

## 4 Easy Steps



Use the **solar map** to find your potential. (See below)



**Contact installers** to get quotes. (For help, go to [energysage.com](http://energysage.com))



**Compare your options** and decide to lease or own.



If you choose to own, **apply for a Mass Solar Loan**.

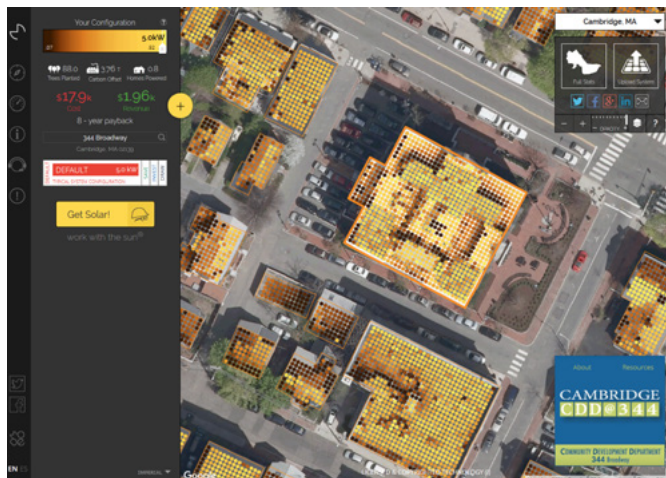


**Install and reap the benefits!**

## About the map

[cambridgema.gov/solar](http://cambridgema.gov/solar)

The Cambridge Solar Map Tool allows you to search for any building and see an analysis of its **solar potential**.



## Ways to go Solar

### Solar PV Ownership

Going solar is more affordable than ever. If you own the installation, you will reduce or eliminate your electricity bill and you can sell your solar renewable energy credits (SRECs) every year for additional money. You can even finance the up-front cost with a fixed rate, low interest **Mass Solar Loan**, and pay it off with the revenue your panels generate!

### Solar Power Purchase Agreement (PPA)

If your roof has good solar potential, many companies will install panels on your roof for little or no up-front cost. The company then owns, operates, and maintains the panels. In return, you agree to purchase the power generated by the panels at a set price, and the company receives the solar renewable energy credits (SRECs) that the panels generate.

### Solar Hot Water

Solar hot water systems can generate 50-75% of your home or business hot water needs. Solar hot water is great for sites with limited solar since it requires fewer panels and a lower installation cost.

### Community Solar

If these solar options are not right for you, consider community solar, which allows you to buy into an off-site system and receive credits on your utility bills.



"Solar allowed me to combine going green with a solid financial investment. The process was quite straightforward and my installer handled the paperwork and technical details. Once the details were lined up, installation took only two days."

—David Neiman, solar owner

**Need help? Contact Meghan at Cambridge Energy Alliance**  
[eAdvisor@CambridgeEnergyAlliance.org](mailto:eAdvisor@CambridgeEnergyAlliance.org)

Cambridge Energy Alliance is a program of the  
**CITY OF CAMBRIDGE**  
Community Development Department  
344 Broadway, Cambridge, MA 02139  
Phone 617/349-LEAF (5323) TTY: 617/349-4621  
[CambridgeEnergyAlliance.org](http://CambridgeEnergyAlliance.org)

# YOU'VE GOT GREAT (SOLAR) POTENTIAL!



**Cambridge**  
  
**ENERGY ALLIANCE**

# INCENTIVES & benefits

Would you buy a new car if it was **50% off**? What if the car was going to **earn you \$2,000 a year**? That's the deal you get with solar!

Solar PV pays for itself in about 5-7 years. Here's how:

Initial cost on a 6kW system

\$20,000

MINUS:

\$1,000

Annual SREC Income

\$1,000

Annual Electricity Savings

\$1,000

15% MA Tax Credit up to \$1,000 (one-time)

\$6,000

30% Federal Tax Credit (one-time)

Equaling:

\$11,000

1<sup>st</sup> year PV out of pocket cost without a loan

then...

EARN:

\$2,000 EVERY YEAR

by generating electricity and selling Solar Renewable Energy Credits (SREC).

Numbers are approximate.

With prices at an **all time low**, now is the time to buy! Plus, the **Return On Investment** of solar ranges from **5%-15%**, compared to 2% for a five-year CD or a treasury bond.



Right now, there are **over 500 PV systems** in Cambridge, with a capacity of **over 4.6MW**.

OVER **500** SYSTEMS + YOU ?  
CAMBRIDGE, MA

Worried about up front financing? Get a **fixed rate, low interest Mass Solar Loan!** The loan includes **credit enhancement for low credit scores** and **rebates for low-moderate income** (<\$80k/y).  
*(maximum interest rate is 3.25)*

fixed rate low interest  
**LOAN**

Energy investments **add value to your home**, yet you will not pay a higher property tax for the next **20 years** due to an exemption.

A LUCRATIVE RATIO:

\$20,000 HOME VALUE  
\$1,000 ENERGY COST REDUCTION

The clean energy industry creates new jobs. There are **almost 100,000 clean energy jobs** in Massachusetts alone.

CLEAN ENERGY JOB GROWTH is nearly

**10x HIGHER** than the overall job market



A typical system will produce about **6,000 kilowatt hours** every year, avoiding the creation of **6,500 pounds** of carbon dioxide.

ELIMINATING 6,500 lbs CO<sub>2</sub>

is the same as

PLANTING over **100 TREES** every year

