



Perch Community Solar  
Presented to the Salem Energy and Resilience Committee  
(SERC)

July 26, 2023



# Meet Perch

Perch is a leader in community solar services. To date, we have placed over 50 municipal organizations in Massachusetts on community solar projects and saved these subscribers over \$5.8M

## Our story

### Part of a long history of eco-innovation

Perch was part of the team at BlueWave Solar, who pioneered community solar in Massachusetts in 2013. Now providing customer acquisition and subscription management services for over 130 solar projects across the country and growing, Perch is helping lower the environmental impact and energy costs of local communities, one customer at a time.



2010

BlueWave Solar founded to expand access to renewable energy



2013

BlueWave Solar pioneers the first community solar project in Massachusetts



2017

BlueWave Solar achieves B-Corp certification: Business as a force for good

BlueWave Community Solar is launched to help solar farm owners with customer acquisition and management services



2021

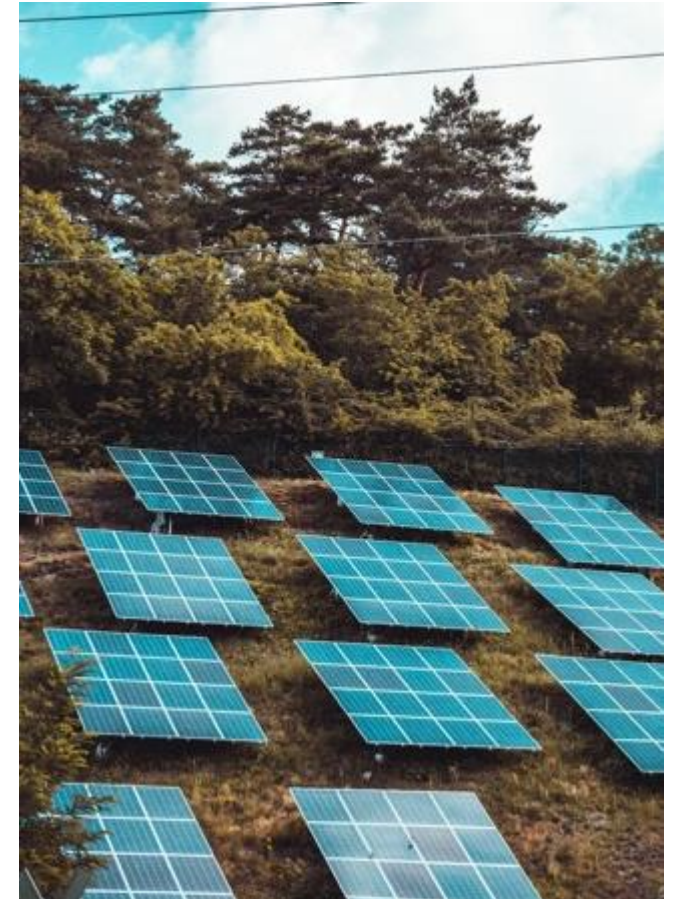
BlueWave Community Solar spins out as an independent company and changes its name to Perch Energy, accelerating access to community solar and clean energy to consumers and businesses



2022

Perch recruits new CEO and COO and continues expanding executive leadership team with 150+ cumulative years of energy industry experience and 200+ years of tech experience

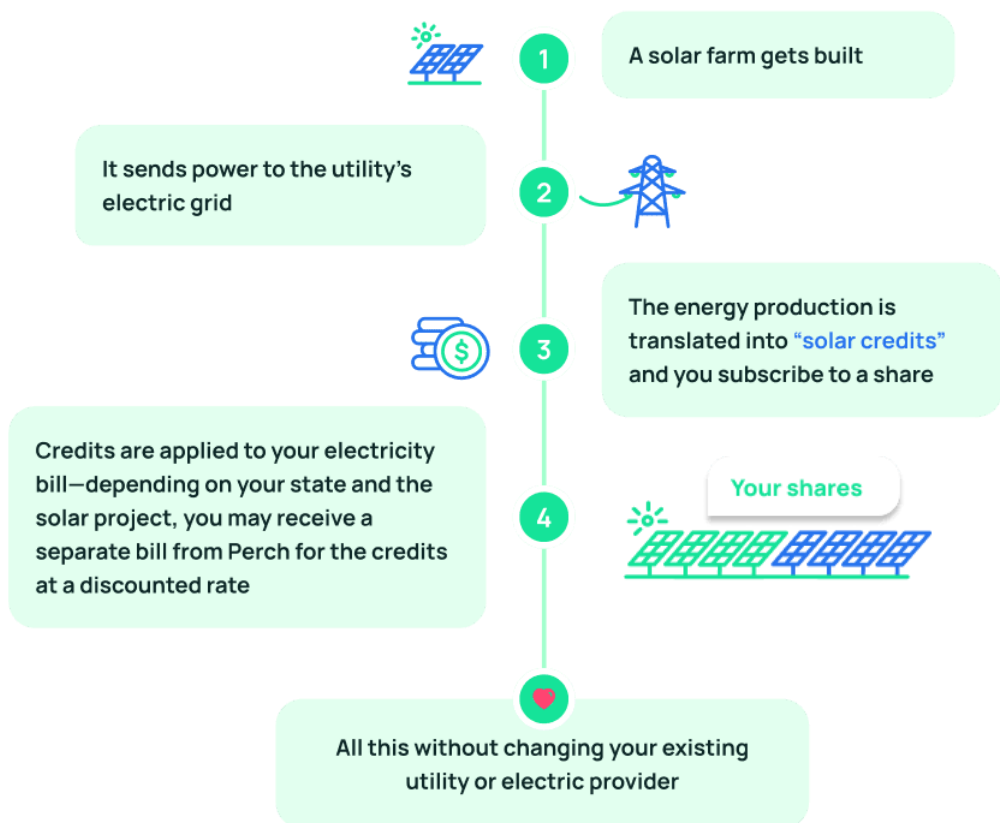
Perch initiates expansion into additional states across the U.S. as one of the country's leading community solar services providers





# What is **community solar**?

Community solar allows residents, businesses, and municipalities to share the benefits of a single large solar installation, called a solar farm. Customers subscribe to a “share” of the solar farm and earn credits based on its energy generation. Solar credits are applied to your electricity bill by the utility, reducing what you owe.



## EXAMPLE OF HOW CREDITS & BILLING WORK

**If your solar share generates \$5,000 of credits**  
You'll see the full \$5,000 deduction directly on your utility bill—this may even be enough to offset your total charges that month so your bill is \$0.

Perch then bills you for those credits at a discounted rate

**You may pay Perch \$4,000**  
It's like paying \$4,000 to receive \$5,000

**\$1,000 is your net savings that month**  
Expand that over a year and your savings add up!

This example is for a dual-bill customer in Massachusetts and reflects 20% monthly savings. Typical anchor customers see between 10-20% savings. Exact savings and billing model may differ by state.

# Perch's proven track record serving customers

Perch provides community solar savings to all customer types, from small subscribers like homeowners and renters, to larger subscribers like municipalities, hospitals, and universities.



**10+ years**

Perch's experience as a community solar provider



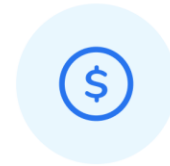
**130+ projects**

Perch-managed solar projects in the U.S. and growing



**100+ anchors**

Total anchor customers we've served across all our projects



**\$17M+ savings**

Total lifetime savings we've delivered to all our customers

## EXAMPLE OF PERCH ANCHOR CUSTOMER TYPES



Homeowners  
& Renters



Department  
stores



Grocery  
stores



Housing  
authorities



Universities



Retirement  
homes



Low income  
customers



Municipalities



Restaurant  
chains



School  
districts



Hospitals



Commerce  
businesses



# Benefits of community solar

By subscribing to a Perch-managed community solar project, you're doing a whole lot of *good* for the community you serve.



## Saves you money on your electricity costs

No upfront cost, no rooftop panels, no maintenance—just savings. Your energy bill may be one of your largest monthly expenses. Reducing that means improving your bottom line.



## Fights global warming by reducing CO2 emissions

Community solar projects help power thousands of homes and businesses without releasing any CO2 into the atmosphere.



## Lessens America's reliance on fossil fuels

Solar projects pump clean energy onto the electric grid, helping lessen our reliance over time on fossil fuel power.



## Promotes energy equity and environmental justice

Hazardous power plants have sometimes been built in disadvantaged and low-income communities. Solar farms, in turn, are planet-friendly and people-friendly.



## Creates local jobs

More solar projects being built in your town and state means more quality jobs for local workers.



## Boosts local economies

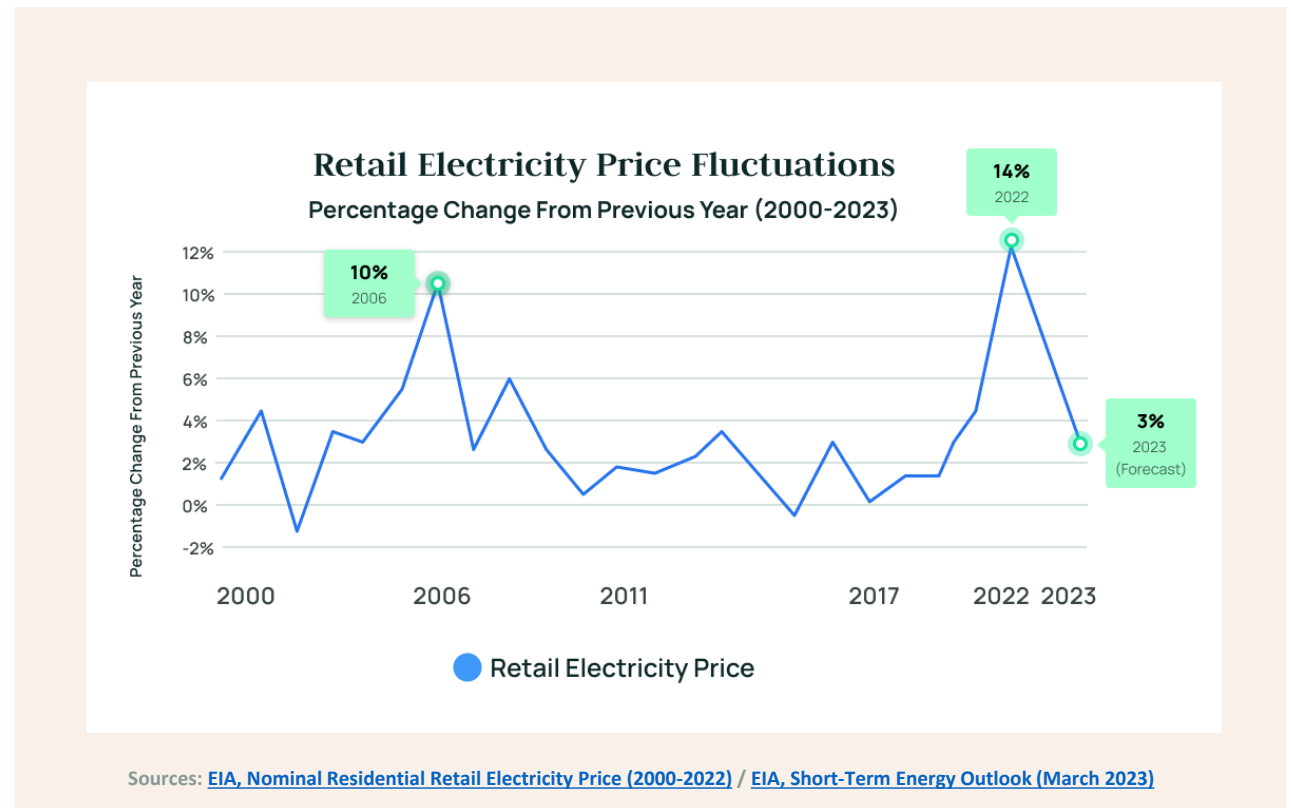
1.4 million jobs are estimated to be created by 2050 thanks to local solar and storage—jobs that feed back into the local economy.



# Long-term savings and a stable discount

Price fluctuations and decades of rising costs have impacted many. Community solar provides long-term, consistent savings of 10% annually, not subject to the volatility of the electricity market.

- Consistent 10% annual savings on the solar credits you receive for the duration of your contract
- Solar farms produce energy locally and savings are set upfront by the project owners
- Community solar savings aren't affected by foreign oil and gas price fluctuations
- Electricity savings can be put back into your community, business, etc.



Typical anchor customers save on average 10% on the solar credits they receive, but savings vary by state and project.



# Get recognized for your environmental advocacy

Leverage your community solar subscription into awareness that shows your community you're a champion of clean energy.



Image courtesy of DSD Renewables, LLC

CLEAN POWER

## DSD Completes Community Solar Portfolio For City Of White Plains

## Portland Press Herald

BUSINESS >

Posted June 30, 2020 | Updated June 30, 2020

## MaineHealth commits to solar power for half of its energy needs

The state's largest health care system has signed deals with 3 solar developers and says it expects to save \$1 million a year in electricity costs.



NEWS

## Walmarts in New York are plugging into solar farms

**Check out our website!**

**[PerchEnergy.com](https://PerchEnergy.com)**


**Thank you**



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