



# SOLARIZE FORSYTH

[SolarizeForsyth.net](https://SolarizeForsyth.net)

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*CLEAN ENERGY GROUP PURCHASING  
PROGRAM FOR HOMES AND BUSINESSES FOR  
FORSYTH COUNTY AND ADJACENT  
COMMUNITIES*

# Community Partners

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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

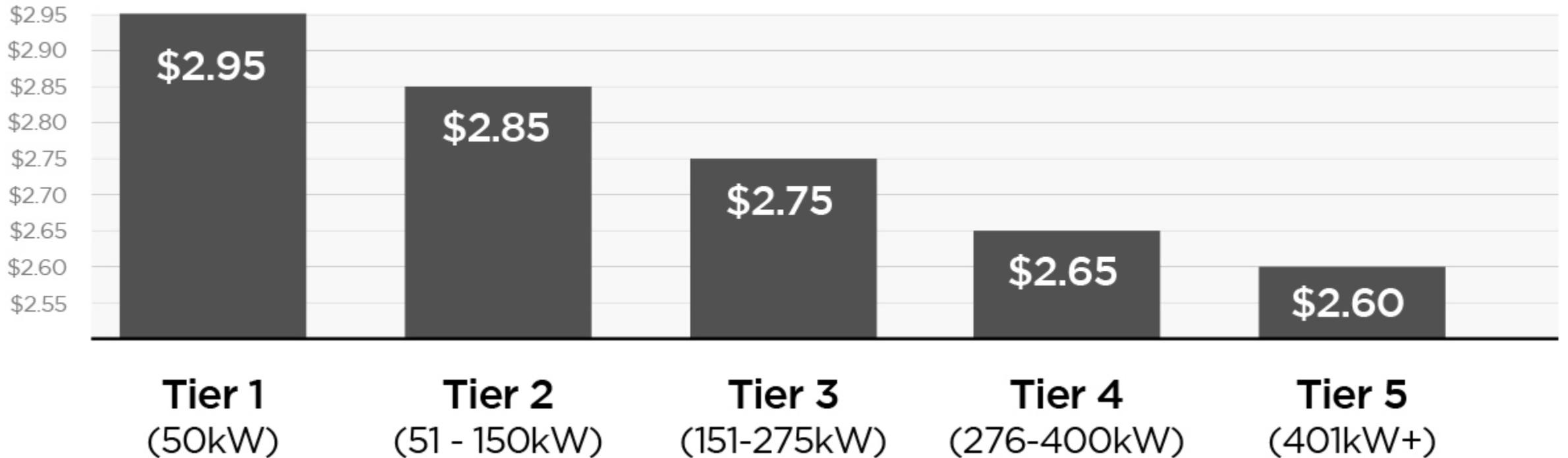
- Reduced customer acquisition cost
- Improved permit process
- Limited geographic area
- Lasting community relationship

## Community

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

# Sample Residential Tiered Pricing Schedule

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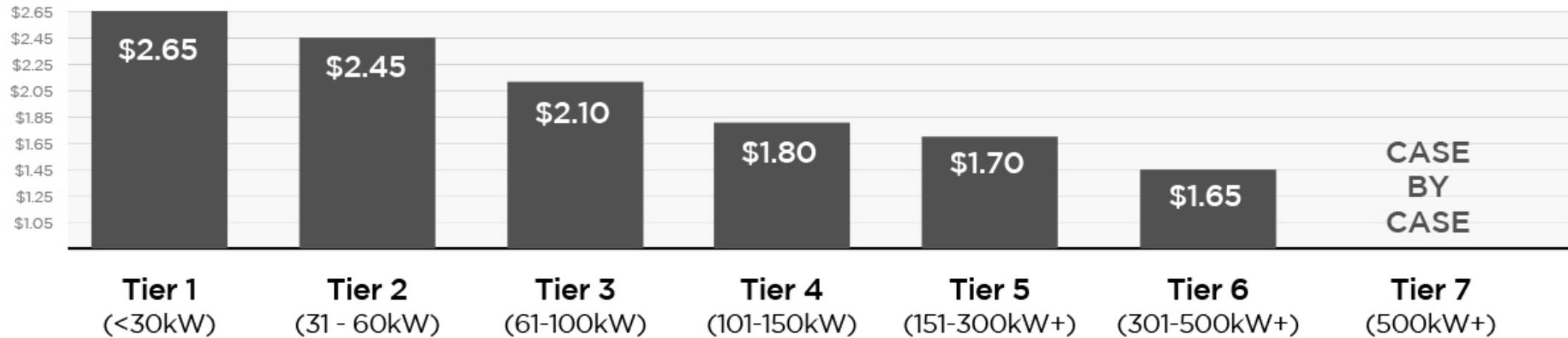
# Sample Battery Discounts

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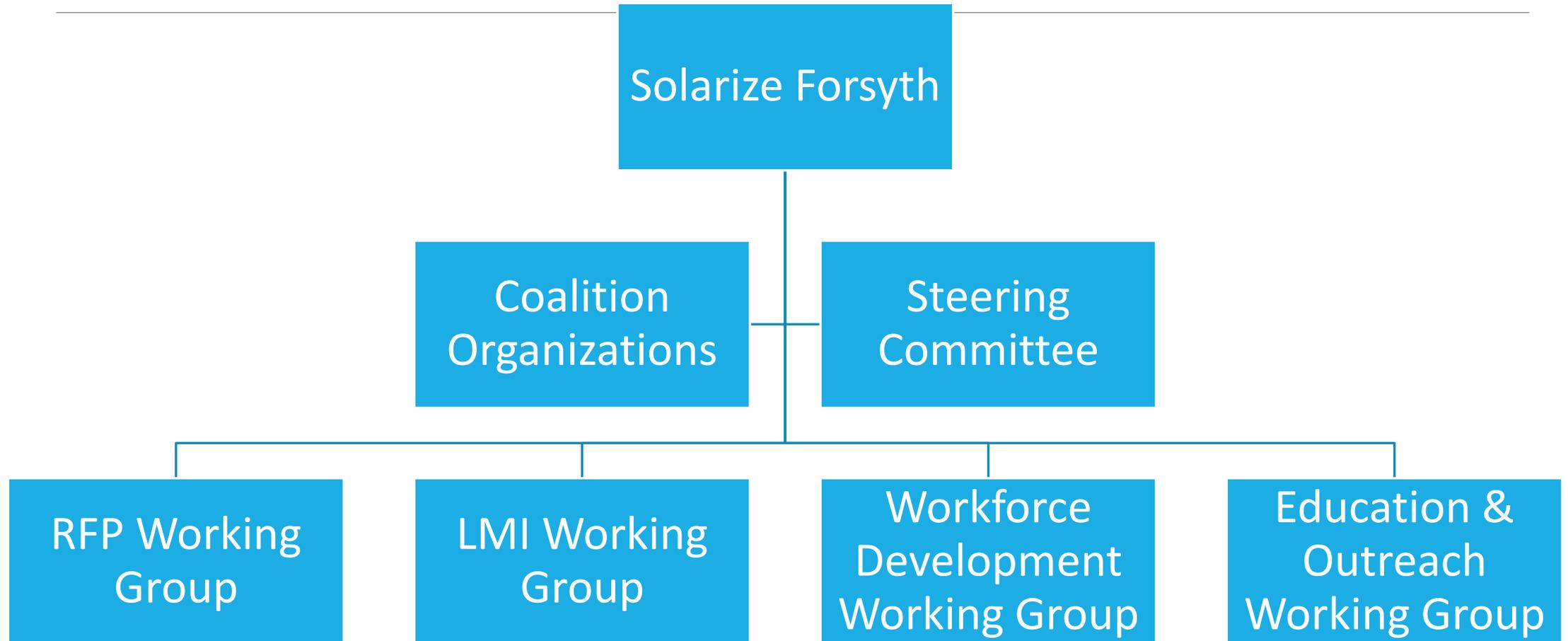
0 - 50kW <b>TIER 1</b>	51 - 150kW <b>TIER 2</b>	151 - 300kW <b>TIER 3</b>	301 - 500kW <b>TIER 4</b>	500+ kW <b>TIER 5</b>
<b>\$100</b>	<b>\$200</b>	<b>\$350</b>	<b>\$500</b>	<b>\$700</b>

# Sample Commercial Pricing

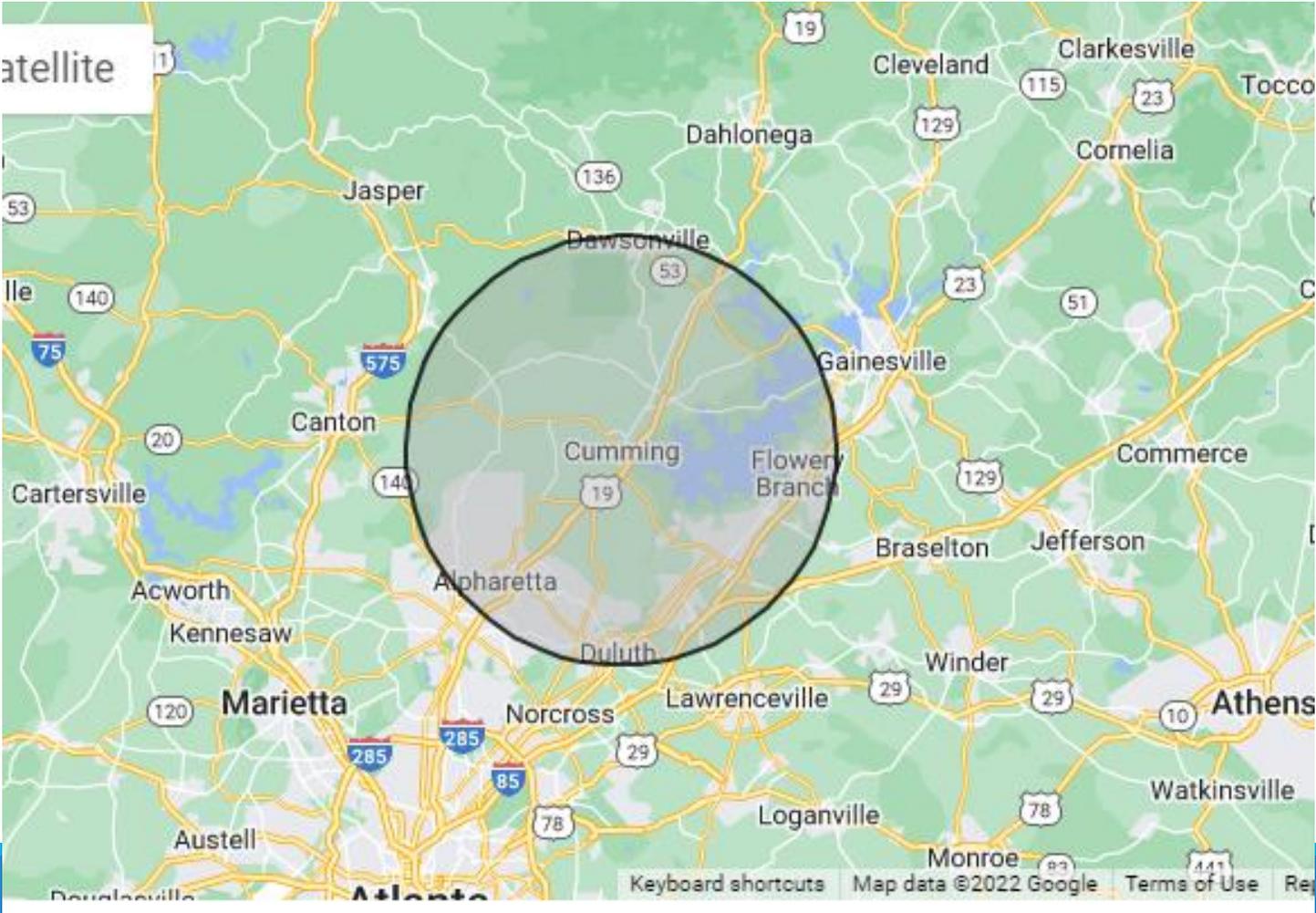
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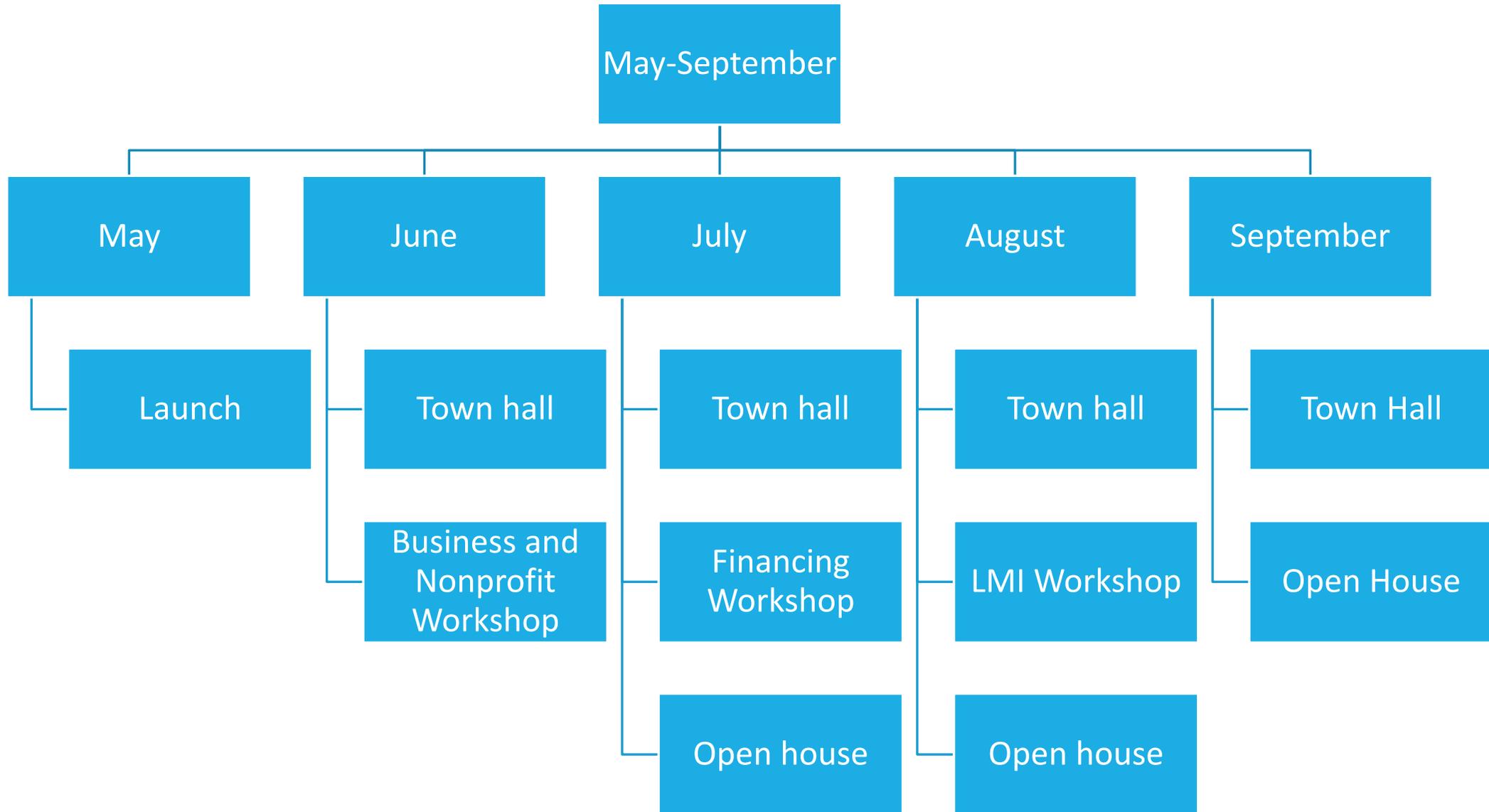
# Campaign Organization



# Project Area



# Education and Outreach Events



# Education and Outreach

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## Event Types

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

## 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

Milestone	Date
RFP Release	4/6/2022
Pre-Bid Meeting	4/18/2022 10:30AM
RFP Bids Due	5/2/2022
Installer interview day	5/4/2022
Announce selected solar installer	5/6/2022
Installer agreement draft and approval by	5/14/2022
Installer onboarding, begin campaign outreach (i.e. press release, social media)	5/6/2022 thru 5/19/2022
Website complete/Launch Campaign/Customer signup period begins	5/19/2022
Customer signup period ends	10/31/2022
Deadline for residential contracts	1/31/2023
Deadline for commercial contracts	4/30/2023
Residential installations complete	4/31/2023
Installations complete	7/30/2023

# Selection Criteria and Scoring

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<b>Criteria</b>	<b>Top Score</b>
System Quality	20
Pricing	20
System and Workmanship Warranty	15
Contractor Experience, Implementation Plan	15
Hiring	5
System Aesthetics	5
Financing	5
Innovative Concepts	5
Community Project	5
Marketing Plan	5

# 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!

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**SOLARIZE  
FORSYTH**

**For more information:**  
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## Q&A Session