



GRID Alternatives

Solar for Low-Income Families

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Organization Background

- Non-profit 501(c)(3) organization
- CA licensed C-10 electrical contractor
- Program Administrator of California's Single-family Affordable Solar Homes (SASH) Rebate Program
- Volunteer-based installation model





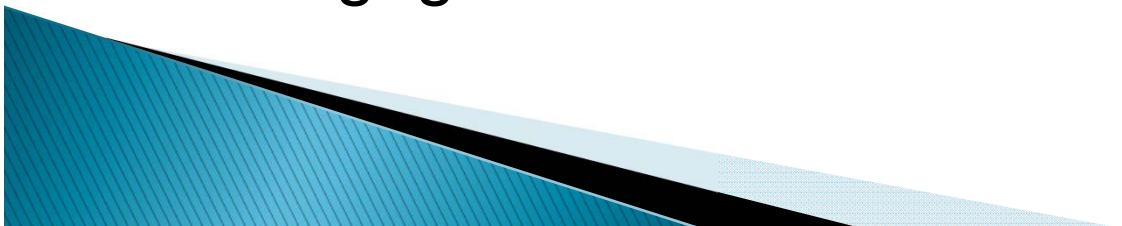
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SASH Program

A Comprehensive Low-Income Solar Program

- Higher incentives than general market CSI Program
- Energy Efficiency
- Workforce Development
- Volunteers and Community Engagement





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Why Solar for Low-Income Families

Economic

- High energy costs
- Proportionally greater economic benefit

Environmental Justice

- Power plants often sited in low-income communities
- High rates of asthma

Jobs

- Engages low-income communities in emerging sector

Helps Develop a Sustainable Solar Industry

- Moves the industry beyond the “initial adopter” phase; Solar is not only for wealthy individuals



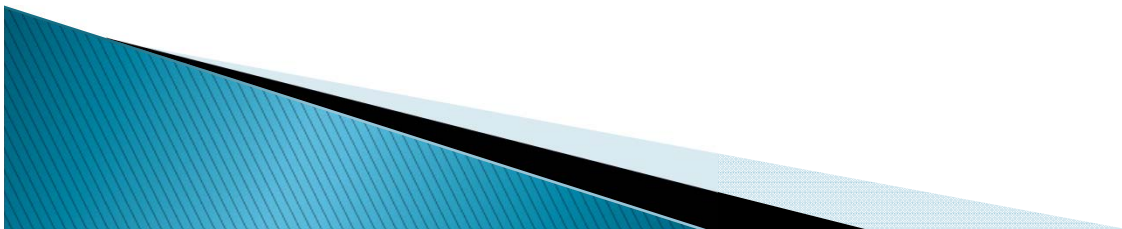


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The Challenges

- Long term return on investment not a motivator, low-income families need day one positive cash flow
- General distrust or skepticism of new/complex programs
- Poor 'front-end' economics
- Financial strain and lending environment make loans difficult
- Multi-lingual, multi-cultural marketing
- Consumer Protection





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A Successful Low-Income Solar Program

Financial Commitment:

- Dedicated budget
- Differential incentive/rebate

Dedicated Partners:

- Program development
- Accessing communities and customers
- Marketing, Outreach, and Oversight





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A Successful Low-Income Solar Program

****Think Beyond \$/MW****

Long term vision:

- What infrastructure is left in place to continue serving this unique market segment

Comprehensive Program:

- Integrate with other low-income energy programs
- Workforce development, community engagement





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THANK YOU

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