



Solarize Westchester
RFP SW2017-2
**Request for Proposals from Contractors for
Photovoltaic Systems**

<i>Issuer:</i>	Sustainable Westchester, Inc.
<i>Posting date:</i>	On or about November 16, 2017
<i>Deadline for submission:</i>	5:00 PM EST, December 8, 2017
<i>Submit electronically to:</i>	Nina@AbundantEfficiency.com
<i>Interviews with short-list PV Contractors:</i>	On or about January 17, 2018
<i>Contractor selection date:</i>	On or about January 22nd, 2018

This RFP is also available online: www.solarizewestchester.com. The Solarize Westchester team will provide additional information about this RFP in a recorded Contractor Briefing Presentation available on or about November 20, 2017 on the Solarize Westchester website. Questions can be submitted to Nina Orville via email Nina@AbundantEfficiency.com, with "RFP Question" in the subject line. *Please check online for any addenda to the RFP and for updates prior to completing and submitting a bid.*

Opportunity Summary: Sustainable Westchester requests proposals from solar photovoltaic (PV) contractors or consortia of PV contractors (in either case, referred to here as "PV Contractors") who will provide competitive pricing for high-quality installations for residential and/or commercial PV systems for communities or coalitions of communities or membership organizations and their affiliates (in all cases, referred to here as "Solarize Communities" or "Communities") participating in Solarize Westchester ("Solarize"). Information regarding each selected Community is posted online at www.solarizewestchester.com and should be considered in a PV Contractors response to this RFP. A PV Contractor is likely to be selected as the preferred residential provider for only one Solarize Community but may be selected as the preferred commercial installer for more than one Solarize Community. Some Communities may have a preference to select the same PV Contractor for both residential and commercial installations but PV Contractors may submit proposals to be considered for either or both residential and commercial installations.

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1 PROGRAM OVERVIEW

1.1 Program Overview and Goals

Solarize Westchester is a public-private partnership designed to make residential and small commercial solar energy systems more accessible and affordable for homeowners and commercial property owners in Westchester County. Through the Solarize Campaigns, the Solarize Westchester Team will assist local communities and organizations in selecting solar photovoltaic (“PV”) installers through a vetted and competitive process to make solar energy more accessible and affordable for individuals and businesses.

The following organizations, comprising the current Solarize Westchester Team (the Solarize Team), are offering the Solarize Westchester campaigns:

Sustainable Westchester – Sponsor

Mount Kisco, NY 10549

Abundant Efficiency – Program Administrator

Dobbs Ferry, NY 10522

During 2015 and 2016, Solarize Westchester campaigns were funded by the New York State Energy Research and Development Authority (NYSERDA) through NY-Sun. Since that time, Solarize Westchester campaigns have benefitted from technical support from NYSERDA but have been funded principally through payment by Installers to the Solarize Westchester Team for PV contracts signed through Solarize (see section 1.4.1.j and 1.4.1.k). This creates a sustainable model for Solarize campaigns and allows them to continue to be offered to communities and organizations at no cost while supporting significant growth in the local solar market.

As part of this round of Solarize campaigns (the “Campaigns” or “Campaign”), the Solarize Team will engage in outreach activities encouraging residents and businesses in participating Solarize Communities to consider installing solar PV systems. Solarize Communities may consist of municipalities (cities, towns, villages or coalitions of towns and/or villages) or membership organizations and their affiliates. The Solarize Team has selected Communities that have responded to a Request for Information (RFI) process based on their ability to support the Solarize goals. Representatives of these Communities, with support from the Solarize Team, will select a PV Contractor to collaborate with each Community for these campaigns.

Once selected, PV Contractors will collaborate with the Solarize Team to roll-out a 14-week community outreach campaign (note: there will be a two-week extension following the official 14-

week residential campaign), which is planned to start in February 2018 with the goal of securing over 40 residential contracts for solar installations per Campaign. Installation of these PV systems will continue beyond the community outreach period. Commercial contracts may be signed until over a more extended period of time to allow for prospects to complete their more complex decision-making process; the official deadline for signing commercial contracts will be October 5th 2018 and may be extended beyond that date in consultation and with written agreement by the Program Administrator. All customer leads gained as a result of the outreach campaign will be forwarded to the Solarize PV Contractor for that community.

Similar programs in Massachusetts, Connecticut and elsewhere around the country inspired Solarize Westchester, which is based on a tried-and-true model. **Success of the eleven Solarize Westchester campaigns already completed, resulting in approximately 500 solar installations averaging approximately 45 per campaign, and totaling almost five megawatts, shows how well the model has worked as implemented by the Solarize Westchester Team.** More information is available at www.SolarizeWestchester.com.

1.1.1 Solarize Westchester Goals

Solarize Westchester is a program aimed at making solar photovoltaic (PV) energy more accessible to homeowners and commercial property owners across the County. Solarize Campaigns will:

- A. Substantially increase the number of solar installations in each selected community.
- B. Lower the cost of solar energy by reducing customer acquisition costs for selected PV Contractors and transferring those savings to residents and small businesses;
- C. Significantly ramp up adoption of solar in a way that can be sustained beyond the timeframe of the Solarize campaigns.

1.1.2 Program Description

Solarize is designed to reduce customer acquisition costs and other common barriers to promote greater adoption of residential and small commercial solar PV.

- Solarize engages homeowners and commercial property owners through an extensive outreach program led by volunteers and supported by community leaders that encourages consideration of solar PV installation. This means PV Contractors don't have to spend as much money to secure customers and can pass those savings on to their Solarize customers.
- Contractors may provide a community incentive that drives interest. These incentives may include an attractive tiered pricing structure in which the more people who sign up, the lower the price is for everyone.
- A specific timeframe and deadline create incentives for potential customers to act quickly, and keep volunteers engaged and excited.
- Support from community leaders increases consumer confidence.
- The selection of a single PV Contractor (or consortium of contractors) for each community makes the process simpler for residents and more cost-effective for the selected installer.
- Community organizing and marketing support from Solarize Westchester makes the Solarize Campaign easy to implement and increases visibility of PV in the community.

1.1.3 Solarize Community Selection

Through a competitive selection process, Solarize Westchester has selected Solarize Communities that will participate in this round of campaigns. The Solarize Team will provide each of these Communities with education and marketing support, including technical support and educational meetings, to help implement a community-wide solar PV program for residential and commercial customers.

1.1.4 PV Contractor Selection

Through this RFP, PV Contractors may bid to be the Solarize PV Contractor for as many communities as they desire. PV Contractors may bid individually or as coalitions of contractors. There will be one preferred residential Contractor and one commercial Contractor chosen in each Solarize Community (there may be a single Contractor selected for both the residential and commercial markets in a Community). If selected, it is likely that a PV Contractor will serve as the residential PV Contractor in only one Solarize Community.

The Solarize Team will review all proposals to ensure completeness before forwarding to the Community's installer selection committee to review. The PV Contractor RFP submission review for each community will be conducted by the Solarize Team, a technical consultant provided through NY-Sun, and the Community's Installer Selection Committee. The selection team will short-list up to four PV Contractors for in-person interviews. Following the interviews, each Community installer selection team will select up to three (and a minimum of two) PV Contractors they determine meet the needs of their community. The Solarize Team will then match selected Contractors with Solarize Communities.

1.1.5 PV Contractor Eligibility

In order to be eligible to submit a proposal, PV Contractors must complete this two-step process **(please note the time-sensitive nature of the Pre-Qualification Stage)**:

Step 1: Pre-qualification by NYSERDA.

As a service to Solarize communities and the installers, NYSERDA will pre-qualify installers – installers **must** receive NYSERDA confirmation of pre-qualification to be eligible to respond to the RFP. In order to pre-qualify, installers must send an e-mail to communitysolar@nyserda.ny.gov with the subject "Request for Solarize Westchester Pre-qualification." The e-mail must contain the following information:

- Name of the business
- Address
- Contractor/Builder relationship if applicable. Contractors and/or Builders must establish a relationship between each other prior to project application submittal. Please review the [Residential/Small Commercial Program Manual](#) for more information on the Contractor/Builder model.

Installer pre-qualification requires:

- Be a NY-Sun Participating Contractor in full compliance with all Program rules
- Have a satisfactory average QA inspection score in the NY –Sun program. Unsatisfactory QA scores may result in denial of participation.
- Maintain insurance of the types and in the amounts specified in Article 6 of the PV Contractor’s Participation Agreement with NYSERDA under the NY-Sun Incentive Program.

Please see more information about NYSERDA’s Pre-qualification process at this link: <https://www.nyserda.ny.gov/All-Programs/Programs/NY-Sun/Project-Developers/Participating-Contractor-and-Builder-Resources/Solarize-Contractor-Pre-Qualifications>. Pre-qualification by NYSERDA can take up to two weeks so we encourage you to initiate that process immediately. Installers who receive approval of their pre-qualification request should forward the e-mail confirmation from NYSERDA to Nina Orville at Nina@AbundantEfficiency.com with the subject line “Solarize Westchester NYSERDA Pre-qualification” as soon as it is received. If your company has already been pre-qualified by NYSERDA for another Solarize program and that pre-qualification approval is not more than four months old, you may simply forward the previously received pre-qualification approval to Nina@AbundantEfficiency.com.

Step 2: Further Establish Eligibility and Submit RFP Response

- Demonstrate at least three years of experience and proficiency in solar PV installations.
- Hold a Westchester County Home Improvement license, ***OR*** be a Master Electrician who is also NABCEP certified.
- Insurance: Throughout the duration of the Solarize Campaign, including the period during which the PV Contractor is installing PV systems under contracts entered into during the Solarize Campaign, the PV Contractor must maintain insurance of the types and in the amounts specified in Article 6 of the PV Contractor’s Participation Agreement with NYSERDA under the NY-Sun Incentive Program. Such insurance must be evidenced by insurance policies, each of which (i) names Sustainable Westchester, Inc.; Abundant Efficiency LLC; and the Solarize Community as additional insureds, and (ii) provides that such policy may not be cancelled or modified until at least 30 days after receipt by Sustainable Westchester of written notice thereof. Proof of this coverage will be provided by PV Contractors once the PV Contractor is selected to serve a Solarize Community.
- Indemnification: PV Contractor will protect, indemnify and hold harmless Sustainable Westchester, Inc.; Abundant Efficiency LLC; and the Solarize Community, and their officers, directors, employees, agents and affiliates from and against all liabilities, losses, claims, damages, judgments, penalties, causes of action, costs and expenses (including, without limitation, experts’ and attorneys’ fees and expenses) imposed upon, incurred by or asserted against any or all of them Sustainable Westchester, Inc., Abundant Efficiency LLC; and the Solarize Community resulting from, arising out of or relating to the PV Contractor’s work under the Solarize Campaign. The obligations of the PV Contractor under this indemnity will survive the expiration or termination of the Solarize Westchester program, and are not limited by any insurance coverage required under this RFP.
- Limitation of Liability: Sustainable Westchester, Inc.; Abundant Efficiency LLC; and the Solarize Community, and their officers, directors, employees, agents and affiliates shall not be liable to the PV Contractor for any special, indirect, incidental, consequential,

- punitive, or exemplary damages of any kind whatsoever, whether based on contract, warranty, tort (including negligence or statutory liability), or otherwise.
- f. Non-discrimination: The PV Contractor agrees and warrants that they will not discriminate or permit discrimination against any person or group of persons in any manner prohibited by the laws of the United States or of the state of New York.
 - g. Demonstrate that PV Contractor is financially stable. Provide PV Contractor's balance sheet and income statement for its most recent fiscal year, together with a balance sheet and income statement for its most recent fiscal quarter. If PV Contractor utilizes a line of credit or has access to other credit facilities, please describe these and supply verification about the lines of credit from the financial institution. If equipment suppliers provide PV Contractor with trade credit, please describe these trade credit arrangements and provide verification from the supplier. PV Contractor must be current on all tax obligations. (Questions about provision of financial information may be directed to the Program Administrator).
 - h. Agree that if at any time throughout the project the applicant is suspended or terminated from the NY-Sun Program by NYSEERDA, all work and or services will immediately cease unless otherwise directed by the Solarize Team. It is the Solarize Team's discretion to determine a course of action following this removal. All leads generated through the Solarize campaign are owned by the Program Administrator, and must be provided at time of removal.
 - i. Submit a complete proposal as outlined in Section 2.1 - Proposal Requirements, which must be received by 5:00pm on December 8, 2017. Email proposals to Nina Orville at Nina@AbundantEfficiency.com with "SW2017-2 Submission" in the subject line.

1.1.6 Program Implementation

Once selected, PV Contractors and Solarize Communities will work with the Solarize Team to develop a strategy for collaboration and outreach during the program to encourage customers to sign contracts with the PV Contractor. Starting in February 2018, interested homeowners and commercial property owners in the participating Solarize Communities will be able to contact the PV Contractor selected for their community and sign up for a free site assessment. Outreach events and other activities will raise awareness of solar PV and the Solarize Campaign while directing customer leads to the selected Contractor for that Solarize Community. If a customer's site is feasible for a solar PV project, the customer will be encouraged to contract with the Contractor before the established program deadline. (Note: individual customers within a Solarize Community are free to contract with other PV contractors under terms they negotiate directly with the PV contractor outside of the Solarize program). Interested residents with sites where PV solar is not feasible or those who elect not to install a solar PV system may be directed to additional energy-related resources and engagement opportunities (e.g., energy efficiency, by the PV Contractor).

1.2 Program Roles and Responsibilities

The success of the Solarize Campaign depends upon the collaboration of the Solarize Team, the Community, and the selected PV Contractor.

1.2.1 Solarize Team

The Solarize Team will assist the Solarize Communities in selecting PV Contractors through this RFP process, with support from NYSERDA and a technical consultant. The Solarize Team will also provide community outreach and marketing support for the program, direct potential customers to the PV Contractors for the Solarize Communities and perform other activities as detailed below in the responsibilities chart. The Solarize Team is comprised of the following organizations committed to promoting sustainability and community outreach:

Sustainable Westchester – Sponsor

Mount Kisco, NY 10549

Abundant Efficiency – Program Administrator

Dobbs Ferry, NY 10522

1.2.2 Community Roles

- **Community Team** – A team of 3-6 Solarize volunteers in the Community that serve as the primary organizers and drivers for the project. The Community Team can also include Community elected officials or staff.
- **Community Lead** – One of the Community Team members will serve as the primary contact for the Community Team. His or her contact information will appear on the Solarize Campaign website for that municipality and on all outreach materials. This Community Lead volunteer will also be the main point of contact for the Solarize Team and the selected PV Contractor (though most communication will involve the entire Community Team).
- **Community Volunteers** – Not all volunteers need to serve on the Community Team. Some residents may be happy to volunteer to support specific outreach activities such as arranging an article in their church or synagogue newsletter, allowing yard signs to be placed at their home or business, or inviting a speaker to come to group meeting to explain the Solarize Campaign.
- **Sustainability Committee Members** – If the Community has an energy or sustainability committee, some of its efforts and resources will be focused on Solarize for the duration of the Campaign.
- **Current Solar Homeowners and Commercial Property Owners**– People who have already gone solar are often happy to help their neighbors go solar, too, and are a great asset for the Community Team.
- **Local Civic Groups** – The Community Team will need to leverage existing networks and groups to get the word out about Solarize. Consider inviting representatives from local groups (e.g., PTA, Lions Club, or, religious groups) to join the Community Team or even stay in the loop and report to their networks.

1.2.3 PV Contractor(s)

The selected PV Contractor (or coalition of Contractors) will provide technical expertise, free site evaluations, financing options/support, and turnkey installation services for eligible and interested customers. PV Contractors will also track leads and contracts and collaborate with Solarize and Community teams on outreach strategy. PV Contractors will provide contact information for all

leads and participants in the biweekly progress report (see Appendix A) and otherwise as requested. All contact information acquired as part of the Solarize Campaign can be used by the PV Contractor only for Solarize and not for any other purposes. *Contact names may not be provided or sold to a third party.* If a selected PV Contractor for one community acquires contact information for potential customers located in a different Solarize Community that is assigned to a different PV Contractor, the contact information must be forwarded to the Program Administrator and will be given to the selected PV Contractor in that Solarize Community. All leads must be provided to the Program Administrator as requested and at the end of the Campaign.

1.2.4 Chart Outlining Roles and Responsibilities

The following chart outlines specific participant roles and responsibilities:

	Solarize Team	Community Team	PV Contractor
Securing Solarize Participants	<ul style="list-style-type: none"> • Select Solarize communities • Release RFP to PV Contractors; assist/coordinate the PV Contractor selection process • Work with Solarize Communities to identify strategies for engaging volunteers 	<ul style="list-style-type: none"> • Gather a Community Team of volunteers, including a lead contact and a PV Contractor selection committee • Evaluate Contractor proposals and select a PV Contractor • Find hosts for solar open houses • Seek partnerships among various community leaders/organizations to help spread the word 	<ul style="list-style-type: none"> • Submit competitive bids
Reduce Cost to Customer	<ul style="list-style-type: none"> • Provide online resources and handouts detailing available incentives and financing options 	<ul style="list-style-type: none"> • Participate in community outreach to help the Solarize Campaign achieve maximum success. 	<ul style="list-style-type: none"> • Free site visits • Competitive pricing • Help customers understand and apply for available incentives • Assist customers in assessing purchase/financing options
Marketing/Outreach	<ul style="list-style-type: none"> • Manage website as a central resource for Campaign info • Provide planning and outreach templates for volunteers • Facilitate initial outreach planning among project participants • Attend and support key Community outreach events 	<ul style="list-style-type: none"> • Organize/mobilize Community networks and utilize a broad range of tactics to get the word out • Host outreach events and table at existing Community events • Send regular Solarize updates to Community contacts 	<ul style="list-style-type: none"> • Participate in outreach planning • Participate in Community outreach events where appropriate • Optional: supplement community outreach (direct mail, yard signs, etc.)
Education	<ul style="list-style-type: none"> • Provide online resources on solar energy and energy efficiency • Help orient volunteers with basic information about solar energy 	<ul style="list-style-type: none"> • Answer Community questions about the Solarize Campaign • Answer basic solar energy questions and direct residents to available resources 	<ul style="list-style-type: none"> • Presentation at the Solarize launch event • Answer technical questions from volunteers/residents • Present additional solar workshops as needed

Web and Media	<ul style="list-style-type: none"> • Host Solarize Westchester website with pages designated for information and updates specific to each Community • Communications and media strategy/support • Manage attention from regional media outlets 	<ul style="list-style-type: none"> • Assist in providing content (including photos and stories) for Solarize web pages and media outreach • Encourage and cooperate in local media coverage (print, radio, TV) • Submit “letters to the editor” to local newspapers 	<ul style="list-style-type: none"> • Provide relevant information for the Solarize Westchester website, and link to the Solarize website on the Contactor’s website • Cooperate with Solarize Team to provide content (e.g., photos, stories) and accommodate reporters
Leads/ Installs	<ul style="list-style-type: none"> • Manage an online form for potential customers to sign up for Solarize site visits and for automated leads to be sent to the appropriate PV Contractor 	<ul style="list-style-type: none"> • Outline the permitting process in participating communities for solar PV projects (roof and ground mount) 	<ul style="list-style-type: none"> • Provide site assessments, system design, turnkey installation • Procure all necessary permits and approvals for PV system construction and inspection
Admin	<ul style="list-style-type: none"> • Organize biweekly check-in calls 	<ul style="list-style-type: none"> • Participate in biweekly check-in calls 	<ul style="list-style-type: none"> • Participate in biweekly check-in calls
Tracking	<ul style="list-style-type: none"> • Receive and manage biweekly reports from PV Contractors • Track leads generated from website form(s) • Ensure all participants have access to up-to-date contacts 	<ul style="list-style-type: none"> • Gather and maintain a list of residents who have expressed interest in the program • Track residents who request/ receive information about other energy opportunities beyond solar 	<ul style="list-style-type: none"> • Track leads and contracts • Provide biweekly reports to Solarize Team

1.3 Timeline

A proposed timeline for the RFP process and program is outlined below. Please note this is an estimated timeline; dates are subject to change.

Solarize Timeline (Dates May Be Approximate)

RFP for PV Contractors issued	11/16/17
RFP for PV Contractors: Proposals Due	12/8/17
Interviews with PV Contractors and PV Contractors selected	On or about 1/17/18
Contractor Selection	On or about 1/22/18
Community Team and Selected PV Contractor meeting facilitated by Solarize Team (get to know the PV Contractor and plan the first month of outreach efforts)	Week of 1/29/18
Solarize Launch Events in each Solarize Community	Beginning approximately 2/26/18
Expected end date of the residential Solarize Campaigns	6/1/18 (with extension, 6/15/18)

Expected date by which commercial letters of intent and/or contracts must be signed under the Solarize Campaigns	Approximately 10/5/18

1.4 PV Contractor Responsibilities

The PV Contractor selected for this round of the Solarize Campaign will have the following responsibilities, and PV Contractor, by submitting a proposal under this RFP, agrees to be bound by these responsibilities.

1.4.1 Collaboration with Solarize Team and Community Team

- a. Participate in biweekly calls with the Solarize Team and the Community Team.
- b. Provide the Solarize Team with biweekly progress reports (see Appendix A – Template Biweekly Reporting Form).
- c. Participate in Community events throughout the Solarize Campaign where appropriate, in addition to the events indicated on the above timeline.
- d. Collaborate with the Solarize Team and the Community Team in developing, and implementing an outreach campaign.
- e. Collaborate with the Solarize Team and the Community Team on press releases and other media opportunities.
- f. Collaborate with the Solarize Team and the Community Team in developing additional marketing materials, including (but not limited to) providing or helping to obtain photographs, statements of support, testimonials, or other information for use in Solarize marketing.
- g. Support co-branded outreach mutually agreed upon (e.g. yard signs, direct mail or event promotion)
- h. Collaborate with the Solarize Team and the Community Team to develop a plan for recommending alternative opportunities, where appropriate (e.g., through energy efficiency or other renewable energy projects) for interested residents whose sites are not feasible for solar.
- i. At the end of the Campaign, complete an evaluation survey and provide feedback about the Solarize Campaign, including PV Contractor insights about customer decision-making process, motivations to install or not install solar, suggested program improvements, the efficacy of different outreach strategies, and other insights.
- j. For every watt of residential PV solar contracted by the PV Contractor under the Solarize Campaign, pay \$0.15 (“Residential PV Contractor Payment”) to the Program Administrator to support the Solarize Westchester program. For every watt of commercial PV solar contracted by the PV Contractor under the Solarize Campaign, pay \$0.10 (“Commercial PV Contractor Payment”) to the Program Administrator to support the Solarize Westchester program. The Commercial PV Contractor Payment is due for any contracts signed within eighteen months of the launch of a Solarize Campaign for any leads generated in the Community through the Campaign. The Program Administrator will remit a portion of contractor payments to Program Sponsor, Sustainable Westchester, as per contractual agreement. For any contracts cancelled, the Program Administrator will return the PV Contractor Payment minus the lesser of 10% or \$100.

- k. Within 10 days following the receipt of an invoice from the Program Administrator, PV Contractor will send a check or transfer funds via ACH to the Program Administrator for the amount specified in 1.4.1 j. covering all projects for which the PV Contractor executed a contract with customers since any prior invoicing period.

1.4.2 Ownership and/or Lease/Power Purchase Agreement Models and Pricing

- a. In **Attachment 1.2**, provide a dollar per watt (\$/W) purchase price and/or a dollar per kilowatt hour (\$/kWh) lease or PPA price for residential solar PV systems. This price may decrease by tier levels as the total number of signed contracts for solar PV within the community increases. Tier One pricing is for 1-14 signed contracts; Tier Two pricing is for 15 – 29 signed contracts; and Tier Three pricing is for 30 and more signed contracts. If tiered pricing is employed, during the period of the Solarize Campaign all customers benefit from reaching the highest Tier (lowest price) in the Community, regardless of when they signed the contract for solar. For instance, when the 15th customer signs a contract, Tier Two pricing applies not only to customers 15 - 29, but also to customers 1-14. Note: some Communities may request a community benefit other than tiered pricing (for example, a 5 KW PV installation if a threshold number of residential contracts are signed). In **Attachment 1.5**, provide a dollar per watt (\$/W) purchase price and/or a dollar per kilowatt hour (\$/kWh) lease or PPA price for commercial solar PV systems. This price may decrease based on the size of each individual commercial PV system.
- b. Provide a list of additional system features in **Attachment 1.4** (Residential) and/or **Attachment 1.7** (Commercial), otherwise known as “adders,” along with associated costs of such features, which may be necessary or preferred by the customer and would impact the final project cost. Note that Contractors are asked to provide information about the impact of a Section 201 Trade Commission tariff on modules in these attachments as well as in Section B9 of the Customized Proposal.
- c. Provide all customers within the Community with pricing according to the final pricing Tier achieved for residential systems at the end of the Solarize Campaign. PV Contractor’s customer contract must include a “not to exceed” cost or lease payment or PPA payment that is applicable until the Solarize Campaign concludes. This provision includes any extensions or date modifications implemented if agreed to by all Solarize Campaign participants. At the agreed Campaign conclusion, all Solarize customers in the Community will be notified of the final contract price, based on the final pricing Tier achieved. Reports and copies of this communication with customers must be provided to the Program Administrator.

1.4.3 Marketing Materials, Presentations, and Claims Made Throughout the Program

- a. All participants in Solarize Campaigns must refer to the Program as “Solarize Westchester” and “Solarize [Community Name]” in all community outreach materials and marketing efforts. These outreach materials should direct customers interested in participating in the Campaign to www.solarizewestchester.com (which will include individual community pages when the Campaign launches). In general, marketing material design will be provided by the Program Administrator. Any additional marketing

materials proposed by the PV Contractor must be approved by the Program Administrator.

- b. All PV Contractors must ensure that any marketing materials they produce do not claim to represent the opinion or position of Solarize Westchester or the Solarize Community.
- c. Unless otherwise advised by Program Administrator, all PV Contractors must use a set escalator rate for predicted utility rate increases of 3.0% per year in all marketing and in predicting payback periods, and make clear that all figures are based on given assumptions. All contractors must use an average current utility rate for the customer class (e.g., residential) based on current rates in all marketing and make clear that rates are based on averages.
- d. All claims regarding federal tax credits or other tax benefits must include a suggestion to contact a tax professional.
- e. Selected PV Contractors agree not to market under the Solarize name in Solarize Communities other than that for which they are selected, and to forward all program-generated leads in other Solarize Communities to the Program Administrator.
- f. All PV Contractors must clearly specify all other assumptions for their estimates, including the derate factors for their equipment; estimated annual energy production of the system based on the region as per the PV Watts estimator (www.pvwatts.nrel.gov) (or other industry accepted resource, including PVSyst or NREL System Advisor Model) taking into account panel orientation and shading; estimated annual energy production decline over 25 years, etc.

1.4.4 Reporting and Tracking

- a. PV Contractors must report the final pricing of each contracted system in the biweekly tracking log, detail why a specific project requires additional costs (if applicable), and provide all information regarding final project cost and composition to Solarize Team at the end of the program. PV Contractors may be required to complete a pricing sheet for each contract that demonstrates that each is based on the agreed program pricing and terms.
- b. PV Contractors must provide the Program Administrator with bi-weekly tracking reports (see example spreadsheet in Appendix A¹, including leads generated, feasible project sites identified, and contracted projects), as well as other information as requested.
- c. PV Contractors will make a reasonable effort to track why customers decide not to contract for a solar PV project, via a contact tracking spreadsheet (Appendix A).
- d. PV Contractors will provide to Program Administrator at the end of the Campaign sign-up period an evaluation of how successful various marketing material distribution methods were relative to the sign-up and adoption rate within the community, in the form of a contact tracking spreadsheet and narrative (Appendix A).
- e. PV Contractors will provide complete and accurate customer and lead contact information within 10 business days after the conclusion of the campaign period to Program Administrator, including full name, email, phone number and address.

¹ Regular updates on the status of leads/customers will help Solarize Team adjust efforts to reach more residents, bring in more potential leads, and help existing leads move forward. PV Contractors will work with Solarize Team to determine an appropriate system for shared tracking.

1.4.5 Customer Service

- a. PV Contractors' website will provide a link to the Solarize Westchester website (www.solarizewestchester.com).
- b. PV Contractors will provide contact information that can be posted on Solarize marketing materials and webpages. In addition, PV Contractors will provide one or more email addresses to receive automated requests for information from the Solarize Westchester website.
- c. PV Contractors will provide free site visits and quotes to potential customers. There will be no charge for site visits under any circumstances.
- d. PV Contractors will procure all of necessary permits and approvals for PV system construction, inspection, and interconnection with the utility.
- e. PV Contractors will follow up in a timely manner with all customers who request a site survey or more information about the program (even if the customer's site is determined to be not viable for solar, customers must receive prompt notification to that effect).
- f. PV Contractors will provide timely responses to customer inquiries.
- g. PV Contractors will provide objective information to enable customers to understand and choose from among any solar financing options offered.
- h. PV Contractors will work with customers to identify and apply for available incentives, including NYSERDA PON2112 incentives and Affordable Solar incentives.
- i. PV Contractors must commit to a goal of completing installations within 120 days of receipt of NYSERDA incentive award.
- j. PV Contractors will include a disclaimer on all customer intake forms and media (such as website and sign-up sheets) that outlines how customer contact information will be used under the Campaign and provide the customer with the ability to opt out of communications unrelated to solar PV installations under the Campaign. The PV Contractor will not share customer information with third parties.

2 Proposal Process

2.1 Proposal Requirements

Complete proposals must be received by the submission deadline. Note that the NYSERDA confirmation of pre-qualification approval should be submitted to Nina Orville at Nina@AbundantEfficiency.com as soon as it is received from NYSERDA by PV Contractor.

After submitting the NYSERDA pre-qualification confirmation, the PV Contractor must submit the following to be considered a complete application:

1. RFP Core Proposal that includes the RFP Submission Checklist, Core Proposal, Contractor Signature Page. Submit only one copy (saved as a PDF file with the file name: "**CompanyName_Core_Date.pdf**").
2. Customized Proposal for each Solarize Community (saved as a PDF file with the file name: "**CompanyName_Customized_CommunityName_Date.pdf**").
3. Completed Attachment 1 for each Solarize Community for which the Contractor is applying as the residential and/or commercial installer. Attachment 1 includes worksheets: 1.1: PV

Contractor Profile; 1.2: Residential Pricing Proposal; 1.3: Residential Equipment Specs; 1.4: Residential Price Adders; 1.5: Commercial Pricing Proposal; 1.6: Commercial Equipment Specs; 1.7: Commercial Price Adders (saved in an Excel format with the file name "**Att1_CompanyName_CommunityName_Date.xls**"). Note: if providing the same offer for multiple Communities, the Contractor may list multiple Community names in the name of this file and submit a single Attachment 1 for those Communities.

4. If applying for consideration as a residential installer, a template version of the PV Contractor's direct residential purchase contract and/or a lease or PPA agreement (provide template versions for all types to be offered by the PV Installer if selected) with the customer, specifying **all** terms and conditions for a residential customer under the Solarize Campaign. This document (subject to any modifications requested for Solarize Westchester) will be the sales contract used by the PV Contractor, if selected (saved as a PDF file with the file name "**ResidentialContract_CompanyName_Date.pdf**"). The following must be included in this agreement:
 - If tiered pricing is proposed, a section explaining how the system price will change as successive pricing tiers are achieved in the Community, and how and when the final price will be adjusted for all customers, whether leasing, financing or using cash purchase when the final pricing tier is determined at the end of the Solarize Campaign.
 - A section outlining all possible additional costs for the customer.
 - For Lease or PPA offerings, the PV Contractor should clearly identify any criteria in which a price escalator may be present for customers, include a maximum range for the price escalator, and provide other relevant information such as for homeowners moving before the conclusion of a long-term power purchase agreement.
5. If applying for consideration as a commercial installer, a template version of a PV Contractor's direct commercial purchase contract and/or a lease or PPA agreement (provide template versions for all types to be offered by the PV Installer if selected) with the customer, specifying **all** terms and conditions for a commercial customer under the Solarize Campaign. This document (subject to any modifications requested for Solarize Westchester) will be the sales contract used by the PV Contractor, if selected (saved as a PDF file with the file name "**CommercialContract_CompanyName_Date.pdf**"). The following must be included in the standard agreement:
 - A section outlining all possible additional costs for the customer.
 - For Lease or PPA offerings, the PV Contractor should clearly identify any criteria in which a price escalator may be present for customers, include a maximum range for the price escalator, and provide other relevant information such as for commercial property owners moving before the conclusion of a long-term power purchase agreement.
6. PV Contractor's balance sheet and income statement for most recent fiscal year (audited, if available), together with balance sheet and income statement for most recent fiscal quarter, as well as verification of available lines of credits from financial institutions and/or equipment suppliers. Submit only one document that contains all of these files (saved in one PDF file with the file name: "**Financials_CompanyName_Date.pdf**.)
7. If applying for Westchester Communities, provide a copy of Contractor's Westchester Home Improvement license or documentation of Master Electrician with NABCEP certification (saved as a PDF file with the file name: "**License_CompanyName_Date.pdf**"). If applying for Community outside of Westchester County, provide a copy of any license that is required in those jurisdictions.

2.2 Recorded Informational Briefing for Interested PV Contractors

An informational briefing will be available on the Solarize Westchester website on or before November 20th.

2.3 Solarize Communities

PV Contractors may bid on any/all Solarize Westchester Campaigns. Profiles for each campaign are available with this RFP at www.solarizewestchester.com and should be considered as part of the RFP. Please carefully review the profile(s) of each community for which you will be applying as a potential PV Contractor.

2.4 In-Person Interviews

The selection committee for each Solarize Community will choose a shortlist of PV Contractors to invite for an **in-person interview on or about January 17, 2018**. Interviews will take place in Westchester County, between 9am and 5pm. All community selection committees from all Solarize Communities participating in this round of Campaigns may be present for each interview. Interview invitations will be issued to PV Contractors on or about January 12, 2018.

2.5 Questions and Contact Information

Please email any questions about this RFP to Nina Orville at Nina@AbundantEfficiency.com with "RFP Question" in the subject line. Answers to questions will be posted online at www.SolarizeWestchester.com. Please do not contact other members of the Solarize Team with questions regarding this RFP. ***PV Contractors are encouraged to review the "Solar Contractor Request for Proposal" section under the "About" tab of the website (www.solarizewestchester.com), which will include available updates to the RFP process. PV contractors can register to receive updates about the RFP process and the program on the same section of the Solarize Westchester website.***

2.6 Guidelines for PV Contractors Interested in Bidding as a Consortium

A consortium consisting of two or more PV Contractors may bid collectively on one or more Communities, as long as:

- A single lead contact person for the consortium is identified;
- Each PV Contractor separately meets all the requirements of an Eligible PV Contractor in Section 1.1.5 in this RFP, including NYSERDA Pre-Qualification;
- A single pricing structure is present; and
- Protocols are established with regard to the shared responsibility and assignment of individual projects to participating PV Contractors.

3 Evaluation Criteria

The proposals will be evaluated for the following criteria:

- **Overall quality:** overall quality of proposal and specified equipment;
- **Experience:** degree of PV Contractor's experience and proficiency in the scope of work, including demonstrated experience in developing, designing and installing residential and/or commercial solar PV systems and customer service track records. Experience with, and results from, prior Solarize campaigns (if any) will also be considered;
- **Value and price structure:** the value offered by the pricing of proposed equipment, price adders (simplicity is valued), price escalators, and contract terms and conditions. In addition, Purchase Price (\$/kW) and/or Lease/PPA Price (\$/kWh);
- **Implementation and capacity:** ability to provide timely, quality customer service and installations, as well as ability to work well with the chosen community;
- **Marketing plan:** ability of proposal to drive community adoption of solar PV projects and drive down cost of PV installations;
- **Adequate financial strength:** Solarize is intended to result in a very significant number of installations to the selected contractor. Selected contractors must be able to demonstrate sufficient financial strength to successfully carry out this program (e.g. adequate trade credit and cash availability).
- **Demonstration of innovative concepts:** additional consideration may be given to PV Contractors that can provide innovative business models, or have options for other technologies such as community solar, solar hot water, battery storage and energy efficiency;