

# TOWN OF HILLSBOROUGH

## Board of Commissioners

### Agenda Abstract Form

Meeting Date: June 9, 2014

Department: Administration

Public Hearing:  Yes  No

Date of Public Hearing: \_\_\_\_\_

For Clerk's Use Only  
AGENDA ITEM#

	11.C	
<i>Consent Agenda</i>	<i>Regular Agenda</i>	<i>Closed Session</i>

**PRESENTER/INFORMATION CONTACT:** Rob Pinder, Executive Director of NextClimate

### ITEM TO BE CONSIDERED

Subject:

Solarize Hillsborough Presentation and Request for Non-Monetary Support

Attachment(s):

None

Brief Summary:

Solarize is a grassroots initiative to bring simple and affordable solar power to local businesses and homes. Solarize Carrboro recently completed with 310 participants. Given the surge of interest from our neighbors in Hillsborough, we'd like to start Solarize Hillsborough, which we hope the Town of Hillsborough will support.

Solarize Hillsborough would work by bringing neighbors together to earn group discounts, which reduces solar marketing costs. Rather than traditional marketing, volunteers engage with the community, and when enough people join, these savings are passed to the participants.

Now is a great time to go solar. Solar panel prices have dropped considerably while electricity rates continue to rise. Recognizing that state and federal tax incentives start expiring in 2015, Solarize Hillsborough would conduct outreach to help people take advantage of these tax incentives.

Going solar has never been easier. Solarize Hillsborough would allow interested homeowners to enjoy a free solar assessment from vetted solar installers, selected by a competitive bid process to be evaluated by community leaders and solar experts. Custom design, permitting, construction, connection with the utility, and warranty are all included in the program. NextClimate has identified three options for homeowners, if necessary, to borrow money for the installation of solar panels. Options are available for homeowners with or without equity in their homes and borrowers with low credit scores.

Solarize programs have lowered costs and increased home solar in many towns across the US, most recently in Asheville, Durham, Carrboro and Chatham County.

While fossil fuel energy causes air pollution, poisons our streams, and exacerbates climate change, solar power is clean, sustainable, and safe. Rooftop solar keeps our energy dollars recirculating in the community and contributes to construction and installation jobs.

Rob Pinder is the Executive Director of NextClimate, a North Carolina-based 501(c)(3) nonprofit with a mission to help people act on climate change. More information about our Carrboro program is available at [SolarizeCarrboro.org](http://SolarizeCarrboro.org)

Action Requested:

Support from the Town of Hillsborough (i) to use Town meeting space for public solar education events and (ii) for a small amount of Staff time to help get the word out to homeowners and businesses.

**ISSUE OVERVIEW**

Background Information & Issue Summary:

None

Financial Impacts:

None

Staff Recommendations/Comments:

Staff is willing to coordinate use of meeting space and provide support via public information efforts.