



2013 SOLARIZE MASSACHUSETTS PROGRAM: Round 1
Request for Proposals for Installers of Small-Scale Solar Photovoltaic Systems
RFP ID: MassCEC 2013-SMP-03
Posting Date: February 11, 2013

1. OPPORTUNITY SUMMARY:

The Massachusetts Clean Energy Center (“MassCEC”), in conjunction with the Department of Energy Resources (“DOER”), is requesting proposals from solar photovoltaic (“PV”) Installers (“Installer(s)”) to participate in Round 1 of MassCEC’s 2013 Solarize Massachusetts Program (the “Program”). (MassCEC and DOER plan to announce the selected Communities on or around March 14, 2013, and will make the selected Community marketing and outreach proposals available for review at that time.) This program will drive community adoption of solar photovoltaic (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 communities through a group purchasing model. Round 1 of the 2013 Solarize Mass Program is based on the tremendous success of the initial Pilot, which took place in four communities in 2011, and the 2012 Solarize Massachusetts program, which took place in 17 communities in 2012. Read the *Solarize Massachusetts Pilot Overview* and the *2012 Solarize Massachusetts Program Update* (posted at www.SolarizeMass.com) for more information on the 2011 and 2012 programs, the results, and some important lessons learned.

MassCEC and DOER will plan to select a minimum of eight (8) communities (or groups of communities) to participate in Round 1 of the 2013 program.

MassCEC seeks proposals from Installers that can provide competitive, tiered pricing for a direct-ownership model (“Purchase Price”), along with a 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 (or group of Communities). Customers that enter into PPAs or Leases will receive a greater financial incentive from the Installer as higher tiers of aggregate capacity within a community are reached. Installers are also required to assist with the customers directly, or identify a partner to provide aggregation or brokerage services for the sale of customer solar renewable energy certificates (“SREC(s)”).

Installers may bid on, and be selected for, up to three (3) Communities or groups of Communities. Proposals will be evaluated individually in order to provide each Community or group of Communities with the greatest opportunity to succeed in the Program. MassCEC and each Community will work to review the Installer proposals. Quality of the proposal, proposed equipment, proposed pricing, and installation practices will be factors in the selection process. Refer to section 2.C. for more information on the evaluation criteria.

A. PROGRAM OVERVIEW, SELECTION AND GOALS:

Program Description

The aggregation of multiple small-scale solar PV installations within a community provides opportunities to realize economies of scale for the Installer, 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.



Figure 1. The goals of Solarize Massachusetts

Community Selection

Through a competitive bidding process, MassCEC and DOER plan to announce the selected Communities on or around March 14, 2013, to participate in Round 1 of the 2013 Solarize Massachusetts Program. MassCEC will provide each selected Community with education and marketing support, including technical support and free educational meetings, to help implement a community-wide solar PV program for residential and small-scale commercial projects.

MassCEC – Program Marketing Support

MassCEC will assist the Community 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 the Installer associated with small-scale PV installations.

Specifically, MassCEC will:

1. Provide each Community (even if participating as a group) with standardized marketing materials (an Education and Marketing toolkit), as well as up to \$2,500 to utilize for community-specific marketing needs (as approved by MassCEC). Of the \$2,500 marketing grant, up to \$500 may be used by the municipality as a stipend for the Community Solar Coach. The Education and Marketing toolkit may include materials such as lawn signs, banners, educational tools, or other similar items.

2. Train a local volunteer to be the ‘Community Solar Coach’ that will, throughout the duration of the Program, serve as the community contact for local residents to answer common questions about solar PV and available state and federal incentives, including rebates from MassCEC. The selected Installer will be expected to assist MassCEC in informing the Community Solar Coach of basic technical questions and answers.
3. Participate in certain outreach measures and events, including, but not limited to, strategic community meetings (such as Solar 101 and 201 education sessions) where various stakeholders, including the Community and other municipal representatives, MassCEC, and the selected Installer will meet with residents to increase awareness of solar energy and its benefits.
4. Convene bi-weekly meetings or conference calls to coordinate between the Community and Installer outreach activities.

Program Roles and Responsibilities

Customers with sites that are deemed feasible for a solar PV project will have the option to contract with the Installer before the program deadline of September 30, 2013. The Installer will be the technical expert responsible for assessing individual sites, working with interested customers to design appropriate systems, and contracting with customers for installation of solar PV systems. Customers who choose to participate in Round 1 of the 2013 Solarize Massachusetts program will be eligible for incentives equivalent to those available in the Commonwealth Solar II Rebate Program at the time of application. The Installer will assist individual customers in applying for rebates. The Installer will be responsible for completing each solar PV installation within one year of rebate approval.

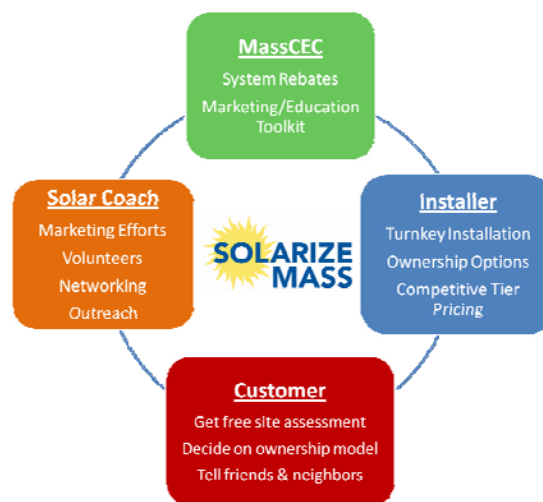


Figure 2. Anticipated roles of the different parties in Solarize Massachusetts

Chart 1 below outlines the roles of the different parties under Solarize Massachusetts.

	MassCEC	Community Solar Coach	Municipal Representative	Installer
Procurement	<ul style="list-style-type: none"> * Procure Communities * Release RFP to select Installers and determine if Installer proposals meet threshold requirements * Assist communities to select Installer 	<ul style="list-style-type: none"> * Evaluate Installer proposals & assist in selection 	<ul style="list-style-type: none"> * Evaluate Installer proposals & lead in the selection process 	<ul style="list-style-type: none"> * Submit competitive proposal(s)
Reduce Cost to Customer	<ul style="list-style-type: none"> * Provide rebates 	<ul style="list-style-type: none"> * Increase awareness of solar PV and manage volunteer efforts to enhance the group purchasing model 	<ul style="list-style-type: none"> * Leverage other funds (if applicable). * Assist in streamlining the permitting process (if possible). 	<ul style="list-style-type: none"> * Provide competitive tiered pricing for customers purchasing solar PV systems, and other financial incentives for PPA and Lease customers
Marketing	<ul style="list-style-type: none"> * Provide Marketing & Education Toolkit to community. (Will include lawn signs, banners, educational materials, etc. and tools for Community Solar Coach) * Attend some community events 	<ul style="list-style-type: none"> * Reach out to local community organizations, potential partners, and volunteers. * Organize and mobilize community network over the course of program. 	<ul style="list-style-type: none"> * Demonstrate municipal support for program * Leverage additional funds (if applicable) 	<ul style="list-style-type: none"> * Partner with Community Solar Coach to finalize combined outreach plan and disseminate information on program (as appropriate).
Education	<ul style="list-style-type: none"> * Educate Community Solar Coach on solar basics * Facilitate a Solar 101 and 201 community presentation. 	<ul style="list-style-type: none"> * After Solar 101, serve as point person for questions on program mechanics and basic solar information. 	<ul style="list-style-type: none"> * Provide link to Solarize Mass community website on Municipal webpage (if possible) 	<ul style="list-style-type: none"> * Serve as the technical expert on solar.

	MassCEC	Community Solar Coach	Municipal Representative	Installer
Communication	* Will provide a Solarize Mass website * Will provide press releases and media outreach as appropriate * Will develop a Communications Guide with standard “talking points” for selected communities and Installers to use when explaining the program.	* May develop communication tools unique to community (i.e. Facebook page, Google group, etc.)	* Can utilize town-wide resources (i.e. email listings or website) if appropriate	* May work with Community Solar Coach to develop tools (as appropriate). * Will develop a portal to facilitate customer sign-up
Solar Installations			* Outline permitting process for solar PV projects in community	* Provide site assessments, system design, & a turnkey installation to customers

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

****NOTE: MassCEC, Community, & Installer will participate in a bi-weekly check-in call. In addition, all parties will agree to share all communication email lists.**

In order to participate in the Program, the Installer must provide a dollar per watt (\$/W) “Purchase Price” for solar PV systems that will decrease by defined tier levels as the total contracted capacity of solar PV within the community increases. For Lease or PPA projects, the Installer must provide a base dollar per kilowatt hour (\$/kWh) Lease/PPA Price, as well as financial incentives for customers that sign a Lease or PPA for solar PV systems as higher tiers of contracted capacity within a Community are reached. As such, proposals will not only be evaluated on the Installer’s ability to provide the highest quality design and installation services, but also on the ability to deliver a tiered pricing structure for the purchase of systems and a tiered financial incentive for Leases or PPAs. See the *Pricing Proposal* (Attachment B) for more information on the specific pricing tiers.

B. ELIGIBLE APPLICANTS:

In order for an Installer to be eligible to submit a proposal, the Installer must:

- 1.** Demonstrate experience and proficiency in solar PV installations. The Installer must have installed a minimum of ten (10) solar PV systems in Massachusetts and bear the designation of “Expedited Installer” under the Commonwealth Solar II Rebate Program.
- 2.** Be, at minimum, a professional contractor licensed to conduct business in Massachusetts.

3. Include on the project team at least one electrician holding a valid and current Massachusetts electrical license to perform any electrical work on the solar PV installations.
4. Submit a proposal that meets all of the threshold review criteria outlined in section 2.C. below in order to be considered complete.
5. Provide a complete application by **4:00pm EDT on March 21, 2013**.

The Installer is directly responsible for turnkey project management and installation work.

C. FUNDING AVAILABILITY:

MassCEC will provide rebates equivalent to those available in the Commonwealth Solar II Rebate Program at the time of project application. See www.masscec.com/solar for more information on the rebate program.

D. 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.**

2013 Solarize Massachusetts Schedule	Round 1	Round 2
RFP for Communities: Released	January 15, 2013	Early September, 2013
MassCEC to post Community RFP FAQ	February 11, 2013	
RFP for Solar Installers: Released	February 11, 2013	Early October, 2013
Deadline to submit Installer RFP Questions	February 22, 2013	
MassCEC to post Installer RFP FAQ	March 1, 2013	
RFP for Communities: Due	February 20, 2013	Late October, 2013
Announce Selected Communities	March 14, 2013	Mid-November, 2013
RFP for Solar Installers: Due	March 21, 2013	Late November, 2013
MassCEC threshold review of Installer Proposals	Week of March 25	
Community selection of top three proposals	Week of April 8	
Community-Installer Interview Day	April 17, 2013	
Announce Selected Solar PV Installers	May 1, 2013	Late December, 2013
Begin Community Solar Coach Education & Solar 101s	Throughout April, 2013	December, 2013 & January, 2014
Outreach Strategy Development with Installer	Early May, 2013	Early January, 2014
Customer Sign-Up Period Begins	Mid May, 2013	Early January, 2014

Customer Sign-Up Period Ends	September 30, 2013	Late May, 2014
Final Report of projects due to MassCEC	September 15, 2013	
Deadline for Installations	One year from Rebate Award Date	

*Installer proposals will go through a threshold review and will need to meet several baseline criteria before they will be submitted to the community External Review team for review.

E. INSTALLER SELECTION PROCESS AND INTERVIEW DAY:

Through this Request for Proposals (“RFP”), MassCEC and each Community will select and partner with a solar PV Installer offering competitive pricing for solar PV installations. The chosen Installer will also provide free solar site assessments (with site visits or desktop analysis, as appropriate), different ownership (or financing) models, and installation services.

Installers may bid on, and be selected for, up to three (3) Communities, or group of Communities. Upon receipt of all Installer proposals, MassCEC will perform a threshold review to verify that all proposals are complete. MassCEC will then provide the relevant proposals to each Community, or group of Communities for the External Review Team to review. Proposals will be evaluated individually by each External Review Team, which will be comprised of a representative of MassCEC, a representative of DOER’s Green Communities Division, a designated Solar Technical Consultant, the Community Solar Coach, the Municipal Representative, and a third community member selected by the Municipal Representative¹. For communities that are participating as a group, the External Review Team will be comprised of the Municipal Representative and the Community Solar Coach from each community, but an additional representative will not be eligible to participate.

The External Review Team will be responsible for reviewing Installer proposals and initially selecting the top three (3) ranking Installers, who will be invited to the Interview Day. MassCEC and DOER will host the Interview Day on or near April 17, 2012, during which MassCEC, the External Review Team and the Technical Consultant will have the opportunity to interview the three (3) invited Installers. At least one (1) member of the External Review team will be present at the Interview Day. Conference lines will be available so that other members of the External Review team have the option to participate remotely. At the completion of the event, the External Review team will have a chance to reevaluate the ranking of their top three Installer selections and provide the updated list to MassCEC. MassCEC will, in conjunction with Communities, then work to pair Communities and Installers according to their preference.

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

F. APPLICATION DEADLINE:

Responses to this RFP must be received by MassCEC **no later than 4:00pm EDT on March 21, 2013** in accordance with Section 2.B. Only complete, timely proposals will be considered. MassCEC, at its sole discretion, may determine whether an application is complete. The Proposal must be in electronic form, including a scanned *Signature Page* (Attachment A) and a completed *Pricing Proposal* (Attachment B), and should be submitted via email to the Solarize Mass inbox at solarize@masscec.com. Be sure to complete the *Notice of Confidential Information Cover Letter* (Attachment C) and provide comments on the Terms and Conditions of the *Draft MassCEC-Installer Contract* (Attachment D), if one or both are applicable. Please note that MassCEC will not accept electronic signatures. “Solarize Massachusetts RFP” must appear in the email subject line.

Proposals submitted after the deadline will not be accepted. An announcement of the selected Installers is targeted for May 1, 2013.

G. ANTICIPATED TERM OF CONTRACT:

Installers will be required to contract with MassCEC for the communities in which they were selected to participate. It is essential, in order to meet the program goals and timelines, that Installers are prepared to execute a contract with MassCEC soon after their selection. Therefore, each applicant Installer must review the Terms and Conditions outlined in the *Draft MassCEC-Installer Contract* (Attachment D) and provide comments on those Terms and Conditions at the time of application. MassCEC’s selection of an Installer pursuant to this RFP does not mean that MassCEC accepts all aspects of the proposal, modifications to which may be requested and agreed to during contract negotiations.

MassCEC anticipates that the term of the contract with each Installer will commence in May, 2013 and continue for one year after the last system is awarded a rebate reservation.

H. QUESTIONS AND CONTACT INFORMATION:

Please submit all questions to the Solarize Massachusetts team at Solarize@masscec.com **no later than February 22, 2013**. “Solarize Massachusetts RFP” must appear in the email subject line. Responses to submitted questions, and other Frequently Asked Questions, will be posted to www.solarizemass.com on the Installer Solicitation page by March 1st, 2013 at 5:00 pm EDT.

2. PERFORMANCE AND RESPONSE SPECIFICATIONS:

A. SCOPE OF WORK:

Installers selected for Round 1 of the 2013 Solarize Massachusetts Program will have primary responsibility for managing leads, performing site assessments, providing general customer service, contracting, installation, and all other functions typically associated with the sales and installation

process. Installers will play an integral role in public outreach and educational events coordinated between MassCEC, the Community, and the Installer.

Once selected, the Installer will work with MassCEC, the Community Solar Coach, and the municipal representative to finalize a marketing strategy specific to the community. Shortly thereafter, the Installer will participate in a Solar 201 event, where the Installer will be introduced to the community. Installers are encouraged to provide additional training for the Community Solar Coach on the Installer's operations or other relevant topics.

As leads are identified, the Installer 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 cost. 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 Commonwealth Solar II Rebate Program, including, but not limited to, system size, maximum shading allowed and all of the Minimum Technical Requirements. For more information on the details of the Commonwealth Solar II Rebate Program, visit www.masscec.com/solar.

Upon contracting, the Installer will be responsible for providing each customer with a turnkey service, which includes securing all local permits, applying for a rebate through MassCEC's Solarize Massachusetts Program, and completing the installation within one year of rebate approval. In addition, the Installer will be expected to provide information regarding net metering, the sale of SRECs, and any other federal or state incentives available for the customer.

The Installer and the Community Solar Coach must identify 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 in any Solarize Massachusetts volunteer opportunities.

The Installer will also provide to the MassCEC and 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.

The Installer will be able to contract with customers through September 30, 2013, and will have until October 31, 2013 to submit all rebate applications to the Solarize Massachusetts Program. There will be a review process associated with the rebate application, which will require the Installer to build in a few weeks cushion for the installation schedule. The Installer will be required to provide MassCEC 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 by October 15, 2013.

B. PROPOSAL REQUIREMENTS:

Installers may bid on up to three (3) communities, and may be selected for more than one community. As such, **please provide a separate proposal for each Community or group of Communities for which the Installer is applying.** MassCEC and DOER plan to announce the participating Communities on March 14, 2013. If bidding on a group of partnered communities, Installers may submit one proposal for the group of communities. Upon receipt of the bids, MassCEC will perform a threshold review of all proposals, and then the review teams will review all proposals.

Once a proposal has been submitted for a Community or group of Communities, the Installer cannot contact any volunteers, the Community Solar Coach, or the Municipal Representative of the participating Community. If MassCEC determines that an Installer has made contact with members of the Community volunteer team after submitting a proposal (and outside of the formal RFP review process), the Installer may risk losing their eligibility to participate in the 2013 Solarize Mass Round 1 RFP process.

Proposals must contain the following:

- **Executive Summary:** The Executive Summary should identify the Community or group of Communities for which the Installer is applying and summarize the highlights of the proposal, key features and distinguishing points of the proposal, as well as any unique problems perceived by the Installer and proposed solutions.
- **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 SREC aggregation or brokerage. Include an organization chart outlining the various key individuals and partners, a description and location of each, and attach résumés and copies of any licenses, if applicable, of all key individuals on the project. Installers are welcome to partner, but one Installer must be the lead company on the proposal. Proposals must include the following:
 - 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 the complete installation of a minimum of ten (10) solar PV installations in Massachusetts and the designation as an “Expedited Installer” under the Commonwealth Solar II Rebate Program. The Installer should provide references for at least ten (10) of its projects.
 - Identify any partnerships or resources you provide to your customers to facilitate the sale of their SRECs.
 - Provide a list of any partners on the project team that are located in or near the target Community.

- Identify any third-party financing partner(s) that are integral to your ability to provide the Lease/PPA Pricing, and duration of partnership.
 - Identify any partners that are local to the Community and/or are focused on sustainable business practices.
 - Optional: If applicable provide a Letter of Support from any third party financing partners noting awareness of Installer intent to apply for the Program, and, if selected, intention to partner with the Installer for the duration of the Program.
 - Optional: Propose a partner or contact who can install solar hot water systems, other renewable energy technology, or other energy efficiency measures.
- **Proposal Narrative:** The proposal narrative should outline a detailed and solid strategy that should at a minimum address the following items:
 - **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, rebate application submissions, installation services, and SREC aggregation. Please elaborate on the specific intake process for customer leads, method for screening sites, and an installation schedule for tiered levels of solar PV capacity. Include an estimate of the number of small-scale solar PV projects the Installer 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 the local utility. Finally, outline how the quality of the proposed equipment and installation process will be explained to the customer.
 - **Timeline:** Provide an expected timeline for the average customer under the Program to guide the Community and the customer expectations.
 - **Marketing Strategy:** Outline a marketing plan that describes methods to motivate community-driven solar PV installations. Describe ways in which a joint marketing strategy between the Community and the Installer plans to expand the number of solar PV projects within the Community. Include ideas by which Community 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.
 - **Geographic Proximity:** Provide a plan to address the Installer's geographic proximity to the targeted Community and how this will shape the services provided.

- **Tiered Price Structure:** Outline both the Purchase Price , the Lease/PPA Price, and the Lease/PPA financial incentive on the *Pricing Proposal* (Attachment B), based on a total capacity (DC @STC) of solar PV contracted using the following five tiers:

Tier 1	Tier 2	Tier 3	Tier 4	Tier 5
1kW – 25kW	>25kW – 50kW	>50kW – 100kW	>100kW – 200kW	200kW +

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.

Installers will 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 a Community are reached. Examples of the financial incentive can include a rebate, gift card, or other financial incentive.

The Lease/PPA Price should assume the customer is putting no money down for a system that will produce 90 percent of optimal production, and should be presented on a \$/kWh basis. For third-party ownership offerings that are a fixed monthly payment (i.e. \$/month), the payment should be translated into a \$/kWh price for means of comparison.

Pricing proposals 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 customers. Alternative pricing structures or financial models will be evaluated as appropriate.

Installers 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, MassCEC will not recognize any project-related costs adders if they are not outlined in Attachment B at the time of proposal.

A copy of the standard Lease or PPA agreement, as well as a copy of the standard agreement for purchased systems, should be submitted with the Installer proposal, outlining all of the terms and conditions for a customer under the Program. For Lease or PPA offerings, the Installer 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 February 8, 2013, the average cost for direct purchased residential systems under Block 13 of the Commonwealth Solar II rebate program was \$4.85/watt.

- **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 greater costs. In addition, Installers must identify a maximum Purchase Price or Lease/PPA Price associated with more complicated installations and understand that an individual project price cannot exceed the base price (at a given capacity tier) plus the additional price. Adders should be listed as a \$/watt cost for Purchased projects, and a \$/ kWh cost for Leased/PPA projects. If applicable, Installers may also 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 MassCEC for tracking purposes.
- **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. MassCEC and the selected Communities are interested in high quality as well as cost competitive equipment.
- **Proposal for sites that are not feasible for solar PV:** Outline the process by which the Installer team will handle leads that do not have feasible sites for solar PV

C. EVALUATION CRITERIA:

All proposals must meet Solarize Massachusetts 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:

- **Threshold Requirements:** Applications must meet a threshold review before they will be provided to the Community External Review Team. To meet the threshold review, proposals must include the following:
 - Installer maintains “Expedited” Status under MassCEC’s Commonwealth Solar II Rebate Program and has installed at least 10 solar PV projects in Massachusetts;
 - Completed and signed Attachments A, B, and C (if applicable);
 - Proposed program and marketing plan;
 - Both a Purchase Price option (presented as a \$/watt price) and a Lease/PPA Price option (presented as \$/kWh price) with corresponding PPA/Lease financial incentive on Attachment B;
 - The proposed Purchase Price to the customer **must** decrease by each of the five tiers. Note: The price drop can be different between tiers. There must also be a Lease/PPA financial incentive available as higher tiers are reached;
 - Identify any project price adders and the range of any price escalators on Attachment B;
 - A template copy of both a direct purchase contract and a lease or PPA agreement with the customer, specifying the terms and conditions;

- Identification of any financing or third-party partners that enable the Lease/PPA price, as well as the sale of SRECs; and
- Installer bid on three (3) or fewer eligible communities or group of communities.

Once an Installer proposal passes threshold review, the proposals will be evaluated by MassCEC and the applicable Community External Review Team based on the following criteria:

- **Overall quality and value:** overall quality of proposal and specified equipment;
- **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 in partnership with other companies);
- **Implementation:** ability to provide timely, quality customer service and installations as well as ability to work well with the chosen Community, and ability to submit timely rebate applications;
- **Price structure:** quality and simplicity of pricing proposal for Purchase Price (\$/kW) and Lease/PPA Price (\$/kWh) and corresponding financial incentive. In addition, the value offered by the proposed equipment, price adders, price escalators, and contract terms and conditions;
- **Demonstration of innovative concepts:** additional consideration will be given to Installers that can provide innovative business models, or have options for other technologies such as Solar Hot Water and energy efficiency;
- **Marketing plan:** ability of proposal to drive community adoption of solar PV projects and drive down cost of residential and small-scale PV installations.

3. GENERAL REQUEST FOR RESPONSE CONDITIONS:

A. NOTICE OF PUBLIC DISCLOSURE:

General Statement

As a public entity, MassCEC is subject to Massachusetts' Public Records Law, codified at Chapter 66 of the Massachusetts General Laws. Thus, any documentary material, data, or other information received by MassCEC from an applicant is a public record subject to disclosure. Materials that fall under certain categories, however, may be exempt from public disclosure under a statutory or common law exemption, including the limited exemption at Massachusetts General Laws Chapter 23J, Section 2(k) regarding confidential information submitted to MassCEC by an applicant for any form of assistance. For more information on how to assert a claim of confidentiality for these categories of materials, please see the Notice of Confidential Information Cover Letter in Attachment C.

B. CONTRACTUAL REQUIREMENTS:

Upon the RFP review team's selection of a proposal, MassCEC and the selected Installer will execute a contract, which will set forth the respective roles and responsibilities of the parties. See Attachment D for a draft version of this contract.

C. COMMUNITY MARKETING AND OUTREACH PLANS:

MassCEC and DOER plan to announce the participating Communities on March 14, 2013. At this time, MassCEC will post sections of the bids submitted by each selected Community, in response to the Communities Solarize Massachusetts RFP, at www.solarizemass.com. Installers are welcome to review the Communities' bids for more information on their proposed marketing and outreach plans for Round 1 of the 2013 Solarize Mass program.

D. WAIVER AUTHORITY:

MassCEC reserves the right, at its sole discretion, to waive minor irregularities in submittal requirements, to modify the anticipated timeline, to request modifications of the application, to accept or reject any or all applications received, and/or to cancel all or part of this RFP at any time prior to awards.

E. DISCLAIMER:

This RFP does not commit MassCEC to award any funds, pay any costs incurred in preparing an application, or procure or contract for services or supplies. MassCEC reserves the right to accept or reject any or all applications received, negotiate with all qualified applicants, cancel or modify the RFP in part or in its entirety, or change the application guidelines, when it is in its best interests.