



# Solarize Philly

*Advancing equitable solar access  
in Philadelphia*

*PA Solar Future Stakeholder Meeting  
14 June 2018*

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- 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.



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 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!



START HERE

Sign up here if you want to learn more about installing solar on your home through Solarize Philly. If you own multiple buildings that you would like to solarize, please send additional addresses to [solarize@philaenergy.org](mailto:solarize@philaenergy.org). (Fields marked by an asterisk are required)

## contact info

FULL NAME\* \_\_\_\_\_

EMAIL\* \_\_\_\_\_

PHONE NUMBER\* \_\_\_\_\_

## home address

Please enter the address of the home to be solarized. Households must be within the City of Philadelphia to participate.

STREET ADDRESS\* \_\_\_\_\_

ZIP CODE\* \_\_\_\_\_

You must be a homeowner to participate in Solarize Philly. Check here to confirm that you own your home.

Yes, I own my home.

# 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 **5<sup>th</sup> 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

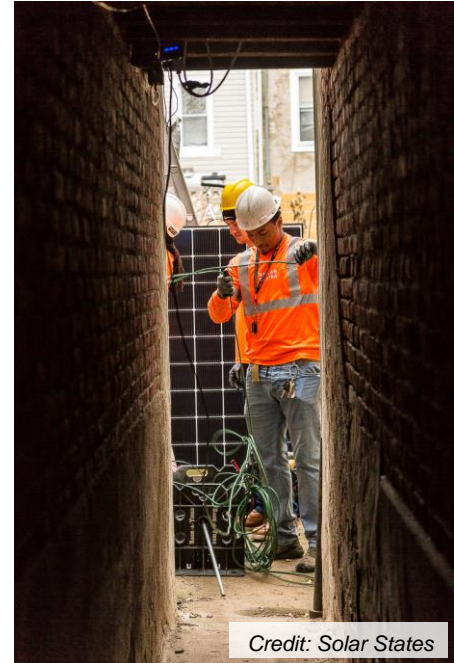


# Advancing Equitable Solar



## 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



# Internship Placements



# Phase 2 Goals



## April – July 2018

- 300 contracts
  - 45 LMI households
- 4,000 sign-ups
- 50 events





**PHILADELPHIA**  
ENERGY AUTHORITY

# Thank you!

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# Special Financing Pilot



## Lease

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

## Eligibility Requirements

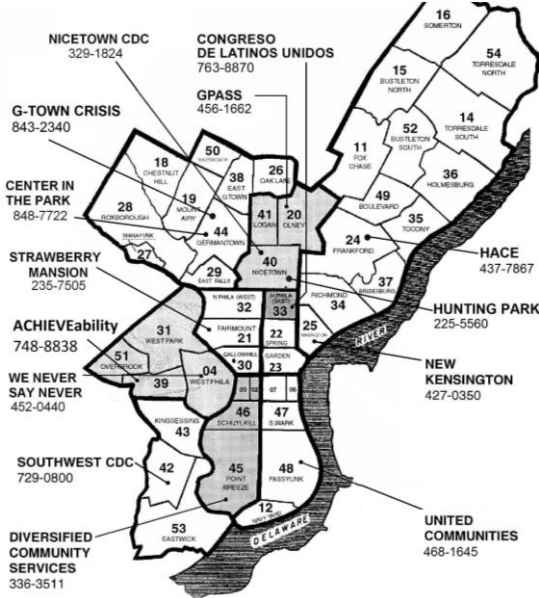
- Must meet income guidelines
- Must not be on PECO's Customer Assistance Program
- Must have a roof less than 5 years old
- Must have paid PECO bills on time and in full for past 12 months
- Must have name on deed to the house

Qualifying Household Income Ranges for Solarize Philly Special Financing Pilot		
Household Size	Minimum	Maximum
	150% FPL	80% AMI
1	\$18,090	\$46,600
2	\$24,360	\$53,250
3	\$30,630	\$59,900
4	\$36,900	\$66,550
5	\$43,170	\$71,900
6	\$49,440	\$77,200
7	\$55,710	\$82,550
8	\$61,980	\$87,850

# 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