



**Solarize Atlanta  
Request for Proposals  
Residential Solar PV Systems**

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## **I. PROGRAM OVERVIEW**

Solarize Atlanta invites proposals from solar electric (PV) contractors (“Contractors”) to participate in a Solarize campaign for the City of Atlanta. The primary objective of Solarize Atlanta is to spur community-wide interest in residential solar energy systems and to increase the total capacity of solar installations in Atlanta through heavy outreach and education. The program is also intended to reduce the average cost of residential solar PV installations through bulk purchasing, economies of scale, and reducing contractor customer acquisition and travel expenses.

Solarize Atlanta is a public-private coalition consisting of City of Atlanta Office of Resilience, Environment Georgia, Georgia Interfaith Power & Light, Georgia Sierra Club, Solar Crowdfunder, Livable Buckhead, Inc., Central Atlanta Progress/Atlanta Downtown Improvement District, US Green Building Council - Georgia, City of Refuge and Southface Energy Institute (aka “Coalition Members”). Goals of this campaign include:

- A. Lower the cost of solar energy by reducing participant acquisition and transferring those savings to businesses;
- B. Encourage the adoption of solar-friendly permitting practices in Atlanta;
- C. Educate consumers and cultivate a sense of community participation and ownership in the solar energy market; and
- D. Substantially increase the number of solar installations in Atlanta and adjoining communities in a way that can be sustained beyond the timeframe of the Solarize Atlanta campaign.

Solarize Atlanta will engage in outreach activities encouraging homeowners in Atlanta, across all parts of the socioeconomic spectrum, to install solar PV systems. Atlanta government officials have endorsed Solarize Atlanta and a well-attended public solar interest event showing great community interest in solar. Over 200 people participated in a survey providing input for this RFP and 250+ homeowners have pre-registered for the campaign. Therefore we have high expectations for large number of signups and installations from this campaign.

Respondents to this RFP will bid on residential solar PV applications only. One lead solar contractor<sup>1</sup> will be selected (“Selected Contractor”) to provide products and services to all residential solar PV applications for Solarize Atlanta. Bids received by the March 15, 2018 deadline will be reviewed and evaluated by the Solarize Atlanta Coalition Members.

The Selected Contractor will collaborate with Solarize Atlanta to roll-out a 4+ month community marketing and outreach campaign, which is planned to start on April 12, 2018 with the goal of securing 200 contracts for residential solar PV installations. Installations are anticipated to continue beyond the outreach period with the goal of all installations

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<sup>1</sup> Bidding contractor may partner or subcontract with other EPC firms subject to Section VI. E. of this request for proposal.

complete on or before December 31, 2018. All participant leads gained as a result of the outreach campaign will be advanced to the Selected Contractor, who will provide the services described in this RFP, including responsive participant service; a transparent pricing/financing structure; and turnkey design and installation services.

## **II. SOLARIZE ATLANTA CAMPAIGN SUMMARY**

This section provides a summary of the Solarize Atlanta campaign activities and responsibilities. The success of the Solarize campaign depends upon the collaboration of Solarize Atlanta and its partners, volunteers, the Selected Contractor, and the participating community members (participants).

### **A. Solarize Atlanta Roles and Responsibilities**

Solarize Atlanta formalized its collaboration through a Memorandum of Understanding and formed three working groups to specifically target distinct market segments: Residential Working Group (“RWG”), Commercial Working Group, and Nonprofit/Equity Working Group. The RWG will help facilitate campaign with the following roles and responsibilities for residential applications:

#### **Technical**

- Website, landing page
- Signups, intake, voice service, and automated workflows
- Database management
- Reporting and analytics

#### **Request for Proposal**

- Develop selection criteria
- Draft RFP
- Publicize RFP
- Review submittals
- Select Contractor
- Execute contractor agreement

#### **Marketing**

- Graphic design, branding
- Print initial campaign materials, i.e., brochure, banners, yard signs.<sup>2</sup>
- Social media
- Media outreach
- Community events

#### **Education**

- Schedule, organize, and coordinate 4-6 workshop and information sessions
- Secure locations
- Schedule speakers
- Make announcements
- Provide participant signup

### **B. Contractor Selection Process**

Each contractor shall carefully examine this RFP together with any and all amendments, exhibits, revisions, and other data and materials provided with respect to this RFP process. Contractor should familiarize themselves with all proposal requirements prior to submitting their proposal. No preference will be given to any member of a Coalition Member organization.

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<sup>2</sup> Selected Contractor will share print costs after initial print is exhausted.

Should a bidding contractor note any discrepancies, require clarifications or wish to request interpretations of any kind, the bidding contractor may send a written request by email to [admin@solarizeATL.com](mailto:admin@solarizeATL.com). Solarize Atlanta will respond to such written requests in kind and disseminate such written responses to other prospective contractors.

Proposals must be received no later than 5PM March 15, 2018. Proposals received after the aforementioned date and time may not be considered in Solarize Atlanta's sole discretion.

Proposals must be submitted in electronic form only to [admin@solarizeATL.com](mailto:admin@solarizeATL.com). The subject line should be identified as: "Residential Proposals for Solarize Atlanta Campaign"

#### C. Community Marketing Campaign

Solarize Atlanta is preparing for widespread community education and outreach during the course of the campaign. Working closely with the Selected Contractor to coordinate messaging and activities, the RWG will implement a community marketing and outreach campaign consisting of public workshops and events, media outreach, campaign news and event messaging, social media and online marketing, along with other activities to encourage area residents to enroll before the deadline.

The Selected Contractor is required to have staff available to attend every informational workshop designed to educate the community about the Solarize Atlanta program, benefits of solar, meet campaign stakeholders and participate in a Q&A session. Additionally, the Selected Contractor should be prepared to have staff attend 2-3 press events throughout the course of the campaign.

The Selected Contractor will agree to market only together with the Solarize Atlanta brand in the City of Atlanta for the duration of the Solarize Atlanta campaign period and through the completion of all installations. All participants must be offered the finalized discounted Solarize Atlanta pricing via the tiered pricing schedule when applicable.

#### D. Participant Process

##### 1. General.

- The Selected Contractor will integrate, to the extent practical, their sales processes with the Solar Crowdsource platform to track participants and continuously communicate their progress to Solarize Atlanta throughout the campaign.
- A 2-3 week onboarding process will take place prior to launching the campaign to ensure a seamless customer workflow between the Selected Contractor and Solarize Atlanta.

## 2. Enrollment.

- Interested residential participants will enroll through the dedicated Solarize campaign webpage ([www.solarizeATL.com](http://www.solarizeATL.com)), hosted on the Solar Crowdsource (“SCS”) platform. Said webpage will include relevant campaign information including but not limited to the campaign, Selected Contractor, selected materials, tiered pricing schedule, financial options, and processes.
- Participants will sign up through an online form on the SCS webpage, provide address and electricity bill information. Participant data will be immediately accessible to the Selected Contractor and Solarize Atlanta through an automated workflow process. The Selected Contractor is expected to make initial contact to participants as soon as possible upon receipt of participant data.

## 2. Solar Assessment.

- Solarize Atlanta will collaborate with the Selected Contractor to design and implement a free solar assessment strategy for all participants. The following three-step process outlines Solarize Atlanta values to give participants the best possible customer service while conserving the Selected Contractor’s time and resources.
  - Initial Solar Assessment: the initial solar assessment includes a desktop review of property and utility bill information. This may include site assessment through satellite imagery and the creation of an energy load profile. The initial site assessment is to determine solar radiance on property, rooftop and property orientation, estimated system size, and preliminary financial analysis. The purpose of the initial solar assessment is to screen participant property to determine suitability of solar and participant ability to finance the system. Participants whose sites are not suitable for solar will be promptly informed, with explanation provided, by the Selected Contractor. This information shall also be shared with Solarize Atlanta.
  - Detailed Solar Assessment: Upon determination that participant property is suitable for solar and participant has been screened by phone or email, Selected Contractor will generate a detailed solar assessment report including but not necessarily limited to visual representation of solar energy system on roof or land, participant energy load profile, environmental benefits, and financial analysis.
  - Site Visit: Site visit includes but not limited to meeting the participant; taking measurements; shading analysis; determine tilt and orientation; verify annual energy production, and note any electrical, mechanical, or structural considerations that may incur costs above and beyond the standard pricing schedule for the project. Site visits may be clustered to reduce Contractor costs.

### 3. Proposals.

- In all proposal materials, the Selected Contractor must use the current utility rate for the participant (e.g. kWh AC rate). The Contractor may use a set escalator rate for predicted electric utility price increases at no greater than 2.5% (unless otherwise agreed to in writing) per year in predicting payback periods, and make clear that all figures are based on given assumptions.
- Upon request by participant, the Selected Contractor is expected to provide multiple assessments based on the type of financing and ownership structure desired.
- The Contractor must clearly specify all other assumptions for their estimates, including derate factors for their equipment; estimated annual energy production based on the region of the system as per the PV Watts estimator ([www.pvwatts.nrel.gov](http://www.pvwatts.nrel.gov)) (or other industry accepted resource, including PVSyst or NREL System Advisor Model) taking into account panel orientation and shading; estimated annual AC energy production decline over 25 years, and any other relevant factors.
- Renewable energy credit valuations may not be included in financial analysis reports produced as a part of project.
- Solarize Atlanta and Selected Contractor must clearly represent to potential participants that, previous to signing a contract with the Selected Contractor, they are free to independently seek other offers.
- All Selected Contractor claims regarding federal tax credits or other tax benefits must include a disclaimer that the participant contact a tax professional to determine how tax incentives apply to them.

### 4. Contracting.

- Selected Contractor contracts should explain and itemize materials, system type, cost, sizing, and energy production. Individual system designs should be aesthetically pleasing, taking into consideration the preferences of a given participant; local zoning and building codes; historic preservation, and HOA regulations while minimizing project costs and maximizing solar energy production.
- Participants whose sites are feasible for solar will be offered the pricing and financing options established in the Selected Contractor's submitted Attachment B: Pricing Proposal.

### 5. Installations

- The Selected Contractor will provide turnkey installation including permitting, utility interconnection and commissioning services for eligible and interested participants.

- The Selected Contractor will provide a clear list of work to be performed and estimated schedule to all participants.
- The Selected Contractor is responsible for timely completion of each installation. If and when the Selected Contractor geographically clusters installation work to reduce costs, they must communicate that clearly to the affected participants.
- All installations shall be completed by December 31, 2018.
- The Selected Contractor will continue to communicate progress to Solarize Atlanta until all installations are complete.

E. Community Engagement.

Solarize Atlanta is a community-based program and will engage with the Atlanta community in several ways including but not limited to charitable contribution to deserving nonprofit, promote equity, outreach and education to low and moderate income (“LMI”) communities, and encourage solar PV training and local hiring practices. The Selected Contractor is highly encouraged to meaningfully participate in community engagement activities. These activities may include: designating a percentage of Solarize Atlanta gross revenues, training and hiring contract workers from Atlanta, innovative financing and education outreach to the LMI community, and/or providing a demonstration project on a nonprofit’s property. Provide information about other examples of Contractor community engagement activities. This item will be evaluated on innovative approach and total commitment proposed by the Contractor.

**III. SOLARIZE ATLANTA TIMELINE**

<b>Milestone</b>	<b>Date</b>
Solarize Atlanta Town Hall	1-11-2018
RFP Release	2-15-2018
RFP Bids Due	3-15-2018
Installer interview day	3-19-2018
Announce selected solar installer	3-21-2018
Installer agreement draft and approval	3-30-2018
Installer onboarding and integration with Solar Crowdsource platform	3-22-2018 thru 4-6-2018
Website complete	4-10-2018
Enrollment period begins	4-12-2018
Campaign launch event	4-12-2018
Customer signup period ends	8-31-2018
Customer contract deadline	12-31-2018
Completion target for installations	6-30-2019

#### **IV. CONTRACTOR ELIGIBILITY THRESHOLD REQUIREMENTS**

In order to be eligible to submit a proposal, Solar Contractor must:

- A. Demonstrate experience and proficiency in residential solar PV installations. The Contractor must have installed a minimum of ten (10) solar PV projects in Georgia.
- B. With a goal of supporting the local solar industry, preference will be given to firms located within 100 miles of Atlanta, GA, however exceptional firms outside of Georgia will be considered. Please list your company's Georgia office address and the location of the company headquarters.
- C. Be, at minimum, licensed to conduct business in Georgia.
- D. Include on the project team at least one master electrician holding a valid and current Georgia electrical license to perform any electrical work on the solar PV projects.
- E. Include on the project team at least one NABCEP certified installer located in Georgia.
- F. Maintain standard insurance policies for Worker's Compensation (\$1,000,000 per accident) and Commercial General Liability (\$2,000,000 per occurrence). All coverage maintained by Contractor shall be primary to any insurance coverage carried by Participant, shall contain waivers of subrogation, and shall not be amended or terminated without notice to Participant. Proof of this coverage will be provided by the Selected Contractor.
- G. Submit a complete proposal as by 5PM on March 15, 2018. Proposals should be emailed to [admin@solarizeATL.com](mailto:admin@solarizeATL.com).

#### **V. SELECTION CRITERIA**

The RFP Committee will be comprised of Solarize Atlanta coalition members, community partners and residents. Contractors will bid for residential applications only. Selected Contractor will complete all of the solar PV energy systems under this program. Proposals will be scored in the following categories, with a maximum possible score of 100 points. The final scoring of each proposal will be at the exclusive discretion of the RFP Committee.



<b>Subject</b>	<b>Description</b>	<b>Top Score Possible</b>
System Quality	Evaluates the quality and performance of the proposed equipment including panels, inverters, and racking systems. Panels should be Tier 1 according to Bloomberg New Energy Finance Corporation, have efficiencies greater than 17% and be rated for wind and snow loads up to 5400 PA.	20
Pricing	Assesses the proposed tier prices for base turn-key solar PV systems provided by the respondent and ranks them competitively. Project “Adders” should be reasonably priced when compared with market rates. Additional consideration will be given to the extent bulk-purchasing of “adder” materials such as battery storage and EVSEs are provided. Respondents are encouraged to show a tiered-pricing, bulk-purchasing schedule for adder materials in <u>Attachment D</u> where possible.	18
System and Workmanship Warranty	Evaluates the equipment warranty of the proposed panels and inverters along with the proposed workmanship warranty provided by the Contractor. Panels require a 25 year power warranty with 80% of nameplate power by year 25. Inverters require a warranty of at least 15 years for microinverters and 10 year for string inverters, however longer inverter warranty periods will be viewed favorably. The contractor workmanship warranty are required to be at least on year, however longer workmanship warranty periods will be viewed favorably.	15
Financing	Assesses Contractor’s ability to offer financing options to program participants including innovative financing options for the low-income community.	10
Contractor Experience, Implementation Plan	Evaluates the respondent based upon their # of years in business, the quality and experience of the proposed project team, the # and size of projects previously completed, the experience of the Contractor in the City of Atlanta. Assesses the respondent’s proposed plan for tracking leads, handling project volume, proposed timeline from site evaluation to contract to installation, and their ability to handle projects within HOAs and historic districts. Emphasis will be given to implementation plans that include designated resources to reach low-income communities.	10
Hiring	Assesses Contractors willingness and ability to hire from within the Atlanta area, including creating or participating in training programs for low-income and at risk populations.	8

System Aesthetics	Evaluates the degree to which selected components are aesthetically pleasing and blend in with structure and adjacent surroundings.	5
Innovative Concepts	Assesses the level of innovation the respondent proposes as a part of the core project and as additional items of value for customers to consider. Innovative ideas may be associated creative use of outdoor spaces, energy efficiency solutions, solutions for low-income communities, early-bird bonus for early signups, equipment upgrades, incentives for early adopters, support for the community project, and models for financing or leasing equipment to low-income communities as a part of the project.	5
Community Project	Evaluate the ingenuity, level of commitment (i.e., monetary contribution), and services the respondent proposes for a project to support the nonprofit community.	5
Marketing Plan	Assesses the respondent's ability to support education and marketing efforts associated with the project. This should be evaluated on the quality of the promotional materials and the level of support offered for the educational and promotional portions of this project.	4

**VI. PROPOSAL FORMAT AND REQUIREMENTS**

The Core Proposal should not exceed ten pages in length and must be submitted as a single PDF document. Each page must be numbered and include the company's name. Clearly label each of the subsections outlined below:

**A. Cover Letter**

Include cover letter (one page) signed by authorized company representative on company letterhead. The cover letter should summarize highlights, key features, and distinguishing points of the proposal, as well as any unique problems identified and proposed solutions.

**B. Company and Project Team Experience**

Description of the bidding Contractor: Highlight relevant experience, skills, and capabilities necessary to undertake a Solarize campaign, including, but not limited to, number of systems, and kW capacity installed in each of the last 3 years, how long the company has been in business, ability to handle a large number of leads and projects over a short timeframe. Do not repeat information provided in Attachment A.

Identify all members of the project team, including, but not limited to, sub-Contractors and/or partners assisting in project financing, participant service, outreach, and project

installations. Include a brief description of each member's experience and role. Include an organization chart of your company and the project teams.

Identify ability to hire from within the Atlanta community. This includes current job openings apprenticeships, or training programs offered by Contractor and any partnerships with schools or programs in the City of Atlanta.

### C. Program Implementation Plan

Outline the intake process for participant leads; method for screening sites and follow-up with those participants; and data tracking systems for leads, participants and installations.

Describe a plan for ensuring that Contractor has adequate capacity to accommodate the anticipated increase in volume of leads, including initial contact with participants, site visits, follow-up visits, outreach events, and installations. Estimate the number of residential solar PV projects the Contractor could reasonably complete on a monthly basis. Describe a contingency plan if outreach results in a workload exceeding the Contractor's expectations and staff capacity.

The plan should include anticipated installation schedule based on your expectations for the Solarize Atlanta campaign and the Contractor's strategy for completing installations within 120 days of contract approval for each participant. For these estimates, an average system size of 6kW may be used. Include an assessment of the firm's upper limit of capacity for site assessments and installations within a given time period. Provide information about how many site assessments and quotes the firm can perform on a weekly basis. Include details outlining the number, size and types of systems per set time period that your firm or sub-Contractors are capable of installing, and what factors are accounted for in these estimates.

Describe the internal quality assurance process for the solar PV equipment and installations, including any Contractor warranties on equipment installed and/or labor. Manufacturers' warranties for equipment components should be listed in Attachment C, Equipment Specifications.

Describe any ongoing operation and maintenance plans that will be offered to participants, and describe the provisions to address scheduled and corrective maintenance, system monitoring and communications protocols, as well as associated participant costs for each, if applicable.

### D. Participant Experience

Describe the process a participant will experience from inception as a lead to project completion or determination that the participant site is not viable for solar. Please include:

1. All aspects of participant experience, including site evaluation, securing of any financing or leasing or SEPA agreement arrangements, installation, and any follow-up;

2. Information on quality assurances to participants and examples that might indicate exemplary participant experience;
3. An expected timeline from proposal to installation for the average participant under Solarize Atlanta.

E. Partnering and Sub-Contracting with Other Contractors (if applicable)

The bidding contractor may choose to partner or subcontract with other contractors to diversify and strengthen their bid and avoid strains in capacity. If bidding contractor chooses to do so, specify the name of the company and the relationship that exists between the companies. The partnering or subcontracting firm must meet the same eligibility criteria as the lead contractor. In addition, the bidding contractor must disclose the relationship and obtain approval in advance from Solarize Atlanta.

F. Offerings for Homes Where Solar PV Is Not Feasible

Solarize Atlanta aims to help guide participants unable or uninterested in moving forward with a solar installation toward other energy-related resources, and reduced environmental footprint, such as home energy audits, weatherization, more efficient electrical use and appliances, and/or other renewable energy products. Such energy efficiency measures are especially important to the low-income community. Please briefly outline how you might be able to support this aspect of the project. This effort may include existing relationships with other energy service companies, or in-house expertise related to other energy services

G. Unique Challenges

Identify areas or tasks that might result in delays or extensions of the anticipated program schedule. For example, property located within one of the City's historic districts or listed as a historic place are required to undergo a design review process. Please describe any other unique problems perceived by the Contractor and proposed solutions.

H. Marketing Strategy

Describe ways to expand the number of residential solar PV projects, including the low-income communities. Include ideas about leveraging outreach to generate strong leads. Identify any potential community partners that might assist in deploying or enhancing the marketing strategy. If applicable, cite specific examples of marketing services that will be provided, items or marketing materials (lawn signs, flyers, direct mail, videos featuring participants, etc.) and funding/resources that will be allocated to complement and support Solarize Atlanta's efforts or to produce these marketing materials.

I. Financing Options

Solarize Atlanta will be working with partners to identify and clearly communicate what financing options are available to participants. A special emphasis will be made to

provide adequate financing mechanisms for the low-income community. All findings and related material regarding financing for solar will be publicly available.

Describe all residential financing options you will present to Solarize Atlanta participants. Include existing relationships with banks or financial institutions, third party owned lease/SEPA and any other access to financing tools and products. Comment also on any mechanisms for financing that you know of which you have recommended or could recommend to participants. Do not duplicate information provided in Attachment B.

## J. Price Structure

### 1. Tiered Pricing Schedule.

In Attachment B, provide a dollar per watt (\$/W) installed price for residential solar PV systems that will decrease by tier levels as the total amount of aggregate capacity from signed contracts increases. During the Solarize Atlanta campaign period, all participants benefit from reaching the highest Tier (lowest price), regardless of when they signed the contract for solar. Participants who sign a contract at a higher tier will receive a Contractor rebate check once the final tier is determined. Also consider an early bird signup bonus for the first 10 contracts signed. An early bird signup bonus is not required, however, doing so may help the campaign gain early momentum and may incent the first 10 committed participants to help promote the program so they in turn get a larger rebate check once the final tier is determined.

### 2. Lease/SEPA Contracts.

If the Contractor opts to offer a Lease or SEPA financing option, they must provide a base dollar per kilowatt hour (\$/kWh) price (Purchase Price) that will decrease by the pre-determined tiered pricing schedule. SEPA contracts must include a "not to exceed" SEPA payment that is applicable until the Solarize Atlanta campaign concludes. This provision includes any extensions or date modifications implemented if agreed to by all Solarize Atlanta campaign participants. At the conclusion of the campaign, all Solarize participants will be notified of the final Purchase Price, based on the final pricing Tier achieved.

### 3. Increased Pricing Factors.

Features of certain installations will result in higher costs. Contractor must outline specific electrical, mechanical, and structural equipment as well as site or labor features that will result in greater costs by completing the "Increased Pricing Factors" in Attachment D. Throughout the Solarize Atlanta campaign, Contractor will be responsible for identifying individual projects that trigger additional pricing and include this information in their proposal to potential participants. For property located within one of the City's historical districts or listed as a historic place, a flat fee of \$200 can be included to cover the design review process.

### 4. Adders.

Provide a list of additional system features in Attachment D otherwise known as “adders,” along with associated costs of such features, which may be preferred by the participant and would affect the final project cost. Examples of adders can be equipment upgrades, energy storage, EVSE, energy efficiency upgrades, home energy monitoring, etc.

Community feedback from our survey shows that more residents are interested in accessory items such as battery storage and EVSE equipment. Therefore respondents to this RFP are encouraged to show a tiered-pricing, bulk-purchasing schedule for adder materials in Attachment D where possible. If tiered-pricing for adder materials are not possible, please explain why it is not possible.

#### J. Community Project.

Describe the services Contractor will contribute to the community project. These contributions might include: designating a percentage of Solarize Atlanta gross revenues, utilizing contract workers from Atlanta, discounting installation fees, or providing a demonstration project on a nonprofit’s property. Provide information about other projects where Contractor provided solar to nonprofit organizations. This item will be evaluated on innovative approach and total commitment proposed by the Contractor.

### VII. **STANDARD SYSTEM SPECIFICATIONS**

Use Attachment C to identify standard system specifications for equipment that will be used for solarize installations. Specifications listed in this section are listed with the intent of establishing a standard for baseline performance, which Solarize Atlanta has made best efforts to outline for the purposes of pricing. The Contractor remains fully responsible to meet all applicable local, state, federal and other codes, as well as applicable industry standards and best practices. In your proposal, include a narrative describing the merits of the proposed equipment. Outline a contingency plan should any equipment become unavailable, e.g., due to circumstances such as a plant closure, or more demand than available product. Solarize Atlanta is interested in high quality as well as cost-competitive equipment.

#### A. Photovoltaic Panels

All panels must have a Tier 1 ranking as defined by Bloomberg New Energy Finance Corporation and have at least a 25 year power warranty with: specified performance degradation curve showing acceptable levels of performance or replacement and show achievement of a minimum of 80% of the nameplate rated power at STC by year 25: and PTC/STC ratio greater than 0.9, having no negative PTolerance. PTolerance may be positive or zero for both the positive and negative tolerance ratings. Independent of the mounting systems, panels must be rated for snow and wind load up to 5400 PA. Panels should have efficiencies of no less than 17%, for the base price, and for the Premium Efficiency Alternative Price, please specify a panel substantively higher efficiency, which may be used for situations with space limitations.

B. Inverters

Inverter technologies have a warranty that allows for replacement due to premature failure over the lifetime of the system, and UL certification. Warranties shall be at minimum 15 years for microinverters, and 10 years for string inverters; however, longer warranties will be viewed favorably.

C. Racking

- Roof: Pre-engineered roof racking systems at a minimum in accordance with Georgia Building Codes and International Building Code 2009
- Ground: Pre-engineered ground mount racking systems at minimum, compliance with UL 2703 or 2703 certified.

**VIII. PARTICIPANT PROPOSAL AND CONTRACT SAMPLES** (Provide in a PDF file)

A. Proposal/Estimate

Sample of typical participant proposal/estimate, showing system size, project energy production, and expected financial savings. Participant proposals must clearly state all assumptions, including utility price and utility price escalator.

B. Purchase Contract

Sample of typical residential participant contract. For the Solarize Atlanta campaign, Contractors will be requested to show estimated savings to the participant gained by participation in campaign. Include a section explaining how the final price will be adjusted for all participants when the final pricing tier is determined at the end of the campaign.

B. Lease/SEPA Contract

If applicable, Contractor's direct purchase contract and/or a lease or SEPA agreement with the participant, specifying all terms and conditions for a participant under the Solarize Campaign.

**IX. Program Administration and Platform Service Fee**

The Selected Contractor will pay Solar Crowdsource a five (5%) percent fee on all gross contract amounts for solarize program administration, services, and platform. This fee-for-service will be required for all contracts signed as part of the Solarize Atlanta campaign. The Selected Contractor will not be expected to provide Solarize Atlanta tiered pricing for participants outside of the defined program service area or non-Solarize designated equipment but will still be expected to pay the predetermined fee-for-service should these participants originate through the Solarize Atlanta campaign. This fee-for-

service will be payable to Solar Crowdsourcing upon the first draw payment of each contract. Solar Crowdsourcing will invoice the Selected Contractor monthly.

## X. General Provisions

### A. Indemnification

Contractor will protect, indemnify and hold harmless Solarize Atlanta, its Coalition Members, directors, officers, board, trustees, employees, volunteers, agents and/or representatives from and against all liabilities, losses, claims, damages, judgments, penalties, causes of action, costs and expenses (including, without limitation, expert and attorney fees and expenses) imposed upon, incurred by or asserted against Solarize Atlanta resulting from, arising out of or relating to the Contractor's work under contracts entered into as part of the Solarize Atlanta campaign. The obligations of the Contractor under this paragraph will survive the expiration or termination of the Solarize Atlanta program.

### B. Insurance

For the duration of the Solarize Atlanta campaign, the Contractor shall maintain standard insurance policies for Worker's Compensation (\$1,000,000 per accident) and Commercial General Liability (\$2,000,000 per occurrence). All coverage maintained by Contractor shall be primary to any insurance coverage carried by Participant, shall contain waivers of subrogation, and shall not be amended or terminated without notice to Participant. Proof of this coverage will be provided by the Selected Contractor.

### C. Limitation of Liability

Solarize Atlanta, its partners, affiliates, agents, officers, directors, employees, volunteers, successors and/or assigns shall not be liable to the Selected Contractor 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.

### D. Non-discrimination

The Selected Contractor agrees and warrants that they will not discriminate or permit discrimination against any person or group of persons in any manner prohibited by the laws of the United States or of the state of Georgia;

### E. Waiver Authority

Solarize reserves the right, at its sole discretion, to waive minor irregularities in submittal requirements, to modify the anticipated timeline, to request modifications of the proposal,



to accept or reject any or all proposals received, and/or to cancel all or part of this RFP at any time prior to Contractor selection.

F. Confidentiality Statement

Proposal documents are generally considered not to be a matter of public. Solarize Atlanta will endeavor to keep information confidential if the bidder marks the subject information as confidential, provided that the matters are withheld from the public are in such a manner as to leave no discretion on the issue.

G. Disclaimer

This RFP does not commit Solarize Atlanta to award any contracts, funds, pay any costs incurred in preparing an application, or procure or contract for services or supplies. Solarize Atlanta reserves the right to accept or reject any or all proposals received, intervene and remove lead Contractor and/or partnering firm, negotiate with all qualified bidders, cancel or modify the RFP in part or in its entirety, or change the application guidelines, when it is in the best interests of the community.

H. Contractor Responsibilities

The Contractor will have the following responsibilities, and, by submitting a proposal under this RFP, agrees to be bound by these responsibilities.

The Selected Contractor will provide technical expertise, free site evaluations, financing options/support, and turnkey installation services for eligible participants. The Contractor will also track leads and contracts and collaborate with Solarize Atlanta on outreach strategy. The Contractor will provide status information for all leads and participants in a bi-weekly progress report. All contact information acquired as part of the Solarize Atlanta campaign can be used by the Contractor only for the Solarize Atlanta campaign only and not for any other purposes. Contact names may not be provided or sold to a third party.

Installations will be carried out by the Contractor in accordance with all applicable laws and codes, interconnection requirements for net-metered installations and existing rules and timelines. For each participant contract, the Selected Contractor will be responsible for securing all required permits, completing and submitting incentive applications (if applicable), and scheduling and passing all jurisdictional inspections. Solarize Atlanta will arrange Selected Contractor to meet with Atlanta's Chief Building Official, or representative, prior to finalizing any participant contract to ensure all local permitting and inspection requirements are known and that Selected Contractor is in compliance with local code. The Selected Contractor will provide guidance and assistance to each participant with completing an interconnection agreement with their utility, and provide coordination with the utility. These services are to be included in the per watt cost under the tiered or flat rate price structure proposed.

**[end of main RFP document]**

Please submit questions in writing to: [admin@solarizeatl.com](mailto:admin@solarizeatl.com)

Thank you for your interest in:

