

PRESENTED September 23, 2014

RESOLUTION NO. 2014-

ADOPTED \_\_\_\_\_

A RESOLUTION: SUPPORT FOR SOLARIZE NOVA

WHEREAS, the Town of Leesburg has long been a leader in environmental protection;  
and

WHEREAS, the Comprehensive Plan of the Town of Leesburg recognizes the impact of  
energy use and global warming; and

WHEREAS, the Comprehensive Plan of the Town of Leesburg promotes the use of green  
building techniques to achieve energy efficiency including site design techniques for passive solar  
gain; and

WHEREAS, the Northern Virginia Regional Commission (NVRC) is sponsoring a  
program through its not-for-profit partner, the Local Energy Alliance Program (LEAP), that  
promotes the installation of energy efficient and renewable technologies for public benefit; and

WHEREAS, the NVRC and LEAP will be initiating a pilot project in the Town of  
Leesburg entitled “Solarize NOVA” which will promote home energy efficiency and solar energy;  
and

WHEREAS, the “Solarize NOVA” campaign will utilize local installers and American  
made photovoltaic solar systems as part of this program; and,

WHEREAS, consistent with the Town’s Comprehensive Plan, the Town Council of the  
Town of Leesburg expresses its support for the NVRC and LEAP as it begins to implement this  
program not only in Leesburg, but the Northern Virginia Region; and

WHEREAS, the Town of Leesburg wishes to commend the NVRC and LEAP as they  
implement this program and expresses its desire that interested residents and business owners to  
carefully consider their participation in Solarize NOVA to improve home energy efficiency and

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make available to residents and business owners the opportunity to purchase solar systems at reduced prices.

THEREFORE, BE IT RESOLVED, the Town Council of the Town of Leesburg, Virginia expresses its support for such efforts that assist its homeowners and businesses, and addresses the implementation of energy efficiency and renewable energy.

PASSED this 23<sup>th</sup> day of September, 2014.

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Kristen C. Umstatt, Mayor  
Town of Leesburg

ATTEST:

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Clerk of Council



An renewable energy initiative of the Northern Virginia Regional Commission

Implemented by the nonprofit Local Energy Alliance Program (LEAP)





# What is Solarize NOVA?

- NVRC energy program for its local government members
  - 1000 NOVA rooftop challenge
  - Multi-year campaign that sunsets with residential tax credit in 12/16
  - LEAP works as program implementer providing:
    - Education and outreach
    - Contractor and customer prequalification
    - Energy efficiency consultations
    - Analytics and reporting
- Grassroots campaign to reduce the cost and complexity of going solar in northern Virginia: both residents and businesses can participate
- Self-funding – Solarize NOVA is funded through multiple sources:
  - Business sponsorship
  - Contractor referral fees
  - In kind support from muni program partners
  - Grants and donations





# Why support a Solarize campaign?

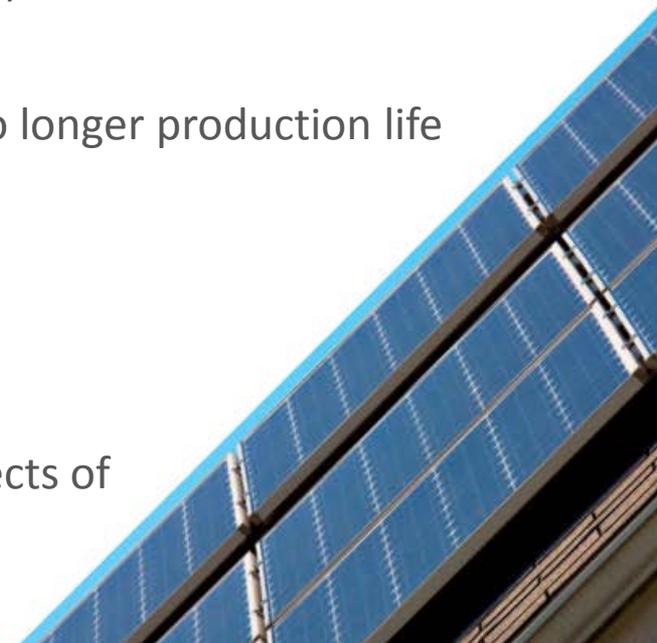
- Keep local dollars in the locality
  - Money residents aren't spending on utility bills can be spent in the local community
  - Local installers are gainfully employed
- Environmentally responsible
  - Solar is a true renewable energy resource
  - Helps locality meet sustainability goals
  - Shows leadership in NOVA and to residents and businesses
- Increase local resiliency
  - Reduce demand on the electric grid
  - Some power provided during an outage
- People love them!





# Why sign up for a Solarize program?

- Energy independence and risk reduction
  - Homeowners can choose their energy resource and are less affected by future escalating electric utility rates
  - Free energy efficiency evaluations (aka check-ups) and solar site assessments
- Economically viable
  - Fixed pricing (RFP procurement, competitively bid)
  - Standardized system / equipment package
  - Shorter payback periods (10 – 15yrs) compared to longer production life (warrantied 25 yrs; last 40+)
  - 30% federal tax credit set to expire in 2016
  - Chance of a strengthening SREC market (PA)
- Environmentally responsible
  - Renewable energy resource w/o the negative effects of traditional fuel sources





# Financing: Solar *is* affordable today

<b>SYSTEM SIZE BY KILOWATT (KW)</b>	<b>4kW</b>
Solarize Rate per Watt	\$3.15
Total Cost Before Federal Tax Credit	\$12,600
Total Cost After Federal Tax Credit (30%)	\$8,820
<i>Monthly Loan Payment</i>	
Financing cost before tax credit over 15 yrs.	\$106
Financing cost after tax credit over 15 yrs.	\$74
<i>Monthly Savings</i>	
Estimated Monthly Savings (Electricity + SRECs)	\$72
<b>Estimated Net Monthly Cost (during 15 yr loan period)</b>	
with financing cost before tax credit	\$34
with financing cost after tax credit	<b>\$2</b>



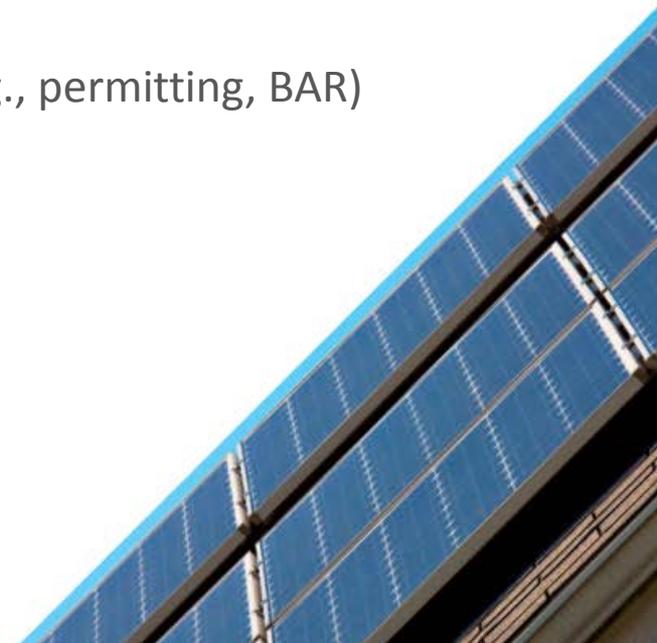
# Essential Elements of Solarize

- Competitive contractor selection
  - RFP has been sent – also to local installers
  - NVRC and LEAP will review and score proposals
  - Expect we will choose 2 – 3 companies based on experience, service, quality, and price
- Affordable
  - Economies of scale / reduced marketing expenses
  - Narrowly defined region: Leesburg focus, but Loudon County in play
  - Limited time signup (**September 22 – November 30**)
  - Financing options provided
- Community led outreach
  - Leesburg Environmental Committee
  - Leesburg Downtown Business Association
  - Sustainable Loudon, PEC, 350.org, Sierra Club



# What is role of local government?

- Lend Credibility
  - Official endorsement and participation in press release
  - Use of town logo in approved collateral materials and advertising
  - Interested Councilors sign up?
- Host and facilitator
  - Connect NVRC/LEAP with local VIP's and stakeholders
  - Make available meeting space
  - Facilitate any needed departmental meetings (e.g., permitting, BAR)
- Get the word out
  - Launch event
  - Citizen newsletters
  - Social media: Facebook, Twitter, etc.
  - Website links
  - Water/sewer bill inserts



# Questions?



[www.solarizenova.com](http://www.solarizenova.com)



# Community models

- Portland (1<sup>st</sup> Solarize Campaign)
  - 6 Campaigns, 560 homes, 1.7 MW
  - Neighbors partnered to coordinate volume purchase with local contractor
- Solarize Mass
  - 4 Campaigns, 162 homes, 829 kW (and growing)
  - MassCEC equips each community with an “outreach toolkit” and frames program as competition
  - Require direct purchase and solar lease options
- Reduce then Produce (San Diego)
  - 1 Campaign, 7 homes
  - Required energy efficiency improvements prior to solar installations
- Solarize Blacksburg
  - 1 campaign, 450 signups, 54 contracts
- Solarize Charlottesville (ongoing!)
  - 1 Campaign, 770 Sign Ups, 26 Contracts, 132 kW (so far...)

