



## **GRID Alternatives**

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### **GRID Alternatives SASH Program Q2 2009 Status Report**

GRID Alternatives, a non-profit solar contractor, is the Program Manager for the Single-family Affordable Solar Homes (SASH) Program.

#### **Q2 2009 Administration Summary:**

Q2 2009 focused on 4 primary activities:

- 1) Continue developing/finalizing the administrative processes, documentation, and contracts essential for the long term administration of SASH.
- 2) Begin installing SASH PV-systems and verify protocols and procedures to efficiently move each project from application through incentive payment.
- 3) Continue identifying P.U. Code 2852 qualified homes and market the SASH program to those homes.
- 4) Work with CPUC and CA Legislature to change P.U. Code 2852 affordable housing requirements.

We believe significant progress was made in all 4 target areas. GRID was able to verify the efficiencies of the administrative infrastructure by completing three “full project cycles” starting from SASH outreach/application through installation and incentive payment. GRID is confident that the SASH administrative processes are well-established and can be scaled for the anticipated volume increase for Q3 and beyond.

#### *Program Documents:*

- On May 22<sup>nd</sup>, 2009, the SASH Program Handbook was included in the CSI Program Handbook which allowed GRID to submit incentive claims for the SASH Program.
- Began drafting Contractor Partnership Program guidelines; discussions with installers and job training programs.
- Updated Program Implementation Plan and submitted to CPUC;
- Developed multi-lingual marketing collateral (includes English, Spanish, Tagalog, Chinese, Korean, and Vietnamese).

#### *Required Contracts/Agreements:*

- Completed contracting with CPUC-approved Application Inspector who will inspect 15% of all SASH Applications and confirm applicant eligibility.
- Completed contracting with CPUC-approved Field Inspectors that will inspect the installation and operability for 100% of SASH installations.

#### *Increase Outreach capacity:*

GRID opened a new office in Fresno by hiring a Regional Director and Construction Supervisor. Three AmeriCorps VISTA volunteers will join the Fresno office in Q3 to assist the Regional

Director with outreach and general administration. The Fresno office is expected to complete 14 installations in Q3 2009.

In addition to developing the program's administrative infrastructure, a significant amount of time and resources was dedicated to outreach and building the necessary relationships for the SASH Program.

**Marketing and Outreach:**

In collaboration with marketing sub-contractors and CPUC staff, GRID developed a multi-lingual, informational marketing brochure that will be used to educate P.U. Code 2852 qualified homeowners about the benefits of the SASH Program. This brochure will be mailed to all of the 2852-qualified homes encouraging the homeowner to contact GRID about the SASH Program. GRID outreach staff will work directly with each homeowner throughout the application and installation process.

We have also developed separate brochures with more comprehensive information about SASH. These brochures will be translated to Spanish, Tagalog, Chinese, Korean, and Vietnamese. We expect these brochures to be available by mid-Q3.

GRID Alternatives and the California Housing Partnership Corporation (CHPC) continued working with local jurisdictions, non-profit organizations, and affordable housing developers throughout California to identify P.U. Code 2852-eligible housing developments and homes. CHPC focused the majority of Q2 on identifying 2852-eligible homes in the SCE service territory. To date every jurisdiction in SCE territory has been contacted regarding SASH and the P.U. Code 2852 affordable housing requirements. CHPC and GRID will continue to work with each of these jurisdictions to determine if they have eligible homes. To date we have identified ~1000 eligible homes (see Table 2 below). The first direct marketing to these homes occurred on June 24 and GRID is now receiving inquiries from this mailing.

GRID Regional Directors located in Oakland (Bay area), Fresno, Carson (Greater Los Angeles), and San Diego, continue to work with local jurisdictions to identify and secure financing options that homeowners can leverage if an expense gap exists between the incentive amount and the actual cost of the system. Without this gap financing identified it becomes more challenging to make the economics work for some homeowners. We are focusing our initial efforts on building partnerships with those cities where SASH-eligible homes have been identified.

GRID's Outreach Coordinators continue to work directly with homeowners to educate homeowners on the benefits of solar and to apply the homeowners to the SASH program.

*See Tables 2 & 3 for more information on Q2 2009 SASH Applications and Outreach.*

**Installations:**

GRID completed three SASH installations in Q2 2009. Two installations were completed in PG&E service territory and after the systems passed the city building permit inspection and the SASH Field Inspection, PG&E interconnected the systems and issued incentive payments. Having completed a "full cycle" from application through incentive payment, GRID is confident

that the SASH administrative processes are well-established for the PG&E territory. In June, GRID completed one SASH installation, interconnection, and inspection in SDG&E territory and GRID submitted the incentive claim to SDG&E. All three installations were at no cost to the homeowners. One homeowner qualified for the free 1kW system (income less than 50% area median income) and the others had all expenses covered by the SASH incentive and “gap” financing identified by GRID.

Q3 2009 will see a significant increase in installations in all three IOU territories. GRID’s current Q3 installation projection is 66 total systems (Bay-area: 26 installs; Greater LA: 11; San Diego 15; Fresno: 14). GRID anticipates 150 SASH installations to be completed by the end of 2009.

Under its C-10 and C-46 contractor licenses, GRID Alternatives will be the primary installer for the SASH Program and will subcontract SASH installations to partner installers. GRID is developing the SASH Contractor Partnership Program (CPP) which will allow private PV-solar installer companies to collaborate with GRID on SASH installations. CPP guidelines and application are anticipated to be available by mid-August. Contractors will not be allowed to perform installations prior to their acceptance as a SASH sub-contract installer. GRID is working with installers, CALSEIA, and workforce development programs to discuss various components of the sub-contract installer structure. A draft of the CPP guidelines will be shared with the CPUC for review and comment prior to GRID issuing the guidelines to the contractor community.

*See Tables 4 – 7 for more information on Q2 2009 installations.*

**Budget Summary:**

GRID Alternatives budgeted \$292,292 for Q2 2009. The actual expenditures for SASH administrative personnel and subcontractors totaled \$215,210.14. The actual expenses were lower than budgeted due to lower than expected marketing expenses and reduced personnel. Marketing expenses are in the pipeline for Q3 2009.

The following table breaks down Q2 2009 expenses by Task:

*Task 2: Identify, establish, and generate partnerships with stakeholders*

Continue developing program relationships with statewide housing departments, affordable housing non-profits, program inspectors, IOUs, installer community, equipment suppliers, and organizations providing homeowner funding assistance.

*Task 3: Create & execute a targeted marketing and outreach campaign*

Continue working with marketing subcontractor to develop statewide marketing strategy and program branding. Continue direct homeowner outreach. Work with CHPC to identify eligible affordable housing.

*Task 4: Develop and regularly update a system for program monitoring and evaluation.*

Establish overall project tracking tools and financial accounting procedures and reports

**Table 1: Q2 2009 Expenses**

<b>Task 2</b>	<b>Task 3</b>	<b>Task 4</b>	<b>Total</b>
<b>\$ 185,864.84</b>	<b>\$ 21,488.19</b>	<b>\$ 7,857.11</b>	<b>\$ 215,210.14</b>

### **Projected Q3 2009 Activities**

GRID Alternatives estimates Q3 2009 expenses to be \$316,540.12. Specific activities will include:

- Targeted outreach and partnership development to reach Q3 goal of >60 SASH installations.
- Finalize Contractor Partnership Program guidelines and begin accepting applications for the program; will continue to collaborate with solar industry organizations, contractors, and other stakeholders to finalize development of this program.
- Collaborate with job training programs and solar installers to develop a system for job trainees to work with contractors on PV installations under SASH program
- Continue to work with CPUC and CA Legislature to change P.U. Code 2852 requirements.
- Finalize development and printing of marketing brochure that will be translated into 5 languages for non-English speaking clients.
- Identify “gap” financing sources with cities, counties, non-profit orgs, and the broader development community.

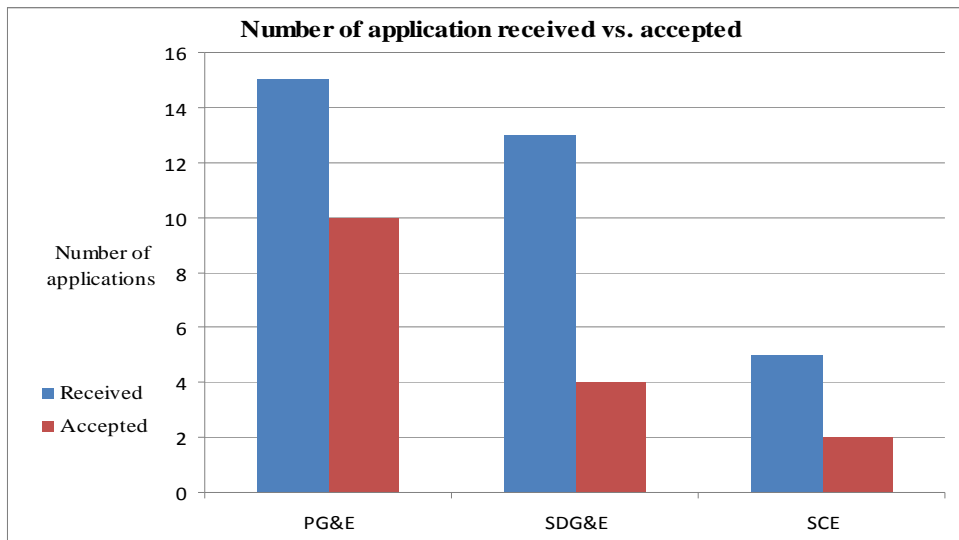
### **Contact:**

If you have any questions or comments, please contact Stan Greschner at (510)652-4730 x322 or by e-mail at [sgreschner@gridalternatives.org](mailto:sgreschner@gridalternatives.org).

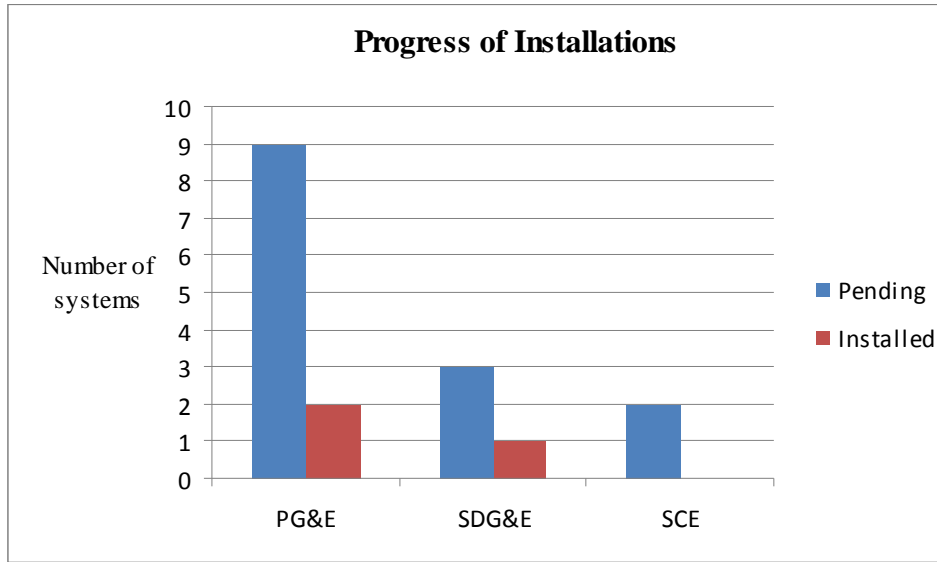
## APPENDIX

Table 2: P.U. Code 2852-qualified homes			
Outreach to Jurisdictions			
Territory	Total Jurisdictions in Territory	Total Jurisdictions Contacted	Percent Contacted
<b>SCE</b>	180	180	100.00%
<b>SDGE</b>	20	20	100.00%
<b>PGE</b>	214	18	8.41%
<b>Total</b>	<b>414</b>	<b>218</b>	<b>52.66%</b>
Closed Jurisdictions			
Territory	Jurisdictions with Addresses	Jurisdictions with No 2852-qualified Units	Total Closed
<b>SCE</b>	9	59	68
<b>SDGE</b>	5	10	15
<b>PGE</b>	5	2	7
<b>Total</b>	<b>19</b>	<b>71</b>	<b>90</b>
Addresses			
Territory	Number of Addresses		
<b>SCE</b>	493		
<b>PGE</b>	497		
<b>SDGE</b>	58		
<b>Total</b>	<b>1048</b>		

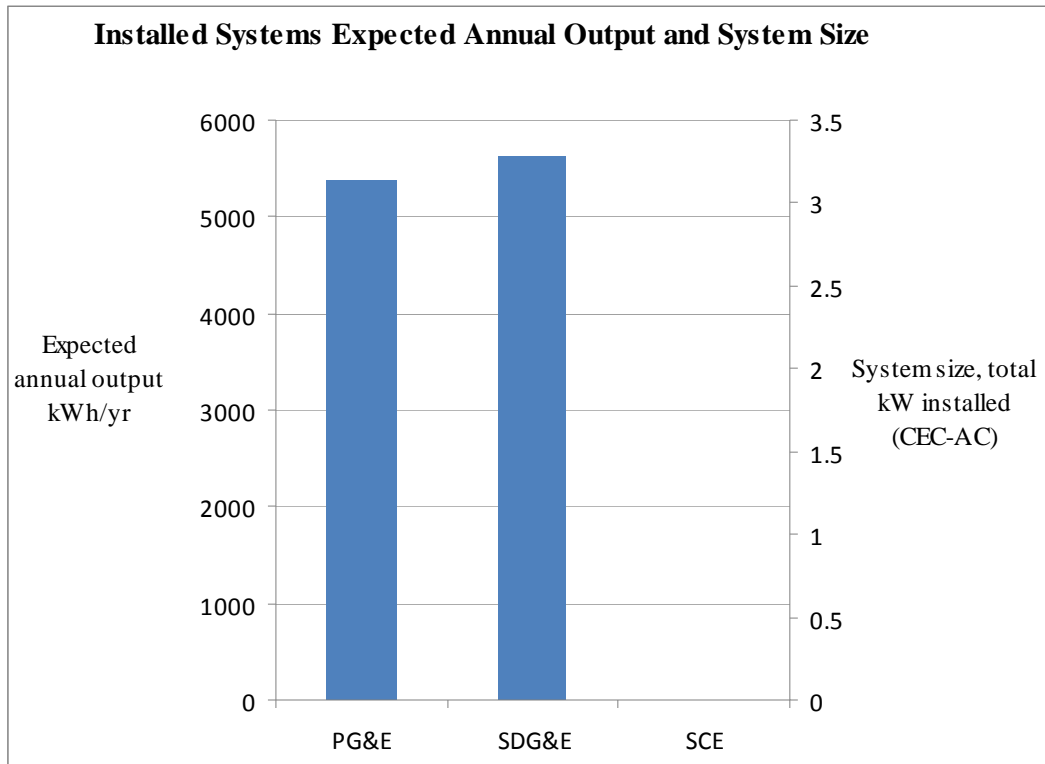
**Table 3: SASH Applications – Q2 2009**



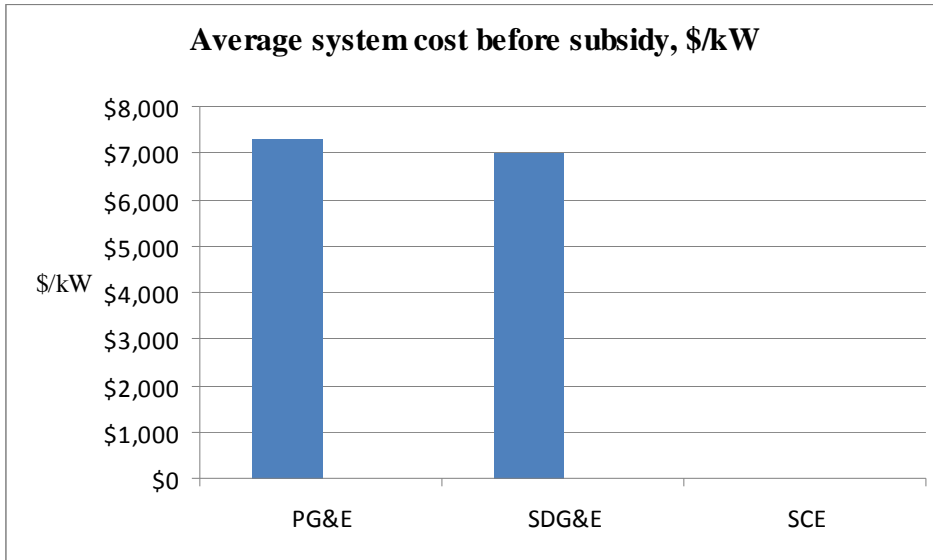
**Table 4: SASH Installations – Q2 2009**



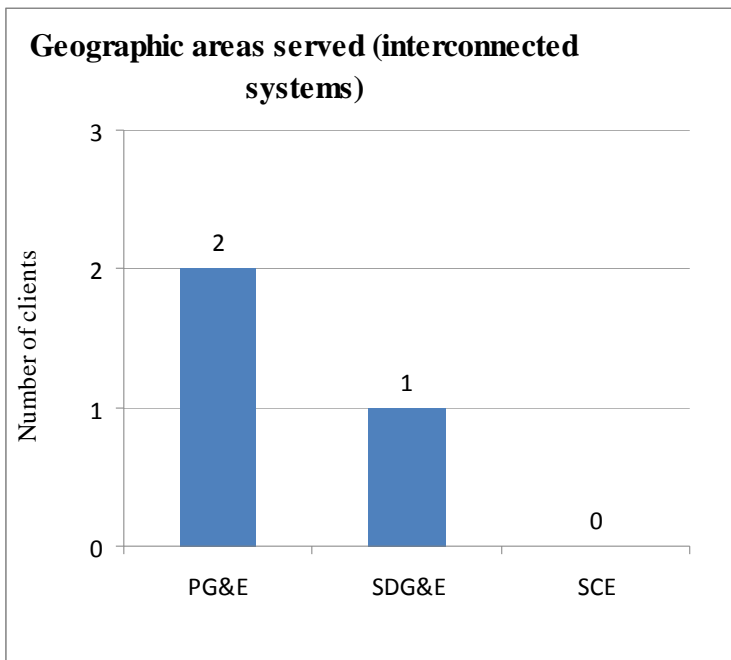
**Table 5: Total kW Installed and Expected Annual Output – Q2 2009**



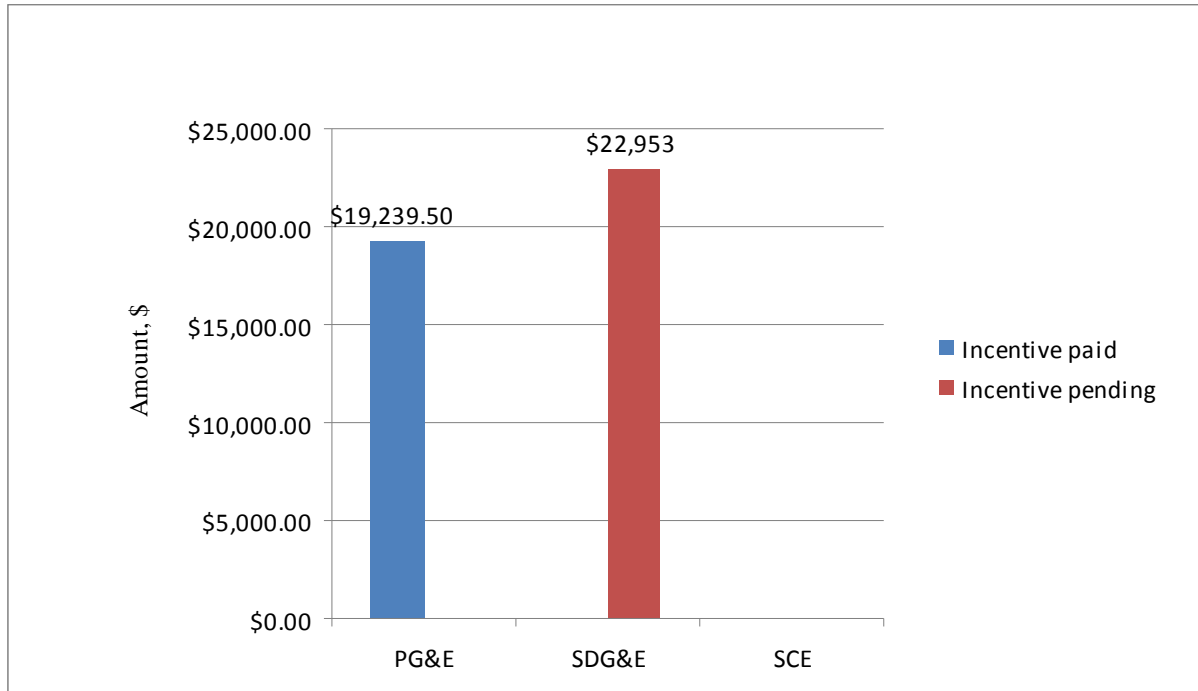
**Table 6: Installed Systems' Cost (average)**



**Table 7: Location of Installed Systems – Q2 2009**



**Table 8: Incentives paid by utilities – Q2 2009**



**Table 9: LIEE Enrollment for SASH clients and applicants not SASH-eligible**

