



Rooftop Solar Challenge

U.S. Department of Energy
SunShot Initiative

July 13 2012

WIDRC Meeting



Photo: Madison
Gas and Electric



Streamline and Standardize Solar Permitting Processes

Example problems

- Installers do not know what to expect
- Milwaukee Plan Review meetings now scheduling for mid August
- Roof structural issues, varies by application reviewer
- Goals
 - Expedited process for flush mounted Res systems
 - Inspector training



Strategy

- Boil down the process, timelines, costs, information needs, etc.
- Use solar permitting a test case for gov't efficiency programs
- Spread experience across WI

Leads:

- Bryant Moroder, Marshfield and Milwaukee
- Amy Heart, Milwaukee



Demonstrate Customer Bulk Purchase Strategies

Bulk or Group purchase of solar electric systems can reduce price by 10% to 20%

- Willy Street Group: Under \$4/watt

But:

- Organizing costs
- Many installers do not like it



- Madison Willy Street Coop Group Purchase
 - Targeted residential group
 - Group selects installer, then markets to members

- Milwaukee PowerPack
 - Targeted group (Outpost Foods)
 - Components in volume (Helios modules and Ingeteam inverters)
 - All approved installers can participate
 - Financing available

- Marshfield
 - Identify participants first
 - Participants determine scope of group buy
 - RFP summarizes projects
 - Teaming with Central City Credit Union



Strategy

- Implement different group purchase types
- Lesson learned document
- Used by installers/developers

Leads:

- Milwaukee, Nick Korth, MREA
- Madison and Marshfield, Bryant Moroder, Sustainable Resource Group

Share Results

www.growsolar.org

Conference

- Inspector training 6 CEUs
- Keynotes (Navigant)
- Sessions (Clean Contracts, Net metering, Interconnection, Permitting, Group purchase...)



SAVE THE DATE

SOLAR POWERING YOUR COMMUNITY

GROW SOLAR WISCONSIN

OCTOBER 11, 2012
MONONA TERRACE MADISON, WI

A Conference to Help Solar Grow and Expand in Your Community.

- Resources for Local Governments and Stakeholders
- Ideas for local solar implementation
- Inspiration for overcoming barriers to the widespread adoption of solar

HOSTED BY: **mrea**

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Customer-Driven Utility-Owned Solar Electric Systems (Community Solar)

PSCW Utility-owned solar docket

- GSW would like to help move this forward
- What can we do?
- Via WIDRC?

Grow Solar Wisconsin Contact

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