



GRID Alternatives

3833 Manila Avenue, Oakland, CA 94609 • 510-652-4730 • www.gridalternatives.org

**GRID Alternatives
SASH Program
Q1 2009 Status Report**

GRID Alternatives, a non-profit solar contractor, is the Program Manager for the Single-family Affordable Solar Homes (SASH) Program. The SASH Program Manager contracting with SCE was completed in December 2008. The first quarter of 2009 was primarily dedicated to developing the SASH program's administrative infrastructure which is reflected in the achievements listed below.

Administration:

Establishing a comprehensive administrative infrastructure is critical for the Program's short-term rapid implementation, as well as, the longer-term statewide deployment. GRID Alternatives is pleased with the collaboration and assistance it received from the CPUC and all program stakeholders in order to bring the SASH Program online in the short timeframe of three months. GRID Alternatives will begin the first SASH installation in April 2009.

Some notable Q1 2009 achievements:

Required Program Documents:

- finalized Program Implementation Plan and submitted in January;
- completed SASH Program Handbook which was approved and became effective on March 26, 2009;
- developed SASH Program Application;
- developed inspection forms for application inspector and field inspectors;

Required Contracts/Agreements:

- completed incentive payment agreements with PG&E and SDG&E;
- completed contracting with CHPC to develop the affordable housing database;
- collaborated with marketing contractor to develop marketing strategy;
- developed application inspection and field inspection protocols and Scopes of Work;
- finalized equipment purchasing agreements;

Critical Internal Procedures:

- developed a "customer relationship management" system to collect project information that can be used for comprehensive data reporting;
- developed financial tracking system to meet SCE and CPUC reporting requirements;
- developed internal departmental procedures to implement the program statewide;
- developed streamlined process with IOUs to enroll LIEE/CARE-eligible clients;

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:

GRID Alternatives contracted with the California Housing Partnership Corporation (CHPC), a non-profit affordable housing advocate, to assist with the development of a statewide database of SASH-eligible homes. The SASH Program's affordable housing requirements are very restrictive and disqualify many income-qualified (<80 of area median income) homeowners from the SASH Program. Mass marketing to all low-income homeowners would be an inefficient use of limited budget and personnel resources. GRID Alternatives and CHPC are working with local jurisdictions, non-profit organizations, and affordable housing developers throughout California to identify SASH-eligible affordable housing developments and homes. These low-income homes will be directly targeted for SASH marketing and outreach.

Formal SASH marketing will begin in Q2 2009, however, GRID Alternatives began receiving program inquiries from interested homeowners beginning in January 2009. Of the 50 unsolicited inquiries in the first quarter, 6 have been initially approved as SASH-eligible; 27 were deemed ineligible, and; 17 remain prospective (eligibility not yet confirmed).

Homeowner outreach and education will be conducted by GRID Alternatives Outreach staff located in Oakland (Bay area), Fresno, Carson (Greater Los Angeles), and San Diego.

Installations:

With the approval of the Program Handbook changes, the SASH Program can begin accepting applications and installing PV-solar systems as of March 26, 2009. The first SASH Program installation is scheduled for the end of April 2009 and the Program Manager 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.

By July 2009, GRID Alternatives will issue guidelines and the application for the SASH Installer Partnership Program which will allow California installers to apply to become a SASH installer. Installers will not be allowed to perform installations prior to their acceptance as a SASH sub-contract installer. In Q1 2009, GRID Alternatives began a dialogue with installers and CALSEIA to discuss various components of the sub-contract installer structure. These discussions will continue throughout Q2 2009.

Budget Summary:

GRID Alternatives budgeted \$320,752 for Q1 2009. The actual expenditures for SASH administrative personnel and subcontractors totaled \$135,608.53. The actual expenses were lower than budgeted due to lower than expected marketing expenses and reduced personnel. Marketing expenses are in the pipeline for Q2 2009.

GRID Alternatives anticipated opening three new offices in Q1 2009 to serve the statewide implementation of the SASH Program. Instead of focusing limited personnel resources on establishing new offices, GRID focused its efforts on developing a comprehensive administrative

infrastructure that would allow the Program to begin installing solar systems immediately, as well as, being replicable for new regional offices. GRID currently has offices in San Diego, Carson, and Oakland. The Fresno office will be opened in April 2009.

The following table breaks down Q1 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: Q1 2009 Expenses

Task 2	Task 3	Task 4	Total
\$ 94,775.20	\$ 32,925.39	\$ 7,907.94	\$ 135,608.53

Projected Q2 2009 Activities

GRID Alternatives estimates Q2 2009 expenses to be \$292,292.00. Specific activities will include:

- Begin SASH installations
- Develop general marketing collateral and establish system for multi-lingual responses
- Collect data on CPUC 2852-compliant owner-occupied affordable homes and enter addresses into CHPC database
- Establish process for contacting CPUC 2852-compliant owner-occupied affordable homes about SASH program as they are entered in the database
- Continue building HUD partnerships to fund client’s “gap” expenses
- Collaborate with job training programs and solar installers to develop a system for job trainees to work with installers on PV installations under SASH program
- Develop an Application and Scope of Work for the Installer Partnership Program; collaborate with solar industry organizations, installers, and other stakeholders to develop this program.
- Collaborate with SCE, PG&E, and SDG&E on enrollment of LIEE- and CARE-eligible clients
- Develop program reporting mechanisms and procedures

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.