

PowerOptions On-site PV and Storage Questions and Answers

Introduction

Thank you to everyone who sent in questions. The answers below are intended to assist proposers in preparing their responses. A number of questions focus on program volume metrics — historical pipeline, member demographics, and the like. While we understand why proposers seek this information, we note that the program opportunity extends to current PowerOptions members and to eligible nonprofit and public-sector organizations across the relevant market sectors in Massachusetts, Connecticut, Rhode Island, and Maine. Proposers are encouraged to develop their own market sizing and assumptions as part of their responses.

The information in this Q&A document is provided for general informational purposes and is not a warranty or representation by PowerOptions. In the event of any inconsistency between this document and the RFP, the RFP controls.

Thank you for your interest – we look forward to reviewing your responses.

Questions and Answers

Q1: We are a project developer & EPC – we develop and build projects but do not own them long term. Does this type of project work for the Power Options model? Or does PowerOptions work with the long term asset owner?

A1: A proposer that does not itself hold projects long-term may participate provided it can offer financing through a partner or other arrangement; the ability to offer financing will be evaluated as part of the response.

Q2: Will you provide your list of PowerOptions membership to the awardee and keep updated on a rolling basis so awardee is aware of membership to market to?

A2: PowerOptions has never provided program suppliers with a membership list and will not do so in this case. Members rely on PowerOptions to act in their interest rather than as a marketing channel for vendors, and protecting member information is fundamental to that relationship. The successful proposer will reach members through the joint marketing and engagement activities described in the answer to question 3.

Q3: What resources is PowerOptions investing to generate leads that would come through the channel? What is the approximate breakdown of volume of leads / referrals sent by PowerOptions to contracting partner in this channel historically vs. leads that contractor had to go our and source through its own marketing?

A3: PowerOptions will collaborate with the successful proposer on a marketing plan and respective actions. Generally – PowerOptions will: 1) Advertise the Program on its website and presentation materials 2) Host a program launch webinar with the successful proposer 3) Directly solicit member interest in the program during member interactions 4) Advertise the program in regular marketing email communications as appropriate.

Specific to this channel (i.e. the member sectors identified in the RFP document), since October 2022, 209 leads totaling 22.3MW were generated. PowerOptions has historically been the primary source of lead generation, supplemented by the program supplier's own outreach. PowerOptions does not provide forward-looking projections of lead volume; proposers should rely on their own market assumptions and diligence in formulating a response.

Q4: Can PowerOptions please describe the current funnel or pipeline of solar and storage projects within the membership for this program?

A4: PowerOptions' prior on-site solar program engagement was active through 3/31/26, and as such there is not a significant existing pipeline to be transitioned to the successful proposer under this RFP. The successful proposer should expect to develop pipeline through the joint marketing and member-engagement activities described above. However, as reflected in the lead volume noted above in A3, the member sectors included in this RFP have shown sustained interest in solar, and PowerOptions is committed to marketing the program per A3 above.

Q5: For program planning purposes, how does PowerOptions define a qualified lead or connected Member?

A5: PowerOptions defines a qualified lead as a nonprofit or public entity in MA, CT, RI, or ME who expresses interest in on-site solar (plus storage) and is not immediately disqualified due to a significant limiting site factor such as roof age/condition or shading.

Q6: What is the minimum amount PowerOptions would need on an annual basis for a fixed marketing fee? Having a range will be key to helping us understand and justify the effort of a bid response.

A6: The annual fee to PowerOptions – inclusive of fixed fees and success fees – must cover the cost of administering the program i.e. recovering RFP costs, staffing, and direct program costs such as marketing and legal fees. The minimum amount will depend on the program structure offered by the proposer. PowerOptions is not publishing a minimum fee.

Proposers are encouraged to propose a structure they consider reasonable; final compensation terms will be the subject of negotiation with the successful proposer.

Q7: If the program provider finds a customer and does not use PowerOptions branding in any way that is in one of the markets identified (e.g. a housing authority or a house of worship), does the provider have to use the guaranteed PowerOptions pricing set up? Does this change if that client is specifically a PowerOptions member? Does this change if we already have a proposal / client relationship prior to this RFP response?

A7: Per the Program Agreement Terms included in the RFP – “Provider must offer the PowerOptions program in the first instance to all current and eligible Members (all nonprofits and public entities), including RFP responses”.

Per the RFP, willingness to agree to PowerOptions’ terms and conditions is a component of the evaluation. Proposers are asked to identify in their responses any points of objection to the provided terms, and offer their preferred terms. Final terms are subject to negotiation between PowerOptions and the successful proposer.

Q8: It seems like the only meaningful public entity being offered through this channel is public housing. Is that the intention?

A8: Yes. Although occasionally opportunities with other public entities will arise which are not able to be served by PowerOptions’ other solar provider. In such cases PowerOptions will offer them to the successful proposer under this RFP.

Q9: Does PowerOptions have a procurement process / advanced bid RFP bypass pathway that applies in any state other than MA that respondents would benefit from?

A9: PowerOptions does not bypass procurement requirements and rather offers members an efficient means of complying with applicable procurement laws and regulations through a group competitive procurement. Specific to the member sectors addressed via this RFP – in addition to specific authority in Massachusetts under MGL Ch. 164, Sec. 137, PowerOptions’ solar program has been approved by HUD in the past for use with federally-funded housing authorities.

Q10: Given this RFP's timeline, safe harbor will not be viable for the ITC and PPAs may be impossible to pencil for this segment without that financial support. How much is responding with a PPA a requirement?

A10: The ability to offer a PPA and strategy around the ITC are important evaluation/scoring components and proposers should clearly explain what they can and cannot offer under current market conditions, keeping in mind that outside financial support (i.e. PPA rate buy-downs) are a possibility, as-is the possibility of a favorable change in the ITC timeline over the course of the program. PowerOptions will cooperate with the successful proposer on a workable offering, and not seek to impose unrealistic financing requirements.

Q11: Regarding exclusivity and the applicable market sectors, are all other categories of members already awarded exclusivity to other providers?

A11: Yes. But waivers may be given on a case-by-case basis due to specific project/member circumstances.

Q12: We are concerned that submitting an RFP response could trigger a violation of our non-compete clause under a different PowerOptions Program Agreement. Can you clarify?

A12: Submission of an RFP response will not be considered a violation of any applicable non-compete clause contained in a separate program agreement. If the successful proposer is already serving a different PowerOptions program, PowerOptions and the proposer will address any conflict or overlap through the program agreement language and, if appropriate, an amendment to the existing agreement.

Q13: With existing contracts and potentially others added, the opportunity size with existing members is unclear. Can you clarify by segment? 830 Members – 300 Completed Projects = 500 Unserved Members? How many of those 500 are in each of the 6 Categories? How many own their locations? What is the distribution of these members across each of the 4 States?

A13: Many of our members have projects at multiple sites as well as own/control sites without projects, so the “500 unserved members” is not a reliable scoping calculation. Approximates by sector are:

Affordable housing (including housing authorities and other LI housing) – 79 members
Houses of worship – 26 members
Senior living – 42 members
Human services – 89 members
Performing arts – 6

Approximate percentages by state for all members are:

MA – 69%
ME – 19%
RI – 9%
CT – 3%

We do not have information on which members own their locations. We have seen in the past that our solar programs are enticing to eligible members as well as current members, and many organizations join PowerOptions in order to access our programs. Opportunity scoping should not be restricted to current members.