



Solarize Wellfleet

Volunteer Orientation



Agenda



- Introductions of Participants
- Our Overall Goal
- Why We Need a Local Program
- The Purpose of Solarize Wellfleet
- What We Will Be Doing
- Help We Need



Introductions of Participants



- Tell us your name
- Something about yourself
- Why you are interested in Solar
- What you hope to do as part of Solarize Wellfleet



Our Overall Goal



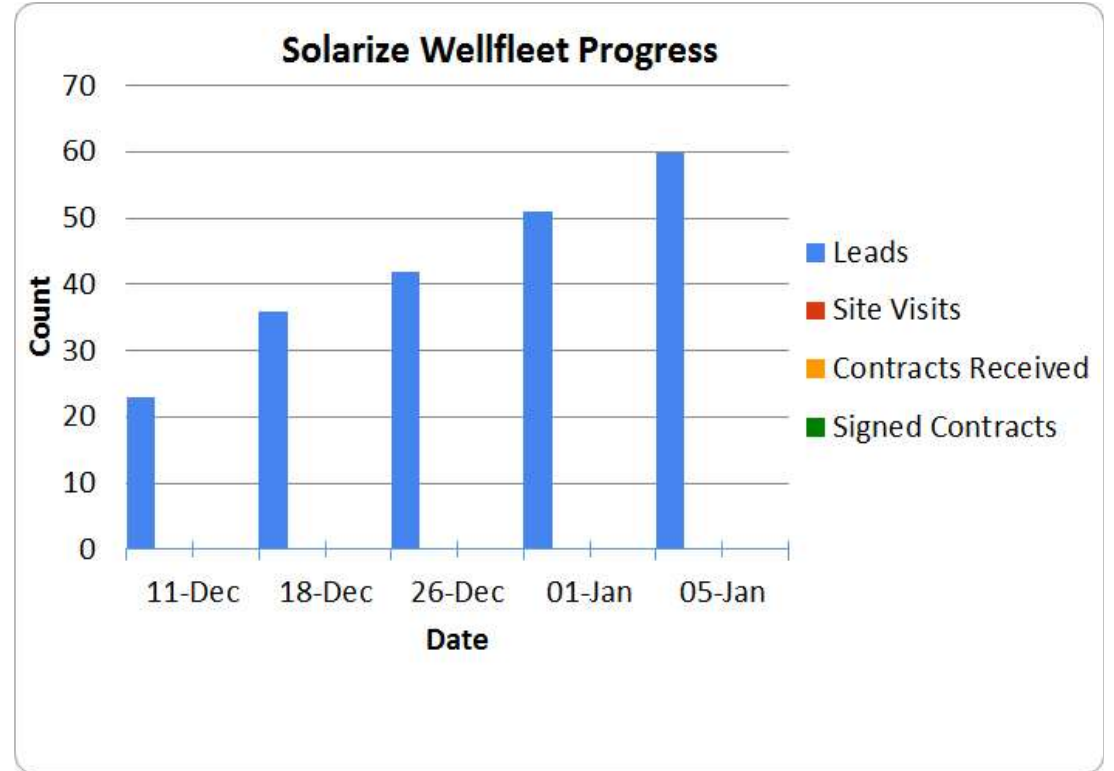
- Think globally, act locally!
- Most of us believe that climate change is real, and that people's behavior has a lot to do with it.
- We hope to reduce emissions of carbon dioxide and other greenhouse gasses.
- Solar energy is one way of furthering that goal
- Encouraging wider adoption of Solar PV is a step in the right direction



Why We Need a Local Program



- The penetration of residential solar in the U.S. is at about 0.2%
- In Wellfleet it is about 30 homes out of 4379 or 0.7%
- There is a lot of room for improvement.
 - Our goal, (Tier 5) is to add 30 – 50 more signed contracts.
- There is also a lot of interest in Wellfleet



Technology Adoption Curve



- Types of individuals
 - Early adopters, visionaries
 - ➔ • Early majority pragmatists (**this is where we fit in**)
 - Late majority conservatives
 - Laggards and skeptics
- Some products, like the Segway, fall into the chasm and never make it past the early adopter phase.
- Our goal is to help solar make the transition.



The Purpose of Solarize Wellfleet



- Selling the Idea of Solar Energy
- Lower the Barriers to Solar Adoption
- Lower the Price of Solar
- Move Wellfleet along the Technology Adoption Curve



Selling the Idea of Solar Energy



- Having more people see homes with solar on the roof.
- Solar is a big purchase with a big commitment.
- People are much more likely to make that commitment if they see their neighbors doing it successfully.
- Increased visibility and improved understanding will lead to more demand and help lower soft costs.



Key Barriers to Solar Adoption



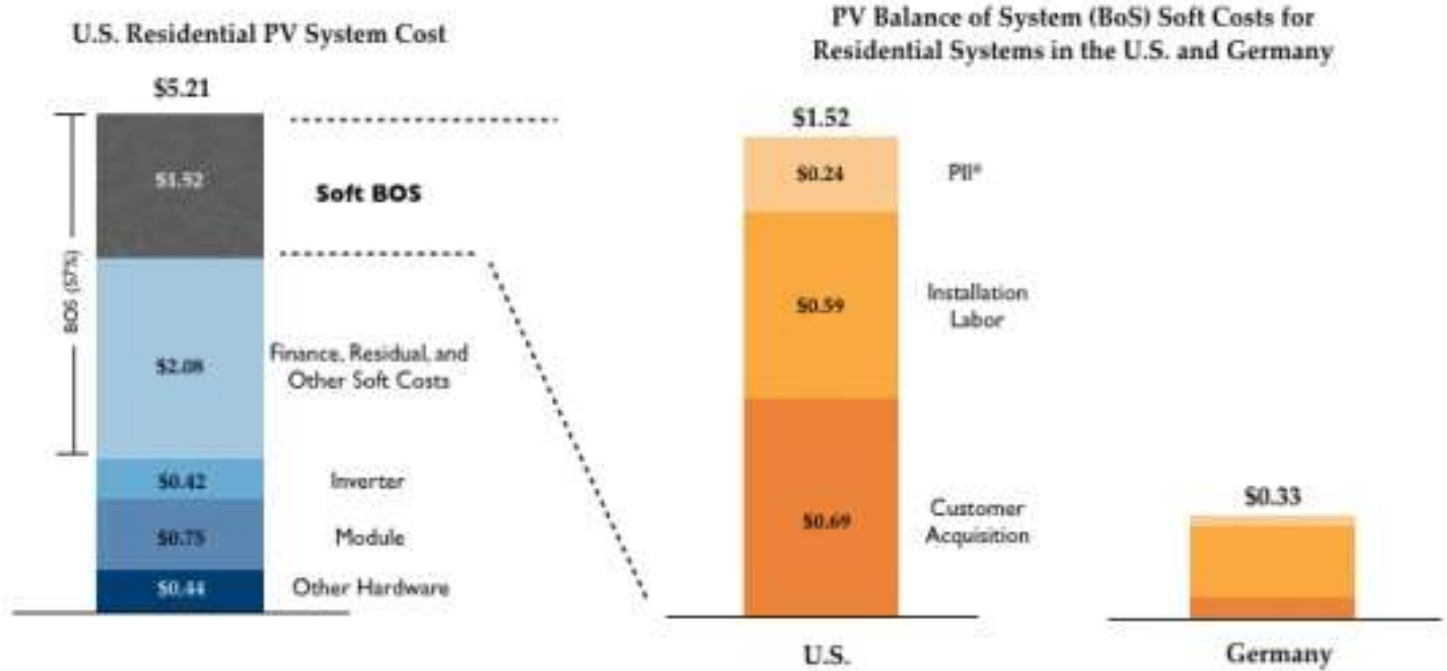
- Solar is not practical for many homes
 - House Orientation is wrong
 - Trees shade the roofs
 - We will steer these people to energy conservation.
- Solar still has a high price and is a long-term investment.
 - It comes with many unknowns
 - There is no trial period like there might be with a car or a phone.
- No single brand to focus marketing
 - Many small companies focusing on their own products
 - No one is selling the idea of solar energy
 - Solarize Mass – Wellfleet is a brand to be sold.



Lowering the Price of Solar



- Customer Acquisition averages \$.69/Watt in the US and \$.04 in Germany.
- Permitting, Inspection and Interconnection costs are \$.24/Watt in the US and ~\$.02 in Germany.



Source: Rocky Mountain Institute



Lowering the Price of Solar



- Competitive proposals from installers.
 - Standardized offerings (purchase terms or lease terms).
- Incentive pricing.
 - Multiple tiers, with lower prices as more people sign up.
- Lowering marketing costs by using community effort to find customers.
- Economies of scale by having multiple installations in the same neighborhood.
- Streamlining the permitting process.



Lowering the Price of Solar Financial Incentives



- Tax Credits
 - Federal: 30%, expires 2016
 - State up to \$1,000, maybe.
- Rebates:
 - Commonwealth Solar II = \$2,000
- Accelerated Depreciation
 - Modified Accelerated Cost-Recovery System (MACRS) + Bonus Depreciation
 - Program expired 12/31/2013
- Solar Renewable Energy Credits (SRECS)
- Local Property Tax Exemption on Solar Arrays



Lowering the Price of Solar

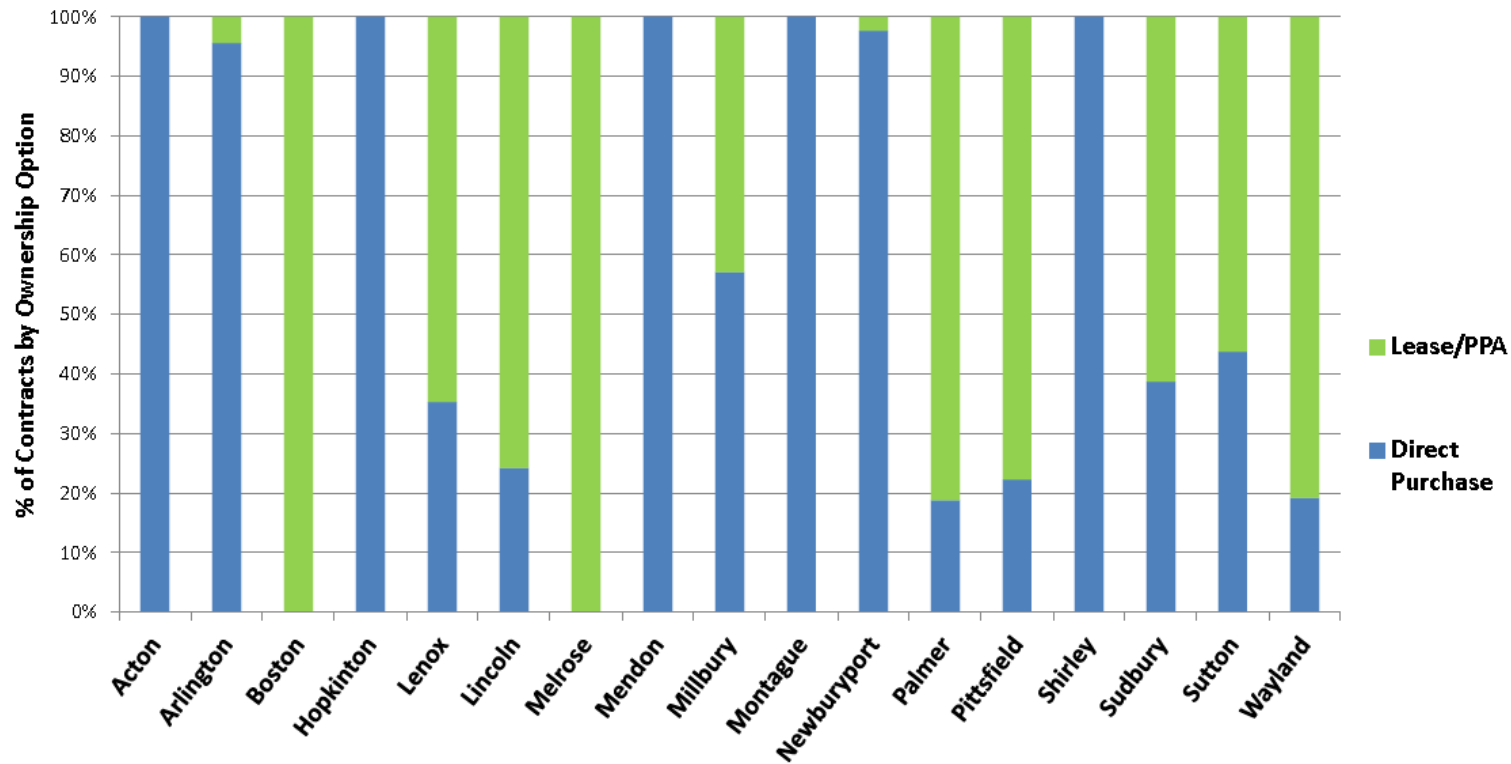
Result of Incentives



- **Leasing** your roof and purchasing the electricity at a discount is the same financially as depositing \$10,000 in your account and receiving interest at 4% over the rate of inflation for the next 20 years.
 - No money down, small signing bonus
 - Lower risk, lower reward
- **Purchasing** a solar system for your roof is the same financially as depositing \$15,000 in your account and receiving interest at 4% over the rate of inflation for the next 20 years.
 - Up front payment
 - Higher risk, higher reward.



Lowering the Price of Solar Ownership Option Breakdown in 2012



Based on data as of February 4, 2013



What We Will Be Doing



- Community Outreach large gatherings
 - Solarize Wellfleet Kickoff Party
 - Solar 101 presentation
 - Meet the Installer presentation
- Small gatherings
 - Coffees in the homes of people with solar or early participants
 - Solar open houses where installations can be seen
- One-on-one “Ambassadors” program to explain Solar issues and incentives
- Newspaper articles and radio interviews
- Maintaining an active Website and Facebook page



What We Will Be Doing



- Emails to as many people as we can reach
- Presentations to special groups
 - Chamber of Commerce
 - PTA
 - Non-resident Taxpayers and other homeowners associations
- Flyers at stores, town meeting, the dump
- Videotaping and rebroadcasting Solarize 101 and Meet the Installer
- Making meeting videos available on the website.
- Advertising in local papers.
- Inserts in the tax bills.



What We Will Be Doing



- Coordinating with the installers
- Following up on leads that seem to be stalled.
- Exchanging leads and contact information with the installer
- Working with the town to streamline the permitting process



Help We Need



Job descriptions are posted on the website.

- Volunteer Coordinator (one position)
- Business Community Liaison (one position)
- Community Group Liaison (one position)
- Publications Designer (one position)
- Project Ambassadors (multiple positions)
- Hospitality Volunteers (multiple positions)
- Promotional Help (multiple positions)

