



A Grassroots Movement  
for Clean, Efficient Power





# Solarize!

## A Grassroots Solar Movement

- Started in 2009 in Portland, OR
- Based on neighbor-to-neighbor education
- Endorsed by the US Department of Energy and the NC Clean Energy Technology Center



Brought to you by... **NC WARN** 

A 26-year-old climate & energy nonprofit promoting a clean energy revolution by:

- Pressuring Duke Energy (the largest electric utility in the world) to stop burning fossil fuels in order to avert climate catastrophe, and
- Helping people go solar and save energy. Solarize Durham, Chatham & Triad have added over 100 solar roofs!



## Solar installer partners



Kathy & Stew Miller



Maria & Bob Kingery

## NORTH CAROLINA SOLARIZE PROGRAMS

PROGRAM	CONTRACTS	KILOWATTS	SPONSOR ORGANIZATION
Solarize Asheville	52	251	Blue Ridge Sustainability Institute
Clean Energy for Buncombe	23	145	Clean Energy for Us
Solarize Durham	33	160.9	NC WARN
Solarize Carrboro	40	192	Next Climate
Solarize Charlotte	37	170	Cleaner is Cheaper coalition
Solarize Chatham	64	330	NC WARN
Solarize Orange	35	188	Next Climate
Clean Energy for Raleigh	4	21.5	Clean Energy for Us
Clean Energy for Western NC	1	2.24	Clean Energy for Us
Solarize Triad	12	63	NC WARN
<b>TOTAL</b>	<b>301</b>	<b>1523.64</b>	



# Next Climate

[solarizenc.org](http://solarizenc.org)



# NC WARN

[solarize-nc.org](http://solarize-nc.org)





## Neighbor-to-Neighbor Education

- House meetings
- Tabling at community events
- Door-to-door outreach
- Neighborhood newsletters/websites
- Church bulletin inserts
- Tell all your friends!



## Solar Benefits Are Many

- Reduce power bills
- Increase property value
- Reduce pollution from fossil fuel plants
- Support local jobs
- Grow solar industry
- Help avoid rate hikes for new power plants
- Lock in low-cost clean energy for  
*at least 25 years!*





## Solar: Now is the Best Time!

- Retail solar prices have dropped 80% in 5 yrs.
- Tax credits = approx. 60% off through 12/31/15
- Solarize bulk purchasing discount of around 16%
- “Tiered pricing” means the Solarize price could drop 8% more, as more people participate



## Average Solar House

### Example:

4 kilowatts (16 panels)

Produces about  
5,395 kilowatt-hours per year  
= approx. \$583 savings on  
electric bill (at Duke Energy rates)





## Solar Tax Credits Pay Back 60%

- 35% NC tax credit
  - Can account for only ½ of your tax liability each year
  - Can be taken over 5 years
  - **Expires Dec. 31, 2015**
- 30% Federal tax credit
  - Can be taken over 2 years
  - Expires Dec. 31, 2016
  - Pay federal tax on state credit (so total is about 60%)

*Consult your tax advisor to see if you can take the credits.*

*If you're installing solar on a nonprofit, people who donate money to the project can take the 35% state tax credit.*



## Solarize Pricing for the 4 kW Example

	Tier 1	Tier 2	Tier 3	Tier 4
Total of signed contracts	1-49 kW	50-199 kW	200-300 kW	300+ kW
Solarize price	<b>\$15,800</b>	\$15,280	\$15,000	<b>\$14,440</b>
Net price if you can use the tax credits	<b>\$6,320</b>	\$6,112	\$6,000	<b>\$5,776</b>

***Commercial systems and ground-mounts priced individually. No tiered pricing.***

**Extra charges for:** steep roofs, three stories or more, vent-moving, web-monitoring, specialized equipment.

**Solar Energy Justice:** A small amount from each installation will go into a fund to help low- and fixed-income households get solar.

**Payments:** 30% with contract, 60% at installation, balance when final tier determined.

# Ask Your Installer about Special Solar Financing!

EXAMPLE: 5 kW solar system costing \$17,500 in a market with 35% state tax credit

Monthly Savings on electric bill:

**\$70**

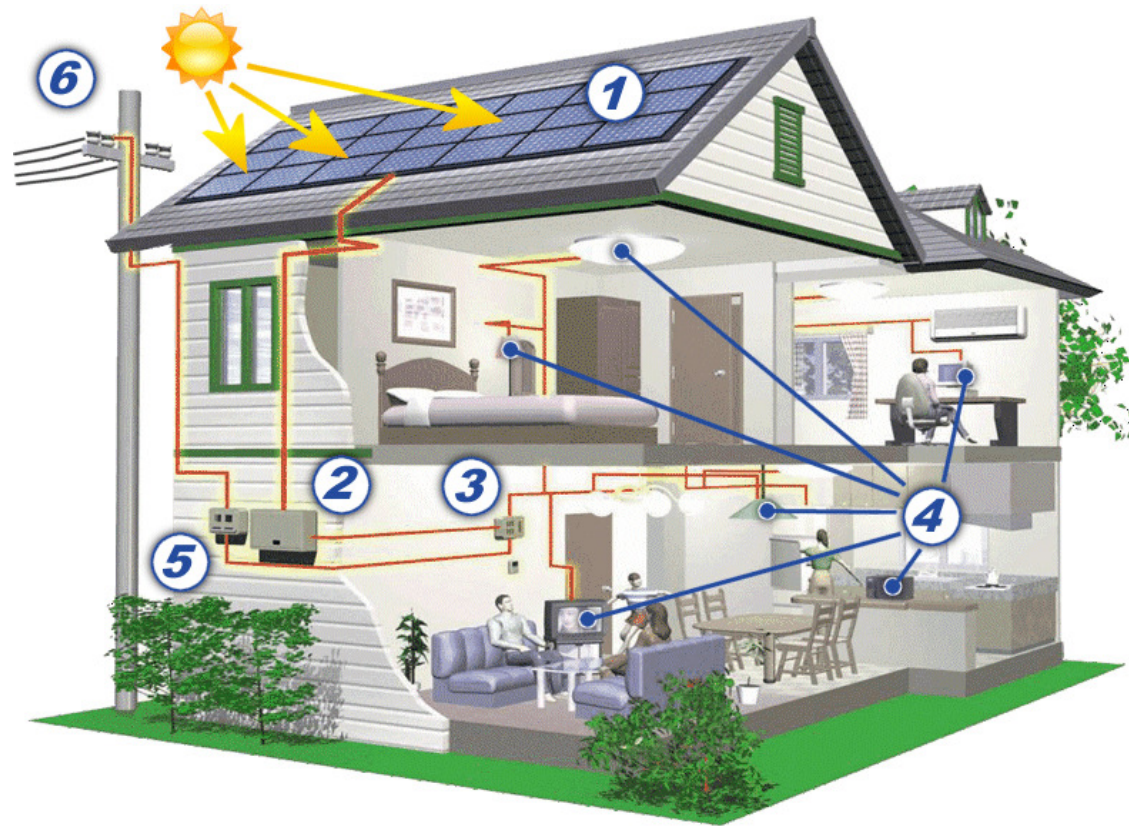
30% of loan  
(= Federal tax credit)  
often interest-free

*monthly payment of*  
**\$91**  
*on remaining 70%*

State Tax Credit  
applied to loan

*monthly payment of*  
**\$54**

## How Solar Works





## What's Good for Solar?

### Optimal Conditions

- Roof area facing south, southeast or southwest
- As little shading as possible from trees or any other obstructions
- Roof pitch, or tilt angle, between 20 and 45 degrees

### Typical Installation





### **Preliminary steps for all projects**

- Site and shading analysis
- Analyze usage and estimate production
- Preliminary system design
- HOA review (if required)

### **Project planning & permitting**

- Structural and electrical drawings
- NC Utilities Commission and utility company interconnection
- All applicable permits

**System is installed, inspected & interconnected!!!**

## **Installation Process**











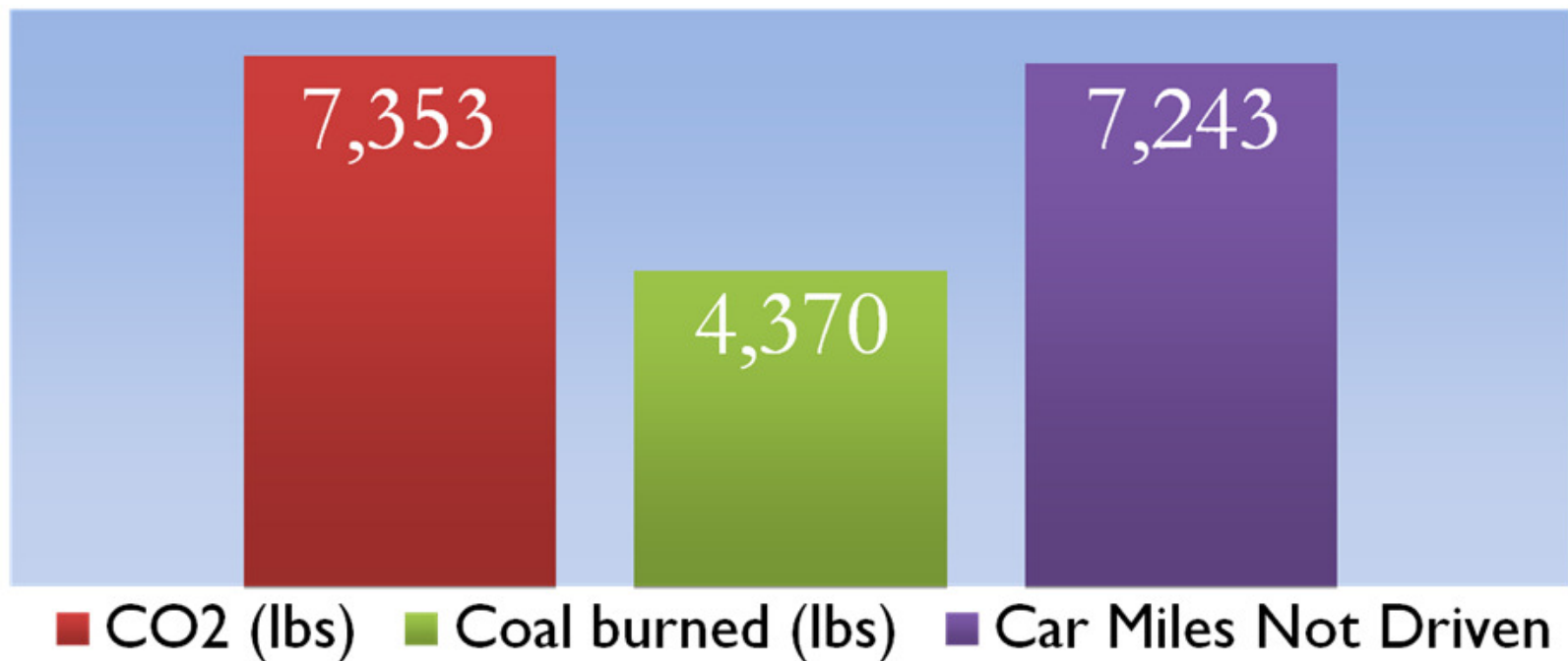








## Annual Environmental Impact of 4 kW System





**Questions?**

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919-416-5077

**Enroll today or at**

[solarize-nc.org](http://solarize-nc.org)