



#### SOLARIZE MASSACHUSETTS PROGRAM

Request for Proposals for Installers of Small-Scale Solar Photovoltaic Systems
RFP ID: MassCEC 2012-SMP-02
Posting Date: April 2, 2012

#### 1. OPPORTUNITY SUMMARY:

The Massachusetts Clean Energy Center ("MassCEC"), in conjunction with the Department of Energy Resources ("DOER"), is requesting proposals from solar photovoltaic ("PV") Installers ("Installer(s)") for solar PV installations in the selected Green Communities participating in Phase 2 of MassCEC's Solarize Massachusetts Program (the "Program"). (MassCEC and DOER plan to announce the selected Green Communities on April 12, 2012, and will make the community proposals available for review at that time.) The Solarize Massachusetts Program will drive community adoption of solar PV projects through a partnership focused on localized marketing and education efforts, which in turn will help to drive down the installation cost of small-scale solar PV installations by reducing customer acquisition costs for the chosen installer. To this end, MassCEC seeks proposals from Installers that can provide competitive, tiered pricing for both a direct-ownership model and a leasing or power purchase agreement model for residential and small-scale commercial solar PV installations, as well as aggregation services for the sale of solar renewable energy certificates (SRECs). Installers may bid on up to four (4) communities and may be selected for more than one community. Proposals will be evaluated individually, however, in order to provide each community with the greatest opportunity to succeed in the Program. If bidding on a group of communities that partnered together under the Program, the number of individual communities within the group will count toward the maximum number of communities an Installer can bid on.

MassCEC and each Green Community will work to review the Installer proposals. Quality of the proposal, proposed equipment, proposed pricing, and installation practices will be factors in the selection process. Refer to section 2.C. for more information on the evaluation criteria.

Phase 2 of the Solarize Massachusetts Program is based on the tremendous success of the initial Pilot, which took place in the towns of Hatfield, Harvard, Scituate, and Winchester during the summer of 2011. Read the *Solarize Massachusetts Pilot Overview* (posted at <a href="https://www.masscec.com/solarizemass">www.masscec.com/solarizemass</a>) for more information on the Pilot program, the results, and some important lessons learned.

RFP ID: MassCEC 2012-SMP-02

**Request for Proposals** 



#### A. PROGRAM OVERVIEW, SELECTION AND GOALS:

#### **Program Description**

The aggregation of multiple small-scale solar PV installations within a community provides opportunities to realize economies of scale for the Installer, and ultimately cost savings for the customer. Installation prices for small-scale solar PV installations are generally higher than for large-scale installations, in part due to the extra cost of customer acquisition – including marketing, advertising, and providing education to multiple customers. By educating the local community, streamlining marketing efforts, and aggregating sales, the Program will help make solar PV a more accessible and affordable energy option.



#### **Green Community Selection**

Through a competitive bidding process, MassCEC and DOER plan to announce the selected Green Communities (each a "Green Community", together the "Green Communities") on April 12, 2012, to participate in the Solarize Massachusetts Program. MassCEC will provide each Green Community with education and marketing support, including technical support and free educational meetings, to help the selected community implement a community-wide solar PV program for residential and small-scale commercial projects.

#### **Installer Selection**

Through this Request for Proposals ("RFP"), MassCEC and each Green Community will select and partner with a solar PV Installer who offers sales models in which installation costs are based on a tiered pricing structure that provides lower cost per watt installed with increased capacity of solar PV installed within the community. The chosen Installer, together with MassCEC and the Green Community, will also provide free solar site assessments (with site visits or desktop analysis, as appropriate), different ownership (or financing) models, and installation services.

Installers may bid on up to four (4) communities and may be selected for more than one community. Upon receipt of all Installer proposals, MassCEC will perform a threshold review to verify that all proposals are complete. MassCEC will then provide the relevant proposals to each community for the community's RFP review team to review. Proposals will be evaluated individually by each community, in conjunction with MassCEC. The RFP review team for each Green Community



will include a representative of MassCEC, a representative of DOER's Green Communities Division, the community's Community Solar Coach, the community's municipal representative, and a third community member designated by the municipal representative and Community Solar Coach. All members of the review team will be required to sign a confidentiality agreement. The RFP review team will be responsible for selecting the designated Installer for the Program in that community.

#### MassCEC - Program Marketing Support

MassCEC will assist the Green Community and the selected Installer to deploy a marketing strategy to enhance local interest in solar PV technology, as well as alleviate some of the marketing and acquisition costs for Installer associated with small-scale PV installations.

## Specifically, MassCEC will:

- 1. Provide each Green Community with standardized marketing materials (an Education and Marketing toolkit), as well as up to \$2,000 to utilize for community-specific marketing needs (as approved by MassCEC). The Education and Marketing toolkit may include materials such as lawn signs, banners, educational tools, or other similar items.
- 2. Train a local volunteer to be the 'Community Solar Coach' that will, throughout the duration of the Program, serve as the community contact for local residents to answer common questions about solar PV and available state and federal incentives, including rebates from MassCEC. The selected Installer will be expected to assist MassCEC in informing the Community Solar Coach of basic technical questions and answers.
- 3. Participate in certain outreach measures and events, including, but not limited to, strategic community meetings (such as Solar 101 education sessions) where various stakeholders, including the Green Community and other municipal representatives, MassCEC, and the selected Installer will meet with residents to increase awareness of solar energy and its benefits
- 4. Convene bi-weekly meetings or conference calls to coordinate between the community and Installer outreach activities.

## **Program Roles and Responsibilities**

Starting in May, 2012, interested customers in the selected Green Community will be able to contact the Installer and sign up for a site assessment. If the customer's site is deemed to be feasible for a solar PV project, they will have the option to contract with the Installer before the program deadline of August 31, 2012. The Installer will be responsible for assessing individual sites, working with interested customers to design appropriate systems, and contracting with the customer for installation of the solar PV system. Installations must be completed within one year of the date of rebate approval. Customers who choose to participate in Phase 2 of the Solarize Massachusetts Program will be eligible for incentives from MassCEC equivalent to those available in the Commonwealth Solar II Rebate Program at the time of application. The Installer will assist individual customers in applying for rebates.





The chart below outlines the roles of the different parties under Solarize Massachusetts.

|  | MassCEC/DOER  | Community Solar<br>Coach   | Municipal<br>Representative  | Installer   |
|--|---|--|--|---|
| Procurement,<br>Contracting and<br>Selection | * Release RFP to select Installers and determine if Installer proposals meet threshold requirements  * Assist communities to select Installer                                 | * Evaluate Installer proposals & assist in selection   | * Evaluate Installer proposals & lead in the selection process   | * Submit competitive proposal(s) featuring high quality solar PV equipment and demonstrating experience with and commitment to best practices in installation standards |
| Reduce Cost to<br>Customer                   | * Provide rebates  * Provide marketing and educational tools  | * Increase awareness<br>of solar PV to drive<br>down marketing &<br>customer acquisition<br>costs                                | * Leverage other funds<br>(if applicable).<br>* Assist in streamlining<br>the permitting process<br>(if possible). | * Provide competitive tiered pricing  |
| Marketing                                    | * Provide Marketing & Education Toolkit to community.  (Will include lawn signs, banners, educational materials, etc. and tools for customer)  * Attend some community events | * Outreach to local community organizations, potential partners, and volunteers.  * Mobilize community in support of the program | * Demonstrate municipal support for program  * Leverage additional funds (if applicable)                           | * Partner with Community Organizer to disseminate information on program  * Additional marketing resources  |



| Education              | * Train Community Solar<br>Coach<br>* Facilitate a Solar 101<br>community presentation. | * Primary community contact for questions on program mechanics and basic solar PV information. |  | * Serve as the technical expert on solar.   |
|------------------------|---|--|--|---|
| Communication          | * Provide a Solarize Mass<br>website<br>* Coordinate media<br>outreach                  | * Develop localized<br>communication tools<br>(i.e. Facebook, Google<br>group, etc)            | * Utilize town-wide<br>resources (i.e. email<br>listings or website) if<br>appropriate | * Work with Community Solar Coach to develop tools (as appropriate).  * Develop a portal to facilitate customer sign-up |
| Solar<br>Installations |   |  | * Outline permitting process for solar PV projects in community                        | * Provide site<br>assessments, system<br>design, & high<br>quality turnkey<br>installations                             |

<sup>\*\*</sup>NOTE: MassCEC, Community, & Installer will participate in a bi-weekly check-in call. In addition, all parties will agree to share communication email addresses

In order to participate in the Program, the Installer must provide a dollar per watt (\$/W) purchase price ("Purchase Price") and a dollar per kilowatt hour (\$/kWh) lease or PPA price ("Lease/PPA Price") for solar PV systems that will decrease by defined tier levels as the total contracted capacity of solar PV within the community increases. As such, proposals will not only be evaluated on the Installer's ability to provide the highest quality design and installation services, but also on the ability to deliver a tiered pricing structure for given levels of contracted capacity. See the Pricing Proposal (Attachment B) for more information on the specific pricing tiers.

## **B. ELIGIBLE APPLICANTS:**

In order for an Installer to be eligible to submit a proposal, the Installer must:

- 1. Demonstrate experience and proficiency in solar PV installations. The Installer must have installed a minimum of ten (10) solar PV systems in Massachusetts and bear the designation of "Expedited Installer" under the Commonwealth Solar II Rebate Program.
- 2. Be, at minimum, a professional contractor licensed to conduct business in Massachusetts.
- **3.** Include on the project team at least one electrician holding a valid and current Massachusetts electrical license to perform any electrical work on the solar PV installations.
- **4.** Submit a proposal that meets all of the threshold review criteria outlined in section 2.B. below in order to be considered complete.
- 5. Provide a complete application by 5:00pm EDT on April 20, 2012.

The Installer is directly responsible for turnkey project management and installation work.



#### C. FUNDING AVAILABILITY:

MassCEC will provide rebates equivalent to those available in the Commonwealth Solar II Rebate Program at the time of project application. See <a href="https://www.masscec.com/solar">www.masscec.com/solar</a> for more information on the rebate program.

## D. TIMELINE:

A proposed timeline for the RFP process and Program is outlined below. Please note that this is an estimated timeline and dates may be subject to change.

| RFP for Green Communities: Released                       | February 15, 2012                   |
|---|-------------------------------------|
| RFP for Solar PV Installers: Released                     | April 2, 2012                       |
| Announce Selected Green Communities                       | April 12, 2012                      |
| RFP for Solar PV Installers: Deadline to submit questions | April 13, 2012                      |
| RFP for Solar PV Installers: FAQ posted                   | April 17, 2012                      |
| RFP for Solar PV Installers: Proposals Due                | April 20, 2012                      |
| MassCEC & Community Reviews Installer Proposals           | End of April through early May 2012 |
| Begin Community Solar Coach Education & Solar 101s        | End of April through early May 2012 |
| Announce Selected Solar PV Installers                     | May 18, 2012 (targeted)             |
| Marketing Strategy Development                            | May, 2012                           |
| Customer Sign-Up Period Begins                            | Late May, 2012 (targeted)           |
| Customer Sign-Up Period Ends                              | September 30, 2012                  |
| Deadline for Applications to the Rebate Program           | October 5, 2012                     |
| Final Report Due to MassCEC                               | October 15, 2012                    |
| Deadline for Installations                                | One year from Rebate Award Date     |

#### **E. APPLICATION DEADLINE:**

Responses to this RFP must be received by MassCEC <u>no later than</u> **5:00pm EDT on April 20, 2012** in accordance with Section 2.B. Only complete, timely proposals will be considered. MassCEC, at its sole discretion, may determine whether an application is complete.

## F. ANTICIPATED TERM OF CONTRACT:

Installers will be required to contract with MassCEC for the communities in which they were selected to participate. It is essential, in order to meet the program goals and timelines, that Installers are prepared to execute a contract with MassCEC soon after their selection. Therefore, each applicant Installer must review the Terms and Conditions outlined in the draft MassCEC-Installer contract (Attachment D) and provide comments on those Terms and Conditions at the time of application. MassCEC's selection of an Installer pursuant to this RFP does not mean that MassCEC accepts all aspects of the proposal, modifications to which may be requested and agreed to during contract negotiations.



MassCEC anticipates that the term of the contract with each Installer will commence in May, 2012 and continue for one year after the last system is awarded a rebate reservation.

#### **G. QUESTIONS AND CONTACT INFORMATION:**

Please submit all questions to the Solarize Massachusetts team at <a href="Solarize@masscec.com">Solarize@masscec.com</a> by April 13, 2012. "Solarize Massachusetts RFP" must appear in the email subject line. Responses to submitted questions, and other Frequently Asked Questions, will be posted to <a href="https://www.masscec.com/solarizemass">www.masscec.com/solarizemass</a> by April 17, 2012 at 5:00 pm EDT.

## 2. PERFORMANCE AND RESPONSE SPECIFICATIONS:

#### A. SCOPE OF WORK:

Installers selected for Phase 2 of the Solarize Massachusetts Program will have primary responsibility for managing leads, performing site assessments, providing general customer service, contracting, installation, and all other function typically associated with the sales and installation process. Installers will play an integral role in public outreach and educational events coordinated between MassCEC, the Green Community, and the Installer.

Once selected, the Installer will work with MassCEC, the Community Solar Coach, and the municipal representative to finalize a marketing strategy specific to the community. Shortly thereafter, the Installer will participate in a Solar 201 event, where the Installer will be introduced to the community. Installers are encouraged to provide additional training for the Community Solar Coach on the Installer's operations or other relevant topics.

As leads are identified, the Installer will provide site assessments (as appropriate) and system designs for individual solar PV projects. The site assessment will evaluate a site's suitability for solar PV, including shading, onsite load, and any electrical, structural, or mechanical issues that may increase the cost of the solar PV project relative to the proposed cost. The system design should maximize system production while minimizing project cost.

In order to be eligible for the Program, residential and small-scale commercial projects must meet all of the requirements currently outlined in the Commonwealth Solar II Rebate Program, including, but not limited to, system size, maximum shading allowed and all of the Minimum Technical Requirements. For more information on the details of the Commonwealth Solar II Rebate Program, visit www.masscec.com/solar.

Upon contracting, the Installer will be responsible for providing each customer with a turnkey service, which includes securing all local permits, applying for a rebate through MassCEC's Solarize



Massachusetts Program, and completing the installation within one year of rebate approval. In addition, the Installer will be expected to provide information regarding net metering, the sale of SRECs, and any other federal or state incentives available for the customer.

The Installer and the Community Solar Coach must identify a process for handling leads that have non-feasible sites for solar PV. Examples may include offering individuals with non-feasible sites more information on other technology options, such as energy efficiency or Solar Hot Water, or requesting potential assistance in any Solarize Massachusetts volunteer opportunities.

The Installer will also provide to the MassCEC and the community contacts with weekly data as requested, including but not limited to, the number of community initial interest contacts, number of site visits completed, number of feasible sites, number of signed contracts, and contracted capacity.

The Installer will be able to contract with customers through September 30, 2012, and will have until October 5, 2012 to submit all rebate applications to the Solarize Massachusetts Program. There will be a review process associated with the rebate application, which will require the Installer to build in a few weeks cushion for the installation schedule. The Installer will be required to provide MassCEC with a final report outlining the total number of contracted customers within the community and the resulting prices that will be associated with each installation by October 15, 2012.

#### **B. PROPOSAL REQUIREMENTS:**

Proposals are due at the Massachusetts Clean Energy Center no later than 5:00 pm (EDT) on April 20, 2012. The Proposal must be in electronic form, including a scanned signature page (Attachment A) and a completed Pricing Proposal (Attachment B), and should be submitted via email to the Solarize Mass inbox at <a href="mailto:solarize@masscec.com">solarize@masscec.com</a>. Be sure to complete the Notice of Confidential Information Cover Letter (Attachment C) and provide comments on the Terms and Conditions of the draft MassCEC-Installer contract (Attachment D), if one or both are applicable. Please note that MassCEC will not accept electronic signatures. "Solarize Massachusetts RFP" must appear in the email subject line.

Proposals submitted after the deadline will not be accepted. Only complete proposals will be accepted. MassCEC at its sole discretion may determine whether an individual application is complete. An announcement of the selected Installers is targeted for May 18th, 2012.

Installers may bid on up to four (4) communities, and may be selected for more than one community. As such, please provide a separate proposal for each Green Community for which the Installer is applying. If bidding on a group of partnered communities, Installers may submit one proposal for the group of communities. Upon evaluation of the bids, MassCEC will perform a



threshold review of all proposals, and then the RFP review teams will review all proposals and select one installer per community.

## Proposals must contain the following:

- Executive Summary: The Executive Summary should identify the Green Community for which
  the Installer is applying and summarize the highlights of the proposal, key features and
  distinguishing points of the proposal, as well as any unique problems perceived by the Installer
  and proposed solutions.
- Proposal Team Experience: Identify all members of the project team, including, but not limited
  to, partners assisting in project financing, customer service, outreach, project installations, and
  SREC aggregation or brokerage. Include an organization chart outlining the various key
  individuals and partners, a description and location of each, and attach résumés and copies of
  any licenses, if applicable, of all key individuals on the project. Installers are welcome to partner,
  but one Installer must be the lead company on the proposal. Proposals must include the
  following:
  - Description of the applying Installer, including company size, financial stability, location, capacity for work, and access to various supply chains. Highlight relevant experience, skills and capabilities necessary to undertake this Program, including, but not limited to, demonstrated experience through the complete installation of a minimum of ten (10) solar PV installations in Massachusetts and the designation as an "Expedited Installer" under the Commonwealth Solar II Rebate Program. The Installer should provide references for at least ten (10) of its projects.
  - o Identify any partnerships or resources you provide to your customers to facilitate the sale of their SRECs.
  - Provide a list of any partners on the project team that are located in or near the target
     Green Community.
  - Identify any third-party partners that are integral to your ability to provide the Lease/PPA Pricing.
  - Identify any partners that are local to the Green Community and/or are focused on sustainable business practices.
  - Optional: Propose a partner or contact who can install solar hot water systems, other renewable energy technology, or other energy efficiency measures.



- **Proposal Narrative**: The proposal narrative should outline a detailed and solid strategy that should at a minimum address the following items:
  - o **Program Plan**: Provide a plan for implementation, describing the proposing Installer's ability to provide solar PV installation services to the Green Community during the Program period. Specifically, the proposal should describe the Installer's ability to provide timely customer service, site assessments, rebate application submissions, installation services, and SREC aggregation. Please elaborate on the specific intake process for customer leads, method for screening sites, and an installation schedule for tiered levels of solar PV capacity. Include an estimate of the number of small-scale solar PV projects the Installer team can complete on a monthly basis. Describe a quality assurance process for the solar PV installations and outline the process for managing any permits, inspections and the interconnection process with the local utility. Finally, outline how the quality of the proposed equipment and installation process with be explained to the customer.
  - Timeline: Provide an expected timeline for the average customer under the Program to guide the community and the customer expectations.
  - Marketing Strategy: Outline a marketing plan that describes methods to motivate community-driven solar PV installations. Describe ways in which a joint marketing strategy between the community and the Installer plans to expand the number of solar PV projects within the community. Include ideas by which community outreach can be leveraged to generate leads more likely to move forward. Identify any potential community partners that may be able to assist in deploying or enhancing the marketing strategy.
  - Geographic Proximity: Provide a plan to address the Installer's geographic proximity to the targeted Green Community and how this will shape the services provided.
  - Tiered Price Structure: Outline both the Purchase Price and Lease/PPA Price on Attachment B, based on a total capacity (DC @STC) of solar PV contracted using the following five tiers:

| Tier 1     | Tier 2       | Tier 3        | Tier 4         | Tier 5   |
|------------|--------------|---------------|----------------|----------|
| 1kW – 25kW | >25kW – 50kW | >50kW – 150kW | >150kW – 250kW | >250kW + |

As total contracted capacity increases by tier, the Installer's proposed cost per watt must decrease.



Pricing proposals should include total installation costs, which includes system design, permitting, applicable materials and equipment, transportation, labor, and all equipment and workmanship warranties. The price should be independent of any tax credits or incentives available to the customers. Alternative pricing structures or financial models will be evaluated as appropriate.

Installers should refer to and complete Attachment B. Project specific pricing will not be considered for this Program. In addition, MassCEC will not recognize any project-related costs adders if they are not outlined in Attachment B at the time of proposal.

The Purchase Price for customers who decide to purchase a solar PV system should be presented on a \$/watt basis. The Lease/PPA Price should assume the customer is putting no money down, and should be presented on a \$/kWh basis. For third-party ownership offerings that are a fixed monthly payment (i.e. \$/month), the payment should be translated into a \$/kWh price for means of comparison.

A copy of the standard Lease or PPA agreement, as well as a copy of the standard agreement for purchased systems, should be submitted with the Installer proposal, outlining all of the terms and conditions for a customer under the Program. For Lease or PPA offerings, the Installer should clearly identify any criteria in which a price escalator may be present for customers, and include a maximum range for the price escalator.

**Note:** As of April 2, 2012, the average cost for direct purchased residential systems under Block 9 of the Commonwealth Solar II rebate program was \$5.24/watt.

- Price Contingencies: It is understood that features of certain installations will result in higher costs. Installers must outline specific electrical, mechanical, structural, equipment, site, or labor features that will result in greater costs. In addition, Installers must identify a maximum Purchase Price or Lease/PPA Price associated with more complicated installations and understand that an individual project price cannot exceed the base price (at a given capacity tier) plus the additional price. Adders should be listed as a flat cost or a \$/watt amount for Purchased projects, and \$/ kWh for Leased/PPA projects. Installers will be responsible for identifying individual projects that trigger additional pricing for purposes of the MassCEC rebate program.
- System Specifications: Identify system specifications for equipment that will be used for projects going through the Program, including equipment manufacturers, models, and warranties for modules, inverters, racking, meters, and data acquisition systems, if applicable. MassCEC and the selected Green Communities are interested in high quality as well as cost competitive equipment.



 Proposal for sites that are not feasible for solar PV: Outline the process by which the Installer team will handle leads that do not have feasible sites for solar PV

#### C. EVALUATION CRITERIA:

All proposals must meet Solarize Massachusetts Program objectives and must be responsive to the relevant scope of work and proposal requirements outlined above. Proposals will be evaluated on the general criteria below:

- Threshold Requirements: Applications must meet a threshold review before they will be
  provided to the community RFP review team. To meet the threshold review, proposals must
  include the following:
  - Installer maintains Expedited Status under MassCEC's Commonwealth Solar II Rebate
     Program and has installed at least 10 solar PV projects in Massachusetts;
  - Completed and signed Attachments A, B, and C (if applicable);
  - Proposed program and marketing plan;
  - Both a Purchase Price option (presented as a \$/watt price) and a Lease/PPA Price option (presented as \$/kWh price) on Attachment B;
  - The proposed price to the customer (either Purchase or Lease/PPA) must decrease by each of the five tiers. Note: The price drop can be different between tiers;
  - o Identify any project price adders and the range of any price escalators on Attachment B;
  - A template copy of both a direct purchase contract and a lease or PPA agreement with the customer, specifying the terms and conditions;
  - Identification of any financing or third-party partners that enable the Lease/PPA price, as well as the sale of SRECs; and
  - Installer bid on four (4) or fewer eligible communities. If bidding on a group of communities that partnered together, the number of individual communities within the group will count toward to maximum number of communities an installer can bid on.

Once an Installer proposal passes threshold review, the proposals will be evaluated by MassCEC and the applicable Green Community based on the following criteria:

- Overall quality and value: overall quality of proposal and specified equipment;
- **Experience**: degree of Installer's experience and proficiency in the scope of work, including demonstrated experience in developing, designing and installing small-scale solar PV systems. In addition, experience of Installer team (if applying in partnership with other companies);
- **Implementation**: ability to provide timely, quality customer service and installations as well as ability to work well with the chosen community;
- Price structure: Purchase Price (\$/kW) and Lease/PPA Price (\$/kWh) for increasing tiers of
  capacity contracted within the community. In addition, the value offered by the proposed
  equipment, price adders, price escalators, and contract terms and conditions;



- Demonstration of innovative concepts: additional consideration will be given to Installers that
  can provide innovative business models, or have options for other technologies such as Solar
  Hot Water and energy efficiency;
- Marketing plan: ability of proposal to drive community adoption of solar PV projects and drive down cost of residential and small-scale PV installations.

## 3. GENERAL REQUEST FOR RESPONSE CONDITIONS:

#### A. NOTICE OF PUBLIC DISCLOSURE:

#### **General Statement**

As a public entity, MassCEC is subject to Massachusetts' Public Records Law, codified at Chapter 66 of the Massachusetts General Laws. Thus, any documentary material, data, or other information received by MassCEC from an applicant is a public record subject to disclosure. Materials that fall under certain categories, however, may be exempt from public disclosure under a statutory or common law exemption, including the limited exemption at Massachusetts General Laws Chapter 23J, Section 2(k) regarding confidential information submitted to MassCEC by an applicant for any form of assistance. For more information on how to assert a claim of confidentiality for these categories of materials, please see the Notice of Confidential Information Cover Letter in Attachment C.

## **B. CONTRACTUAL REQUIREMENTS:**

Upon the RFP review team's selection of a proposal, MassCEC and the selected Installer will execute a contract, which will set forth the respective roles and responsibilities of the parties. See Attachment D for a draft version of this contract.

#### C. GREEN COMMUNITY MARKETING AND OUTREACH PLANS:

MassCEC and DOER plan to announce the participating Green Communities on April 12, 2012. At this time, MassCEC will post sections of the bids submitted by each selected Green Community, in response to the Green Communities Solarize Massachusetts RFP, at <a href="https://www.masscec.com/solarizemass">www.masscec.com/solarizemass</a>. Installers are welcome to review the Green Communities' bids for more information on their proposed marketing and outreach plans for Phase 2 of Solarize Mass.

## D. WAIVER AUTHORITY:

MassCEC reserves the right, at its sole discretion, to waive minor irregularities in submittal requirements, to modify the anticipated timeline, to request modifications of the application, to accept or reject any or all applications received, and/or to cancel all or part of this RFP at any time prior to awards.



## E. DISCLAIMER:

This RFP does not commit MassCEC to award any funds, pay any costs incurred in preparing an application, or procure or contract for services or supplies. MassCEC reserves the right to accept or reject any or all applications received, negotiate with all qualified applicants, cancel or modify the RFP in part or in its entirety, or change the application guidelines, when it is in its best interests.



#### **Attachment A**

# **Authorized Applicant's Signature and Acceptance Form**

The undersigned is a duly authorized representative of the Applicant listed below. The Applicant has read and understands the RFP requirements. The undersigned acknowledges that all of the terms and conditions of the RFP are mandatory.

The Applicant understands that all materials, except certain materials that may be exempt under a statutory or common law exemption, submitted as part of the application are subject to disclosure under the Massachusetts Public Records Law, as explained in Section 3.A.of the RFP, and acknowledges and agrees that MassCEC has no obligation, and retains the sole discretion to fund or choose not to fund the application set forth herein, and that MassCEC's receipt of the application does not imply any promise of funding at any time.

The Applicant understands that, if selected by MassCEC, the Applicant and MassCEC will detail and execute a contract that outlines the respective roles and responsibilities of the parties.

I certify that the statements made in this application, including all attachments and exhibits, are true and correct to the best of my knowledge.

| Applica  | ant:                                     |
|----------|--|
|          | (Printed Name of Applicant Organization) |
|          |  |
| By:      |  |
| <i>y</i> | (Signature of Authorized Representative) |
|          |  |
| Name:    |  |
| Title:   |  |
| _        |  |
| Date:    |  |



#### **Attachment B**

# **Solarize Massachusetts Program**

# **Pricing Proposal**

## **Selected Green Community**

Please list the name of the Green Community or partnership of Green Communities for which the Installer is bidding below. Installers may bid on up to a total of four (4) Green Communities, but a separate Attachment B form will need to be completed for each proposal.

| Proposal for Green Community(s) |  |
|---------------------------------|--|
|                                 |  |
|                                 |  |

## **Primary Point of Contact**

| Installer Company Name | Contact Name         |
|------------------------|----------------------|
|                        |                      |
|                        | C , DI N I           |
| Contact Email          | Contact Phone Number |
|                        |                      |
|                        |                      |

## **Proposed Equipment**

List proposed equipment for the typical solar PV installation. If more than one variety of equipment might be used, please include it below. Per MassCEC's discretion, the selected Installer may have flexibility in altering the installed equipment.

| Major Component                         | Manufacturer | Model Number |
|---|--------------|--------------|
| Inverter(s)                             |              |              |
| PV Modules                              |              |              |
| Mounting System                         |              |              |
| Production Meter                        |              |              |
| Data Acquisition System (if applicable) |              |              |

RFP ID: MassCEC 2012-SMP-02 Attachment B



# **Tiered Pricing Proposals**<sup>1</sup>

|  | 1kW-25kW   | >25kW-50kW | >50kW-150kW | >150kW-250kW | >250kW+ |
|--|--|------------|-------------|--------------|---------|
| Purchased Price (\$/W)                   |  |            |             |              |         |
| Lease/PPA Price (\$/kWh) <sup>2</sup>    |  |            |             |              |         |
| Details on<br>Lease/PPA Pricing<br>Model | Explain any variations on the Lease/PPA model that will be provided. Outline the maximum range for pricing escalators that will be present in contracts. |            |             |              |         |

Installer should include a template Purchase contract as well as a template Lease/PPA contract in the proposal for review.

## **Increased Pricing Factors**

Outline below any additional costs that may increase the tiered pricing proposal above. Identify a maximum price increase for projects under the Program.

| Factors  | Increased<br>Cost (\$/W) | Increased<br>Cost (\$/kWh) | Description of Work |
|--|--------------------------|----------------------------|---------------------|
| Site Specific  |                          |                            |                     |
| May include, but is not limited to:  Multiple roof arrays Tilt racking Standing seam metal roof Flat roof Pole or ground mounted system Tree removal |                          |                            |                     |
| Structural May include, but is not limited to:  • Reinforcing rafters  |                          |                            |                     |

<sup>&</sup>lt;sup>2</sup> If a lease is offered, convert the payment to a \$/kWh price. All Lease/PPA Prices should assume \$0 down upfront.



|  | <br> | <br> |  |
|--|------|------|--|
| Electrical May include, but is not limited to:  • Electrical panel upgrade • Electrical subpanel • Meter Upgrade/change • Interior conduit run |      |      |  |
| Monitoring (if applicable)   |      |      |  |
| Extended Warranty (if applicable)  |      |      |  |
| Maintenance<br>(if applicable)   |      |      |  |
| Other  May include, but is not limited to:  • Additional cost micro-inverters • Steep roof / tall roof (define)                                |      |      |  |
| Total Additional Cost  |      |      |  |



#### Attachment C

## **Notice of Confidential Information Cover Letter**

This cover letter notifies MassCEC as to the confidentiality of information submitted by the applicant for support indicated below. If this cover letter is not included with information submitted to MassCEC when the information is received by MassCEC, then such information may be made publicly available without further notice to you. All confidentiality claims are subject to verification by MassCEC.

**POLICY:** As a public entity, MassCEC is subject to Massachusetts' Public Records Law, codified at Chapter 66 of the Massachusetts General Laws. Thus, any documentary material, data, or other information received by MassCEC, or created by MassCEC, is a public record subject to disclosure. Materials that fall under certain categories, however, may be exempt from public disclosure under a statutory or common law exemption, including the limited exemption at Massachusetts General Laws Chapter 23J, Section 2(k) regarding confidential information submitted to MassCEC by an applicant for any form of assistance.

**PROCEDURE:** In order to make a claim of confidentiality for these categories of materials that may be exempt from disclosure, you must:

- (1) Complete all fields below;
- (2) Submit this cover letter with any information for which you are requesting confidential treatment. Please submit a separate cover letter with each separate submission;
- (3) Prominently mark each page containing confidential information "CONFIDENTIAL"; and
- (4) Submit a copy of all non-confidential information (including any redacted versions of partially confidential documents) separate from all materials for which you request confidential treatment.

| Name:  |   | Address:   |  |  |
|--|---|--|--|--|
| Category (check all that apply):   |   |  |  |  |
| ☐ Information, documents, or data th   | at consist of tra   | de secrets   |  |  |
| ☐ Information, documents, or data th operation of the business conducted   | at consist of cor   | nmercial or financial information regarding the        |  |  |
| ☐ Information, documents, or data re endeavor  | garding the appl  | licant's competitive position in a particular field or |  |  |
| If substantial harm would result from causal connection to disclosure of the   | If substantial harm would result from disclosure, state what those harmful effects would be and their |  |  |  |
| COMMENSATION TO CASCAGA OF THE MINISTER COMMENSATION   |   |  |  |  |
|  |   |  |  |  |
|  |   |  |  |  |
| Period of time for which confidential treatment is desired (e.g., until a certain date, until the occurrence of a specific event, or permanently): |   |  |  |  |
| Date:  | Signature:  |  |  |  |
| Application Number (if applicable):  | Printed Name (and title, if applicable):  |  |  |  |

55 Summer Street, 9th Floor Boston, MA 02110 P (617) 315-9355 • F (617) 315-9356 Info@masscec.com • www.masscec.com

#### **Attachment D**

# <u>Solarize Massachusetts ProgramDRAFT MassCEC – Installer Contract</u>

[ DATE ], 2012

| Re: Solarize Massachusetts Program  |
|---|
| Dear Installer,   |
| Congratulations on your selection as the solar PV Installer for the Solarize Massachusetts Program in the [City/Town]. The Massachusetts Clean Energy Center ("MassCEC") and the [City/Town] is excited to collaborate with you to increase outreach, education, and adoption of solar photovoltaic ("PV") systems within the [City/Town] of (the "Community"). |
| This letter (the "Letter Agreement") will set out the mutual understanding between MassCEC and [] (the "Installer") regarding the Installer's and associated team's participation in this   |

## 1. Solarize Massachusetts Program

a) Installer and MassCEC agree to work cooperatively to implement Phase 2 of the Solarize Massachusetts Program (the "Program") in the Community which will drive the community adoption of solar PV projects through a partnership with the Community.

program, and shall be effective as of XX/XX/XX (the "Effective Date").

b) Installer agrees that the term of this Letter Agreement begins as of the Effective Date and shall continue until one year after the final solar PV system rebate award date (the "Term") under the Solarize Massachusetts Program.

## 2. MassCEC Commitment

MassCEC agrees to provide Installer with the following, provided that the Installer meets the terms and conditions in Section 3 of this Letter Agreement:

a) Provide all eligible Solarize Massachusetts customers that apply through the Installer with a rebate, equivalent to that available under the Commonwealth Solar II Rebate Program, for the duration of the application period;

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- b) Allow the Installer, in partnership with the Community, to utilize the MassCEC and Solarize Massachusetts logo for marketing and outreach purposes directly related to the Program and benefit from all goodwill associated therewith, in order for the Installer and Community to market to customers and attract participation in the Program;
- c) Assist the Community and Installer with solar education programs in the Community; and
- d) Coordinate a bi-weekly meeting between MassCEC, the Community Solar Coach and the Installer.

## 3. Installer Commitment and Deliverables

The Installer agrees to meet the following terms and conditions for the duration of the Program:

- a) Cooperate and collaborate with the MassCEC and the Community;
- b) Provide customers within the Community with pricing available at the appropriate tiered level, and provide tiered pricing reductions, as outlined in the Installer's competitive bid, to all customers under the Program. Appropriate tiered pricing must be applied to projects at the time that the <a href="contracted">contracted</a>¹ capacity level is met for the Tier. Installer's and associated partner's contracts with the customers must include a "not to exceed" cost or lease payment/PPA payment through September 30, 2012 at which time the cost will be reconciled based on the appropriate tier that has been reached;
- c) Track the pricing associated with each project, and detail why a specific project requires a cost adder;
  - d) Track the total contracted capacity under the Program;
- e) Provide objective information to enable customers to choose either the purchase or lease/power purchase agreement option;
- f) Coordinate with the Community to develop a plan to recommend alternative opportunities (i.e. through energy efficiency or other renewable energy projects) for customers without feasible sites for a solar PV project;
- g) Provide weekly metrics, as directed by MassCEC, which shall include, but not limited to, the number of leads generated, the number of feasible project sites identified, the number of contracted projects, and the tracked information maintained by Installer pursuant to subsection c) and d);

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<sup>&</sup>lt;sup>1</sup> For purposes of this Letter Agreement, "contracted" means when a customer has signed a contract wit h the Installer to install a solar PV system.

- h) Make a reasonable effort to track why customers decide not to contract for a solar PV project;
- i) Refer to the Program as "Solarize Massachusetts" in **all** community outreach materials and marketing efforts, and direct individuals interested in participating in the Program to <a href="https://www.masscec.com/solarizemass">www.masscec.com/solarizemass</a>;
- j) Actively brand the Program as Solarize Massachusetts and include the "MassCEC" and "Solarize Massachusetts" logos on **all** outreach materials that may be developed directly by the Installer;
- k) Dedicate a website, email, and phone number to the Program, and link the dedicated website to MassCEC's Solarize Massachusetts website (<a href="www.masscec.com/solarizemass">www.masscec.com/solarizemass</a>);
- l) Collaborate with MassCEC on **all** press releases, events, or news conferences concerning the Program. In any media produced by the Installer, the Installer will not represent that positions taken or advanced by it represent the opinion or position of MassCEC or the Commonwealth of Massachusetts;
- m) Include a disclaimer on all Installer customer intake forms and media (such as website and sign-up sheets) that outlines how customer contact information will be used under the Program and provide the customer with the ability to opt out of communications unrelated to solar PV installations under the Program;
- n) Participate in appropriate marketing and outreach events within the Community, as well as any community meetings organized by MassCEC;
- o) Upon request by MassCEC, provide to MassCEC at the end of the Program sign-up period an evaluation of how successful various marketing material disbursement methods were relative to the sign-up and adoption rate within the community;
- p) Upon request by MassCEC, provide feedback at the end of the Program to assist MassCEC in the analysis of the efficiency of different outreach strategies and community drivers in increasing community adoption of solar;
- q) Agree and acknowledge that all projects applying for rebates under the Program must meet the requirements outlined in the Commonwealth Solar II Rebate Program, including, but not limited to, the Program Manual, Participant's Agreement, and Minimum Technical Requirements; and
  - r) Provide any other information reasonably requested by MassCEC.

## 4. Term and Termination

a) This Letter Agreement may be terminated by MassCEC at any time for a material breach of any term of the Letter Agreement.

b) MassCEC may terminate this Letter Agreement in the event of loss of availability of sufficient funds for the purposes of this Letter Agreement or in the event of an unforeseen public emergency or other change of law mandating immediate MassCEC action inconsistent with performing its obligations under this Letter Agreement.

# 5. Required Legal Terms and Conditions

- a) Indemnification. To the fullest extent permitted by law, the Installer shall indemnify and hold harmless the Commonwealth, MassCEC, and each of their respective agents, officers, directors and employees (together with the Commonwealth, MassCEC the "Covered Persons") from and against any and all liability, loss, claims, damages, fines, penalties, costs and expenses (including reasonable attorney's fees), judgments and awards related to or arising out of the Program(collectively, "Damages") sustained, incurred or suffered by or imposed upon any Covered Person resulting from (i) the breach of any of the terms of this Letter Agreement or any false representation by the Installer, or (ii) any negligent acts or omissions or reckless or intentional misconduct of the Installer or any of the Installer's agents, officers, directors, employees or subcontractors. Without limiting the foregoing, the Community shall indemnify and hold harmless each Covered Person against any and all Damages that may directly or indirectly arise out of or may be imposed because of the failure to comply with the provisions of applicable law by the Installer or any of the Installer's agents, officers, directors, employees or subcontractors.
- b) <u>Compliance with Law</u>. Installer agrees to comply with all applicable Federal and State statutes rules, and regulations, including but not limited to, promoting fair employment practices or prohibiting employment discrimination and unfair labor practices and shall not discriminate in the hiring of any applicant for employment nor shall any qualified employee be demoted, discharged, or otherwise subject to discrimination in the tenure, position, promotional opportunities, wages, benefits, or terms and conditions of their employment because of race, color, national origin, ancestry, age, sex, religion, disability, handicap, sexual orientation, or for exercising any rights afforded by law.
- c) Audit. At any time period prior to the conclusion of the Program and as otherwise provided in this Section, MassCEC will have the right to audit the Installer's or the Installer's other agents' records to confirm that the terms and conditions of this Letter Agreement and the Installer's participation in the Program have been met. The Installer shall maintain books, records, and other compilations of data pertaining to its participation in the Program. All such records shall be kept for a period of seven (7) years, starting on the first day after the final PV system rebate award date (the "Retention Period"). If any litigation, claim, negotiation, audit or other action involving the records is commenced prior to the expiration of the Retention Period, all records shall be retained until completion of the audit or other action and resolution of all issues resulting therefrom, or until the end of the Retention Period, whichever is later. MassCEC or the Commonwealth or any of their duly authorized representatives shall have the right at reasonable times and upon reasonable notice, to examine and copy of the Installer's books, records, and other compilations of data which pertain to the Program. Such access may include on-site audits, review and copying of records.
- d) <u>Assignment</u>. Installer shall not assign or in any way transfer this Letter Agreement without the prior written consent of MassCEC.

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- e) <u>Public Records</u>. As a public entity, MassCEC is subject to the Massachusetts Public Records Law (set forth at M.G.L. c.66) and thus documents and other materials made or received by MassCEC and/or its employees are subject to public disclosure. All information received by MassCEC shall be deemed to be subject to public disclosure, unless the limited exception at M.G.L. c. 23J, Section 2(k) or another statutory exception applies. For more information, please see Chapter 66 of the Massachusetts General Laws.
- f) <u>Waivers</u>. Conditions, covenants, duties, and obligations contained in this Agreement may be waived only by written agreement between the parties. Forbearance or indulgence in any form or manner by a party shall not be construed as a waiver, nor in any way limit the remedies available to that party.
- g) <u>Counterparts</u>. This Letter Agreement may be executed in two or more counterparts, and by different parties hereto on separate counterparts, each of which will be deemed an original, but all of which together will constitute one and the same instrument.
- h) <u>Amendments, Entire Agreement, and Attachments</u>. All conditions, covenants, duties and obligations contained in this Letter Agreement may be amended only through a written amendment signed by the Community and MassCEC. The Parties understand and agree that this Letter Agreement supersedes all other verbal and written agreements and negotiations by the parties regarding the Program set forth herein.

[Remainder of page intentionally left blank. Signature page follows]

RFP ID: MassCEC 2012-SMP-02

Attachment D

MassCEC is excited to work with [Installer] to launch this innovative business model and increase solar adoption within the [City/Town]. If you accept the terms and conditions referenced herein, please sign and return one original copy of this letter to the attention of Elizabeth Youngblood, Massachusetts Clean Energy Center, 55 Summer Street, Boston, MA 02110.

| Very truly yours,                         |  |  |
|---|--|--|
| Patrick Cloney<br>Chief Executive Officer |  |  |
| Accepted & Agreed                         |  |  |
| Installer Company                         |  |  |
| By:                                       |  |  |
| Name:                                     |  |  |
| Title:                                    |  |  |
| Date:                                     |  |  |

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## **SOLARIZE MASSACHUSETTS: PHASE 2**

Request for Proposals for Installers of Small-Scale Solar Photovoltaic Systems

RFP ID: MassCEC 2012-SMP-02

## **Frequently Asked Questions**

## **Installer-Related Questions**

1) Will a Solar PV Installer be eligible to bid on the Solarize Mass Installer RFP if they have not installed a minimum of ten (10) solar PV systems in Massachusetts and bear the designation of "Expedited Installer" under the Commonwealth Solar II Rebate Program?

No. The Installer must be an Expedited Installer under the Commonwealth Solar II Rebate Program and have completed at least ten installations in Massachusetts. Expedited Installers have demonstrated familiarity with the programmatic requirements of the Commonwealth Solar rebate programs (i.e., application and project completion requirements), and installation experience within Massachusetts is critical to the efficient and effective implementation of the Solarize Massachusetts program.

2) What is the benefit to the Installer for winning the bid for a community?

MassCEC will provide marketing materials to each community to provide information on solar technology and engage customers on the idea of installing solar PV. This effort will alleviate some of the marketing necessary for the Installer to acquire customers within the given community. In addition, the selected Installer will have MassCEC's support and participation at community marketing and outreach events to attract prospective customers. Finally, the Installer will gain positive exposure from participating in the program and demonstrating the viability of the Solarize Massachusetts model.

3) What does being selected as an Installer for a community in the Solarize Massachusetts
Program mean for the Installer? Does an award mean that the Installer earns an exclusive
right to work within the selected community?

The Solarize Massachusetts program provides the selected Installer with the benefit of being the sole Installer for the Solarize Massachusetts program for the community or communities for which they were selected, including directly benefitting from marketing support from MassCEC. MassCEC will enter into a contract with each selected Installer, which requires the Installer to provide solar PV installations in that community at the prices proposed by the particular Installer in its response to the RFP. MassCEC will then provide rebates at the current Commonwealth Solar II levels to Solarize Massachusetts projects installed by the selected Installer for the duration of the program. The Solarize Massachusetts Program does not provide exclusive rights



to work within the selected communities. Also, selected Installers will remain eligible to work in other communities and apply for rebates through the Commonwealth Solar II Rebate Program.

## **Community-Related Questions**

MassCEC selected the following communities to participate in Phase 2 of the Solarize Mass Program. Communities applied individually or as a group. Communities that applied as a group have proposed to work with each other to drive the success of the program. For group proposals, Installers must bid on community groups as one unit. Any Installer proposal that does not list all communities in a Group Proposal will not meet threshold review.

| Submitted an Individual Proposal* | Submitted a Group Proposal*   |  |
|-----------------------------------|-------------------------------|--|
| Acton                             | Pittsfield and Lenox          |  |
| Arlington                         | Sutton and Millbury           |  |
| Boston                            | Wayland, Sudbury, and Lincoln |  |
| Hopkinton                         |                               |  |
| Melrose                           |                               |  |
| Mendon                            |                               |  |
| Montague                          |                               |  |
| Newburyport                       |                               |  |
| Palmer                            |                               |  |
| Shirley                           |                               |  |

<sup>\*</sup> For purposes of this FAQ, communities that submitted an individual proposal shall be referred to below as a ("Individual Community") and communities that submitted a group proposal shall be referred to as a ("Group").

## 4) How many communities can an Installer bid on?

Installers are eligible to bid on up to four (4) communities. If bidding on a Group, the number of communities within the Group will count toward the four proposal maximum. For example, if the Installer is bidding on a Group that has two partnered communities, the company would be eligible to bid on up to two Individual Communities or a Group that has two partnered communities.

5) If an Installer is selected for a Group, does the tier pricing apply to the Group collectively or to the volume achieved within each partnered community? How does this differ from being selected for an Individual Community?

If the Installer is selected to partner with a Group, the tiered pricing will apply to the Group collectively, not each partnered community.

If the Installer is selected to partner with one or more Individual Communities, the tiered pricing will only apply to that particular community.



6) If an Installer is bidding on more than one community, do they need to submit an individual proposal for each community?

Yes. Installers must submit a distinct proposal for each Individual Community or Group that they are bidding on.

7) Will each community be capped at a certain number of PV installations under the program?

No. There is no cap on the number of installations that can receive rebates under this program. One goal of the pilot program is to demonstrate how many installations are achievable in a limited time period when supplemented by community-based marketing efforts. With no cap, each community can drive down the installed or leased/PPA price as much as possible by generating sufficient interest.

## **Equipment and Pricing Proposal**

8) Can an Installer propose multiple types of equipment (i.e. different modules or inverters)? If so, can the tiered pricing be different for each?

Installers should propose one set of equipment at an established price, but are also welcome to offer different equipment using pricing adders. For example, the Installer may propose a base inverter, but offer the option of using micro inverters at additional cost. This cost <u>must</u> be identified in the pricing proposal (Attachment B) as a pricing adder. A community will reach the appropriate tiers relative to cumulative contracted capacity (regardless of which equipment is used).

9) Do Installers have to bid the same tier pricing for each community they are bidding on?

No. Installers can bid different tier pricing for Individual Communities and Groups. However, the tier pricing must be the same for each partnered community within a Group.

10) Do pricing reductions between tiers need to be equal?

No. Proposed price reductions between tiers can vary.

11) Is it okay to include increased pricing factors that are not included in the template Pricing Proposal (Attachment B)?

Yes. Installers are welcome to outline additional factors that will result in pricing adders. For example, if the Installer wants to propose an adder for additional site conditions or SREC aggregation, that is acceptable.



In rare instances, the selected Installer and a customer may agree to additional costs that were not identified in the original pricing proposal in order to proceed with a project. <u>This requires</u> advance approval from MassCEC.

12) How should an Installer bid pricing adders, if the price to the customer would vary based on the size of the system?

Installers should propose pricing adders as a "not to exceed" price. For example, MassCEC recognizes that the additional cost for certain site conditions may require a larger pricing adder for smaller systems than larger systems (or vice versa). The Installer's pricing adder should be for the maximum additional price that the customer would see on a \$/watt or \$/kWh basis.

13) The RFP asks that solar providers bid pricing without incentives or assumptions about the sale of SRECs. Should vendors include applicable taxes? If so, what do you anticipate those taxes to be?

Vendors should not include any potential incentives, rebates, or applicable taxes in their pricing. MassCEC will collect W-9s from all system owners and will issue 1099s at the end of the tax year in which the rebate is paid. MassCEC recommends that system owners confer with their tax advisor about the potential tax liabilities of rebates.

14) The RFP asks that solar providers bid a \$/watt price (Purchase Price) and a \$/kWh price (Lease/PPA Price). Most solar vendors present leases as a monthly payment and power purchase agreements (PPAs) as a \$/kWh. Will you provide clarity on this issue?

MassCEC will accept both PPAs and leasing agreements. If a lease is proposed, the proposal must be presented on a \$/kWh rate for evaluation purposes. However, the lease agreement with the customer can still be based on a monthly payment model. Installers proposing a PPA model must offer a single \$/kWh price for all systems. Regardless of whether proposing a lease or PPA model, Installers must identify pricing "adders" on a \$/kWh basis.

#### **Rebate-Related Questions**

15) What are the technical requirements for a site to be eligible for a rebate through the Solarize Mass Program?

Rebate requirements for Solarize Massachusetts will be exactly the same as those for the Commonwealth Solar II Rebate Program. The applications under the Solarize Massachusetts program will be submitted via PowerClerk and the same supporting documentation will be required for each project.



Eligible solar PV projects must be 15 kW or less in capacity, and can be located at residential, commercial, public, or other private sites. All Solarize Mass projects must meet the same requirements outlined in the Commonwealth Solar II Rebate Program Manual and Minimum Technical Requirements, including but not limited to minimum production requirements and minimum equipment requirements. The current Commonwealth Solar II Program Manual and Minimum Technical Requirements can be found on the Commonwealth Solar II – Block 10 web page at <a href="http://masscec.com/index.cfm/pid/11161/cdid/13241">http://masscec.com/index.cfm/pid/11161/cdid/13241</a>.

#### 16) Which party will receive the Solarize Mass rebate?

The Solarize Mass rebate program will work the same as the Commonwealth Solar II Rebate Program. As a result, the Payee (who is the rebate recipient), should be indicated at the time of application. Eligible Payees are the Host Customer, System Owner, or Installer.

## **Additional Questions**

#### 17) What is the timeline for sales and installations in the program?

The sign up period lasts through September 30, 2012. The Installer team will have one year from the date of the rebate award (this may be different for each system) to install the system. The total contracted capacity in each community will determine the pricing tier for all of the contracted participants in that community.

# 18) Will the community proposals submitted to the MassCEC be made available to the Installer applicants for reference?

Yes. The proposals of the selected Green Communities are available at <a href="http://www.solarizemass.com/index.cfm/pid/11161/cdid/13111">http://www.solarizemass.com/index.cfm/pid/11161/cdid/13111</a>.

## 19) How many Solar 101 and 201 presentations will be conducted in each community?

One Solar 101 and one Solar 201 presentation will be conducted in each Individual Community or at least one partner community in a Group. Community volunteers or the Installer may conduct additional community events. Materials from the presentations will be posted on <a href="https://www.solarizemass.com">www.solarizemass.com</a>.

#### 20) How will solar PV installers be chosen for the Solarize Mass communities?

Installers will be required to submit a proposal to MassCEC for each Individual Community or Group for which they want to bid. MassCEC will perform a threshold review of all Installer proposals, verifying that they meet the core requirements outlined in the Installer RFP.

Designated representatives of each community will then work with MassCEC and DOER using a predefined process to select the best bid for their community. Scoring sheets and additional



information will be provided to each community during the Installer evaluation period (more details will be forthcoming for selected communities.

MassCEC will contract with the selected Installer on behalf of the community. If the community is interested in implementing solar PV projects on public buildings, this constitutes a separate, project-specific contracting process between the municipality and an Installer, and the municipality will have to adhere to public procurement requirements.

## 21) Can Installers partner with other solar-related entities?

Yes. The lead solar PV Installer, as outlined in the proposal, may partner with another solar-related company and apply to the Installer RFP together. Installer applications will be required to clearly define the roles of all companies involved. In addition, Installers that are not selected for a given community, and thus not an official partner in the Solarize Mass program, will still be eligible to sell within the community under the Commonwealth Solar II Rebate Program (subject to funding availability and CSII program requirements).