



# SolarizeGwinnett.com

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*CLEAN ENERGY GROUP PURCHASING PROGRAM FOR HOMES AND BUSINESSES  
IN GWINNETT COUNTY, GEORGIA*

PRE-BID MEETING



# Coalition Organizations

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# Solarize 101

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- Group purchasing program
- Residential, commercial, nonprofit
- Make solar energy and battery storage more affordable and accessible
- Limited-time campaign





# Community-based Solarize Programs

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- Coalition of mission-aligned organizations
  - Community engagement in RFP process
  - Education and outreach events
  - Address policy barriers
  - Lasting community that continues to foster clean energy policies
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- **Reach LMI families and BIPOC communities**
  - **Workforce development and training**



# Address market and policy barriers

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**Pre-selected solar-panel installers competitively chosen by the community**



**Free site evaluations and quotes for homes or businesses**



**Pre-negotiated, group-purchase discount pricing (prices go down as more community members sign up)**



**Limited time campaigns to encourage participation**

# Community-based Solarize Benefits

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## Participants

- Vetted contractors and materials
- Free evaluations and streamline process
- Trusted community-based program
- Discount pricing

## Installer

- Reduced customer acquisition cost
- Improved permit process
- Limited geographic area
- Lasting community relationship

## Community

- Economic development
- Job creation
- Meet clean energy goals
- Reduced electricity costs and added resilience

# Contractor Selection

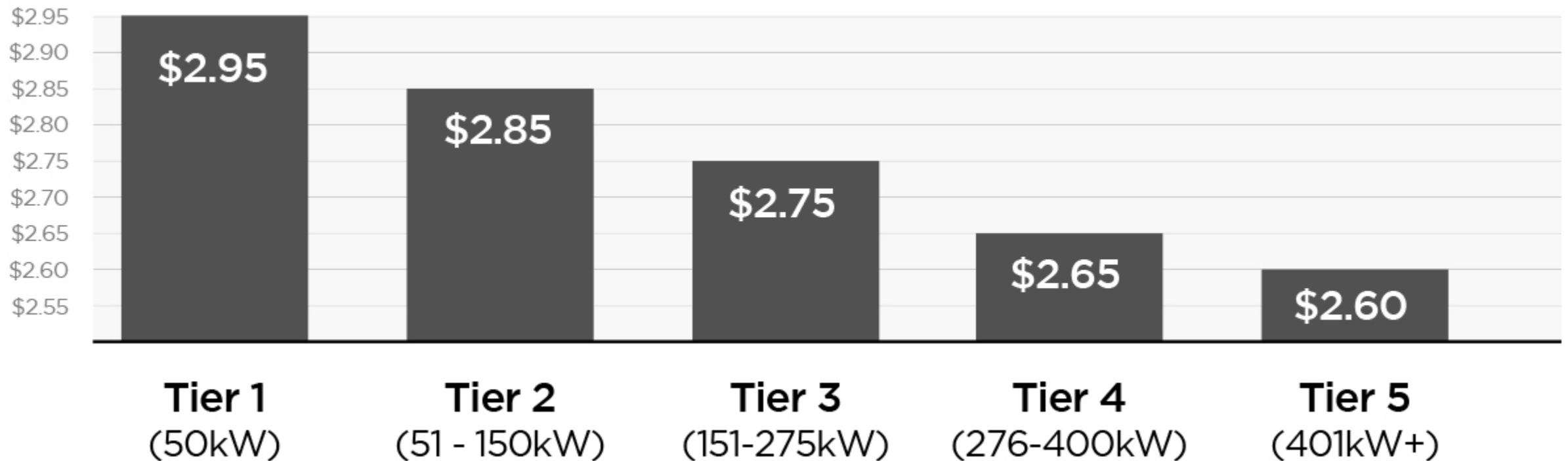
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- A. Residential applications only, or
- B. Commercial applications only, or
- C. Residential and commercial applications.

Note #1: two or more contractors can team up to submit one bid

# Sample Residential Tiered Pricing Schedule – Aggregate pricing

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Contractor submits rebate check to customer for difference in price customer paid and final tier



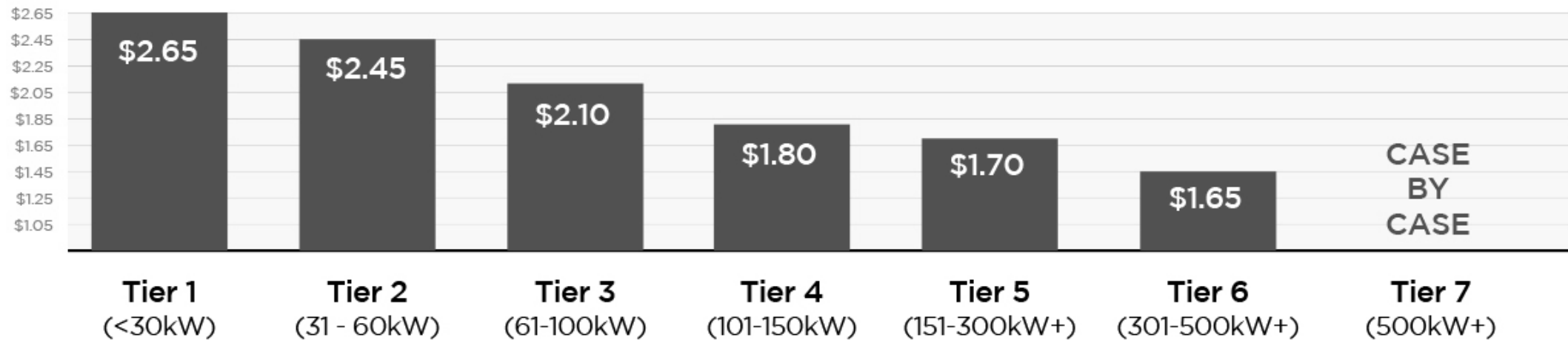
# Sample Battery Discounts

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0 - 50kW <b>TIER 1</b>	51 - 150kW <b>TIER 2</b>	151 - 300kW <b>TIER 3</b>	301 - 500kW <b>TIER 4</b>	500+ kW <b>TIER 5</b>
<b>\$100</b>	<b>\$200</b>	<b>\$350</b>	<b>\$500</b>	<b>\$700</b>

# Sample Commercial Pricing – Flat pricing

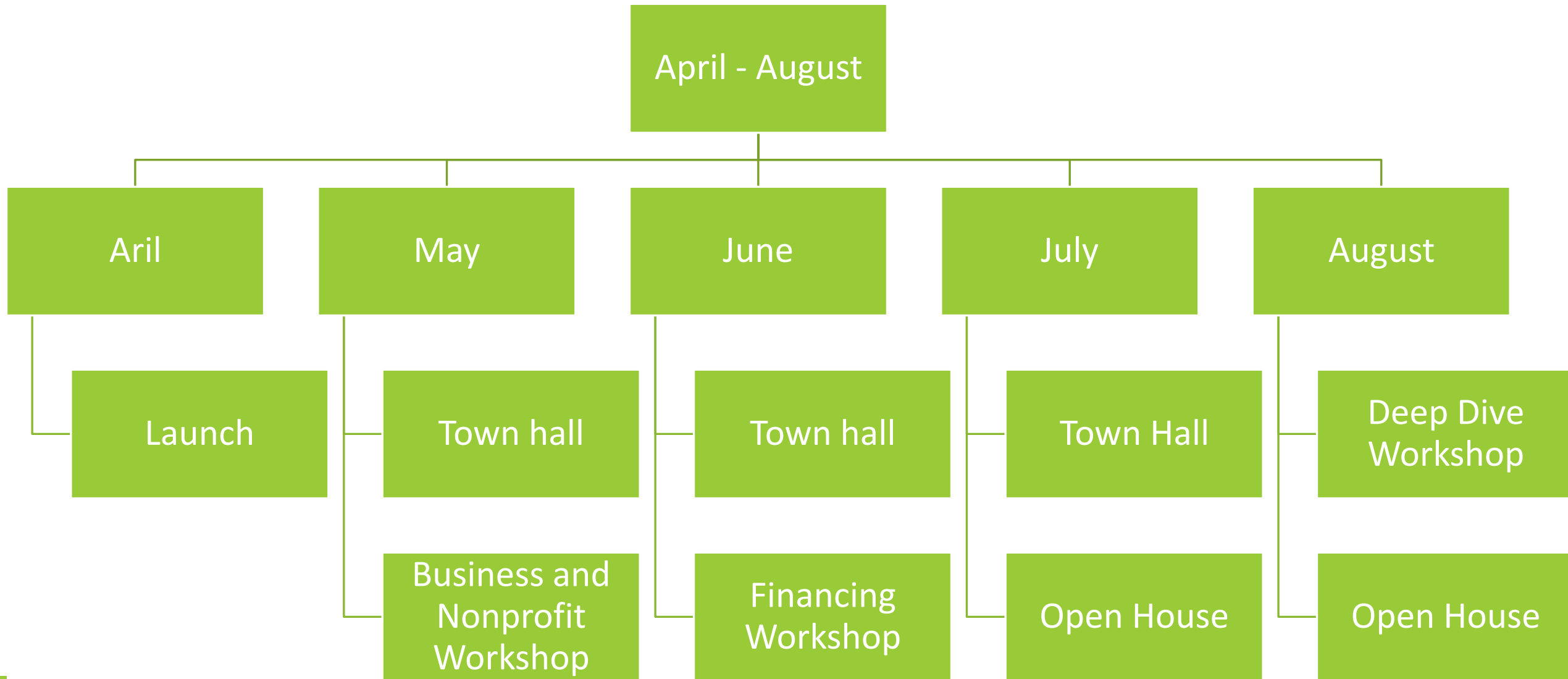
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# Campaign Organization



# Campaign Education and Outreach Events



# Campaign and Community Education and Outreach

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## Event Types

- Town hall
- Workshop
- Open house
- Community events
- Civic organizations
- Memberships/Sponsorships

**Contractor Participation  
Required**

## What is discussed

- Solar 101 + benefits of solar
- How Solarize program works
- Incentives and local policies
- Meet the selected contractor
- Financing
- LMI Participation
- Encourage sign ups
- Proposal process



<b>Milestone Schedule</b>	<b>Date</b>
<b>RFP Release</b>	3/1/2023
<b>Pre-Bid Meeting</b>	3/10/2023 10:30AM
<b>RFP Bids Due</b>	4/1/2023
<b>Bidding Contractor interview day</b>	4/4/2023
<b>Announce Selected Contractor(s)</b>	4/6/2023
<b>Contractor onboarding, begin campaign outreach (i.e. press release, social media)</b>	4/6/2023 thru 4/22/2023
<b>Launch Campaign/Customer signup period begins</b>	4/22/2023
<b>Customer signup period ends</b>	9/30/2023
<b>Deadline for residential contracts</b>	12/31/2023
<b>Deadline for commercial contracts</b>	3/31/2024
<b>Goal for residential installations complete</b>	8/31/2024
<b>Goal for all installations complete</b>	12/31/2024

<b>Subject</b>	<b>Top Score Possible</b>
System Quality	20
Pricing	20
System and Workmanship Warranty	15
Contractor Experience, Implementation Plan	15
Minority Participation and Hiring	10
Financing	10
Local Preference	2.5
Innovative Concepts	2.5
Community Project	2.5
Marketing Plan	2.5

## Selection Criteria and Scoring

# Platform and Administration Fee

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- Residential: 5%
- Commercial up to 100kW: 4%
- Commercial over 100kW: 3%

*\*of gross sales not including taxes and financing fees, if any*

# Thank you!



# Q&A Session