

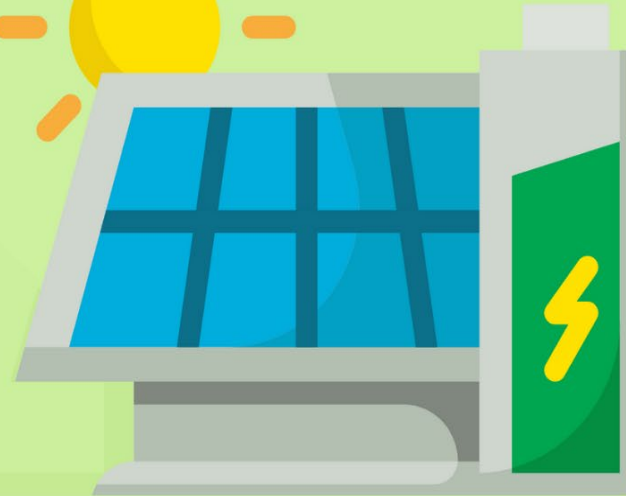
CITY OF TAKOMA PARK



March 12, 2024

# Community Information Session

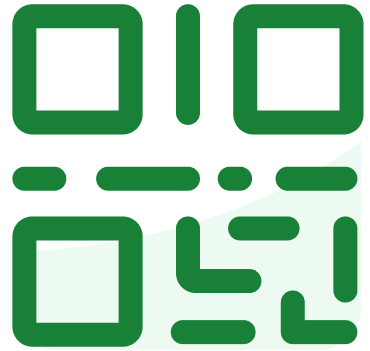
**LET'S  
GO SOLAR  
TKPK!**





**Dory Estrada**  
Sustainability Manager, City of Takoma Park

# slido



**Join at [slido.com](https://slido.com)  
#gosolar**

# slido



**How did you find out about this event? Check all that apply.**

ⓘ Start presenting to display the poll results on this slide.

slido



**What brought you here this evening?  
Check all that apply.**

ⓘ Start presenting to display the poll results on this slide.

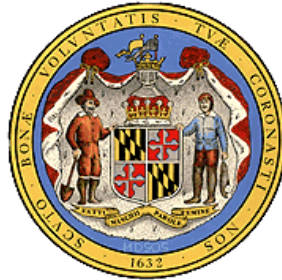
## **AGENDA:**

- Welcome
- **Del. Lorig Charkoudian-** Community Choice Energy (CCE)
- **Scott Annis** from iChoosr (Solar Switch)- Solar co-op process
- **Janani Ravi** from Neighborhood Sun- Community Solar
- **Larissa Johnson** of Montgomery Energy Connection- Connecting with energy saving resources
- **Sam Kooharian** from Energy Sage- Finding clean energy options and vendors
- **Panel Spotlight-** Tips, recommendations, and personal experiences with solar
- Closing



**Lorig Charkoudian**  
Maryland House of Delegates, District 20

# Community Choice Energy



Delegate  
Lorig Charkoudian  
District 20





# Overview



Delegate  
Lorig Charkoudian  
District 20



**HB 786 (Community Choice Aggregation for Montgomery County) passed in 2021.**



**CCA makes it possible to achieve a 100% clean energy electricity grid.**

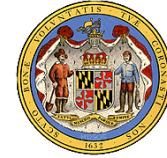


**CCA puts the County on track to reach its goal of zero net GHG emissions by 2035.**



**The County's CCA program is projected to begin delivering power in the fall of 2026.**

# What is Community Choice Aggregation?



Delegate  
Lorig Charkoudian  
District 20

CCA is a shared-service model between the local government and an investor-owned utility that allows municipalities to pool their electrical load in order to reduce costs, facilitate transition to renewable electricity sources, and boost local economies.

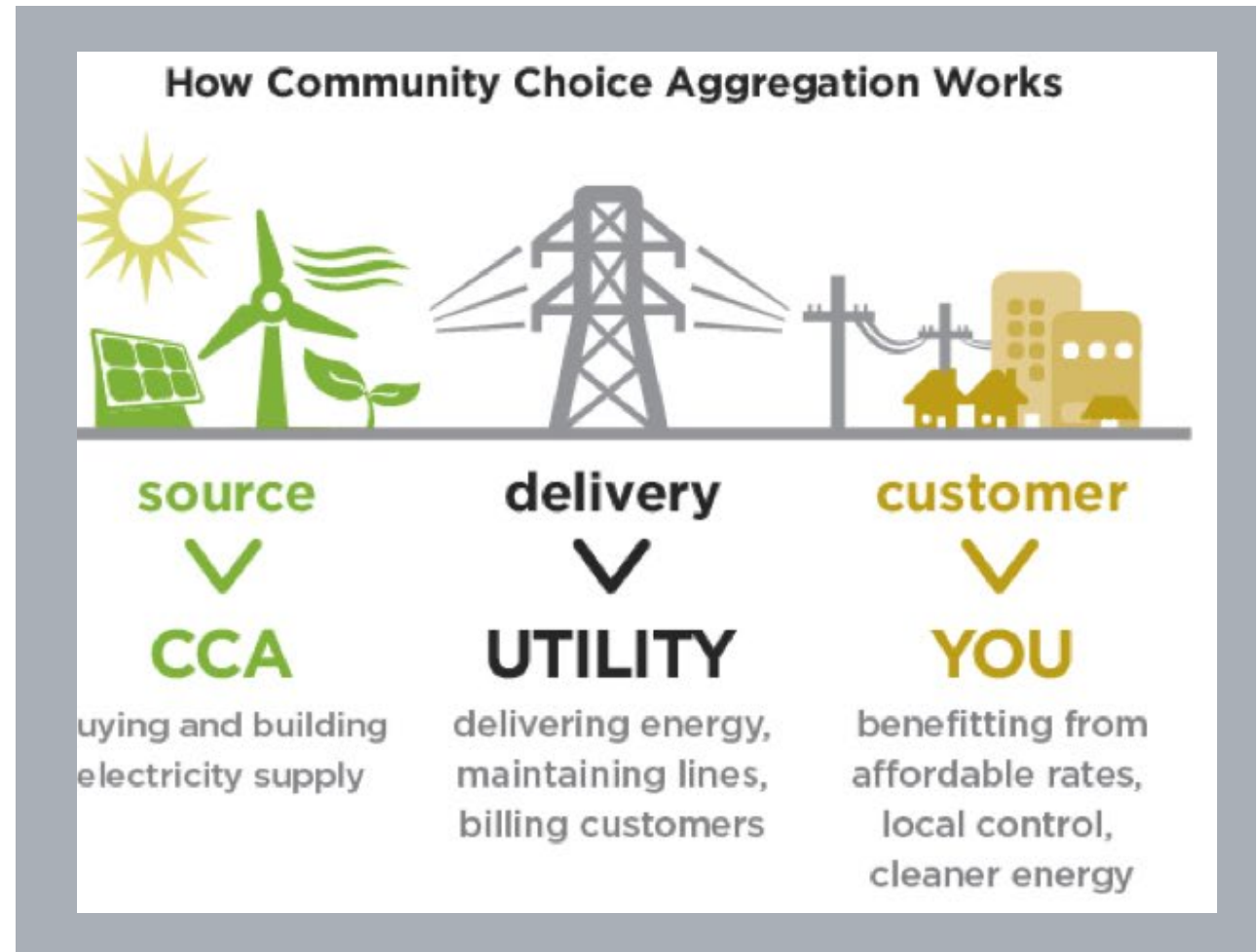
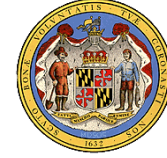


Image Source: Local Energy Aggregation Network

# How will the CCA work in Montgomery County?



Delegate  
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District 20

**1. The County aggregates its electricity load in order to purchase power.**

The local government solicits bids and contracts for electric power services on behalf of its residents, businesses, and municipal retail electricity customers.

**2. Customers are automatically enrolled.**

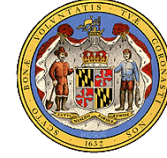
The Community Choice Energy Aggregation Program will replace standard-offer-service for Montgomery County electricity users. However, customers are still able to opt-out anytime.

**3. The utility continues to provide power.**

Under the negotiated terms, the utility continues to deliver power, maintain the grid, provide consolidated billing and other customer services.

According to the CCA regulations, customers on a retail contract are excluded from CCA enrollment unless they choose to leave their retail contract and affirmatively choose the CCA.

# Current Status



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District 20

## Key Requirements for implementation

### Completed

- *Passed Montgomery County Community Choice Aggregation Law in 2021*
- *Establishment of CCA Workgroup*
- *Public Service Commission (PSC) adoption of regulations for program implementation*

### Next Steps

- *PSC must approve procedures for SOS procurement when the CCA exists (scheduled for April 2024)*

## Next Steps, contd.

### The County:

- *will develop an Aggregation Plan and:*
  - *provide written notice to all potential CCA customers*
  - *receive approval of the plan from the PSC*
- *must enact a law that provides the County shall act as a CCA*
- *must create the governing body for the CCA and develop policies and procedures consistent with the County law and Aggregation Plan*
- *must retain an Aggregation Supplier*

# CCA Optimization: More Than Power Contracts

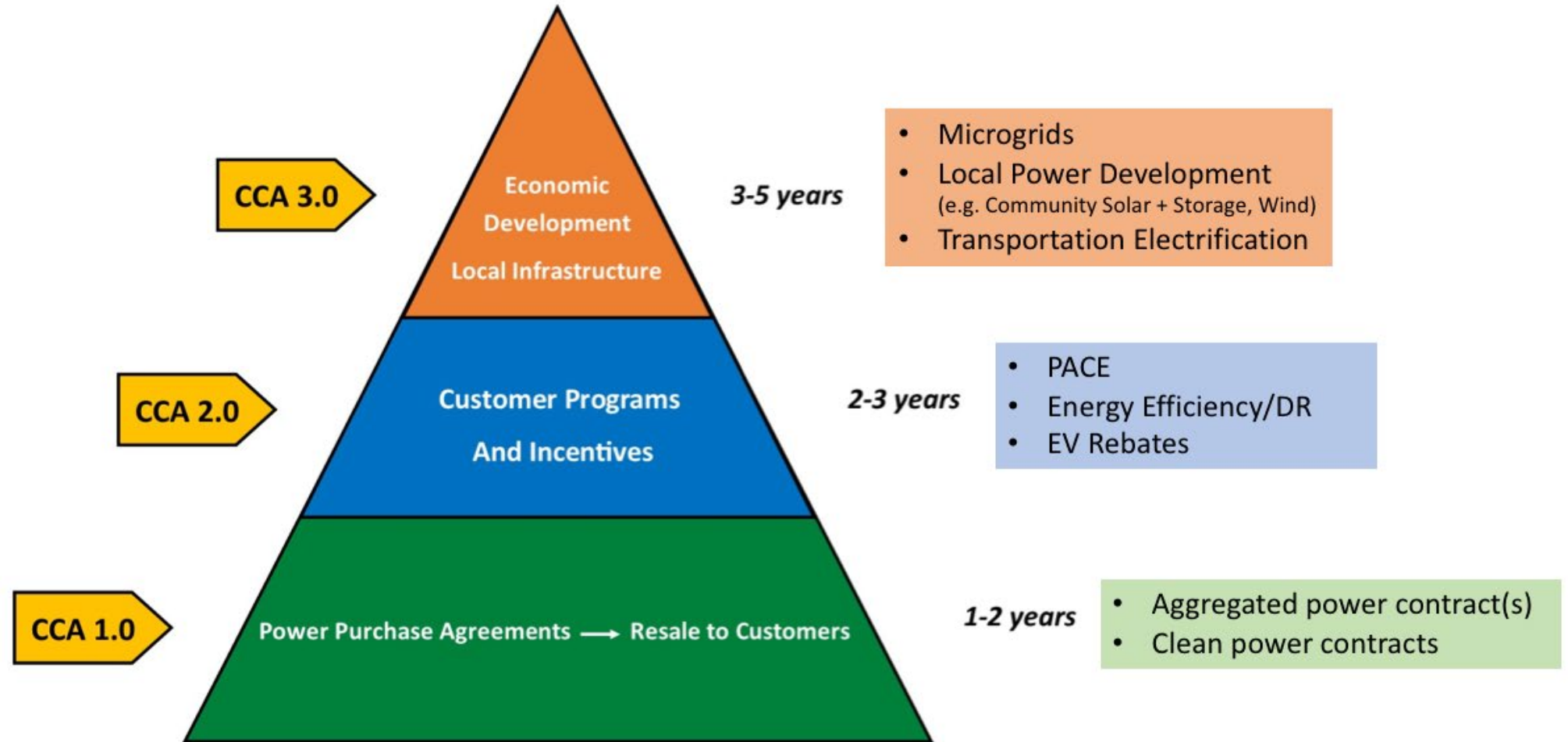
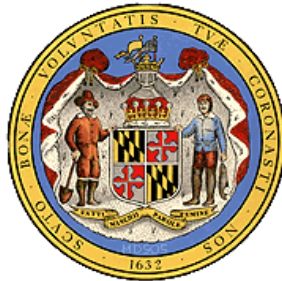


Image Source: Local Energy Aggregation Network

Public support is necessary for CCA implementation. Please reach out to be connected to the stakeholder group.

Email: [lorig.charkodian@house.state.md.us](mailto:lorig.charkodian@house.state.md.us)  
Office: 410-841-3423/ 301-858-3423



Delegate  
Lorig Charkoudian  
District 20

**iChoosr.**



**Scott Annis**

Director of Community Engagement, iChoosr (Solar Switch)



# Going solar made easy for residents

Takoma Park

March 2024

iChoosr.





**Intro**

# What is Solar Switch?

- Solar Switch is a group buying program for solar PV for homeowners and small business owners.
- Provided in partnership with iChoosr, nonprofit Solar United Neighbors, and local governments
- The program harnesses the power of group buying to secure a discounted price from local installers.

# Benefits of Group Buying

- By coming together, get a lower price with a trusted installer
- Hassle-free process with the online platform
- Expert vetted installers that are managed throughout the process
- Technical research completed to ensure quality, warranty products are installed
- Customer service for support at all stages

# We cover the entire **Consumer Journey**



## 1. Registration

Register on the website by answering a few basic questions (no cost or obligation)



## 2. Personal Recommendation

All registrants receive a personalized proposal for the product offering(s)



## 3. Decision

Through website, helpdesk and continuing info sessions, participants have the support necessary to make an informed decision



## 4. Installation/ Switch

Program provides support to selected installers to ensure customers receive their product(s) in a timely fashion and meet the program's quality requirements

# Installer Management



## 1. Pre-qualification

High level check track record, online presence, licensing, regional presence, leverage non-profit partner local knowledge



## 2. Qualification

In depth vetting: financial stability, method of approach, risk assessment



## 3. Sign Agreement

Sign program agreement or contract with required service levels, products, etc.



## 4. Auction

Level playing field, best bid(s) win



## 5. Monitoring / coaching

Weekly process calls, benchmarking, visits

# Solar Switch

# Personal Recommendation

Residents who register for Solar Switch will be provided a Personal Recommendation for:

- Rooftop solar photovoltaics array and/or battery storage
- Offers are vetted to ensure:
  - Group discounts of 15-20% vs. market prices
  - Quality panels, inverters, and/or battery systems
  - Minimum required warranty levels for all hardware
  - Minimum required workmanship warranty for install
  - Experienced, licensed local installers

# Financing Options

- Cash
- Loan (terms included with personal offer)
- *Lease/Power Purchase Agreement - This option is available, but not one we put forth without requesting it. Solar Switch promotes direct ownership over third-party ownership.*

Possible partnership with Montgomery County Green Bank is in discussion

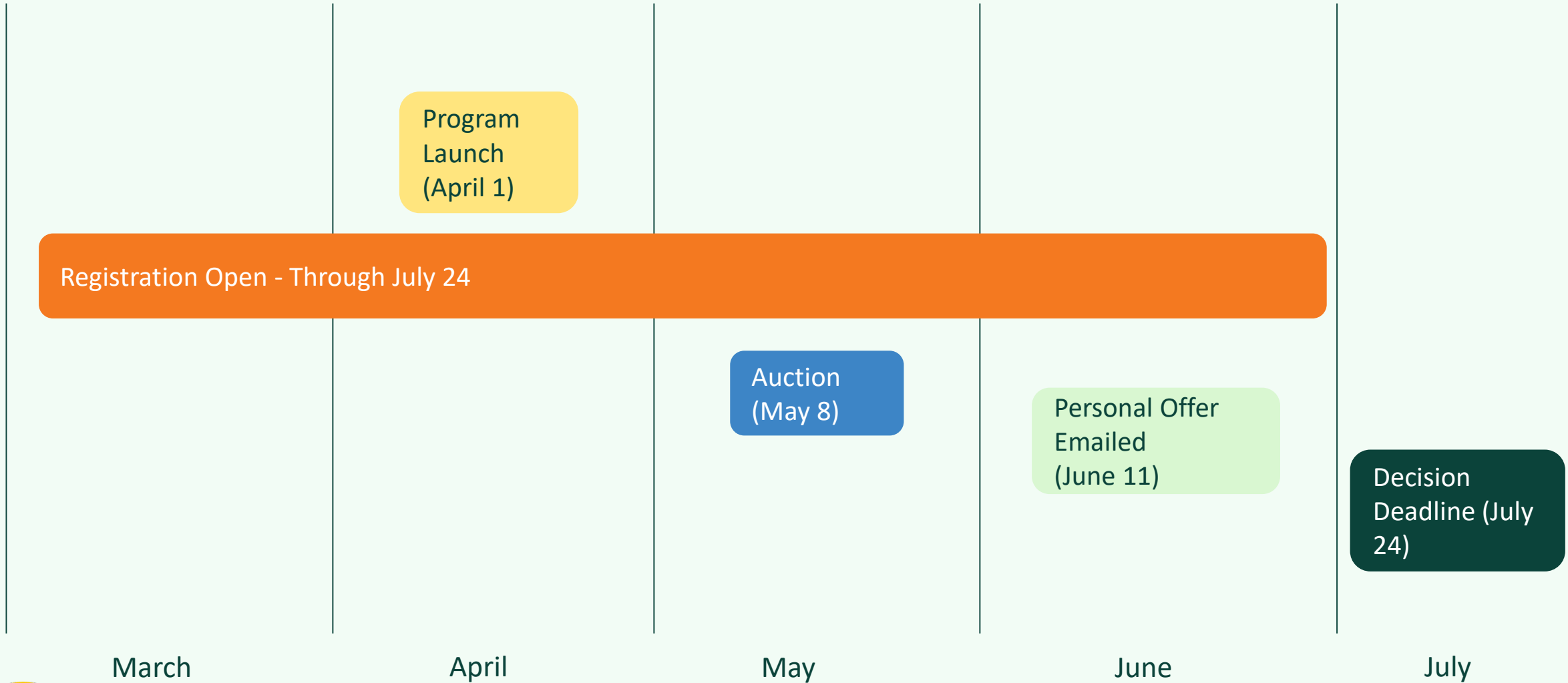


# Results – Solar Switch Capital Area

- Summer 2023: (Open to DMV, Montgomery County focused)
  - 17% group discount at \$2.68/W
  - 1,713 registered
  - 465 accepted offer
  - 285 signed contracts
- Fall 2023 (Open to DMV, DC Focused)
  - 675 registered
  - 122 accepted offer
  - 57 signed contracts (still signing contracts)



# Solar Switch Capital Area Timeline – Spring 2024



Q&A

Thank you!

[solarswitch.com/capitalarea](https://solarswitch.com/capitalarea)

Scott Annis

Director of Community Engagement

scott.annis@ichoosr.com



**solar switch**



**Janani Ravi**  
Director of Customer Development, Neighborhood Sun



# Community Solar Info Session

## Neighborhood Sun

March 12th, 2024

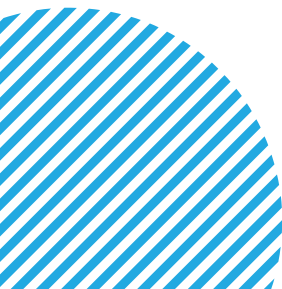


**Janani Ravi**

Director of Customer Development  
Neighborhood Sun



## What We'll Cover

- Why and How We Take Action?
  - About Neighborhood Sun and Community Solar
  - Understanding solar credits, savings, and the billing process
  - Frequently Asked Questions
  - Helpful Resources
  - Questions from you!
- 

## Why Take Action?

*Utilities are profiting off pollution by having 90% of their electricity generated by burning fossil fuels. This electricity source is responsible for 30% of greenhouse gas emissions causing climate change.*



# Barriers to the Renewable Energy Transition

*Nearly 37 million American homes suffer from energy poverty.*

*Low-income households spend three times as much of their income on energy than non-low income households*

## How We Take Action?

*We help residents subscribe to the Community Solar Program. This program is increasing solar energy generation without you having to install panels on your roof and adds clean, local renewable energy to the grid.*

*Community Solar is also a path forward to help ease energy inequality and energy poverty.*

## What we're NOT

- *We are NOT a third-party energy supplier.*
- *This is NOT traditional rooftop solar.*
- *This is NOT a scam and there is NO catch.*

# Our partners include



**JOHNS HOPKINS**  
UNIVERSITY



**Unitarian Universalist Church**  
of Annapolis



# Gary Skulnik

## Our Founder and CEO



He's been leading the clean energy transition in Maryland for more than 20 years and was key on the state adopting its first Renewable Portfolio Standard that required 7.5% of the state's electricity to come from renewables. He says it took three long years of blood, sweat, and tears to get it passed in 2004.

# Maryland's Community Solar Program (HB 908)

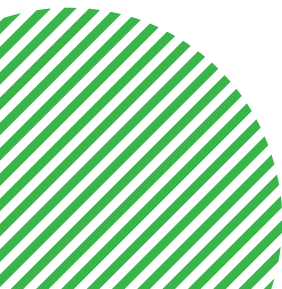


**2016:** Pilot Program (7 years)

**2023:** Permanent Program

40% for LMI households

Consolidated billing



**Community Solar is key to the  
clean energy transition.**

# Why was this program necessary?

## Traditional Rooftop Solar is not for everyone.

20%



Only some homeowners can install panels



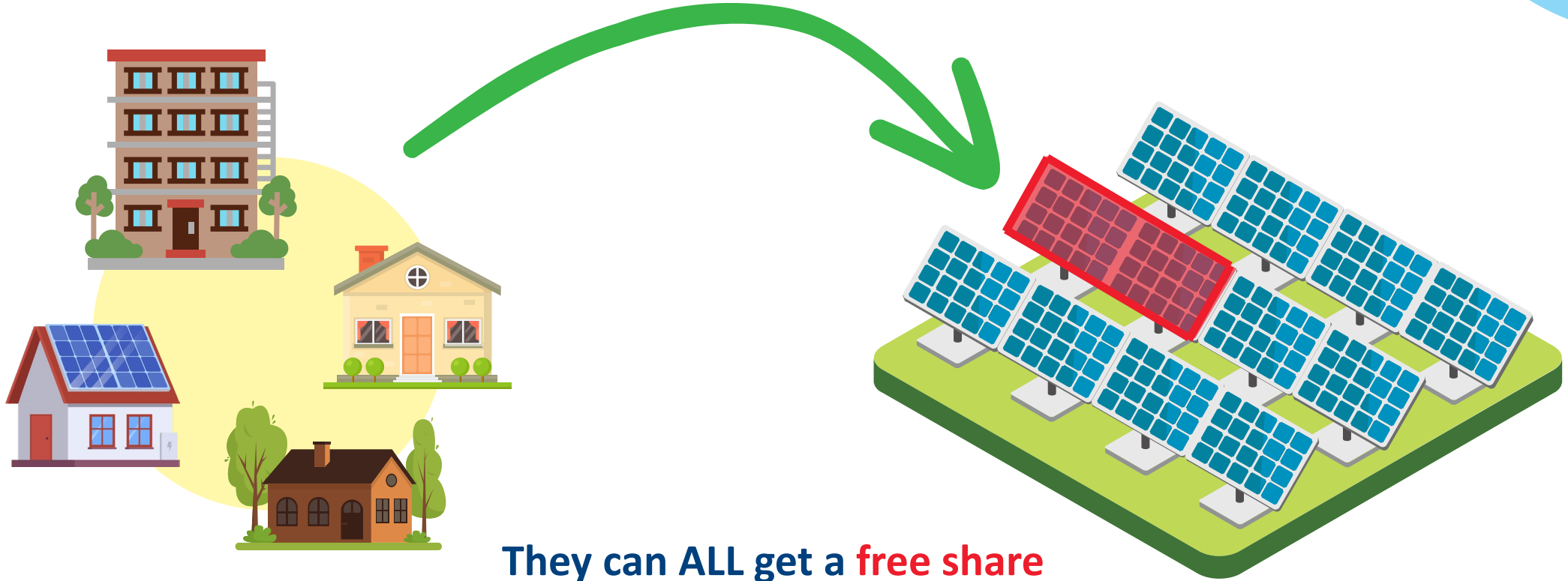
80%



What about Renters/  
Condos/ Shaded  
Roof?



# How does Community Solar work?

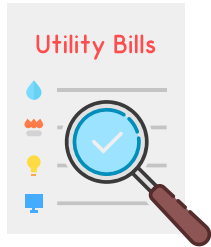


They can ALL get a **free share** of a solar farm. It's a percentage (%) of the solar farm generation.

# How does Community Solar work?

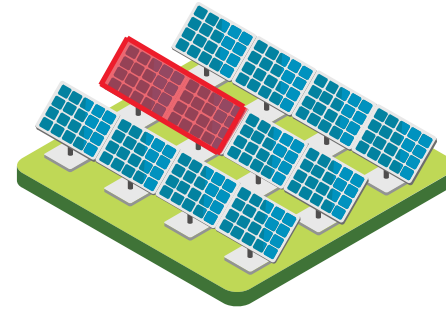
1

You subscribe to the program through a subscriber organization like Neighborhood Sun.



2

You get assigned a share or % based on how much energy you used in the last year.



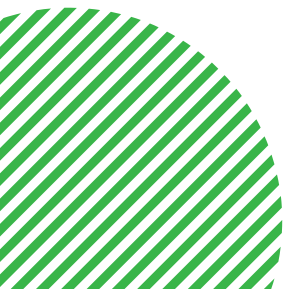
3

The energy generated every month goes to the utility under your name, just as if the panels were on your own roof.



4

Your utility pays you for that energy with credits on your bill.



# Community Solar credits on your bill

## Sample BGE Bill with Solar Credits

**BGE**  
An Exelon Company

CONTACT US: BGE.COM  
Customer Service: 800.685.0123  
800.735.2258 (TTY-TTD)  
Correspondence: P.O. Box 1475 Baltimore, MD 21203



### Bill Summary

Sample Customer  
123 Main Street  
Baltimore, MD 21209  
Account # / 0234567000  
Issued Date: December 31, 2019

Previous Balance	\$263.10
Payments Received December 23, 2019	-\$263.10
BGE Outstanding Balance	\$0.00
Electric	\$103.99
Gas	\$140.13
Other charges and credits (see details)	-\$56.31
<b>Total amount due by January 23, 2020</b>	<b>\$187.81</b>

Payment received after January 23, 2020 will incur a late charge.  
A late payment charge is applied to the unpaid balance of your BGE charges. The charge is up to 1.5% for the first month; additional charges will be assessed on unpaid balances past the first month, not to exceed 5%.  
The amounts shown in the circles reflect charges from this bill period.

Return only this portion with your check made payable to BGE. Please write your account number on your check.  
Pay your bill online, by phone or by mail.

Account # 4160581000

Total amount due by Jan 23, 2020 \$187.81

Payment Amount \$

BGE  
P.O. Box 13070  
Philadelphia, PA 19101-3070



Customer  
Street  
Baltimore, MD 21209  
Account # / 0234567000  
Issued Date: December 31, 2019

Previous Balance	\$263.10
Payments Received December 23, 2019	-\$263.10
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The amounts shown in the circles reflect charges from this bill period.

# Getting your discount



Pay To:  
Neighborhood Sun B Corp.  
8455 Colesville Rd., suite 1025 Silver  
Spring, MD 20910 240-284-6245  
neighborhoodsun@solarforall.io

Invoice Number: 123456789  
Invoice Period: Feb 3 - Mar 5, 2023  
Subscriber ID: 10000000123456  
Statement Date: April 10, 2023  
Due Date: April 15, 2023

Bill To:  
Sample Customer  
123 Main St  
Ellicott City, MD 21043  
sample@email.com

## Description

Community solar production facility

Dogwood A

Production period

Feb 3 - Mar 5, 2023

Amount

Credits applied to your bill, account number 111222333 for 430 kWh Savings

\$56.31

(10%), account number 111222333

-\$5.63

Subtotal: \$50.68

Total Amount Due: \$50.68

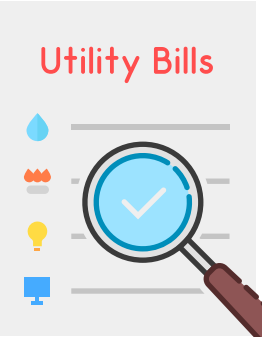
## Payment Method

Your bank account on file

**5-10% Non-LMI Residents**  
**20% LMI Residents**  
**5% Commercial Accounts**

# For Example

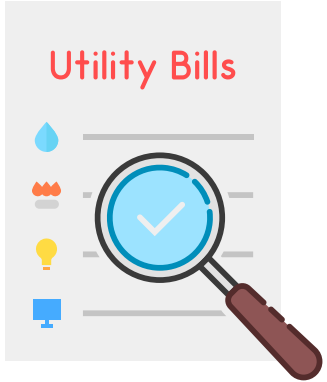
## W/out Community Solar



**\$100**

No credits or discount.

## With Community Solar



\$100

Community Solar Credits -->

-\$90



\$81

(10% discount)

You pay BGE -->

\$10

**\$91 total**

# What do we do?



Solar Farm Developers



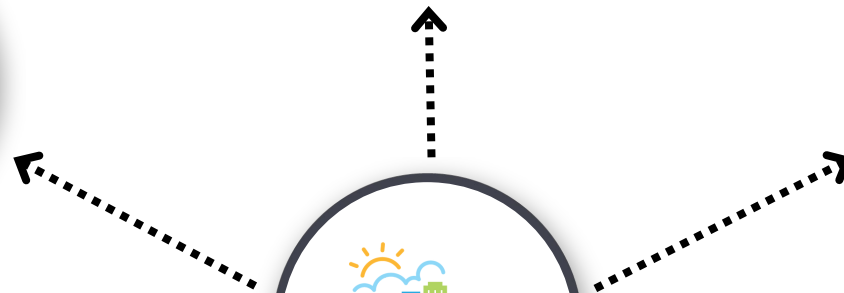
Residents



Utility Company



Subscriber Organization



We help *connect* residents  
to local *solar farms*.



## How do we stand out?

*We are a certified B-Corporation (a business committed to a social mission & certified as a force for good)*

*We provide an easy way for customers to take action against climate change*

*We offer guaranteed savings with a fixed agreement and no additional fees*





We work to bring solar for all

*We have over 5000 low-to-moderate income households across the country enrolled and saving money on their monthly energy costs while also having access to renewable options.*



## What do our customers say about community solar?

“The best solution for those of us in row homes for whom applying solar panels will [sic] just never be a viable solution. Our electricity generation is fully solar, we pay Neighborhood Sun and the amount gets deducted from our BGE bill. Plus we get a discount over the BGE standard rate! Pretty easy and elegant system.”

- Sam, Google Reviewer

## What do our customers say about community solar?

“THE BEST. Local company that genuinely cares about the environment. Not to mention it's a no brainer to save a little cash too! As a manager in the customer service industry for 5+ years, I was so impressed with their customer service and hospitality. Every time I get my bill I feel proud to not only partner with a company that with good morals, but also I feel like I'm doing my part in protecting our planet!”

- Jacob, Google Reviewer

# Why Subscribe?

- Support locally-produced clean energy
- Reduce GHG emissions
- Support a program that is making clean energy available to everyone specially low and moderate income communities
- You can subscribe for free
- You can cancel any time with no cancellation fee
- Save between 5%-20% on monthly energy costs

\*Income-qualified residents getting electricity from BGE or Potomac Edison can save up to 20% off the cost of solar electricity applied to their bill. Savings vary depending on community solar farm availability and subscriber's income qualifications.

# Your Impact

Our average community solar subscriber offsets the equivalent of 8 hot air balloons filled with CO2 per year!

1 Metric Ton  
of CO2



To scale!



# By The Numbers

\*As of Dec 2023

9,513

Neighborhood Sun Subscribers

390K

Metric Tons of CO2  
Prevented

\$5.5 Million

Dollars Saved

"So glad that we became a part of this important, community-based solar power effort. It's a win-win-win!"

"My household is now powered by Neighborhood Sun's solar farm and I'm thrilled."

"I love Neighborhood Sun!"

"Great customer service, total dedication by a group of effective people whose principles match my own."

"Doing good things to get solar to those who can't put panels on their own roof. I'm a happy customer!"



# Helpful Resources and Q&A



[www.neighborhoodsun.solar/](http://www.neighborhoodsun.solar/)



[hello@neighborhoodsun.solar](mailto:hello@neighborhoodsun.solar)

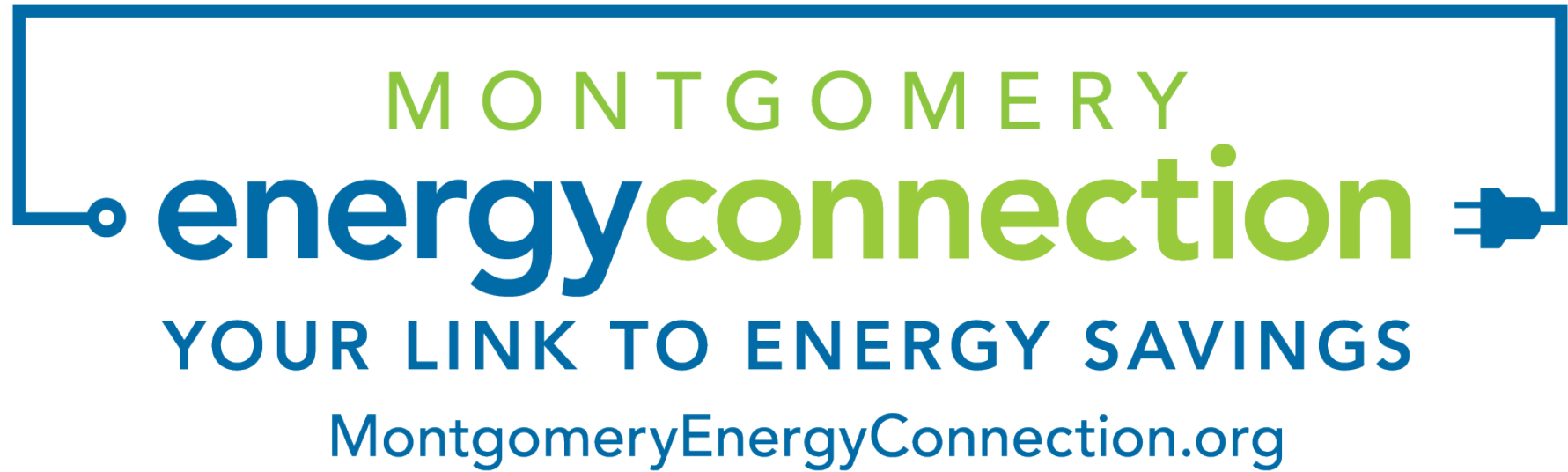


888-606-0054



**Larissa Johnson**  
Residential Energy Program Manager, Montgomery County  
Department of Environmental Protection





'Go Solar TkPk!

March 12, 2024

# Montgomery Energy Connection

Montgomery County Government and community partners launched this network to provide customized education on the benefits of energy efficiency, availability of programs, and opportunities for assistance.

**YOUR LINK TO ENERGY SAVINGS**

**[www.MontgomeryEnergyConnection.org](http://www.MontgomeryEnergyConnection.org)**

# Solutions: Conservation



- Schedule a Quick Home Energy Checkup
- Turn it Off/Unplug it
- Monitor Your Thermostat
- Check Your Refrigerator Temperature
- Take a Five-Minute Showers

# Solutions: Energy Efficiency/Home Comfort

- Schedule a Home Performance Audit
- Switch to LEDs
- Shop the [Utility Marketplace](#)
- Get the [Montgomery County Energy Efficiency Tax Credit](#) \$250 in tax credits provided by the Department of Finance available



# Solutions: Electrify Your Home



- Transition away from Gas Stoves
- Participate in the [ElectrifyMC](#) Pilot
- Get an Electric Vehicle

# Solutions: Renewable Energy

- Purchase Clean Energy
- Capital Area Solar Co-op
- Community Solar



# The Website



Search

[Help Pay My Bill](#)

[Lower My Bill](#)

[Learn about Renewables](#)

[My Energy Use](#)

[About Us](#)

[COVID 19 Assistance](#)

## Welcome to Montgomery Energy Connection

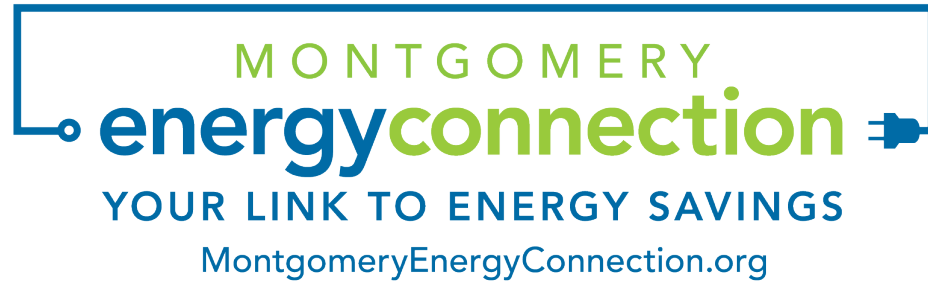
Montgomery County Government and community partners launched this network to provide customized education on the benefits of energy efficiency, availability of programs, and opportunities for assistance.

Find out how to keep more money in your pocket by reducing the amount of energy you use in your home.

Simply tell us why you're here and we'll link you to your next step.



**Your Link to Energy Savings**



# Questions?

[energy@MontgomeryCountyMD.gov](mailto:energy@MontgomeryCountyMD.gov)

[www.MontgomeryEnergyConnection.org](http://www.MontgomeryEnergyConnection.org)





**Sam Kooharian**  
Energy Advisor, EnergySage

# Panel Discussion:



**Randy Gibson**



**Walter Mulbry**

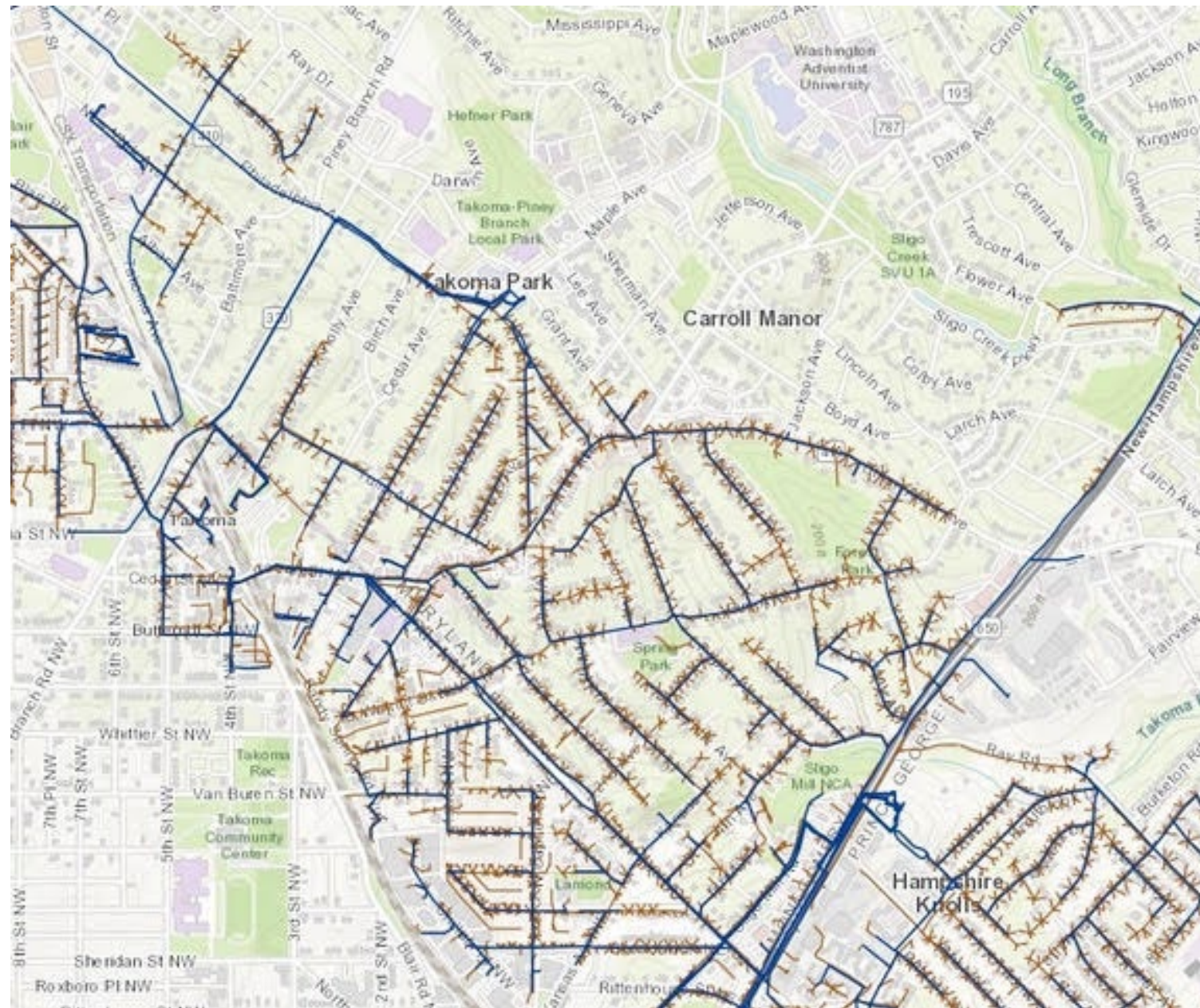


**Joel Rosenberg**

Randy Gibson:



Randy Gibson:



Randy Gibson:



Randy Gibson:



# Upcoming Events:

The graphic features a dark blue background with white lightning bolt icons. A yellow starburst in the top left contains the text 'FREE EVENT!'. In the center is a house-shaped logo with 'HEALTHY HOMES FAIR' and a red plug icon. To the right, a QR code is labeled '(Scan for more info)' with an arrow pointing to it. Below the QR code is a yellow box with the website 'healthyhomesfair.org'. A white banner in the middle contains the date 'SATURDAY APRIL 6, 2024' in large red letters, followed by the location and times: 'DC Armory | 9am-12pm professionals + 12pm-5pm general public'. Below this is a yellow bar with the text '50+ EXHIBITORS / COOKING DEMONSTRATIONS / APPLIANCE "PETTING ZOO"'. The bottom section lists sponsors and partners.

**FREE EVENT!**

(Scan for more info)

**HEALTHY HOMES FAIR**

healthyhomesfair.org

**SATURDAY APRIL 6, 2024**

DC Armory | 9am-12pm professionals + 12pm-5pm general public

**50+ EXHIBITORS / COOKING DEMONSTRATIONS / APPLIANCE "PETTING ZOO"**

presented by

**AC Smith.**  
Innovation has a name.

brought to you by **ELECTRIFYDC**

supported by

**MITSUBISHI ELECTRIC**  
HEATING & AIR CONDITIONING

**SOLAR SOLUTION**

**REWIRING AMERICA**

**DCSEU.COM**

in partnership with

**DEPARTMENT OF ENERGY & ENVIRONMENT**

**DCOB**  
DC DEPARTMENT OF BUSINESS

**GOVERNMENT OF THE DISTRICT OF COLUMBIA**  
MURIEL BOWSER, MAYOR

**DEPARTMENT OF ENVIRONMENTAL PROTECTION**  
MONTGOMERY COUNTY • MARYLAND

# Upcoming Events:



**Saturday, April 20, 2024**  
(\*Rain date April 21)



## **Takoma Park Earth Day Celebration!**



**Because there is no Planet B.**

**10 AM-2 PM | Sligo Creek Stream Valley Park Playground**

**Snowcones • Art • Games • Guided Tree Walk • EV Showcase**

More info: [takomaparkmd.gov/sustainability](https://takomaparkmd.gov/sustainability) | [dorothee@takomaparkmd.gov](mailto:dorothee@takomaparkmd.gov) | (301) 891-7623





**THANK YOU**

Dory Estrada, Sustainability Manager | Department of Public Works  
[dorothe@takomaparkmd.gov](mailto:dorothe@takomaparkmd.gov)

**TAKOMAPARKMD.GOV**

# slido



**Please leave us some feedback from tonight's session!  
What was most helpful? Any suggestions for next time?**

ⓘ Start presenting to display the poll results on this slide.

# Resources:

- City of Takoma Park *Go Solar* Webpage: <https://takomaparkmd.gov/government/sustainability/go-solar/>
- Capital Area Solar Switch: <https://solarswitch.com/en/CapitalArea/home>
- Neighborhood Sun: <https://neighborhoodsun.solar/>
- Montgomery Energy Connection: <https://montgomeryenergyconnection.org/>
- EmPOWER Maryland Program: <https://energy.maryland.gov/pages/facts/empower.aspx>
- Pepco Home Energy Audit: <https://homeenergysavings.pepco.com/md/residential/energy-assessments>
- Pepco Marketplace: <https://secure.pepco.com/marketplace/>
- EnergySage: <https://www.energysage.com/>
- Pepco DC feeder lines map:  
<https://www.arcgis.com/apps/mapviewer/index.html?webmap=63f5ed7142a04d2486b75434511855b7&extent=-77.1523,38.7146,-76.7571,38.9205>
- Rewiring America Personal Electrification Planner: <https://homes.rewiringamerica.org/personal-electrification-planner>
- Montgomery County Green Bank: <https://mcgreenbank.org/>
- Maryland Energy Administration Solar Guide: <https://energy.maryland.gov/pages/info/renewable/solar.aspx>
- US Department of Energy Homeowner's Guide to Going Solar: <https://www.energy.gov/eere/solar/homeowners-guide-going-solar>