



Solarize North Smithfield Solar Installer Request for Proposals

September 2, 2014

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Applications will be accepted through September 18, 2014 by 4:00pm EST.



Commerce RI
Renewable Energy Fund





Solarize Pilot Round 1 Installer RFP

1. Opportunity Summary

The Rhode Island Commerce Corporation’s Renewable Energy Fund (REF) is dedicated to increasing the role of renewable energy throughout the state. The REF provides grants and loans for renewable energy projects with the potential to create electricity in a cleaner, more sustainable manner, while stimulating job growth in the green technology and energy sectors of Rhode Island’s economy. Using funds from the ‘system benefit charge’ on electric bills and Alternative Compliance Payments, Commerce RI helps offset the cost of renewable projects for businesses and homeowners.

The Rhode Island Commerce Corporation (Commerce RI), in conjunction with the Rhode Island Office of Energy Resources (“RIOER”), is requesting proposals from solar photovoltaic (“PV”) Installers (“Installer(s)”) to participate in Round 1 of Commerce RI’s Solarize Rhode Island Pilot Program (the “Program”). This program will drive community adoption of solar (PV) projects through a partnership focused on localized marketing and installation efforts, which in turn will help to drive down the installation cost of small-scale solar PV installations within the selected community through a group purchasing model.

The town chosen for Round 1 of the pilot is North Smithfield. The two towns chosen for Round 2 of the pilot are Little Compton and Tiverton. A future RFP for installers interested in bidding in Round 2 will tentatively be issued in November 2014. Installers are bidding on the pilot community of North Smithfield in this RFP.

Commerce RI and RIOER are working with SmartPower during the course of the Pilot for the education and marketing to the three communities. SmartPower is a non-profit marketing firm with experience conducting community energy campaigns. SmartPower has been employed in other regional states’ Solarize programs to develop promotional materials, manage websites and social media, and coordinate local community outreach campaigns.

Commerce RI seeks proposals from Installer(s) that can provide competitive, tiered pricing for a direct-ownership model (“Purchase Price”), along with an optional leasing or power purchase agreement (“PPA”) model (“Lease/PPA Price”) for residential and small-scale commercial solar PV installations. It is expected that customers who purchase a system under the program will receive competitive tiered pricing that results in a progressively greater reduction in the total purchase cost as more people contract for solar PV in the community. Customers who enter into





PPAs or Leases will receive a greater financial incentive from the Installer(s) as higher tiers of aggregate capacity within a community are reached.

A consortium consisting of more than one installer may bid collectively on North Smithfield, provided that the consortium agrees to be identified by a single name (e.g., “Solarize North Smithfield Installer Consortium”) in the contracting process. The Consortium will be bound by the same tiered pricing structure and establish protocols for the consortium with regard to the assignment of individual projects to participating installers.

Proposals received from an Installer, or a consortium of installers, will be evaluated in order to provide North Smithfield with the greatest opportunity to succeed in the Program. Commerce RI, RIOER, SmartPower and North Smithfield will work to review the Installer proposals. Quality of the proposal, proposed equipment, experience of Installer (or consortium) installing solar PV, number of installations in Rhode Island, pricing and installation practices will be factors in the selection process. The selection team will also perform reference checks to ensure positive customer satisfaction from past solar installation. Refer to Section 13 for more information on the evaluation criteria.

2. Program Description

2 The aggregation of multiple small-scale solar PV installations within a community provides opportunities to realize economies of scale for the Installer, reduced customer acquisition costs, and ultimately cost savings for the customer. Installation prices for small-scale solar PV installations are generally higher than for large-scale installations, in part due to the extra cost of customer acquisition – including marketing, advertising, and providing education to multiple customers. By educating the local community, streamlining marketing efforts, and aggregating sales, the Program will help make solar PV a more accessible and affordable energy option.





3. Community Selection

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Commerce RI and RIOER selected North Smithfield, Tiverton and Little Compton to participate in the Solarize RI pilot program. There will be two rounds of the Pilot Program. North Smithfield will be in Round 1 and both Tiverton and Little Compton will be in Round 2. Each round of the Pilot has its own timeline. This RFP refers specifically to the Round 1 Community, North Smithfield. Commerce RI, RIOER, and SmartPower will provide each community in the Program with education and marketing support, including free educational meetings and marketing plan development support to help implement a community-wide solar PV program for residential and small scale commercial projects.

4. Commerce RI – Program Marketing Support

Commerce RI, RIOER, and SmartPower (collectively referred herein as “Program Administrators”) will assist North Smithfield and the selected Installer(s) to deploy a marketing strategy to enhance local interest in solar PV technology, as well as alleviate some of the marketing and acquisition costs for the Installer associated with small scale PV installations.

Specifically, the Program Administrators will:

- a. Work with North Smithfield to develop and implement a marketing plan specific to North Smithfield’s Solarize campaign. This will include event organization, creation of websites and social media campaigns, as well as designing and printing of standardized marketing materials.
- b. Assist with developing a training guide and facilitate trainings for the North Smithfield Solar Ambassador and other members of the volunteer team. The Solar Ambassador will





be the “lead volunteer” and will support SmartPower for event coordination and be the contact for local residents who express interest in the Program. The selected installer will be expected to assist the Program Administrators in helping train the volunteer team on the basics of Solar PV, answer questions posed by the team, and work with them to generate leads during the course of the Program.

- c. Participate in certain outreach measures and events, including but not limited to, strategic community meetings such as a Program Kickoff Event and educational meetings where all stakeholders, including the selected Installer(s), will meet with residents to increase awareness of solar energy and its benefits.
- d. Convene bi-weekly meetings or conference calls to coordinate between the Community and Installer outreach activities.

5. Installer Selection

4 Through this Request for Proposals, the Program Administrators and North Smithfield will select and partner with a solar PV installer (or a consortium of installers) that offers sales models in which installation costs are based on a tiered pricing structure that provides a lower installed cost per watt as the amount of contracted solar PV within the community increased. The chosen Installer(s) will also provide free solar site assessments (with site visits or desktop analysis, as appropriate), an optional PPA or lease price, and installation services. In addition, the selected Installer(s) will be responsible for managing leads, providing general customer service, and serving as the “technical expert” regarding solar PV to North Smithfield.

Installer(s) that can provide demonstration of innovative concepts will have additional scoring weight (See Section 13 for Evaluation Criteria). These concepts include, but are not limited to, innovative business models or provide options for other technologies such as Solar Hot Water or access to additional financing options. Note that solar hot water projects do not count toward the tiered price.

Commerce RI and RIOER will perform a threshold review to verify that all proposals are complete, as well as a substantive review to ensure that each proposal demonstrates the installer’s (or consortium’s) capacity to deliver on the Program’s objectives. Commerce RI will then provide the proposals to the External Review Team for evaluation. The External Review Team will consist of three members of the North Smithfield volunteer team and one member of each of the three of the Program Administrator agencies¹.

¹ No member of the External Review team can be affiliated (either directly employed or contracted for employment) with a solar PV installation company.



External Review Team	
North Smithfield	3
Commerce RI	1
RIOER	1
SmartPower	1

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The Program Administrators will work with the North Smithfield review team to identify a short list of installers with which they prefer to work. Those installers on the short list will be invited to the Interview Day. North Smithfield will host the Interview Day on September 25, 2014 during which the Program Administrators will have the opportunity to interview the short list of installers. Conference lines will be available so that all members of the External Review Team have the option to participate. However, at a minimum, at least one member of the three North Smithfield External Review Team members will be present during the Interview Day. Installer(s) must be available to meet with the Review Team on September 25, 2014. If a consortium is applying, at least one representative from each Installer company must attend in person. At the completion of the event, the External Review Team will have a chance to reevaluate their ranking of the installers interviewed. The revised ranking sheets will be discussed among the External Review Team. The team will then select the Installer(s) that will work with North Smithfield during the course of the Pilot.

6. Program Roles and Responsibilities:

Once the Solarize North Smithfield campaign has launched, interested customers in North Smithfield will be able to contact the Installer(s) and sign up for a free site assessment. If the customer's site is deemed feasible for solar, they will have the option to contract with the Installer(s) before the Program deadline, which is defined in Section 14 below. The Installer(s) will be responsible for assessing individual sites, responding to all customers inquiries about their site suitability for solar, providing a plan for customers who do not have good site for solar, working with interested customers to design appropriate systems, presenting financing options as needed, and contracting with the customer for installation of the solar PV system. The selected Installer(s) is also responsible for submitting all paperwork needed for the necessary permits and interconnections. Customers who choose to participate in the Program will be eligible for the REF Small Scale Solar grant program, as long as the project meets the REF requirements. Installations must be completed within one year of award from the REF Small Scale Solar grant program.





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This chart outlines the roles of the different parties under the Solarize RI Program.

	Commerce RI/ RIOER/SmartPower	North Smithfield Outreach Team	Installer(s)
Procurement	Release RFP to select Installer(s) and determine if proposals meet threshold requirements; Work with communities to select Installer(s)	Work with Program Administrators to evaluate proposals and lead in the selection process	Submit competitive proposals



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<p>Reduce Cost to Customer</p>	<p>Make available solar incentives²; Assist residents in evaluating finance mechanisms for solar PV installations; Provide financing products and tools</p>	<p>Increase awareness of solar PV to drive down marketing and customer acquisition costs; Assist Program Administrators in stream-lining the permitting process (if possible)</p>	<p>Provide competitive tiered pricing</p>
<p>Marketing</p>	<p>Provide Marketing and Education Toolkit to North Smithfield; Facilitate North Smithfield group outreach planning; attend and support key community events</p>	<p>Reach out to local community organizations, potential partners, and volunteers; Organize and mobilize community networks over the course of the Program; Demonstrate municipal support for Program</p>	<p>Partner with community groups, Solar Ambassador and other volunteers to disseminate information on Program (as appropriate)</p>
<p>Education</p>	<p>Educate community groups, Solar Ambassador, and volunteers on solar PV basics; Facilitate local Solar presentations</p>	<p>Serve as point for questions of program mechanics and basic solar information; Utilize municipal communications vehicles or outreach and education</p>	<p>Serve as the technical expert on solar; Present at Solar Workshops</p>
<p>Communication</p>	<p>Provide a Solarize RI website with town specific pages; Identify communications opportunities and story angles; Media/Social Media strategy and promotion</p>	<p>Assist in providing content for Solarize North Smithfield website, social media, and other additional content (i.e. blogs, letters to editor); Assist in pitching stories for local media coverage; May utilize town-wide resources (i.e. email listings, tax bill inserts), if appropriate</p>	<p>Work with SmartPower, Solar Ambassador, and volunteers to support outreach; Will develop a portal to facilitate customer sign up</p>

² Commerce RI makes no guarantee that all applications to the REF Small Scale Solar Program will receive a grant. See Section 8.



<p align="center">Solar Installations</p>	<p>Leverage communications opportunities from early solar installations (if possible)</p>	<p>Leverage outreach opportunities from early solar installations (if possible); Outline permitting process for solar PV projects in community</p>	<p>Provide site assessments, customer services, system design, and a turnkey installation to customers;</p>
<p align="center">Program Administration</p>	<p>Facilitate bi-weekly check-in calls</p>	<p>Participate in bi-weekly check-in calls</p>	<p>Participate in bi-weekly check-in calls; Will provide weekly metrics to Program Administrators</p>

Chart 1: Outline of anticipated roles of the different Program participants.

7. Program Marketing Support – SmartPower

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SmartPower is the nation’s leading non-profit marketing firm dedicated to promoting clean, renewable energy and energy efficiency. SmartPower will assist North Smithfield, grassroots civic organizations, and the selected installer to deploy a marketing strategy to enhance local interest in solar PV technology, as well as alleviate some of the marketing and acquisition costs for an Installer associated with residential PV installations.

Specifically SmartPower will:

- a. Coordinate with the Program Administrators, the selected Installer(s), and North Smithfield on education, marketing and outreach including developing a local campaign strategy; participate in certain meetings and events; provide standardized marketing materials, as well as drafting and coordinating media opportunities;
- b. Provide content management for the Solarize RI webpage and forward website generated leads to the selected Installer(s). Manage web presence and social media for the Program;
- c. Coordinate and share with the Program Administrators on managing the weekly metrics from the selected Installer(s) and aggregation of data;
- d. Convene bi-weekly meetings or conference calls to coordinate between the Program Administrators, North Smithfield and the selected Installer(s).





8. Commerce RI Commitment:

Commerce RI agrees to provide the Installer(s) with the following:

- a. Responsible for overall Solarize RI and REF Small Scale Solar program administration and addressing issues relating to contracts.
- b. Will provide assistance, along with other Program Administrators to address issues related to contracts and community relations.
- c. Make available the REF Small Scale Solar Program to all customers that apply through the Installer(s), at the incentive rate outlined in the Small Scale Solar Program at the time of grant application. This information will be available to the selected Installer(s) on the Commerce RI website. Each application submitted by the Installer(s) to Commerce RI must meet the REF Small Scale Solar program rules and regulations in order to qualify for the grant.
- d. Work with other Program Administrators on the Solarize RI brand and ensure that all logos from the selected Installer(s) are on all marketing material published under this Program.
- e. Assist the selected Installer(s) on the solar education in North Smithfield; and through SmartPower, facilitate a bi-weekly phone call between the Program Administrators, North Smithfield and the selected Installer(s).

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9. Installer(s) Commitment – The following Terms and Conditions are agreed to by the Installer(s) upon acceptance by Commerce RI of this Proposal. For purposes of this section 9, Contractor and Installer shall have the same meaning and Contract and Proposal shall have the same meaning. Installer(s) agree to execute a Letter Agreement with Commerce RI agreeing to the Terms and Conditions listed below (Attachment C).

- a. The Installer(s) will provide the Program Administrators the community contacts with weekly data as requested, including but not limited to, the number of community initial interest contacts, number of site visits completed, number of feasible sites, number of signed contracts, and contracted capacity. Customer names, email addresses, and phone numbers will also be included as part of the metric data. Prior to Program Launch, the selected Installer(s) and the Program Administrators will agree to specific Program metrics. The agreed upon metrics will be due to Commerce RI by Monday at 5:00pm for the prior week (Monday through Sunday at midnight);
- b. The Installer(s) will be able to contract with customers through December 15, 2014, and will have six months to submit all applications to the REF Small Scale Solar program. Commerce RI will keep the selected installer(s) and the RI solar installer community updated if there are any changes to the REF funding levels for the Small Scale program. Dates of solicitations in 2015 will be posted on the Commerce RI website as soon as they are known. There will be a review process for all grant





applications processed and all applications will need to be approved before the Commerce RI monthly board meetings;

- c. The Installer commits to providing customers with the tiered pricing outlined in Attachment B. All adders will be clearly defined in all turkey contracts to customers. The Installer will offer the equipment as outlined in Attachment B and will notify Project Administrators if the proposed equipment is unavailable before project installation;
- d. The installer(s) will be required to provide the Program Administrators with a final report outlining the total number of contracted customers within the community and the resulting prices that will be associated with each installation. If at any time during the Program, a customer cancels a contract, the Installer(s) will need to notify the Program Administrators within two (2) weeks of the cancellation and the reason why the project is not moving forward;
- e. The Installer(s) agree to work with Program Administrators on referring to the brand as “Solarize RI” and “Solarize North Smithfield” on all Program documentation. The Installer(s) will provide the Program Administrators the Installer(s) company logos to use on Program documentation. All relevant logos, including the Solarize RI logo, will be used in all community outreach materials, websites, and other marketing materials. Any material produced for distribution for the Program will need to be approved by the Program Administrators in advance;
- f. Collaborate with Program Administrators on all press releases, events, or news conferences concerning the Program. In any media produced by the Installer(s), the Installer(s) will not represent that positions taken or advanced by it represent the opinion or position of Commerce RI, the State of Rhode Island, the RI Office of Energy Resources, the town of North Smithfield, or SmartPower, Inc.;
- g. Work with Program Administrators in developing additional marketing materials, including but not limited to, providing photographs or other information for use in marketing the Program, and collaborate in obtaining photographs (using the Commerce RI Media Consent Form) and statements of support from Solarize North Smithfield customers for use of the Solarize RI website;
- h. Include a disclaimer on all Installer(s) customer intake forms and media (such as website and sign-sheets) that outlines how customer contact information may be used under the Program and provide the customer will be ability to opt out of any communication unrelated to solar PV installations under the Program;
- i. Provide complete and accurate customer and lead contact information to the Program Administrators within five (5) business days on the conclusion of the campaign, including full name, email address, phone number, and addresses. In addition, the Installer(s) will provide complete and accurate information for all non-feasible leads (as determined by actual site visits or satellite image screening) to the Program Administrators on a monthly basis;



- j. Installer(s) agree to participate in any appropriate marketing and outreach events within North Smithfield as well as any community meetings organized by the Program Administrators;
- k. Agree to provide feedback at the end of the campaign on the effectiveness of various marketing materials, outreach strategies, and general Program matters, including completion of an evaluation survey;
- l. Participate in bi-weekly phone calls with the Program Administrators and North Smithfield;
- m. Installer(s) agree not to market under the Solarize tagline in other future Solarize communities other than North Smithfield;
- n. During the performance of this Agreement, Contractor and its subcontractors shall comply with all applicable federal, state, and local laws, rules and regulations in regard to nondiscrimination in employment because of sex, sexual orientation, race, color, ancestry, religious creed, national origin, disability, medical condition, age, marital status, and denial of family care leave. The Contractor shall include the nondiscrimination and compliance provisions of this clause in all subcontracts to perform work under this Agreement;
- o. That no gratuities (in the form of entertainment, gifts, or otherwise) were offered or given by Contractor, or any agent or representative of Contractor, to any officer or employee of Corporation with a view toward securing this Agreement, or securing favorable treatment with respect to any determinations concerning the performance of this Agreement. For breach or violation of this warranty, the Corporation shall have the right to terminate this Agreement, either in whole or in part, and any loss or damage sustained by Corporation in procuring on the open market any services which Contractor agreed to supply shall be borne and paid for by Contractor. The rights and remedies provided in this clause shall not be exclusive and are in addition to any other rights and remedies provided by law or in equity;
- p. Installer acknowledges that all submissions (including those of parties not selected for engagement) may be made available to the public on request (pursuant to the Rhode Island Access to Public Records Act, R.I.G.L. § 38-1-1 et seq.) upon the completion of the process and award of a contract or contracts. Accordingly, any information included in the proposal that the Installer believes to be proprietary or confidential should be clearly identified as such.
- q. Contractor certifies that that it is insured against liability for Workers' Compensation and affirms that it will maintain Workers' Compensation Insurance during the term of the Program and indemnify the Corporation from any liability for violating this provision. Contractor shall require any and all subcontractor(s) to include such a provision in all subcontracts to perform work under this Agreement;
- r. Installer agrees to indemnify Commerce RI, and its officers, directors, employees, agents, and affiliates against, and defend and hold each of them harmless, from any



and all claims or liabilities related to or arising in any manner from this Program other than claims or liabilities resulting from the gross negligence or willful misconduct of Commerce RI;

- s. Commerce RI shall not be liable to the Installer 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, in connection with the performance of this Agreement;
- t. This Agreement shall remain in effect for one (1) year after Commerce RI approves the Small Scale Solar Program incentive award to the Installer under the Program;
- u. The Contractor has obtained, will obtain, and shall maintain and comply during the term of this Agreement, with any and all applicable federal, state and local reviews, consents, authorizations, approvals and licenses required by law for the Program and shall indemnify, defend and hold the Corporation, and each of its officers, agents, employees and consultants harmless from and against any and all suits, damages, claims, causes of actions, demands, judgments, penalties, costs, expenses, attorneys' fees and any and all injuries to persons or property and all other matters arising out of or incurred in as a result of the Contractor's violation of this provision;

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10. Scope of Work

Once selected, the Installer(s) will work with North Smithfield and the Program Administrators on a marketing strategy specific to the community. Shortly after selected, the Installer will be introduced by the town as the selected Installer for the Program during a Kickoff event tentatively scheduled for October 10, 2014³.

As leads are identified, the Installer(s) will provide site assessments (as appropriate) and system designs for individual solar PV projects. The site assessment will evaluate a site's suitability for solar PV, including shading, onsite load, and any electrical, structural, or mechanical issues that may increase the cost of the solar PV project relative to the proposed price. The system design should maximize system production while minimizing project cost.

In order to be eligible for the Program, residential and small scale commercial projects must meet all of the requirements currently outlined in the Renewable Energy Fund Small Scale solar program. For more information on the REF Small Scale Solar program visit <http://www.commerceri.com/finance/REF-Small%20Scale.php>. In addition, the selected installer(s) must have, or have applied for, a Renewable Energy Professional (REP) certificate by the Installer Interview Day. If applying as part of a consortium, all installers in the partnership must demonstrate they have, or are in the process of applying for, their own REP by the Installer Interview Day. A photocopy of the application can be used as evidence of having applied for a

³ This is a tentative date and if it should change, Commerce RI will notify the selected Installer(s) as soon as possible.



REP (please delete any social security information prior to submission to the External Review team).

Upon contracting, the Installer(s) will be responsible for providing each contracted customer with a turnkey service, which includes securing all local permits, applying for a grant to the REF Small Scale Solar program, and completing the installation within one year of grant award. In addition, the Installer(s) will be expected to provide information regarding net metering, energy efficiency, and any other federal or state incentives available for the customer.

The installer(s) must follow up with all customers who request a site visit or survey with more information about the Program and provide options for non-feasible sites. The Installer(s) and the Project Administrators must identify in advance of Program Launch a process for handling leads that have non-feasible sites for solar PV. Examples may include offering individuals with non-feasible sites more information on other technology options, such as energy efficiency or Solar Hot Water, or requesting potential assistance from the Solarize RI North Smithfield volunteer team.

11. Proposal Requirements:

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During the August 18, 2014 North Smithfield Town Council Meeting, the community passed a Resolution to participate in the Solarize North Smithfield Program. This RFP for installer(s) is specific to the town of North Smithfield and not for future Solarize rounds under the Pilot. All proposals will receive a threshold review by Commerce RI and RIOER to determine eligibility.

Proposals must contain the following:

- a. **Executive Summary:** The Executive Summary should state that the Installer(s) are applying for the Solarize RI North Smithfield Round 1 Pilot and that it is understood that the Proposal is for Round 1 only. It should summarize the highlights of the proposal, key features and distinguishing points of the proposal, as well as any unique problems perceived by the Installer(s) and proposed solutions.
- b. **Proposal Team Experience:** Identify all members of the project team, including but not limited to, partners assisting in project financing, customer service, outreach, project installations, and other relevant services. Include an organizational chart outlining the various key individuals and partners, a description of each and attach resumes and copies of licenses (including REP certificate(s) if available at application), of all key individuals on the project. Consortiums of Installers are welcome; however one Installer of the Consortium must be the lead company on the proposal. Proposals must include the following:
 - i. Description of the applying Installer, including company size, financial stability, location, capacity for work, and access to various supply chains. Highlight relevant experience, skills, and capabilities necessary to undertake this Program,





including but not limited to demonstrated experience through a minimum of ten (10) installed solar PV projects.

- ii. Identify how many residential and small scale solar installations have been completed to date and how many have been completed (interconnected) in Rhode Island.
- iii. Identify the team member(s) who will be participating on the bi-weekly calls.
- iv. Provide a list of any partners on the project team that are located in or near North Smithfield.
- v. Identify any partners that are local to North Smithfield and/or are focused on sustainable business practices.
- vi. Optional: Propose a partner or contact who can install solar hot water systems, other renewable technology, or other energy efficiency measures. Additional consideration will be given to Installer(s) who can install solar hot water systems or can partner with other companies that can provide solar hot water installations.

c. **Proposal Narrative:** This section in the proposal should outline a detailed and solid strategy that should at a minimum address the following items:

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- i. **Program Plan:** Provide a plan for implementation, describing the proposing Installer's ability to provide solar PV installation services to the Community during the Program period. Specifically, the proposal should describe the Installer(s) ability to provide timely customer service, site assessments, grant applications submissions, installation services, and workmanship warranty. Elaborate on the specific intake process for customer leads, method for screening sites, and an installation schedule for tiered levels of the solar PV capacity. Include an estimate of the number of small scale solar PV projects the installation team can complete on a monthly basis. Describe a quality assurance process for the solar PV installations and outline the process for managing any permits, inspections, and the interconnection process with National Grid. Finally, outline the quality of the proposed equipment and how the installation process will be explained to the customer.
- ii. **Timeline:** Provide an expected timeline for the average customer under the Program to guide North Smithfield and the customer expectations.
- iii. **Marketing Strategy:** Outline a marketing plan that describes methods to motivate community-driven solar PV installations. This should include ways a joint marketing strategy between North Smithfield and the Installer(s) can expand the number of PV projects within the community. Include ideas by which North Smithfield outreach can be leveraged to generate leads more likely to move forward. Identify any potential community partners that may be able to assist in deploying or enhancing the marketing strategy. Cite specific examples of marketing services that will be provided, items, or marketing materials that will be



produced (lawn signs, banners, etc.) or (if available) dollars that will be allocated to support North Smithfield’s efforts.

- iv. **Geographic Proximity:** Provide a plan to address the Installer’s geographic proximity to North Smithfield and how this will shape the services provided.
- v. **Plan for large volume:** The Project Administrators anticipate that large volumes of installations could occur through the Solarize RI program. Installers should identify both the number of installations that could be reasonably handled as well as details for a contingency plan if outreach results in contracting a large number of PV projects. Strategies may include identification of a subcontracted installer, formation of an installer consortium, access to out-of-state crews, hiring of additional sales or administrative staff, or another strategy. Installer(s) should also identify the “ramp up” plan that outlines a plan to accommodate the anticipated increase in volume in response to leads, site visits, and follow up visits as well as community events and meetings.
- vi. **Tiered Pricing Structure:** Outline the Purchase Price and the optional lease/PPA price, and the optional lease/PPA financial incentive on the *Pricing Proposal* (Attachment B), based on a total capacity (DC @STC) of solar PV contracted using the following three tiers:

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Tier 1	Tier 2	Tier 3
1kW – 50kW	51kW-150kW	151kW+

As total contracted capacity increases by tier, the Installer’s proposed cost per watt (\$/W) must decrease for customers that purchase a system under the Program.

Optional: Installer(s) may propose a \$/kWh lease/PPA price for customers that sign a third party ownership contract and will note an additional financial incentive as higher tiers of aggregate contracted capacity within North Smithfield are reached. Examples of the financial incentive can include a rebate, gift card, or other financial incentive. However, the agreed upon financial incentive should be consistent across all customers and needs to be disclosed on the Small Scale Solar grant application.

Pricing proposals to North Smithfield customers should include total installation costs, which includes system design, permitting, applicable materials and equipment, transportation, labor, and all equipment and workmanship warranties. The price should be independent of any tax credits or incentives available to the customer.

Installer(s) should refer to and complete the *Pricing Proposal* (Attachment B). Information on Attachment B must be electronic, hand written documents will not be accepted. Project specific pricing will not be considered for this Program. In addition, Commerce RI will not recognize any project-related cost adders if they are not outlined in Attachment B at the time of proposal.





A copy of the standard agreement for purchased systems should be included in the proposal. Optional: If bidding with a lease/PPA price, provide a copy of the standard lease or PPA agreement. Also, the Installer(s) should clearly identify any criteria in which a price escalator may be present for customers, and include a maximum range for the price escalator.

Note: As of August 21, 2014 the average cost for installed direct purchased residential PV systems under the Small Scale Solar program was \$4.55/watt.⁴

vii. **Price Contingencies (Adders)**: It is understood that features of certain installations will result in higher costs. Installers must outline specific electrical, mechanical, structural, equipment, site, or labor features that will result in higher costs. Adders should be listed as a \$/watt cost for Purchased projects. Optional: if bidding a lease/PPA price adders should be lists as a \$/kWh cost. Also, the Installer(s) may list an adder as a flat cost for Purchased projects. Installers will be responsible for identifying individual projects that trigger additional pricing and will submit appropriate documentation to the Project Administrators for tracking purposes.

viii. **System Specifications**: Identify system specifications for equipment that will be used for projects going through the Program, including equipment manufacturers, models, and warranties for modules, inverters, racking, meters, and data acquisition systems (if applicable). The project administrators and North Smithfield are interested in high quality as well as cost competitive equipment.

ix. **Proposal for sites that are not feasible for solar PV**: Outline the process by which the Installer(s) will handle the leads that do not have feasible sites for solar PV.

d. **References**: Provide references for three (3) residential projects and one (1) commercial solar project that may be contacted to discuss customer experience (including a name, location, date of installation, phone number and email address). All projects listed in the reference section must be interconnected and operational.

12. Application Format

This section outlines the content and format requirements for all Applications.

- a. Executive Summary
- b. Proposal Team Experience
- c. Proposal Narrative
- d. References
- e. Signed and Completed Attachment A
- f. Completed Attachment B in Excel format
- g. Copy of Direct Purchase contract(s) and optional Lease/PPA contract

⁴ The actual \$/watt of installed projects completed under the Small Scale Solar program is \$4.99 however, this average included one battery backup system. When that project is removed from the list, the average is \$4.55.



One copy of the proposal must be delivered via electronic format, including a scanned signature page (Attachment A) and a finalized Pricing proposal (Attachment B) in Excel format either by email to ref@commerceri.com or included on a CD or flash drive with one hard copy submission of all proposal materials. All applications are due to Commerce RI by 4:00pm on September 18, 2014. No late submissions will be accepted. All email submissions should include "Solarize North Smithfield RFP" in the subject line.

13. Evaluation Criteria

All proposals must meet the Solarize RI Program objectives and must be responsive to the relevant scope of work and proposal requirements outlined above. Proposals will be evaluated on the general criteria below:

- a. **Threshold Requirements:** Applications must meet a threshold review before they will be provided to the North Smithfield External Review Team. To meet the threshold review, proposals must include the following:
 - i. Installer(s) must commit to having a Renewable Energy Professional Certificate with the RIOER in place by the Installer Interview day. A statement in the Executive Summary stating this will be acceptable. A copy of the REP application submitted to RIOER will also be acceptable.
 - ii. A minimum of ten (10) installed and interconnected PV projects.
 - iii. Completed and signed Attachments A and B
 - iv. Proposed program plan
 - v. A direct purchase tier price (presented as a \$/watt) and an Optional lease/PPA price (presented as a \$/kWh) with corresponding PPA/lease financial incentive on Attachment B.
 - vi. The proposed Purchase Price to the customer **must** decrease by each of the three tiers. Note: the price drop can be different between tiers.
 - vii. Identify any project price adders on Attachment B.
 - viii. A template copy of a direct purchase contract
 - ix. Optional: a template copy of the proposed lease/PPA agreement, specifying terms and conditions and an explanation of any escalators

- b. **Additional Requirements:** Once the Installer proposal passes threshold review, the proposals will be evaluated by the Program Administrators and the North Smithfield External Review Team based on the following criteria:
 - i. **Overall quality and value:** overall quality of proposal and specified equipment;
 - ii. **Experience:** degree of Installer's experience and proficiency in the scope of work, including demonstrated experience in developing, designing, and installing small-scale solar PV systems. In addition, experience of Installer team. If applying as a consortium, provide the experience of the Installer companies in the consortium and (if any) past experience working together.
 - iii. **Implementation:** ability to provide timely, quality customer service and installations as well as ability to work well with North Smithfield, and ability

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to submit timely metrics as well as grant applications to the REF's Small Scale Solar Program.

- iv. **Price structure:** quality and simplicity of pricing proposal for Purchase Price (\$/kW) and optional lease/PPA price (\$/kWh) and corresponding financial incentive. In addition, the value offered by proposed equipment, price adders, price escalators (if any) and contract term and conditions.
- v. **Demonstration of innovative concepts:** additional consideration will be given to Installer(s) that can provide innovative business models, or have options for other technologies such as Solar Hot Water.
- vi. **Marketing Plan:** ability of proposal to drive community adoption of solar PV projects and drive down the cost of residential and small scale solar PV installations.

14. Timeline

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

Solarize Rhode Island Schedule	Round 1 - North Smithfield	Round 2 - Tiverton & Little Compton
RFP for Solar Installers: Released	September 2, 2014	November 2014
Solar Installer Stakeholder Meeting & Public Questions and Answer Session	September 10, 2014	TBD
RFP for Solar Installers: Due	September 18, 2014	December 2014
Threshold review of Installer Proposals	Week of September 22	TBD
Community selection of top three proposals	Week of September 22	January 2015
Community-Installer Interview Day	September 25, 2014	January 2015
Announce Selected Solar PV Installer(s)	October 1, 2014	Late January, 2015
Begin Community Solar Ambassador Education & Volunteer Training	Throughout September 2014	December 2014 - January 2015
Outreach Strategy Development with Installer	October 1-9, 2014	Early January, 2015
Community Kick Off Event	October 10, 2014	TBD
Customer Sign-Up Period Begins	October 10, 2014	February, 2015
Customer Sign-Up Period Ends	December, 15, 2014	April/May 2015

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- a. Responses to this RFP must be received by Commerce RI no later than 4:00pm on September 18, 2014. Only complete, timely proposals will be considered. Commerce RI, at its sole discretion, may determine whether an application is timely and complete.
- b. Installer(s) must be available to meet with the Review Team on September 25, 2014. At least one representative from the Installer team must attend in person. If a consortium of Installers is applying, one representative from each company must attend in person.
- c. One copy of the proposal must be delivered via electronic format, including a scanned signature page (Attachment A) and a finalized Pricing proposal (Attachment B) in Excel format either by email to ref@commerceri.com or included on a CD or flash drive with one hard copy submission of all proposal materials. One hard copy of the proposal must be delivered to Commerce RI. All email submissions should include “Solarize North Smithfield RFP” in the subject line.

15. Questions and Contact Information

- a. A public solar PV stakeholder meeting will take place on Wednesday, September 10, 2014 from 9:00 am to 12:00 pm. During this meeting, questions regarding the RFP may be asked. Representatives from the respective Program Administrators offices will be in attendance. If, during the meeting a question is unable to be answered, the Program Administrators will post an addendum to this RFP with answers that may not be available during the meeting.
- b. Questions may also be asked in writing. These should be sent to ref@commerceri.com with the subject line “Solarize North Smithfield RFP”. All questions posed in writing will be answered during the PV stakeholder meeting and posted on the Commerce RI website after the meeting no later than Friday, September 12, 2014.
- c. Installer(s) must be available to meet with the Review Team on September 25, 2014. At least one representative from the Installer team must attend in person. If a consortium of Installers is applying, one representative from each company must attend in person.

16. Negotiations

Commerce RI selection of an Installer through this RFP is not an offer and Commerce RI reserves the right to continue negotiations with the selected Installer(s) and the each Community until the parties reach a mutual agreement. Commerce RI reserves the right to reject any or all responses; waive defects or irregularities in any response; enter into discussions with selected bidders; discontinue discussions with any bidder at any time and for any reason; correct inaccurate submissions; change the timing or sequence of activities related to this program; modify, suspend or cancel this program.



Attachment A

Authorized Installer's Signature and Acceptance Form

The undersigned is a duly authorized representative of the Installer listed below with the authority to bind the company for the proposed Solarize Rhode Island Program. The Installer has read and understands the RFP requirements. The undersigned acknowledges that all of the terms and conditions of the RFP are mandatory. I certify:

- The information contained in this Proposal or any part thereof, including its exhibits, schedules and other documents or instruments delivered or to be delivered to Commerce RI, are true, accurate and complete. This Proposal includes all information necessary to ensure the statements therein do not in whole or in part mislead Commerce RI as to any material fact.
- The Installer understands that all materials, are subject to disclosure under the Rhode Island Public Record Laws (R.I. Gen. Laws § 38-2).
- Installer understands that Commerce RI has no obligation, and retains sole discretion to fund applications received under the Renewable Energy Fund's Small Scale Solar Program.
- Commerce RI's receipt of the proposals received through this RFP does not imply any promise of future funding.
- The Proposal is not made in connection with any competing Installer submitting a separate response to this RFP and is in all respects fair and without collusion or fraud; provided, that this requirement shall not be construed to prohibit any person or entity from being involved in more than one Application.
- The Installer has not been convicted of bribery or attempting to bribe a public official or employee of the state, has not been disqualified for contract awards by any agency of the state, and is not in default under any contract with an agency of the state.
- No Commerce RI Board member, consultant to Commerce RI, or employee of Commerce RI participated directly or indirectly in the Installer's response preparation.
- The Installer has not provided any gift or benefit to any state official or employee having direct influence over the evaluation of this proposal.

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I have read, and agree with the terms of this application, including the Terms and Conditions listed in Section 9 of the Request for Proposals (RFP) dated September 18, 2014, that are incorporated herein:

Installer: _____
(Printed name of Installer Organization)

By: _____
(Signature of Authorize Representative)

Date: _____

Name: _____

Title: _____



Attachment B

Solarize RI Program Pricing Proposal

Selected Community

Please complete this document electronically – do NOT handwrite.

Proposal for Community
North Smithfield

Primary Point of Contact

Installer Company Name	Contact Name
Contact Email	Contact Phone Number

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Proposed Equipment

List all proposed equipment to be used during the course of the program for the typical solar PV installation. If more than one variety of equipment will be used, please include it below. **The selected Installer(s) may only alter the list of approved equipment during the course of the Solarize RI program upon pre-approval by Program Administrators and potential review by a technical consultant. If the equipment proposed below does not match equipment listed in customer proposals and contracts, there may be a delay in Commerce RI grant approval.**

Major Component	Manufacturer	Model Number
<i>Inverter(s)</i>		
<i>PV Modules</i>		
<i>Mounting System</i>		
<i>Production Meter</i>		
<i>Data Acquisition System (if applicable)</i>		





Tiered Pricing Proposals⁵

The bid should include a dollar per watt (\$/W) Purchase Price that will reduce as higher tiers are reached. Optional: a Lease/PPA Price in the form of a dollar per kilowatt hour (\$/kWh) price. While the Lease/PPA Price is expected to remain the same throughout the program, the bid should include a financial incentive (such as a rebate, check card, other incentive, etc.) that is received by Lease/PPA customers as higher tiers are reached.

Tiers	1kW-50kW	51kW-150kW	50kW-100kW
Purchased Price (\$/W)			
Lease/PPA Price⁶ (\$/kWh)⁷	Lease/PPA Price (at 90% optimal): _____ Escalator (%) ⁸ : _____		
Lease/PPA Incentive⁹	N/A		
Details on Lease/PPA Pricing Model	Explain any variations on the Lease/PPA model that will be provided. Outline the maximum range for pricing escalators that will be present in contracts.		

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If proposing a lease/PPA price, Commerce RI also requests a summary of Lease/PPA Pricing based on alternate system production. Please complete the following, indicating what the price would be for a typical contract with the different production percentages, including the escalator.

⁵Installer should include a template Purchase contract and, if applicable, a template Lease/PPA contract in the proposal for review.

⁶ Provide a lease/PPA price for a system that produces 90% of optimal production. All lease/PPA prices should assume \$0 down upfront. In addition, provide the contract escalator that applies to projects.

⁷ If a lease is offered, convert the payment to a \$/kWh price.

⁸ The lease/PPA escalator is the rate by which the price will increase over the term on the contract.

⁹ Provide the incremental value that a lease/PPA customer would receive as a new tier is reached (Not the total value received, including prior tier incentives).



% of Optimal System Production	100%	95%	90%	85%	80%
Lease/PPA Price (\$/kWh)					
Escalator (%)					

Increased Pricing Factors

Outline below any additional costs that may increase the tiered pricing proposal (both Purchase and PPA/Lease Prices, if offering) above. Identify a maximum price increase for projects under the Program.

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Factors	Increased Cost (\$/W)	Increased Cost (\$/kWh)	Flat Fee (if applicable)	Description of Work
Site Specific May include, but is not limited to: <ul style="list-style-type: none"> • Multiple roof arrays • Tilt racking • Standing seam metal roof • Flat roof • Pole or ground mounted system • Tree removal 				
Structural May include, but is not limited to: <ul style="list-style-type: none"> • Reinforcing rafters 				
Electrical				





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<p>May include, but is not limited to:</p> <ul style="list-style-type: none"> • Electrical panel upgrade • Electrical sub-panel • Meter Upgrade/change • Interior conduit run 				
Monitoring to the Production Tracking System (if applicable)				
Internal Monitoring (Micro-inverters)				
Extended Warranty (if applicable)				
Maintenance (if applicable)				
<p>Other</p> <p>May include, but is not limited to:</p> <ul style="list-style-type: none"> • Additional cost micro-inverters • Steep roof / tall roof (define) • Small system adder • Large system cost subtraction 				
Total Additional Cost				



Exhibit C

[date]

[Installer name and address]

Dear [name]

Congratulations upon [entity] being selected as an Installer in connection with the Solarize Rhode Island Program (the "Program"). The Rhode Island Commerce Corporation ("Commerce RI"), Rhode Island Office of Energy Resources and SmartPower, Inc. ("Program Administrators") are looking forward to working with you during the Program. Consistent with the Request for Proposals to which you responded, [entity] agrees to the following terms and conditions. For purposes hereof, Contractor and Installer shall have the same meaning and Contract and Proposal shall have the same meaning.

26 In consideration for having been chosen as an Installer for the Program, [entity] hereby agrees as follows:

- a. The Installer(s) will provide the Program Administrators the community contacts with weekly data as requested, including but not limited to, the number of community initial interest contacts, number of site visits completed, number of feasible sites, number of signed contracts, and contracted capacity. Customer names, email addresses, and phone numbers will also be included as part of the metric data. Prior to Program Launch, the selected Installer(s) and the Program Administrators will agree to specific Program metrics. The agreed upon metrics will be due to Commerce RI by Monday at 5:00pm for the prior week (Monday through Sunday at midnight);
- b. The Installer will be able to contract with customers through December 15, 2014, and will have six months to submit all applications to the REF Small Scale Solar program. Commerce RI will keep the selected Installer and the RI solar installer community updated if there are any changes to the REF funding levels for the Small Scale program. Dates of solicitations in 2015 will be posted on the Commerce RI website as soon as they are known. There will be a review process for all grant applications processed and all applications will need to be approved before the Commerce RI monthly board meetings;
- c. The Installer commits to providing customers with the tiered pricing outlined in Attachment B of the Request for Proposal. All adders will be clearly defined in all turkey contracts to customers. The Installer will offer the equipment as outlined in Attachment B and will notify Project Administrators if the proposed equipment is unavailable before project installation.





- d. The Installer will be required to provide the Program Administrators with a final report outlining the total number of contracted customers within the community and the resulting prices that will be associated with each installation. If at any time during the Program, a customer cancels a contract, the Installer will need to notify the Program Administrators within two (2) weeks of the cancellation and the reason why the project is not moving forward;
- e. The Installer agrees to work with Program Administrators on referring to the brand as “Solarize RI” and “Solarize North Smithfield” on all Program documentation. The Installer will provide the Program Administrators the Installer company logos to use on Program documentation. All relevant logos, including the Solarize RI logo, will be used in all community outreach materials, websites, and other marketing materials. Any material produced for distribution for the Program will need to be approved by the Program Administrators in advance;
- f. Collaborate with Program Administrators on all press releases, events, or news conferences concerning the Program. In any media produced by the Installer, the Installer will not represent that positions taken or advanced by it represent the opinion or position of Commerce RI, the State of Rhode Island, the RI Office of Energy Resources, the town of North Smithfield, or SmartPower, Inc.;
- g. Work with Program Administrators in developing additional marketing materials, including but not limited to, providing photographs or other information for use in marketing the Program, and collaborate in obtaining photographs (using the Commerce RI Media Consent Form) and statements of support from Solarize North Smithfield customers for use of the Solarize RI website;
- h. Include a disclaimer on all Installer customer intake forms and media (such as website and sign-sheets) that outlines how customer contact information may be used under the Program and provide the customer will be ability to opt out of any communication unrelated to solar PV installations under the Program;
- i. Provide complete and accurate customer and lead contact information to the Program Administrators within five business (5) days on the conclusion of the campaign, including full name, email address, phone number, and addresses. In addition, the Installer will provide complete and accurate information for all non-feasible leads (as determined by actual site visits or satellite image screening) to the Program Administrators on a monthly basis;
- j. Installer agree to participate in any appropriate marketing and outreach events within North Smithfield as well as any community meetings organized by the Program Administrators;
- k. Agree to provide feedback at the end of the campaign on the effectiveness of various marketing materials, outreach strategies, and general Program matters, including completion of an evaluation survey;



- l. Participate in bi-weekly phone calls with the Program Administrators and North Smithfield;
- m. Installer agree not to market under the Solarize tagline in other future Solarize communities other than North Smithfield;
- n. During the performance of this Agreement, Contractor and its subcontractors shall comply with all applicable federal, state, and local laws, rules and regulations in regard to nondiscrimination in employment because of sex, sexual orientation, race, color, ancestry, religious creed, national origin, disability, medical condition, age, marital status, and denial of family care leave. The Contractor shall include the nondiscrimination and compliance provisions of this clause in all subcontracts to perform work under this Agreement;
- o. That no gratuities (in the form of entertainment, gifts, or otherwise) were offered or given by Contractor, or any agent or representative of Contractor, to any officer or employee of Corporation with a view toward securing this Agreement, or securing favorable treatment with respect to any determinations concerning the performance of this Agreement. For breach or violation of this warranty, the Corporation shall have the right to terminate this Agreement, either in whole or in part, and any loss or damage sustained by Corporation in procuring on the open market any services which Contractor agreed to supply shall be borne and paid for by Contractor. The rights and remedies provided in this clause shall not be exclusive and are in addition to any other rights and remedies provided by law or in equity;
- p. Installer acknowledges that all submissions (including those of parties not selected for engagement) may be made available to the public on request (pursuant to the Rhode Island Access to Public Records Act, R.I.G.L. § 38-1-1 et seq.) upon the completion of the process and award of a contract or contracts. Accordingly, any information included in the proposal that the Installer believes to be proprietary or confidential should be clearly identified as such;
- q. Contractor certifies that that it is insured against liability for Workers' Compensation and affirms that it will maintain Workers' Compensation Insurance during the term of the Program and indemnify the Corporation from any liability for violating this provision. Contractor shall require any and all subcontractor(s) to include such a provision in all subcontracts to perform work under this Agreement;
- r. Installer agrees to indemnify Commerce RI, and its officers, directors, employees, agents, and affiliates against, and defend and hold each of them harmless, from any and all claims or liabilities related to or arising in any manner from this Program other than claims or liabilities resulting from the gross negligence or willful misconduct of Commerce RI;
- s. Commerce RI shall not be liable to the Installer 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, in connection with the performance of this Agreement;

- t. This Agreement shall remain in effect for one (1) year after Commerce RI approves the Small Scale Solar Program incentive award to the Installer under the Program;
- u. The Contractor has obtained, will obtain, and shall maintain and comply during the term of this Agreement, with any and all applicable federal, state and local reviews, consents, authorizations, approvals and licenses required by law for the Program and shall indemnify, defend and hold the Corporation, and each of its officers, agents, employees and consultants harmless from and against any and all suits, damages, claims, causes of actions, demands, judgments, penalties, costs, expenses, attorneys' fees and any and all injuries to persons or property and all other matters arising out of or incurred in as a result of the Contractor's violation of this provision;

By signing below, you acknowledge that you have carefully reviewed the foregoing, that you understand its contents and you agree to be bound by all the terms and conditions stated therein.

APPROVED AND ACCEPTED

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RHODE ISLAND COMMERCE CORPORATION

Dated

By Marcel A. Valois, Executive Director

Dated

By Installer Authorized Signature

Installer Name

