



# Solar 201

Presented by:  
Massachusetts Clean Energy Center

July 10, 2012

# Agenda

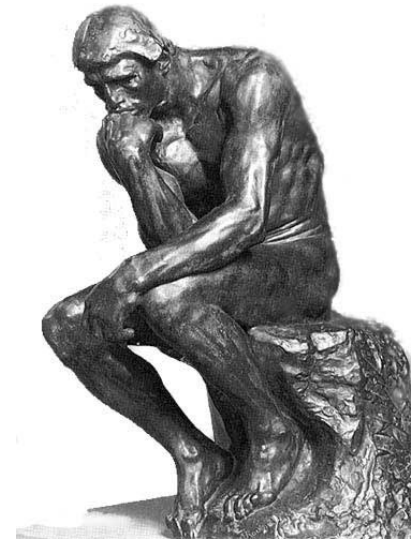
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- Recap on Solar 101
- Overview of Solarize Mass
- Introduction to selected Installer
- Getting Started

# Solar 101 Recap

- MA has high electricity prices
- MA has enough sunlight to make solar work
- Installation prices have declined
- Different ownership models available
- Consider energy efficiency or solar hot water as well

There's never been a better time to "go solar"!



# Solar Incentives in Massachusetts

High electricity prices + Reduced Solar PV Costs +  
Numerous Incentives = Economical solar projects

Incentives
Tax Incentives: Federal (30%) State (15% up to \$1,000)
Rebates from MassCEC
Net Metering
SREC Sales
Low/No money down options

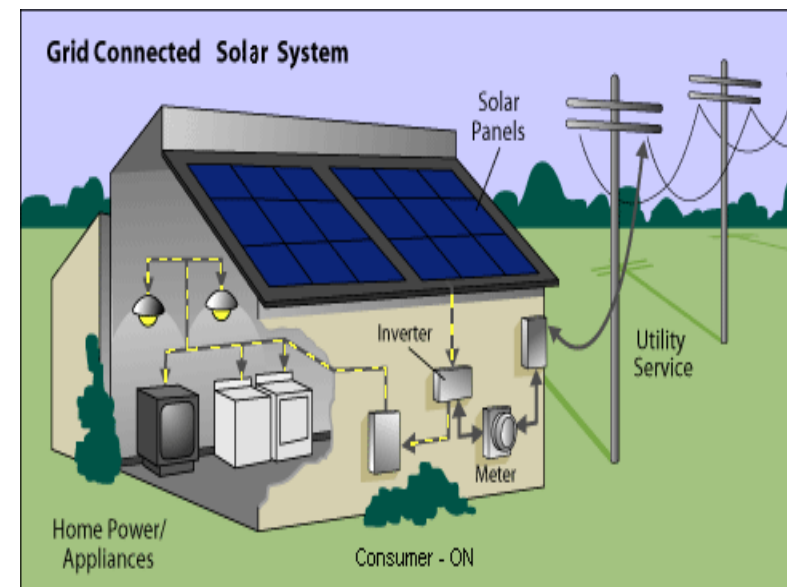


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# Solar Incentives in Massachusetts (cont.)

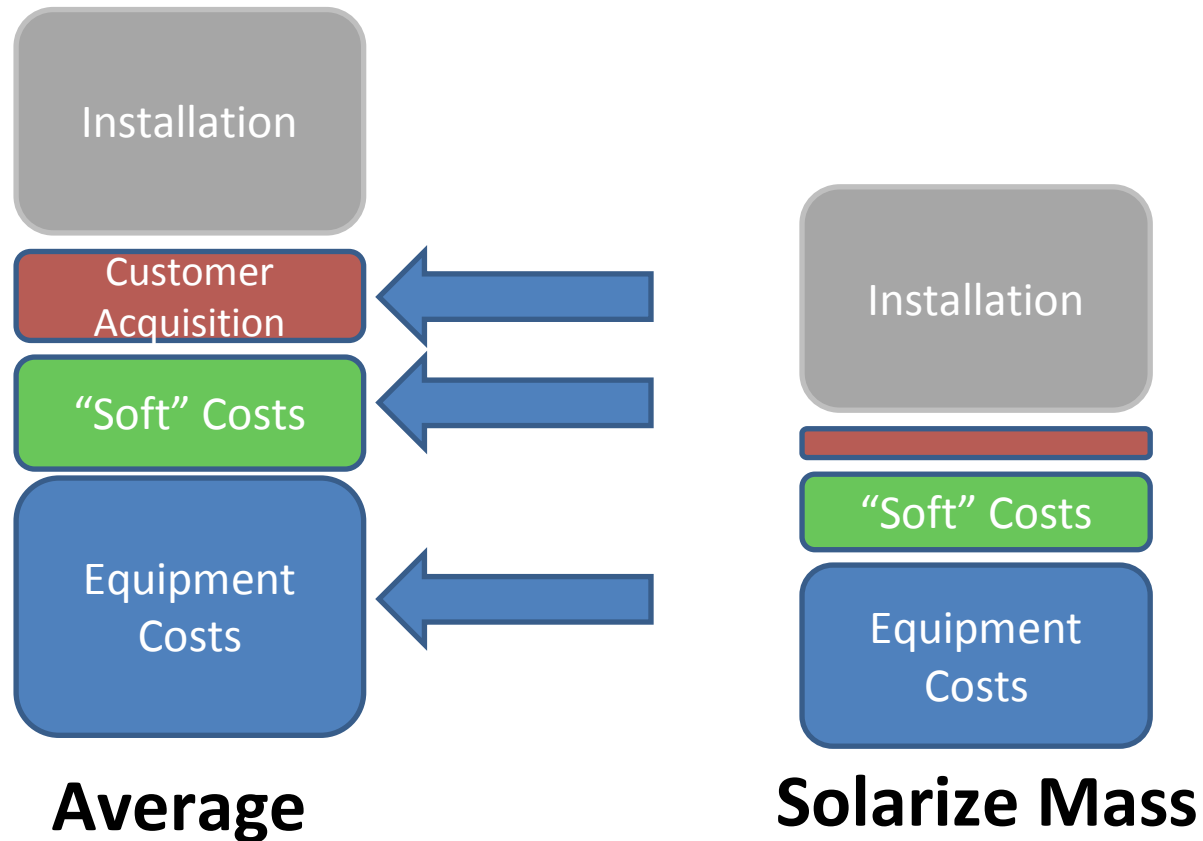
## Common Terms:

- **Net Metering** – sell electricity back to utility
- **SRECs** – sell “green” attribute of solar energy
- **Lease** – a third-party owns the solar project and leases the system to you on a monthly basis



# Solarize Strategy

Drive down the cost stack for small-scale solar PV



**MassCEC**  
Installer RFP  
System Rebates  
Marketing/Education

**Installer**  
Free Site Assessments  
Tiered Pricing and  
Ownership Options  
Contracting  
Permitting  
Rebate Application  
Installation  
Interconnection



**Community**  
Installer Selection  
Solar Coach  
Volunteers  
Outreach

**Homeowner**  
Sign up for a site  
assessment  
Talk to your neighbors!

# Installer Selection Process

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- Acton received 9 Proposals
- Diverse evaluation criteria

Price and reduction	Customer service
Ability to serve community	Experience of team
Quality of equipment	PPA and Ownership Offering

- Average installed price at beginning of program: \$5.23/watt
- New England Clean Energy's Tier 1 Ownership price = **3.1%** savings\*
- New England Clean Energy's Tier 5 Ownership price = **22.2%** savings\*
- Offer a Lease model as well

\* Assumes base price and no adders

# Is There Interest In My Community?

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- Acton has already had more than 75 people express interest in the program
- Contacts provided to New England Clean Energy
  - Will follow up to discuss site feasibility



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# Next Steps

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- Sign up at [www.SolarizeMass.com](http://www.SolarizeMass.com) or with sign-up sheet
- Consider other options if solar PV is not feasible
- **Tell your friends and neighbors!**

# Thank you!

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[www.SolarizeMass.com](http://www.SolarizeMass.com)

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