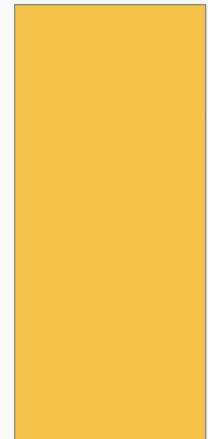




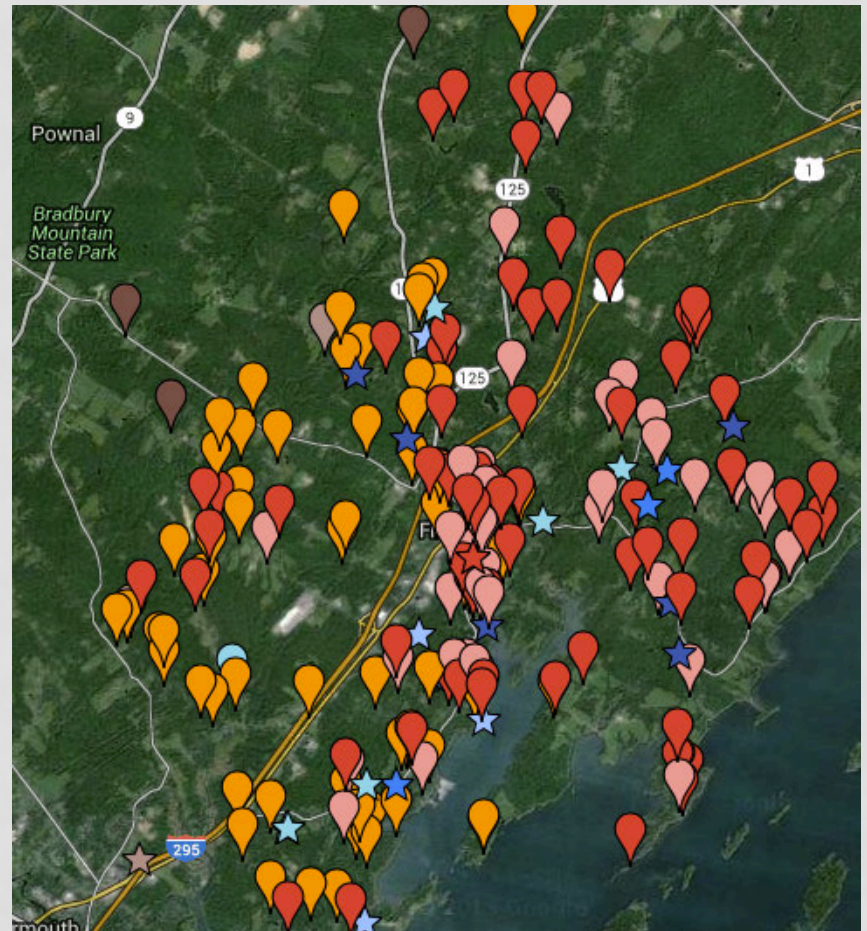
LESSONS FROM **SOLARIZE FREEPORT**

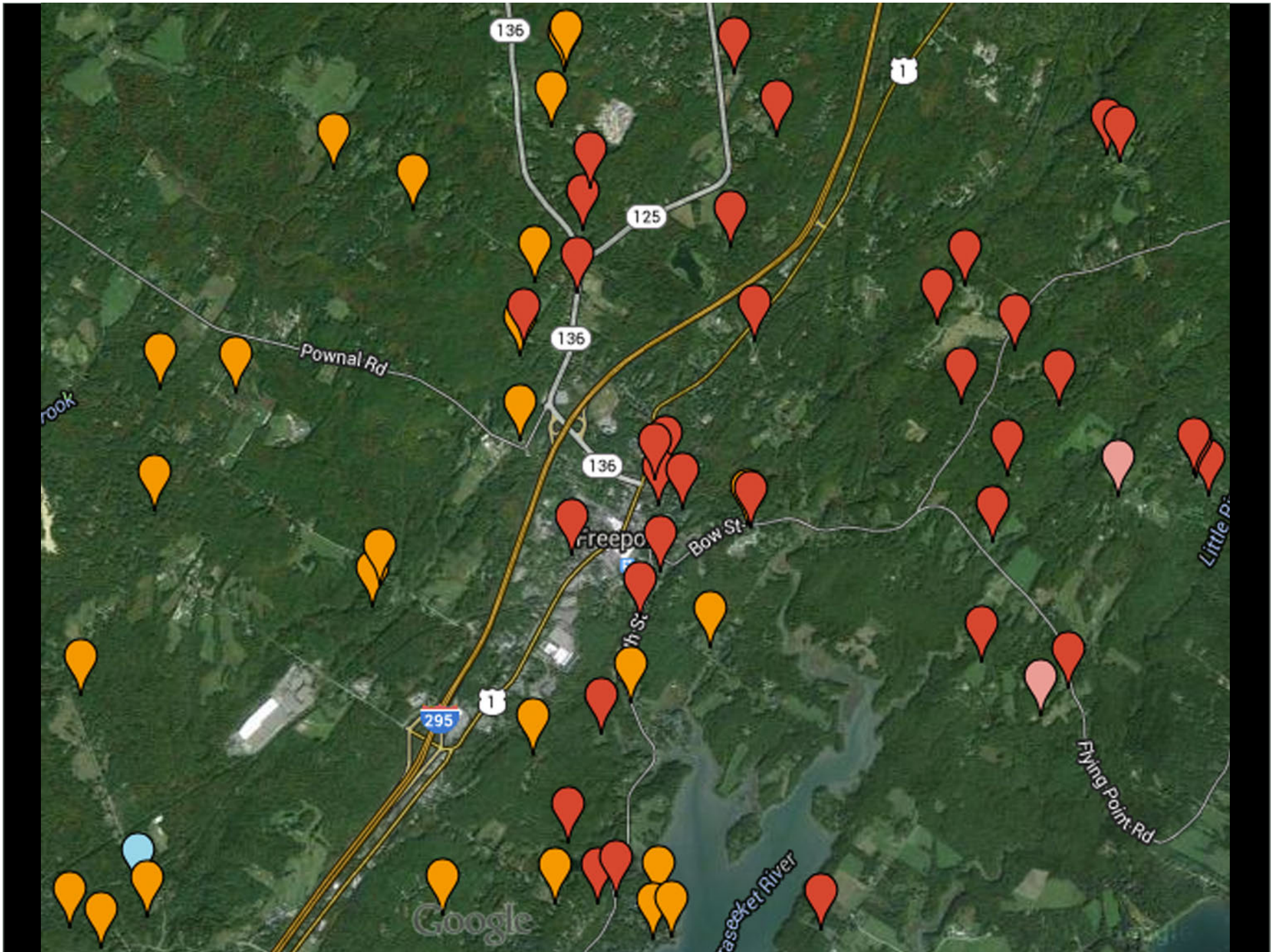
DONNA LARSON | VAUGHAN WOODRUFF



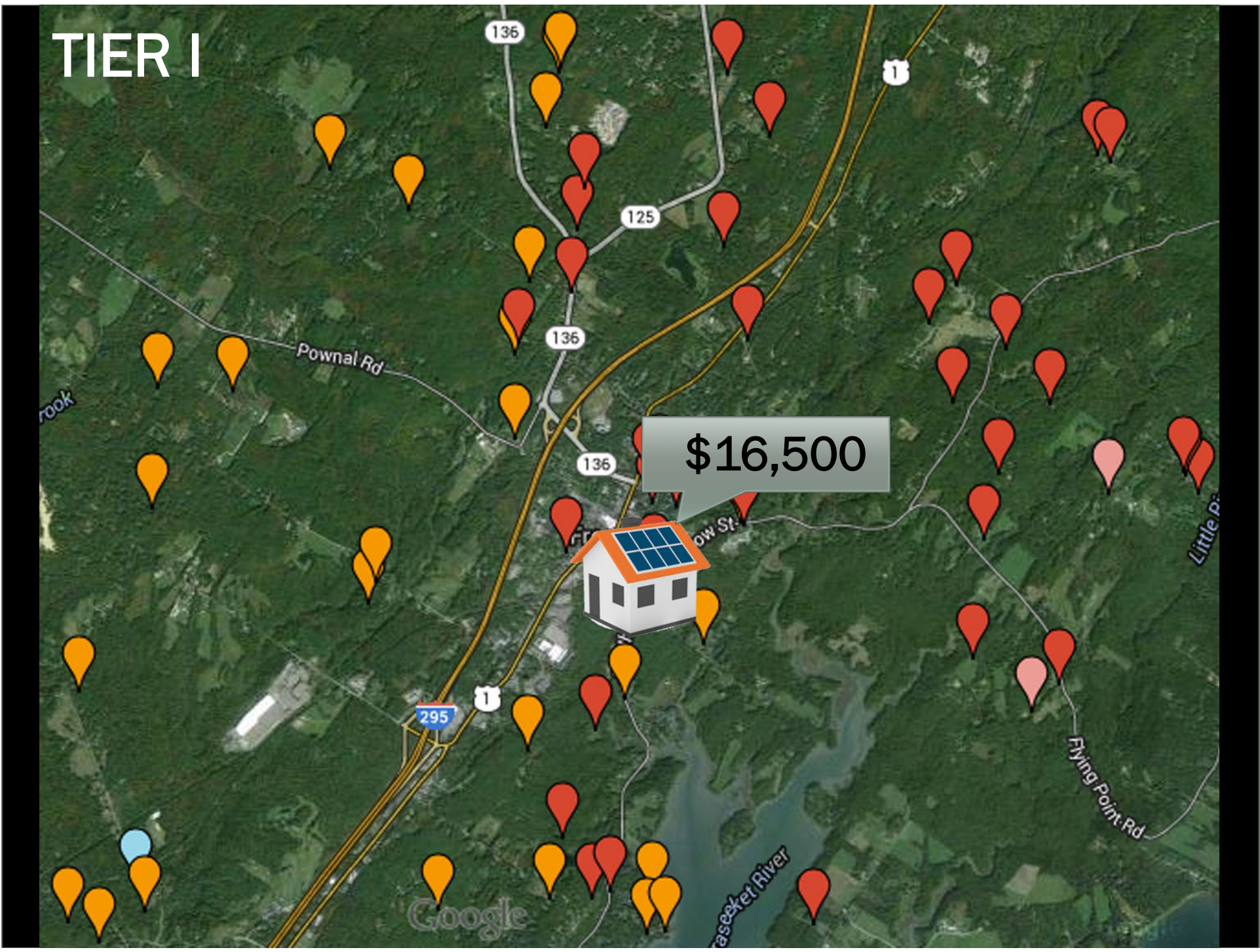
SOLARIZE FREEPORT

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

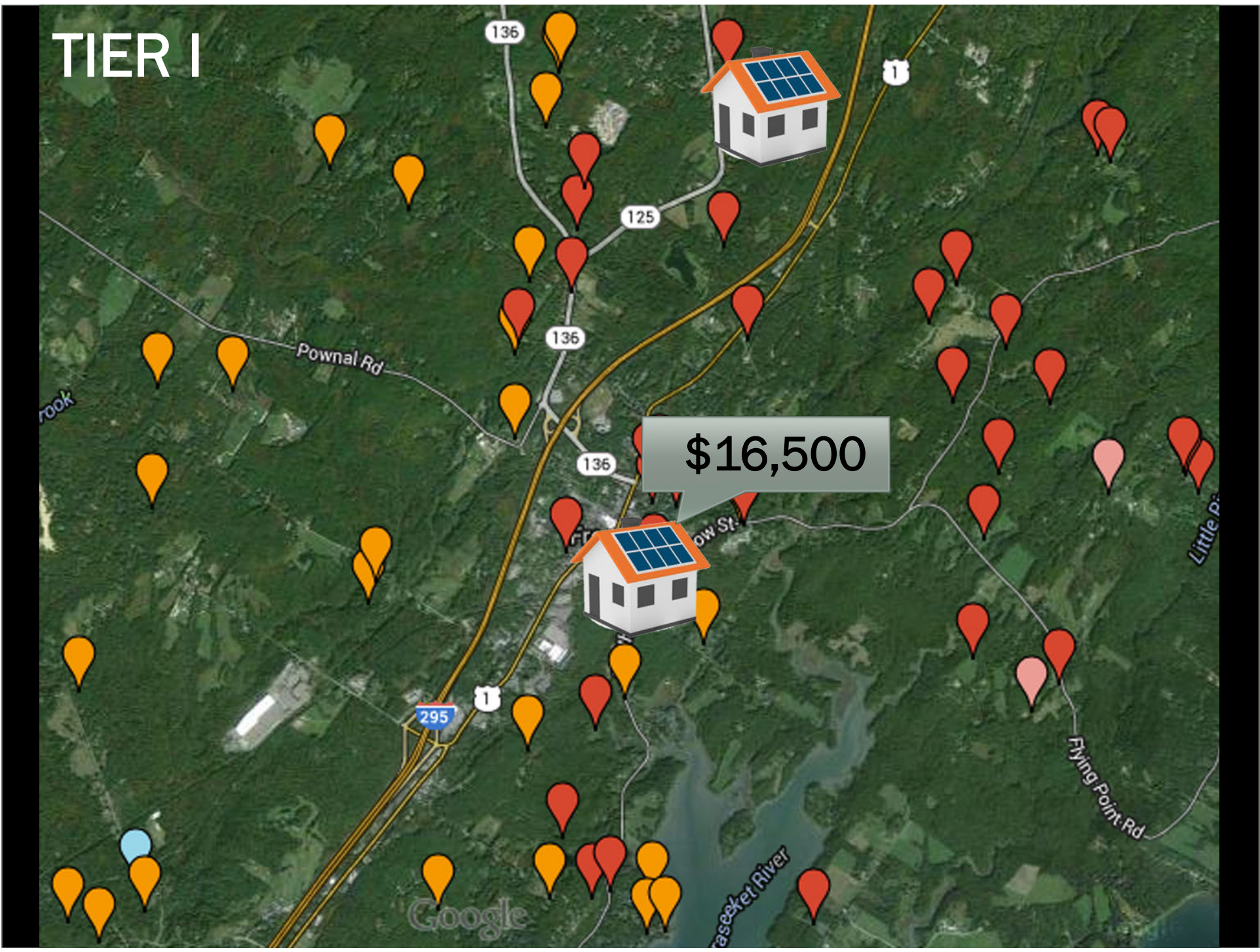




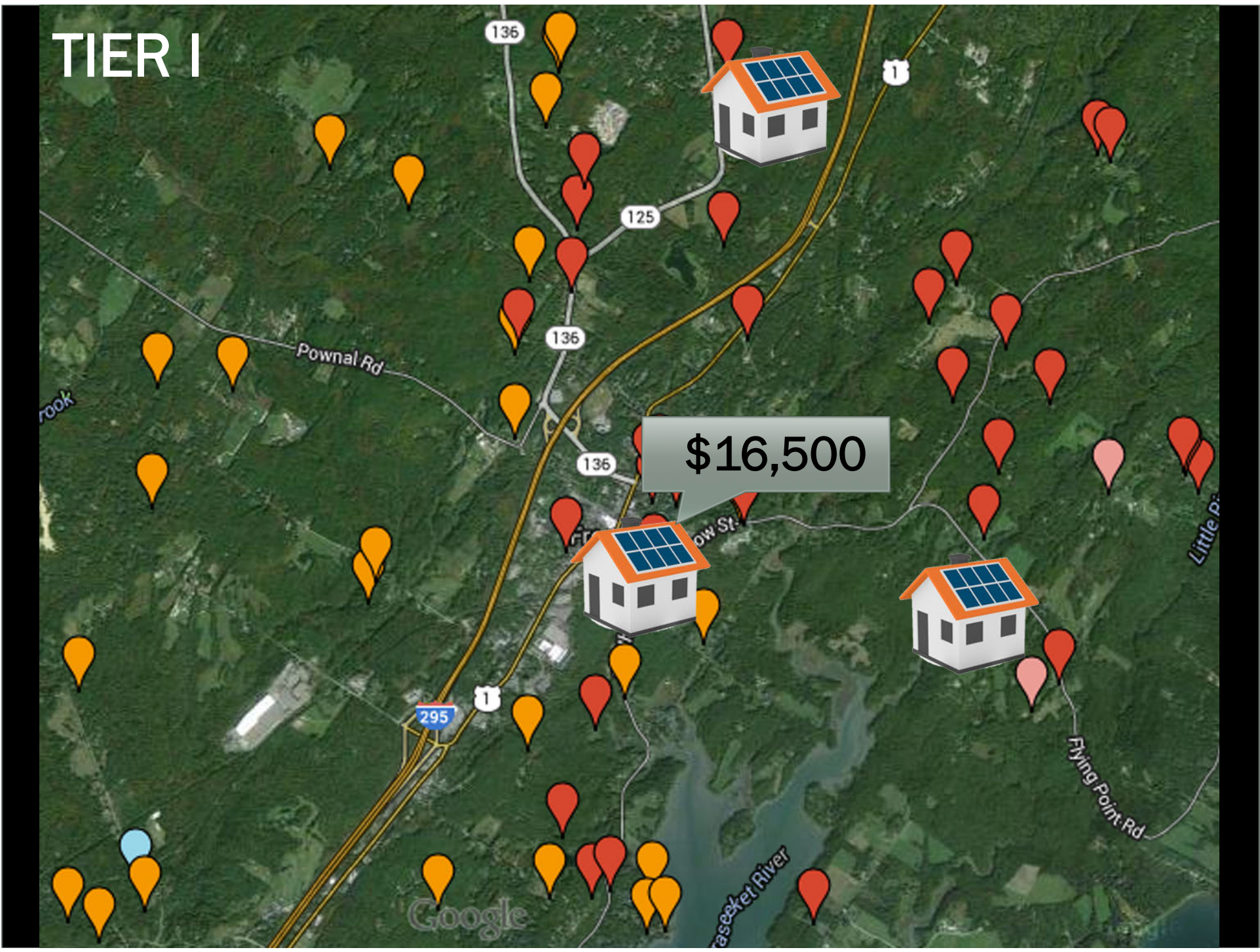
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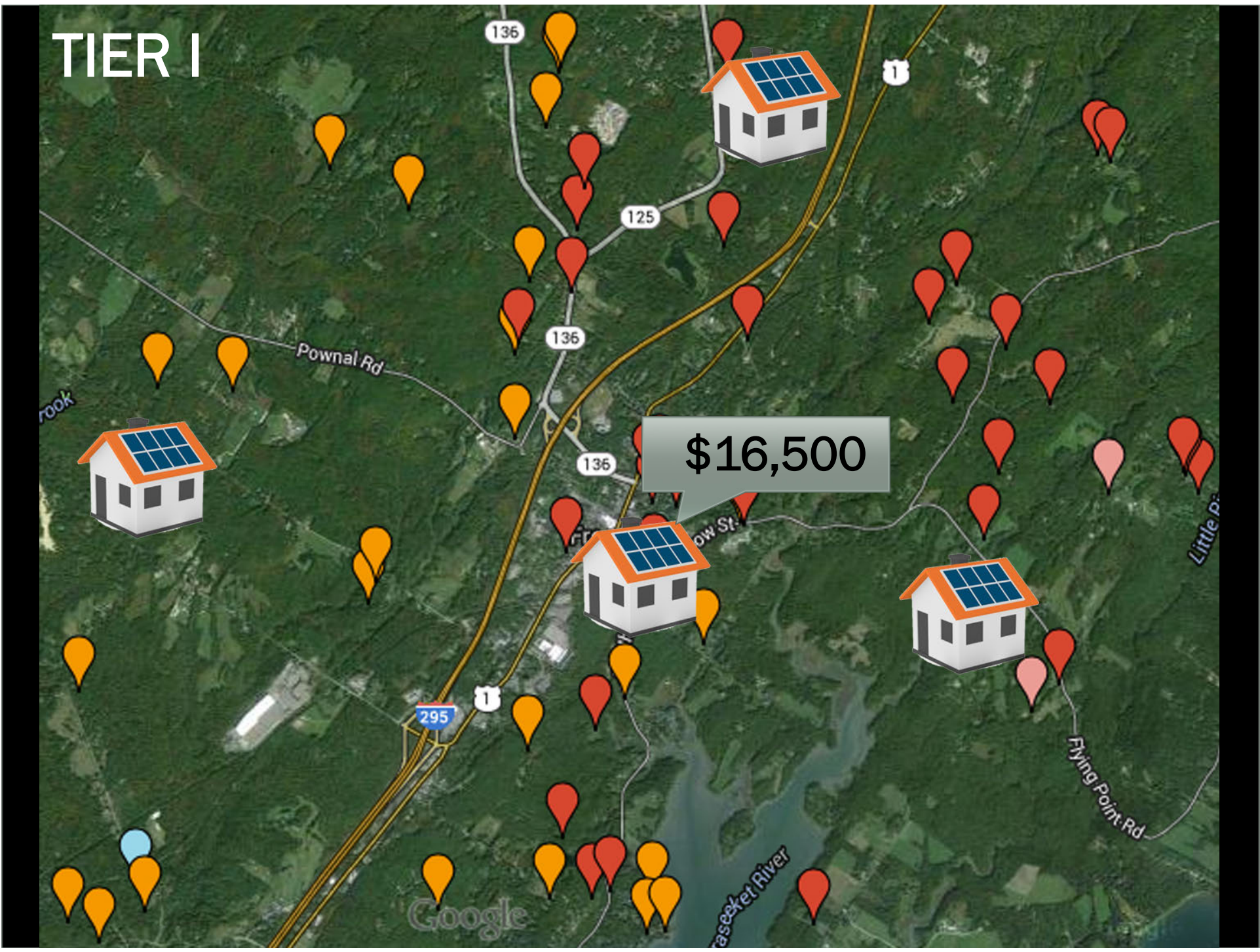
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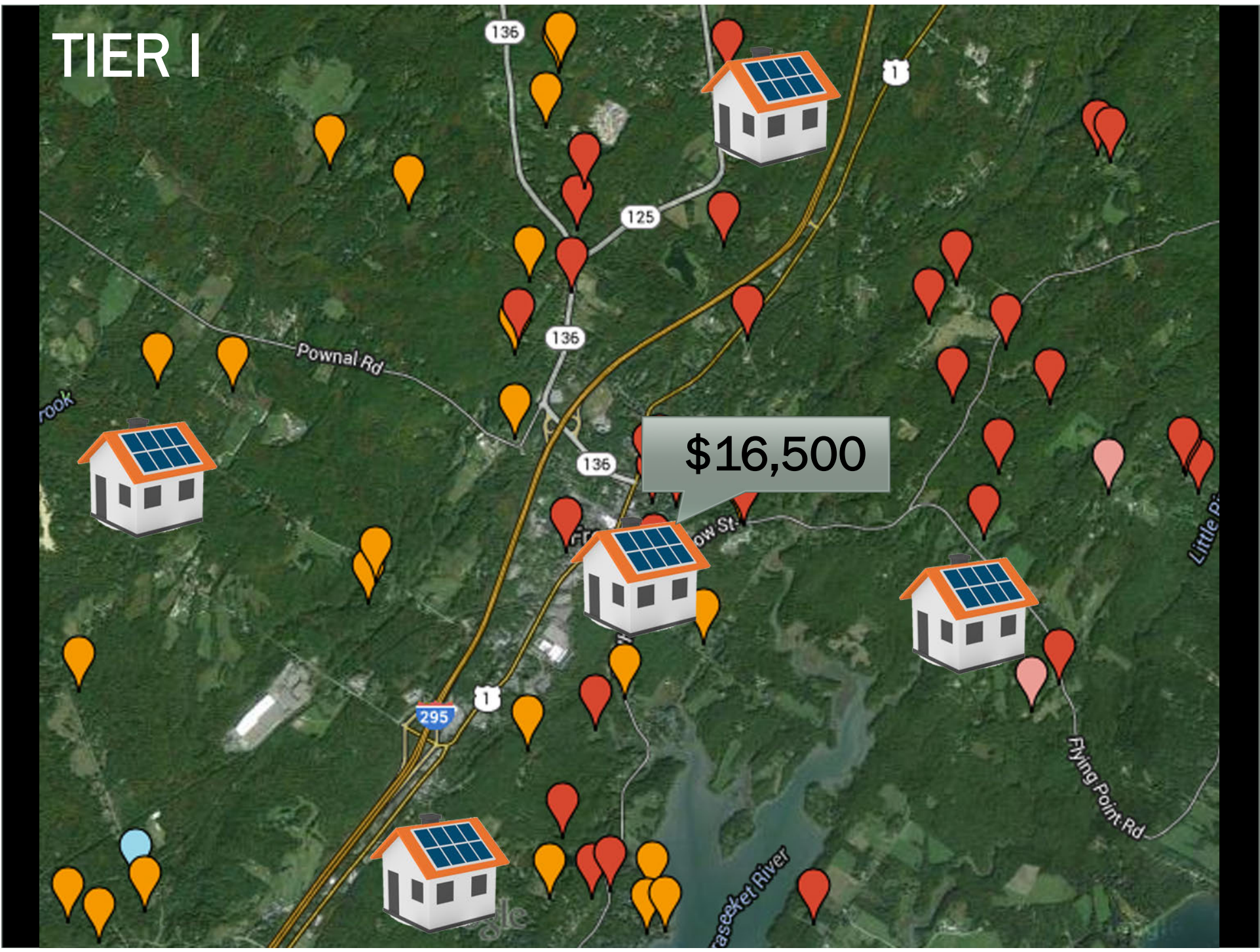
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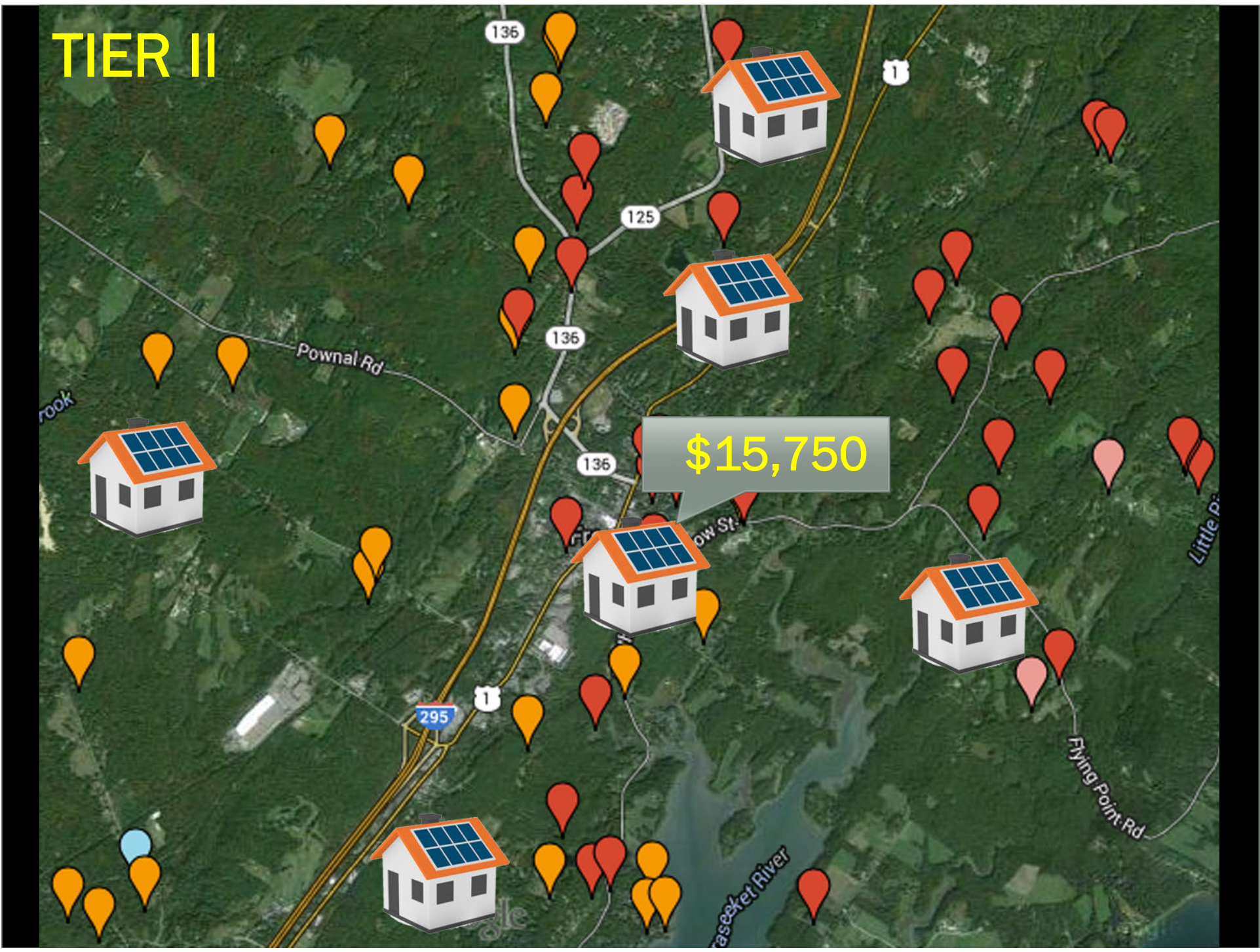
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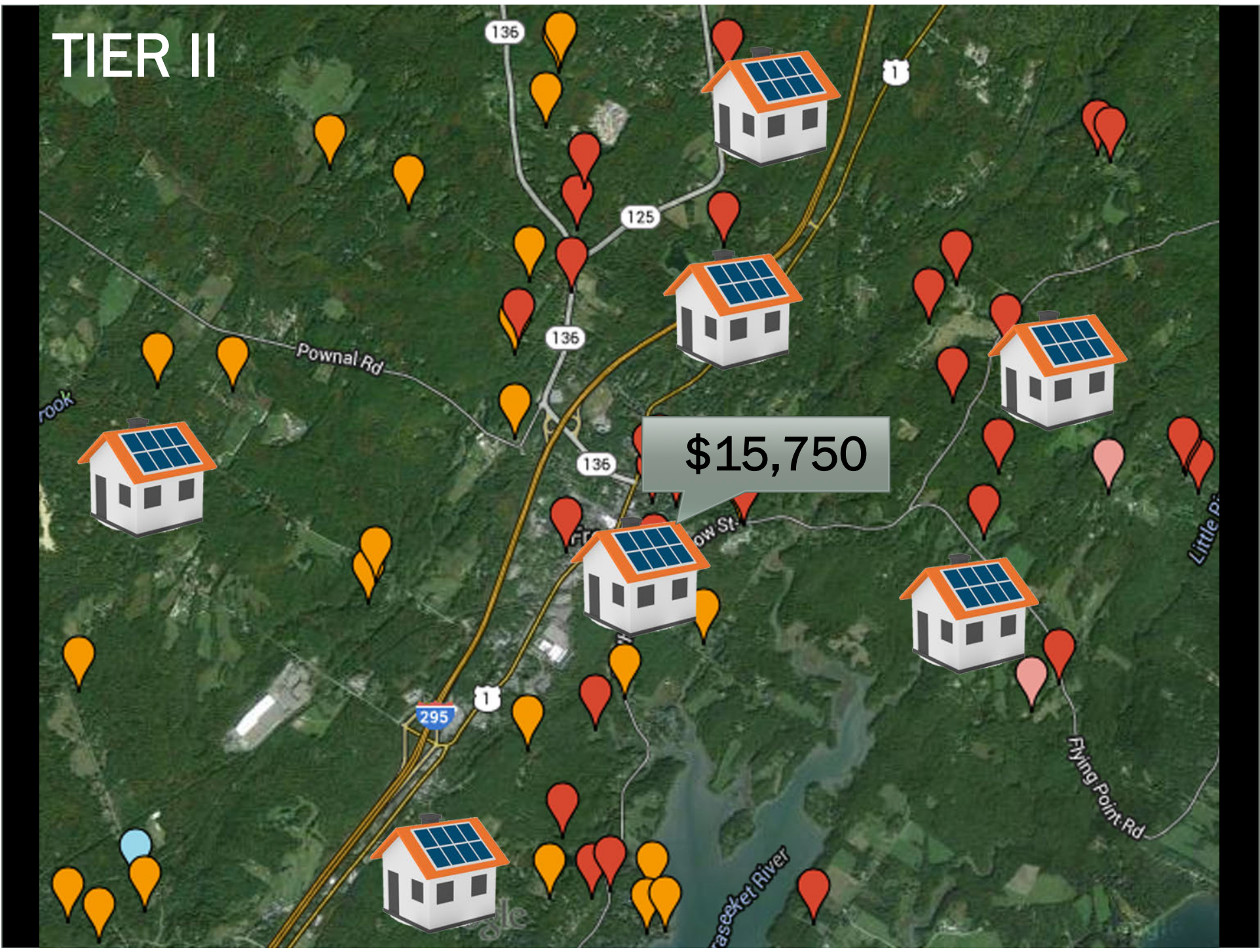
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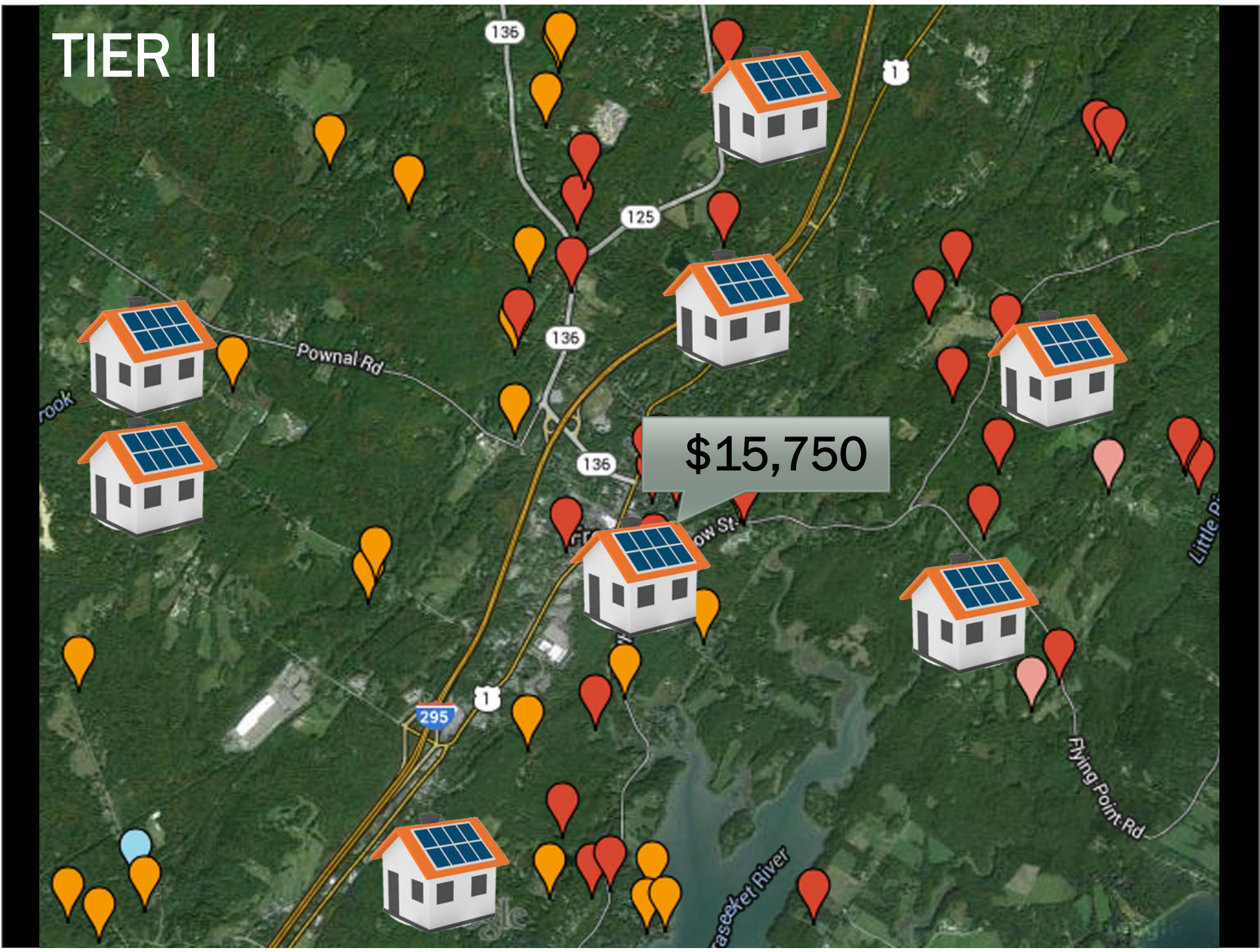


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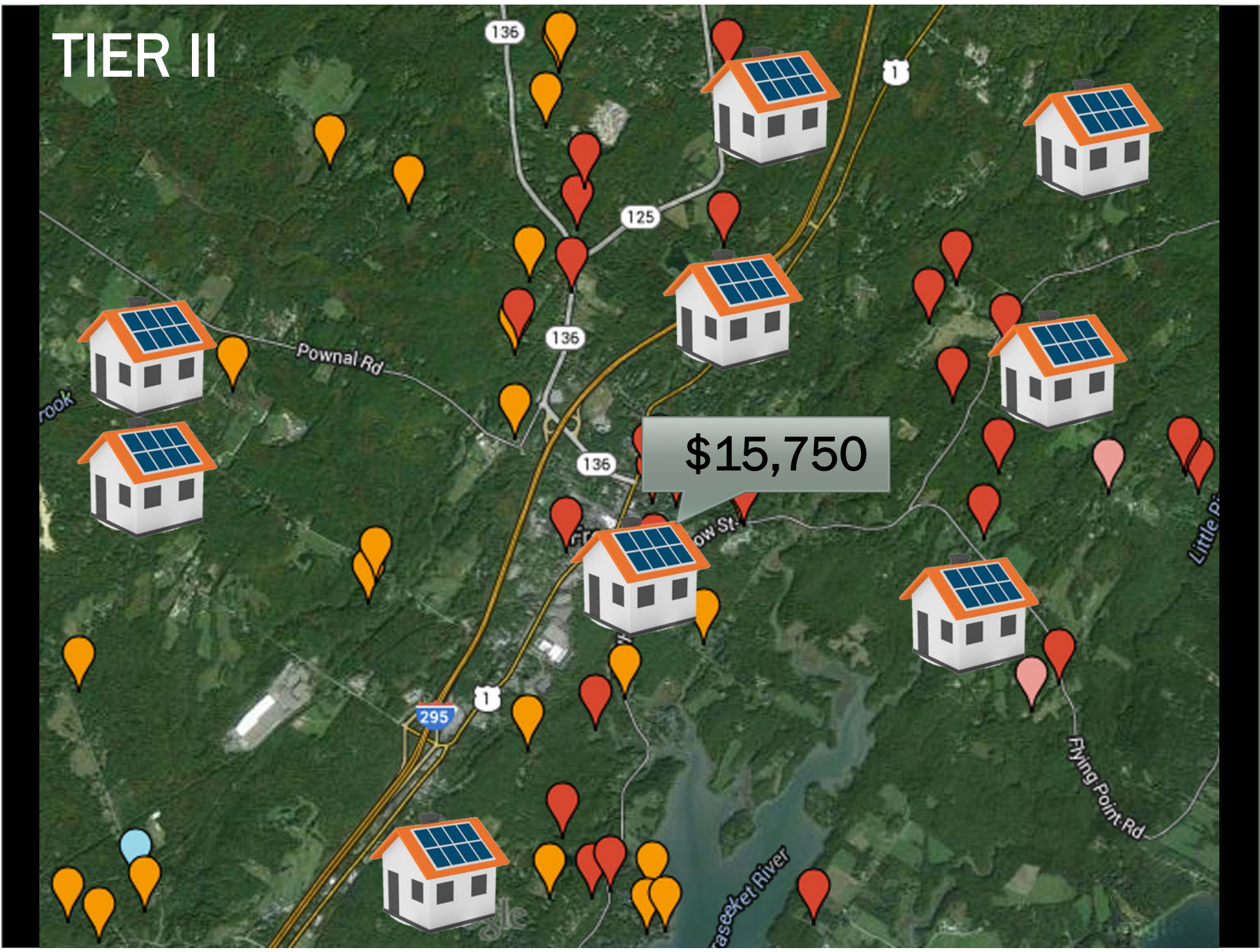
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TIER II

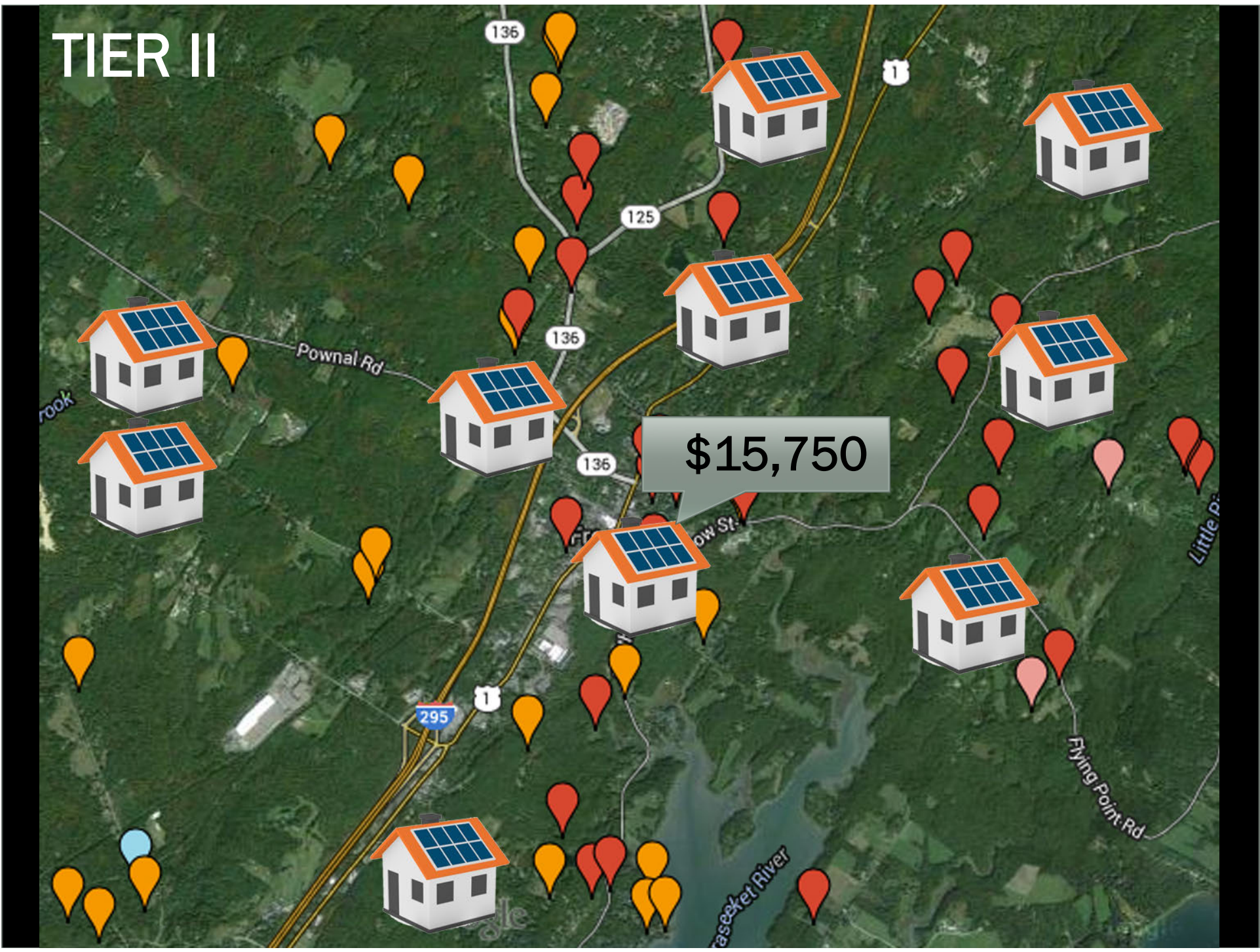


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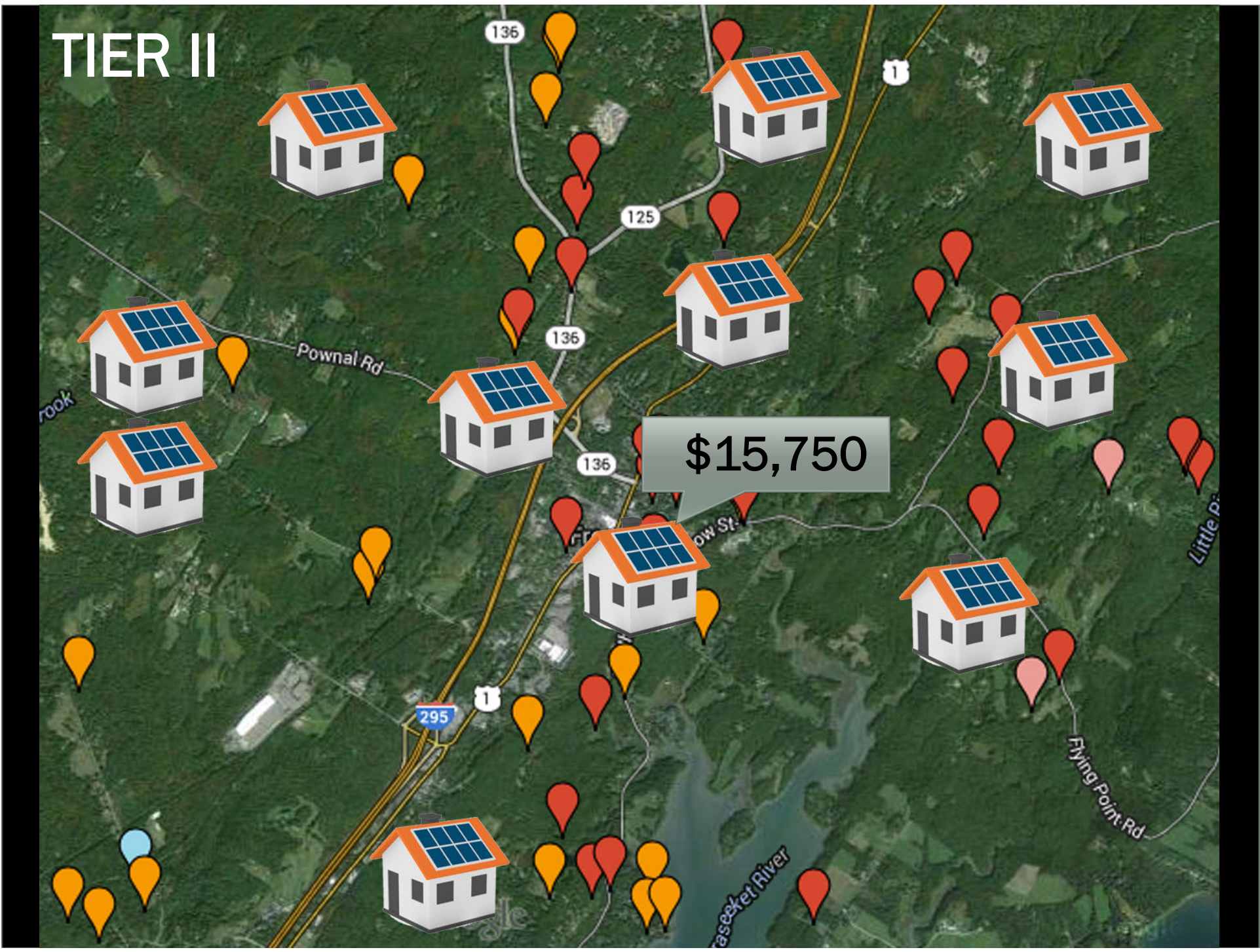
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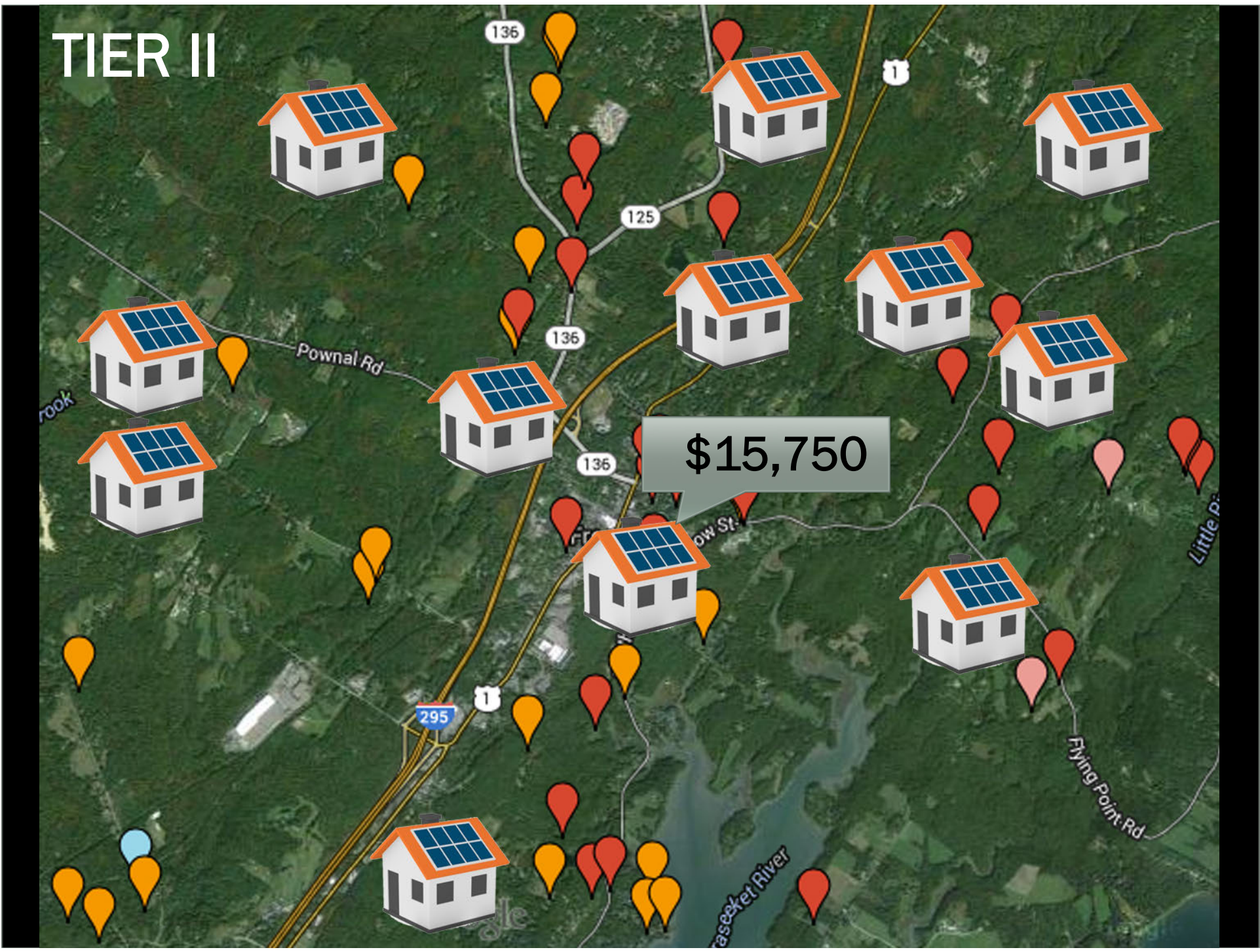
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TIER II

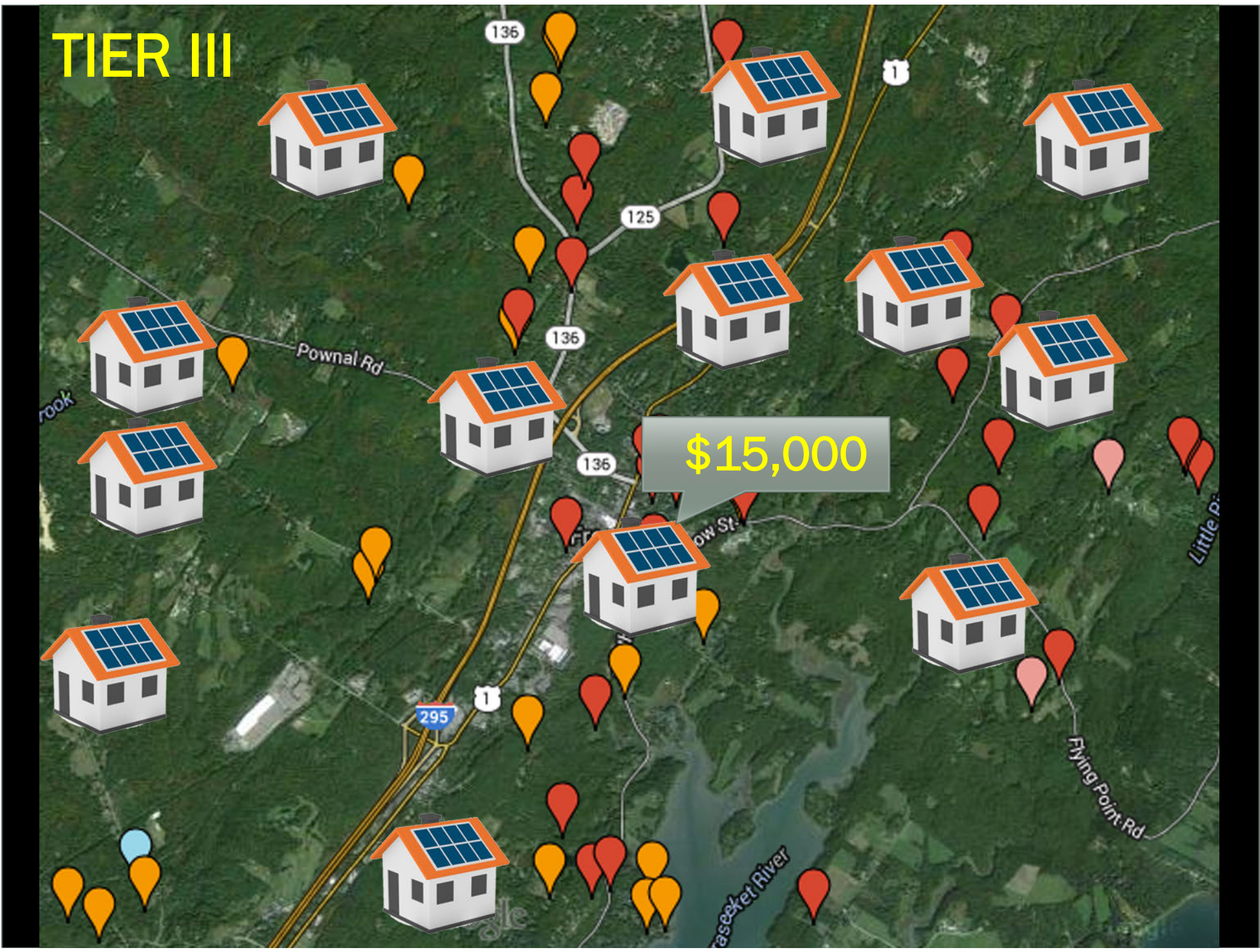


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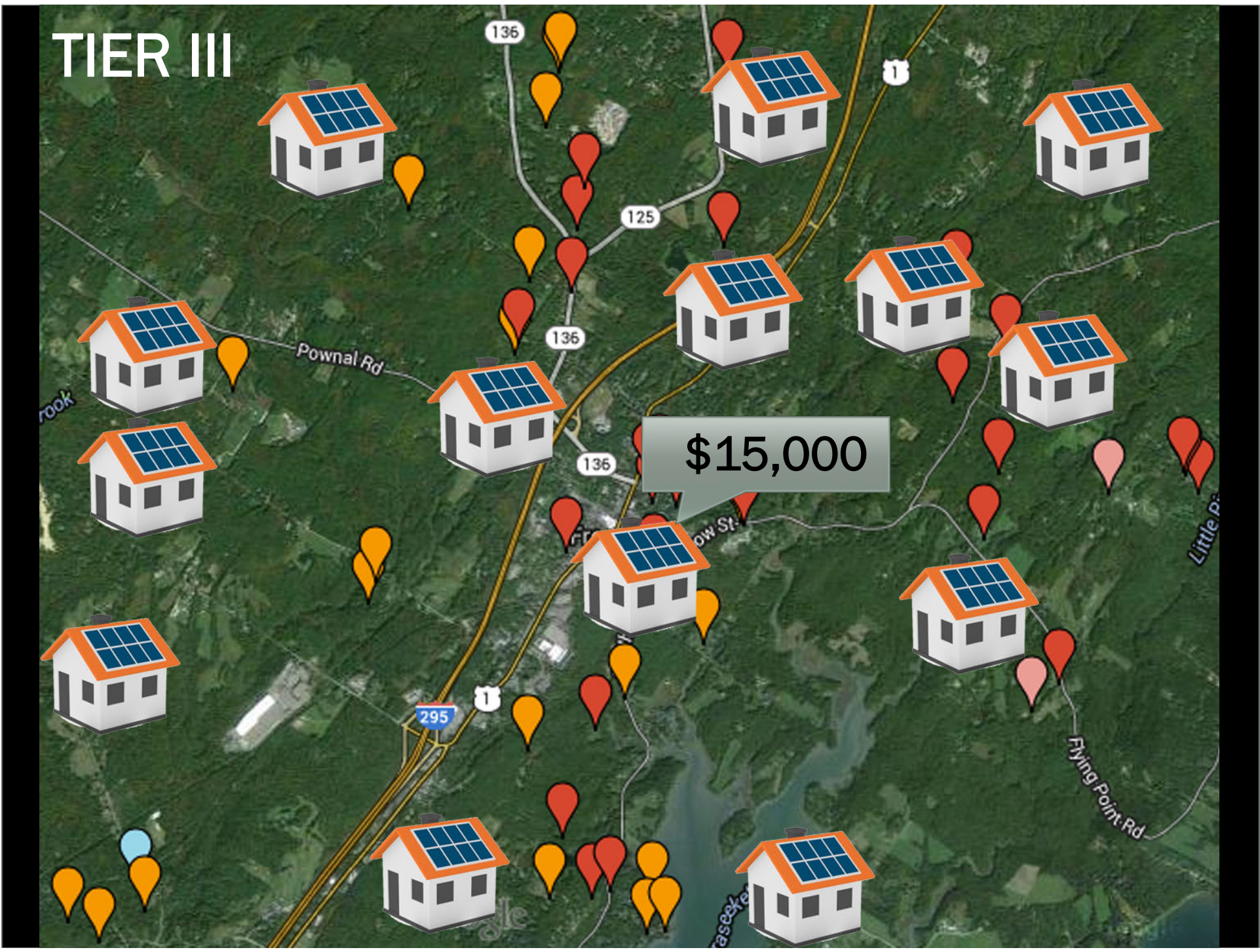


\$15,750

TIER III

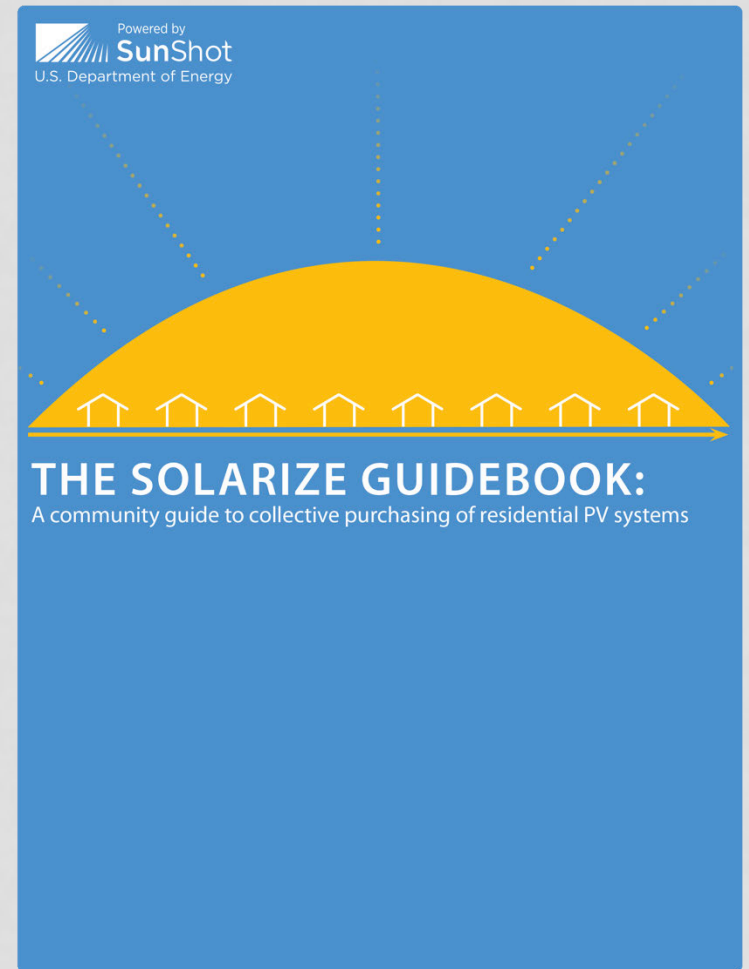


TIER III



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:
http://www.freeportmaine.com/page.php?page_id=181&title=RFP/Employment

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.

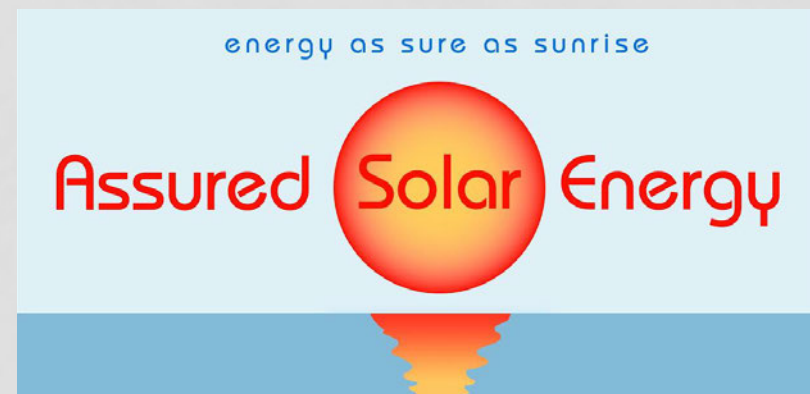
SELECTION PROCESS

- 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



PROJECT WEBSITE



**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 ▼▼▼

00

DAYS

01

HOURS

54

MINUTES



SOLARIZE FREEPORT

BUYING WINDOW ENDS:



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



BEST PRACTICES

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.

