Solarize Philly

Advancing equitable solar access in Philadelphia

PA Solar Future Stakeholder Meeting
14 June 2018

Laura Rigell, Solar Manager
An independent municipal authority. Launched in 2010, under the leadership of Council President Darrell Clarke and Mayor Michael Nutter.

Philadelphia Energy Campaign - Leveraging $1 billion towards energy efficiency and clean energy in the city over the next 10 years to create 10,000 jobs.

Our efforts are backed by the city’s commitment to switch to 100 percent renewable energy.

www.solarizephilly.org
CLEAN, EFFICIENT, AFFORDABLE energy as a tool for impact

ECONOMIC development
Projects that move the needle on carbon reduction are bringing established companies, investors and entrepreneurs to the city.

CREATING jobs
Statewide, the number of clean energy jobs already outpaces the number of fossil fuel jobs.

ALLEVIATING poverty
Reducing the energy burden for Philadelphians means homes that are safe, warm, healthy and affordable for the long term.

IMPROVING public health
In public buildings, schools, homes and businesses, clean and efficient energy is a vehicle for improving the health of our communities.

PHILADELPHIA ENERGY AUTHORITY
Philadelphia Energy Campaign

$1 billion investment over 10 years in energy efficiency and clean energy projects, leveraging public and private dollars

- 10,000 jobs
- 25,000 households
- 2,500 small businesses

Adapting models that work locally, globally and across sectors to applications and scale that have real impact

Key Concept: **Scaling Up**
Solarize Philly
Innovative Group-Buy

Goal: 500 solar homes, 2.5MW by Dec 2018

• $100k seed funding and technical support through DOE Solar in Your Community Challenge
• Group discounts from 3 pre-approved installers
• Discounted equipment from CED Greentech
• Streamlined approval timelines with PECO and L&I
• Supporting equitable solar: job training and access for low- and moderate-income households
Deliberate Intake Process

1. SIGN UP AT SOLARIZEPHILLY.ORG

2. GET REFERRED TO A PRE-APPROVED INSTALLER.

3. SIGN A CONTRACT FOR SOLAR LEASE.

4. GO SOLAR!
Outcomes: Phase 1

July – Oct 2017

• $3 million investment in solar
• 2,200 Philadelphians signed up to receive a free solar assessment, 186 signed contracts for solar
• 27 new solar jobs created
  • 35% minorities
  • 42% women
  • 59% Philadelphia residents
  • 11% veterans
• 96% approved by PECO, 93% approved as proposed
  • 4 on Center City Network
  • 5 required Engineering Studies- 3 did not pursue
• 59% cash, 10% HELOC, 31% other
Outcomes: Multiplier Effect

Philadelphia Solar Growth in 2017

- Philadelphia was 5th in the nation for growth of solar installs in 2017 (46%), interconnection requests up 89%

- Increased Philly solar installations by 10% in Phase 1, 4x impact multiplier

- $4 million in Solar Energy Program funds awarded to Philadelphia projects in March 2018
Advancing Equitable Solar

Increasing access to clean energy and jobs

- Over $200,000 raised for job training and affordable solar options for low- and moderate-income (LMI) households through Phase 1

- 45 LMI households included in Phase 2 through Special Financing Pilot

- Training high school students in solar installation

Credit: Solar States
Internship Placements

Solarize PHILLY

KEEA
KEYSTONE ENERGY EFFICIENCY ALLIANCE

SOLAR STATES

ecosave
EFFICIENCY

The Energy Co-op

PHILADELPHIA ENERGY AUTHORITY
Phase 2 Goals

April – July 2018

• 300 contracts
  • 45 LMI households

• 4,000 sign-ups

• 50 events

Credit: Solar States
Thank you!

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@Solarize Philly #SolarizePHL
Special Financing Pilot

Lease
• $0 down
• 15-year term
• 20% savings in Year 1

Eligibility Requirements
• Must meet income guidelines
• Must not be on PECO’s Customer Assistance Program
• Must have a roof less than 5 years old
• Must have paid PECO bills on time and in full for past 12 months
• Must have name on deed to the house

<table>
<thead>
<tr>
<th>Household Size</th>
<th>Minimum 150% FPL</th>
<th>Maximum 80% AMI</th>
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<tbody>
<tr>
<td>1</td>
<td>$18,090</td>
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</table>
Special Financing Pilot

Neighborhood Energy Centers

Credit: DHCD
High School Training

“Find Your Power” Summer 2017 – Spring 2018

• Solar installation, energy efficiency, construction safety, and job readiness
• Designed for CTE students in construction, electrical, and property maintenance
• 100-120 hour curriculum
  • Summer 2017: 18
  • Spring 2018: 14
  • Summer 2018: 20 + 10 interns
• Two adult training programs started at OIC and ECA

Credit: Solar States