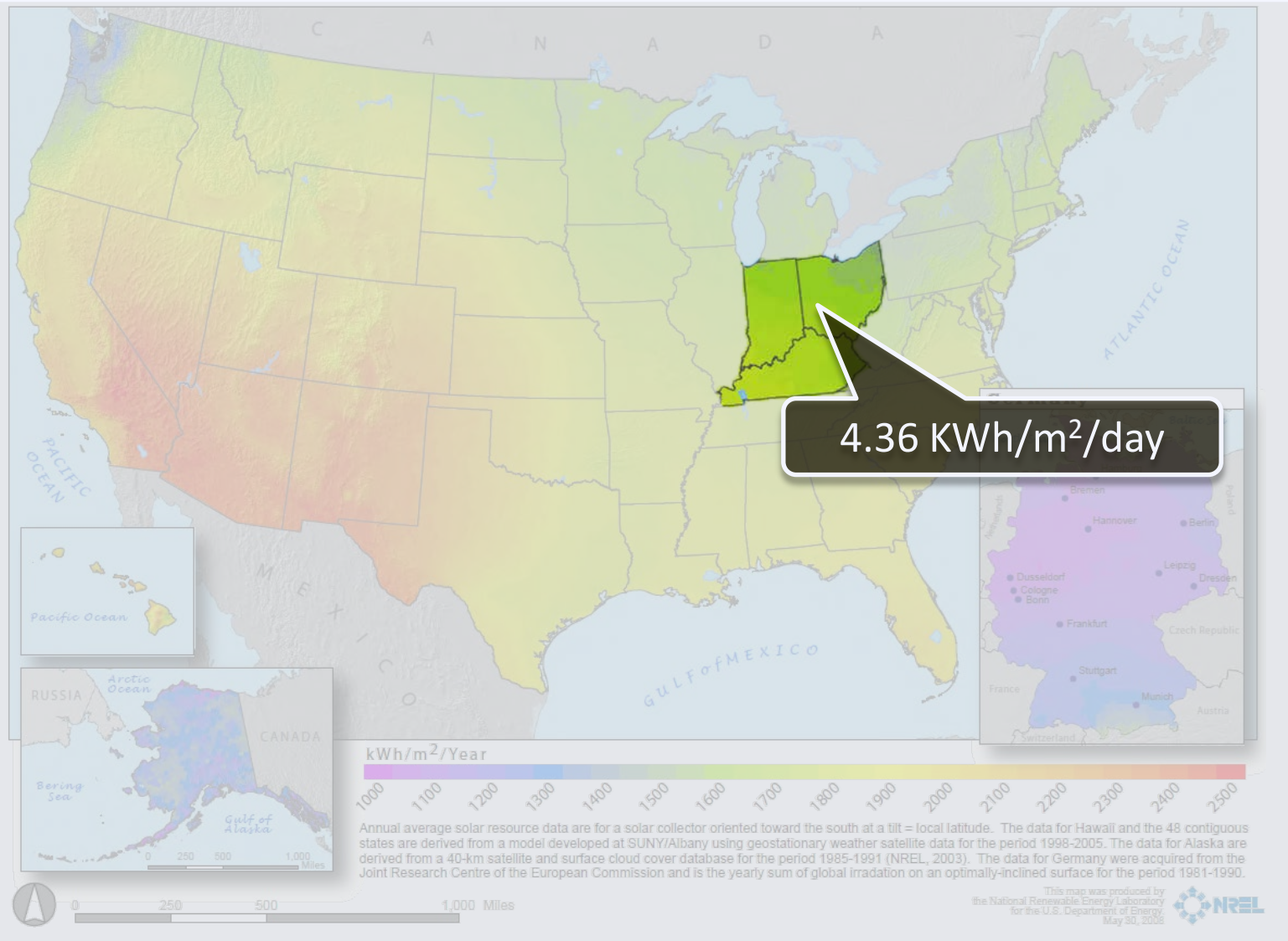
Utility
2 MW+

Benefits of Solar Energy

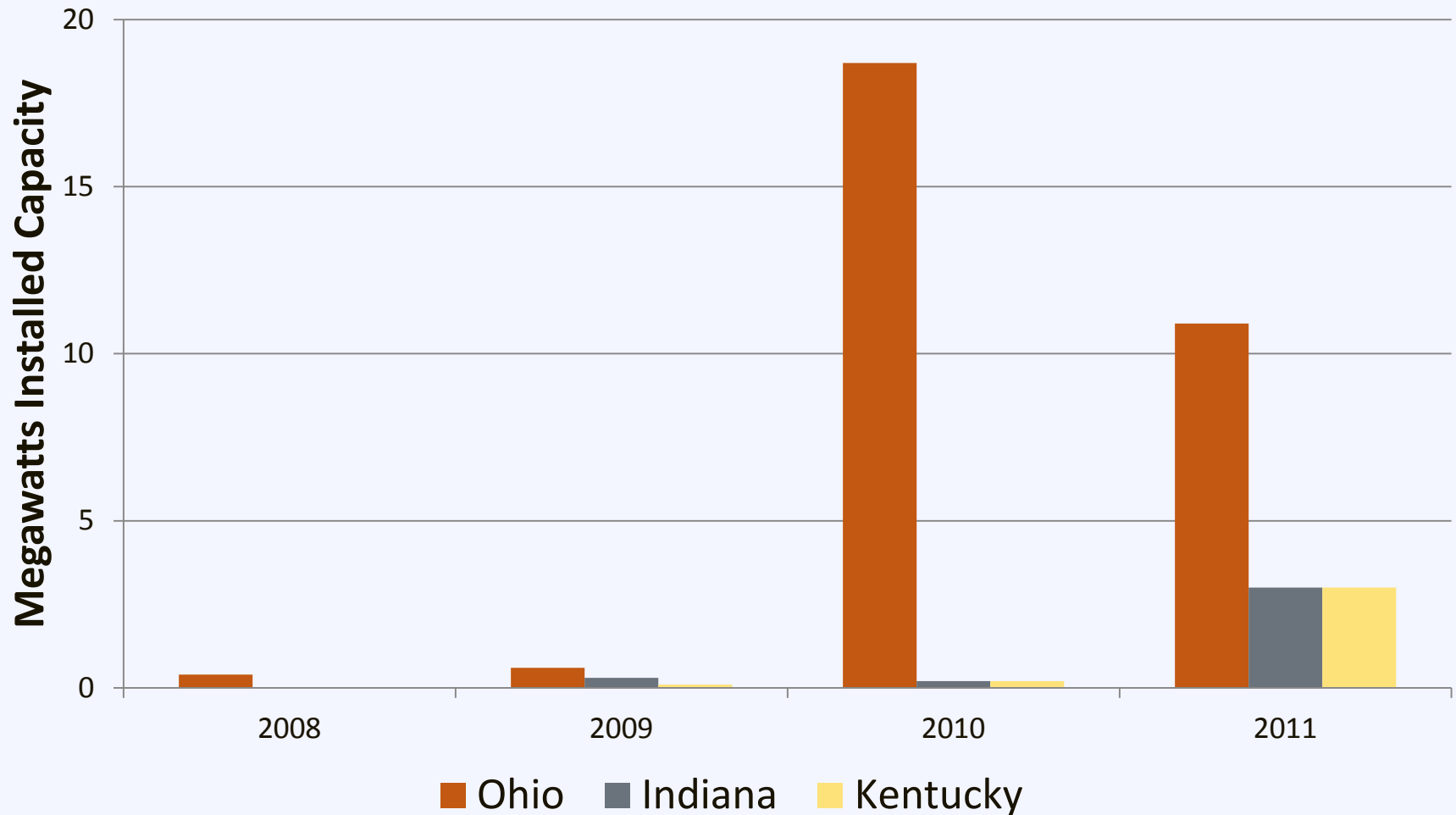
- Local economy growth
- Local jobs
- Energy independence
- Stabilizes price volatility
- Valuable to utilities
- Smart investment



Fact: Solar works across the US



Regional Solar Market



Comparison: Regional PV Financial Incentives

	Ohio	Kentucky	Indiana
Rebates	AEP Ohio: \$1.50/W up to 50% of cost or \$12k/\$75k	-	IP&L Rebate: \$2.00/W up to 19.9kW
State Grants	-	-	-
State Loans	ECO-Link; Energy Loan Fund	Revolving Loans for State Agencies	-
PACE Financing	Local Option	-	-
Prod. Incentives	SRECs	TVA Programs	IP&L Rate REP NIPSCO Feed-in Tariff
Corp. Tax Credits	-	\$3.00/W; Max. \$1,000	-
Pers. Tax Credits	-	\$3.00/W; Max. \$500	-
Prop. Tax Incentives	OAQDA Incentives; Commercial/ Utility Exemptions	-	Assessed value of PV system is exempt from Res/Com/Ind Prop. Tax

Ohio State Loan Programs

Energy Conservation for Ohioans (ECO-Link):

Offers homeowners reduced interest rates on loans for renewable energy or energy efficiency upgrades offered by participating banks; maximum incentive = 3% rate reduction for up to \$50,000 and 7 years of the bank loan

Energy Loan Fund:

Offers public entities, manufacturers, and small businesses loans for RE and EE upgrades

Public and nonprofit entities:

90% of project costs or \$1 million

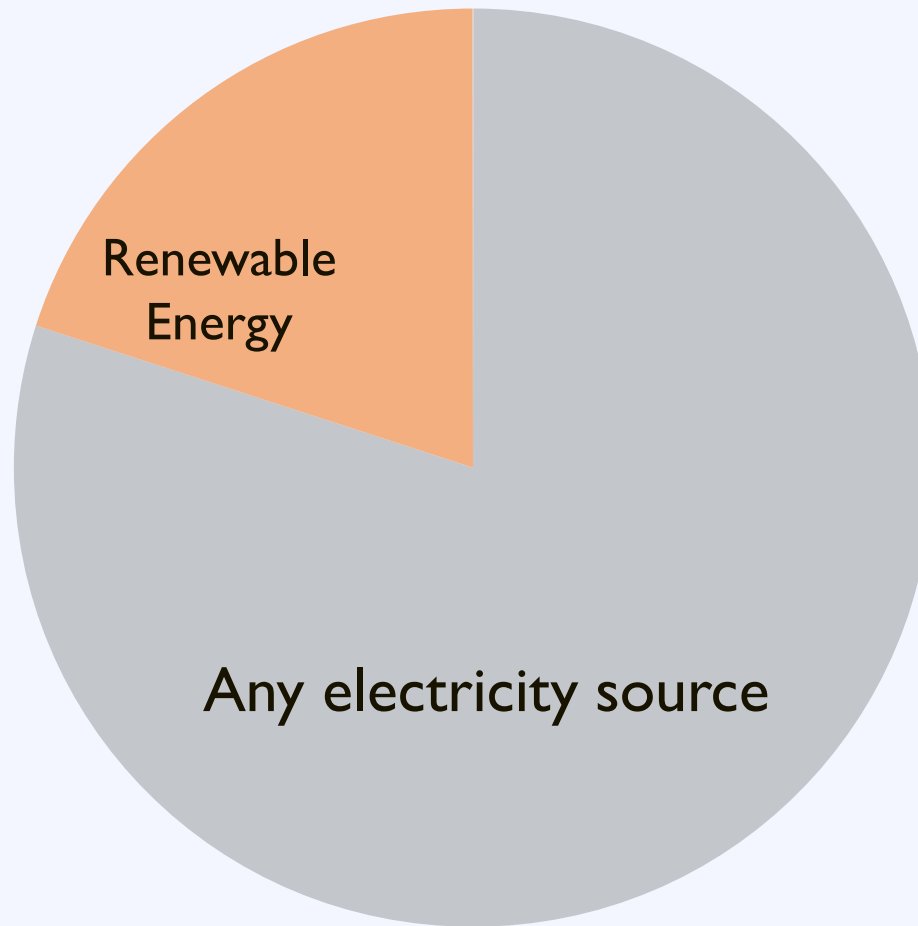
AEP Ohio: Solar Rebates

- Multi-Sector, esp. Residential, Commercial, Public, Nonprofit
- \$1.50/W
- Max incentive: 50% of system costs up to \$12,000 (Residential) or \$75,000 (Non-residential)
- Net metering and Interconnection to AEP grid
- Surrender RECs (15 yrs.)

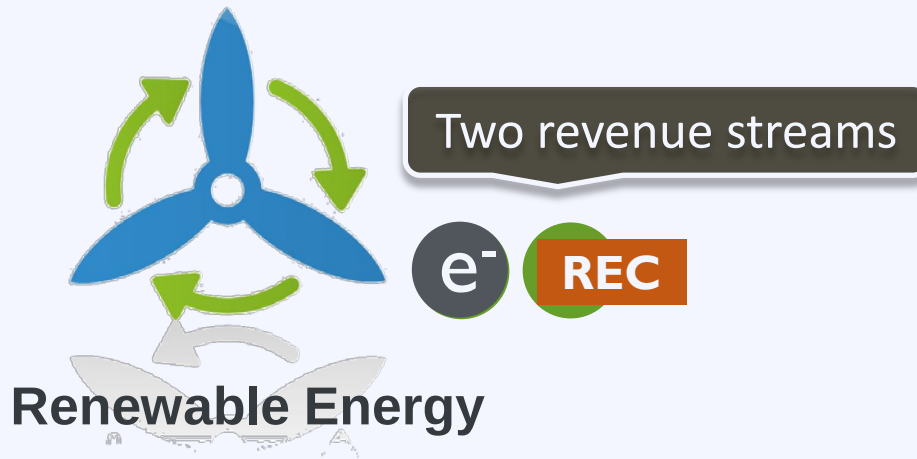


Renewable Portfolio Standard

Retail Electricity Sales

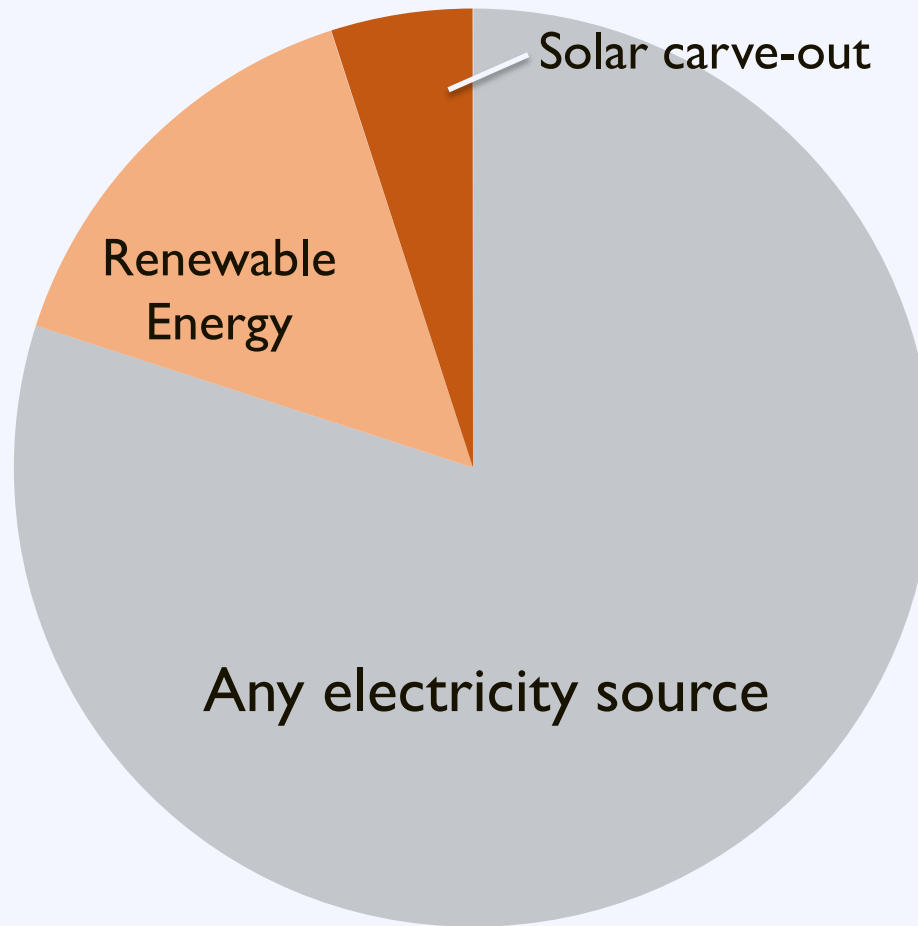


Renewable Portfolio Standard



Renewable Portfolio Standard

Retail Electricity Sales



Solar Renewable Energy Credits (SRECs)

Three Requirements:

RPS solar carve out

Unbundled, tradeable credits

Penalty for non-compliance

- solar alternative compliance payment (SACP)

Alternative Energy Portfolio Standard

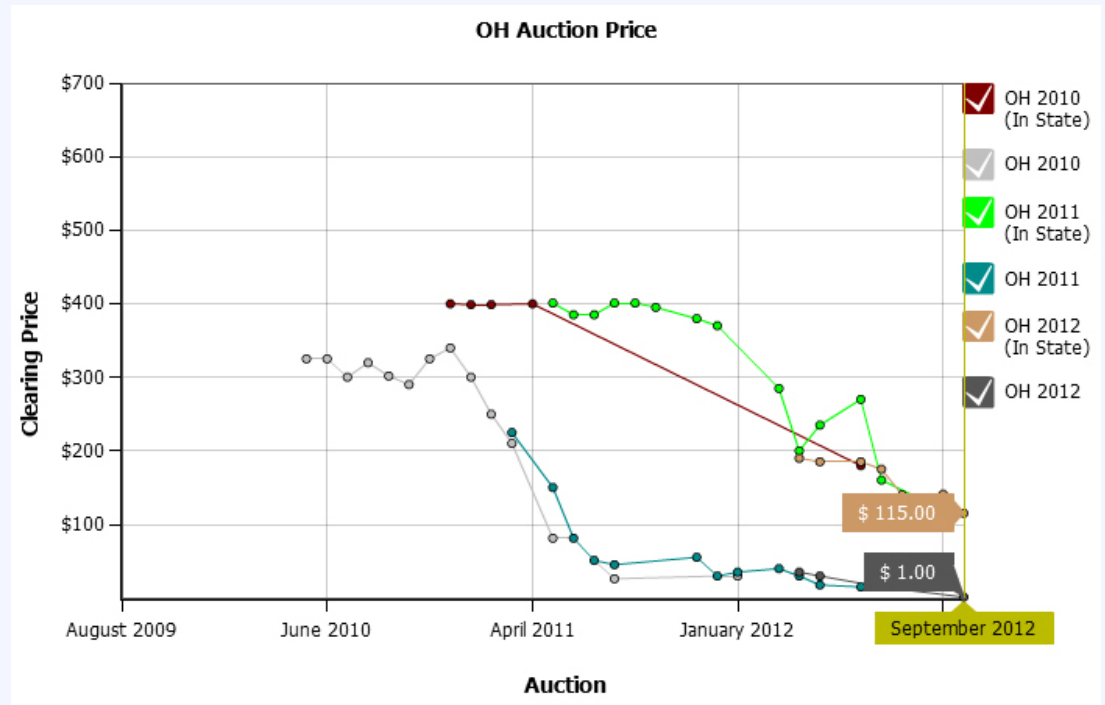
- 12.5% from *renewables* by 2024 for IOUs and retail suppliers
- At least half of this renewable energy must be generated at facilities in Ohio
- 12.5% from *advanced energy* resources by 2024
- Solar carve-out of 0.5% of total electricity supply by 2024



SRECs in Ohio

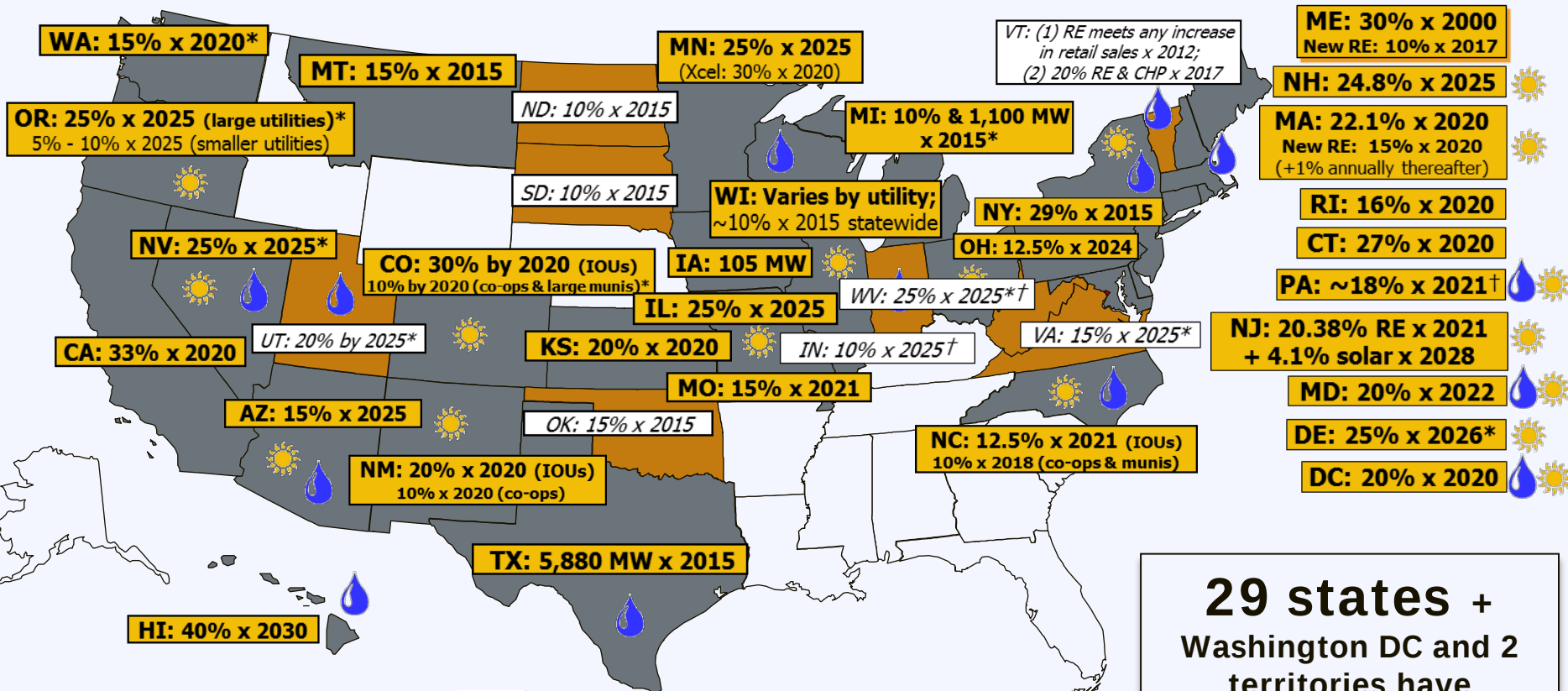
SACP: **\$350/MWh** (2012 and 2013); declines by \$50 bi-annually

Two Markets:
In-State (50%)
Out-of-State (50%)
PA, IN, KY, WV, MI



Renewable Portfolio Standard

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Renewable portfolio standard

Renewable portfolio goal

Solar water heating eligible



Minimum solar or customer-sited requirement



Extra credit for solar or customer-sited renewables



Includes non-renewable alternative resources

29 states +
Washington DC and 2
territories have
Renewable Portfolio
Standards

*(8 states and 2 territories have
renewable portfolio goals)*

Performance Incentives: **IN**

Indianapolis Power & Light Rate Renewable Energy Production (REP)

15 year contract; \$0.24/kWh (20 kW – 100 kW);
\$0.20/kWh (100 kW – 10 MW)

NIPSCO Feed-in Tariff:

15 year max. contract term; \$0.30/kWh (10 kW or less);
\$0.26/kWh (10kW – 2 MW); 500 kW allocated for small
scale solar ($\leq$ 10 kW)

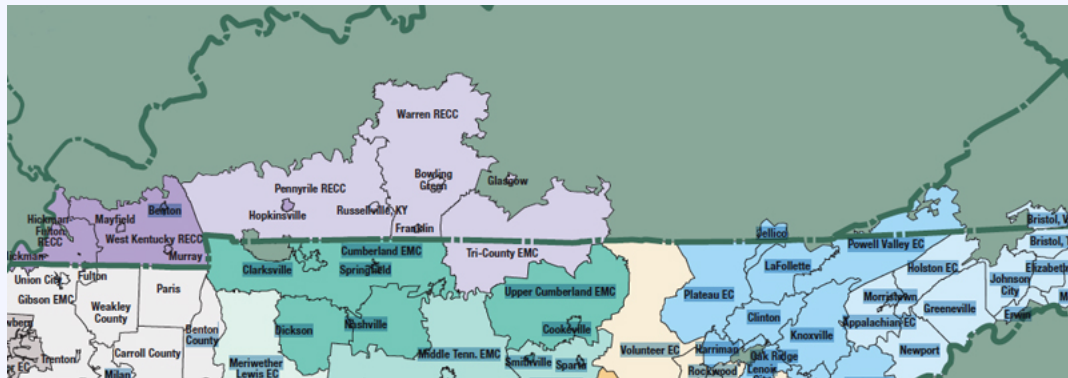
Performance Incentives: **KY**

TVA Generation Partners:

Up to 50 kW; \$1,000 + \$0.12/kWh above retail;
10-yr. contract;

TVA Mid-Size Program Standard Offer:

50 kW – 20 MW; variable seasonal/TOD rates from
\$0.035/kWh - \$0.16/kWh; Avg. \$0.055/kWh (3% escalation);
10 to 20-yr. contract

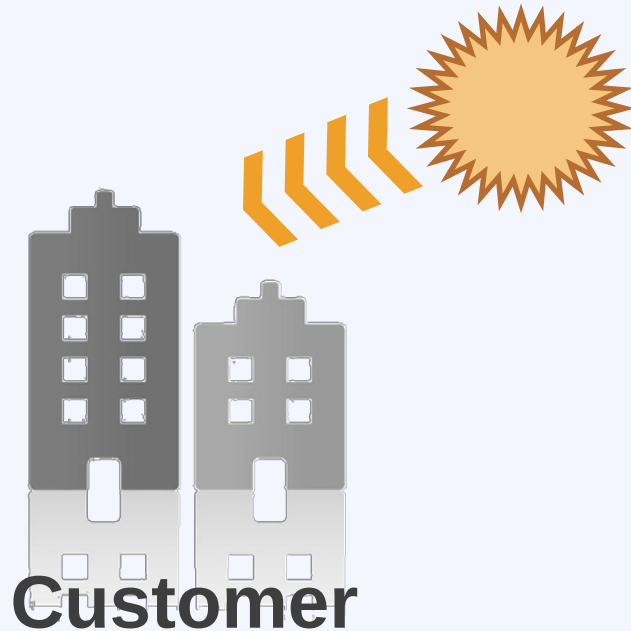


Net Metering

Net metering allows customers to export power to the grid during times of excess generation, and receive credits that can be applied to later electricity usage

Net Metering: Overview

Morning



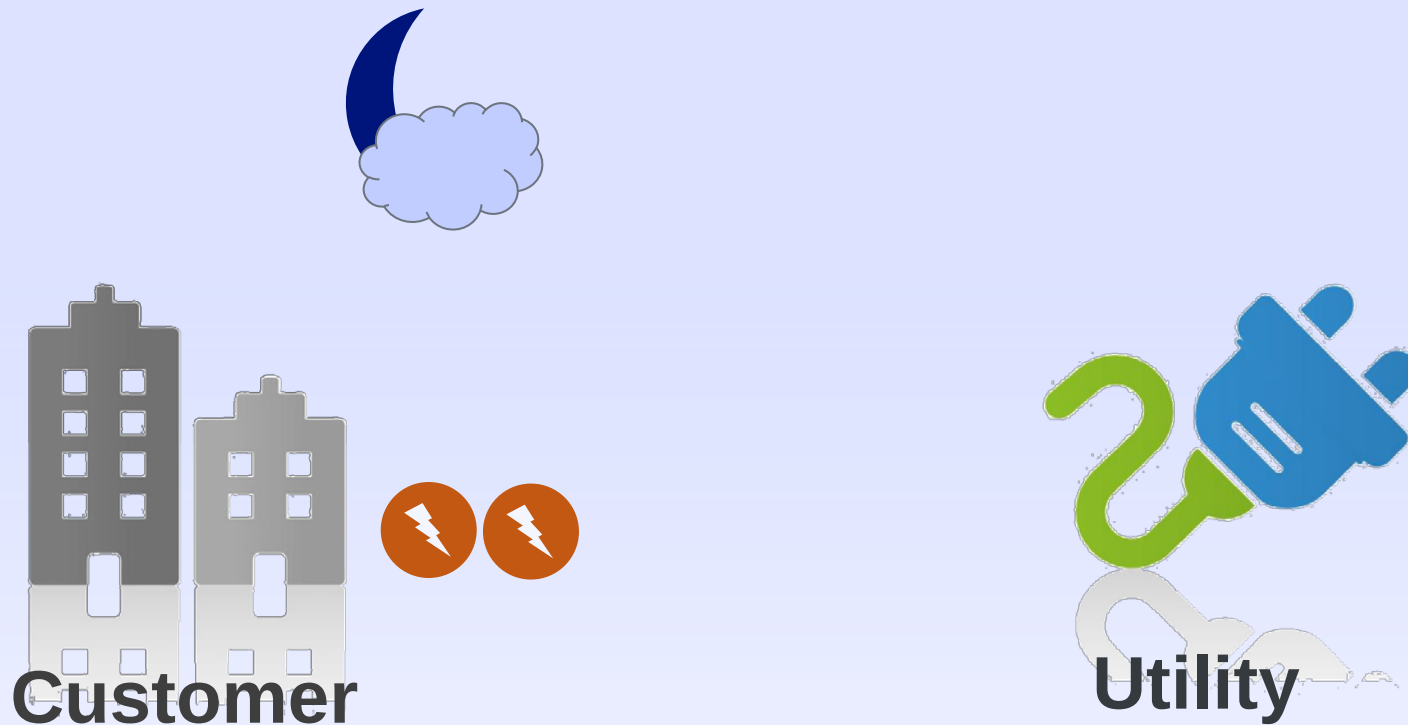
Net Metering: Overview

Afternoon



Net Metering: Overview

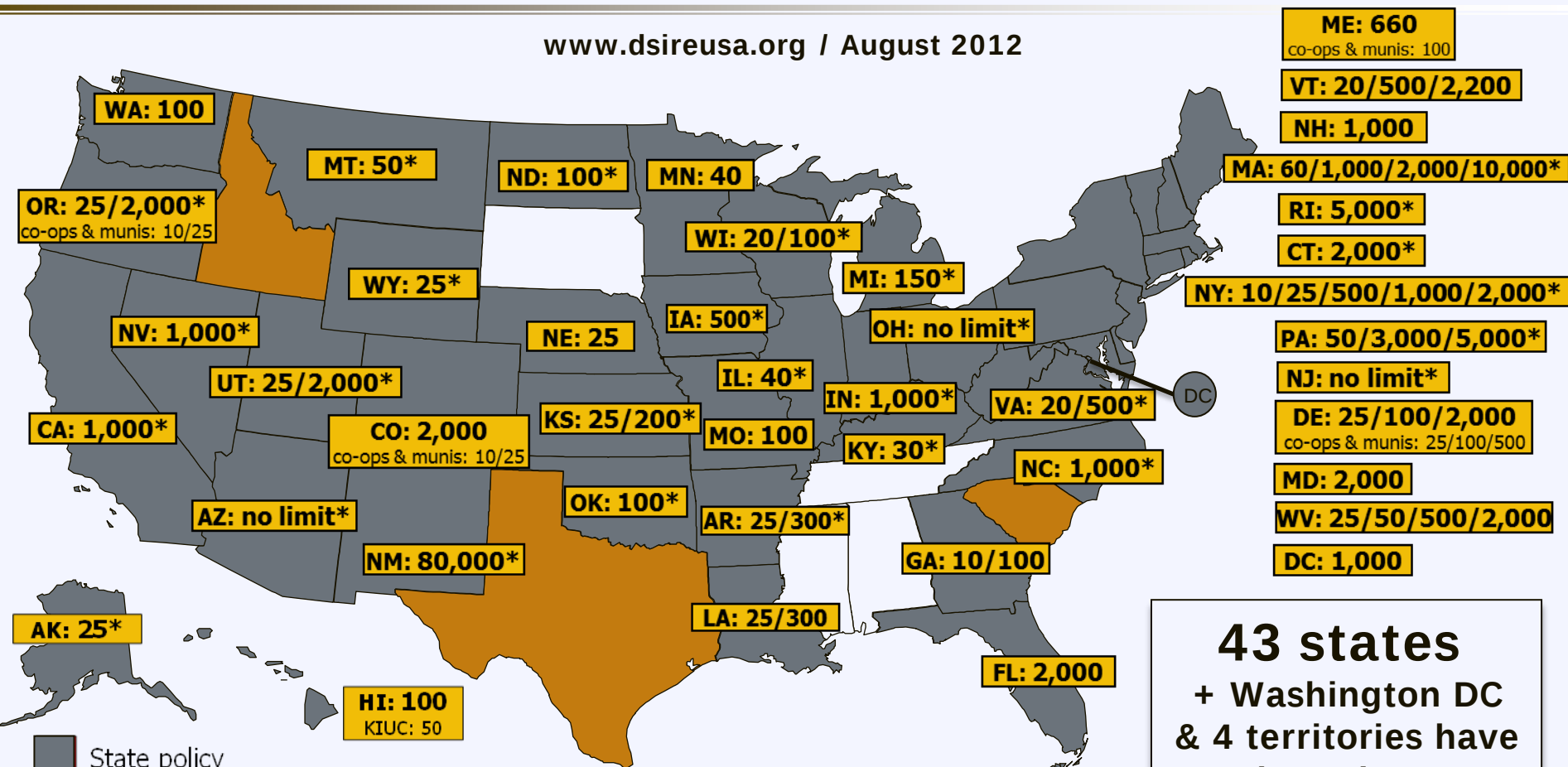
Night



Solar covers 100% of the customer's load, even at night!

Net Metering: State Policies

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**43 states
+ Washington DC
& 4 territories have
adopted a net
metering policy**

Note: Numbers indicate individual system capacity limit in kilowatts. Some limits vary by customer type, technology and/or application. Other limits might also apply. This map generally does not address statutory changes until administrative rules have been adopted to implement such changes.

Net Metering: Market Share

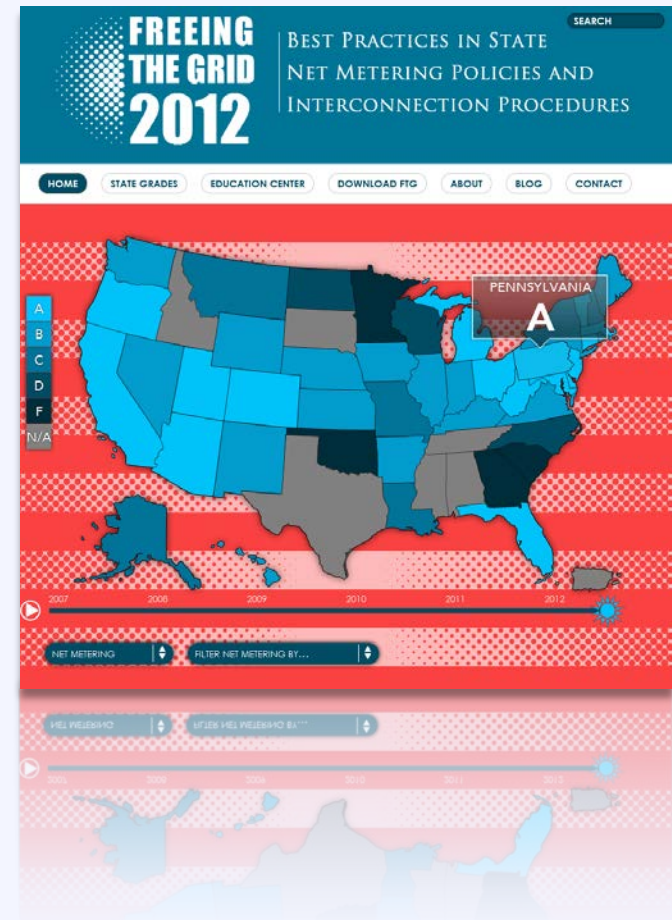
More than **93%** of distributed
PV Installations are net-metered

Net Metering: Resources

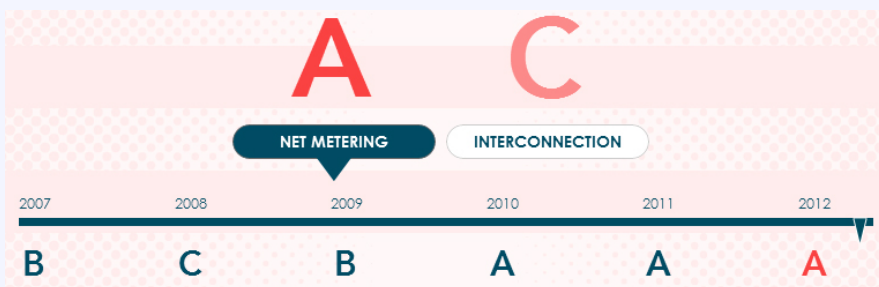
Resource Freeing the Grid

Provides a “report card” for state policy on net metering and interconnection

<http://freeingthegrid.org/>

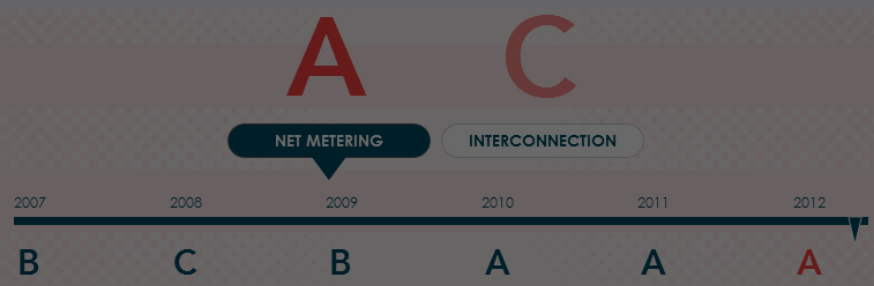


Net Metering: Ohio



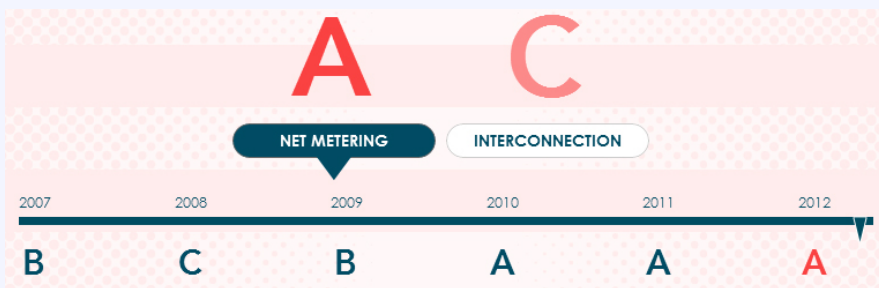
Eligible Renewable/ Other Technologies:	Solar Thermal Electric, Photovoltaics, Landfill Gas, Wind, Biomass, Hydroelectric, Fuel Cells, Small Hydroelectric, Microturbines
Applicable Sectors:	Commercial, Industrial, Residential
Applicable Utilities:	Investor-owned utilities, competitive retail electric service providers
System Capacity Limit:	No limit specified (limit based on customer's load)
Aggregate Capacity Limit:	No limit specified
Net Excess Generation:	Credited to customer's next bill at unbundled generation rate; customer may request refund of excess at end of 12-month billing period
REC Ownership:	Not addressed
Meter Aggregation:	Not addressed

Net Metering: Ohio



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Net Metering: Ohio



Recommendations:

- Credit Net Excess Generation at the retail rate and provide the option of indefinite rollover
- Adopt safe harbor language to protect customer-sited generators from extra and/or unanticipated fees
- Specify that RECs belong to the customer

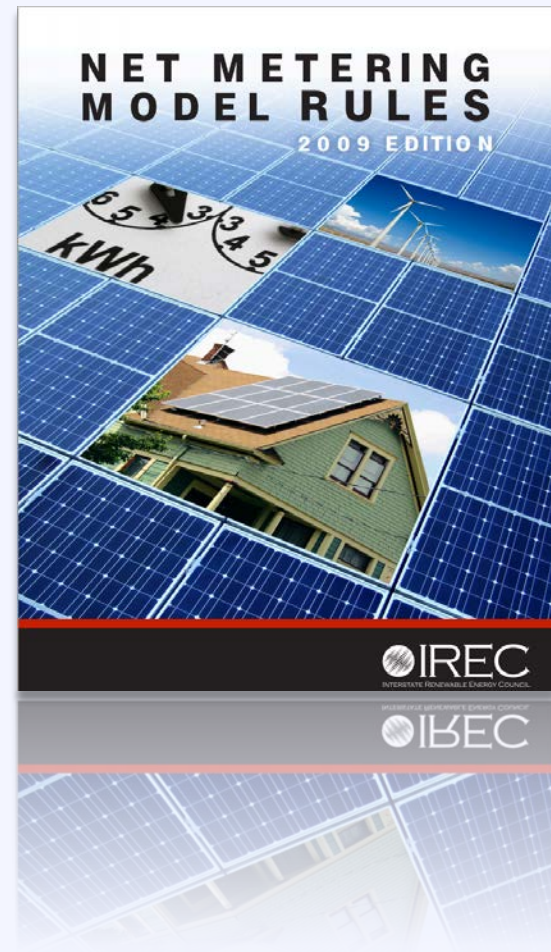
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Net Metering: Resources

Resource Interstate Renewable Energy Council

IREC developed its model rules in an effort to capture best practices in state net metering policies.

www.irecusa.org



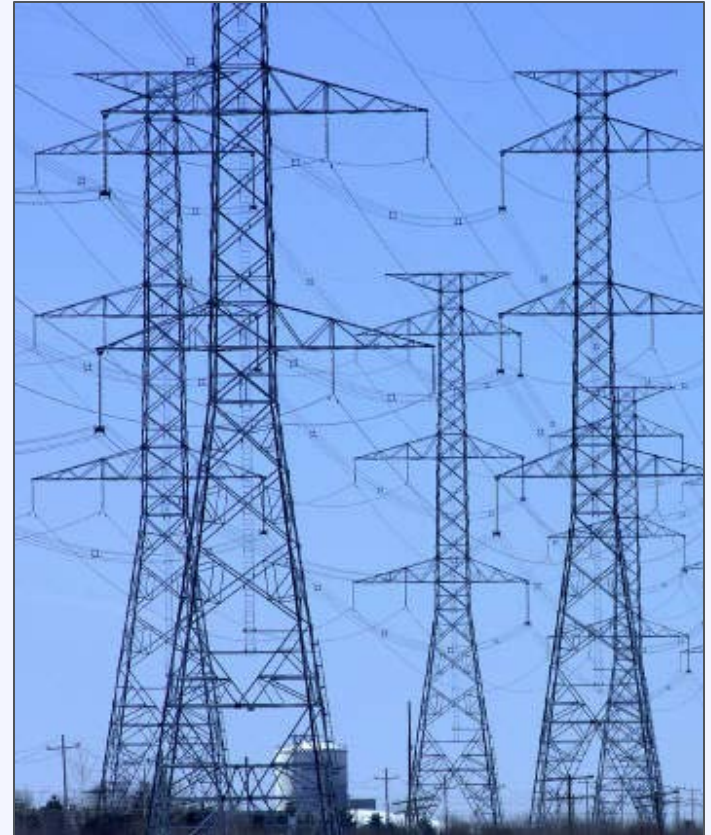
Interconnection

5,000+ utilities

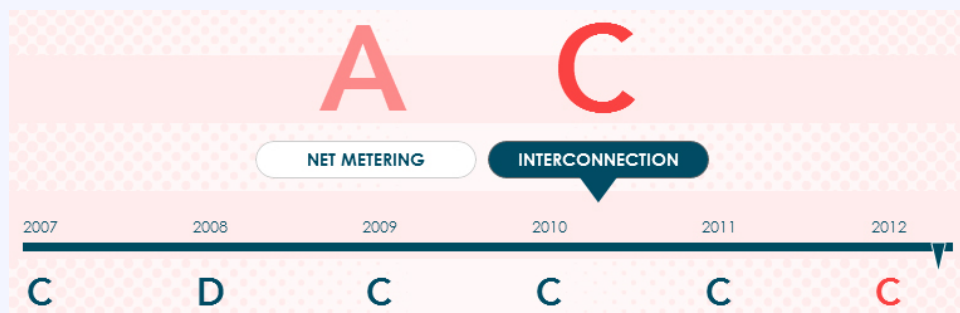
with unique interconnection procedures

Interconnection: Best Practices

1. Use standard forms and agreements
2. Implement expedited process
3. Implement simplified procedure for small solar arrays



Interconnection: Ohio



Recommendations:

- Remove requirements for redundant external disconnect switch
- Expand interconnection procedures to all utilities (i.e., munis and co-ops)

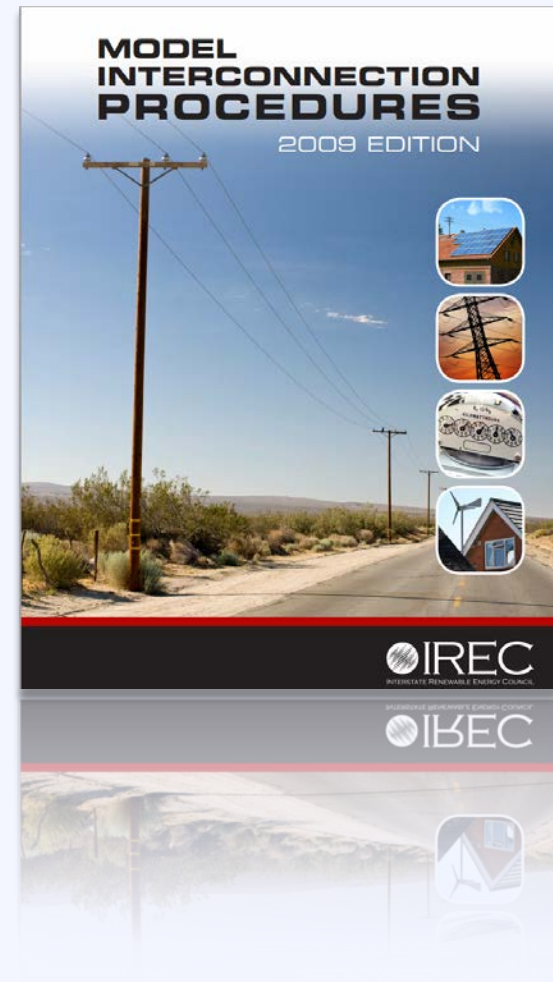
Eligible Renewable/ Other Technologies:	Solar Thermal Electric, Photovoltaics, Landfill Gas, Wind, Biomass, Hydroelectric, Geothermal Electric, Fuel Cells, Municipal Solid Waste, CHP/Cogeneration, Microturbines, Other Distributed Generation Technologies
Applicable Sectors:	Commercial, Industrial, Residential, Nonprofit, Schools, Local Government, State Government, Fed. Government
Applicable Utilities:	Investor-owned utilities
System Capacity Limit:	20 MW
Standard Agreement:	Yes
Insurance Requirements:	Additional liability insurance not required
External Disconnect Switch:	Required
Net Metering Required	No

Interconnection: Resources

Resource Interstate Renewable Energy Council

IREC developed model interconnection procedures in an effort to capture emerging best practices in this vital area.

www.irecusa.org



PV and Property Taxes

Ohio Air Quality Development Authority Air-Quality Improvement Tax Incentives

Qualifying projects (including PV) financed through OAQDA bonds or notes can receive a 100% exemption from personal and real property taxes

Qualified Energy Property Tax Exemptions:

Systems ≤ 250 kW exempt from utility real and property taxes

Systems > 250 kW also exempt, but requires payment in lieu of taxes of \$7,000/MW

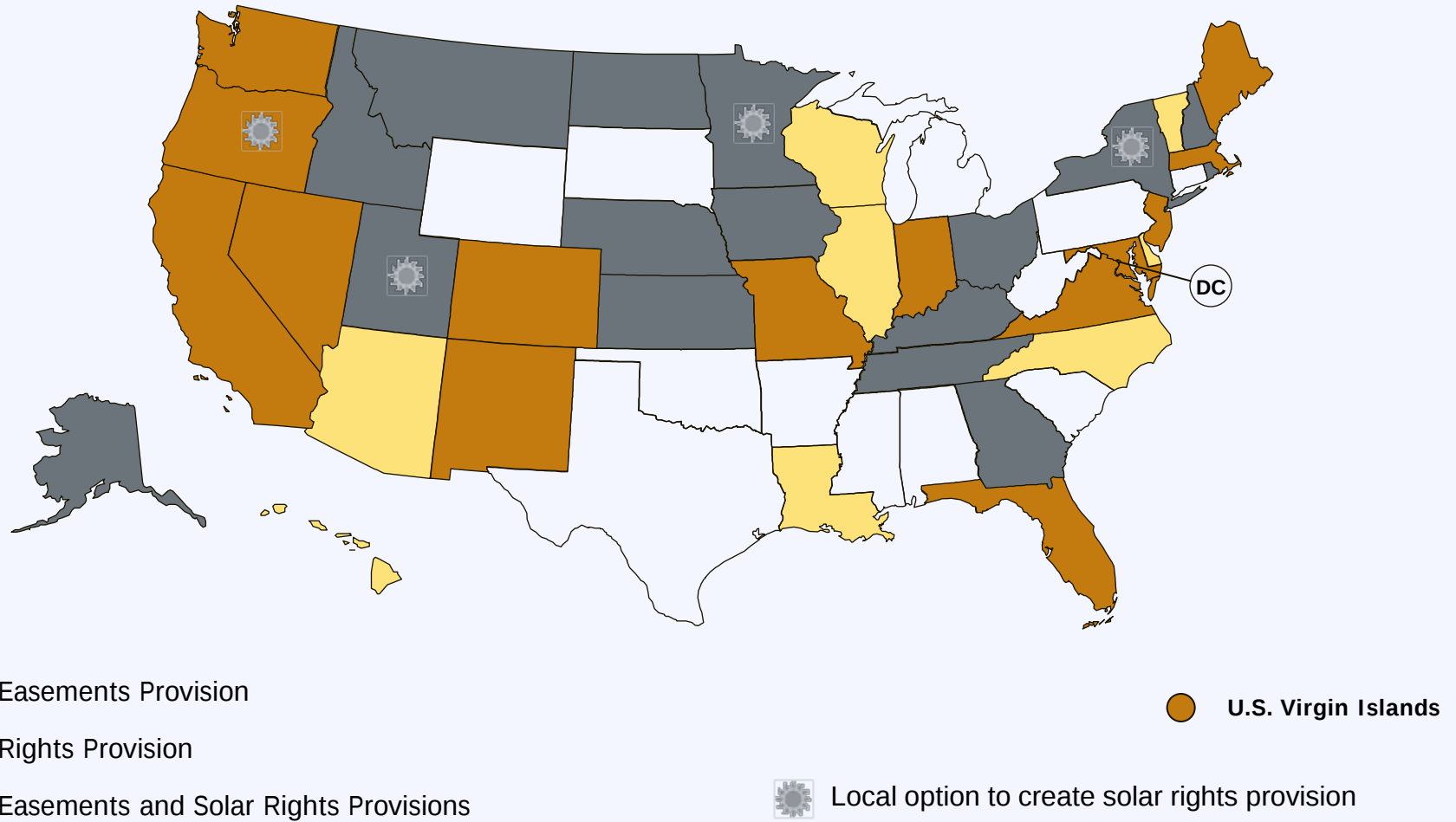
Applies to facilities that generate electricity for **sale to 3rd parties**

Solar Access

Solar Access Laws:

1. Increase the likelihood that properties will receive sunlight
2. Protect the rights of property owners to install solar
3. Reduce the risk that systems will be shaded after installation

Solar Access



Solar Easements: Ohio

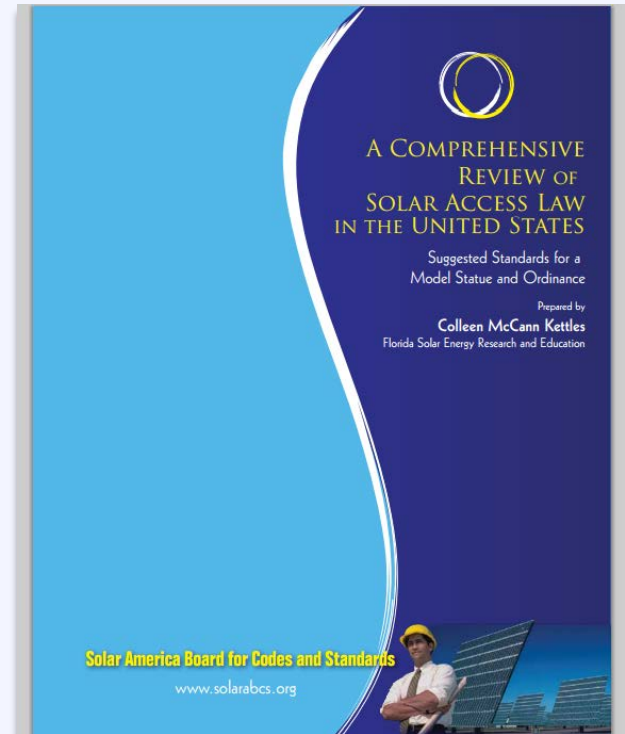
Ohio law allows property owners to create binding solar easements for the purpose of protecting and maintaining proper access to sunlight. Easements must be executed in writing and are subject to the same conveyance and recording requirements as other easements.

Solar Access

Resource Solar ABCs

A comprehensive review of solar access law in the US – Suggested standards for a model ordinance

www.solarabcs.org

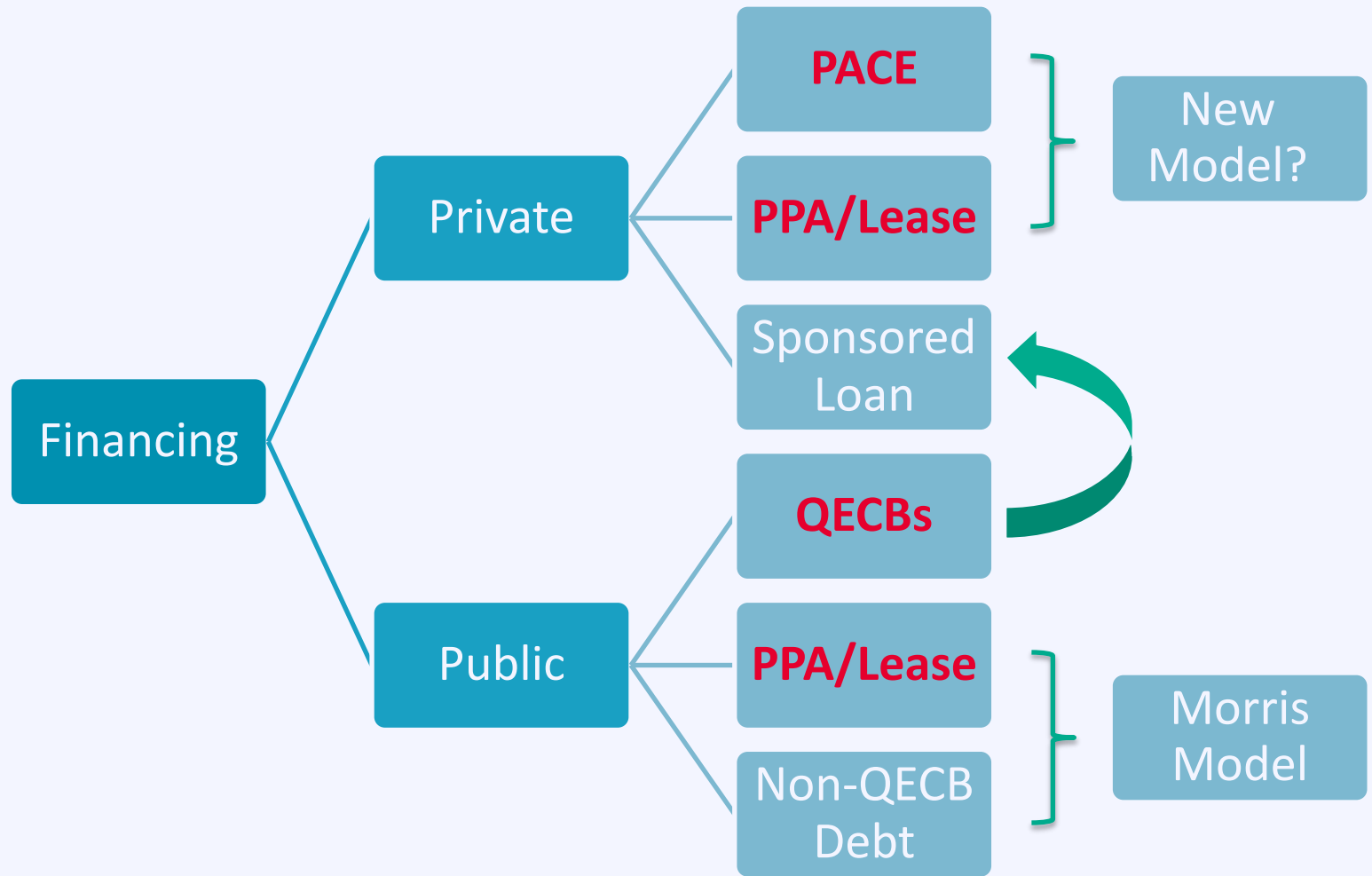


Q & A

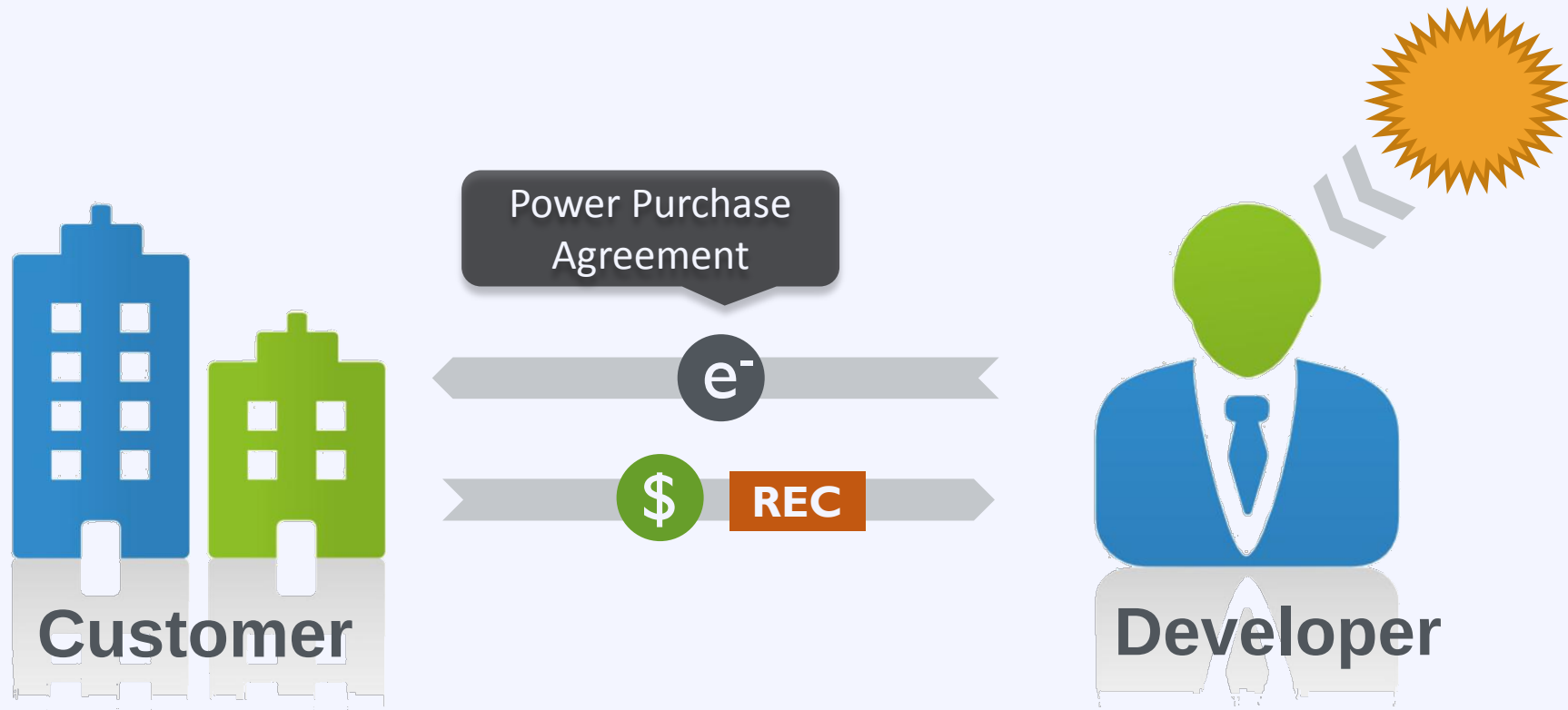
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Understanding Solar Financing



Third Party Ownership



Third Party Ownership

Pros

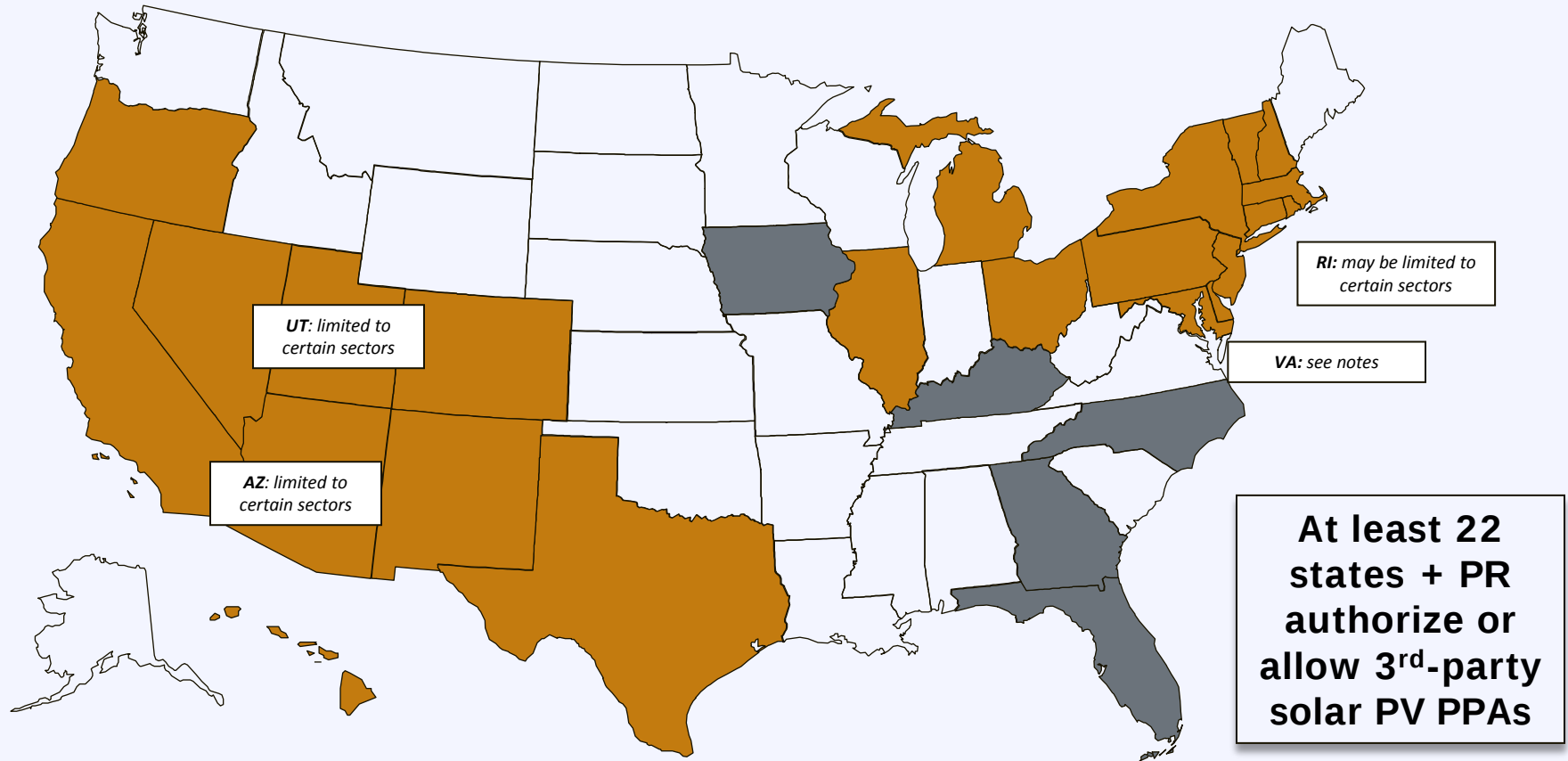
- No upfront cost
- No O&M costs
- Indirect access to tax incentives
- Predictable payments
- Low hassle factor

Cons

- Market electricity price risk
- Limited opportunity in some locations
- Limited project control
- Don't keep RECs

3rd-Party Solar PV Power Purchase Agreements (PPAs)

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- Authorized by state or otherwise currently in use, at least in certain jurisdictions within in the state
- Apparently disallowed by state or otherwise restricted by legal barriers
- Status unclear or unknown

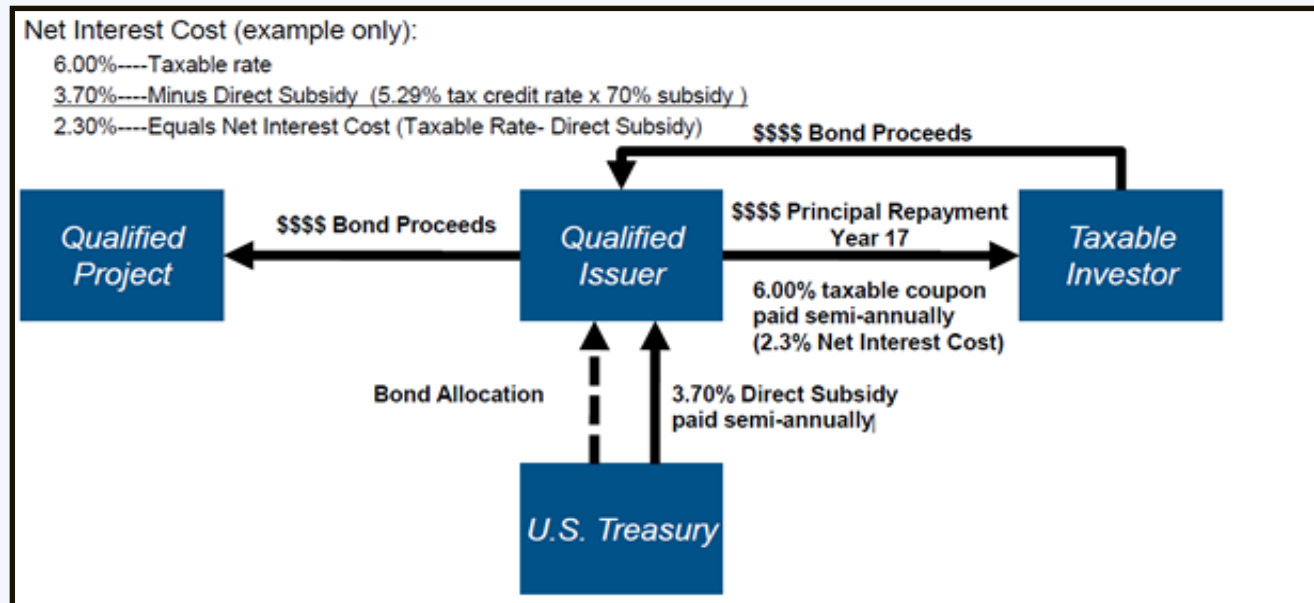
 Puerto Rico

Note: This map is intended to serve as an unofficial guide; it does not constitute legal advice. Seek qualified legal expertise before making binding financial decisions related to a 3rd-party PPA. See following slides for additional important information and authority references.

Qualified Energy Conservation Bonds

- What?
 - Tax credit or direct payment subsidy
- Why?
 - Subsidy lowers the effective cost of capital
- Relevance for Solar?
 - Financing public facilities (numerous)
 - “Green Community” programs (a few)
- How?
 - State allocation or automatic allocation

Qualified Energy Conservation Bonds

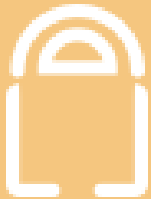


Local Examples???

- Kentucky: Allocation mostly gone (\$3M left)
- Ohio: 11 issuances to date (\$95M left)
- Indiana: 2 issuances to date (\$8.4M in state allocation remaining)

Property Assessed Clean Energy

City creates type of land-secured financing district or similar legal mechanism (a special assessment district)



Property owners voluntarily sign-up for financing and make energy improvements



Proceeds from revenue bond or other financing provided to property owner to pay for energy project

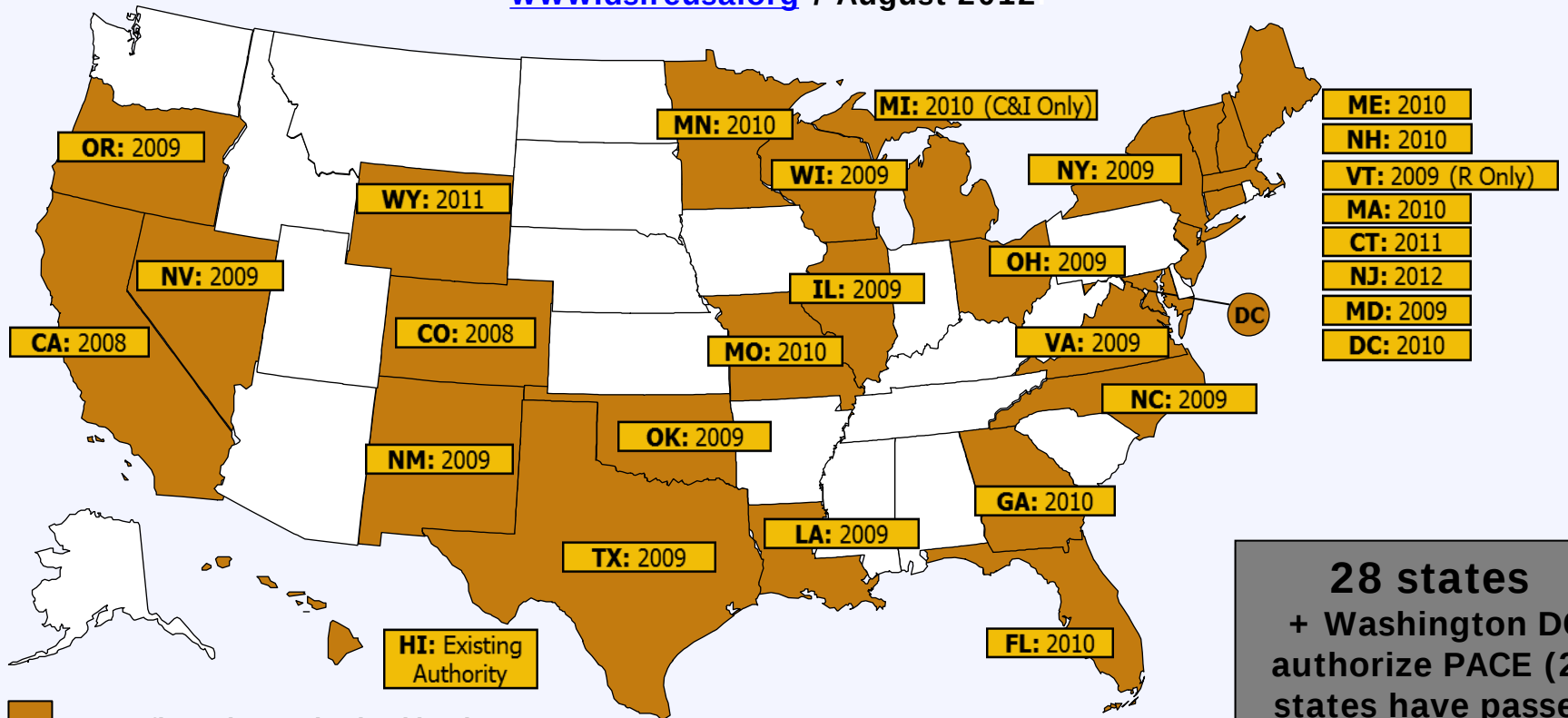


Property owner pays assessment through property tax bill (up to 20 years)



Property Assessed Clean Energy

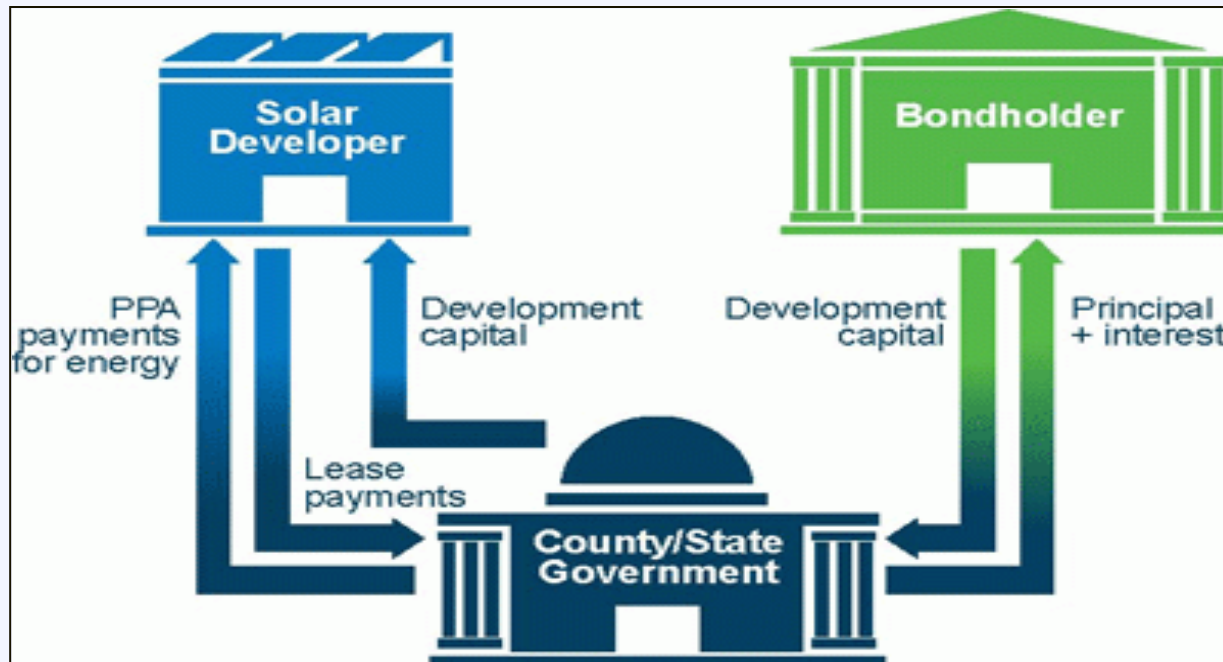
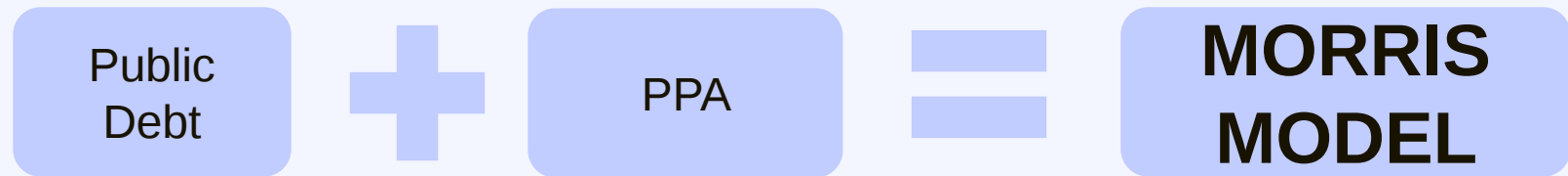
www.dsireusa.org / August 2012



**28 states
+ Washington DC
authorize PACE (27
states have passed
legislation and HI
permits it based on
existing law).**

*The Federal Housing Financing Agency (FHFA) issued a [statement](#) in July 2010 concerning the senior lien status associated with most PACE programs. In response to the FHFA statement, most local PACE programs have been suspended until further clarification is provided.

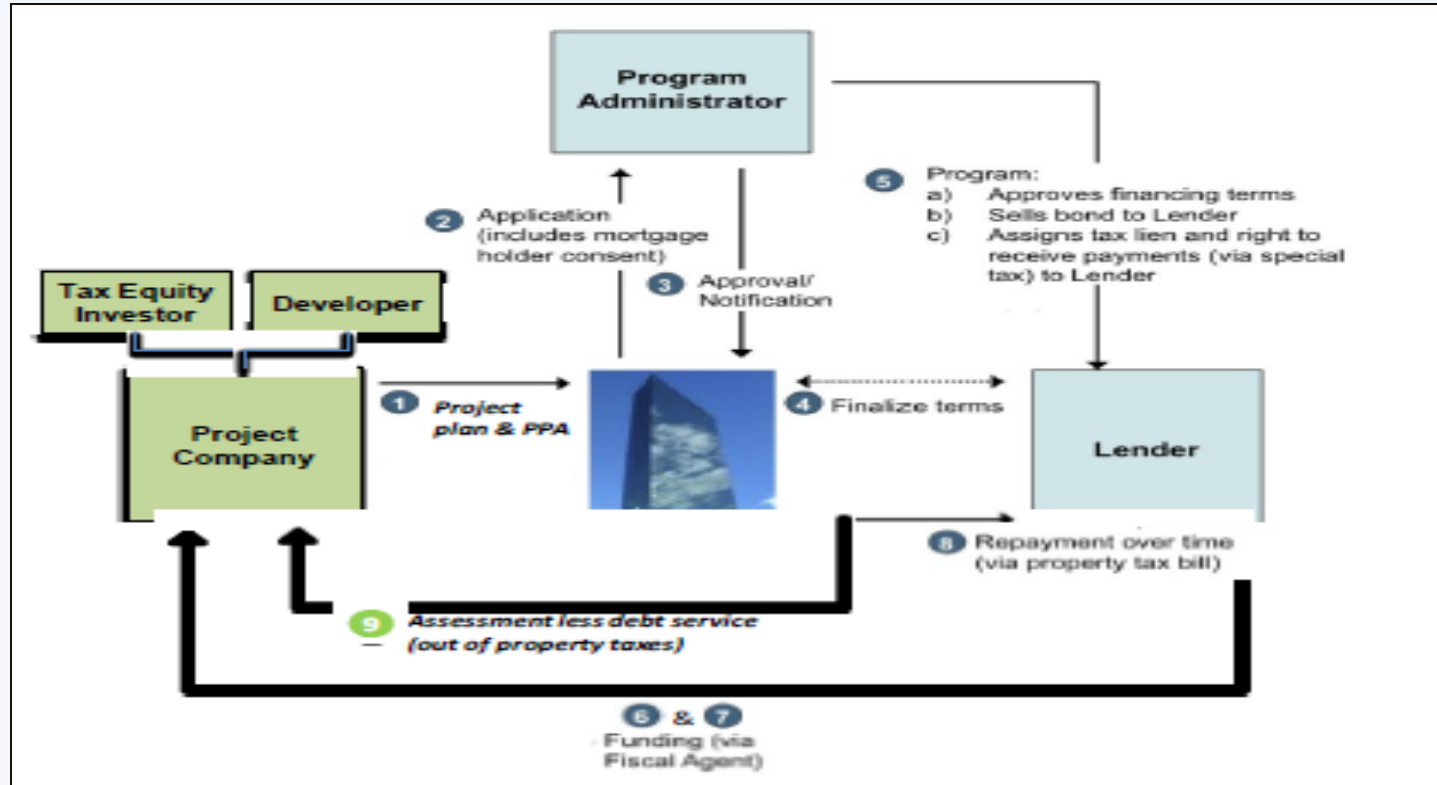
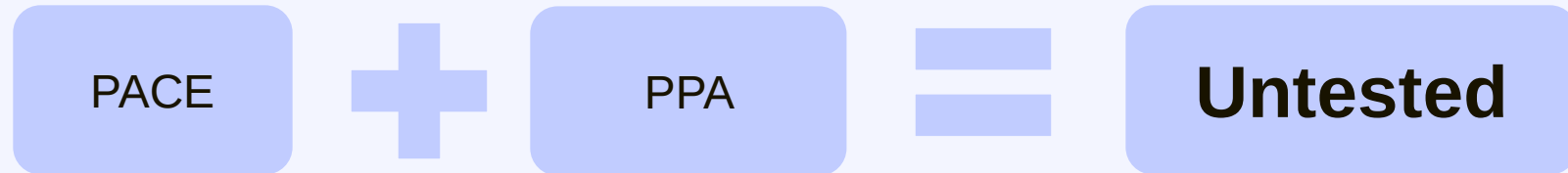
Innovative: Morris Model



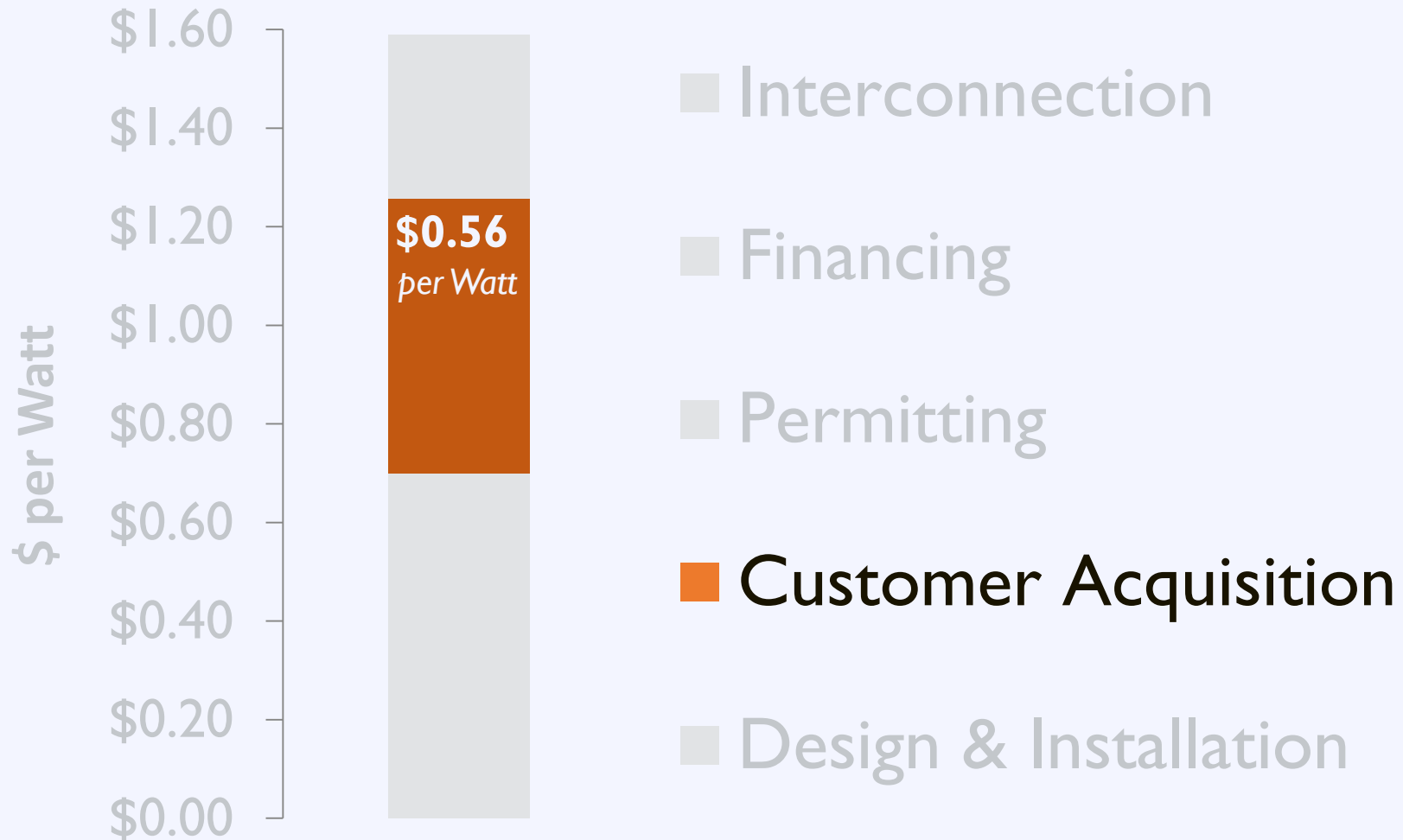
Replication of Morris Model

- Legality of PPA Model
- Laws Governing Public Contracts
- Laws Governing Bonding
- Laws Government Procurement

Innovative: PACE + PPA



Mitigate Soft Costs



Customer Acquisition



Solarize
Group Purchasing

solarize portland



Solarize: Advantages

Barriers

High upfront cost



Solutions

Bulk purchase

Complexity



Community outreach

Customer inertia



Limited-time offer

Solarize: Advantages

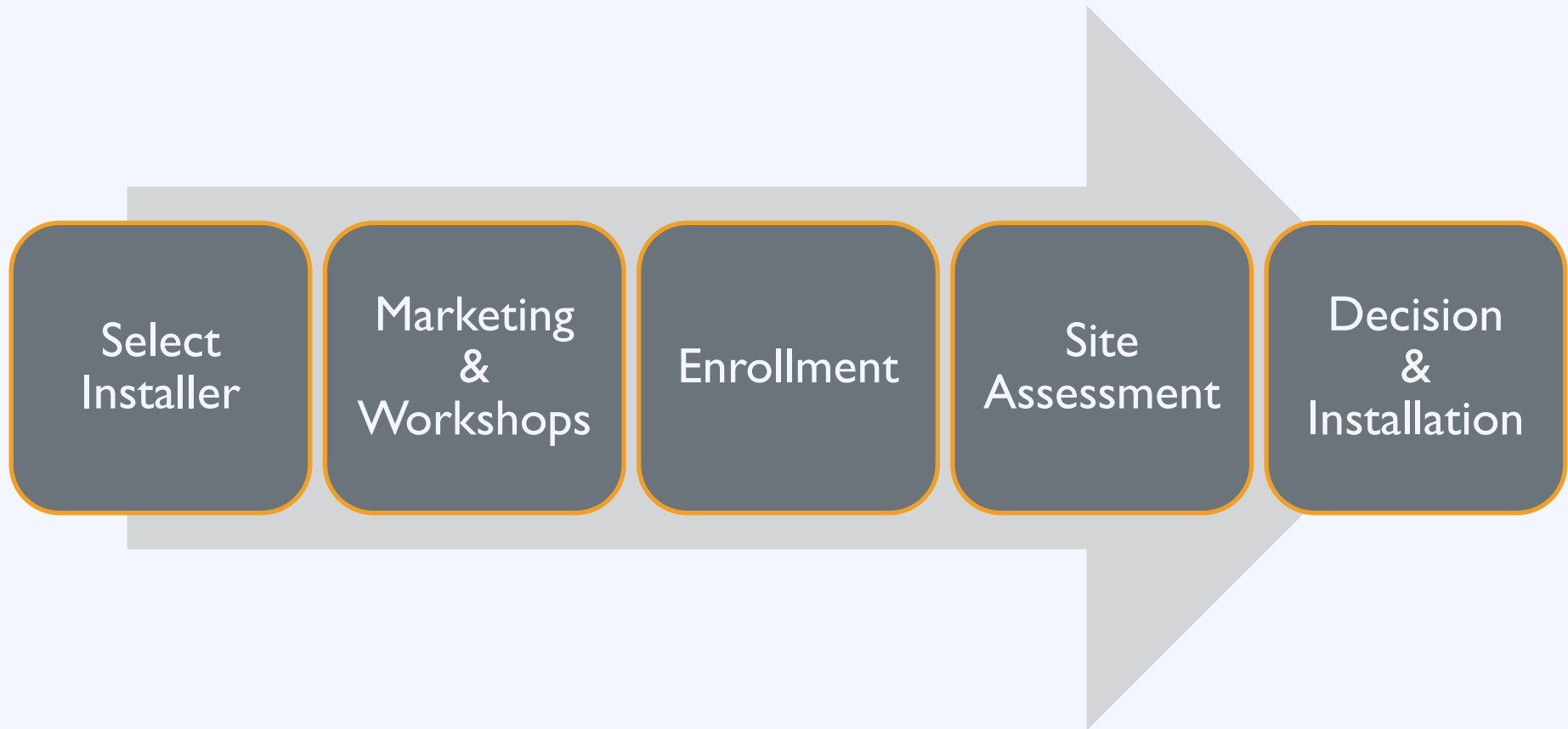
Benefits to Local Government:

Low implementation cost: \$10,000 - \$20,000

Quick turn-around: 9 Months

Long-term impact: Sustainable ecosystem

Solarize: Process

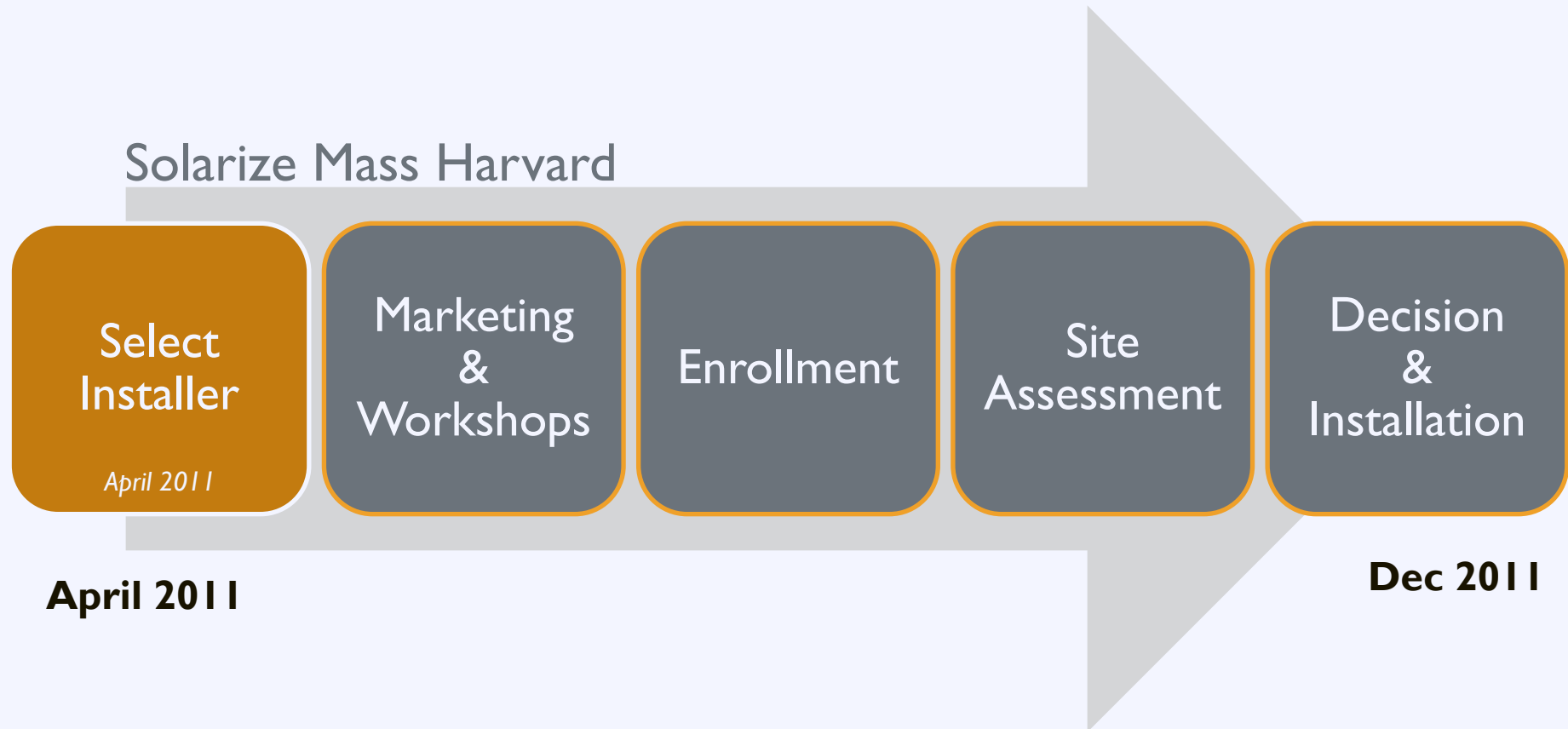


Solarize: Case Study



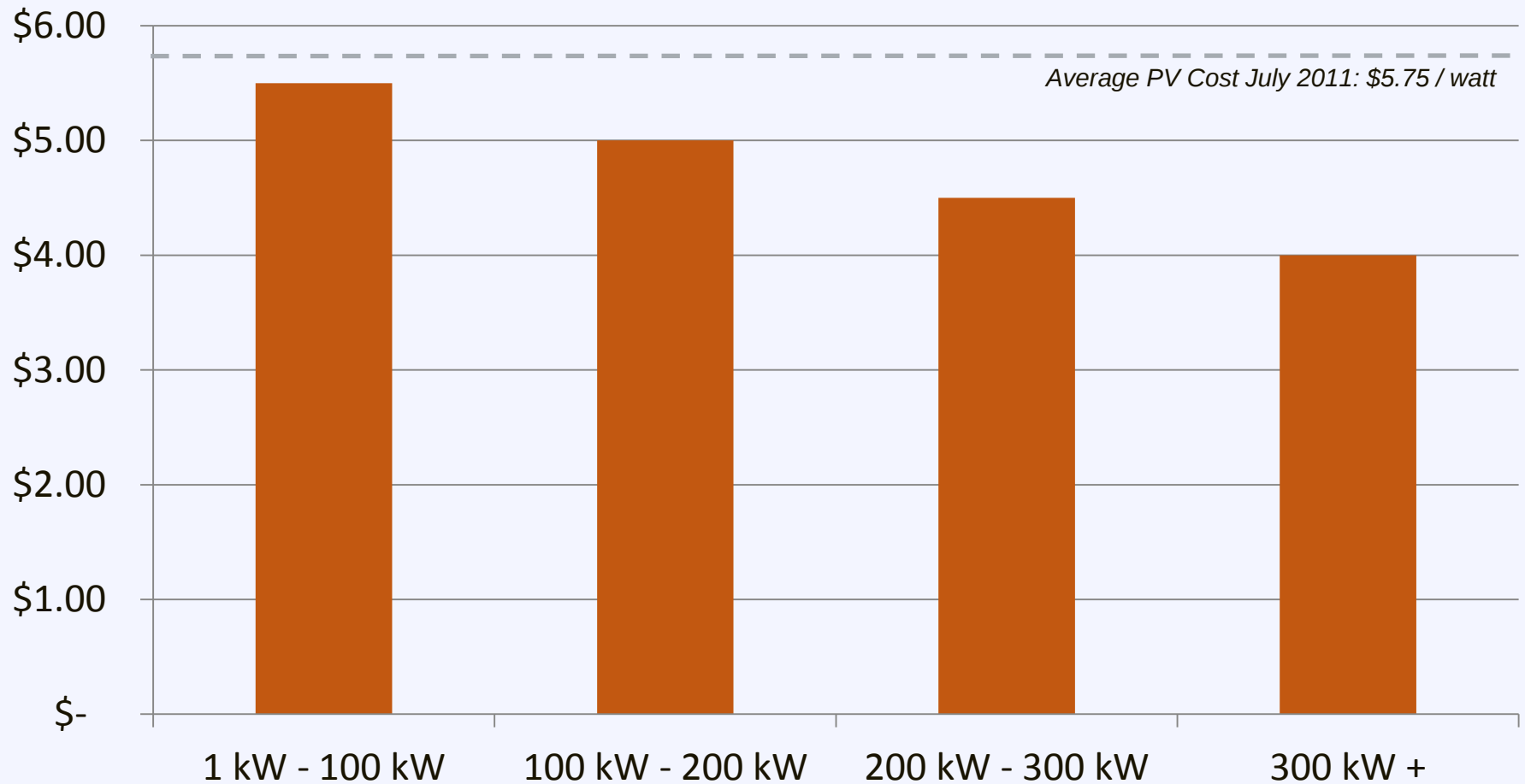
Harvard, Massachusetts
Population: 6,520

Solarize: Case Study



Group Purchasing

Harvard Mass Group Purchasing Tiers



Solarize: Case Study

Solarize Mass Harvard

Select
Installer

Marketing
&
Workshops

May – July 2011

Enrollment

Site
Assessment

Decision
&
Installation

April 2011

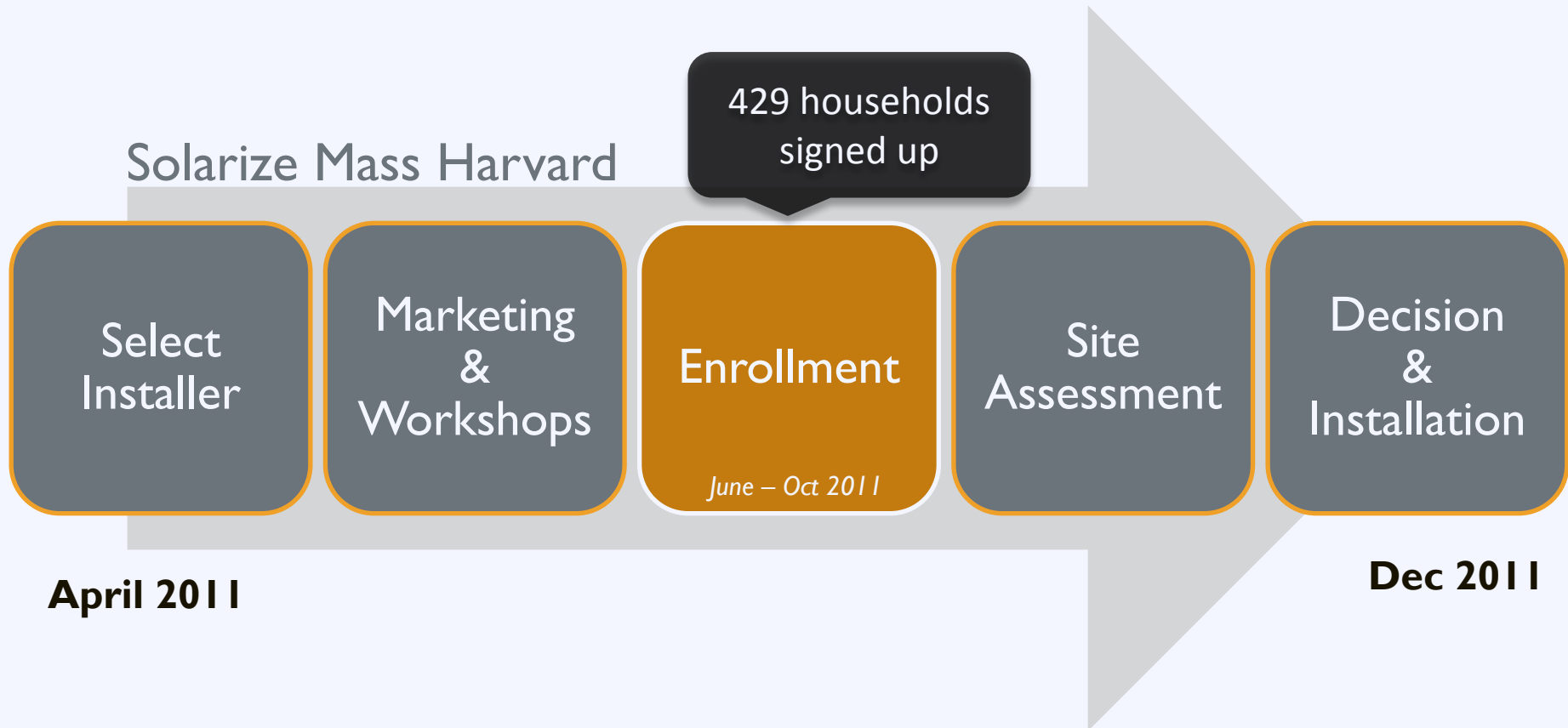
Dec 2011

Solarize: Case Study

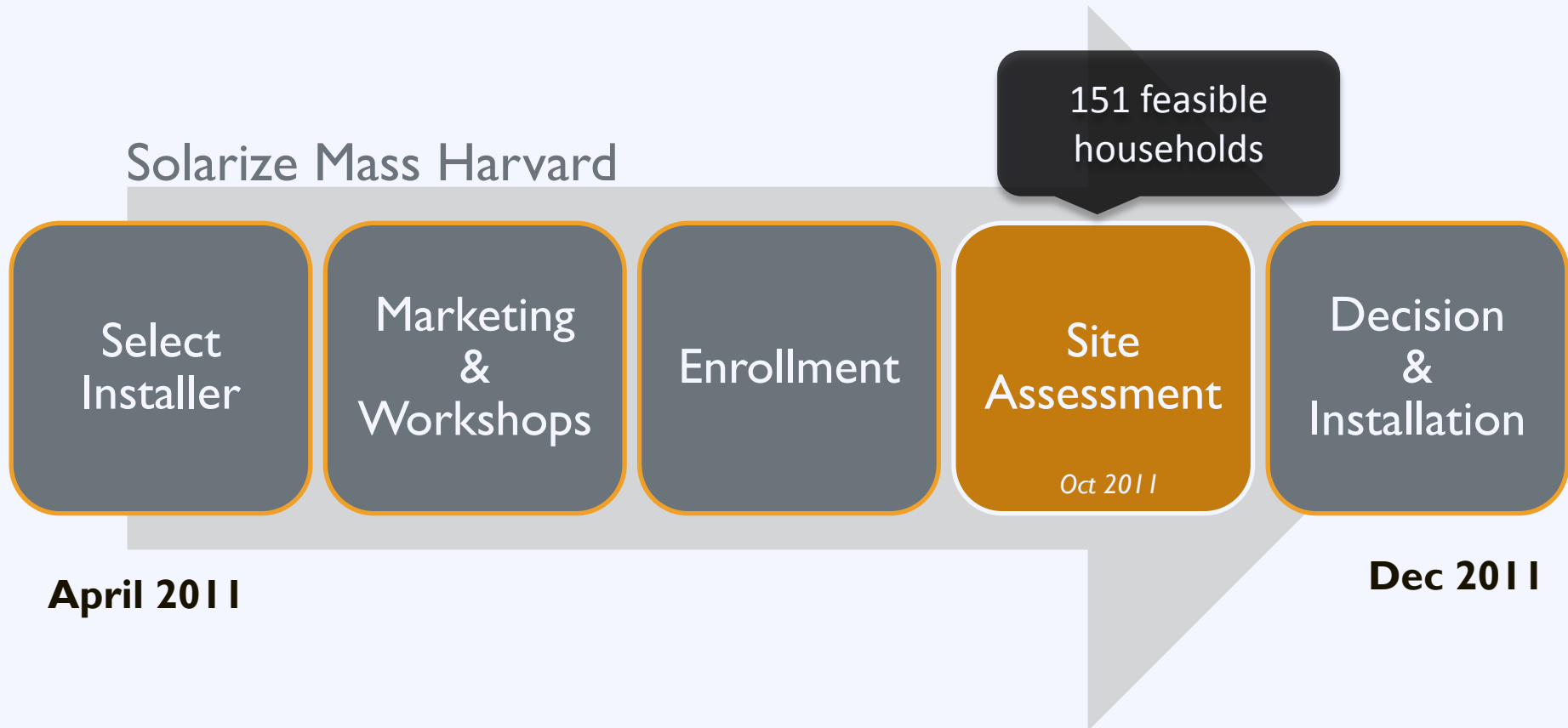
Marketing Strategy:

- Electronic survey of 1,100 households
- Email newsletters and direct mailings
- Float in July 4 parade
- Articles and advertisements in local newspaper
- Facebook page and online discussion board

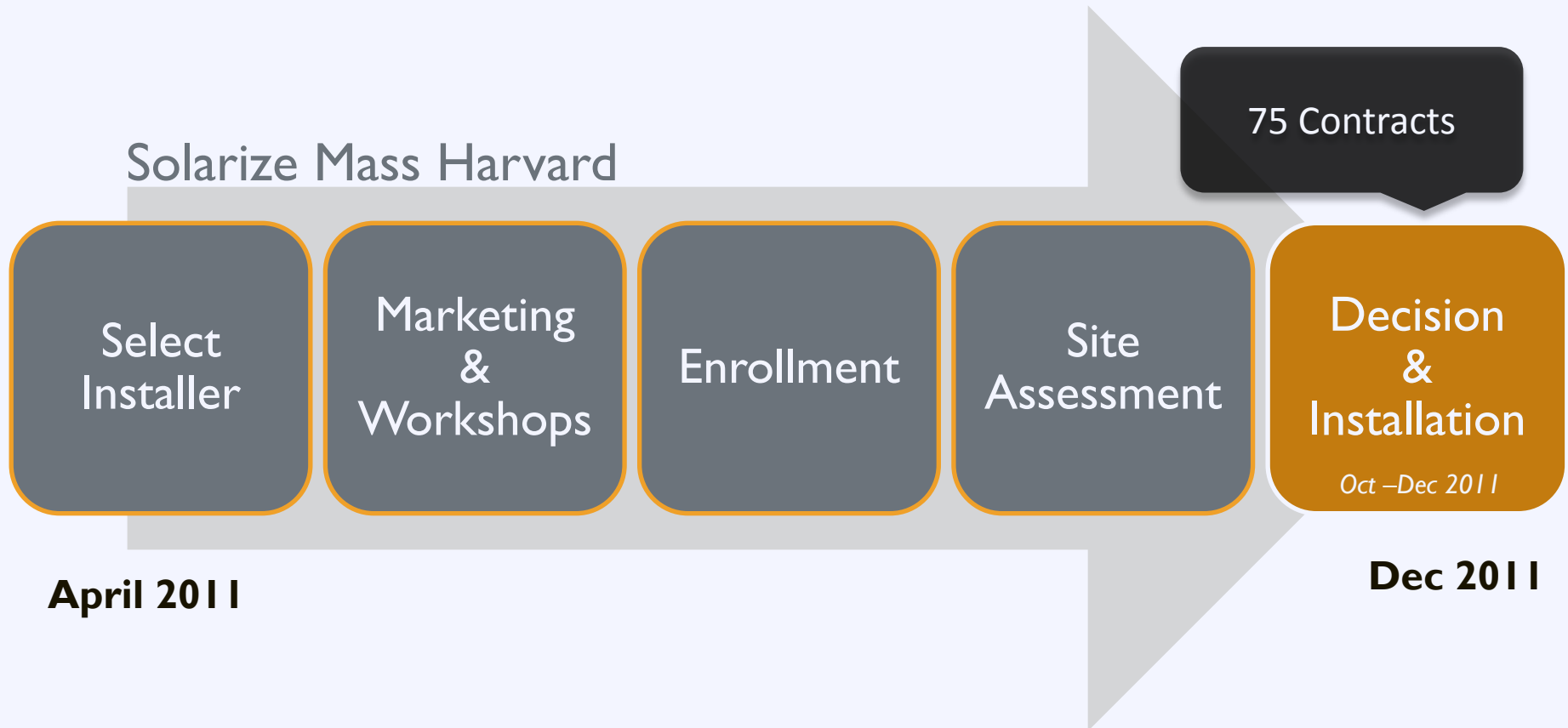
Solarize: Case Study



Solarize: Case Study

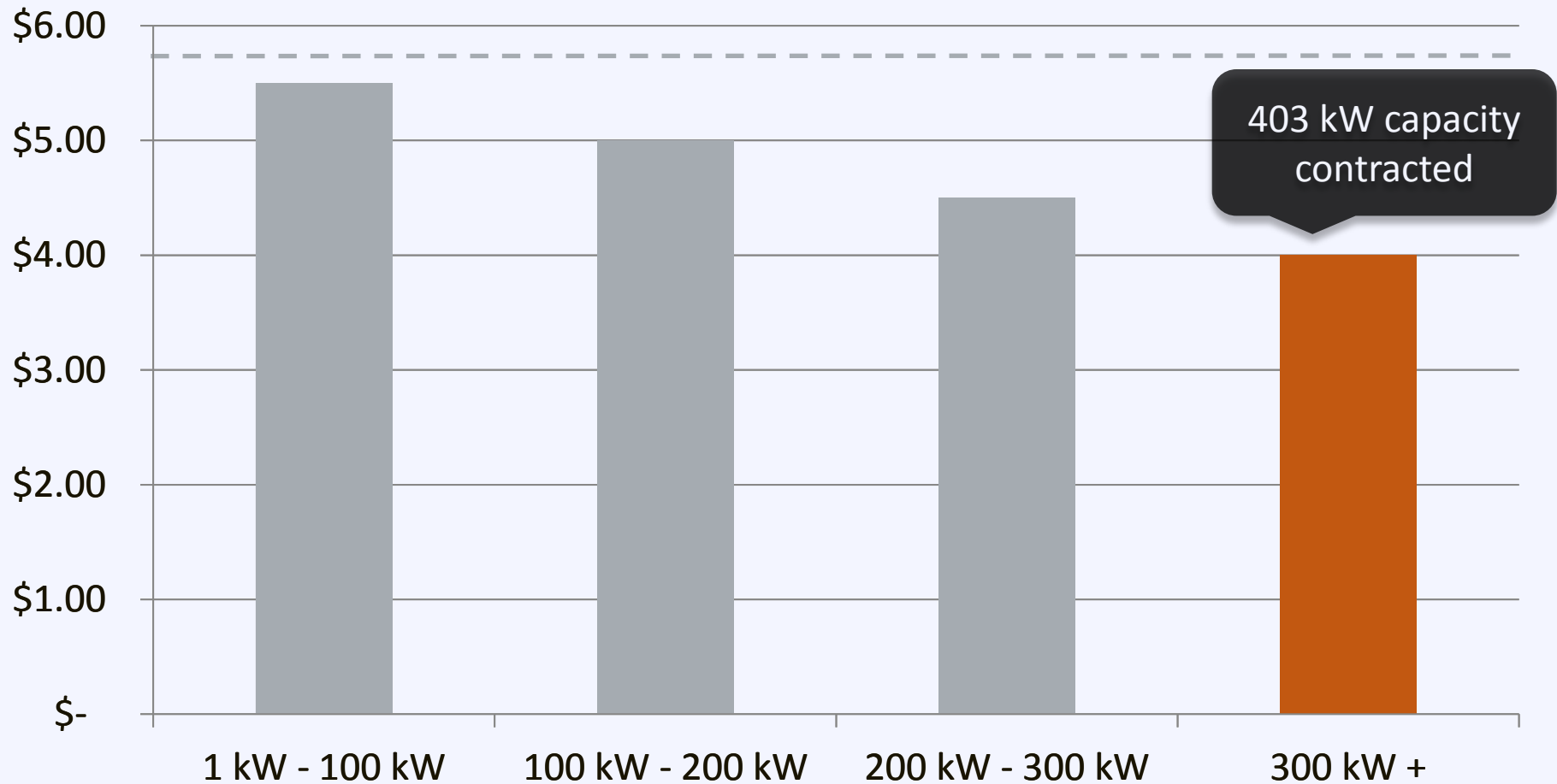


Solarize: Case Study



Group Purchasing

Harvard Mass Group Purchasing Tiers



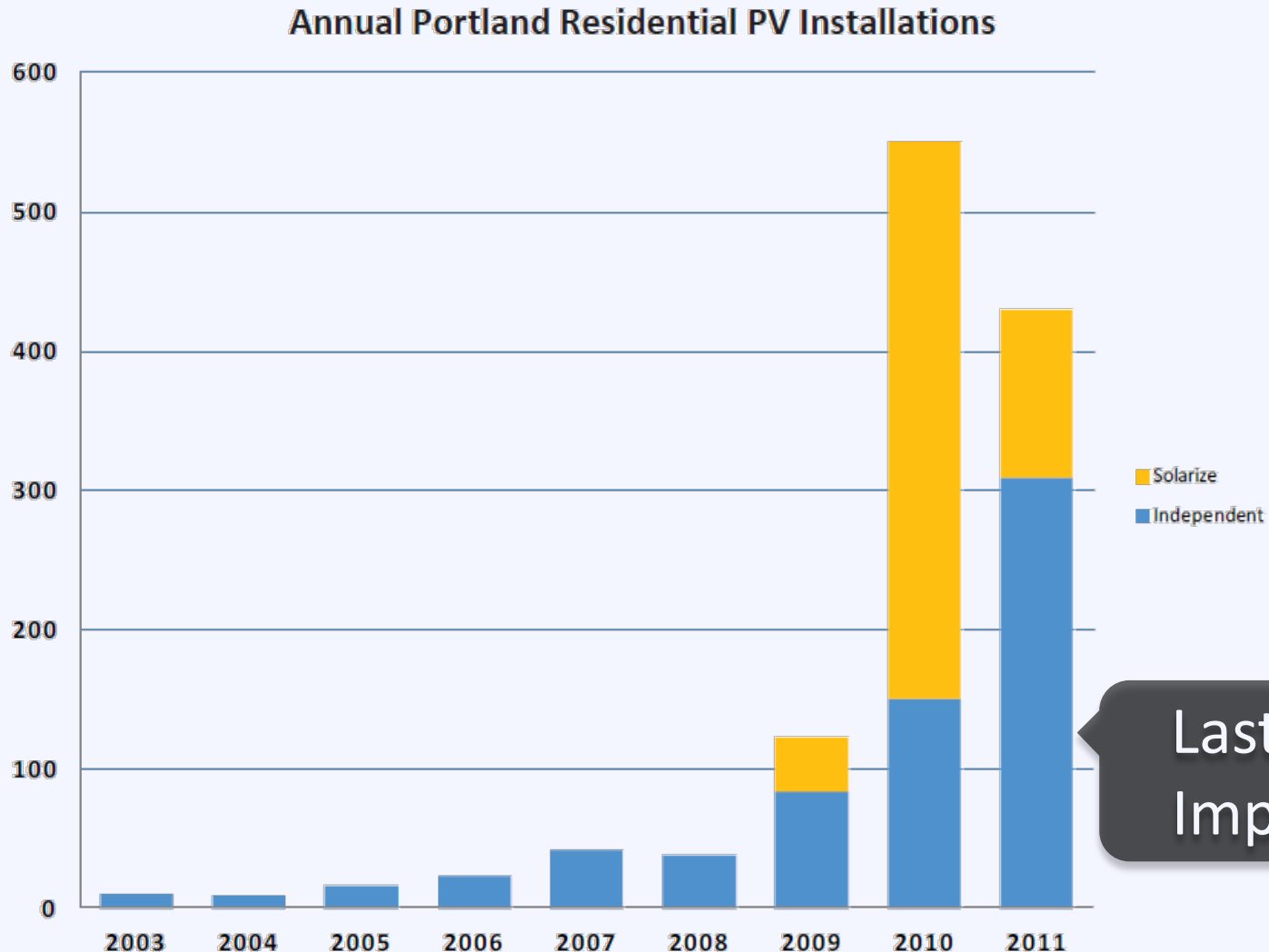
Solarize: Case Study

75 new installations totaling 403 kW

30% reduction in installation costs

575% increase in residential installations

Solarize: Lasting Impact

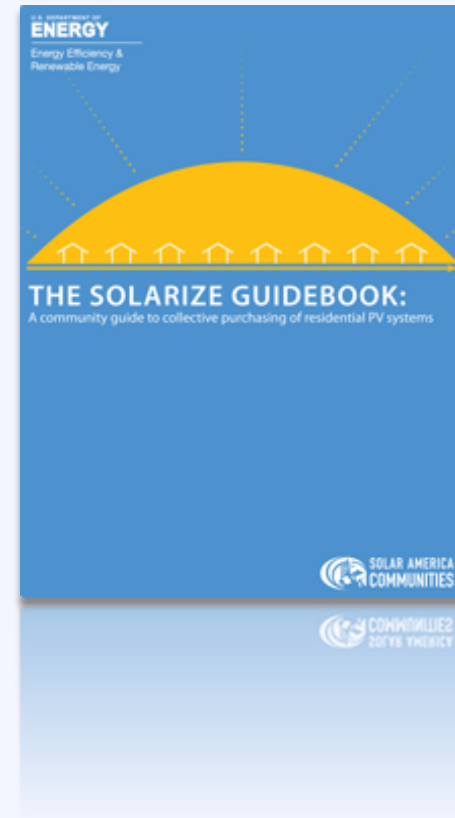


Solarize: Resources

Resource The Solarize Guidebook

A roadmap for project planners and solar advocates who want to create their own successful Solarize campaigns.

www.nrel.gov



Q & A

Agenda

08:30 – 09:10	Introductions & Overview
09:10 – 09:40	Solar 101: The Local Solar Policy Environment
09:40 – 10:25	Understanding Solar Financing Options
10:25 – 10:35	<i>Break</i>
10:35 – 11:35	Panel of Local Experts
11:35 – 11:50	Panelist and Audience Discussion
11:50 – 12:00	Wrap Up and Closing Remarks
12:00	Boxed Lunch, Networking, Mini-Expo

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-
- Local Expert presenter

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Powered by

SunShot

U.S. Department of Energy

Justin Barnes

NC Solar Center / DSIRE

justin_barnes@ncsu.edu

(919) 513 - 0792

Philip Haddix

The Solar Foundation

phaddix@solarfound.org

Activity: Identifying Benefits

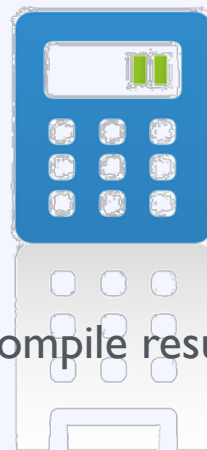
What is the greatest benefit solar can bring to your community? **[Blue Card]**

Right Now



Write answer on card

During Session



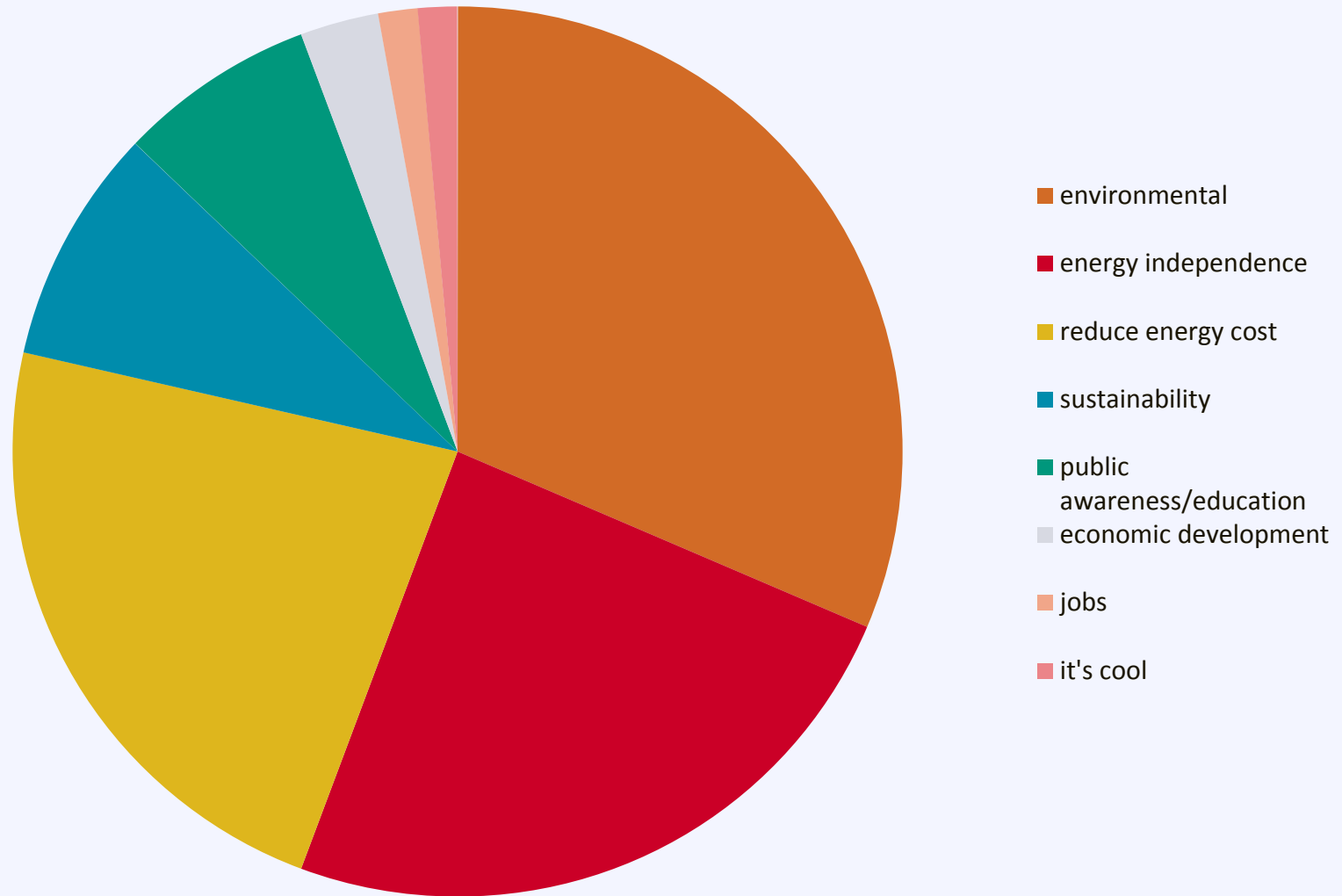
Compile results

After Break



Group discussion

[Results from Survey]



Activity: Addressing Barriers

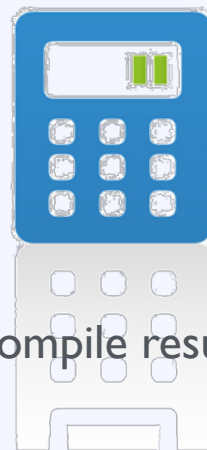
What is the greatest barrier to solar adoption in your community? [Green Card]

Right Now



Write answer on card

During Session



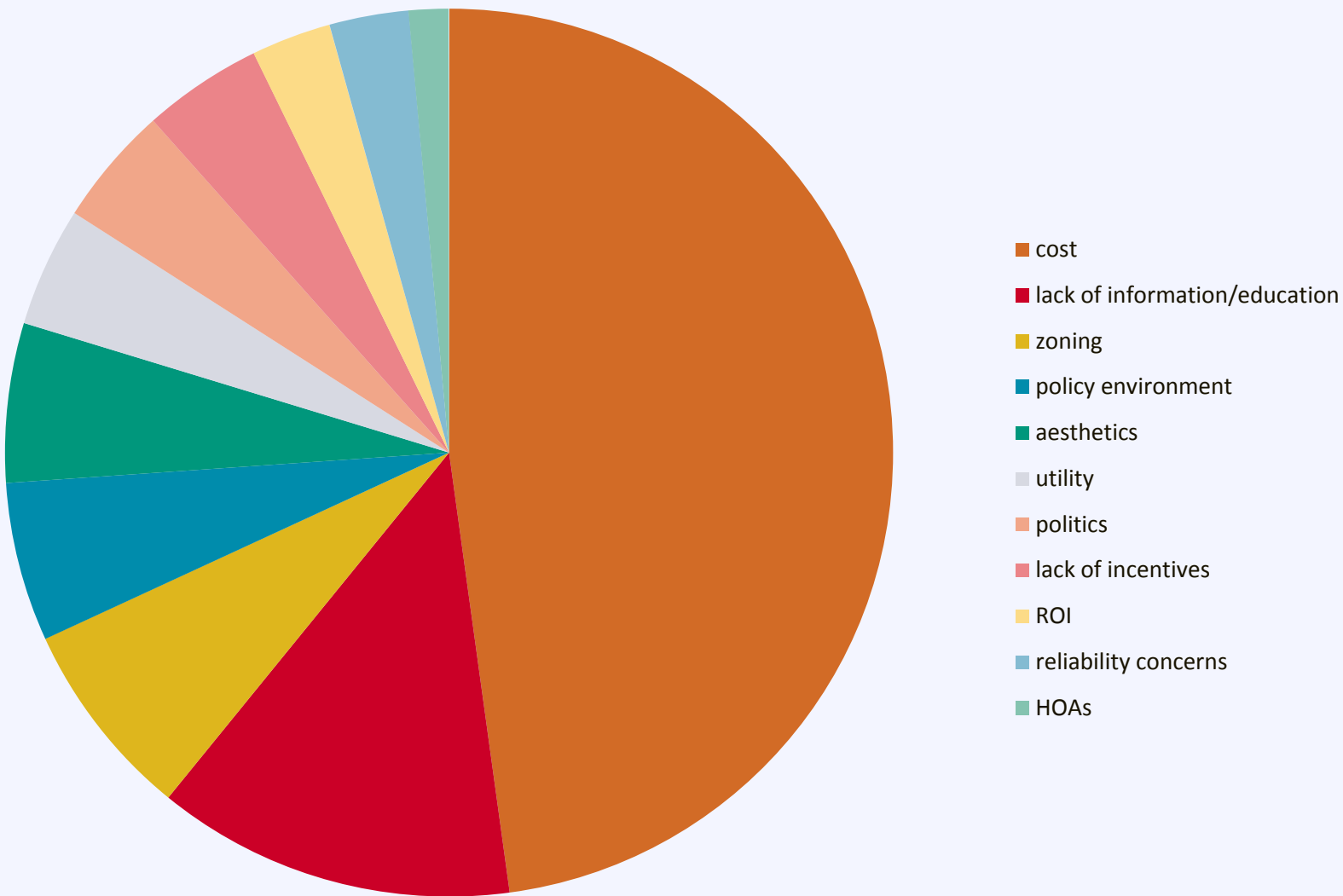
Compile results

After Break



Group discussion

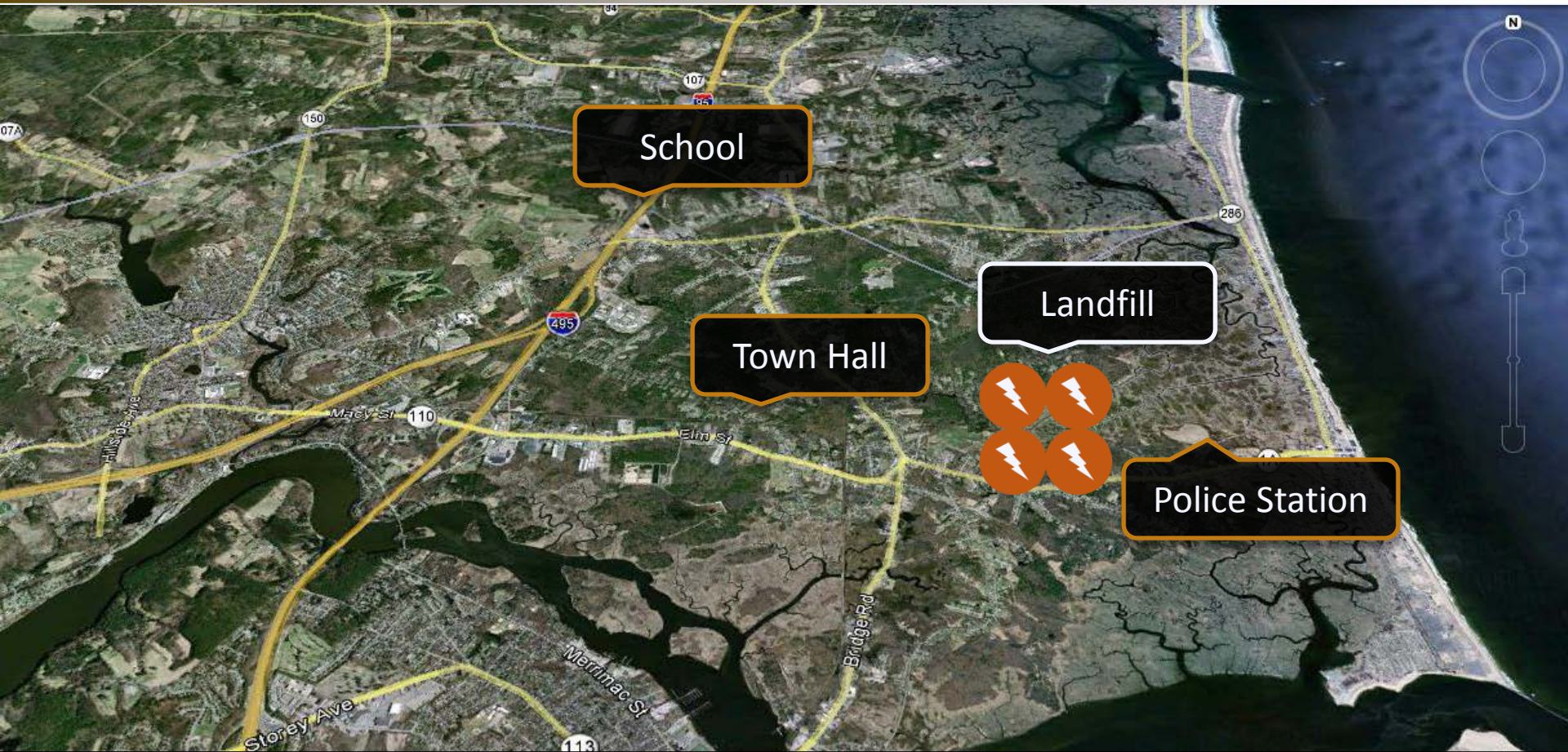
[Results from Survey]



Activity: Next Steps

What do you pledge to do when you leave today's workshop? [Orange Card]

Net Metering: Virtual



No direct connection necessary

Imagery: MassGIS, Commonwealth of Massachusetts EOE
Data: SIO, NOAA, U.S. Navy, NGA, GEBCO
© 2012 Google

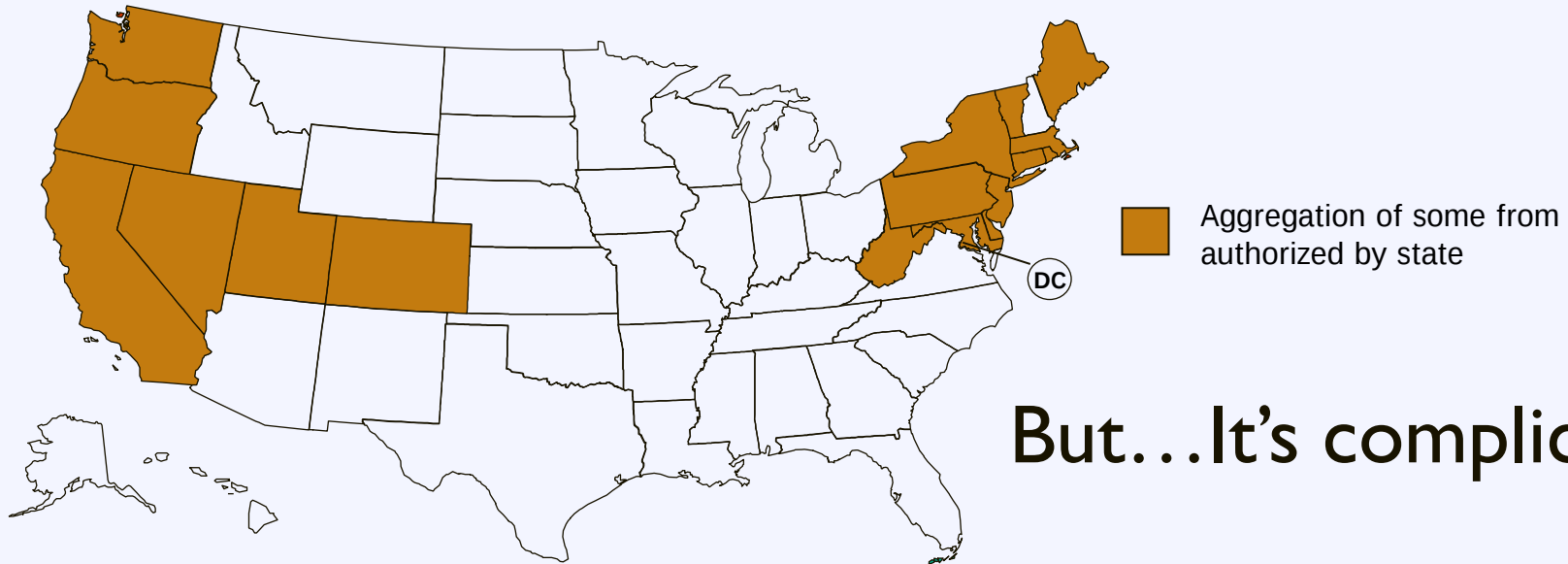
Google earth

Date: 4/9/2008 1992

lat: 42.841484 lon: -70.875665 elev: 21 ft

Eye alt: 25725 ft

Net Metering: Meter Aggregation



But...It's complicated

- Ownership requirements
- Contiguous vs. non-contiguous properties
- Multiple customers
- Multiple generators
- Modified system/aggregate system size limits
- Rollover rates
- Distance limitations
- Number of accounts
- How to address accounts on different tariffs

Process

Decide on
Ownership
Structure

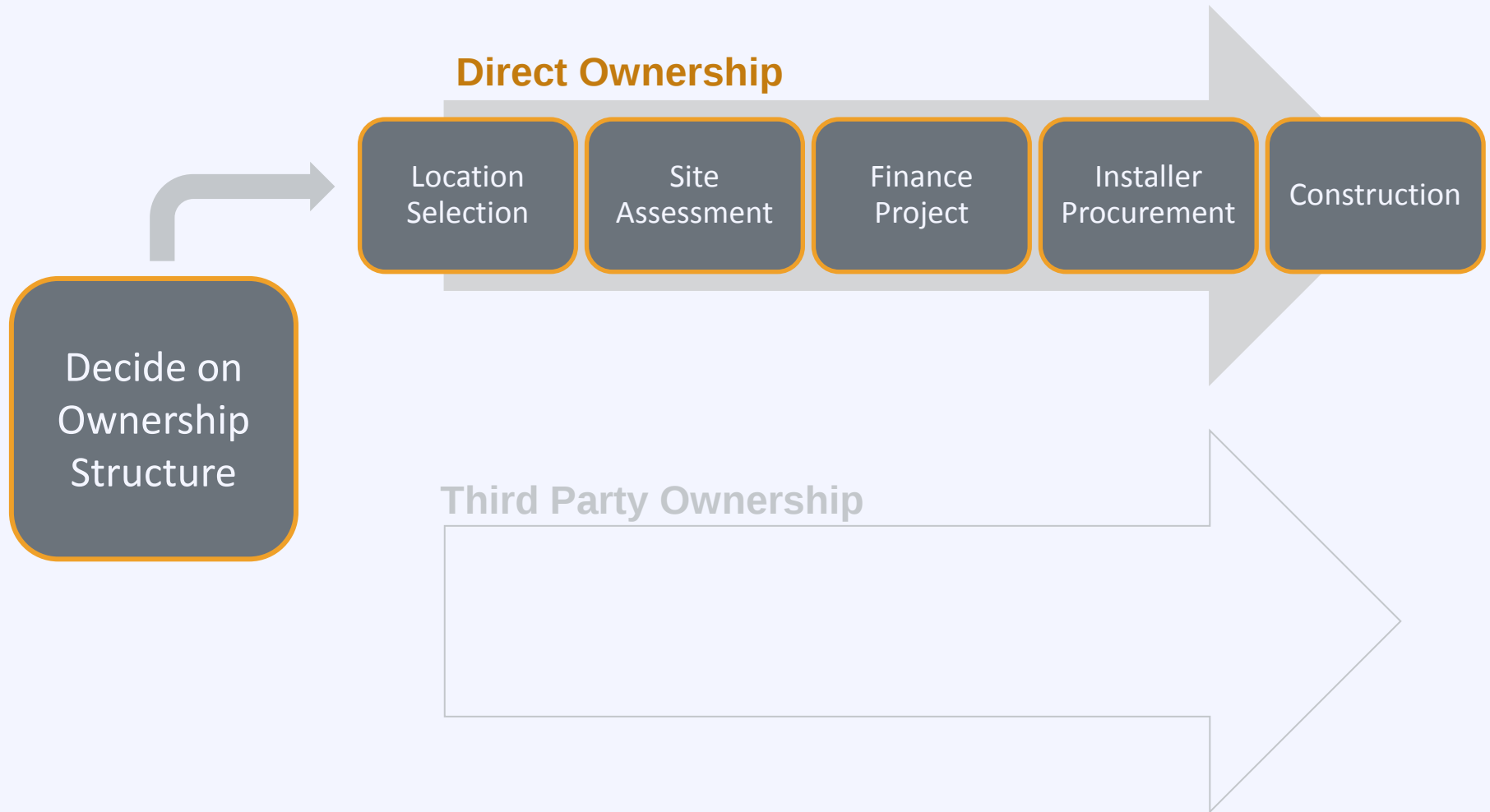
Option 1: Direct Ownership

Option 2: Third Party Ownership

Ownership Structure Decision

- Are you a taxpaying entity?
- Do you have access to financing or available cash?
- How does this compare to other opportunities?
- Can you enter into long-term contracts?
- Do you want to own the system?
- Do you have a municipal utility?
- Do you need the RECs for compliance?

Process



Step 1: Location Selection

- Who is using the energy?
- Where is the energy being used?
- What is the user's energy load?
- What is the user's energy cost?

Step I: Location Selection

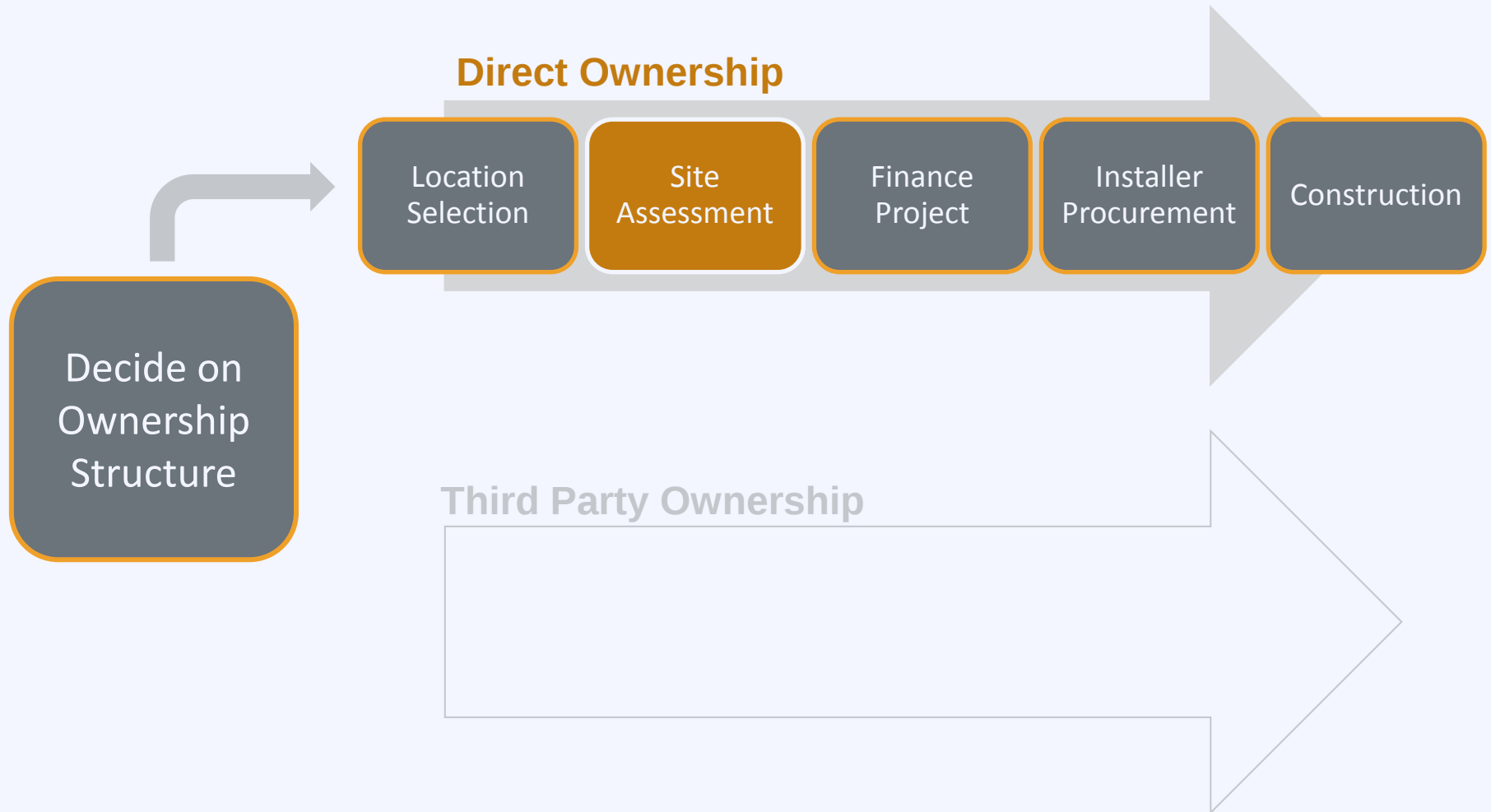


Rooftop



Ground

Process



Step 2: Site Assessment

- Solar Access Rights
- Interconnection
- Wind loading
- Roof age, type, & warranty
- Electrical configuration
- Slope, Shading and orientation

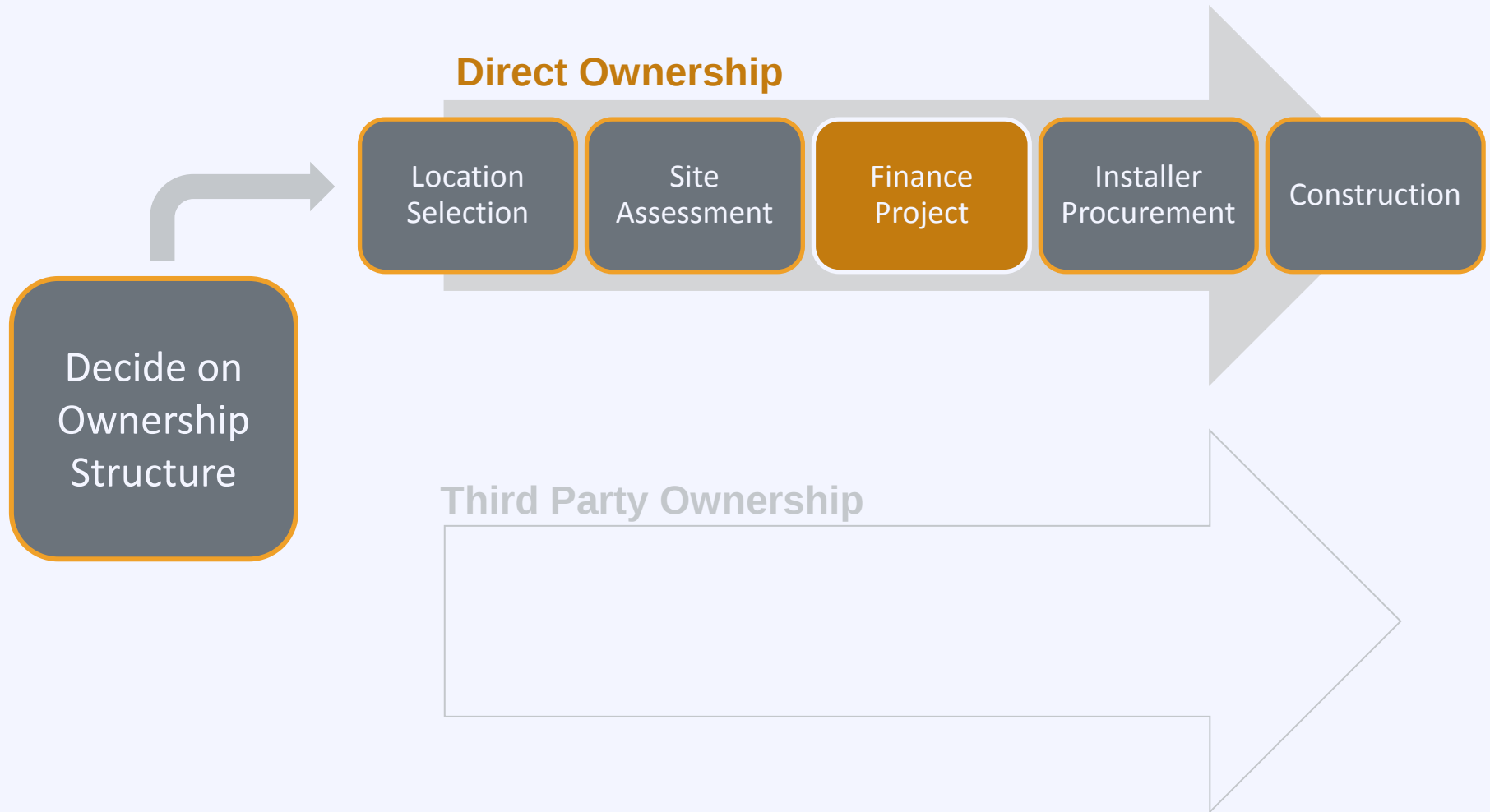


Step 2: Site Assessment

- Usable acreage
- Slope
- Distance to transmission lines
- Distance to graded roads
- Conservation areas



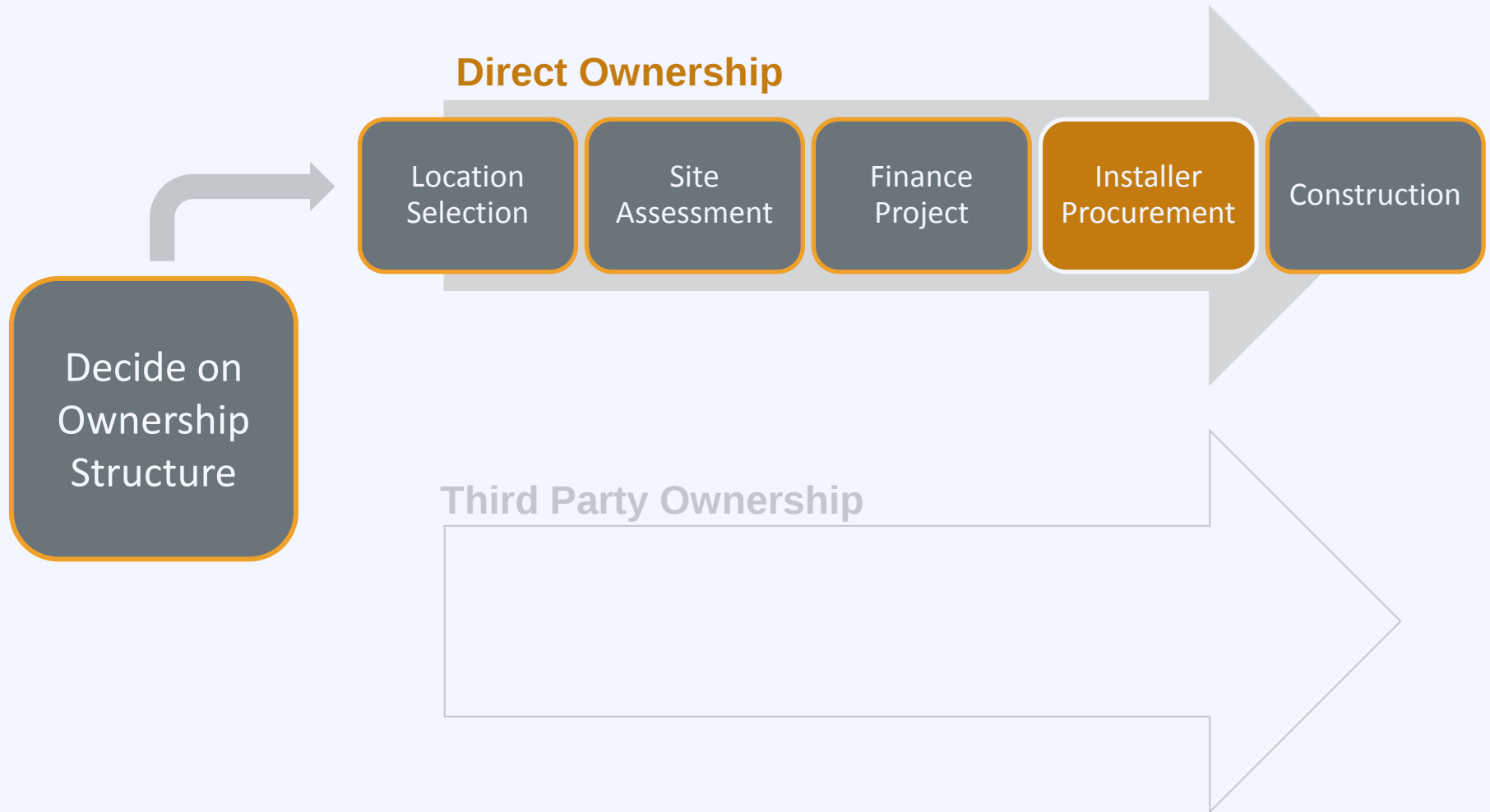
Process



Step 3: Finance Project

- Direct purchase
- Grant financed
- ESCO/performance contracting
- Loans
- Bonds

Process

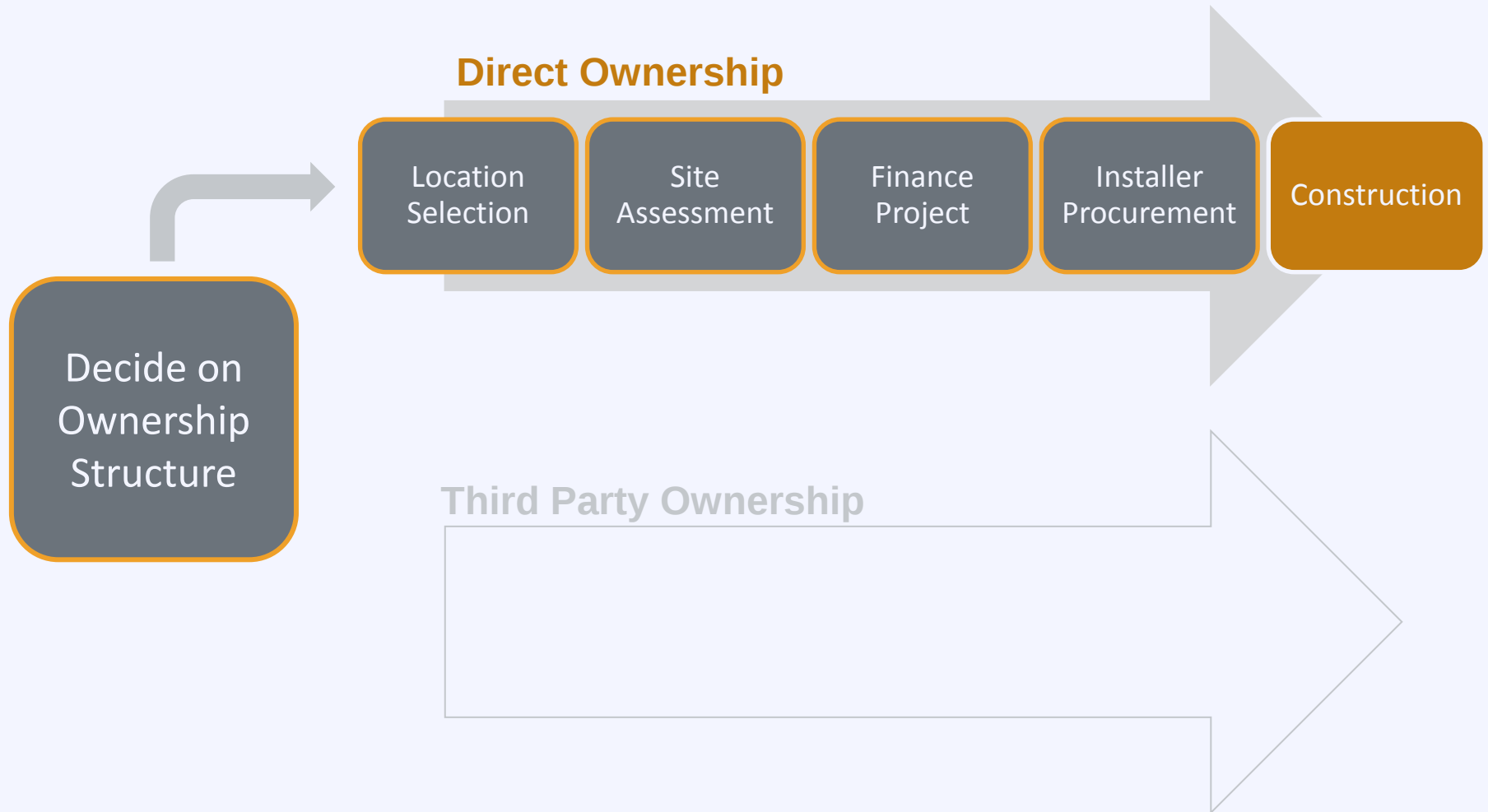


Step 4: Installer Procurement

EPC = Engineer, Procure, Construct

- Designs the project
- Completes necessary permitting requirements
- Works with the utility to file for interconnection
- Assists in procuring components
- Applies for incentives
- Manages project construction

Process



Direct Ownership

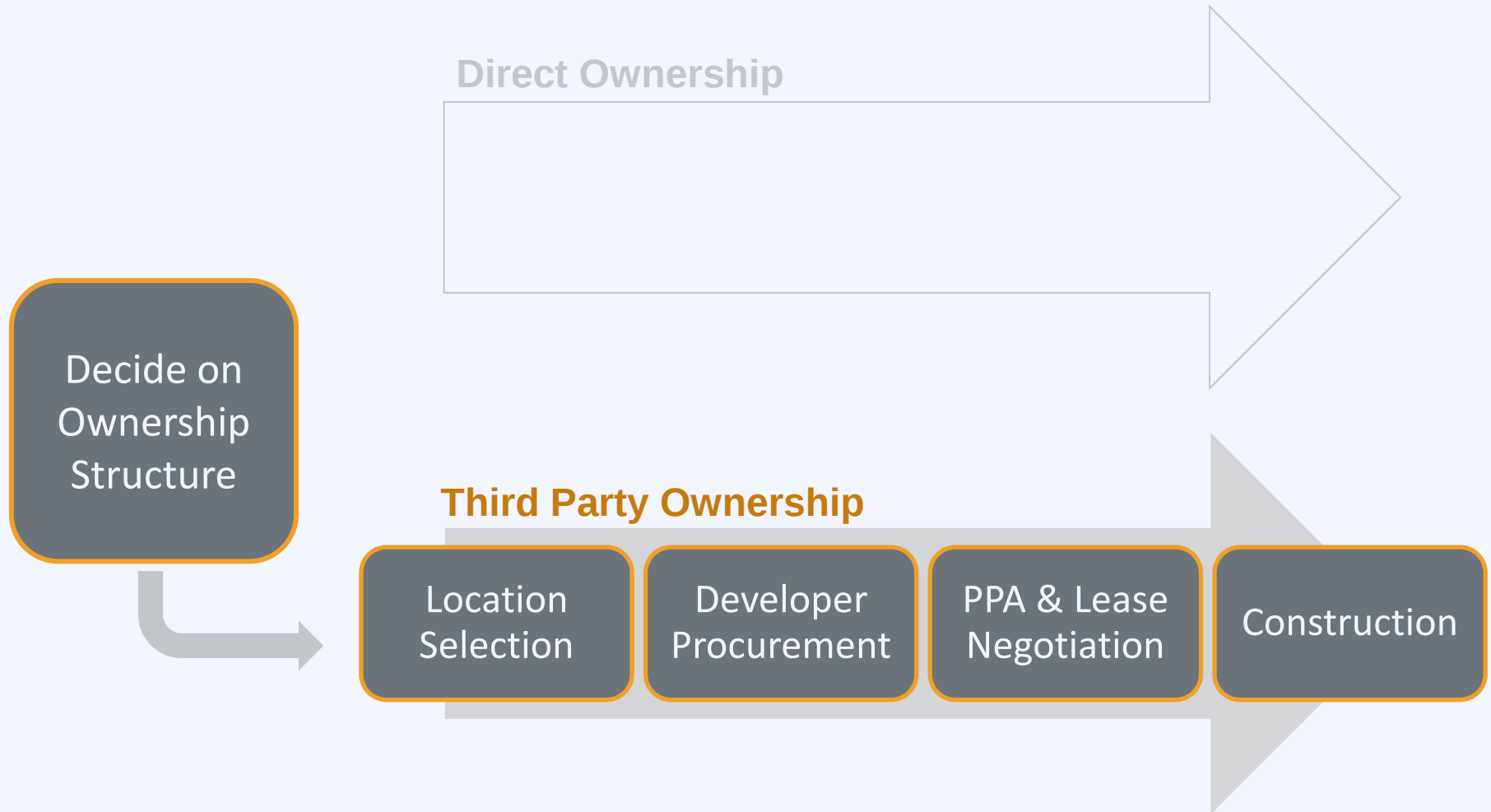
Pros

- Low – cost electricity
- REC revenue
- Maximize underutilized spaces

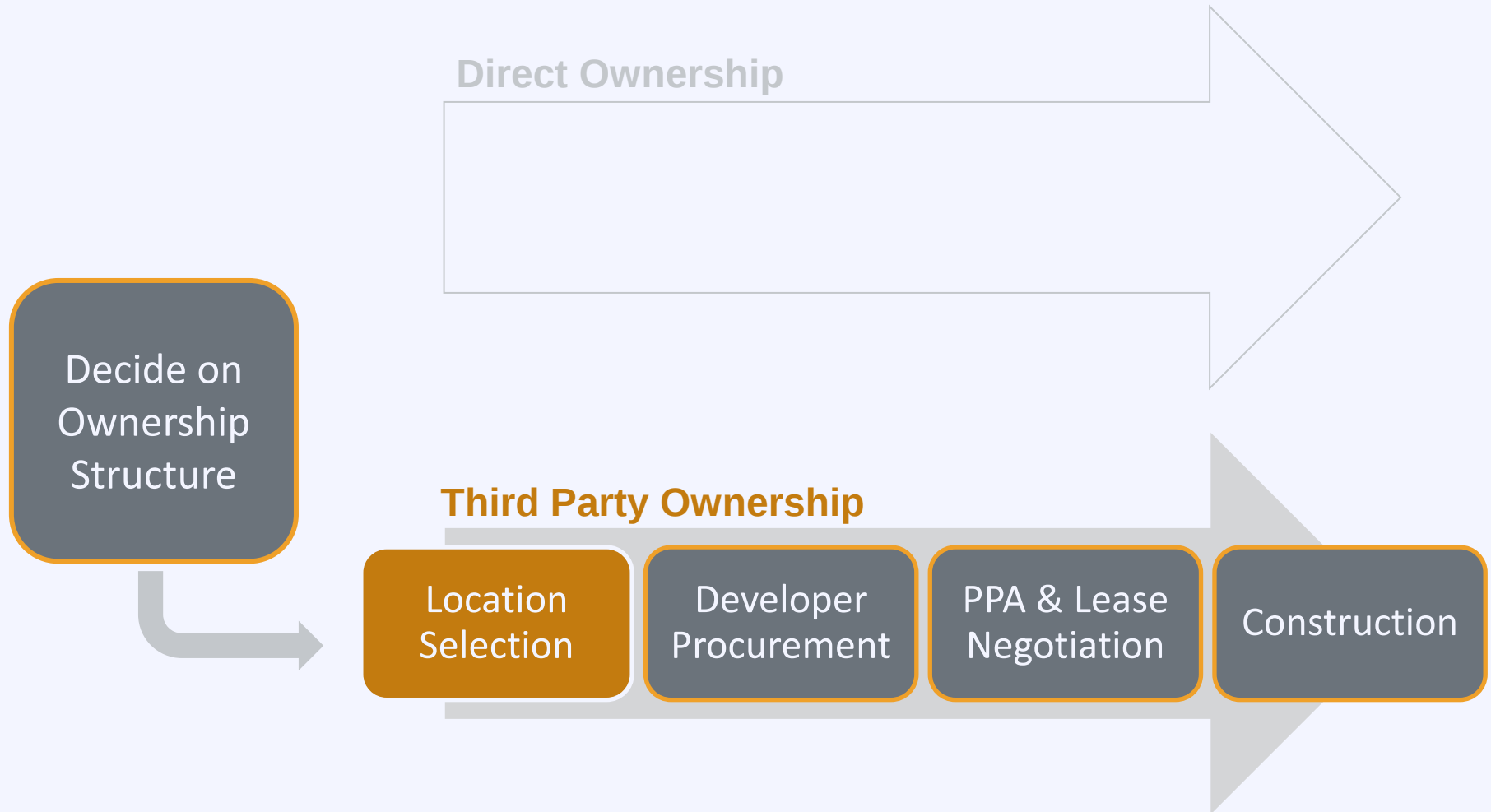
Cons

- Large upfront cost
- Long term management
- Can't take all incentives
- Development risk
- Performance risk

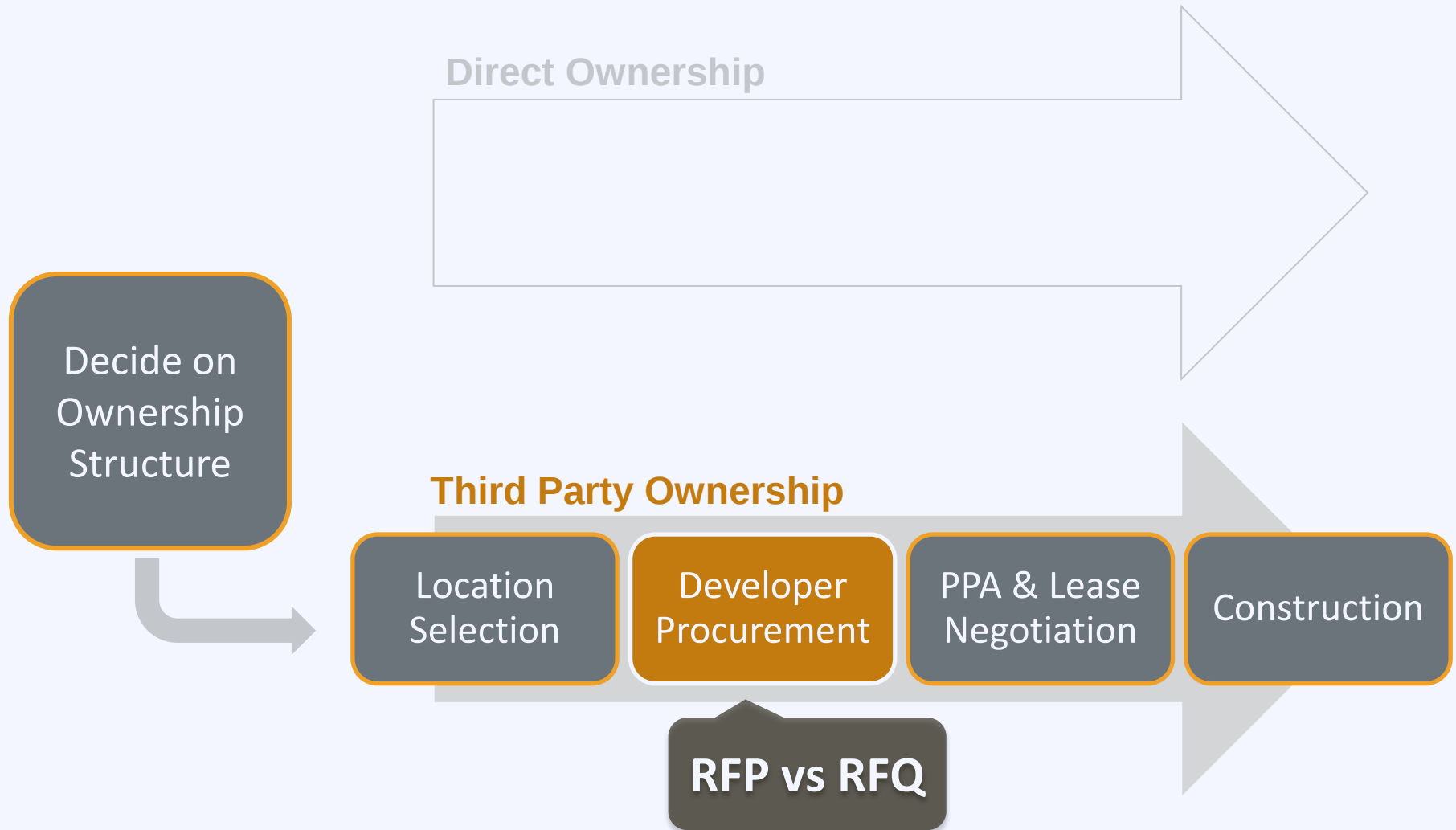
Process



Process



Process



Step 2: Developer Procurement

Avoid Five Common Pitfalls:

- RFP/RFQ specifications are too restrictive or too unstructured
- Competing measures of system efficiency
- Finding sufficient number of qualified bidders
- Lack of effective O&M program
- Lack of strong monitoring program

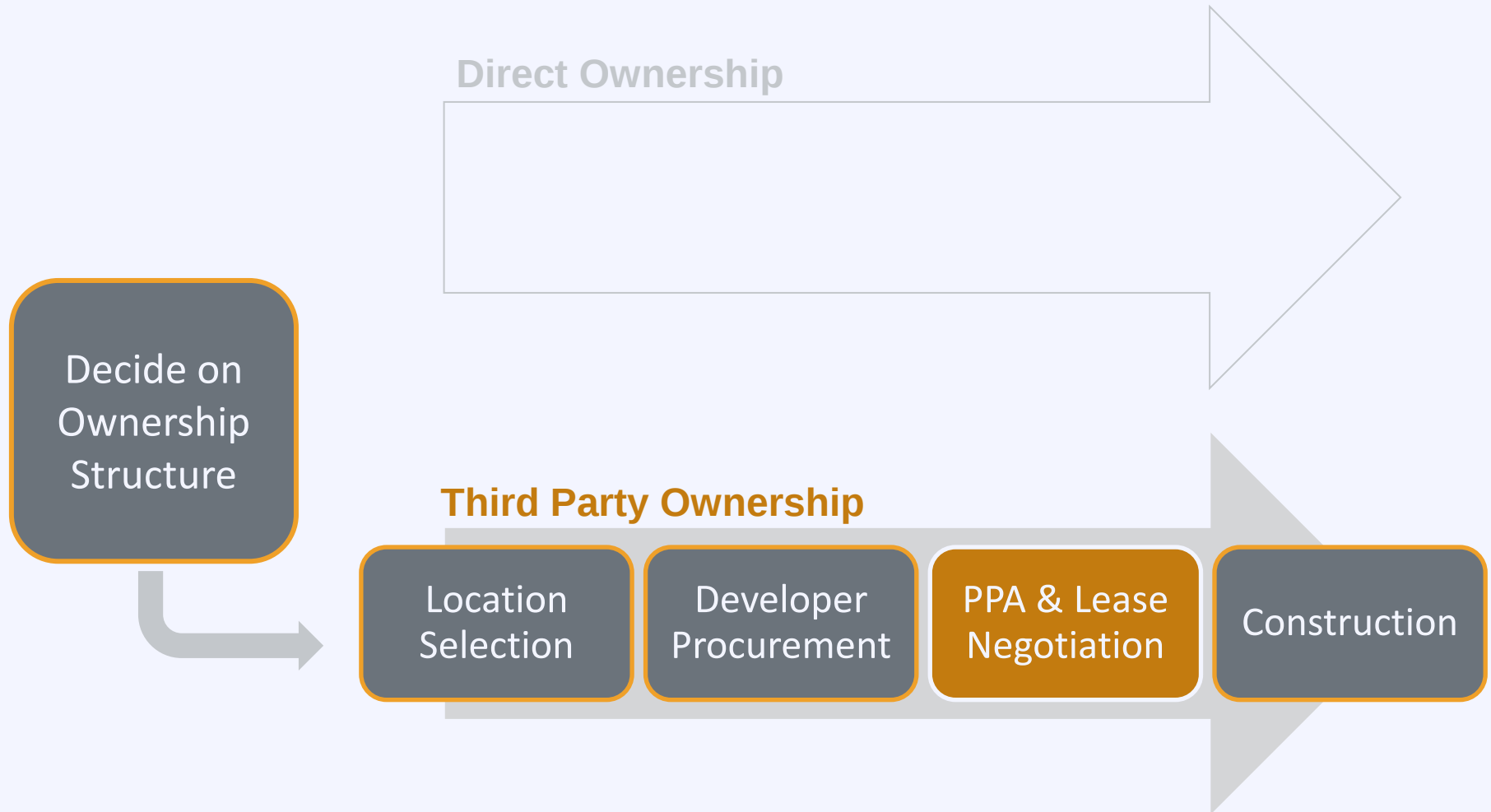
Step 2: Developer Procurement

In Santa Clara County, CA, nine municipalities collaboratively bid out 47 sites. Benefits include:

50% savings in administrative costs

10-15% reduction in energy cost

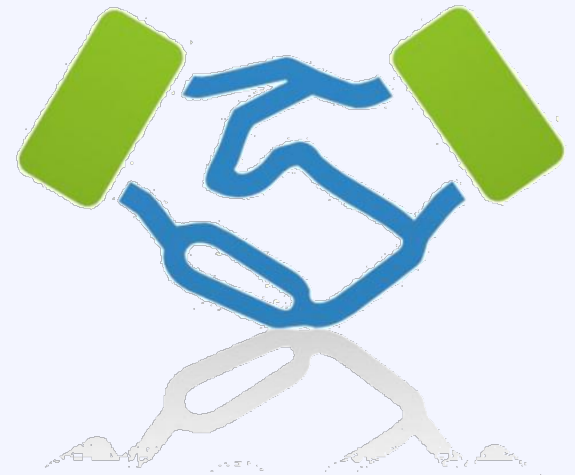
Process



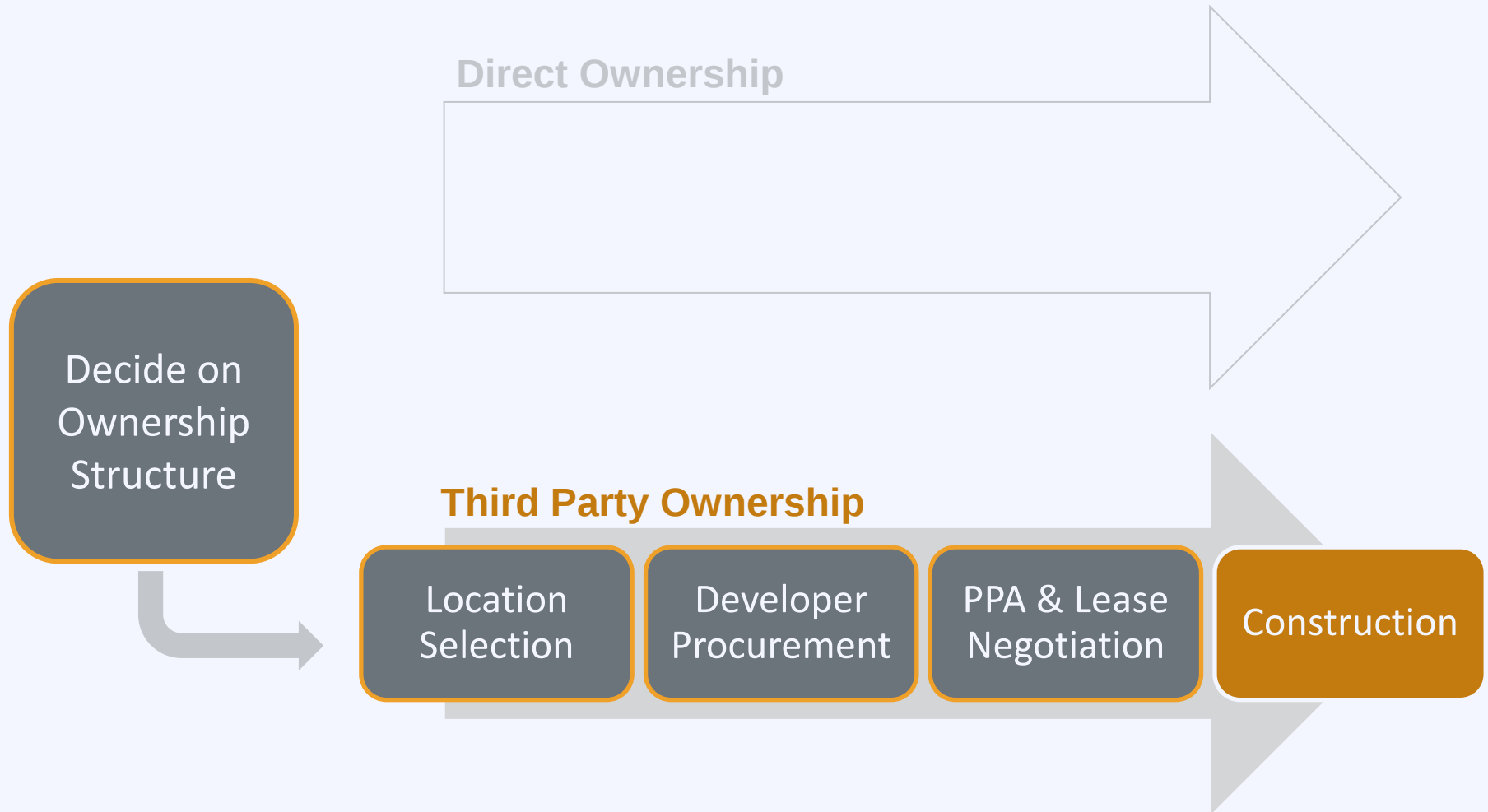
Step 3: Contract Negotiation

Negotiation points:

- Fixed or floating electricity price
- Price escalator
- Contract term length
- Property taxes
- Liability
- Performance guarantee
- Regulatory risk



Process



Third Party Ownership

Pros

- No upfront cost
- No O&M costs
- Low risk
- Predictable payments

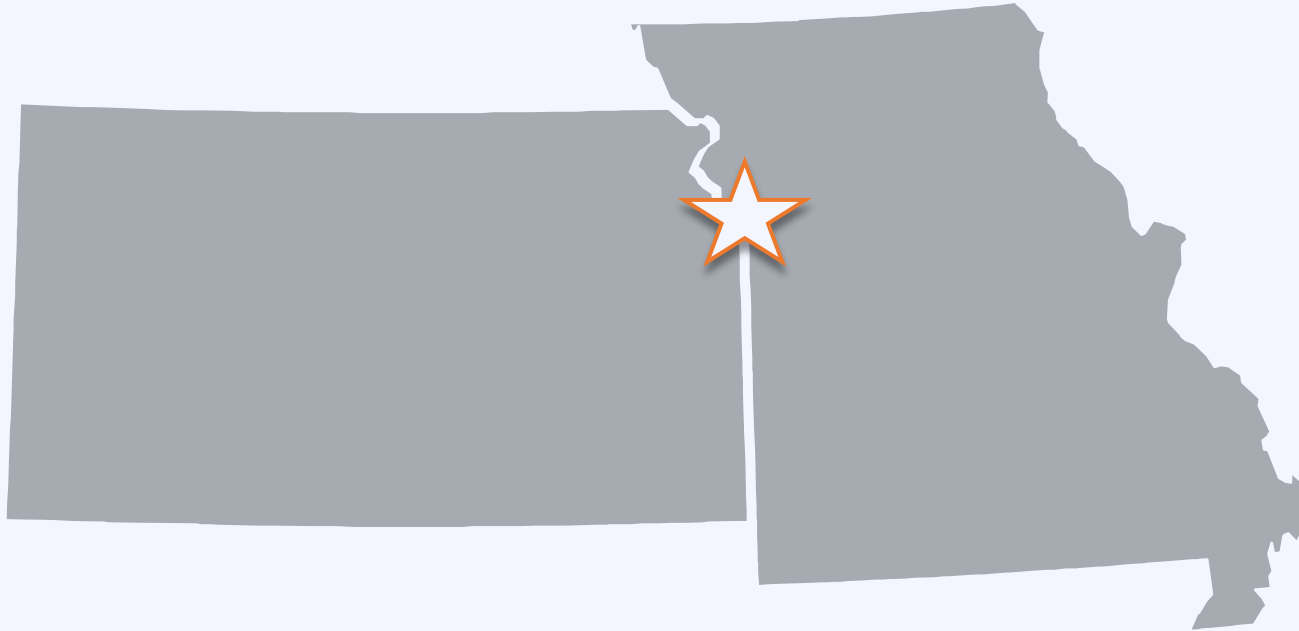
Cons

- Market electricity price risk
- Limited opportunity in PA
- Don't keep RECs

Factors PPA Providers Look For

- States that allow PPA providers to operate without being regulated as utility
- State financial incentives – tax credit or rebate
- REC market
- Good net metering and interconnection
- PPA providers allowed to net meter

Case Study: Kansas City



The City will lease 40 – 80 rooftop grid connected 25 kW solar PV installations

Case Study: Kansas City

