



# New Solar Homes Partnership

## Staff Workshop on Proposed Changes to the New Solar Homes Partnership Guidebook April 10, 2009

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# AGENDA

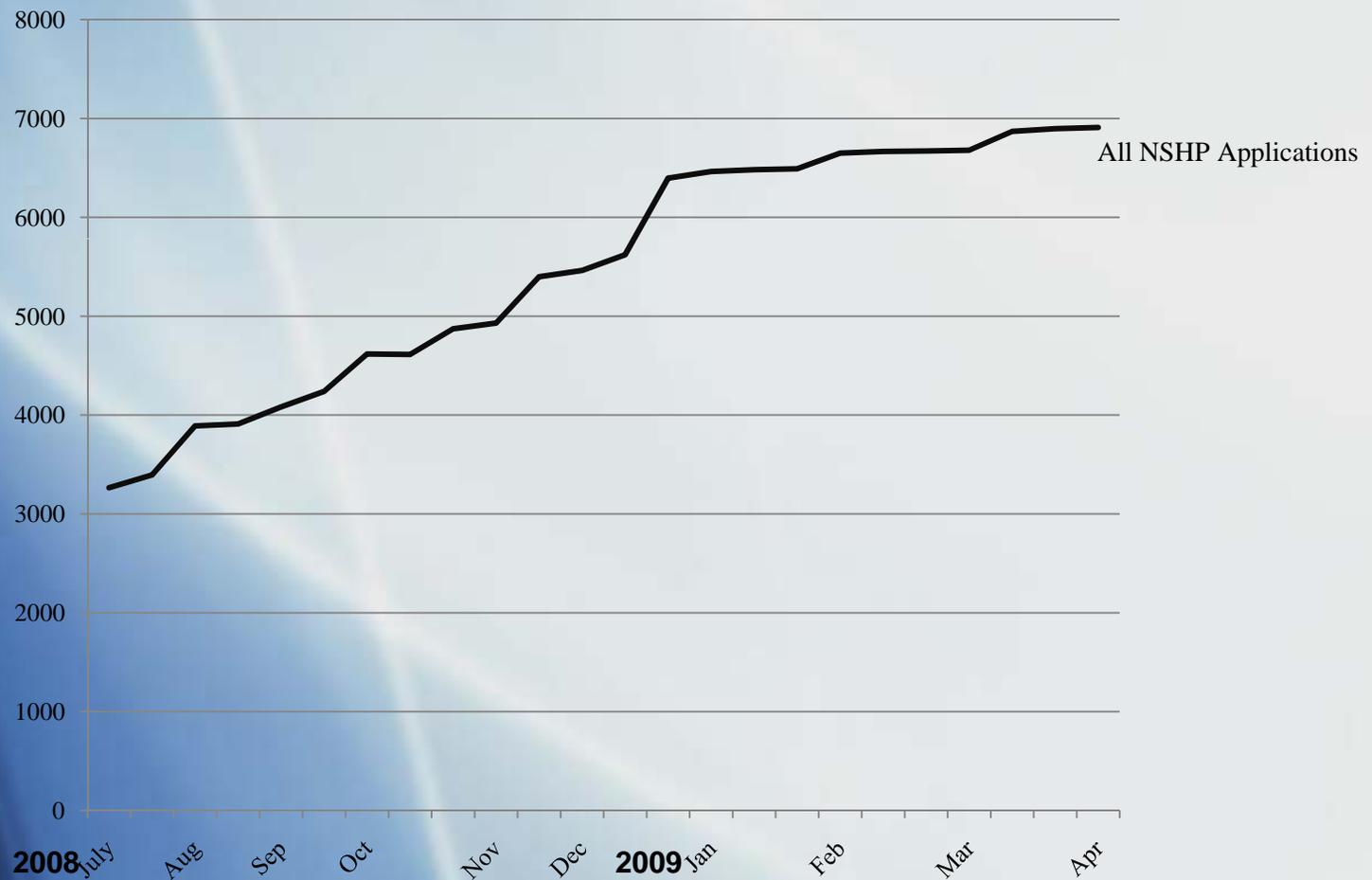
**10:15 am – 10:45 am**

1. **NSHP Program Statistics**
2. Proposed program changes
3. Broader issues
4. Update on American Recovery & Reinvestment Act
5. NSHP Marketing & Outreach Update (Jim Folkman)



# NSHP Activity

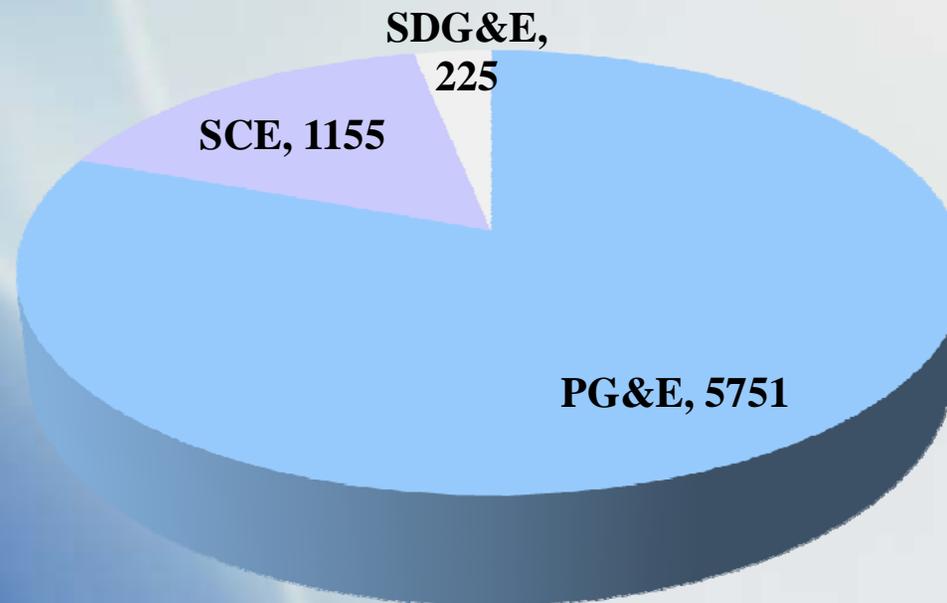
# of Solar PV Systems





# NSHP Activity

**All Solar PV Systems per  
Investor-Owned Utility as of April 1, 2009  
(Under review, approved, installed)**



**Total = 7131 Solar PV Systems  
(258 systems are affordable housing)**





# NSHP Activity

## Total Approvals as of 4/1/09:

Systems:	6,285
Encumbered:	\$ 35.6 million
Capacity:	13 MW

## Total Payments as of 4/1/09:

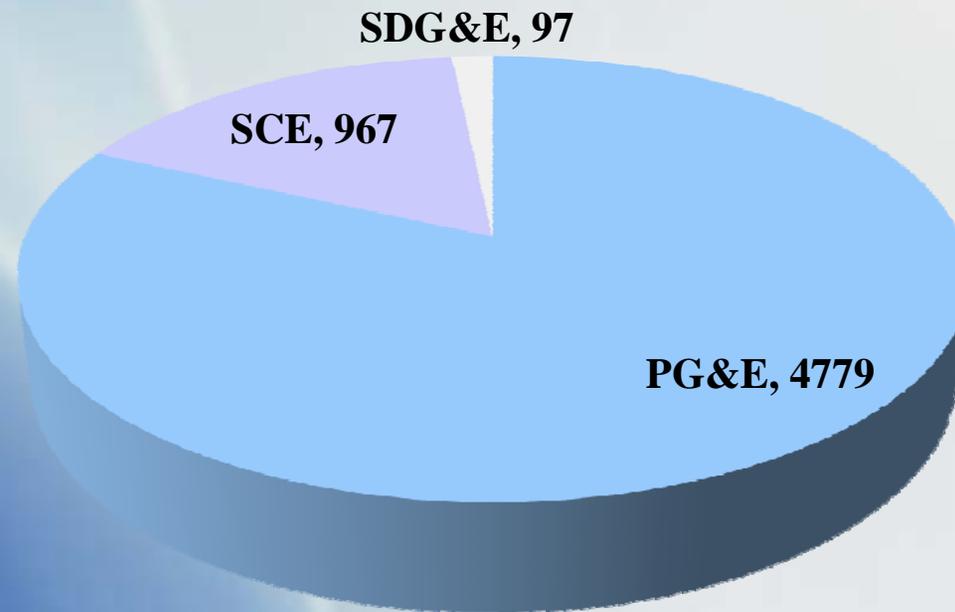
Systems:	924
Paid:	\$6.4 million
Capacity:	2.3 MW





# NSHP Activity

All Approved & Installed  
Solar PV Systems in Housing Developments  
where Solar is Standard\*



\*Development with 6 or more homes **and** with solar on at least 50% of the homes

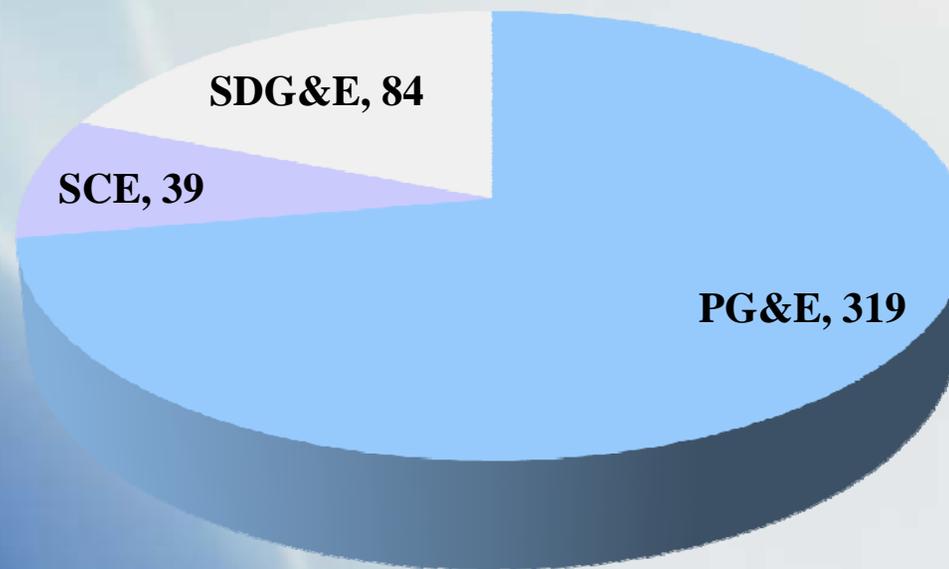


**Total Solar Systems in Developments:  
5843 (=93% of total approved + installed)**



# NSHP Activity

All Approved and Installed  
Solar PV Systems on Custom Homes  
and Other Developments\*



**Total Solar PV Systems = 442**

- \*Development with less than 6 homes
- \*Development with solar on less than 50% of homes
- \*Common areas





# MW Progress

## Current Incentive levels

- ❖ 13+ MW
- ❖ Includes all applications (under-review, approved, installed)

## Next Incentive levels (15 MW)

- ❖ CEC will provide 30 Day Notice of pending decline.
- ❖ New incentive begins after the 30-day period
- ❖ Uncertainties: Cancellations/expired applications





# NSHP Application Web Tool

[www.newsolarhomes.gov](http://www.newsolarhomes.gov)

## Purposes:

- ❖ On-line application/rebate process for builders/installers
- ❖ Record Retention and information sharing between the utilities and the Energy Commission
- ❖ Summary NSHP Program Statistics reporting
- ❖ Automated Email notifications

Training: Webex NSHP web tool tutorials available at:

<http://www.gosolarcalifornia.ca.gov/nshp/training/index.html>





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# Staff-Proposed Changes

- ❖ General program
- ❖ Affordable Housing
- ❖ Paperwork Simplification
- ❖ Additional Broader Issues





# General Program:

- ❖ Solar as an option: Eliminate or revise
- ❖ Revise Solar as Standard option to allow phases
- ❖ Custom homes: Pay on first 10 kW of a system, and drop system size justification.
- ❖ NSHP-1.6 reservation- Drop, due to lack of use.





# Affordable Housing:

- ❖ Remove the 45-year affordable status requirement
- ❖ Allow Energy Efficiency documentation 60 days after California Tax Credit Allocation Committee (TCAC) approval.
- ❖ Evaluate/ Incorporate Virtual Net Metering for NSHP affordable housing projects as necessary subject to PRC 25401.6.





# NSHP Paperwork Simplification

- ❖ Eliminate hard copies of:
  - Residential New Construction (RNC) program acceptance letter
  - CF-4R and CF-4R-PV forms
  - Interconnection letter

*Program administrators will check that these forms have been submitted internally and through the Home Energy Rating Systems (HERS) registries.*





# NSHP Paperwork Simplification

- ❖ Eliminate:
  - build-out schedule
  - system size justification letter
  - final solar permit sign-off
  - final paid invoice.





# NSHP Paperwork Simplification

- ❖ Affordable housing applications: random audits to check maintenance and monitoring plan
- ❖ Option to allow payee to sign all required documents.
- ❖ Require the Payee Data Record form STD-204 at the payment claim step.





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# Staff is soliciting stakeholder input:

- ❖ Longer reservation period for large developments (200-300+ homes)?
- ❖ Option to increase system size after initial reservation approval.
- ❖ Solar PV Lease Program/third-party ownership: what guidelines, requirements and conditions?





# Staff is soliciting stakeholder input:

- ❖ Target audience: Builder? Developer?
- ❖ NSHP rebate level?
- ❖ Marketing needs? What type of Builder / Contractor support?
- ❖ Other issues?





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# American Recovery and Reinvestment Act (ARRA) of 2009

- ❖ California Energy Commission has been allocated \$275.6 million for energy efficiency and renewable energy programs:
  - \$226 million for the State Energy Program
  - \$49.6 million for the Energy Efficiency and Conservation Block Grant Program
- ❖ Most of funding will be passed through to other agencies/ entities.



CEC will have spending discretion over some of the funding.

# American Recovery and Reinvestment Act (ARRA) of 2009



- ❖ Look for announcement of upcoming meetings

<http://www.energy.ca.gov/recovery>

- ❖ Get e-mail updates about economic recovery programs and funding by signing up on the Energy Commission's ListServer





# Marketing and Campaign Goals

## ❖ Goals

- Grow consumer demand for energy efficient solar homes
- Encourage home builders to install solar energy systems as a standard feature

## ❖ Objectives

- Convey the benefits of building and purchasing energy efficient solar homes
- Educate builders about the NSHP's financial and marketing benefits
- Establish solar and energy efficiency as desirable home features

## ❖ Strategy

- Position solar as a financial benefit
- Position energy efficient solar homes as environmentally- friendly

## ❖ Audiences

- Primary: Home builders, new home buyers
- Secondary: Related industries, local elected and government leaders, environmental community, realtor/home





# 2008 Campaign Accomplishments

- ❖ **Conducted Market Research**

Builders can distinguish energy efficient solar homes through energy savings and environmental benefits

- ❖ **Identified a common California solar theme**

“Go Solar California” [www.gosolarcalifornia.org](http://www.gosolarcalifornia.org)

- ❖ **2008 Sweepstakes**

Launched in August 2008 during Solar Energy Awareness Month

- ❖ **Builder Marketing Partnerships**

Builder Outreach Kits, Bronze, Silver, Gold, Platinum



# 2009 Marketing and Campaign



## ❖ 2009 Marketing & Media

April 22 (Earth Day) thru October 2009

- 2009 Sweepstakes "Green Dream Home Makeover" Launch -April 22<sup>nd</sup> South steps of the Capitol- 11am-2:30 pm
- Amplify Successful Tactics: Builder marketing support, incorporate stakeholders and key partners, trade outreach-CBIA, BIA, online outreach-blogs, social websites and advertising)
- Incorporate New Tactics: Social media, interactive exhibit, solar alert messages, Solar Homes Tour, consumer financial savings focus, Green Builder advertising)

## ❖ Additional Outreach

### Local Government Outreach:

Reaching out to municipalities to encourage adoption of model ordinance  
Developing a municipal tool kit

### Affordable Housing Outreach

Focus on specific needs of non-profit developers

Developing a draft Affordable-Home Developer Outreach Kit modeled after the Builder Outreach Kit



# New Solar Homes Partnership



## Questions/ Comments

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