



## FY 2011 SOLARIZE MASS



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# SOLARIZE MASS APPLICATION

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The Massachusetts Department of Energy Resources (“**DOER**”) is a state agency whose mandate is to promote policies and programs to ensure that Massachusetts' citizens have adequate, diverse, energy supplies, at a reasonable cost, with a minimal impact on the environment. To meet this objective, DOER pursues a number of policy and program initiatives designed to increase the efficiency of electricity, gas, and oil end-uses; to encourage investment in energy conservation, renewable energy, demand response and load management programs, and; to enhance competition and planning in the electric and gas industries.

DOER’s Green Communities Division, in conjunction with the Massachusetts Clean Energy Center (“**MassCEC**”), is pleased to announce a pilot program available for selected cities and towns, designated as “Green Communities”, wishing to implement a community-wide solar photovoltaic (PV) program. This pilot program is the first step in achieving a larger goal to have 10,000 homes and small businesses statewide powered by solar energy.

## PROGRAM DESCRIPTION

While solar installation costs in Massachusetts have declined over time, there are still opportunities to gain economies of scale through the aggregation of multiple small-scale systems. Installation costs for small-scale solar installations are generally higher than large-scale installations, due to the extra cost of marketing, advertising, and acquiring multiple customers. To reduce these costs, DOER and MassCEC propose to make PV a more accessible and affordable energy option through streamlined marketing efforts and aggregated sales in a manner similar to the successful Solarize Portland program.

Under the Solarize Mass pilot program, MassCEC will assist selected Green Communities to increase renewable energy generation by encouraging community-wide PV installations. Up to four Green Communities, one selected from each of the four regions, will be selected to receive assistance to market the installation of solar photovoltaic panels on residential and small commercial buildings, as defined by the Commonwealth Solar II Rebate Program. An individual marketing strategy will be developed within each selected community, but it may include such items as website development, public events, and outreach materials. Once the communities are selected, MassCEC will issue an

RFP for the selection of at least two solar installation companies (one offering a direct ownership model and one offering a leasing model to customers) to focus their efforts on aggregated purchasing of equipment for installations within the selected communities.

In the spring and summer of 2011, MassCEC will assist with community outreach, education, and marketing materials for residents and business owners within the selected Green Communities who are interested in installing solar. This will occur through strategic community meetings and events where various stakeholders, including Green Community and other municipal representatives, MassCEC, and the selected installation companies will increase awareness of solar energy. The selected installers will be responsible for assessing individual sites, working with interested customers to design appropriate systems, and contracting.

Customers in the selected Green Communities will have approximately 3-4 months to sign up for the program and then one (1) year for the actual installation of the PV systems. Customers that choose to participate in the Solarize Mass pilot will be eligible for incentives equivalent to those available in the Commonwealth Solar II Rebate Program. The chosen installers will assist individual customers in applying for rebates.

## **ELIGIBILITY**

To be eligible for the pilot, municipalities must:

- Be a designated Green Community;
- Designate a local point of contact (paid staff or volunteer) to collaborate with MassCEC in organizing community meetings and identifying volunteers to support outreach efforts;
- Identify local organizations with which to coordinate marketing campaign;
- Acknowledge that residences located in utility Area Networks will not be able to participate in the program due to utility interconnection constraints. Area networks are *typically* located in congested areas of cities, but you must contact your electric utility to determine if your community has any area networks;
- Provide a letter from the Chief Executive Officer committing to the municipality's full participation and cooperation with the MassCEC in this program. The Chief Executive Officer is defined as the manager in any city having a manager and in any town having a city form of government, the mayor in any other city, and the board of selectmen in any other town unless some other officer or body is designated to perform the functions of a chief executive officer under the provisions of a local charter or laws having the force of a charter; and
- Provide a complete application. Incomplete applications will be returned and only considered if complete by the deadline of March 30, 2011.

## **AWARD CRITERIA**

After ensuring that an applicant has met all of the eligibility criteria, applications will be pooled in accordance with the four MA Department of Environmental Protection regions and one grantee will be selected by lottery from each region. DOER maintains the discretion to determine the eligibility of each Green Community based on the application submitted.

## FUNDING

The grant award for the selected Green Communities will be in the form of services, materials and implementation of a community-wide solar PV program provided by MassCEC. In addition, solar rebates will be equivalent to those offered by the MassCEC's Commonwealth Solar II Rebate Program.

## PROGRAM ADMINISTRATION

Municipalities selected to participate will be contacted by their Green Communities Regional Coordinator who will facilitate scheduling of an initial meeting with the MassCEC.

## HOW TO APPLY

The Division will begin accepting applications on Thursday, March 9, 2011. The Application deadline is Wednesday, March 30, 2011 by 5:00 PM (EDT).

Completed applications must be submitted as a hard copy (including attachments) to the following address:

Department of Energy Resources  
Green Communities Division  
100 Cambridge Street, 10<sup>th</sup> Floor  
Boston, MA 02114  
ATTN: Cliff Sullivan

## QUESTIONS CONCERNING THIS PROGRAM OPPORTUNITY NOTICE

Requests for clarification or additional information regarding this Program Opportunity Notice (PON) may be submitted via e-mail using the subject line "Green Communities –Solarize Mass Pilot Application" to [cliff.sullivan@state.ma.us](mailto:cliff.sullivan@state.ma.us). You may also contact Cliff Sullivan by telephone at (617) 626-7360.

## TIMELINE

Applications available	<b>March 2, 2011</b>
Begin accepting applications	<b>March 9, 2011</b>
Application deadline	<b>March 30, 2011</b>
Notice of Award	<b>April 1, 2011</b>



## SOLARIZE MASS PILOT GREEN COMMUNITIES APPLICATION



### APPLICANT INFORMATION

City or Town Name <b>Harvard</b>			Contact for Application <b>Timothy P. Bragan</b>	
Street Address <b>13 Ayer Road</b>			Title <b>Town Administrator</b>	
City/Town <b>Harvard</b>	State <b>MA</b>	Zip Code <b>01451</b>	Telephone <b>978-456-4100</b>	Email <b>tbragan@harvard.ma.us</b>

### COMMUNITY GROUPS

Please list all community groups and organizations the municipality will collaborate with in conducting outreach for the Solarize Mass pilot. If possible, please include letters of support from these various groups or organizations.

Havard Local – Sydney Blackwell	smb15a@verizon.net
Fruitlands Museum – Tim Firment	tfirment@fruitlands.org
Harvard Community Garden – Joe D’Eramo	jderamo@charter.net
Harvard Unitarian Church – SusanMary Redinger	smredinger@charter.net
Harvard Press – Worth Robbins	wrobbins@harvardpress.com
Bromfield Environmental Group – Scott Blackwell	bromfield-environmental-group@googlegroups.com
Harvard Energy Advisory Committee	heac@googlegroups.com
Bromfield School Bulletin – Terry Symula	symula@charter.net
EnergyRaisers.Org (community group involved in solar)	energyraisers@harvardlocal.org
Harvard PTO (Parents & Teachers Organization)	harvardpto.org
Green Community Citizens & Volunteers	harvardgreencommunity@googlegroups.com
Harvard League of Women Voters – Marie Sobalvarro	marie.sobalvarro@gmail.com

### GREEN COMMUNITY DESIGNATION INFORMATION

Date of Designation: December 16, 2010
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### ATTACHMENT

Letter from Chief Executive Officer containing the following:

- Identification of a local point of contact (paid staff or volunteer) to collaborate with MassCEC in organizing community meetings and identifying volunteers to support outreach efforts
- Acknowledgment that residences located in utility Area Networks will not be able to participate in program due to utility interconnection constraints.
- A statement of commitment of the municipality’s full participation and cooperation with the MassCEC in this program.

# CERTIFICATION OF APPLICATION

The applicant is required to certify that they are authorized to execute the application and verify that all information submitted is true.

## RESOLUTION OF AUTHORIZATION

Resolved that,     **Timothy P. Bragan**    , is authorized to execute said Application on the behalf of     **the town of Harvard**    , the applying community and verify that the information in this application is true.

\_\_\_\_\_ **March 30, 2011** \_\_\_\_\_  
[signature] [date]

**Town Administrator – Town of Harvard**  
\_\_\_\_\_ [title]

[TO BE COMPLETED BY NOTARY] I, \_\_\_\_\_,  
as a notary public, certify that I witnessed the signature of the above named  
\_\_\_\_\_, and that said person stated that he or she is authorized to  
execute this resolution, and that the individual verified his/her identity to me, on this date:

**March 30, 2011**  
\_\_\_\_\_ [date]

\_\_\_\_\_ [signature]

My commission expires on: \_\_\_\_\_ NOTARY SEAL HERE: