



An clean energy initiative organized by the Northern Virginia Regional Commission (NVRC) and the Local Energy Alliance Program (LEAP)





What is Solarize NOVA?

An clean energy initiative organized by the Northern Virginia Regional Commission (NVRC) and the Local Energy Alliance Program (LEAP).

Solarize NOVA is a one-stop-shop for community members to learn more about solar power options for their homes and facilitate the installation and financing of their own project.

Our 1000 rooftop challenge pushes us to educate, empower, and engage our community.





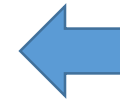
Why sign up for a Solarize program?

It's a good deal – and it's a lot easier than going it alone

- Vetted contractors - experience, certifications, warranties
- Discounted, fixed pricing (bulk-purchasing price, competitively bid)
- Turn-key, standardized package
- LEAP staff do the all the homework and support you through the process



Looks great
on a fancy
house



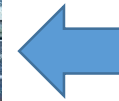


Who Can Sign Up?

Solarize NOVA, is for residents, organizations, and businesses.



Commercial and institutional properties too!



www.solarizenova.org



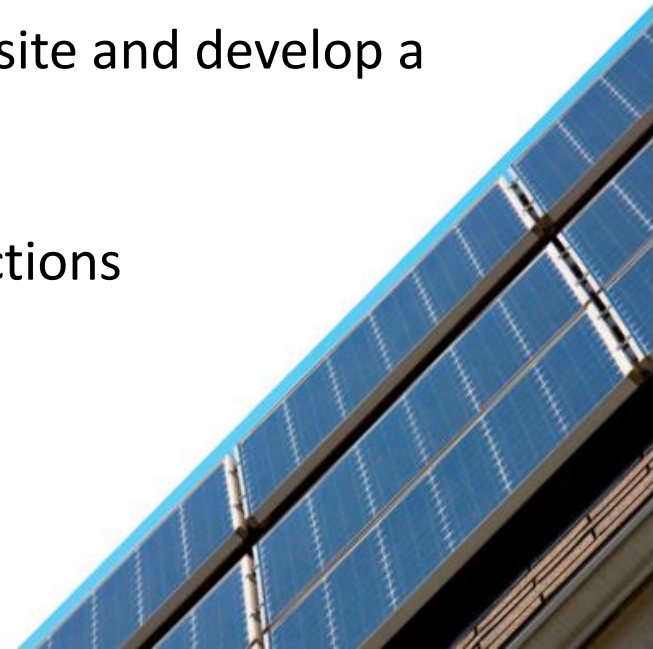
How it Works

Everyone

- **Step 1: Sign up at www.solarizenova.org (or localities' sites)**
- LEAP staff performs satellite assessment and contacts you with results
- Submit a recent electric bill
- Attend a Solarize program info session (optional)

Then, if your property is a good candidate

- Consultation by installer who will assess your site and develop a proposal
- Proposal approval: sign contract with installer
- Permits, installation, utility connection, inspections
- Enjoy watching your meter spin backwards!





What is role of local government?

- Lend Credibility
- Host and facilitate - connect LEAP with local VIPs and stakeholders
- Get the word out
 - Press Release
 - Citizen newsletters
 - Social media: Facebook, Twitter, etc.
 - Website links
 - Water/sewer bill inserts





Solarize Spring 2017 Pricing

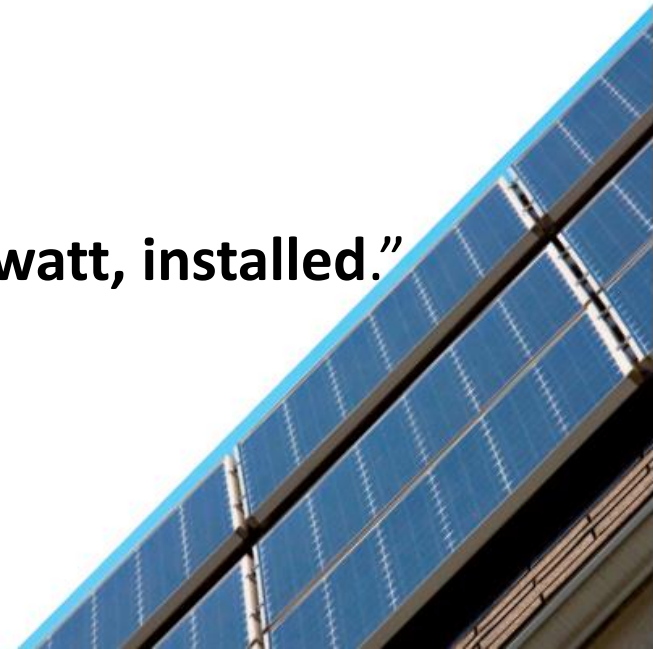
	Roof-mounted system			Ground-mounted system	
	3-5kW	5-10kW	>10kW	5-10kW	>10kW
Standard panel	\$2.55	\$2.50	\$2.45	\$3.00	\$2.95
N. American-made panel	\$2.65	\$2.60	\$2.55	\$3.10	\$3.05

Compare to national average:

“As of early 2017, it’s approximately \$3.00 per watt, installed.”

<http://solar-power-now.com/cost-of-solar/>

www.solarizenova.org





Sample System Economics

System Size/panel	6kW Standard	12kW N. American
Installed cost	\$15,000	\$30,600
Cost after tax credit	\$10,500	\$21,420
Annual kWh produced, yr 1	7,680	15,360
Average monthly PV "income", yr. 1	\$73	\$147
"payback"	10.8 years	11 years

Conservative assumptions for these projections:

- * All are roof-mounted systems
- * Installation orientation and angle are good – not perfect
- * current electricity price/kWh: \$0.11 with 2% annual inflation
- * SREC value: \$5





Solarize Warranties

All Solarize customers receive a 10 year workmanship warranty from participating solar installer.

Solar Panel:

Minimum of 10 year manufacturer product warranty
25 year linear performance warranty

Inverters:

Minimum of 10 year manufacturer product warranty

Mounting System:

Minimum of 10 year manufacturer product warranty





Financing Options

A Home Equity Line of Credit tends to be the best financing mechanism for most folks.

Another option: Admirals Bank Solar StepDown and FHA Title 1 Home Improvement Loans

- Up to \$40K total
- Up to \$25K secured and \$15K unsecured
- These solar loans can be combined to finance up to 30% of your solar system at 0% over 18 months and the remaining 70% (capped at \$25,000) can be financed with fixed interest rates between 4.95% - 9.95% over 20 years.
- Funds dispersed before project begins.

www.admiralsbank.com/renewable-energy-lending

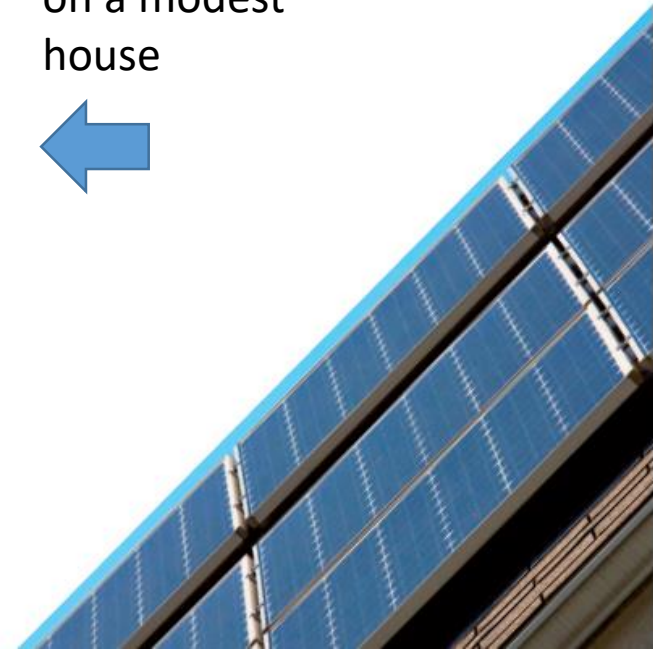
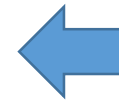


Solarize NOVA Results

As of June, 2017, 158 contracts totaling 1.22 MegaWatts of electricity and valued at over \$3.9 million have been signed. All contractors are Virginia based contractors.



Looks great
on a modest
house





Growth in Solar in NoVA

Growth in Solar PV Arrays in the Region



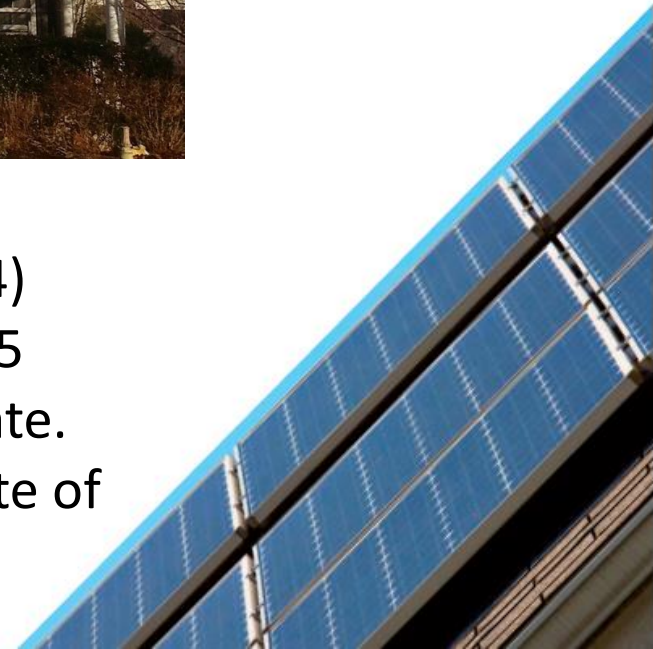


A Happy Solar Customer



- 14 Sunpower Panels: 4.5kW system
- Paid \$3.74/Watt (Solarize Leesburg 2014)
- 6,535 kWh output = \$719 earned in 2015
- Installed for \$16,830: \$11,781 after rebate.
- 16 yr. payback: 6.25% average annual rate of return over 16 years.

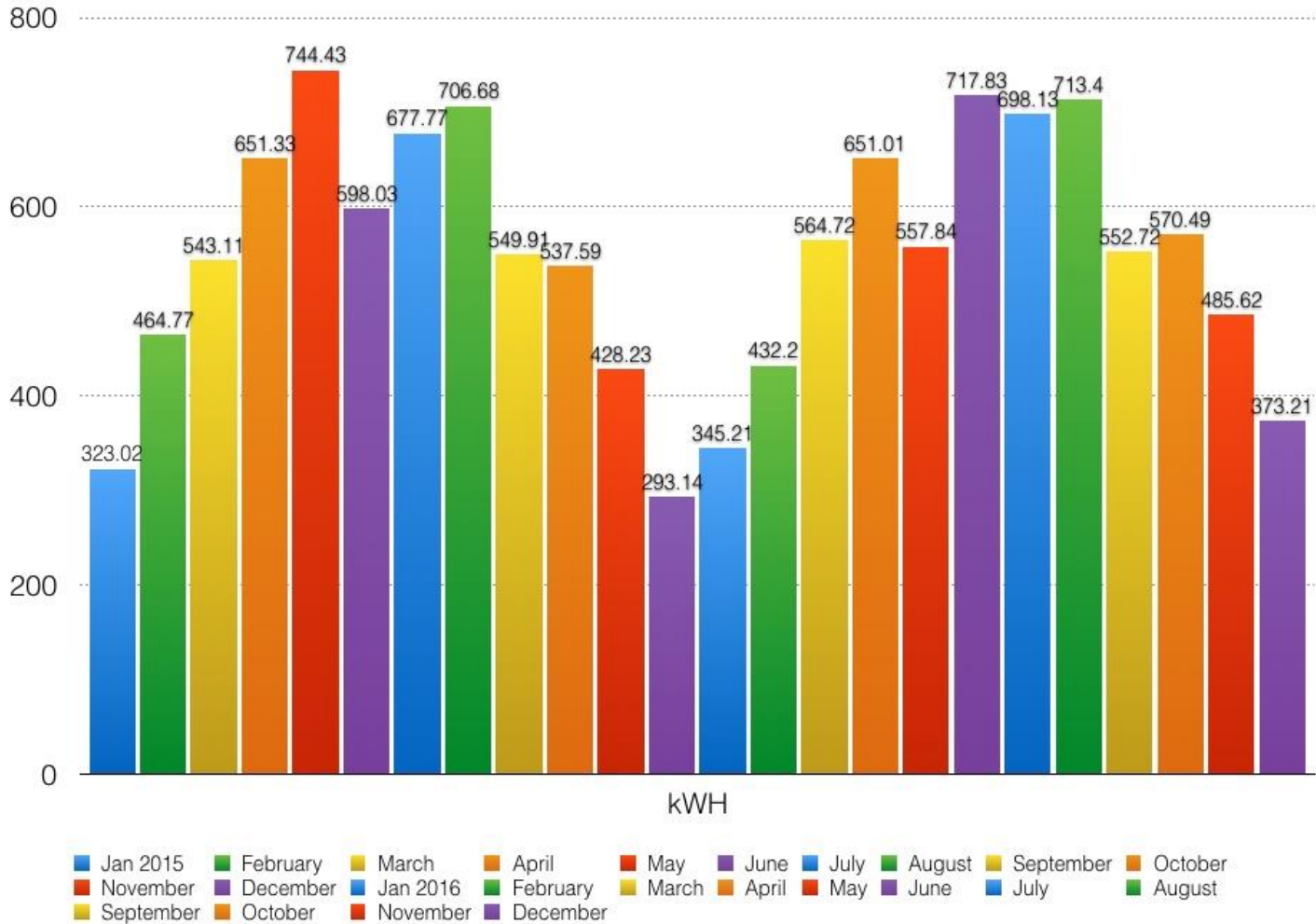
www.solarizenova.org





Family Savings

2015 and 2016 Solar kWh





The NOVASolar Map

www.novasolarmap.com

A free new resource from NVRC: see your rooftop's potential right now....



www.solarizenova.org



Our Local Government Partners Who Have Participated in Solarize Campaigns

