

## SolSmart

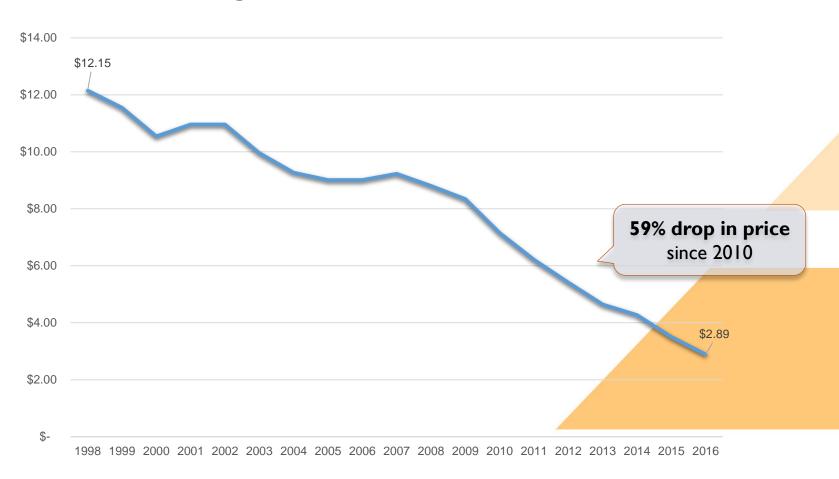
**Chris Walker** 

The Solar Foundation

### The Cost of Solar PV



#### **US Average Installed Cost for Residential PV**





NATIONALLY DISTINGUISHED. LOCALLY POWERED.

### SolSmart Goals



- ☐ To make it **faster**, **easier**, and more **affordable** for more Americans to choose solar energy, SolSmart will **recognize at least 300 U.S. local governments** with a nationally prestigious solar designation.
- ☐ SolSmart designation demonstrates that a community is "open for solar business," which makes designated communities more attractive to solar industries.
- ☐ SolSmart provides **targeted**, **no-cost technical assistance** in critical soft cost reduction areas to help communities achieve soft cost reduction and SolSmart designation.



#### The SolSmart Team



### SolSmart Program

#### **TA Delivery**













# Designation Program Expertise



Leaders at the Core of Better Communities





#### TA Pipeline







#### Solar Outreach Experience





### Jobs & Economic Development



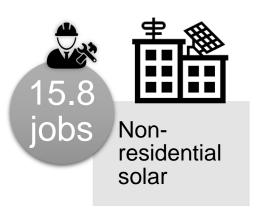
#### **Unleash American business**

- 8,601 U.S. businesses comprise the solar value chain. All but a handful are small businesses.
- Installers avoid multiple jurisdictions in their service areas based on onerous permitting.

#### **Create American jobs**

There are over 260,077 solar workers in the U.S. One in fifty jobs created in 2016 was in the solar industry.





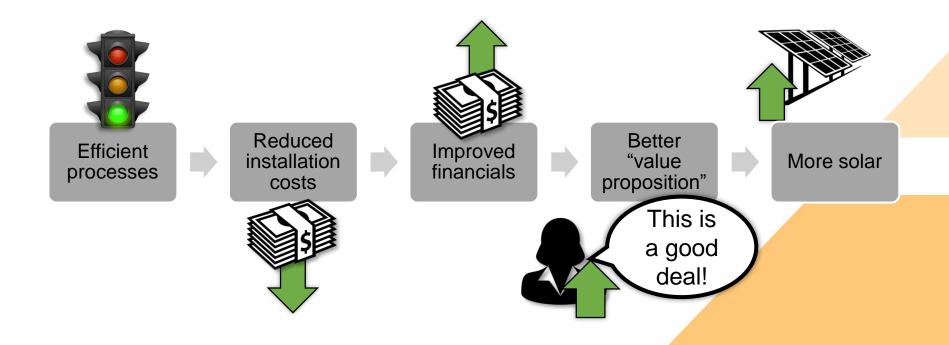




### The County Effect



Streamlining local regulatory processes can reduce the cost of a typical system by \$2,500. Onerous permitting procedures, for instance, can add \$700 to the installed cost.

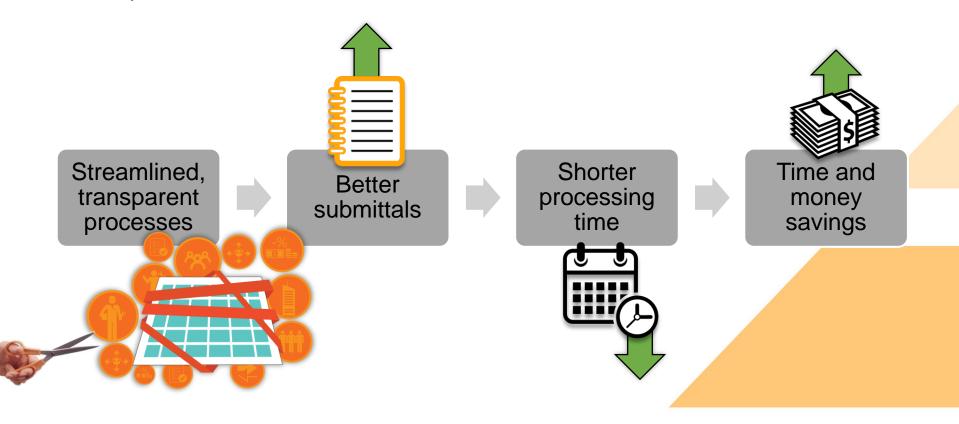




#### **Efficient Government**



Streamlining processes at the local level can free up staff time to address other priorities.



## SolSmart Designation





### Criteria Advisory Committee





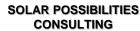


















NARC **Building Regional Communities** 



















Better Energy. Better World.









Sustainability Institute An Institute for Sustainability Planning and Governance







### SolSmart Participants

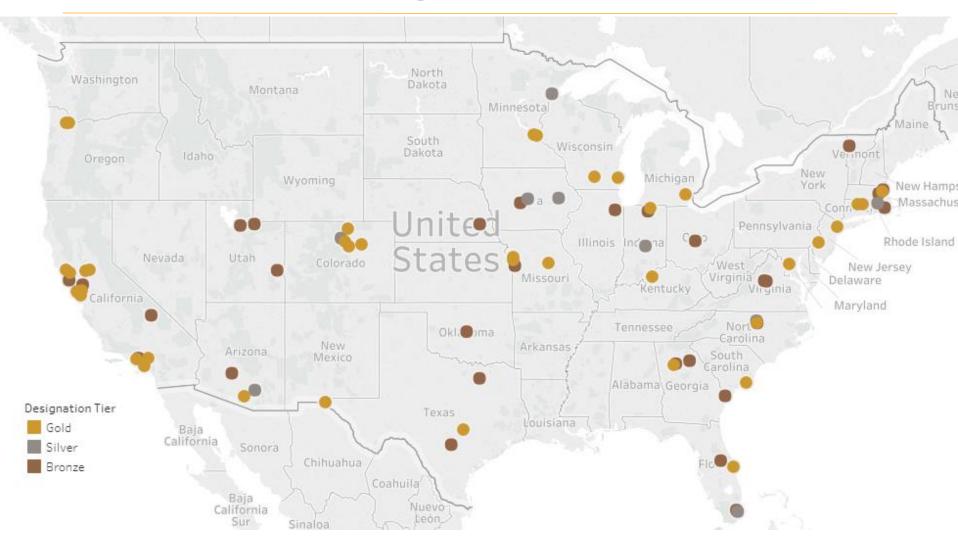


- 199 participating local governments
  - 35 counties
- Serving over 50 million Americans
- 82 designated local governments
  - 19 counties



### SolSmart Designees







### Technical Assistance

#### What is TA?



- Non-financial assistance
- Consulting services from national solar experts
- Designed to assist your county in achieving solar goals and earning SolSmart designation

### **TA Areas**



Criteria Areas					
FOUNDATIONAL CATEGORIES	SPECIAL FOCUS CATEGORIES				
☐ Permitting	☐ Solar Rights				
<ul><li>□ Planning, Zoning, &amp; Development Regulations</li></ul>	☐ Inspection				
	☐ Construction Codes				
	☐ Community Engagement				
	☐ Utility Engagement				
	☐ Market Development & Finance				
Innovative Actions					

### Don't have jurisdiction?



- ☐ The "modified pathway" to SolSmart designation is for counties that do not have jurisdiction over permitting, planning and zoning, and/or inspection processes.
- ☐ Focused on convening and collaborating with local governments within the county on those aspects, while implementing best practices in areas the county does control.

## **TA Delivery**



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#### SolSmart Advisors



- ☐ Program-funded temporary staff to help communities achieve designation.
- Advisors evaluate existing local government standards processes and apply industry leading best practices that move a community toward designation.
- ☐ SolSmart Advisors assist communities through engagements lasting up to six months.
- ☐ Equates to hundreds of hours of in-person technical assistance for communities receiving an Advisor





#### Final Pitch



Solar is the world's most abundant energy resource. ☐ Iin 50 jobs created in 2016 were in the solar industry, which is growing 17 times faster than the overall economy. ☐ Solar jobs pay family-supporting wages. ☐ Your county has more power than you think to attract the industry. ☐ Your county's residents are already paying for SolSmart, so engage with us to get your money's worth.



