

## SUCCESS STORY

# SOMAH's Largest Solar Project to Date Benefits 344 Households



### PROPERTY INFO

**Villa Loma Apartments**  
owned by **BRIDGE Housing**

### LOCATION

**Carlsbad, San Diego County**

### UTILITY TERRITORY

**SDG&E**

### YEAR BUILT

**1994**

### UNITS

**344**

### RESIDENT PROFILE

**Family**

### ESTIMATED MONTHLY SAVINGS PER UNIT

**\$60**

### SYSTEM SIZE

System size: **780 kW DC**

Solar credit allocation:

**81% tenant, 19% common area**  
**Carport PV system included**

### INCENTIVE

**\$1,275,248**

## Background

The North County San Diego city of Carlsbad, known for its beautiful beaches, colorful flower fields and fast-growing high-tech industries, may seem an unlikely community for multifamily affordable housing. Yet only three miles inland from the Pacific Ocean are the deed-restricted affordable housing Villa Loma Apartments that provide much-needed stability to its low-income families.

To help ease the tenants' cost of living, Villa Loma's developer BRIDGE Housing partnered with solar company Sunrun to install a rooftop and carport solar photovoltaic (PV) system leveraging SOMAH Program incentives.

*"Through the SOMAH Program, BRIDGE is increasing equitable access to renewable energy, which often excludes people in lower-income communities. We're proud to partner with Sunrun to bring the benefits of SOMAH to Villa Loma"*

*– Natalia Williams, Senior Vice President, BRIDGE Housing*

## How Does SOMAH Help?

With SOMAH funding and the federal investment tax credit, BRIDGE Housing received more than \$1,275,000 in incentives for a 780-kilowatt DC solar system that provides 81% of energy generated to tenants. It's the largest SOMAH project completed to date, both in the number of households served and the amount of the financial incentive awarded.

As a result of the project, each Villa Loma household is expected to save more than \$60 monthly on their energy bills, approximately \$20,640 a month in total for the apartment complex. Factoring in rising electricity rates, the solar generated on-site is expected save a staggering \$7.5 million in total energy costs for residents over 20 years – a testament to the long-term economic benefits of renewable energy.

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*"We fundamentally believe that everyone should have access to affordable, abundant, and predictably priced clean energy, which is incredibly powerful for lower income communities that value and deserve energy security and stability."*

*-Mary Powell, CEO, Sunrun*

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Beyond the economic benefits for tenants, the solar project is reducing the long-term operating costs for BRIDGE Housing. With 19% of the solar production offsetting common area electrical use and energy efficiency measures made during the solar installation, they expect to save \$15,000 annually in their operating budget, freeing up funds for increased resident support services and new programs.

The solar installation also provided local job opportunities and, over the long run, will reduce the complex's environmental impacts by adding clean, sustainable energy to the community.

## Celebrating SOMAH's Impact

On April 26, BRIDGE Housing Corporation and Sunrun hosted a ribbon-cutting to celebrate the new solar installation at Villa Loma Apartments. The event included speakers from SOMAH, BRIDGE Housing, Sunrun, Congressman Mike Levin and a Villa Loma resident.

Villa Loma resident Jonathan Earls shared his enthusiasm for the solar installation and the savings he's already realizing.



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*"As Californians, we are all impacted by the high cost of living and the housing affordability crisis in our state. Affordable housing projects with cost saving measures like this solar project have an enormous impact on our communities."*

*- Representative Mike Levin, 49th District*

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The **Solar on Multifamily Affordable Housing (SOMAH)** Program provides financial incentives for installing photovoltaic solar energy systems on multifamily affordable housing. The program delivers clean power and credits on energy bills to affordable housing residents.

To find out how to bring solar to your community, visit [CalSOMAH.org](https://CalSOMAH.org)  
858-244-1177 ext. 5 | [contact@CalSOMAH.org](mailto:contact@CalSOMAH.org)