SOLARIZE FREEPORT

• Community solar project coordinated by Town of Freeport
• Model based upon national Solarize movement
• Bulk purchase that decreases installation cost with increased participation
TIER I

$16,500
TIER II

$15,750
TIER II

$15,750
TIER II

$15,750
TIER II

$15,750
TIER II

$15,750
TIER II

$15,750
TIER III

$15,000
TIER III

$15,000
SOLARIZE

- Began in Portland, OR
- Spread to sixteen other states
- Implemented in a variety of ways:
  - Community-led (Solarize Freeport)
  - Installer-led
  - Organization-led (Solarize Mid Maine)
STRENGTH OF PROGRAM

• Creates community visibility for solar
• Leverages influence of neighbors on buying behavior
• Bidding process builds trust amongst community
• Utilizes “gateway drug” effect of solar to implement other energy measures
WHY SOLARIZE FREEPORT?

• It could be done now
• In Freeport, natural gas alternative
• Lowers barriers
  • Cost
  • Complexity
  • Incentives
FREEPORT’S PROCESS

Oct ‘14 – Identified project
Nov ‘14 – Collected signatures
Dec ‘14 – Released RFP to solar installers
Feb ‘15 – Awarded project to installation firm
May ‘15 – Sales deadline
Oct ‘15 – Installation deadline
GETTING STARTED

• Gauge interest
• FMI – Who? How?
• Brand the campaign
• Develop a Request for Proposal (RFP)
REQUEST FOR PROPOSAL

- Explain program
- Define geographic area
- Establish timeline
- Standardize forms to complete
- Set proposal due date

Solarize Freeport
Request for Proposals from Solar Photovoltaic Installers

This Request for Proposals (RFP) is available online at:

Please check online for updates prior to completing and submitting a bid.

All responses to this RFP must be sent electronically to Donna Larson, Freeport Town Planner dlarson@freeportmaine.com no later than 3:00pm on Thursday, January 15, 2015. All bids will be open shortly after 3PM on January 15, 2015.

Installers may be asked to attend an in-person interview with a community selection committee during working hours the week of January 26, 2015, to be held in the Freeport Town Offices, 30 Main St., Freeport, ME 04032.

Please direct questions or feedback regarding this RFP to Donna Larson, Freeport Town Planner: dlarson@freeportmaine.com or (207) 865-4743 x103.
SELECTION PROCESS

• Review committee – establish early if possible
• Find technical support
• Establish what’s important – pricing, reputation, experience, equipment
• Interview top choices – know your questions
• Make a decision
PARTNER INSTALLERS

- Selected through competitive bid process
- Collaboration between two companies
- Provided same pricing and equipment
- All leads and sales directed through common route
Buy solar with your neighbors. Save money with your neighbors.

The Town of Freeport is bringing the community together to lower the cost of solar. Property owners who purchase a system with our installation partners prior to May 2, 2015 will reduce costs for themselves and for their neighbors.

Get a Quote!

Community Buying Window

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DAYS HOURS MINUTES
GET STARTED AT: solarizefreeport.com
or call (207) 200-1360
PROGRAM RESULTS

- 41 installations
- Roughly 240kW of capacity
- 20 additional energy projects
- More than $750,000 of community investment
- 4 new full-time positions
1. Involve community in the planning process.
2. Conduct a competitive bidding process.
3. Provide grassroots outreach for education and marketing.
4. System pricing should seek best value.
5. Set a buying deadline.
6. Provide financing.