



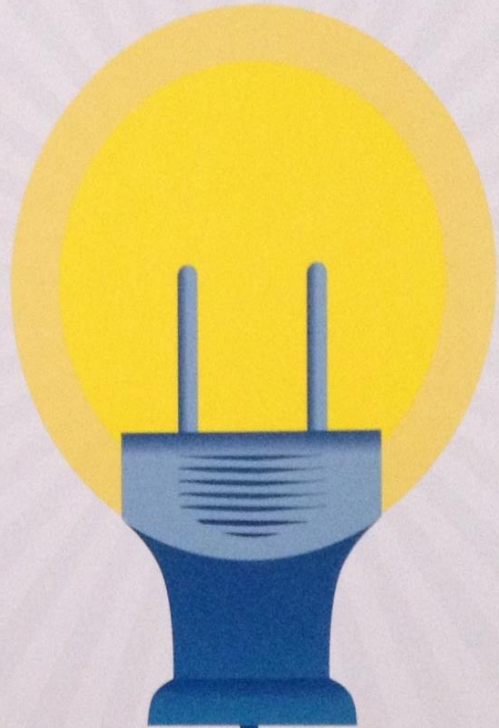
Solarize your Community

Residential Solar Power in Southwest Virginia

LIVABILITY

IN THE NEW RIVER VALLEY

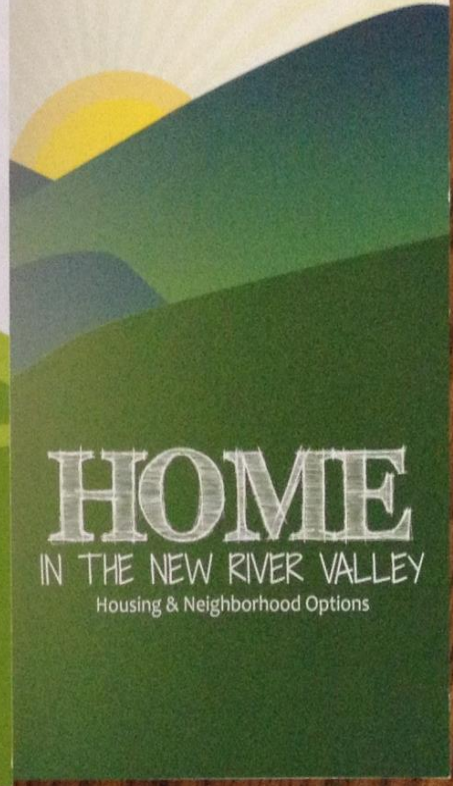
From Vision To Action



ENERGY

IN THE NEW RIVER VALLEY

Creating an Affordable, Reliable, and Sustainable Energy Future



HOME

IN THE NEW RIVER VALLEY

Housing & Neighborhood Options

Solarize Background



suncommon





COMMUNITY
HOUSING PARTNERS

**Community
Members**



**Solarize
Blacksburg**



**Community
Power
Network**

**TOWN OF
Blacksburg**
a special place



**Solarize
Blacksburg**

The Concept

makes solar purchasing **easier and more affordable**

offers community-wide **group purchasing** to reduce costs

reduces complexity on site assessment, permitting and financing

brings new attention to **energy efficiency and conservation** programs



Solarize Blacksburg

Business Flow



2

Solarize Blacksburg Get Started

First Last

Street Address

City

State

Zip

Email *

Enter Email

Phone

How old is your roof?





**Solarize
Blacksburg**

Program Development

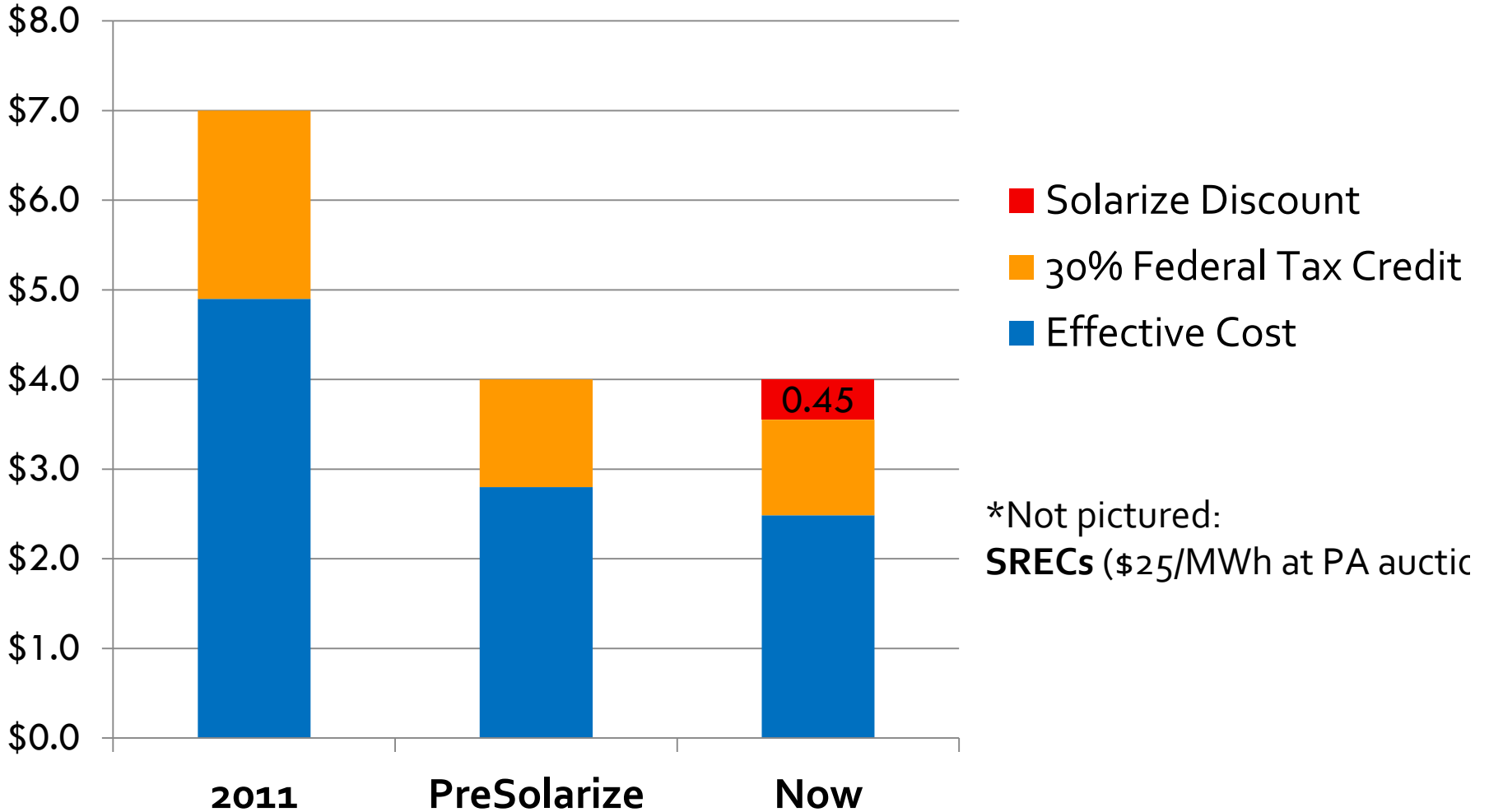
- Create a project team; determine program financing/workplan
- Issue RFP for installers
- Develop website, social media, and publicity materials
- Line up financing options
- Address potential obstacles: HOA restrictions, permitting
- Launch outreach and media campaign
- Conduct workshops and neighborhood meetings
- Perform initial satellite assessments
- Refer clients for site visits; proposals issued by installer(s)
- Shine Baby Shine!



Solarize Blacksburg

Cost

(per installed watt)





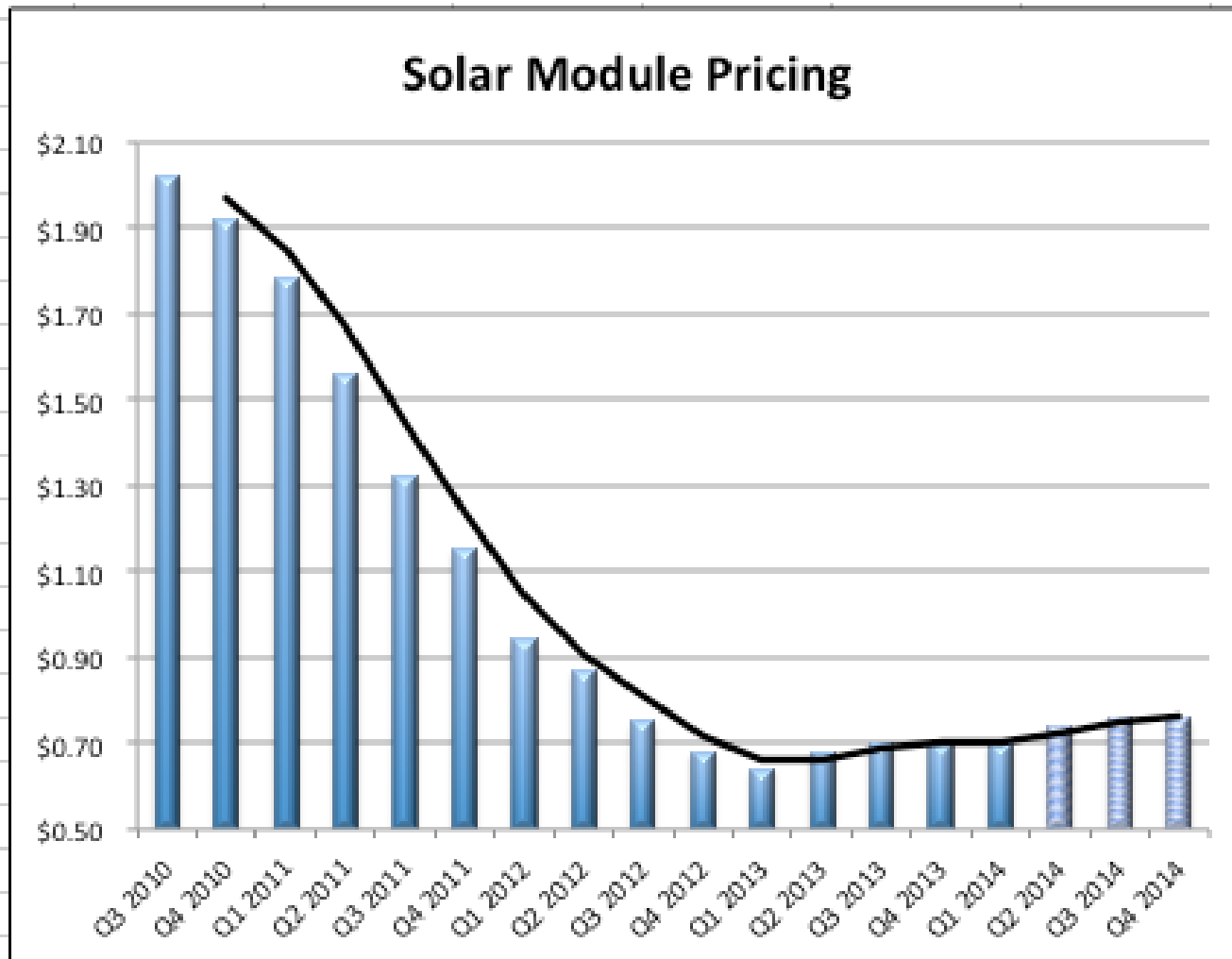
**Solarize
Blacksburg**

Sample Financial Worksheet

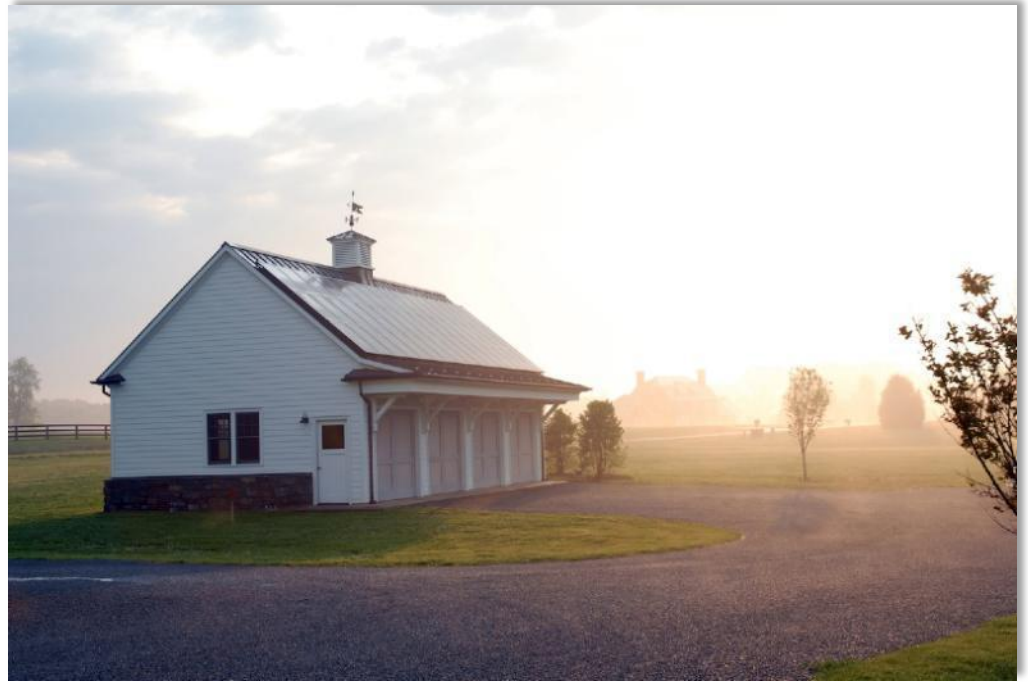
System Size	3kW	5kW
Total Installed Cost (@ \$4/w)	\$12,000	\$20,000
Solarize Blacksburg Discount	-\$1,350	-\$2,250
Federal Tax Credit	-\$3,195	-\$5,325
End Cost	\$7,455	\$12,425
Monthly Cost (financed for 20 years @ 5.5%)	\$51.28	\$85.47
Monthly Electricity Savings (@ \$.11/kWh)	\$37.78	\$62.97
Monthly SREC income (@ \$25/SREC)*	\$7.38	\$11.38
Total Additional Monthly Cost (until loan repayment, roughly 1 st half of system's operation life)	\$6.12	\$11.12
Expected Monthly Savings (after loan repayment, roughly 2 nd half of system's operational life)	\$45.16	\$74.35



- Electricity costs continue to rise
 - (trend: 5.5% increase/year between 2007-2013)
- Federal tax credit expires in 2016
- Take advantage of SREC market now
- 10-20 year payback period with *minimum* 25 year productive life and very low maintenance
- Solar panel prices may have reached the floor



The Aesthetics of Solar Roof Mounted Systems

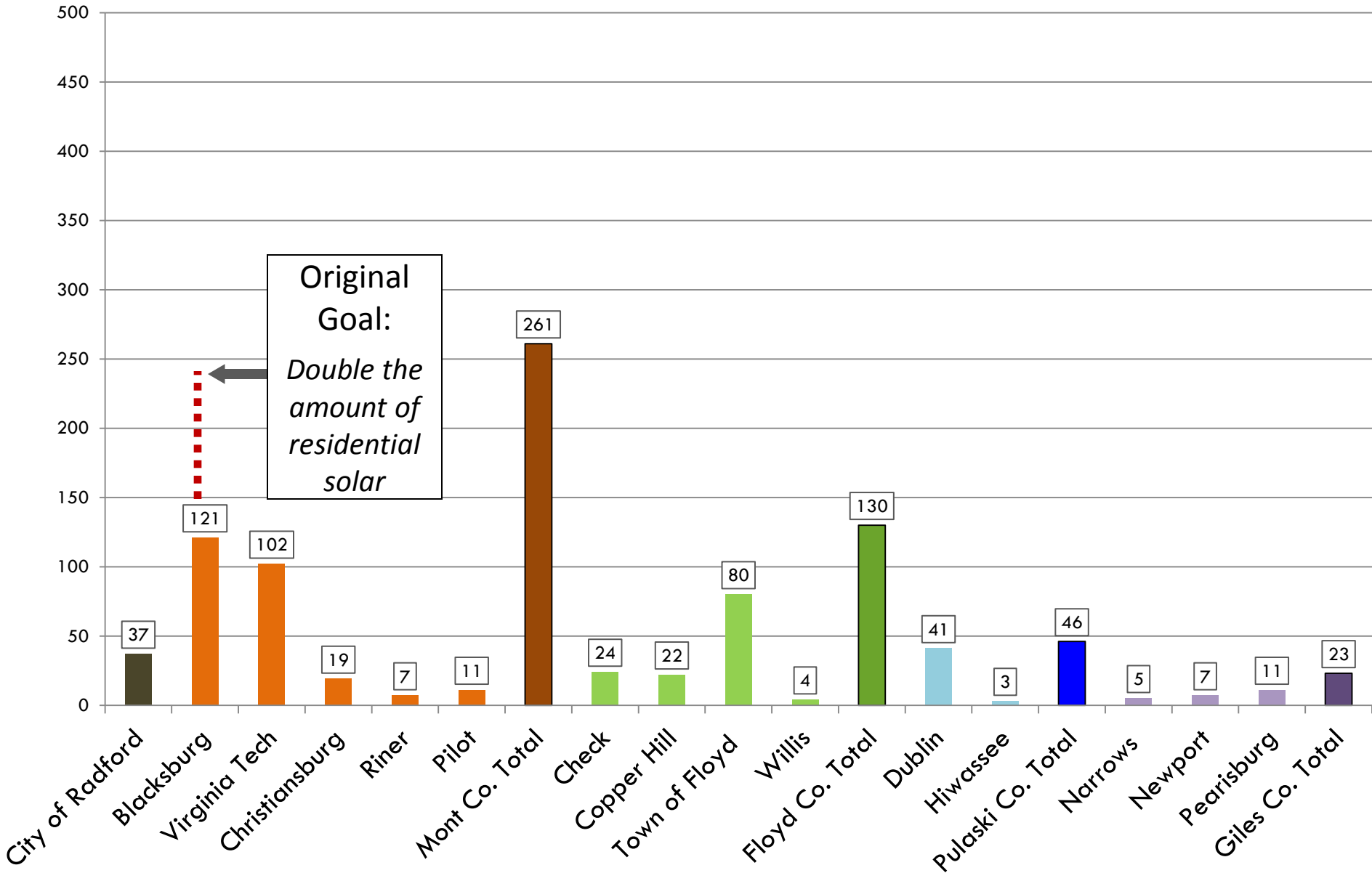


Integration with
Suburban Neighborhoods and
Rural Settings

The Aesthetics of Solar Ground Mounted Systems



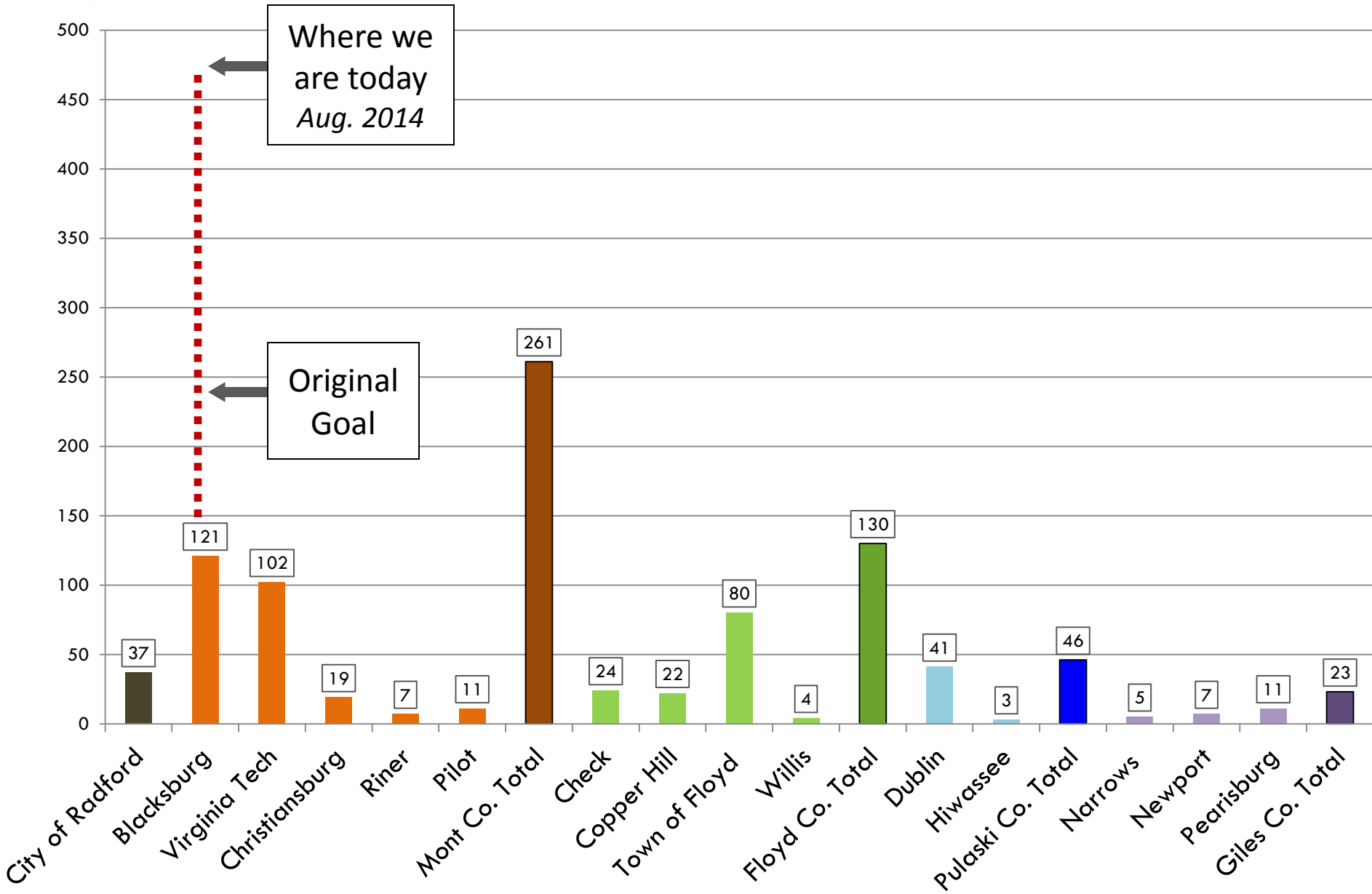
Higher upfront cost, but often better production
Can have higher visual impact than roof-mounted systems





Solarize Blacksburg

Outcomes





90	Days of the campaign
468	Sign-ups <i>59 came from outside 24060 zip code 92 were poor sites due to shading/orientation</i>
59	Contracts signed so far
302	kW under contract <i>181 kW higher than original goal....and counting</i>
\$1,072,100	Dollar value of new economic activity <i>from contracts so far</i>
12	Other Virginia localities.....



Solarize Blacksburg

Inspiring Other Communities



So far, **twelve** communities across Virginia have reached out for guidance in starting up their own Solarize initiatives.



Solarize Blacksburg

The Solarize Blacksburg Leadership Team:

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Mason Cavell/Community Housing Partners: mcavell@chpc2.org

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Solarize
Blacksburg

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