

## Form D –Dummerston Community Solar Proposal Bidding Installer(s):



If applying as a consortium, please submit one Community Proposal on behalf of all partnering installers.

**Proposal Narrative:** The proposal narrative should outline a detailed and solid strategy that you will use to make this program a success.

*Vermont Community Solar (VCS) projects are built in a one- to four-acre solar farm on an open and unobstructed piece of land in GMP territory. Individuals and businesses will purchase solar panels in that project and receive credit from the panels they buy on their monthly electric bill. Use of all other infrastructure needed to generate the solar electric credits (land lease, racking structure, inverters, wiring, maintenance, taxes and insurance), are included in the buy-in price.*

Describe your plan for implementation, specifically, the Installer's ability to provide timely customer service, rebate application submissions. Please elaborate on the specific intake process for customer leads. If the Installer has creative solutions for meeting the requirements of this RFP, please outline them here.

*With Solarize Dummerston providing leads, the Soveren office team will have more capacity for timely customer service. Once leads have expressed an interest and provided their average yearly electric bill, we provide proposals based on an average annual electric bill. If the interested party wants financing, we put them in touch with a local credit union or banking facility that we have worked with in the past. From there we take a refundable reservation fee of \$500/kW to hold panels for the interested party. Once the VCS project has been commissioned, a signed contract is due along with the balance. With the adoption of a waitlist, the customer and construction time lines can operate separately until commissioning. After grid connection, group net metering provides continued flexibility to add participants and reallocate solar credit.*

Describe your community Solar proposal, including \$/W price to buy into the farm, the KW increments a customer must purchase, and any limitations.

*At \$4/W VCS provides contracts anywhere from one panel to two thirds of a given project. Because these projects are grid tied and group net metered we have the ability to sell single panels. Any contract greater than two thirds of a project, will cut into the portion reserved for financing the aforementioned infrastructure included in the contract (land lease, racking structure, inverters, wiring, maintenance, taxes and insurance).*

**Marketing Strategy:** Describe additional measures that you would provide, or describe how you might work with Solarize Dummerston to maximize outreach.

*The VCS marketing strategy that has proven itself is a system of direct mailer and small community*

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**Marketing Strategy:** Describe additional measures that you would provide, or describe how you might work with Solarize Dummerston to maximize outreach.

*The VCS marketing strategy that has proven itself is a system of direct mailer and small community forums to discuss the program with potential participants.*

Include descriptions of any experience staff may have with delivering presentations to a group or as part of a workshop, and their experience educating homeowners one-on-one.

*Peter Thurrell, president and owner of Soveren, is an experienced speaker. As a teacher and community leader, Peter has spoken to countless audiences on the benefits of solar and clean energy systems. Not only has he spoken nationally and internationally, but locally at community presentations including the Putney Library.*

*Soveren has developed and utilized a marketing strategy for previous VCS projects that have proven to be simple, direct and effective. This strategy includes a local direct mailer and community presentation about a nearby VCS project, as well as a timely follow up process that addresses the questions that arise among the leads. The presentation process includes a short power point outlining Soveren's background and introduction to community solar, followed by questions and answers. In addition to group discussions, we encourage one on one conversations with any of our staff and VCS participants about the process and their experience.*

If applicable, list marketing services your company/consortium will provide to complement and support volunteer outreach (e.g. paying for additional lawn signs, newspaper ads, vehicle magnets).

*Soveren will provide, decals, bumper stickers and lawn signs upon request.*

**Tax Incentives:** Describe any tax incentive the customer will be eligible for?

*If the participant is a business, they will qualify for the 30% federal tax credit (ITC), the 7.2% state tax incentive and accelerated depreciation. If the participant is a resident only with no business affiliation, they have the opportunity to qualify for the 30% federal residential tax credit (ITC).*

**Timeline:** Please outline an anticipated customer timeline, including each step in a typical Solarize customer experience with your company, from inquiry to grid connection.

*Soveren is committed to responding with a formal proposal to leads in the Solarize Dummerston program within 2 business days. From that point, the time to closing depends mostly on the customer, but can happen in as little as a week. As leads come in, Soveren provides proposals based on an*

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**Financing Options:** Include a narrative of all financing options that you will present to a homeowner, or any other options you may present, such as relationships with banks or credit unions or any other access to financing tools and products.

*Since early 2014 Soveren has partnered with Green Mountain Credit Union (GMCU) in providing solar loans secured by the panels VCS participants buy. They have served about 50% of our current participant base. Other banking institutions that have been utilized include VSECU and Brattleboro Savings & Loan.*

**If bidding as a consortium;** Please explain your decision to partner, indicating any relevant history of collaboration. Please also describe your strategy for sharing Solarize leads and program responsibilities.

*N/A*

**Maintenance:** Describe the maintenance plan and warranty period provided by your proposal

*See attached Operations and Maintenance schedule. This is covered by the 30yr contract provided by Soveren under the VCS program.*

**Renewable Energy Certificates;** Describe what happens to the REC's.

*REC's will be retained by Soveren, Inc. and sold to lower construction cost and thus the buy-in price for Solarize Dummerston participants. IF participants want to retire the REC's associated with their purchase they can do so for \$1/W additional charge.*

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**Landowner;** Describe your relationship with the landowner of the property that the solar array is built on.

*Each site that VCS builds on is supported by a strong landowner/installer relationship. Soveren provides a land lease in either solar credit or a monetary form. Some sites, Soveren buys outright and others are leased with the option to buy down the line. Each agreement that Soveren and the site owner come to, is based upon a mutually beneficial understanding and desire for more clean energy through community solar.*

**Land Use:** Describe the prior land use of the farm, what land use zone it is (or will be) located in, and what (if any) that it may be used for in the future with the farm installed.

*Essentially, land used for a VCS Community Solar project is held fallow for 30 years or more. At the end of the life of the solar farm, the underlying land would qualify as organic farmland. If necessary, Soveren takes the leased land out of current use to install a VCS project. While the project is in place, farmers are allowed to plant un-obstructing crops amongst the ground-mounted system. Certain types of livestock (sheep, chickens, llamas) are also encouraged to graze under the panels provided they do not do damage to the system or wiring. If the installation is no longer viable, Soveren's adjustable racking systems can be disassembled and removed within a few days.*

**Lawsuit Disclosure:** Please identify any legal cases in which the Installer is currently, or has been, involved with as a party in the past five years (excluding those that involve collections). Please state whether and how past cases were resolved. Discuss how any lawsuits may, or may not, impact the implementation of this Solarize Dummerston initiative.

*Soveren, Inc. is not and has not been involved in any legal actions.*