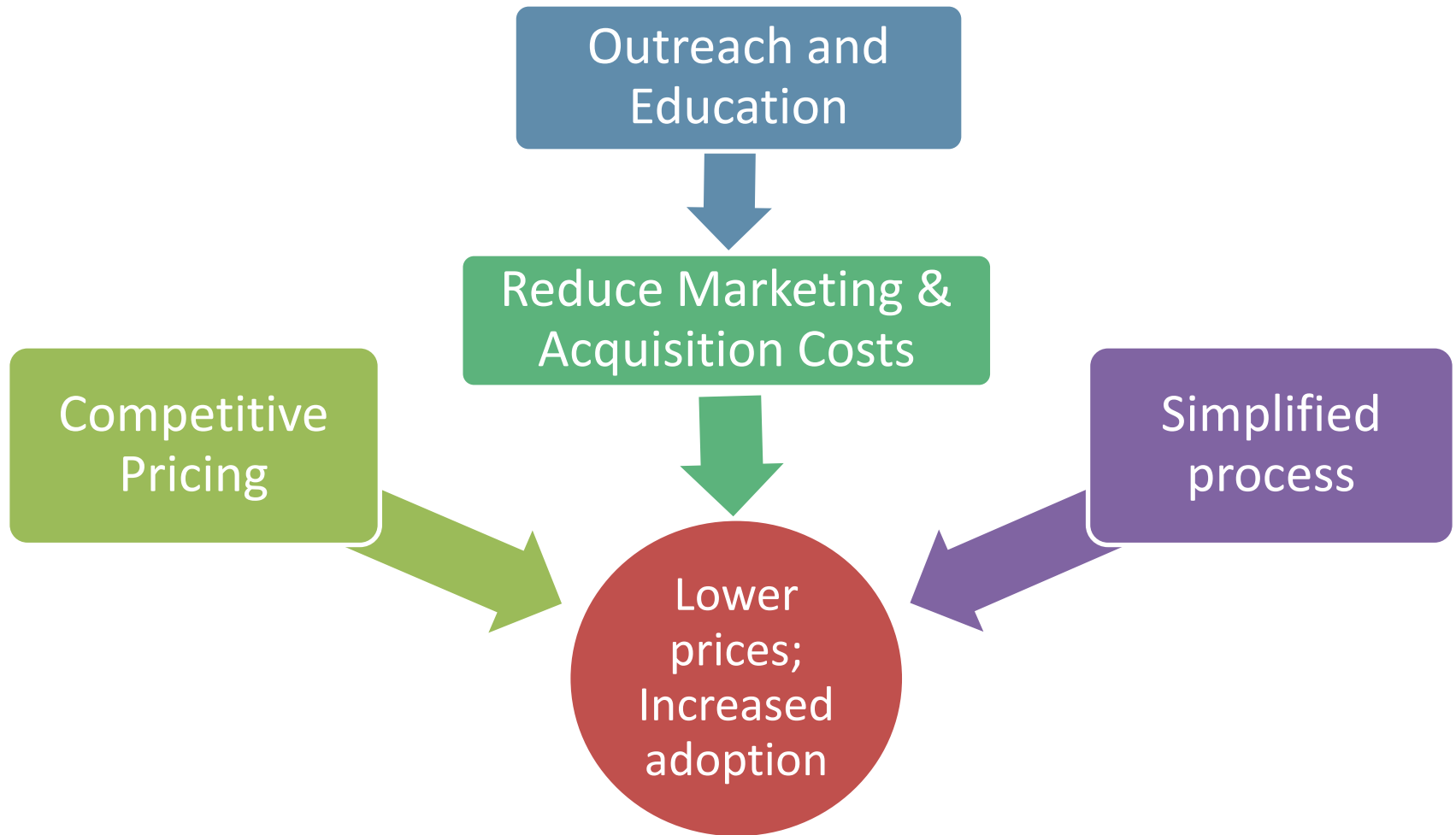


**CESA Congressional Briefing  
Washington, D.C.  
June 4, 2013**

# Solarize Massachusetts Goals

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## MassCEC/DOER

Town and Installer RFPs  
Engage tech. consultants  
Marketing/Education  
Conflict resolution  
System Rebates/SRECs

## Installer

Free Site Assessments  
Tiered Pricing and  
Ownership Options  
Contracting  
Rebate Application  
Installation



## Community

Installer Selection  
Solar Coach  
Volunteers  
Outreach

## Homeowner

Sign up for a site  
assessment  
Talk to neighbors!

# Solarize Massachusetts Program

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- 31 Communities to date
- Small and large installers
- Tier Pricing (based on contracted size of systems)

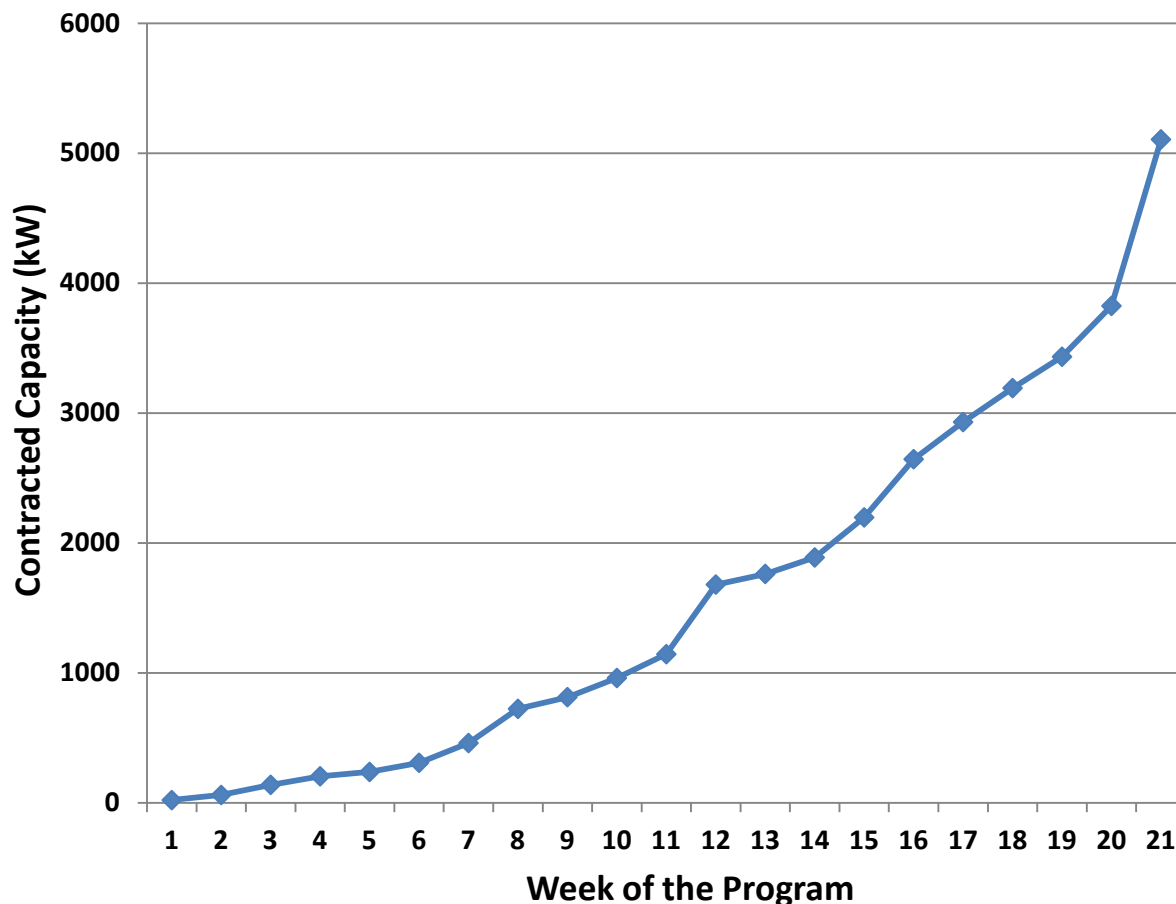
Tier 1	Tier 2	Tier 3	Tier 4	Tier 5
1-25 kW	>25-50 kW	>50-150 kW	>150-250 kW	250 kW+

- Installers offer direct ownership & Lease/PPA option
- Limited time offer

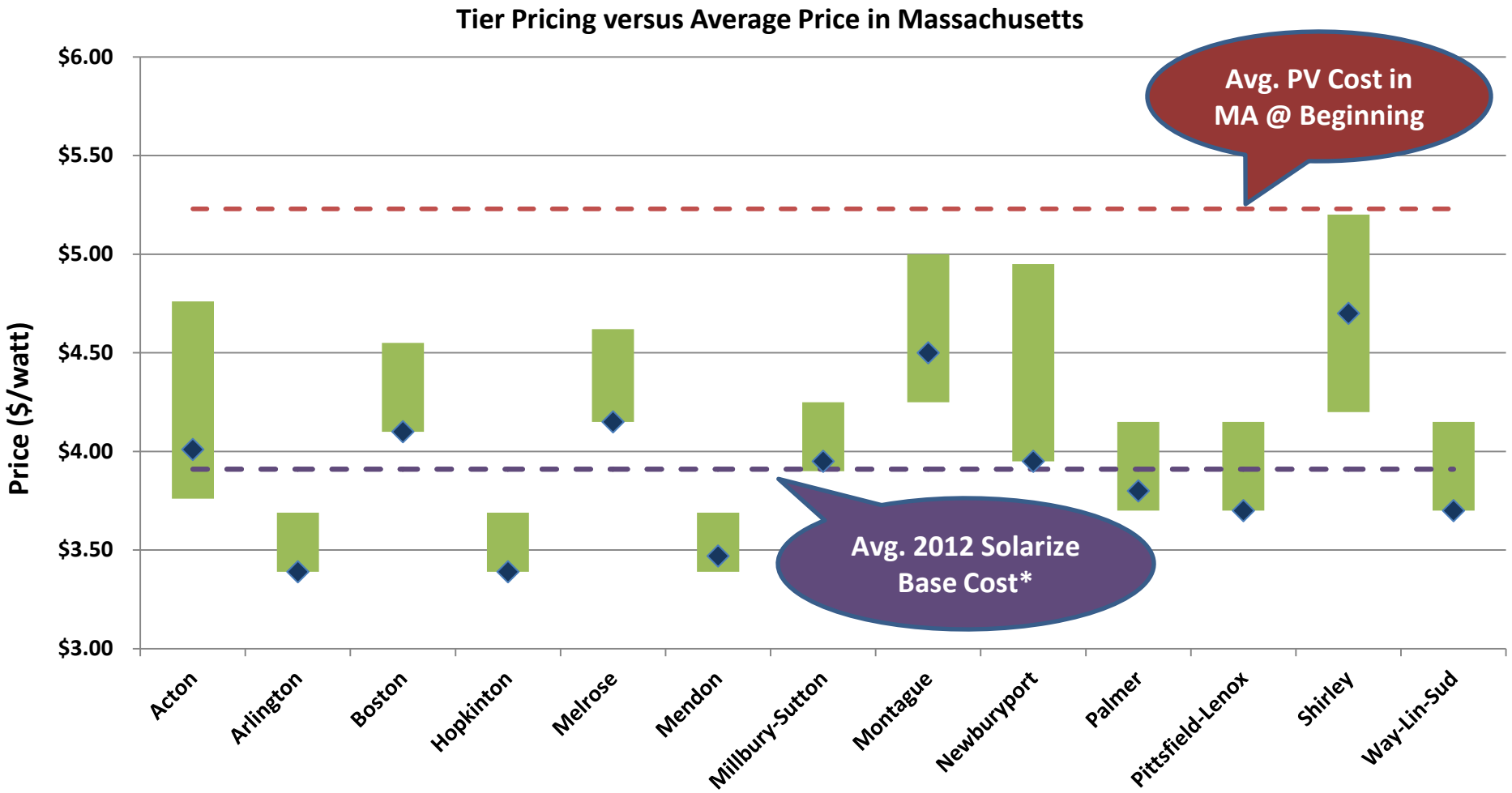
# Solarize 2012 Final Metrics (as of 11/4/12)

Total Number Of:	
Leads Generated	5,405
Contracts Signed	803
Contracted Capacity (kW)	5,126
Communities at Tier 5 Pricing	10

Cumulative Contracted Capacity

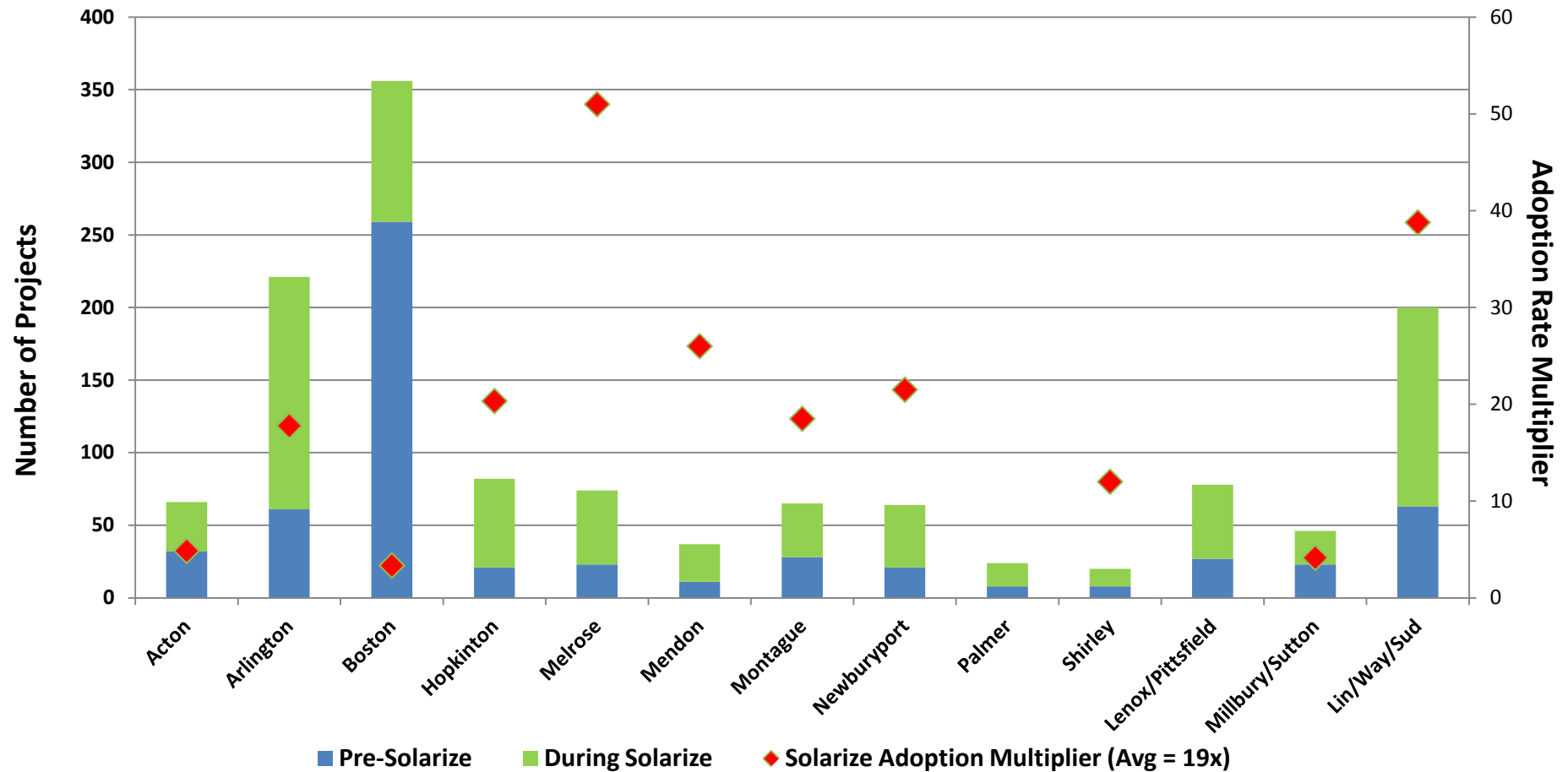


# 2012 Solarize Mass Base Pricing



\* Price does not include any cost adders that may apply.

# 2012 Solarize Mass Adoption



Based on 2/4/13 & 5/1/13 data.

# Thank you!

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