



## *Town of Natick* *Massachusetts*

**To:** Select Board

**CC:** Robert Rooney, Acting Town Administrator  
James Errickson, Deputy Town Administrator, Operations  
Karis North, Town Counsel, Murphy Hesse Toomey & Lehane

**From:** Jillian Wilson Martin, Sustainability Director

**Date:** May 25, 2021

**Subject:** **RFP Award – MetroWest Solar + Clean Heat Challenge**

In collaboration with the municipalities of Ashland, Framingham and Holliston, the Town of Natick recently participated in a joint procurement process to identify installers for a regional campaign focused on helping residents install solar and clean heating and cooling technologies.

The campaign, titled MetroWest Solar + Clean Heat Challenge, is similar to the Solarize Mass program the Town successfully ran in 2016. The campaign works by helping interested property owners navigate the complexities of clean energy technologies and connecting them to qualified installers. The installers provide discounted, tiered pricing in a bulk-buy format, in which prices drop as more homeowners and businesses sign contracts, and the number and the size of installations contracted determine the final installation cost. Volunteers also help with community outreach.

To support the campaign, a request for proposals (RFP) from qualified solar, air-source heat pump and ground-source heat pump installers was issued by the Town of Ashland on behalf of the four communities. It received nine responses in total, as noted at the bottom of this memo.

The Installer Selection Committee included representatives from each community; Natick was represented by Leo Ryan, Natick Sustainability Committee Chair and prior Solarize Mass Natick volunteer, and Jillian Wilson Martin, Sustainability Director. Heat pump proposals were also reviewed by a technical advisor from Abode Home Energy. Ace Solar, New England Ductless (air-source heat pumps) and Achieve Renewable Energy (ground-source heat pumps) received the highest ratings from the Committee and the communities are in the process of executing a joint contract with the installers.

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## *Massachusetts*

We respectfully request the Select Board's approval to enter into an agreement with Ace Solar, New England Ductless (air-source heat pumps) and Achieve Renewable Energy (ground-source heat pumps) to implement this program and to work with the Select Board Chair to sign the enclosed contracts. The contract signature process is being managed by the Town of Ashland, and should be ready for Natick's authorization in the coming days.

Please note that each installer contract is a no payment contract. It simply confirms the installer will adhere to the pricing, marketing plan and other details outlined in their response to the RFP. Installer payments will come from separate contracts the companies sign with Natick property owners (and property owners in the other participating communities) that choose to install solar panels or heat pumps with them. The Town will not be privy to or part of those contracts.

The enclosed municipal-installer contracts have been reviewed by Town Counsel.

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### **Procurement Process**

*This project was determined to be exempt from procurement under 30B by Natick's Procurement Officer; however, the municipalities sought to follow best practices from similar procurements.*

Posted on: Ashland Procurement Page  
Central Register  
MassCEC Website

Funding: None required

Responses Received: Ace Solar (solar)  
Achieve Renewable Energy (ground-source)  
Boucher Energy Systems (air-source)  
E2Sol (solar)  
Energy Smart (ground-source)  
Endless Energy (solar and air-source)  
Muirfield (air-source)  
New England Ductless (air-source)  
Bill Wenzel Heating and Air Conditioning (ground-source)

Recommended Installers: Ace Solar  
New England Ductless  
Achieve Renewable Energy