Solar Powering Your Community

Addressing Soft Costs and Barriers

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About the SunShot Solar Outreach Partnership

The SunShot Solar Outreach Partnership (SolarOPs) is a U.S. Department of Energy (DOE) program designed to increase the use and integration of solar energy in communities across the US.

About the SunShot Solar Outreach Partnership

- Increase installed capacity of solar electricity in U.S. communities
- Streamline and standardize permitting and interconnection processes
- Improve planning and zoning codes/regulations for solar electric technologies
- Increase access to solar financing options

Agenda

08:40 – 09:15	Introductions and Solar 101 Overview
09:15 – 09:45	Oklahoma Policy Environment
09:45 – 09:55	*Break*
09:55 – 10:15	Benefits and Barriers Activity
10:15 – 10:35	Creating a Solar Ready Community
10:35 – 11:35	Growing Your Local Solar Market
11:20 – 11:35	Wrap Up & Closing Remarks
11:35– 11:45	Lunch and Networking

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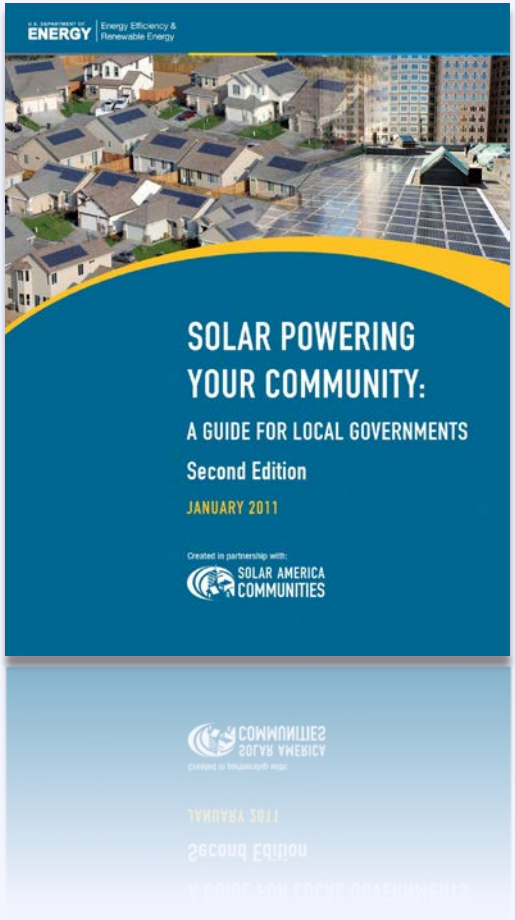
About the SunShot Solar Outreach Partnership

Resource **Solar Powering Your Community Guide**

A comprehensive resource to assist local governments and stakeholders in building local solar markets.

www.energy.gov



About the SunShot Solar Outreach Partnership

Resource Sunshot Resource Center

- Case Studies
- Fact Sheets
- How-To Guides
- Model Ordinances
- Technical Reports
- Sample Government Docs

www4.eere.energy.gov/solar/sunshot/resource_center

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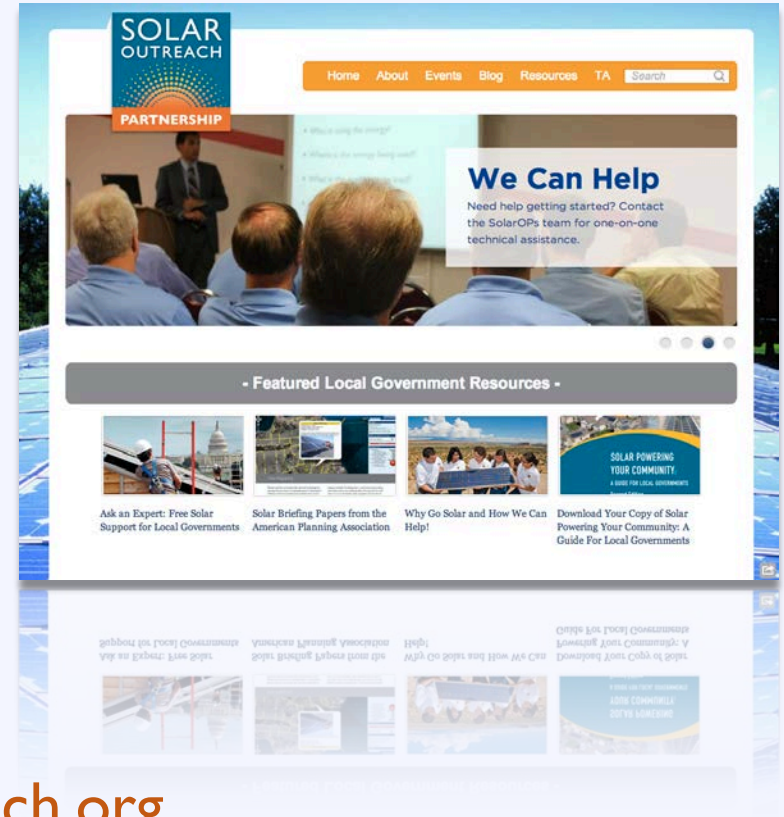
About the SunShot Solar Outreach Partnership

Technical Support

- 'Ask an Expert' Live Web Forums
- 'Ask an Expert' Web Portal
- Peer Exchange Facilitation
- In-Depth Consultations
- Customized Trainings



www.solaroutreach.org

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Poll

Who's in the room?

Poll

What is your experience with solar?

Solar Technologies

Solar Photovoltaic (PV)

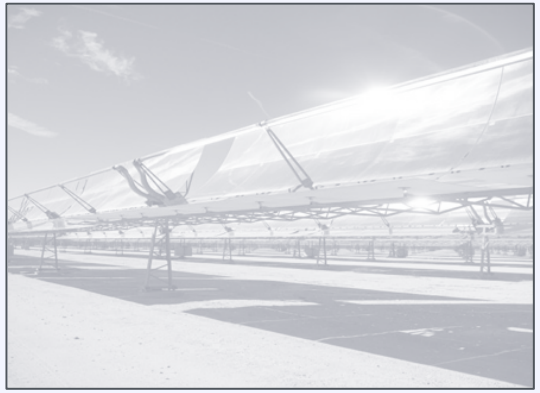
Solar Hot Water

Concentrated Solar Power

Solar Technologies

Solar Photovoltaic (PV)

Solar Hot Water



Concentrated Solar Power

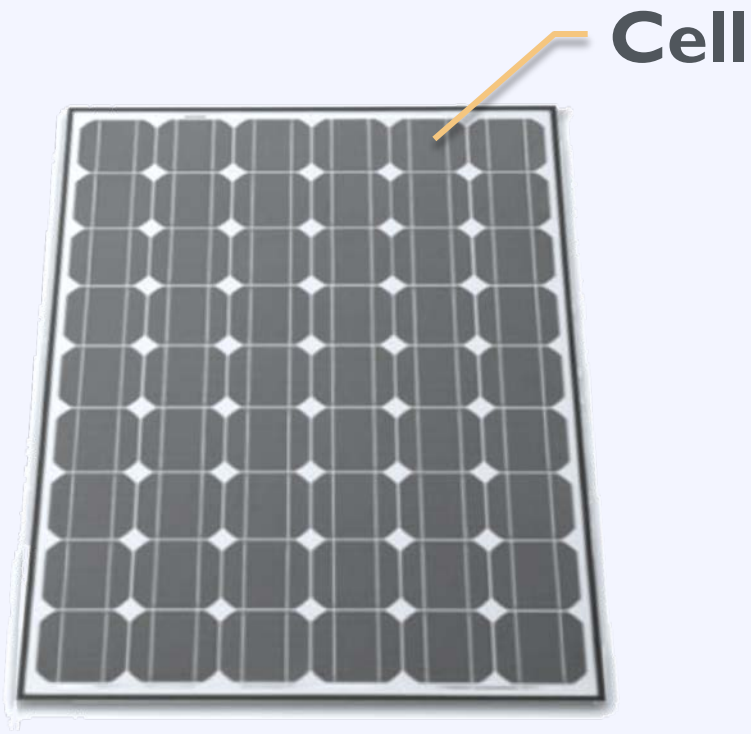
Solar Technologies

Solar Photovoltaic (PV)

Solar Hot Water

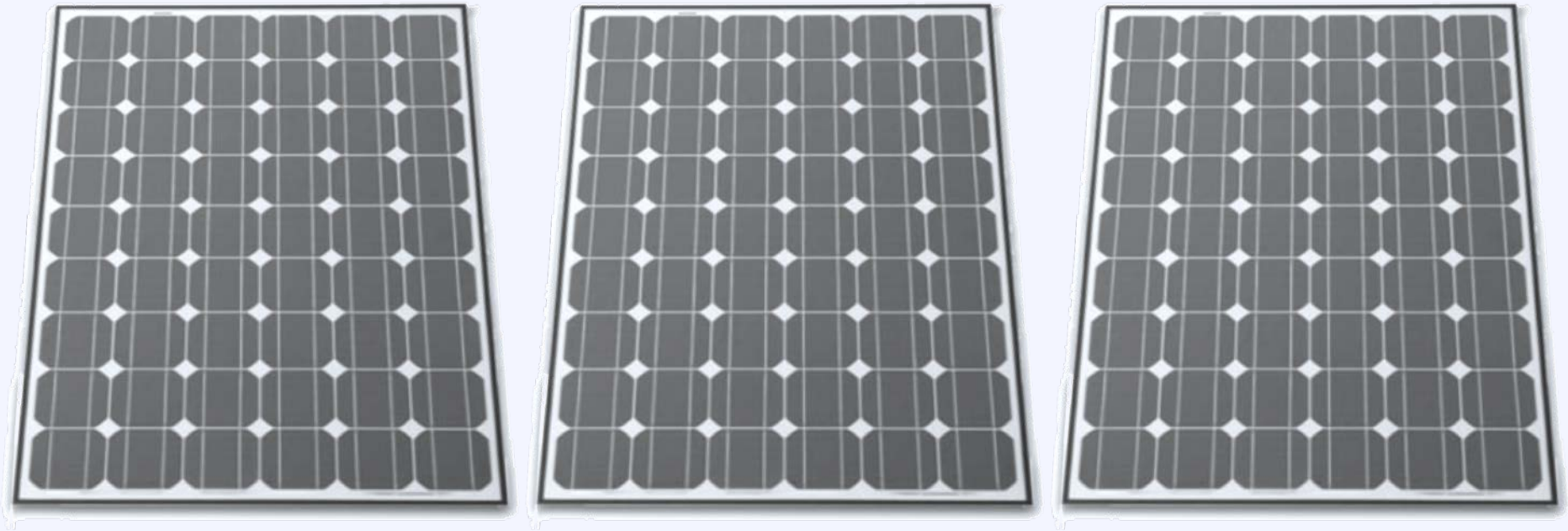
Concentrated Solar Power

Some Basic Terminology



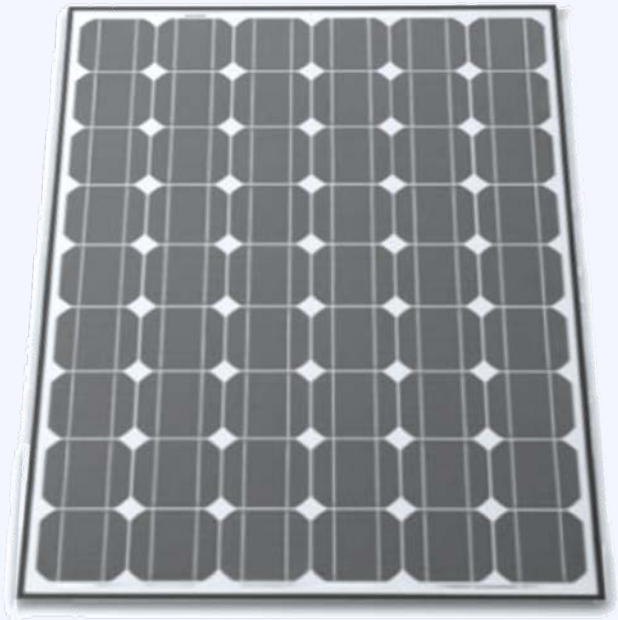
Panel / Module

Some Basic Terminology



Array

Some Basic Terminology



Capacity / Power

kilowatt (kW)

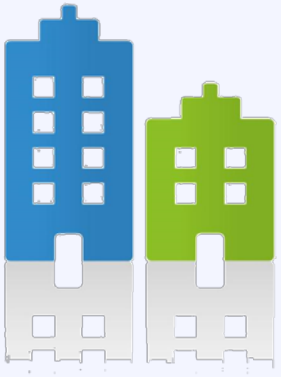
Production

Kilowatt-hour (kWh)

Some Basic Terminology

Residence
5 kW

Factory
1 MW+



Office
50 – 500 kW

Utility
2 MW+

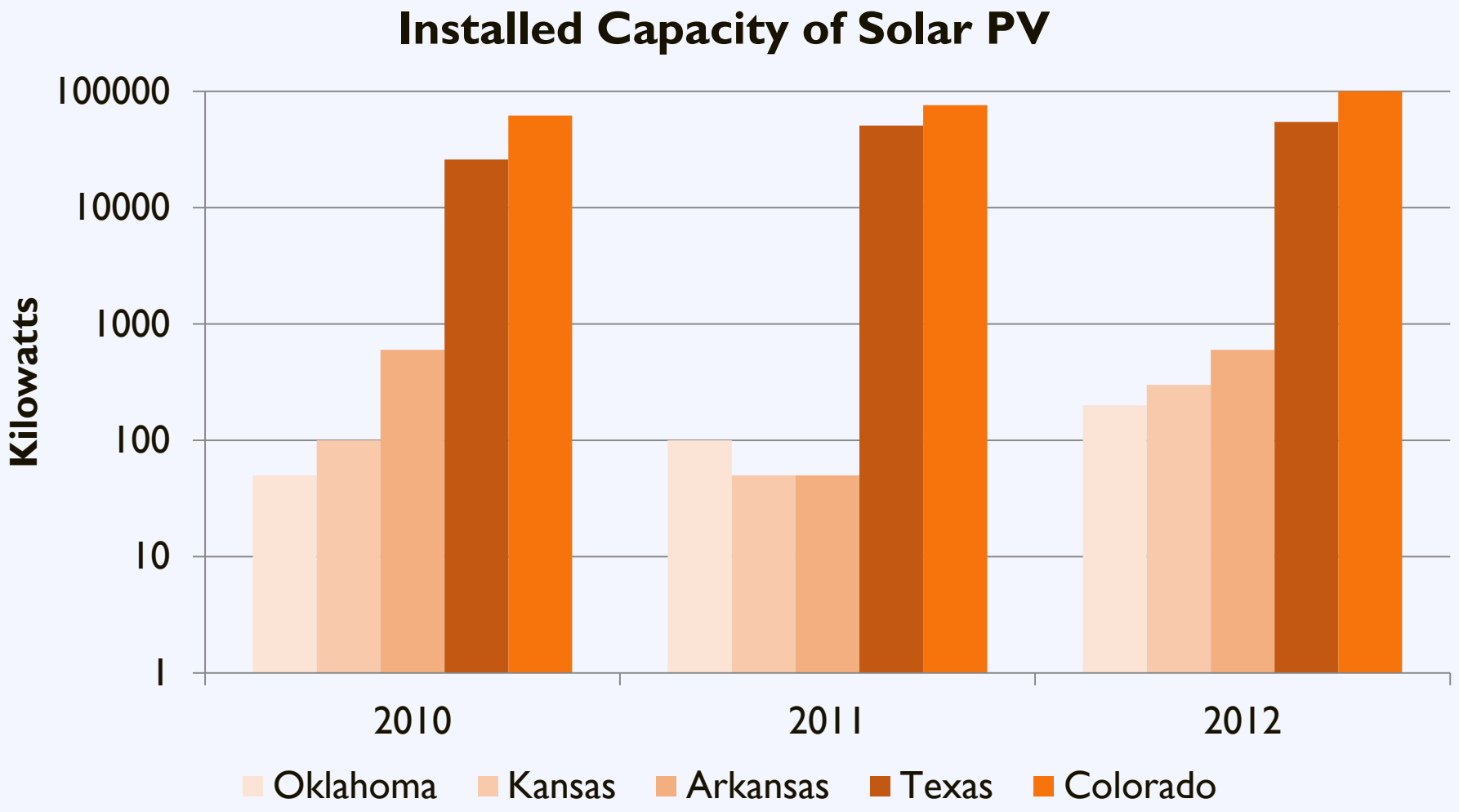
Solar Technologies

Solar Photovoltaic (PV)

Solar Hot Water

Concentrated Solar Power

Oklahoma Regional Solar Market



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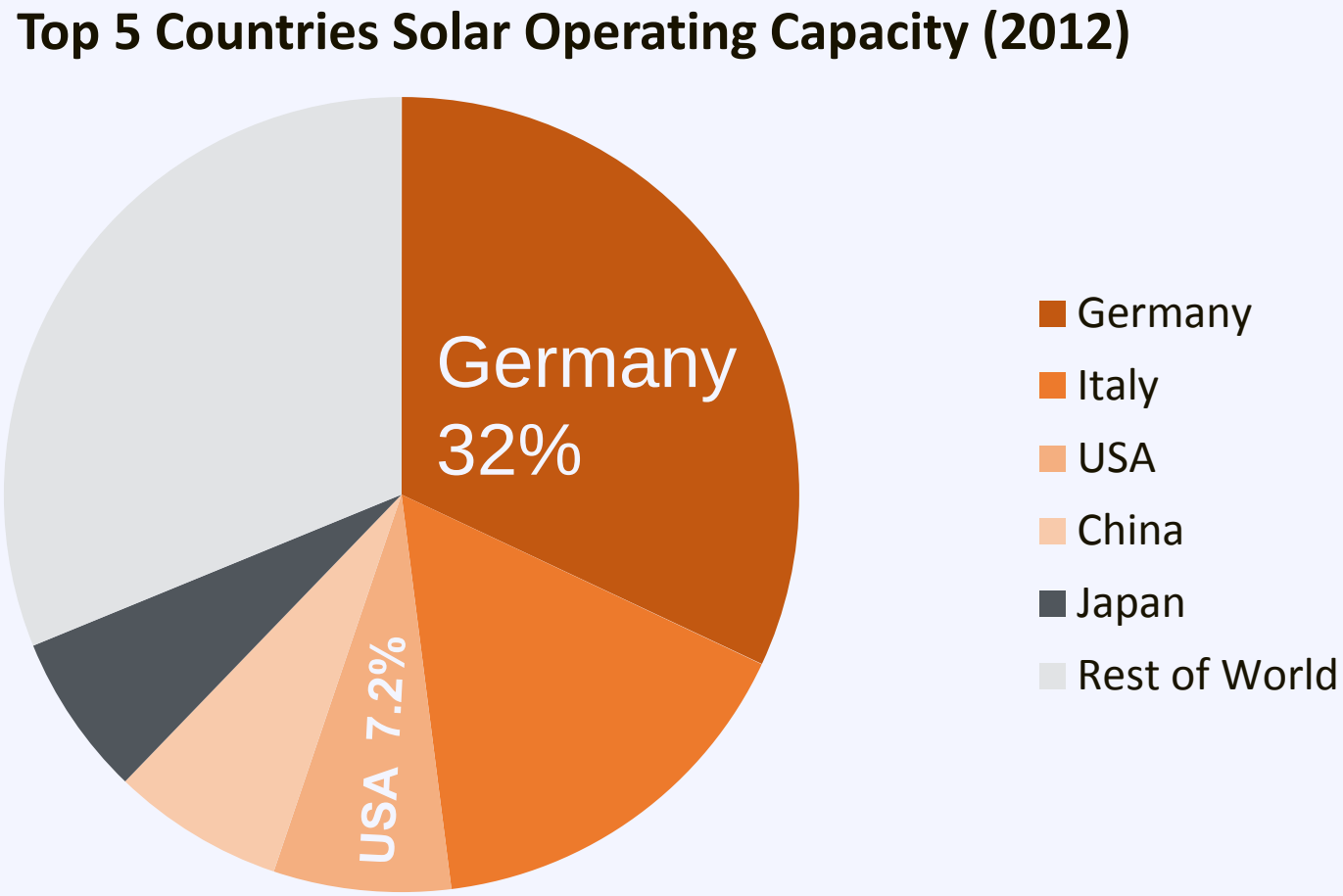
Source: IREC

Installed Capacity



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http://www.ren21.net/Portals/0/documents/Resources/GSR/2013/GSR2013_lowres.pdf

Installed Capacity

Total installed solar capacity in the US

7.7 GW

Capacity installed in Germany in 2012 alone

7.6 GW

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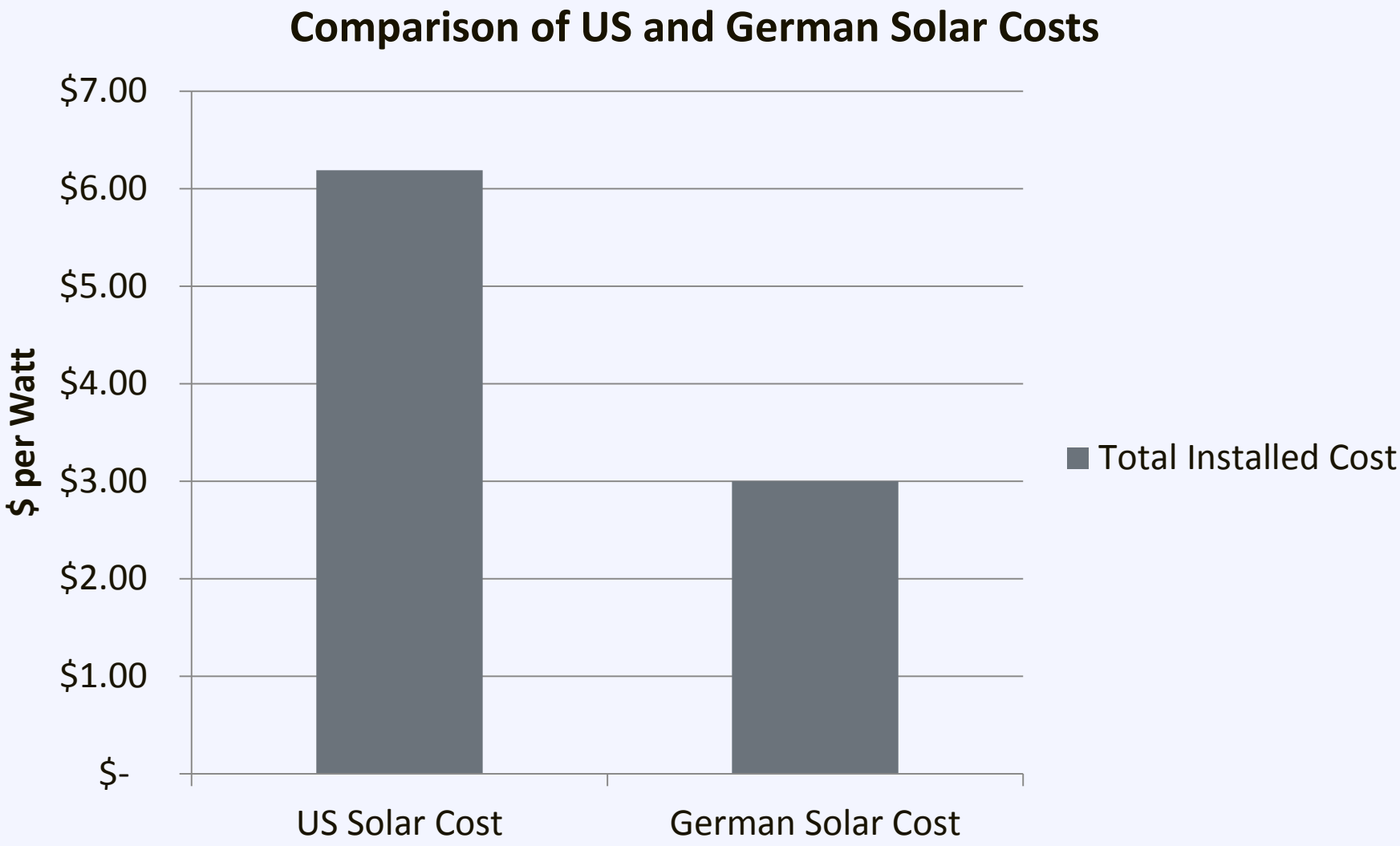
Source: (1) GTM Research/ Solar Energy Industries Association. *U.S. Solar Market Insight Report 2012 Year-in-Review*; (2) www.erneuerbare-energien.de/fileadmin/Daten_EE/Dokumente__PDFs_/20130328_hgp_e_ppt_2012_fin_bf.pdf

The Cost of Solar in the US



Source: NREL (http://ases.conference-services.net/resources/252/2859/pdf/SOLAR2012_0599_full%20paper.pdf) (http://www.nrel.gov/docs/fy12osti/53347.pdf) (http://www.nrel.gov/docs/fy12osti/54689.pdf)

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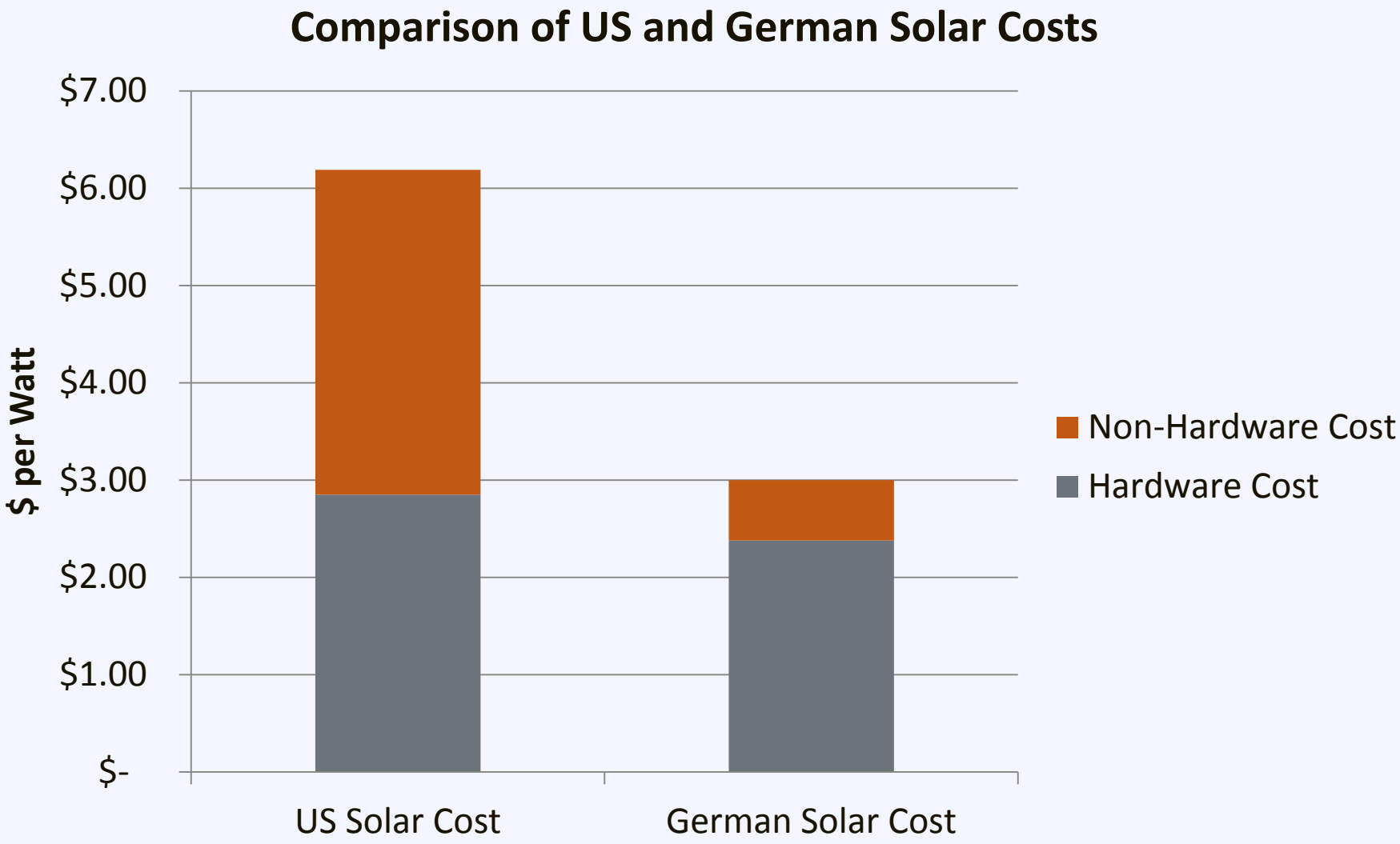

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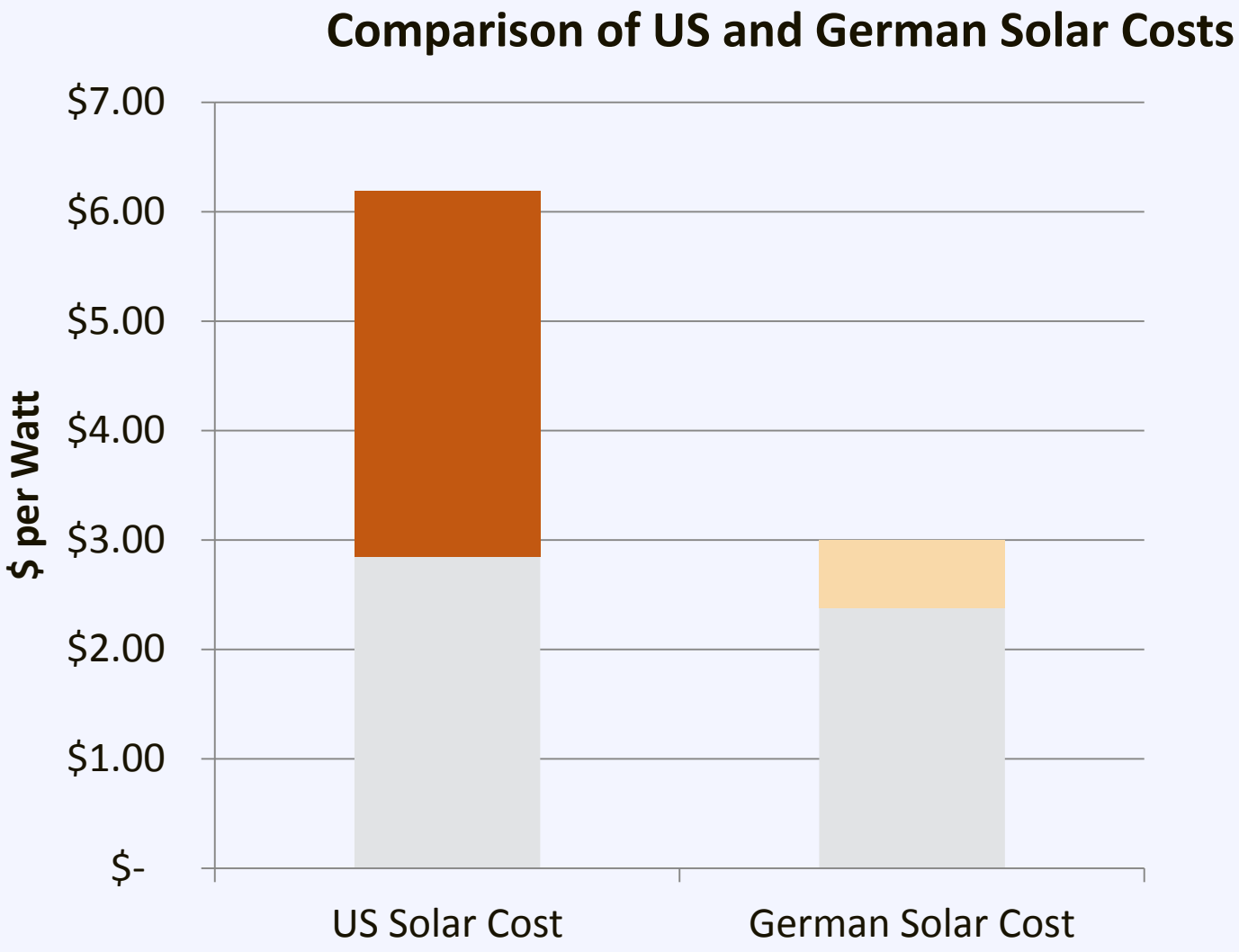

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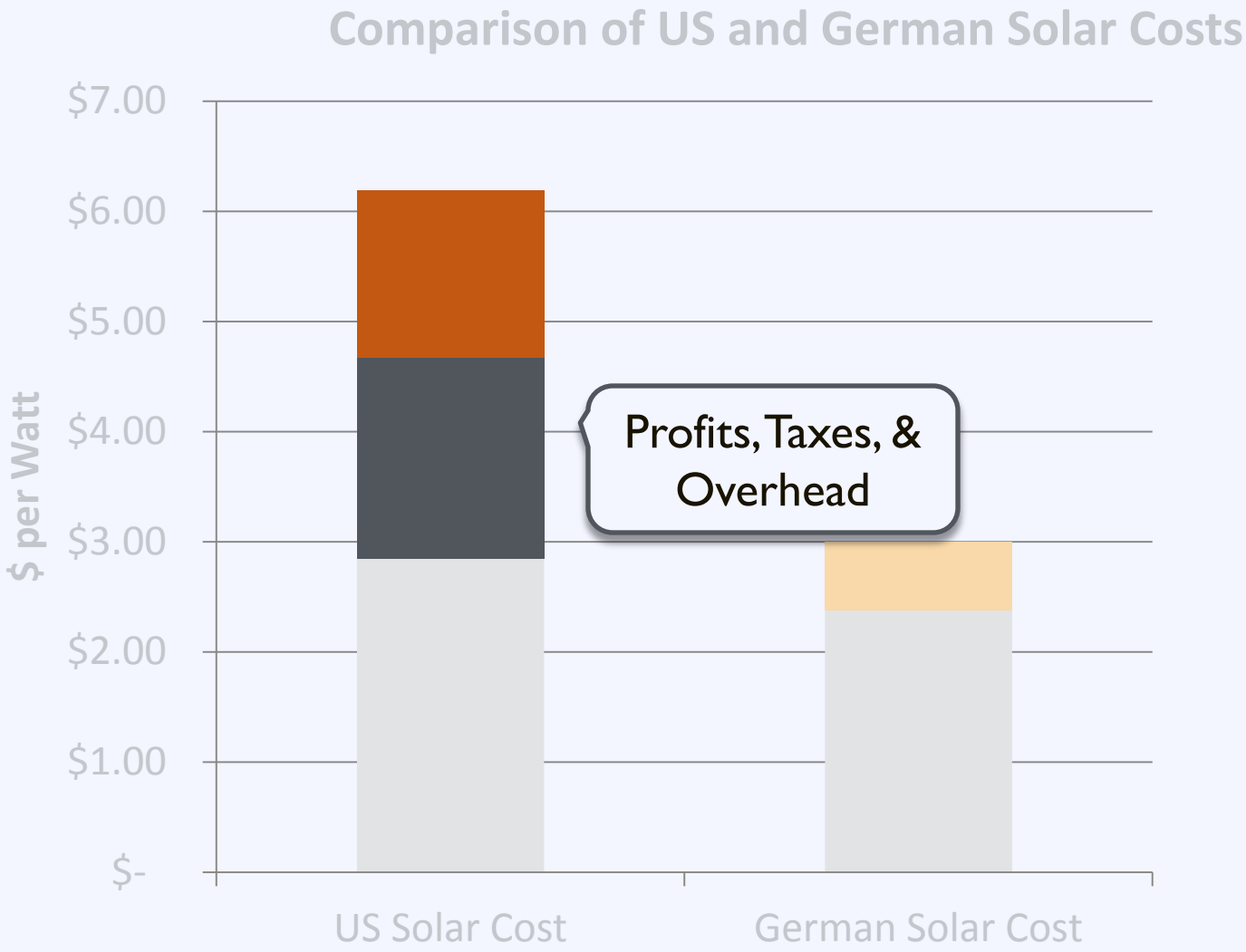

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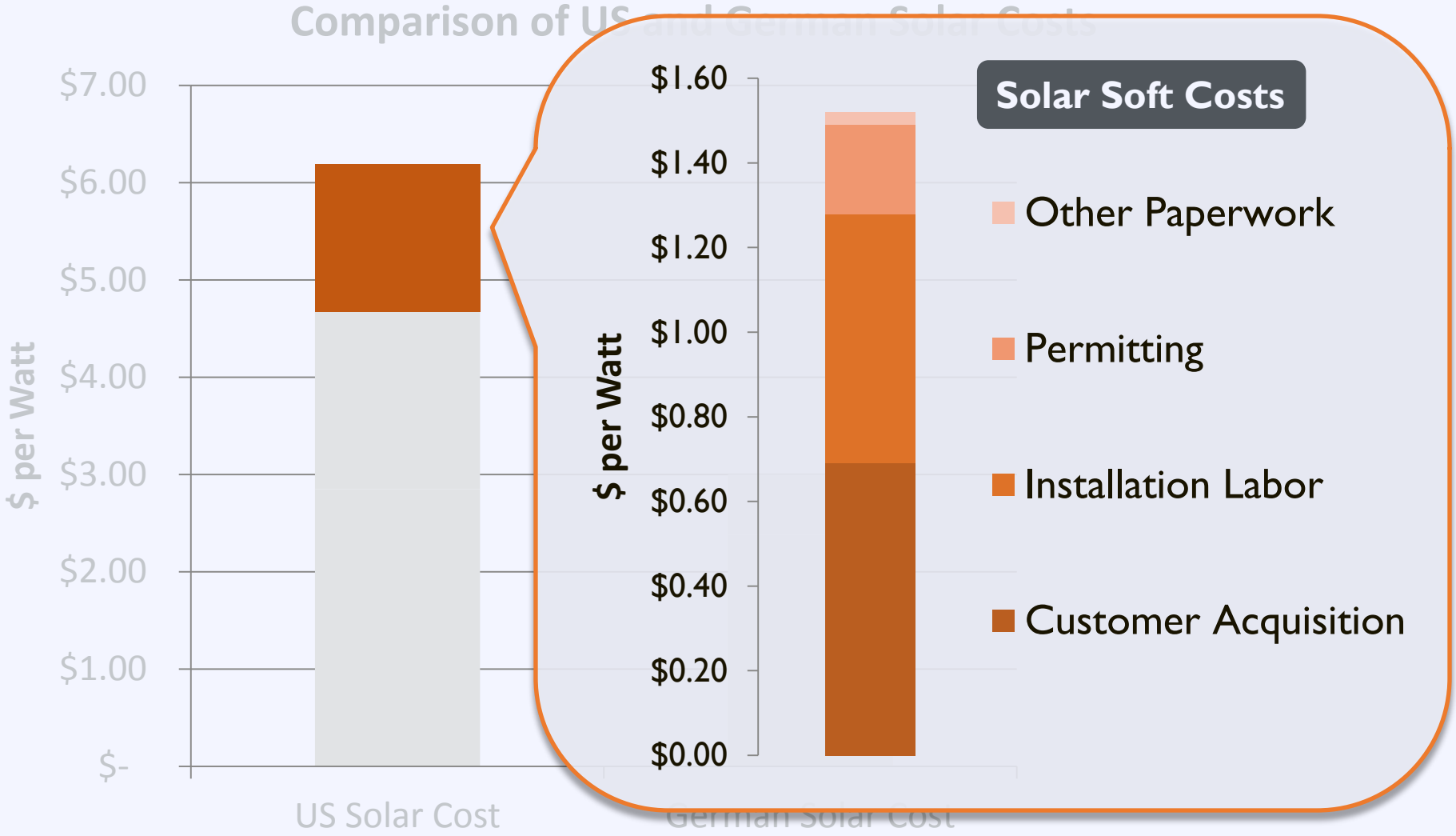

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Workshop Goal

Enable local governments to replicate successful solar practices and expand local adoption of solar energy

Explore benefits

and

Overcome barriers

Activity: Identifying Benefits

What is the greatest benefit solar can bring to your community? [Blue Card]

Right Now	During Session	After Break
		
Write answer on card	Compile results	Group discussion

Activity: Addressing Barriers

What is the greatest barrier to solar adoption in your community? [Green Card]

Right Now	During Session	After Break
		
Write answer on card	Compile results	Group discussion

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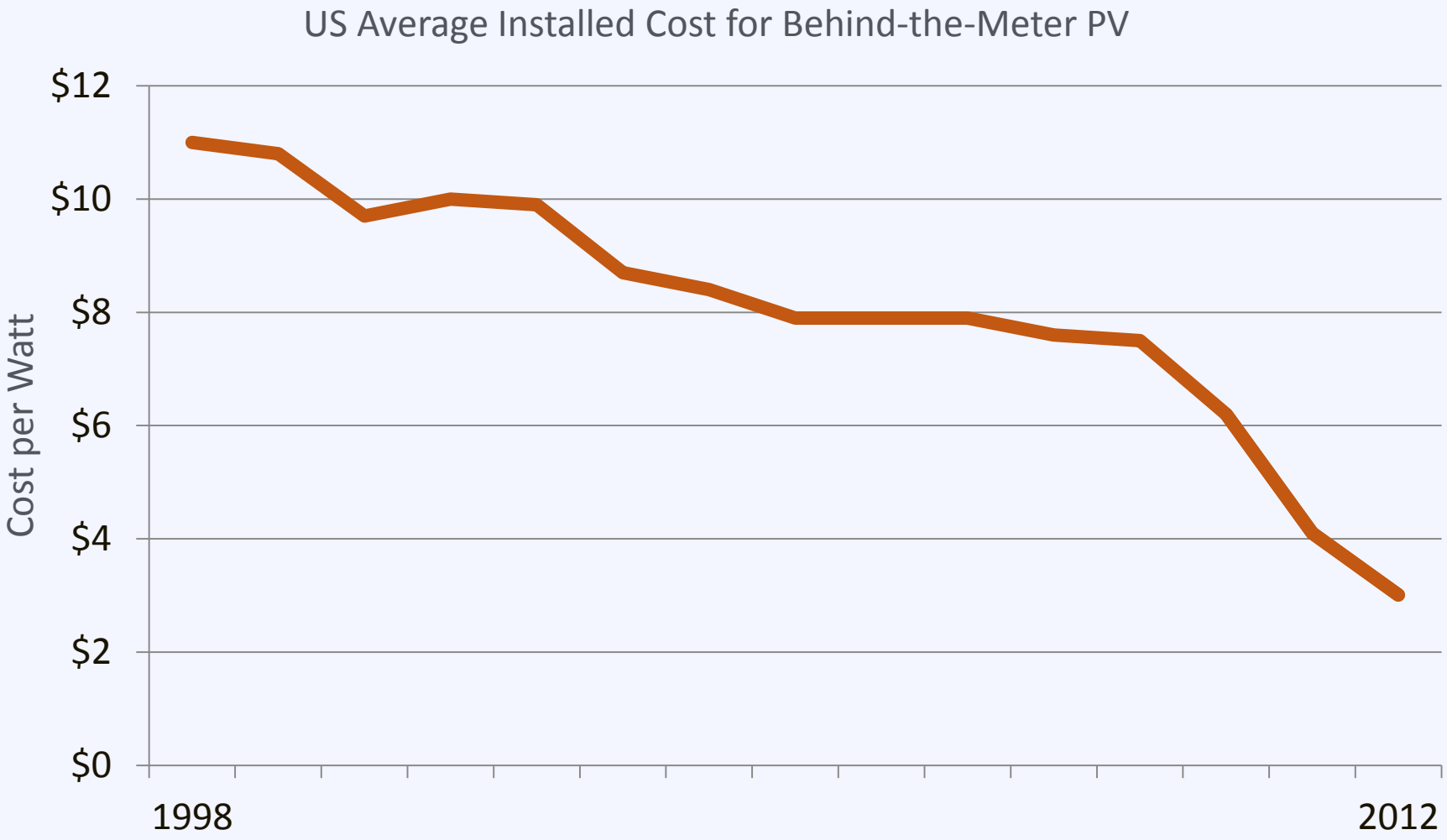
Solar Market: Trends



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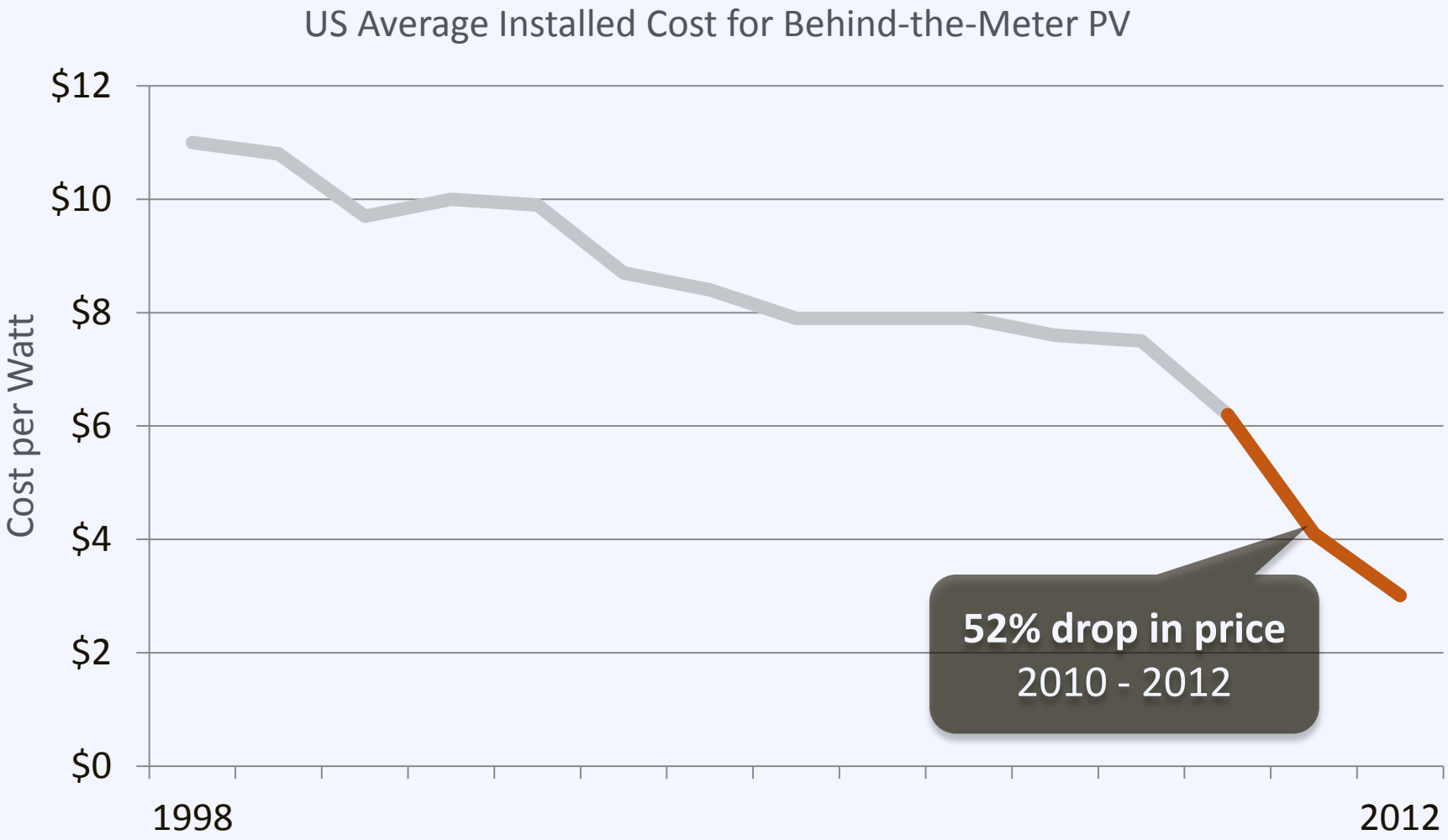

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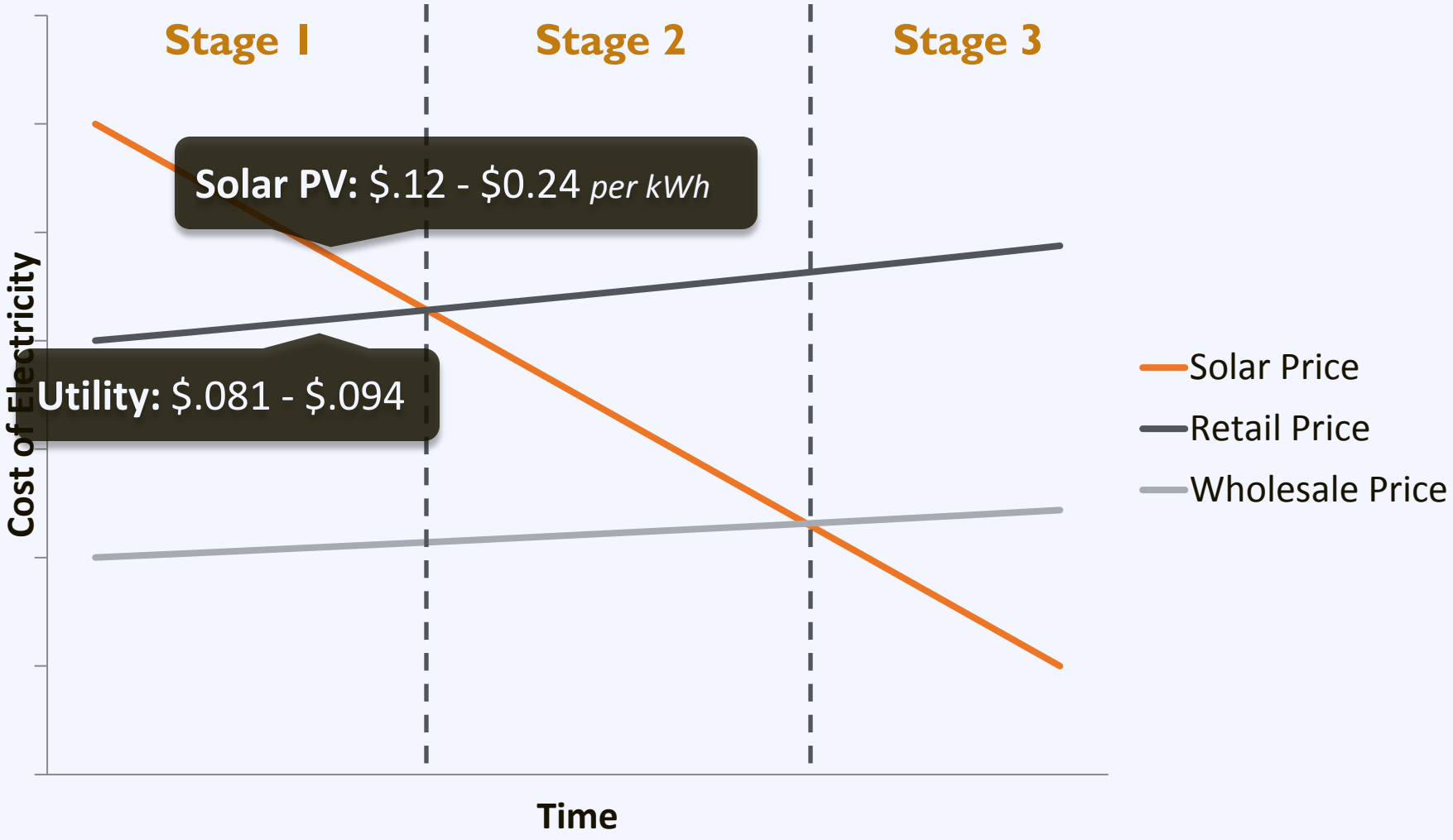
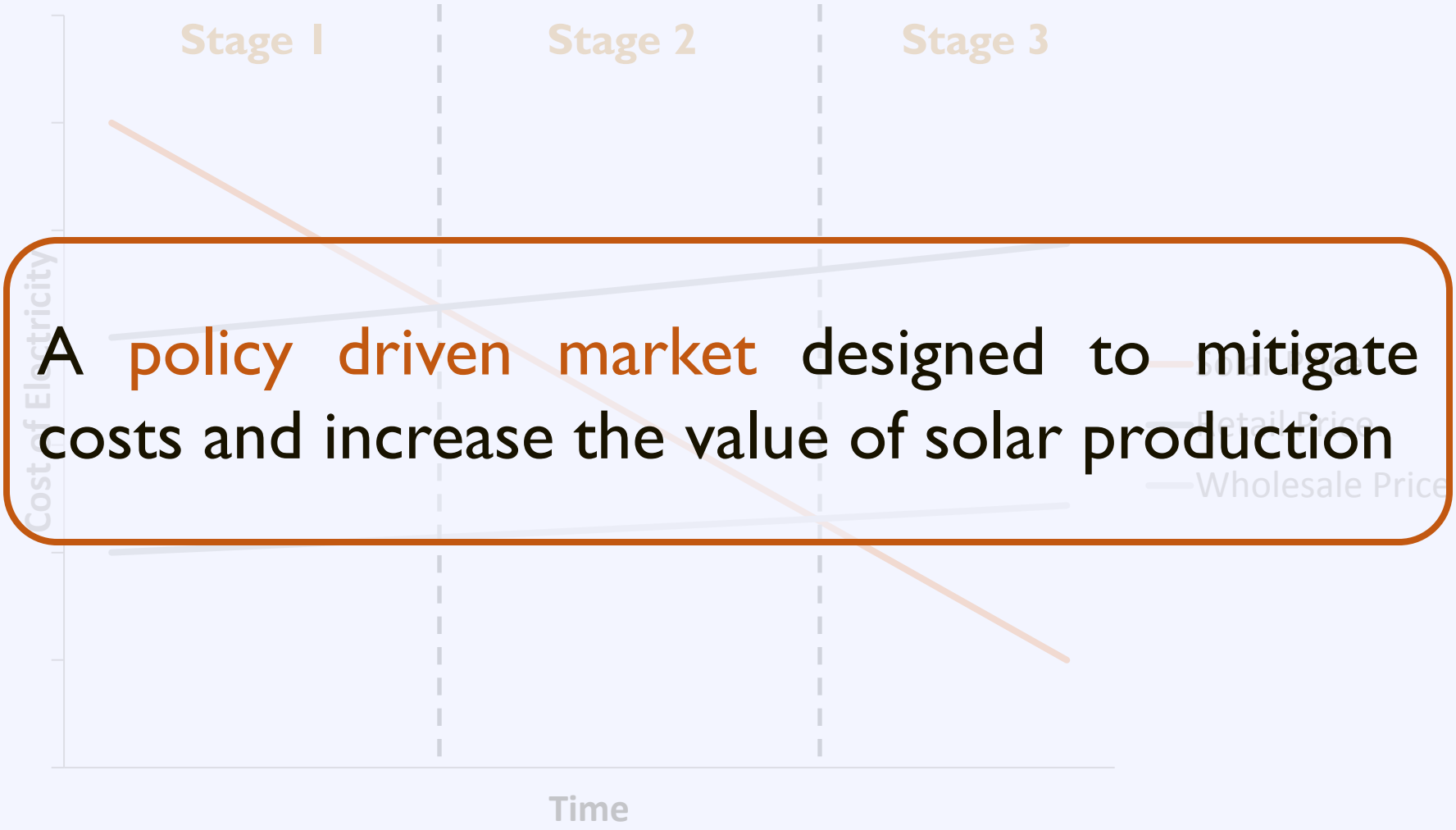


Source: Solar Electric Power Association

Solar Market: Stages



A policy driven market designed to mitigate costs and increase the value of solar production

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U.S. Department of Energy

Source: Solar Electric Power Association

A Policy Driven Market

State

- Utility Regulation
- Solar Access
- Community-Based Energy Development

Local

- Planning
- Zoning
- Permitting

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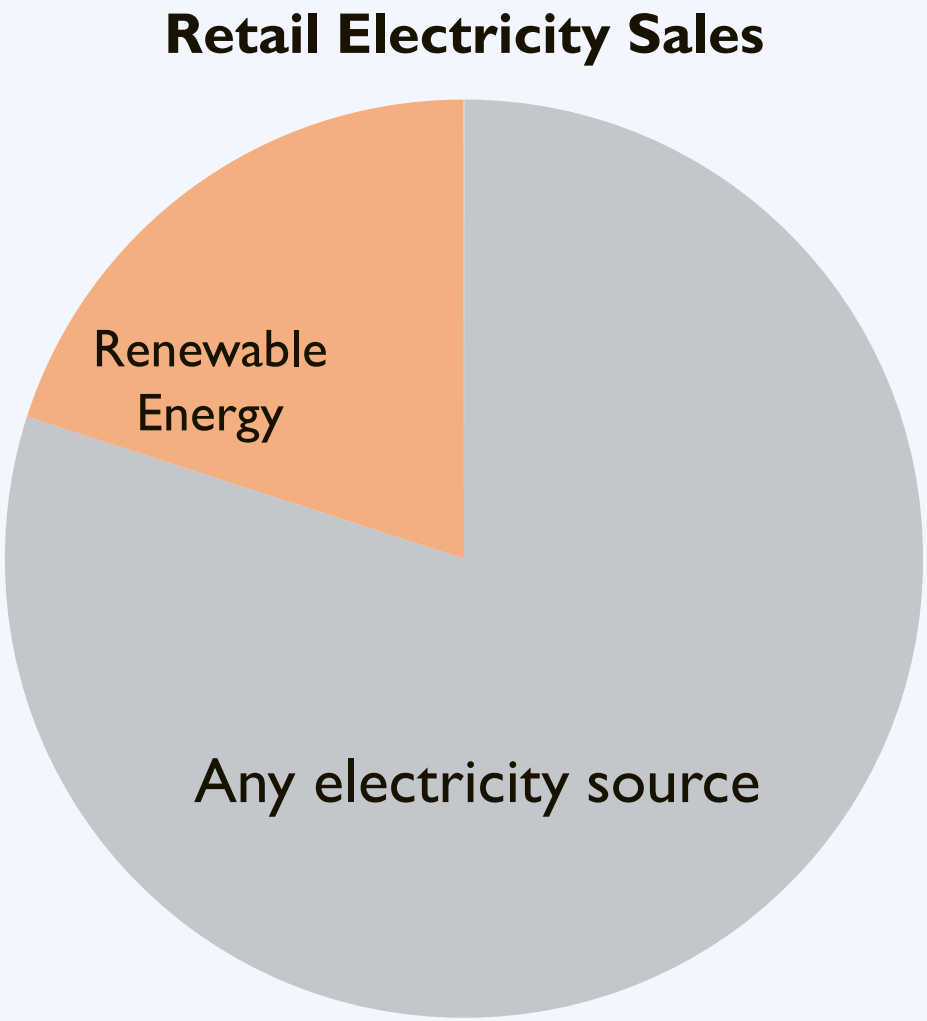
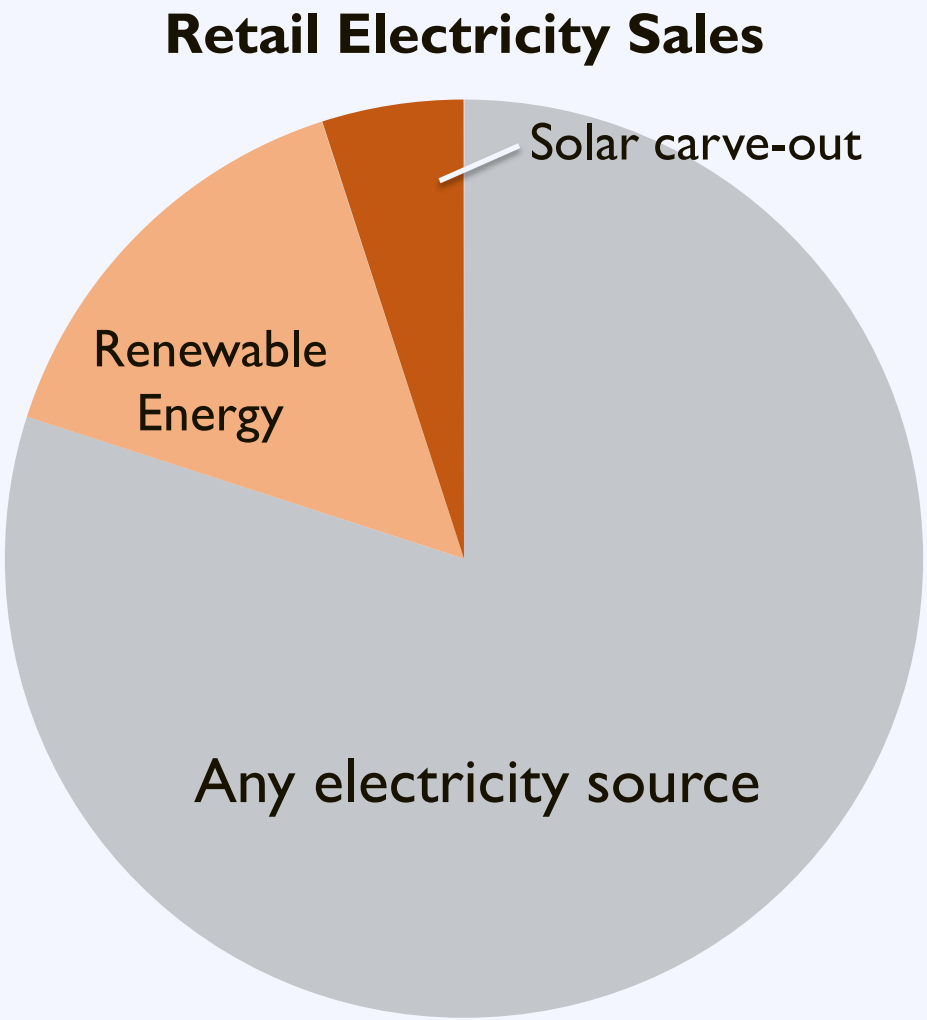
Renewable Portfolio Standard



Renewable Portfolio Standard



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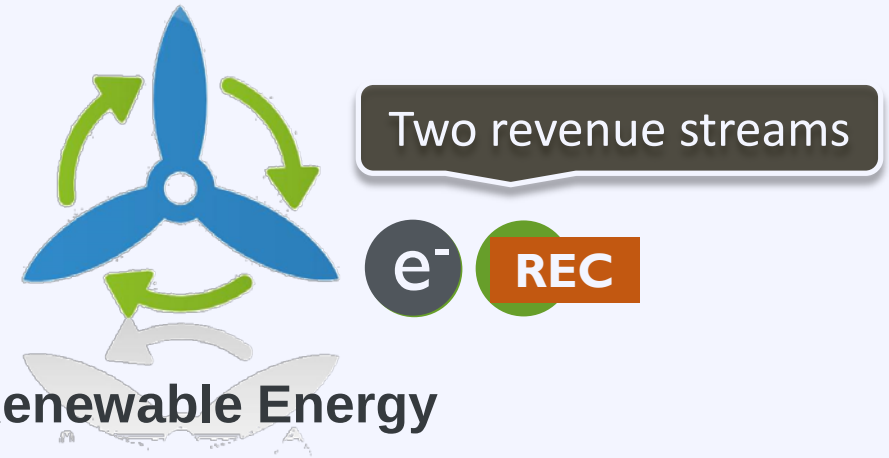
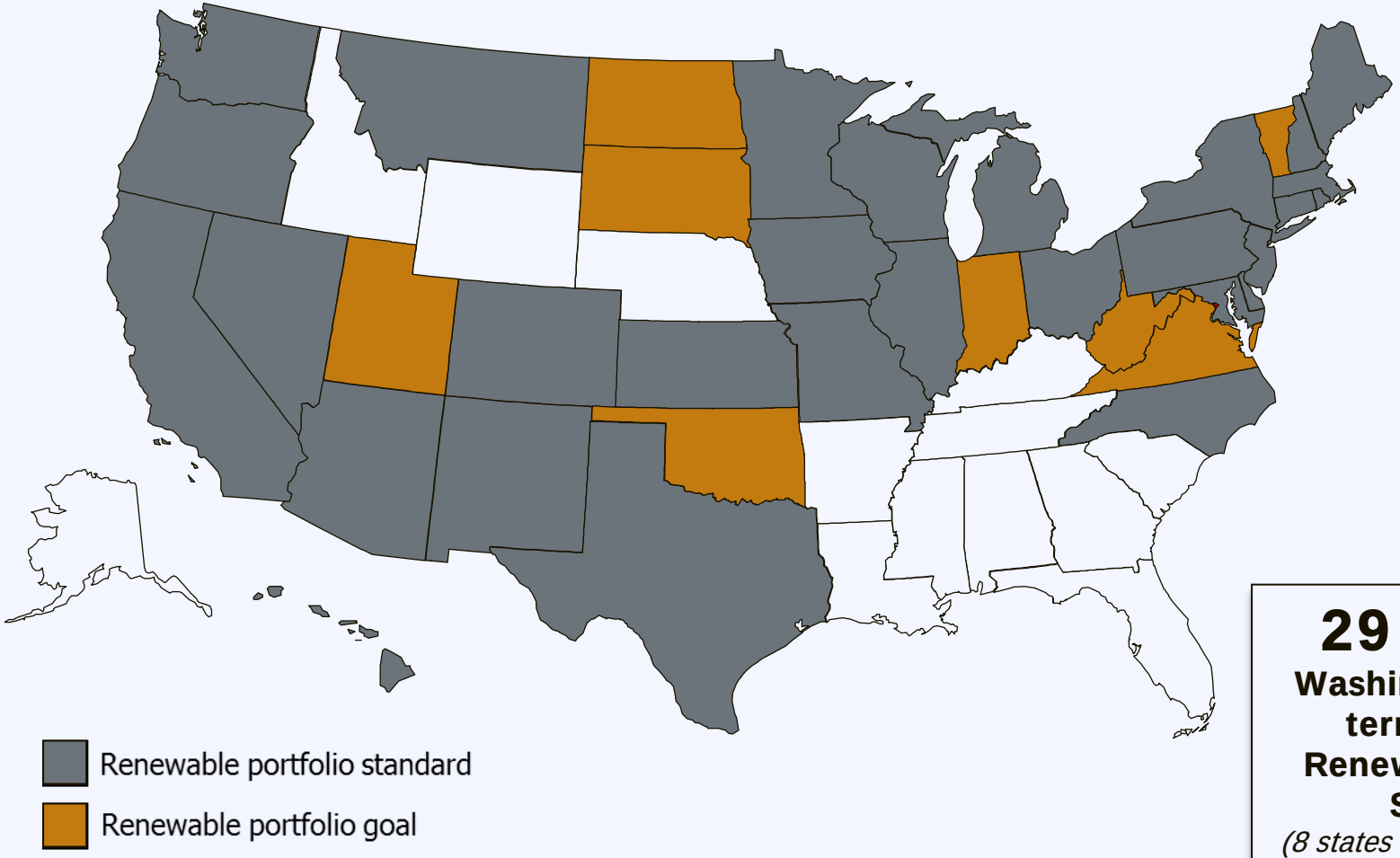


Renewable Portfolio Standard

www.dsireusa.org / March 2013



29 states +
Washington DC and 2 territories have Renewable Portfolio Standards
(8 states and 2 territories have renewable portfolio goals)

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Renewable Portfolio ~~Standard~~

Voluntary goal of

15%

from renewable sources

by 2015

RPS Impacts: Solar Deployment

RPS and Solar/DG Status of Top Ten Solar States by Cumulative Installed Capacity (as of Q4 2012)

Ranks	State	RPS?	Solar/DG Provision?
1	California	Y	N
2	Arizona	Y	Y
3	New Jersey	Y	Y
4	Nevada	Y	Y
5	Colorado	Y	Y
6	North Carolina	Y	Y
7	Massachusetts	Y	Y
8	Pennsylvania	Y	Y
9	Hawaii	Y	N
10	New Mexico	Y	Y

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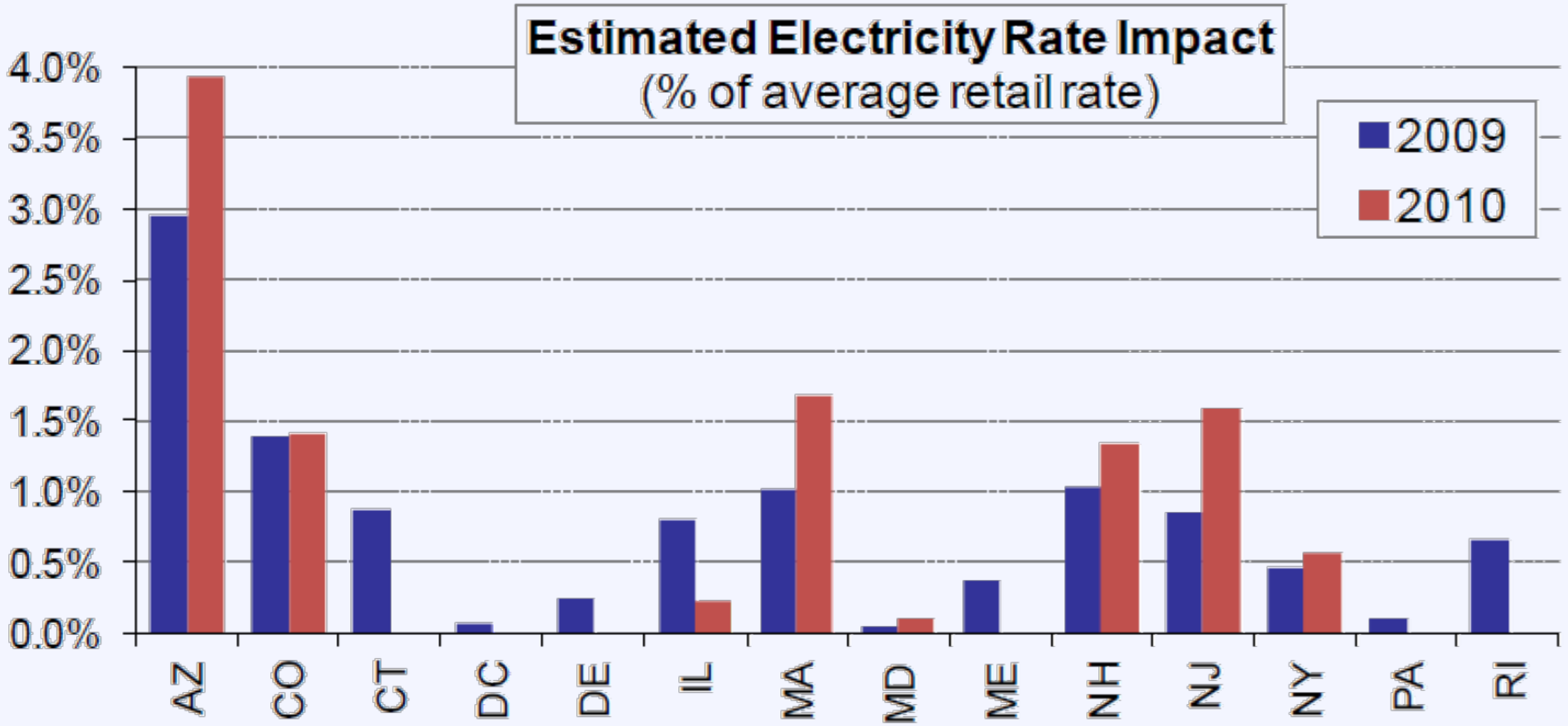
Source: DSIRE Solar (http://dsireusa.org/documents/summarymaps/Solar_DG_RPS_map.pdf); Solar Energy Industries Association/ GTM Research *Solar Market Insight 2012 Year-in-Review*

RPS Impacts: Retail Rates



States not included if data on incremental RPS compliance costs are unavailable (CA, IA, HI, MN, MT, NC, NM, NV, OH, TX, WI) or if RPS did not apply in 2009-10 (KS, MI, MO, OR, WA).

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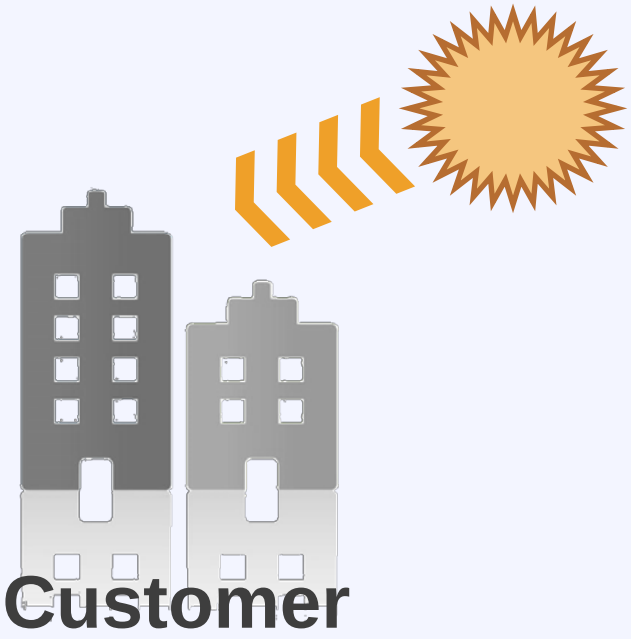
Source: Lawrence Berkeley National Laboratory. *Renewable Portfolio Standards in the United States: A Status Update*. December 2012. www.cleanenergystates.org/assets/2012-Files/RPS/RPS-SummitDec2012Barbose.pdf

Net Metering

Net metering allows customers to export power to the grid during times of excess generation, and receive credits that can be applied to later electricity usage

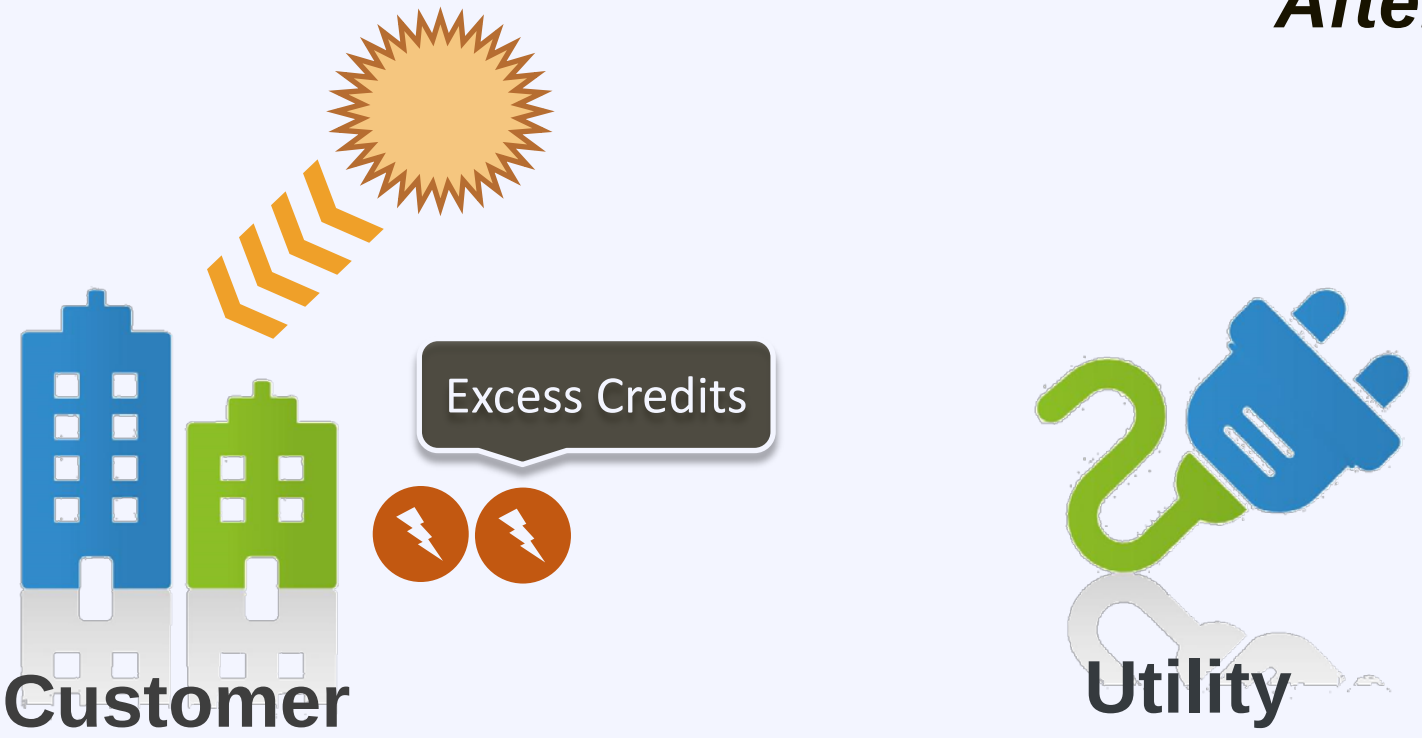
Net Metering: Overview

Morning



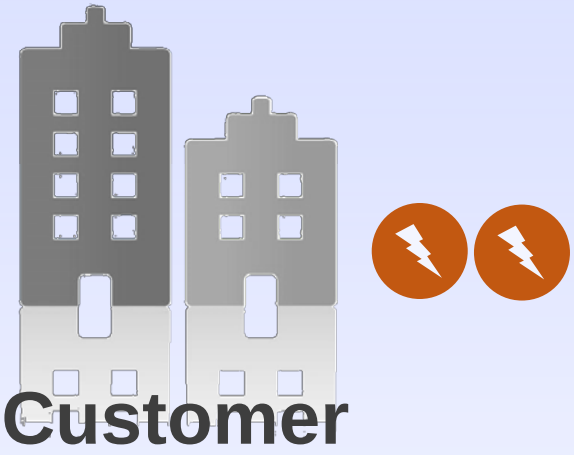
Net Metering: Overview

Afternoon



Net Metering: Overview

Night



Customer

Utility

Solar covers 100% of the customer's load, even at night!

Net Metering: Market Share

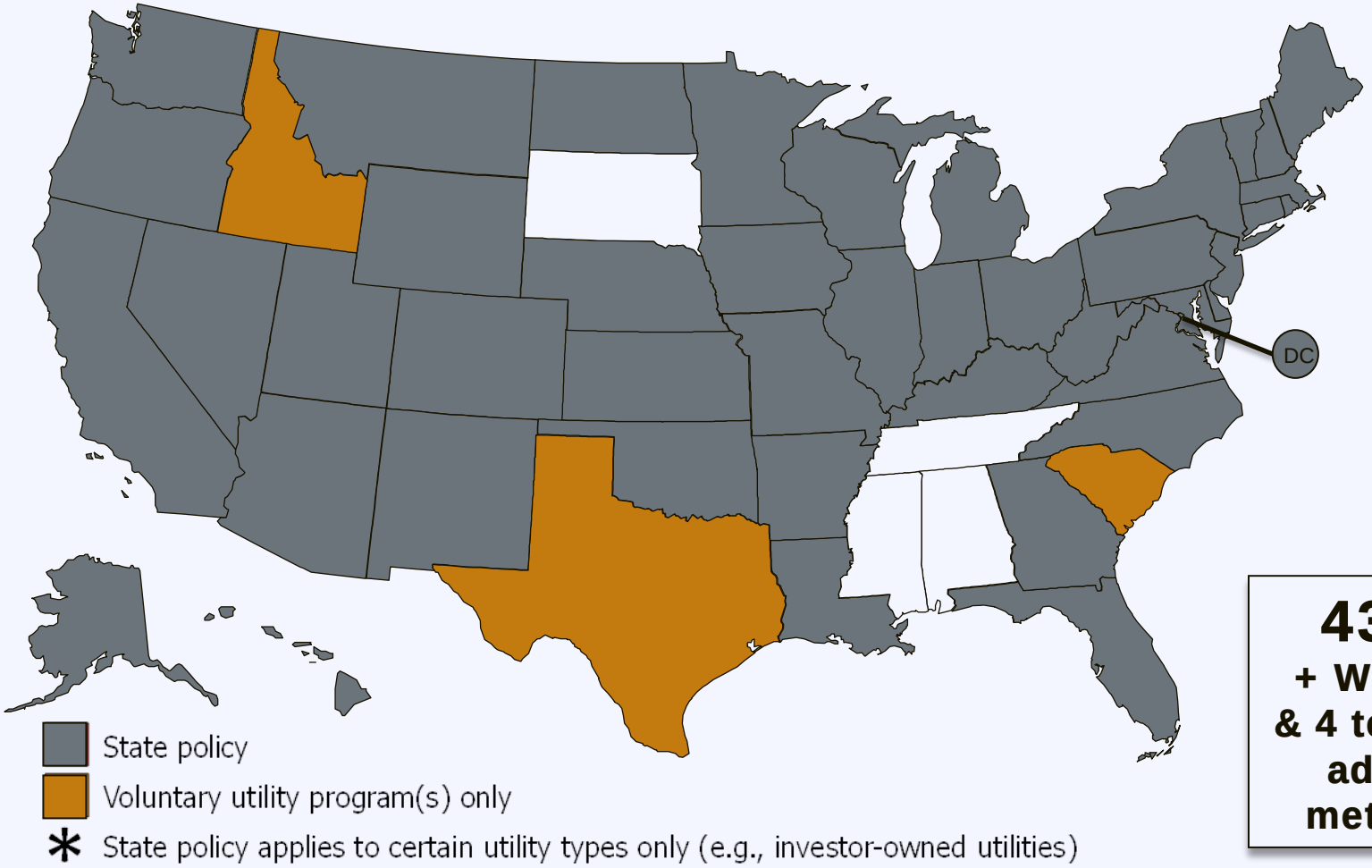
More than **93%** of distributed PV Installations are net-metered

Powered by SunShot U.S. Department of Energy

Source: IREC (http://www.irecusa.org/wp-content/uploads/IRECSolarMarketTrends-2012-web.pdf)

Net Metering: State Policies

www.dsireusa.org / August 2012



43 states
+ Washington DC & 4 territories have adopted a net metering policy

Note: Numbers indicate individual system capacity limit in kilowatts. Some limits vary by customer type, technology and/or application. Other limits might also apply. This map generally does not address statutory changes until administrative rules have been adopted to implement such changes.

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U.S. Department of Energy

Net Metering in Oklahoma: Rules/Applicability

- Applies to all investor-owned utilities and some electric cooperatives
- However…
  - Municipalities are not required to offer net metering.
  - Net metering is only required for systems under 100 kW or 25,000 kWh/year, whichever is less (although OG&E allows for up to 300 kW).
  - Customers may ask for their utility to purchase their net excess generation, but utilities are not required to purchase it.
  - Purchase is only permitted at the avoided cost (wholesale) rate, not at the retail rate.

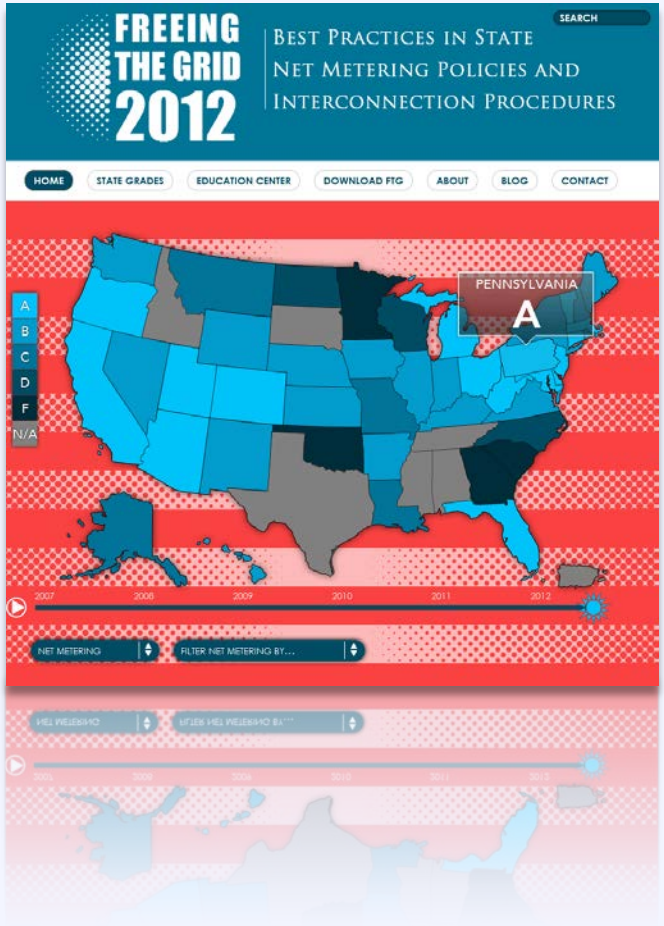
Source: Database of State Incentives for Renewables and Efficiency (DSIRE). Available at: http://www.dsireusa.org/incentives/incentive.cfm?Incentive_Code=OK01R&re=0&ee=0

Net Metering: Resources

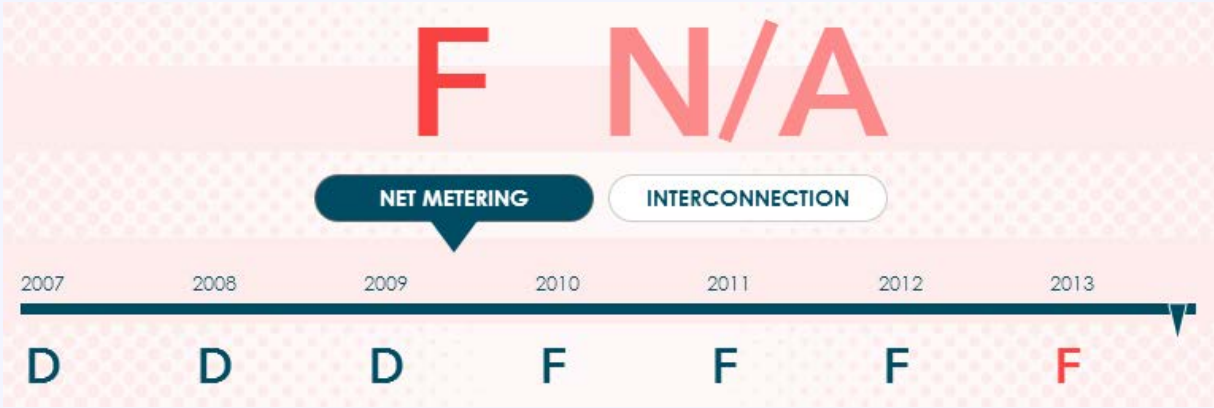
Resource **Freeing the Grid**

Provides a "report card" for state policy on net metering and interconnection

http://freeingthegrid.org/



Net Metering: Oklahoma



Oklahoma Net Metering Policy:

Credit Value
Avoided Cost Rate

Credit Rollover
Varies by Utility

System Capacity Limit
100 kW

Aggregate Limit
None

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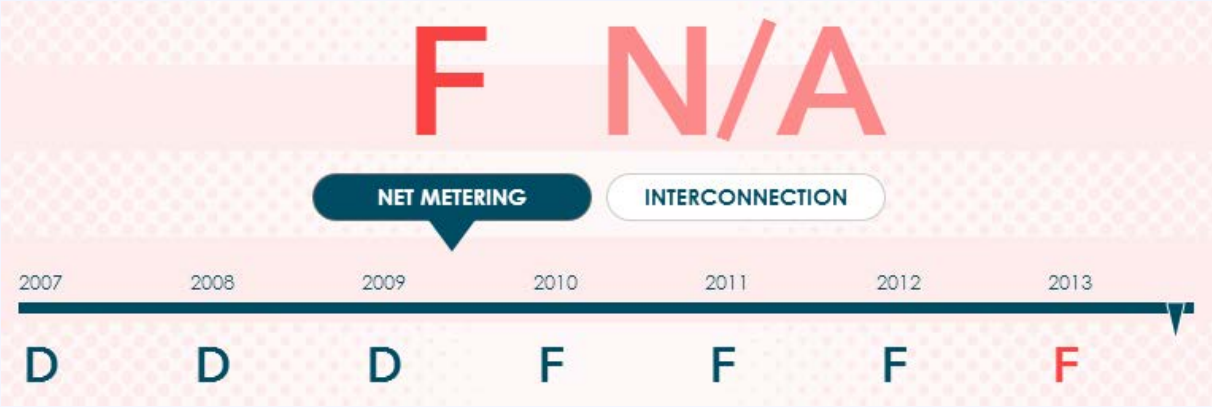
Source: Freeing the Grid

Net Metering: Oklahoma



Freeing the Grid Recommendations:

Credit Value
~~Avoided~~ Retail Cost Rate

Credit Rollover
~~Varies by Utility~~
Month-to-Month

System Capacity Limit
~~100 kW~~ No Limit

REC Ownership
~~Not Addressed~~
Customer Ownership

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Source: Freeing the Grid

Net Metering: Virtual

No direct connection necessary

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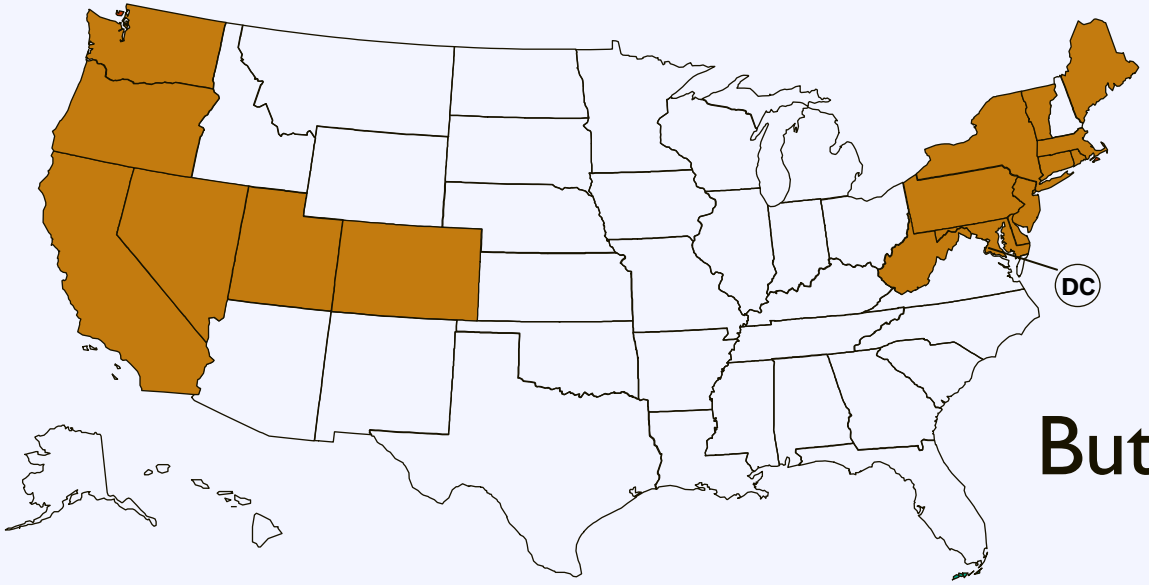
U.S. Department of Energy

Net Metering: Meter Aggregation



But…It's complicated

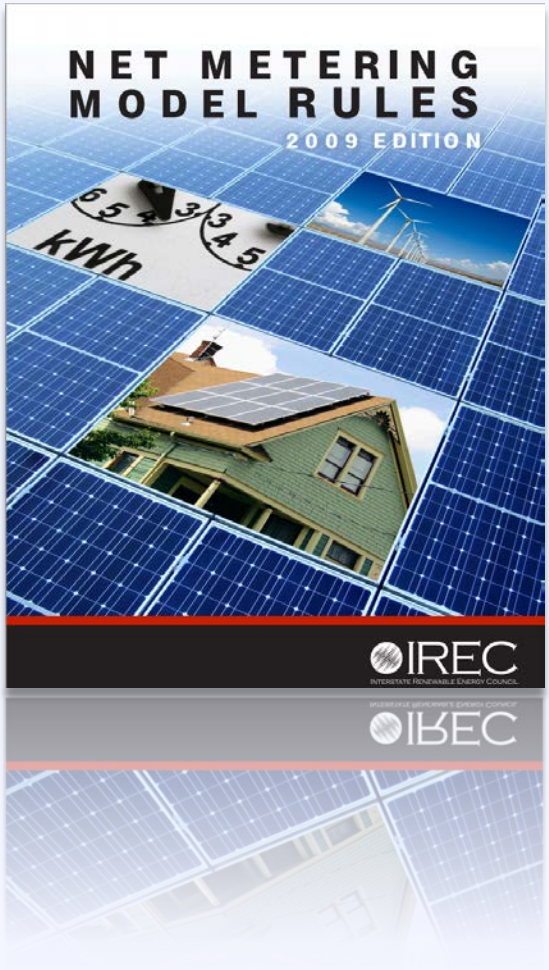
- Ownership requirements
- Contiguous vs. non-contiguous properties
- Multiple customers
- Multiple generators
- Modified system/aggregate system size limits
- Rollover rates
- Distance limitations
- Number of accounts
- How to address accounts on different tariffs

Net Metering: Resources

Resource **Interstate Renewable Energy Council**

IREC developed its model rules in an effort to capture best practices in state net metering policies.

www.irecusa.org



A Policy Driven Market

State

- Utility Regulation
- Solar Access

Local

- Planning
- Zoning
- Permitting

Solar Access

Solar Access Laws:

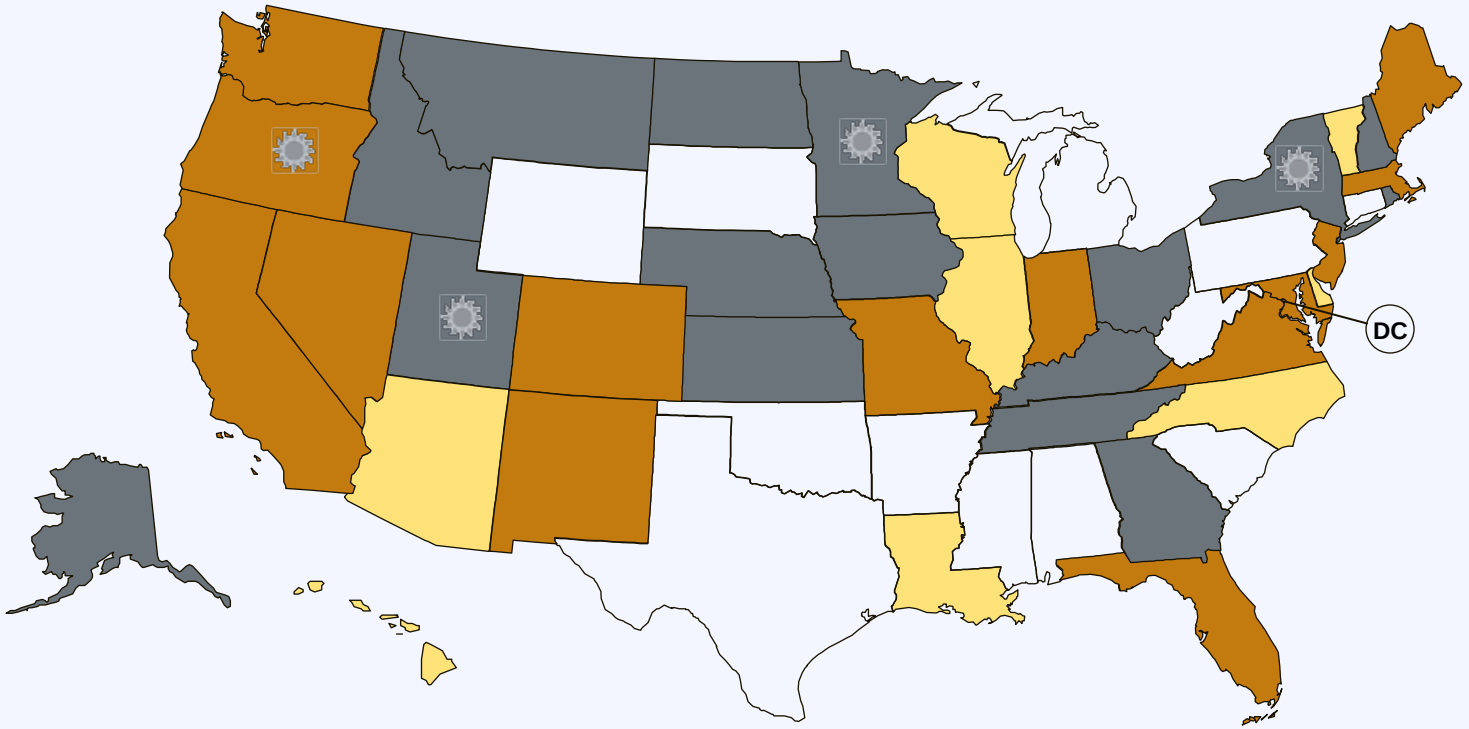
1. Increase the likelihood that properties will receive sunlight
2. Protect the rights of property owners to install solar
3. Reduce the risk that systems will be shaded after installation

Fontainebleau V. Eden Roc (1959)

A landowner does not have any legal right to the free flow of light and air across the adjoining land of his neighbor

Source: Google Earth

Solar Access



Solar Easements Provision

Solar Rights Provision

Solar Easements and Solar Rights Provisions

U.S. Virgin Islands

Local option to create solar rights provision

Powered by SunShot
U.S. Department of Energy

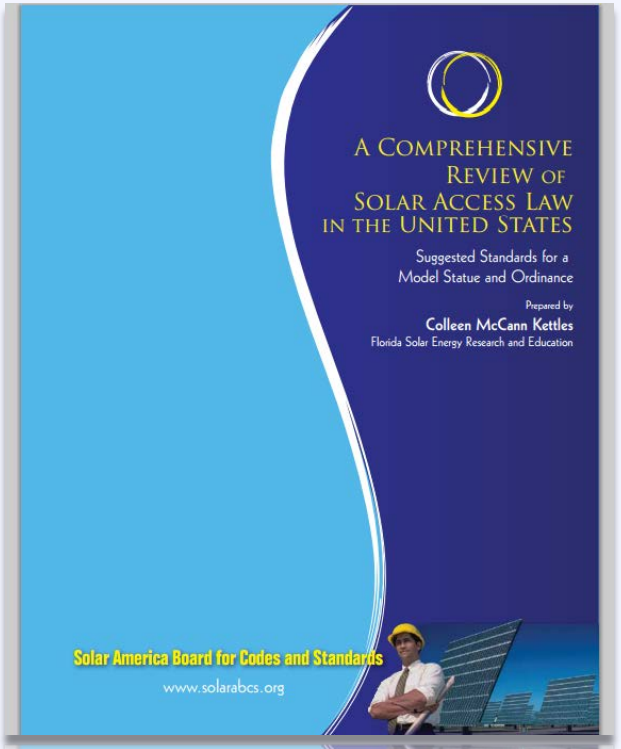
Source: DSIRE

Solar Access

Resource **Solar ABCs**

A comprehensive review of solar access law in the US – Suggested standards for a model ordinance

www.solarabcs.org



A Policy Driven Market

State

- Utility Regulation
- Solar Access

Local

- Planning
- Zoning
- Permitting

A Policy Driven Market

State

Utility Regulation

Solar Access

Community-Based Energy Development

Local

Planning

Zoning

Permitting

Q & A

Agenda

08:40 – 09:15	Introductions and Solar 101 Overview
09:15 – 09:45	Oklahoma Policy Environment
09:45 – 09:55	*Break*
09:55 – 10:15	Benefits and Barriers Activity
10:15 – 10:35	Creating a Solar Ready Community
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11:20 – 11:35	Wrap Up & Closing Remarks
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Agenda

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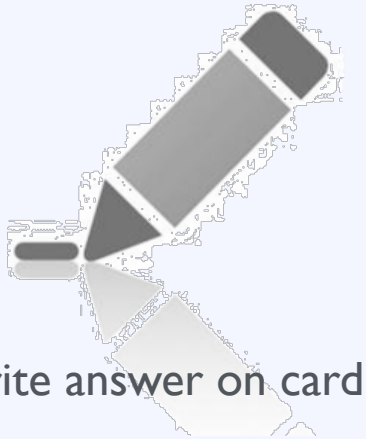
Activity: Identifying Benefits

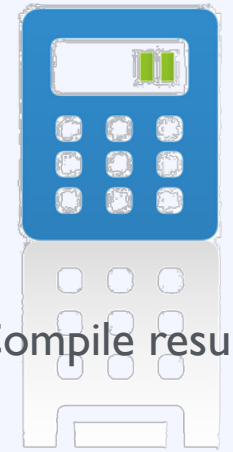
What is the greatest benefit solar can bring to your community? [Blue Card]

Right Now



Write answer on card

During Session



Compile results

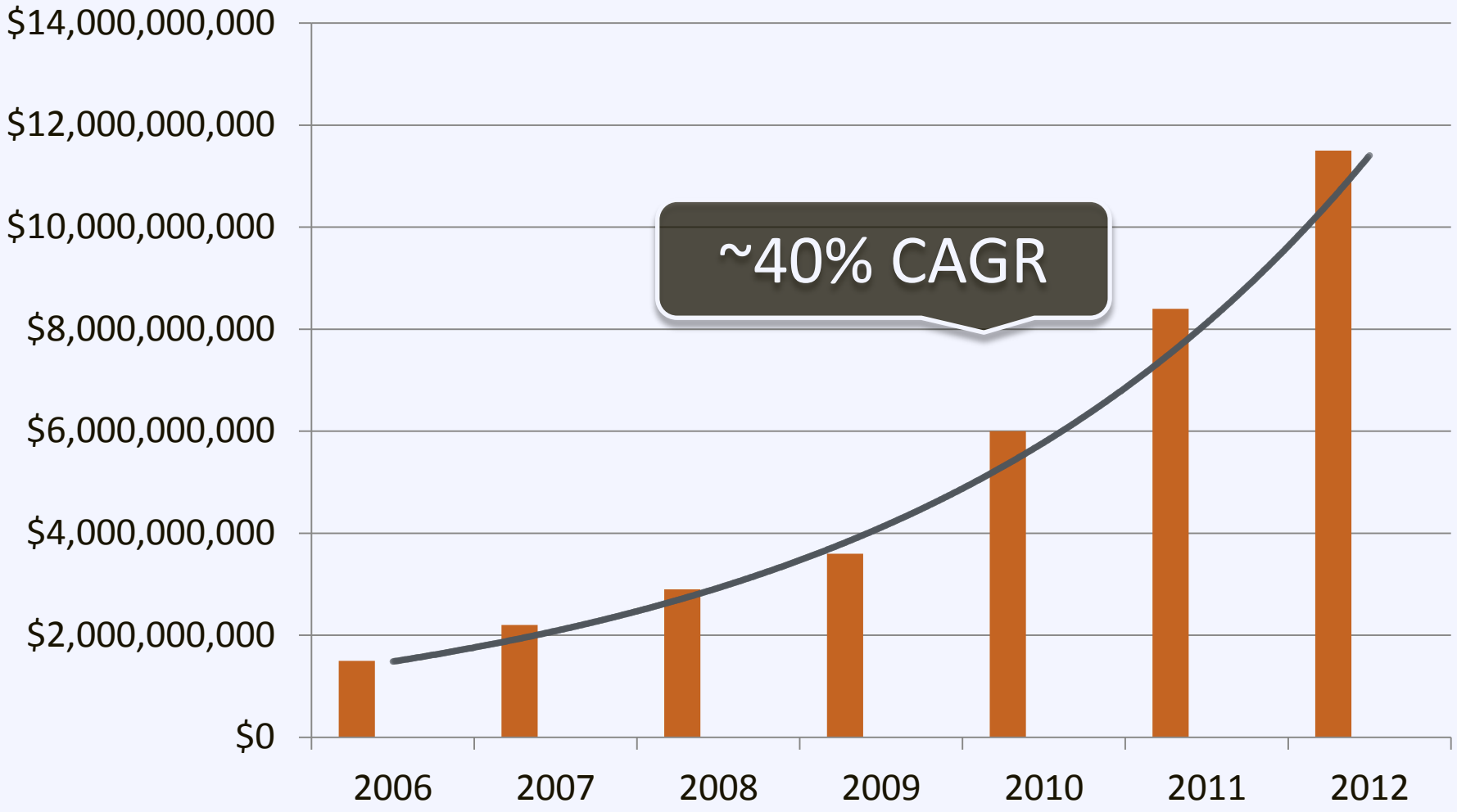
After Break

Group discussion

Benefits of Solar Energy

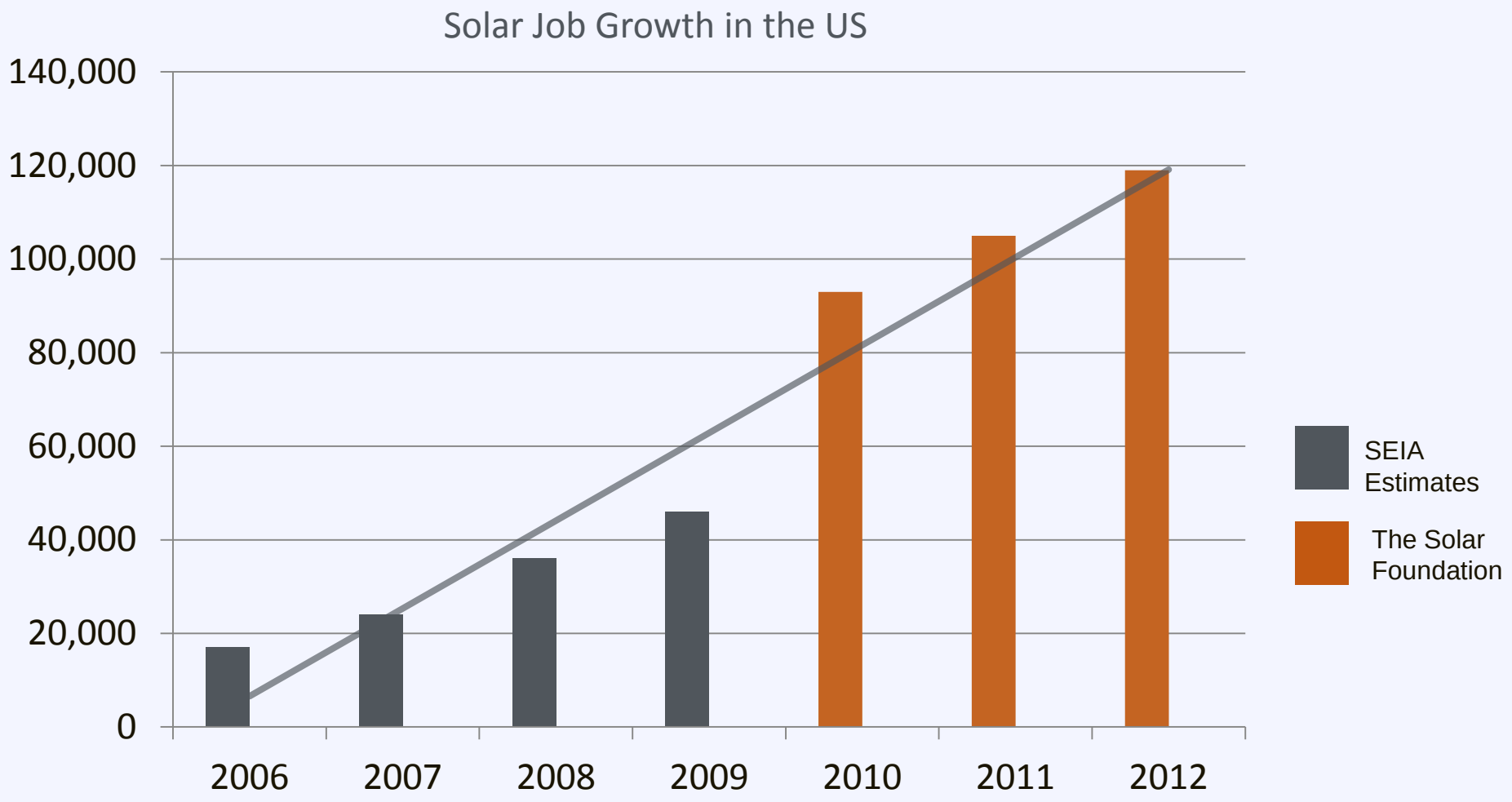
- Local economy growth
- Local jobs
- Energy independence
- Stabilizes price volatility
- Valuable to utilities
- Smart investment

Benefit: Economic Growth



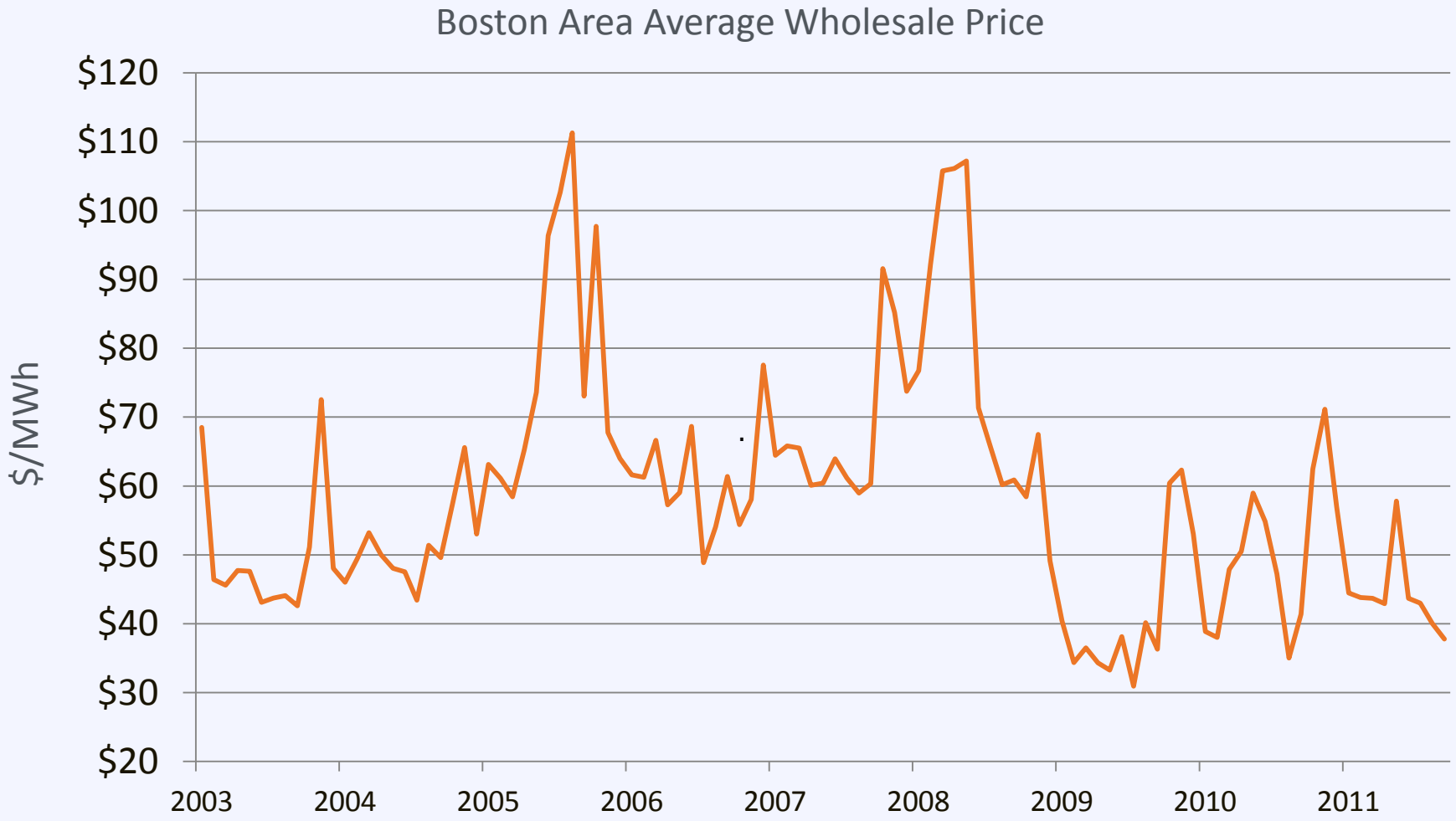
Source: SEIA/GTM Research – 2009/2010/2011/2012 Year in Review Report
http://www.seia.org/research-resources/us-solar-market-insight

Benefit: Job Growth



Source: SEIA Estimates (2006-2009), The Solar Foundation's National Solar Jobs Census 2010 (2010), The Solar Foundation's National Solar Jobs Census 2012 (2011-2012).

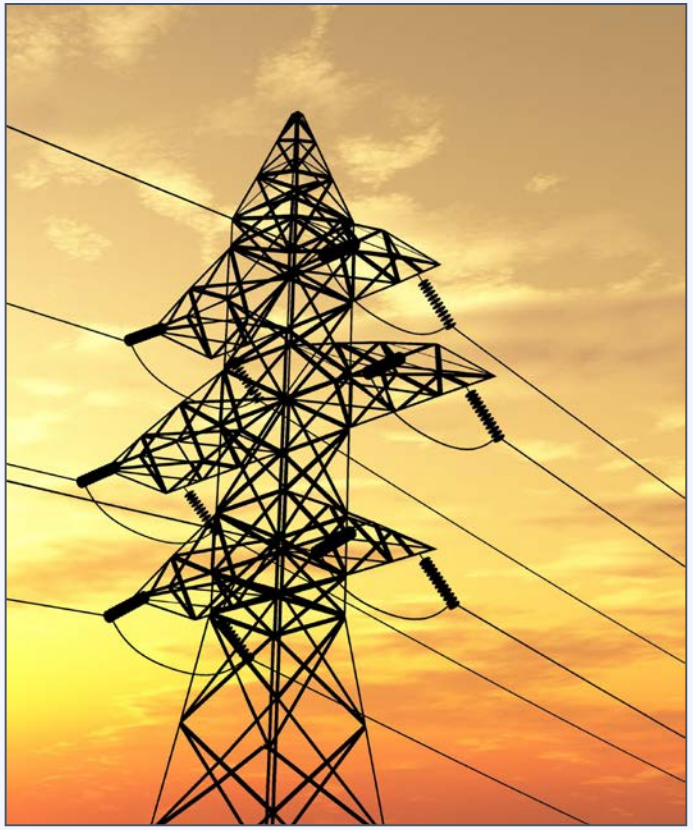
Benefit: Stabilize Energy Prices



Source: NEPOOL

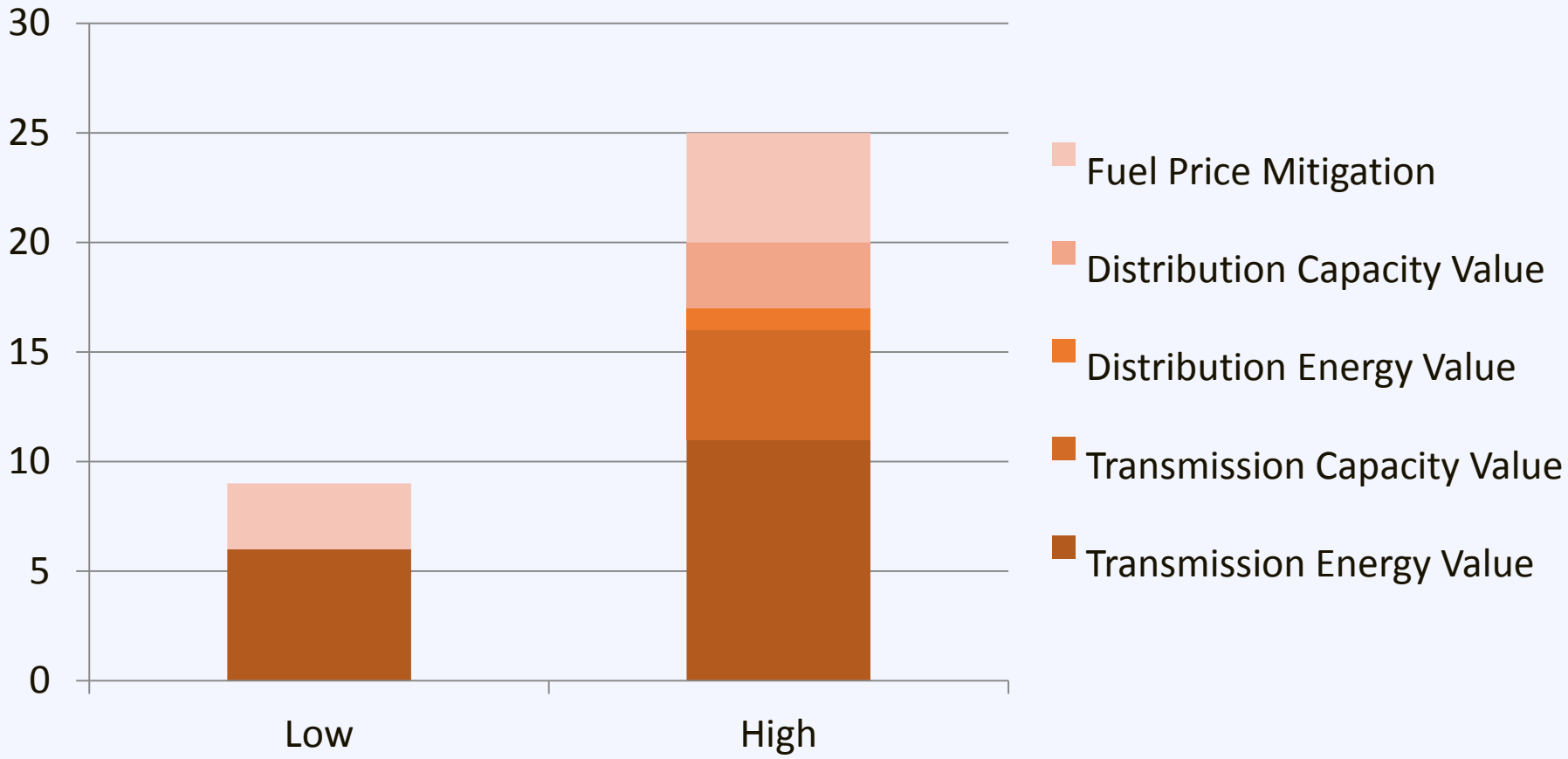
Benefits: Valuable to Utilities

- Avoided Energy Purchases
- Avoided T&D Line Losses
- Avoided Capacity Purchases
- Avoided T&D Investments
- Fossil Fuel Price Impacts
- Backup Power



Benefits: Valuable to Utilities

Value to the utility is **10 to 25 cents** beyond the value of the electricity



Source: http://www.asrc.cestm.albany.edu/perez/2011/solval.pdf

Benefit: Smart Investment for Homes

From NREL:

Solar homes sold

20% faster

and for

17% more

than the equivalent non-solar homes

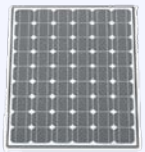
in surveyed California subdivisions

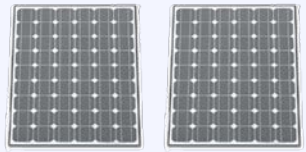
Powered by SunShot U.S. Department of Energy

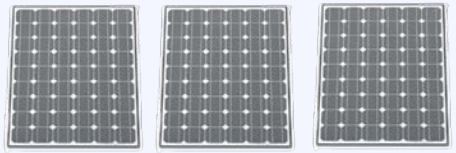
Source: http://www.nrel.gov/docs/fy07osti/38304-01.pdf

Benefit: Smart Investment for Homes

From SunRun:

3 kW  = **$ 16,500** *added sale premium*

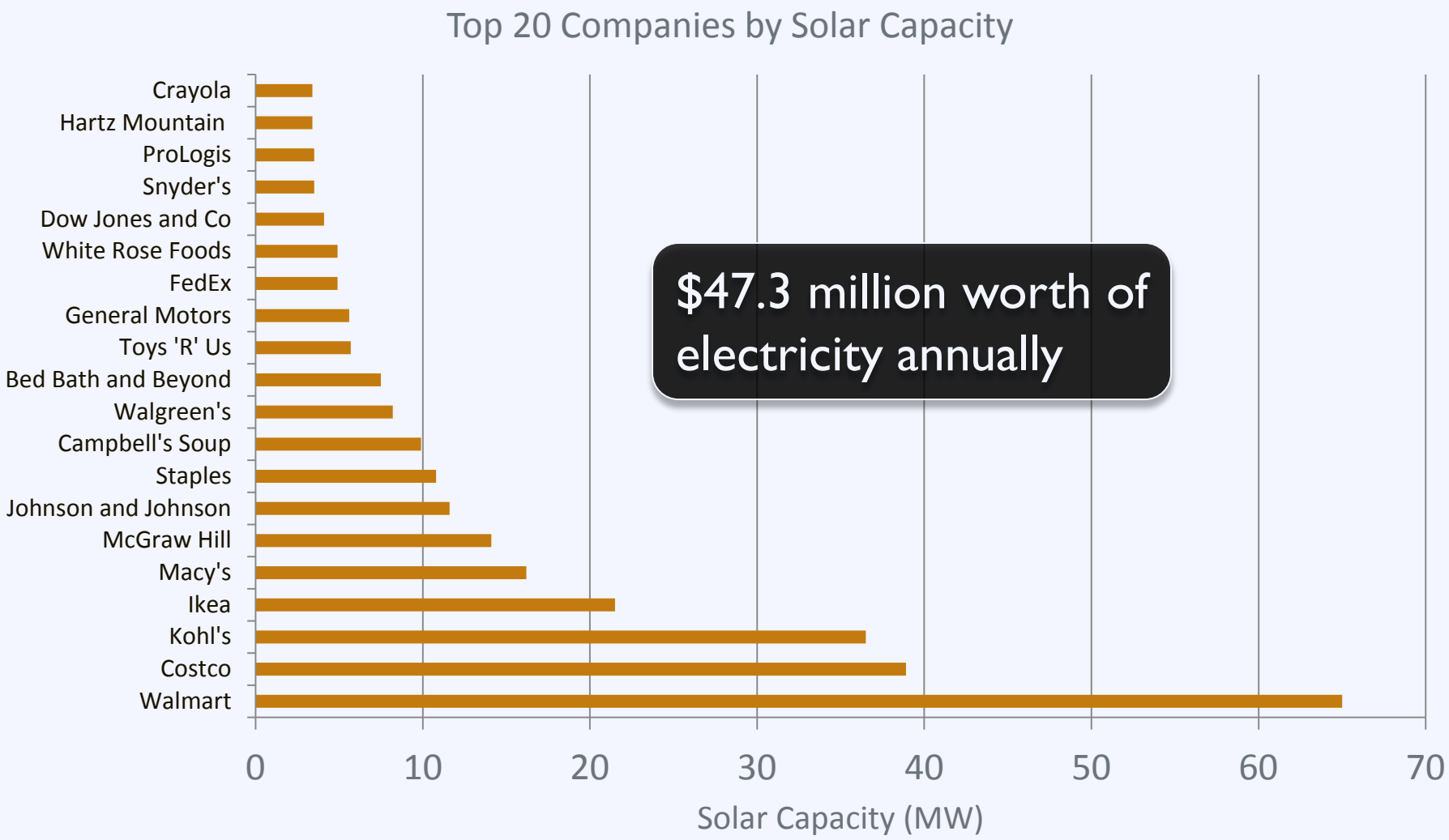
6 kW  = **$ 33,000** *added sale premium*

9 kW  = **$ 49,500** *added sale premium*

Source: Tracking the Sun IV, SunRun

Benefit: Smart Investment for Business

Benefit: Smart Investment for Business



Powered by SunShot U.S. Department of Energy

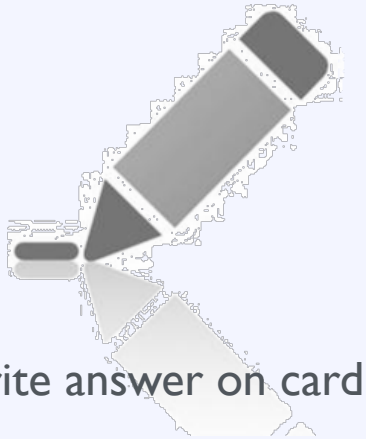
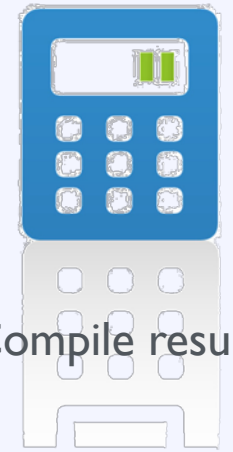
Source: Solar Energy Industries Association

Benefit: Smart Investment for Government

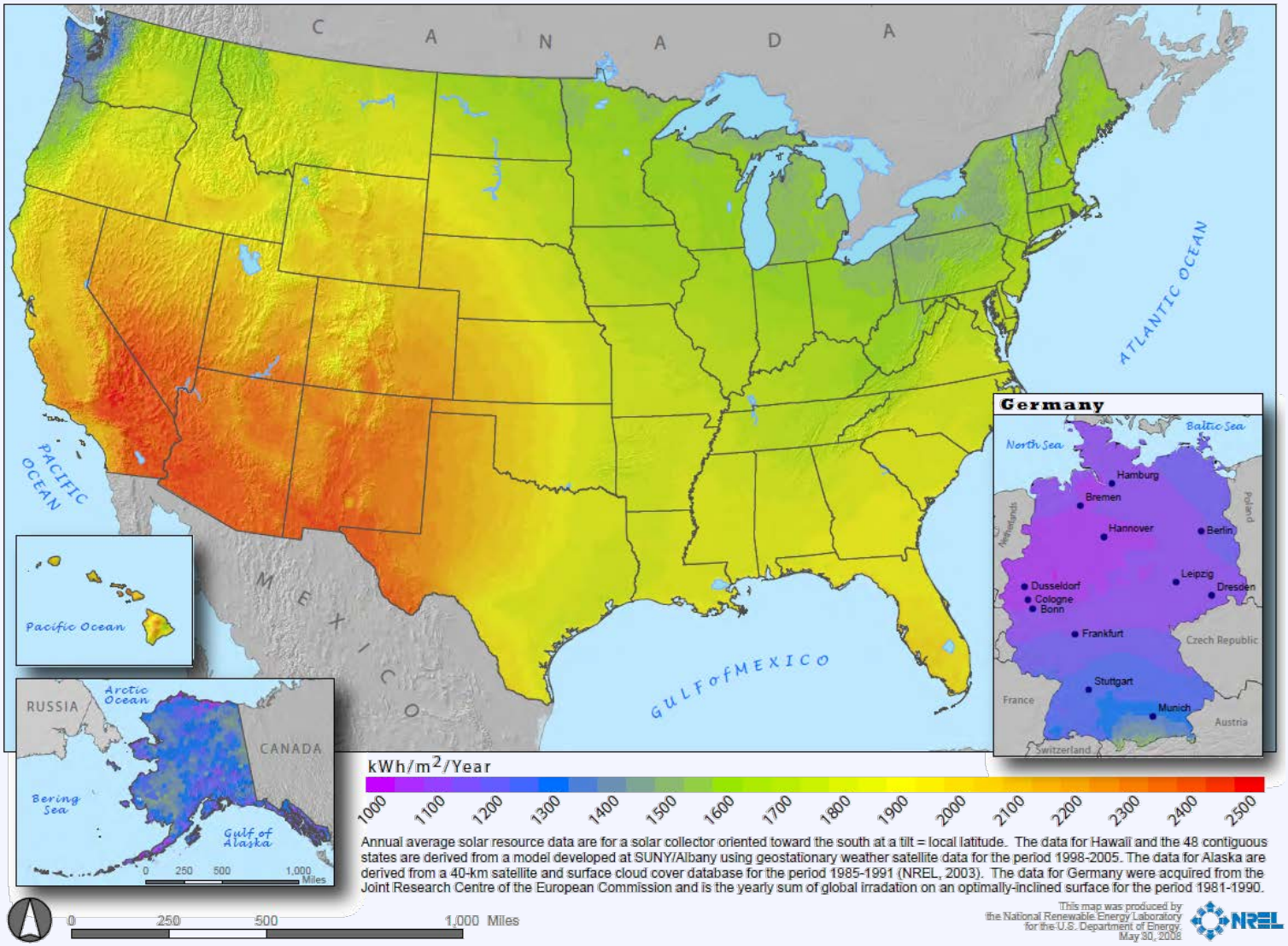
Source: Borrego Solar

Activity: Addressing Barriers

What is the greatest barrier to solar adoption in your community? [Green Card]

Right Now	During Session	After Break
		
Write answer on card	Compile results	Group discussion

Fact: Solar works across the US



Annual average solar resource data are for a solar collector oriented toward the south at a tilt = local latitude. The data for Hawaii and the 48 contiguous states are derived from a model developed at SUNY/Albany using geostationary weather satellite data for the period 1998-2005. The data for Alaska are derived from a 40-km satellite and surface cloud cover database for the period 1985-1991 (NREL, 2003). The data for Germany were acquired from the Joint Research Centre of the European Commission and is the yearly sum of global irradation on an optimally-inclined surface for the period 1981-1990.

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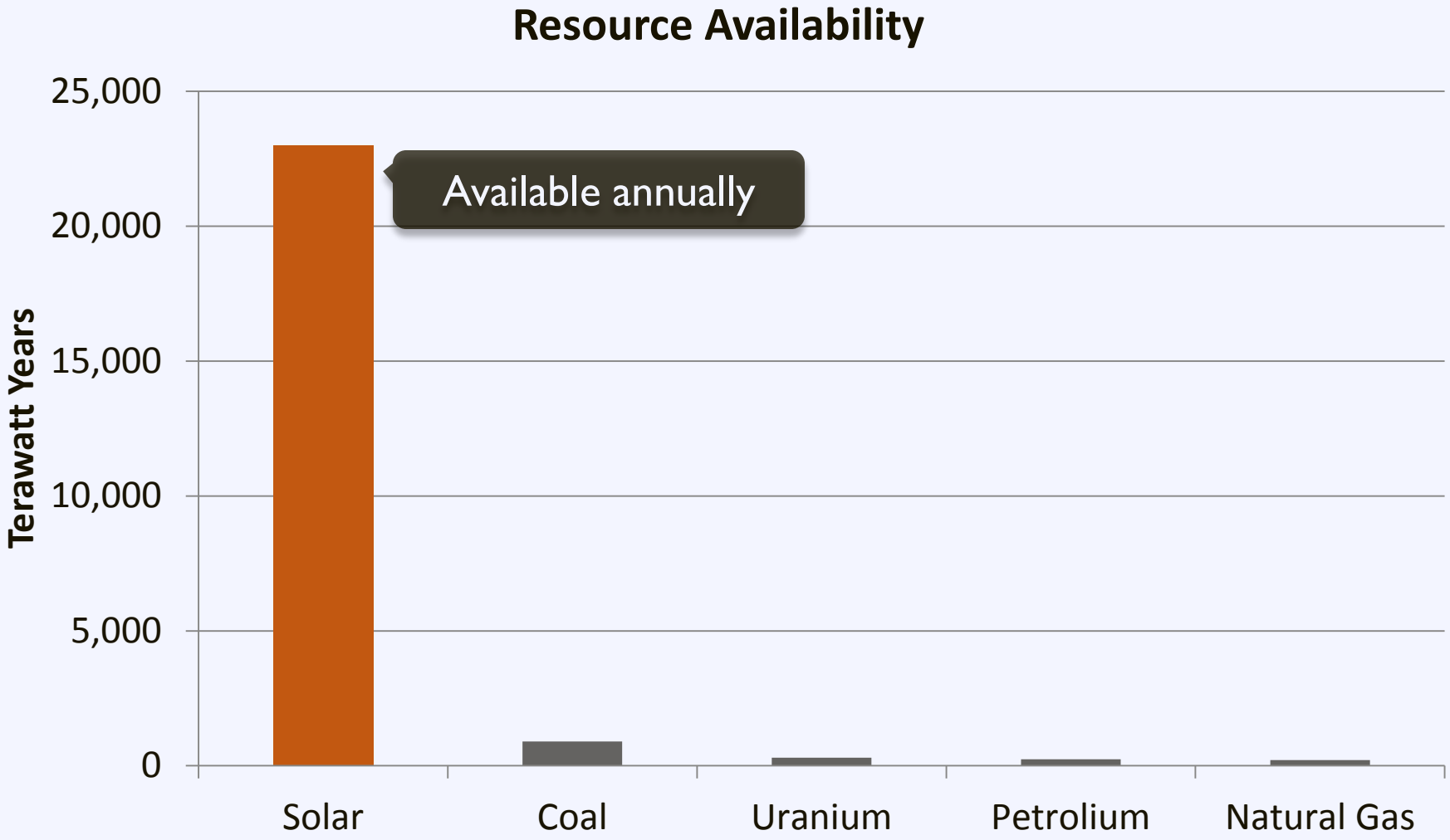
Source: National Renewable Energy Laboratory

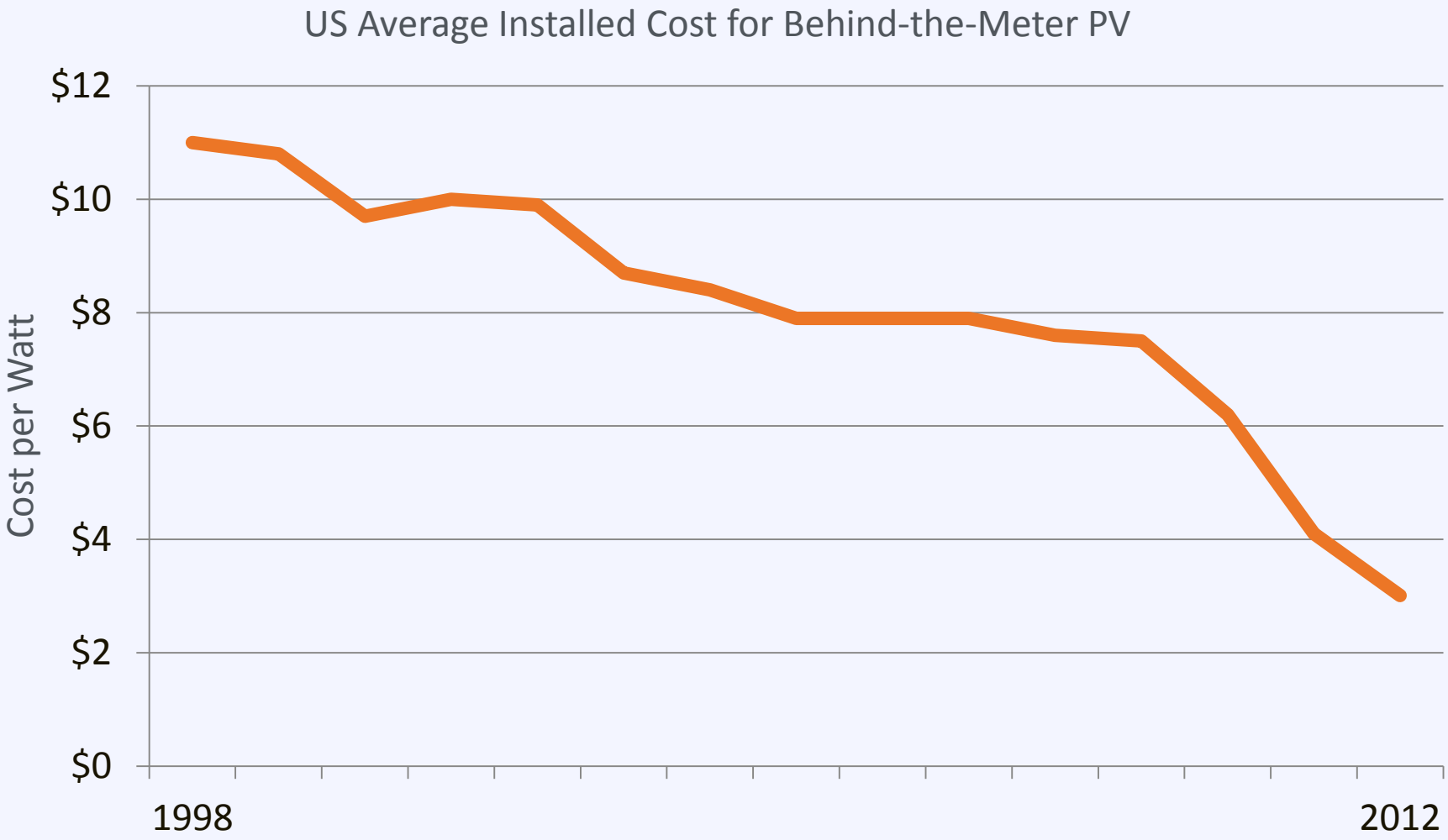
Fact: Solar is a ubiquitous resource



Powered by SunShot
U.S. Department of Energy

Source: Perez & Perez. 2009. *A fundamental look at energy reserves for the planet.*

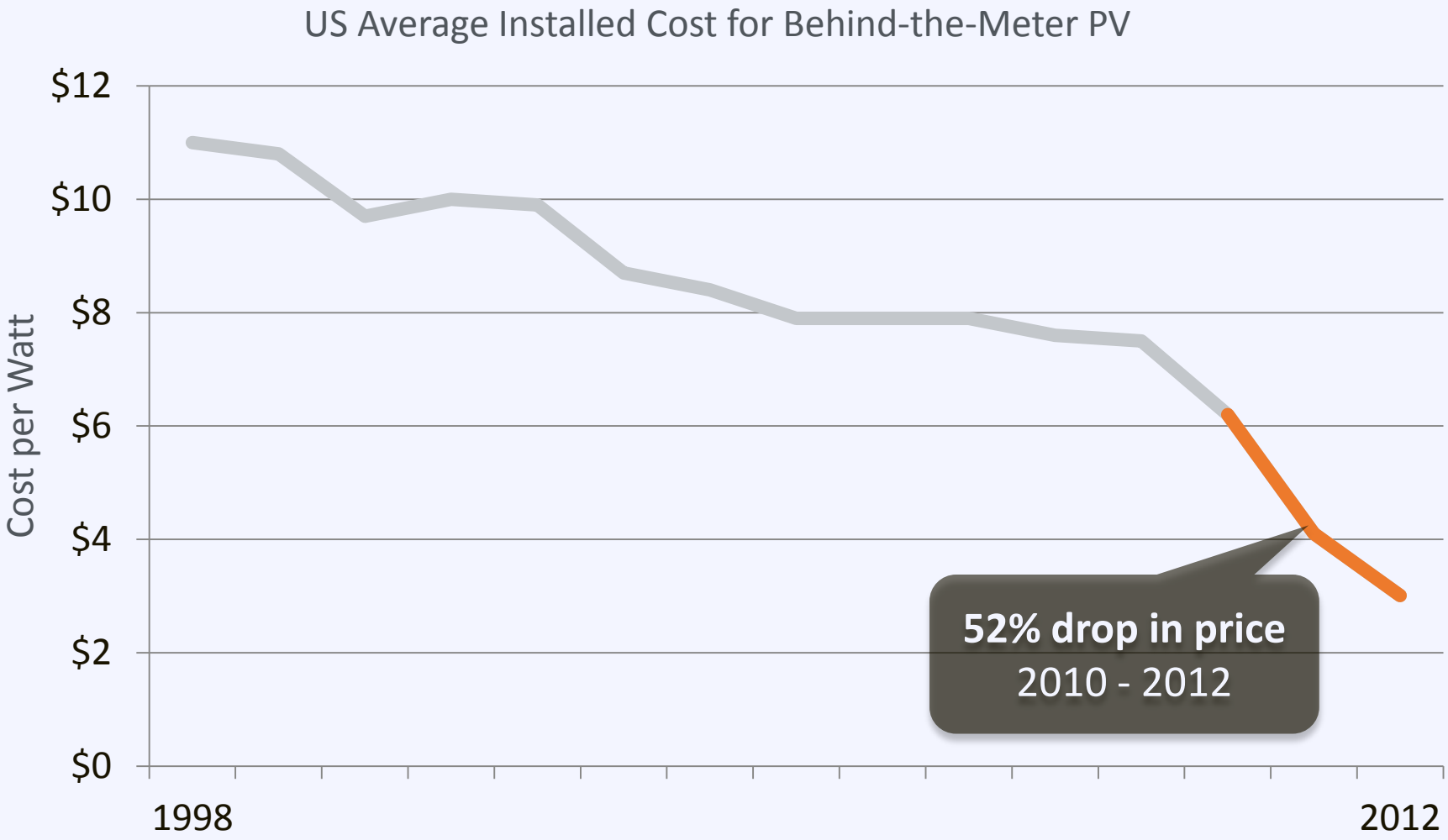
Fact: Solar is cost competitive



Tracking the Sun IV: The Installed Cost of Photovoltaics in the US from 1998-2010 (LBNL), SEIA/GTM Research *Solar Market Insight 2012 Year-in-Review.*

Powered by SunShot U.S. Department of Energy

Fact: Solar is cost competitive

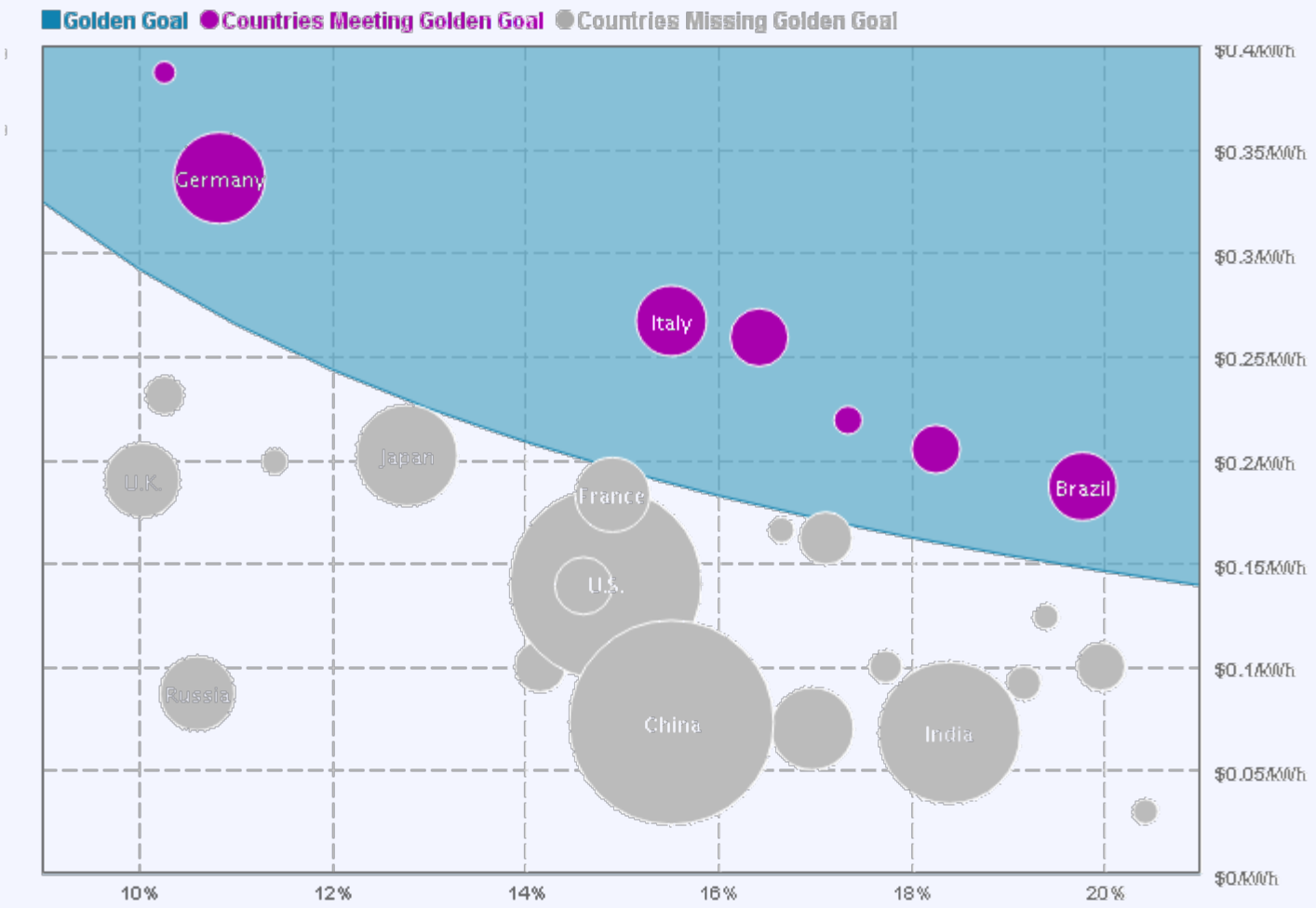


Tracking the Sun IV: The Installed Cost of Photovoltaics in the US from 1998-2010 (LBNL), SEIA/GTM Research *Solar Market Insight 2012 Year-in-Review.*

Powered by SunShot U.S. Department of Energy

Fact: Solar is cost competitive

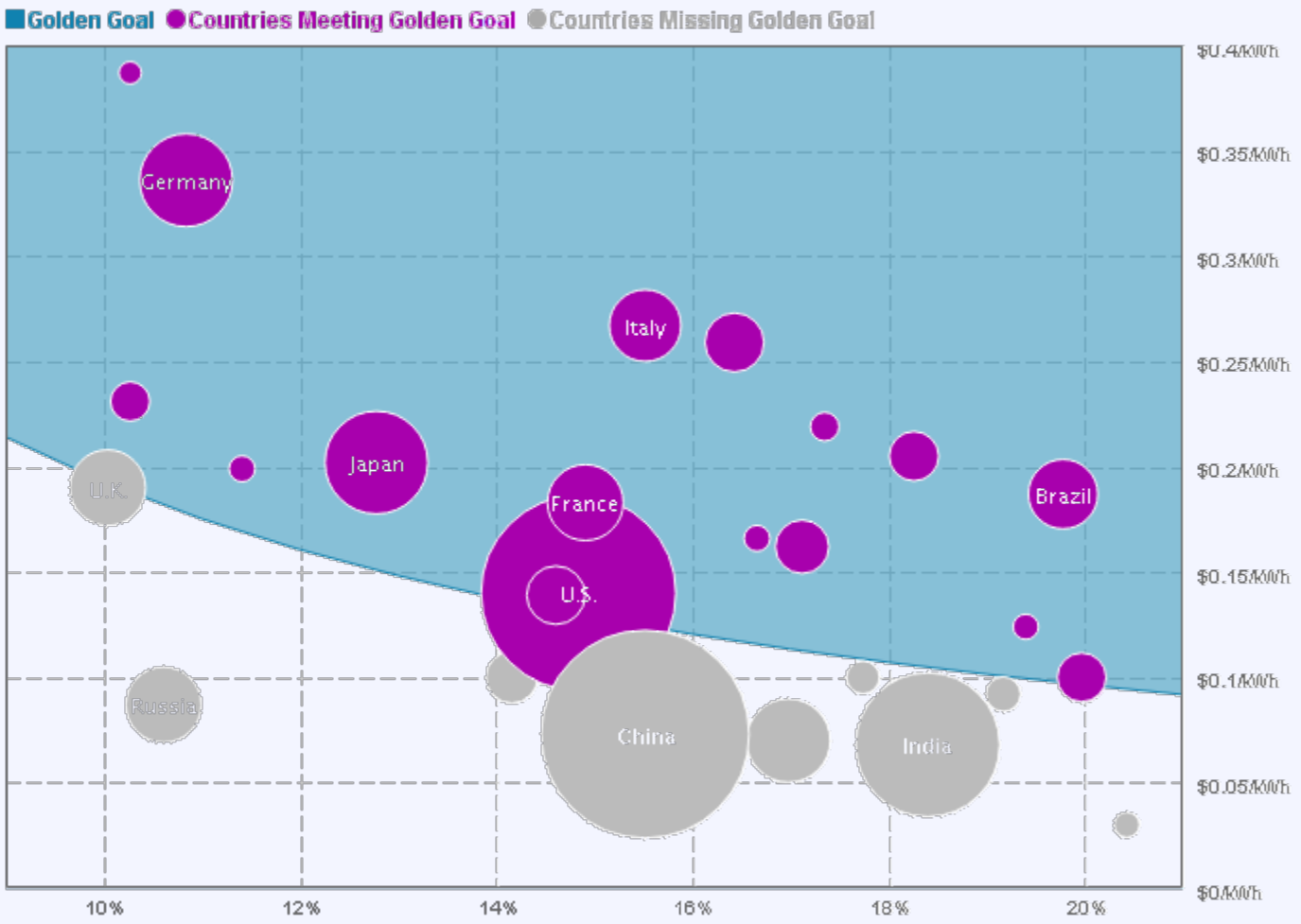
2012



Source: Bloomberg

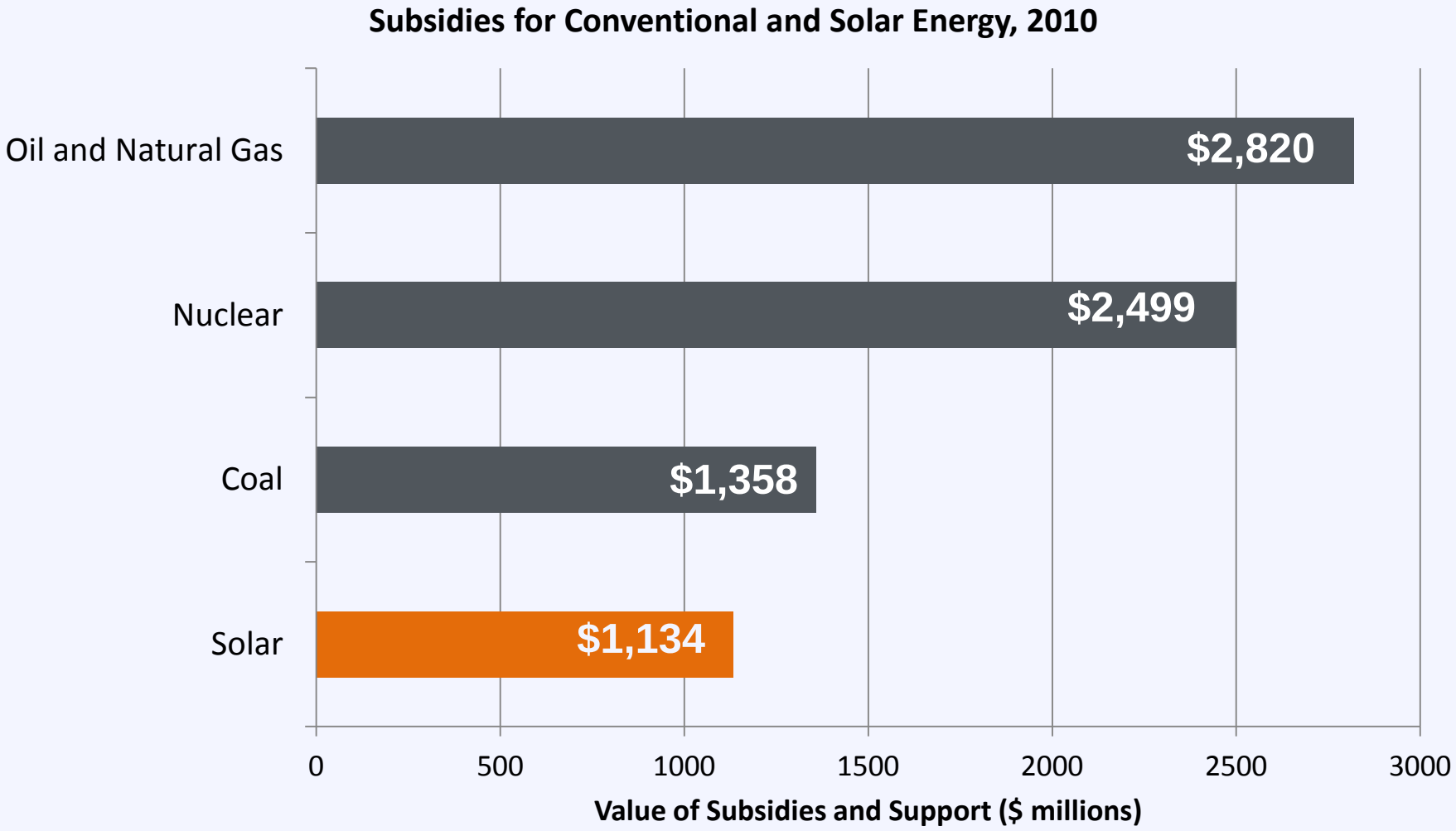
Fact: Solar is cost competitive

2020



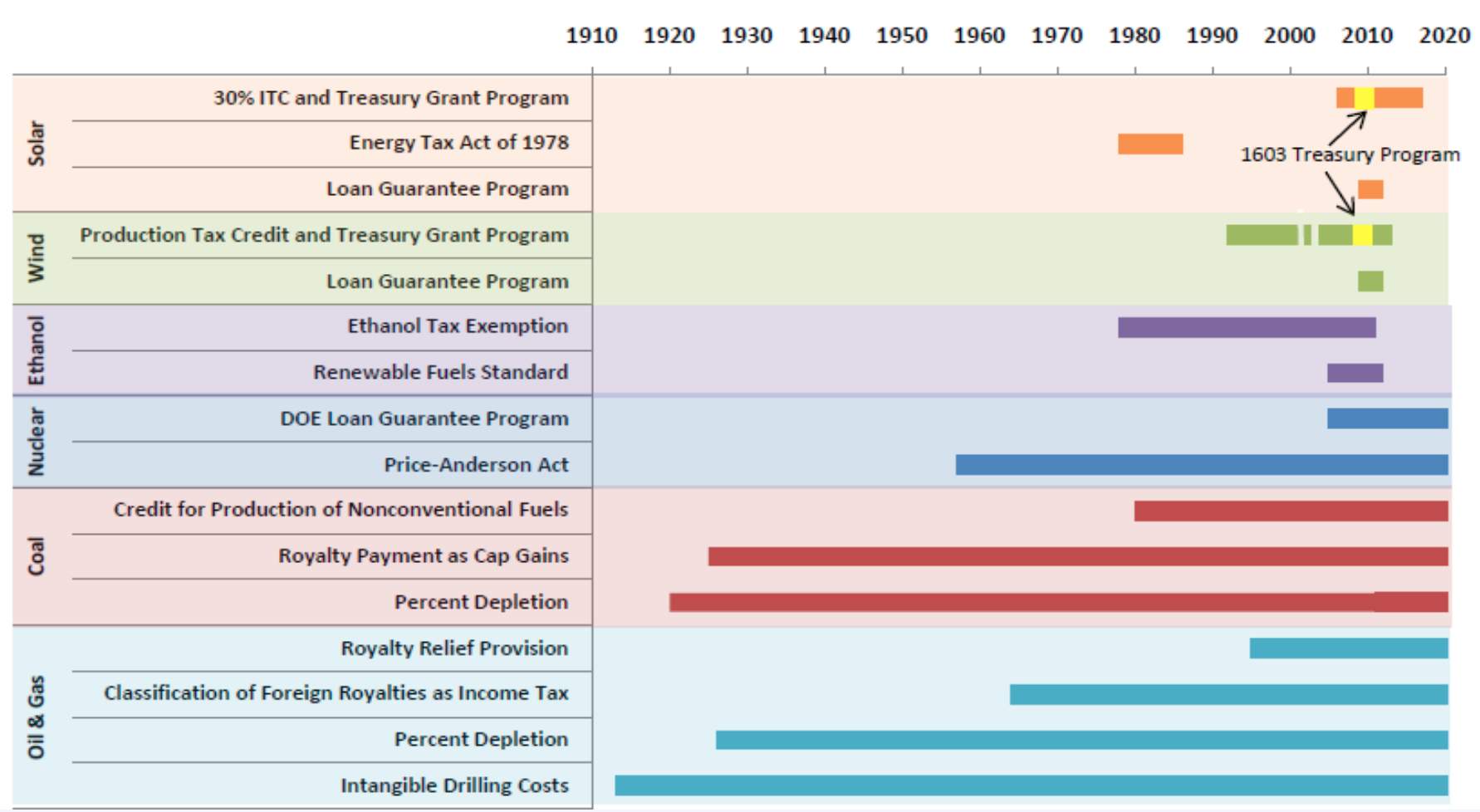
Source: Bloomberg

Subsidies and Support



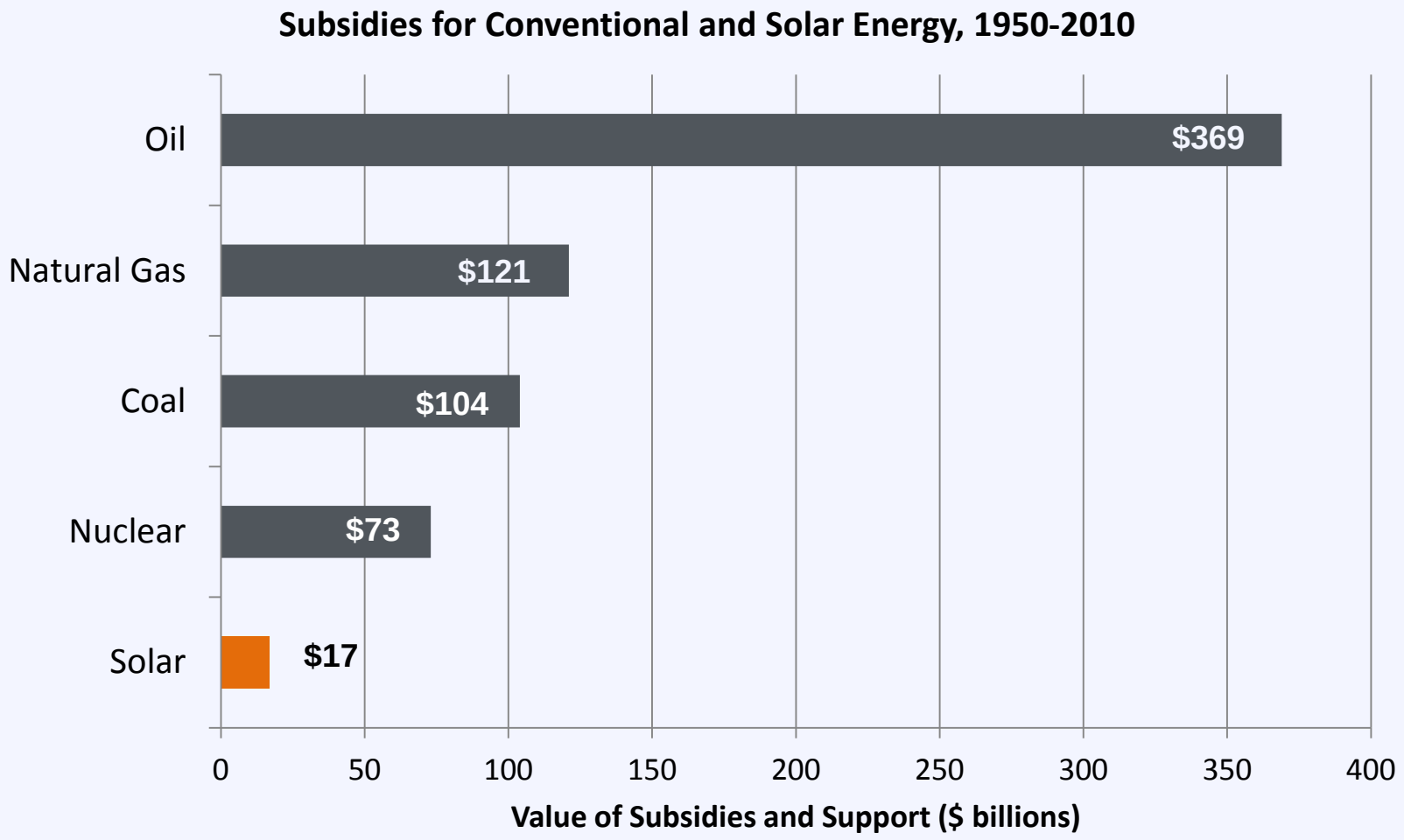
Source: U.S. Energy Information Administration. July 2011. *Direct Federal Interventions and Subsidies in Energy in Fiscal Year 2010*

Subsidies and Support



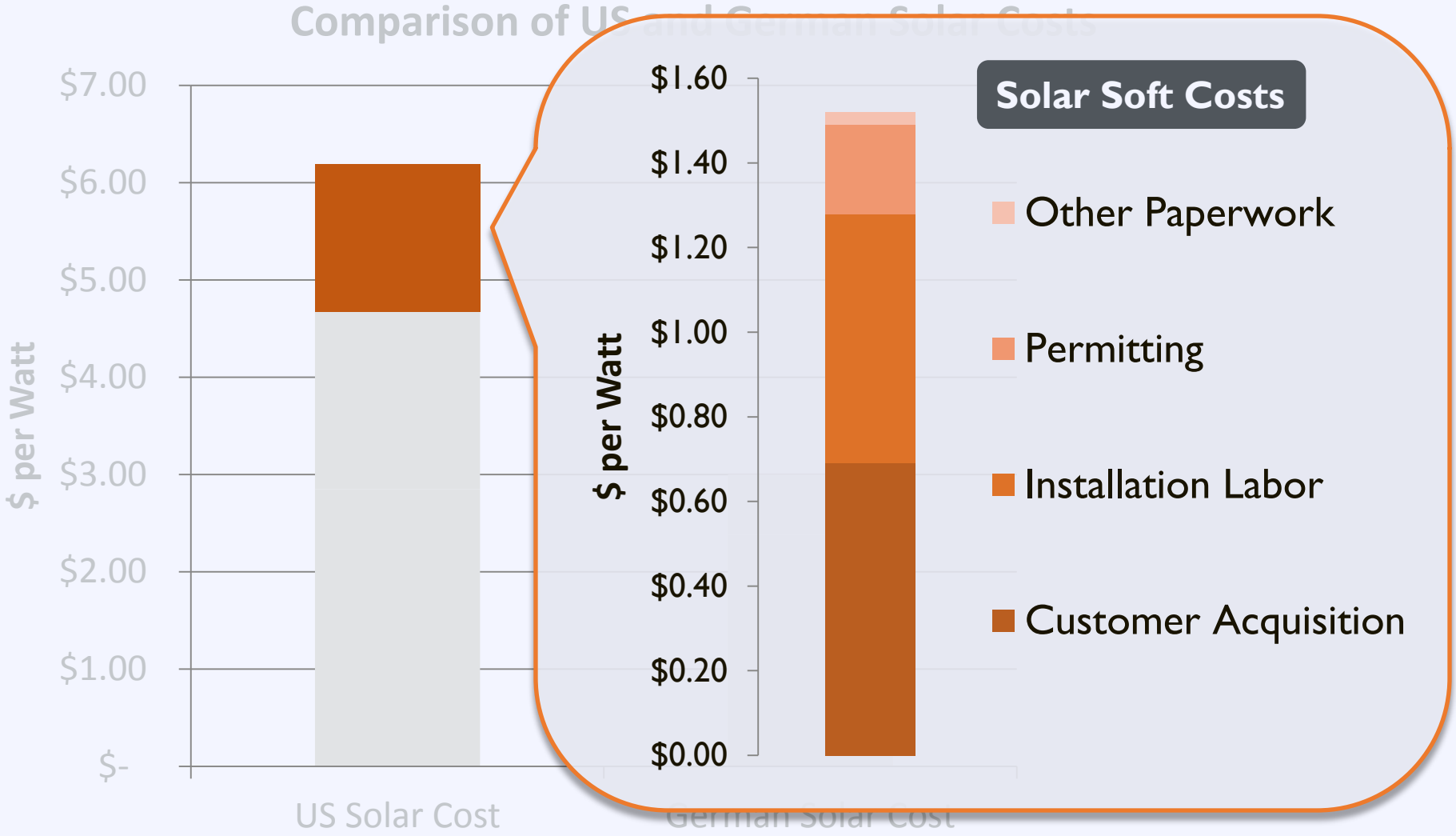
Source: SEIA, Federal Energy Incentives in the United States (2011), http://www.seia.org/galleries/pdf/Federal_Energy_Incentives_in_the_United_States.pdf

Subsidies and Support



Source: Management Information Services, Inc. October 2011. *60 Years of Energy Incentives: Analysis of Federal Expenditures for Energy Development*; SEIA, May 1, 2012. *Federal Energy Incentives Report.*

The Cost of Solar in the US



Source: NREL (http://ases.conference-services.net/resources/252/2859/pdf/SOLAR2012_0599_full%20paper.pdf) (http://www.nrel.gov/docs/fy12osti/53347.pdf) (http://www.nrel.gov/docs/fy12osti/54689.pdf)

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Time to Installation

New York City's Goal

100 days

from inception to completion

Germany Today

8 days

from inception to completion

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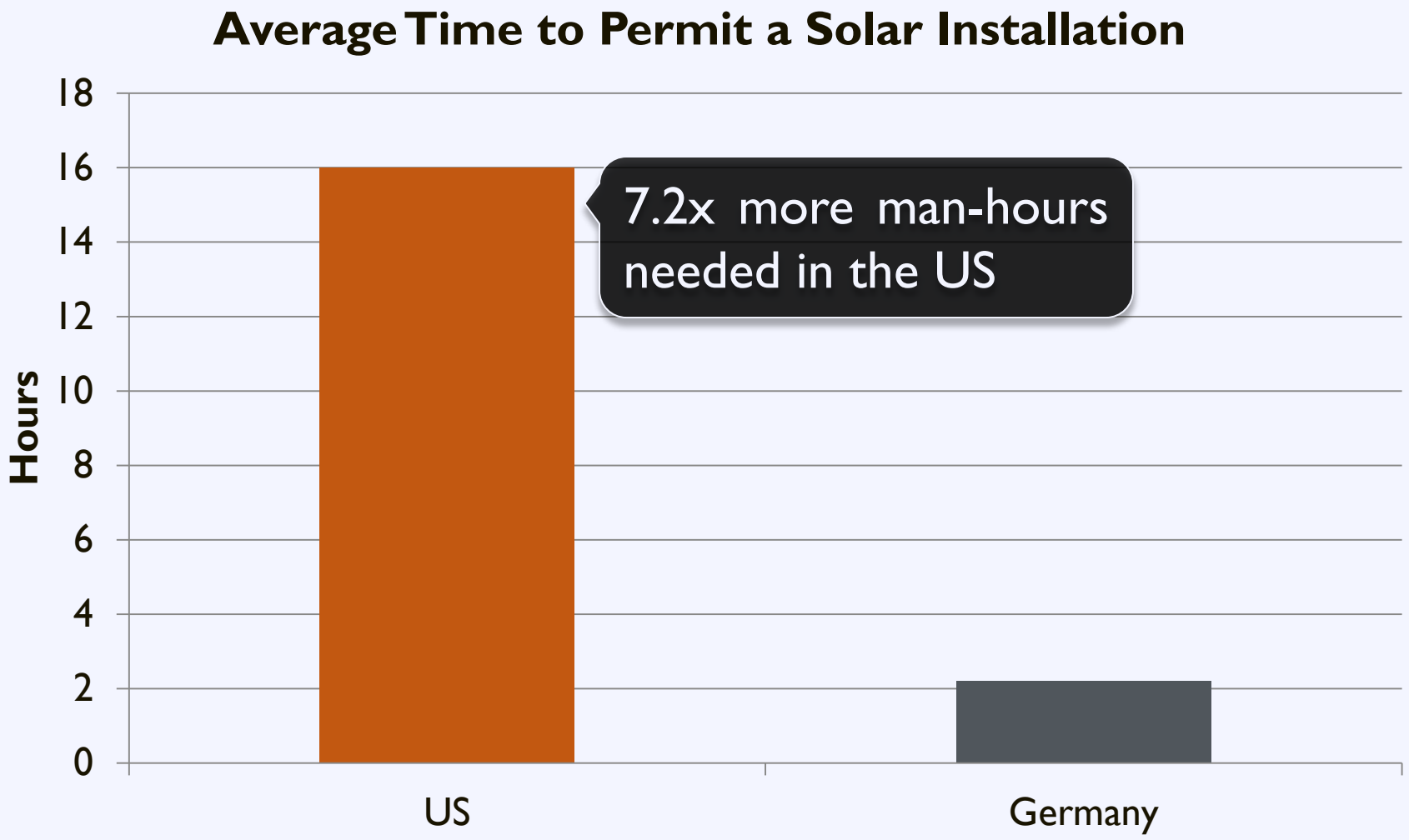
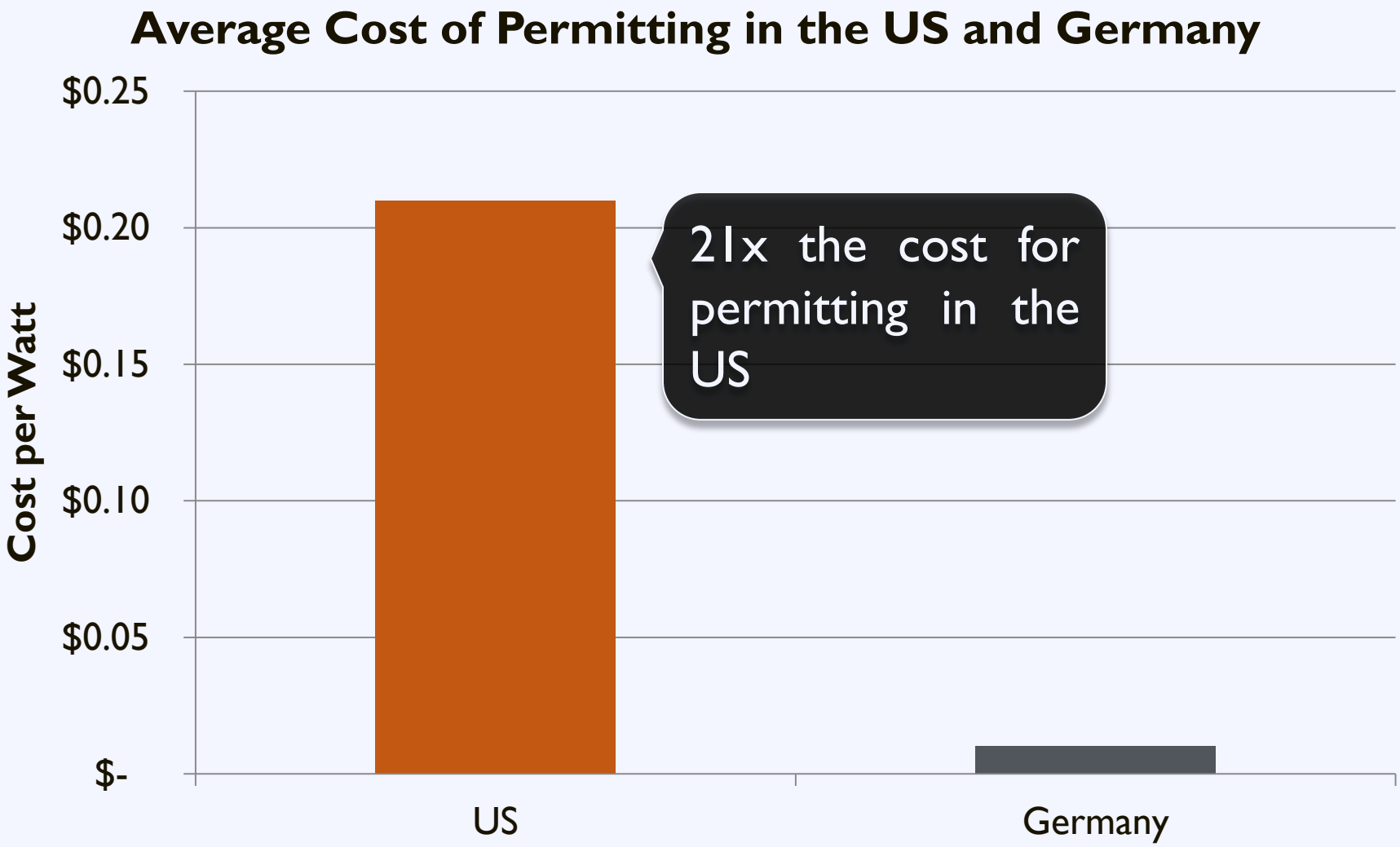
Photon Magazine

Time to Installation



Permitting Costs



Source: NREL, LBNL

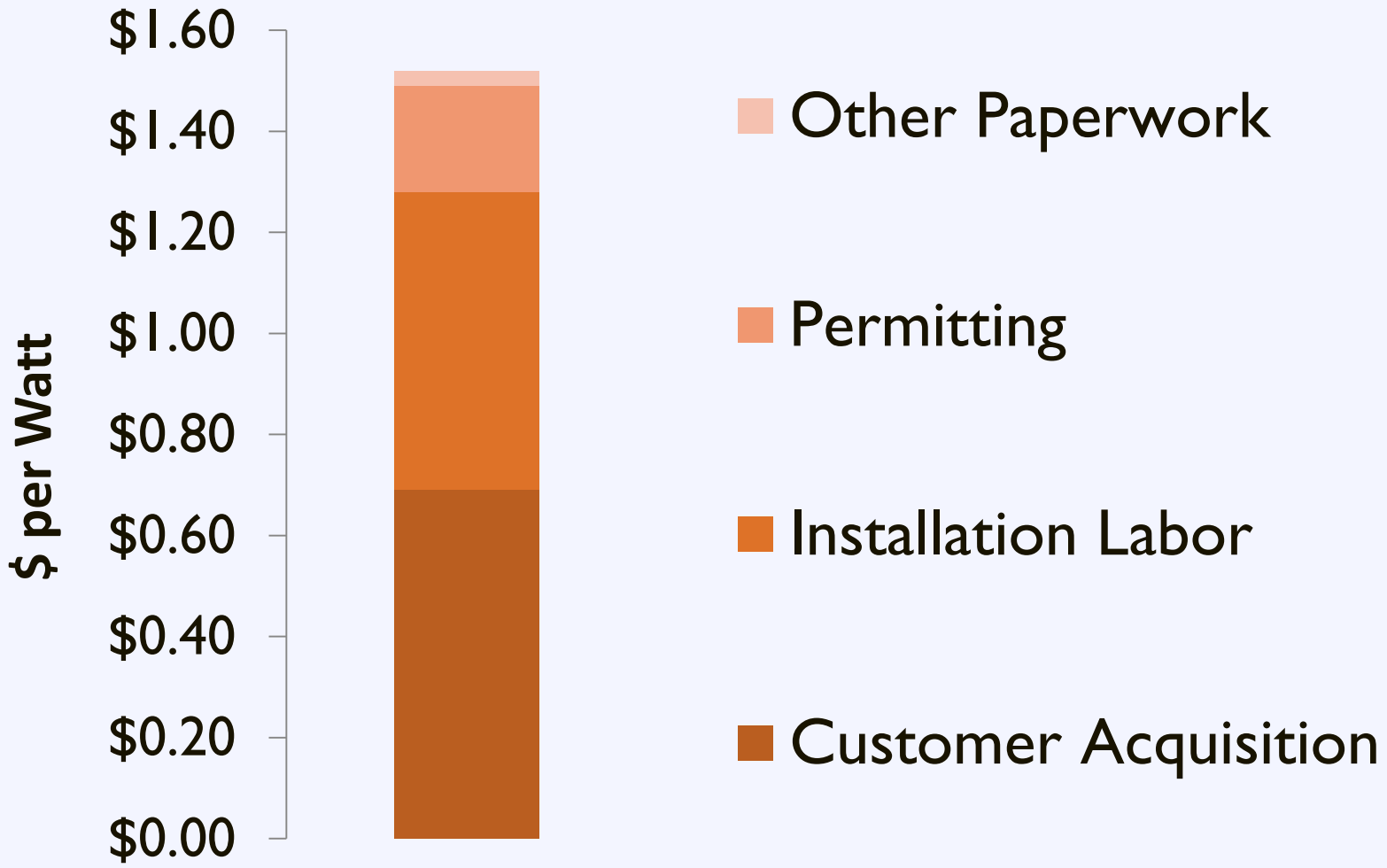
Germany's Success

Consistency and Transparency

through

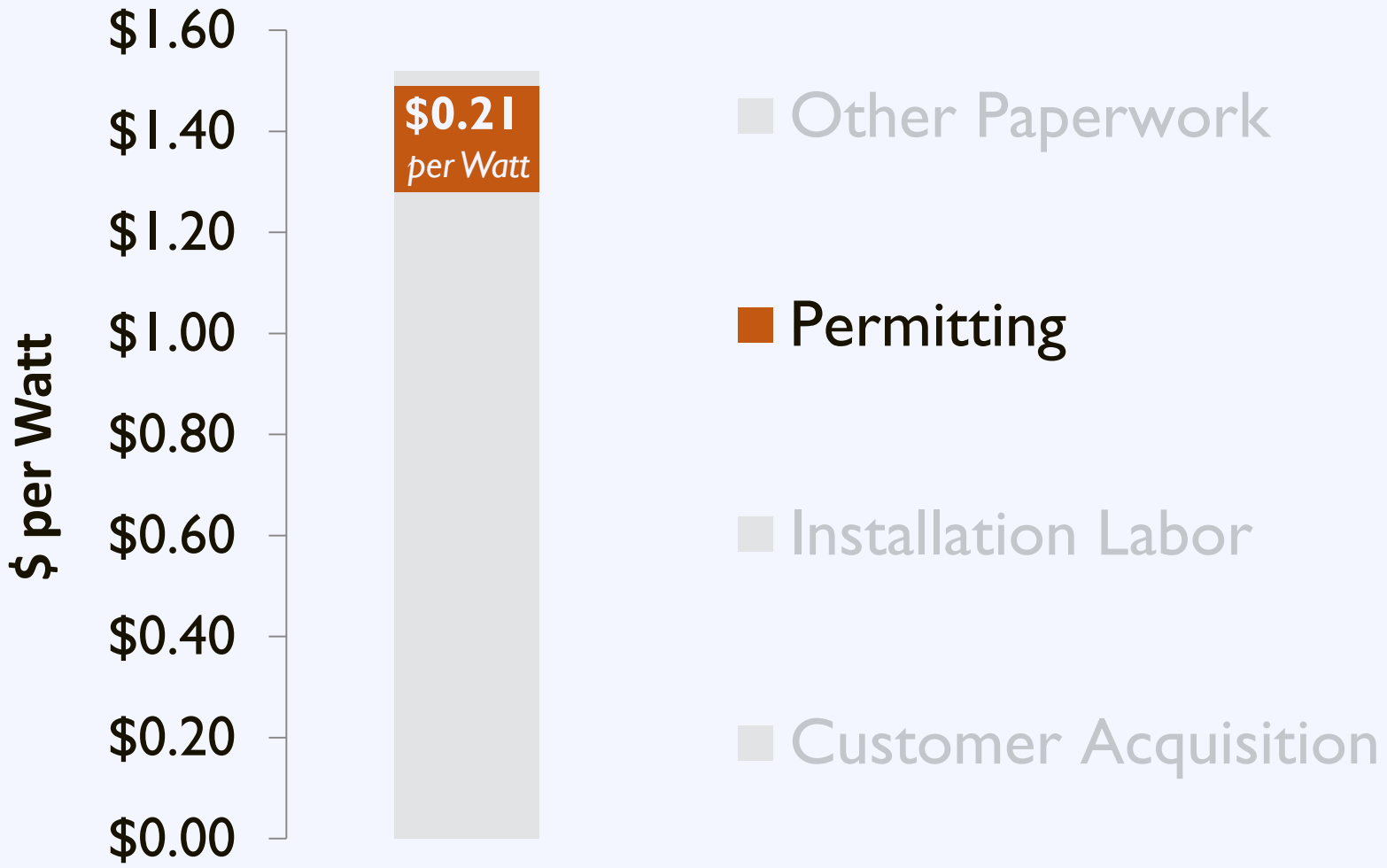
Standardized Processes

Mitigate Soft Costs



Source: NREL (http://www.nrel.gov/docs/fy12osti/54689.pdf)

Mitigate Soft Costs



Powered by SunShot
U.S. Department of Energy

Source: NREL (http://www.nrel.gov/docs/fy12osti/54689.pdf)

Permitting

Remove barriers by:

- Make qualified solar projects a by-right accessory use
- Modify regulations to clarify what types of solar projects are allowed where
- Streamline the permitting process

Zoning Code: Solar Framework

Section	Topics to Address
Definitions	Define technologies
Applicability	Primary vs. accessory use
Dimensional Standards	• Height • Size • Setbacks • Lot coverage
Design Standards	• Signage • Disconnect • Screening • Fencing

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U.S. Department of Energy

Source: American Planning Association

Zoning Codes: Small Scale Solar

Typical Requirements:

- Permitted as accessory use
- Minimize visibility if feasible
- Requirements:
  - District height
  - Lot coverage
  - Setback

Zoning Codes: Large Scale Solar

Typical Requirements:

- Allowed for primary use in limited locations
- Requirements:
  - Height limits
  - Lot coverage
  - Setback
  - Fencing and Enclosure

Zoning Code: Model Ordinances

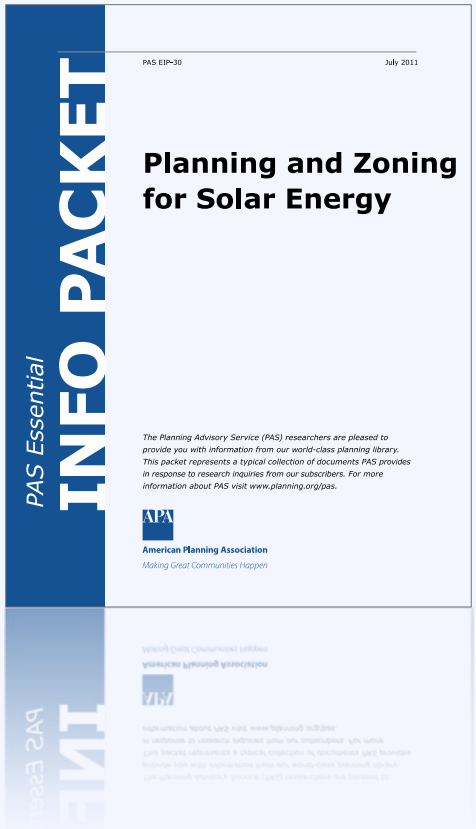
Resource City of Milwaukee: Solar Permitting Guide

http://city.milwaukee.gov/milwaukeeshines/GoSolarHowto/Solar-Permitting-Guide.htm

Zoning Code: Model Ordinances

Resource **Planning and Zoning for Solar Energy**

This Essential Info Packet provides a number of articles and guidebooks to help planners plan for solar in their communities.



planning.org/research/solar

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HOA: Community Restrictions

Resource **A Beautiful Day in The Neighborhood**

This guide provides a breakdown of solar access laws to help community associations and solar users understand how they can make solar work in their communities.

solaroutreach.org/resources

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U.S. Department of Energy

The Permitting Process: Challenges

18,000+ local jurisdictions

with unique permitting requirements

Powered by SunShot
U.S. Department of Energy

Source: http://www.nrel.gov/docs/fy12osti/54689.pdf

The Permitting Process: Challenges

Local permitting processes add on average

$2,516

to the installation cost of residential PV

Powered by SunShot U.S. Department of Energy

Source: SunRun

The Permitting Process: Challenges

Source: Forbes

Expedited Permitting

Solar Permitting Best Practices:

- ✓ Fair flat fees
- ✓ Electronic or over-the-counter issuance
- ✓ Standardized permit requirements
- ✓ Electronic materials

Source: Vote Solar

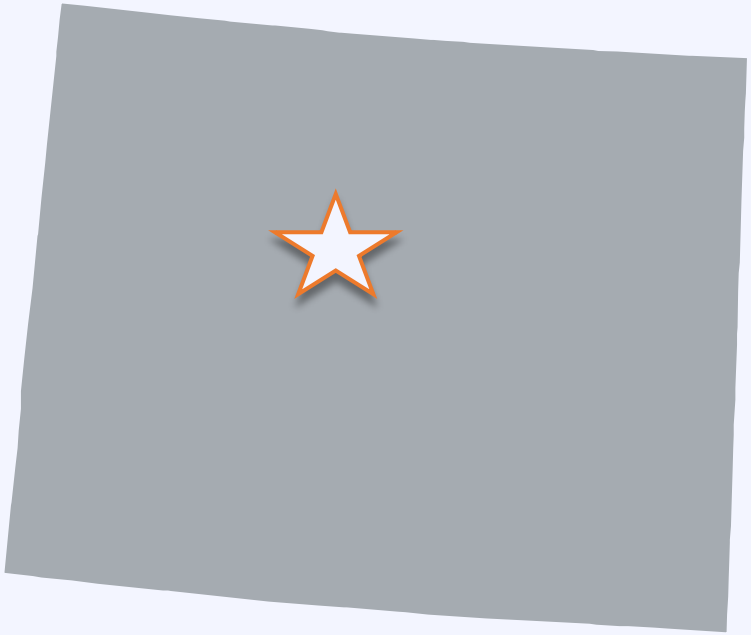
Expedited Permitting

Solar Permitting Best Practices:

- ✓ Training for permitting staff in solar
- ✓ Removal of excessive reviews
- ✓ Reduction of inspection appointment windows
- ✓ Utilization of standard certifications

Source: Vote Solar

Expedited Permitting: Case Study



Breckenridge, Colorado

Population: 4,540

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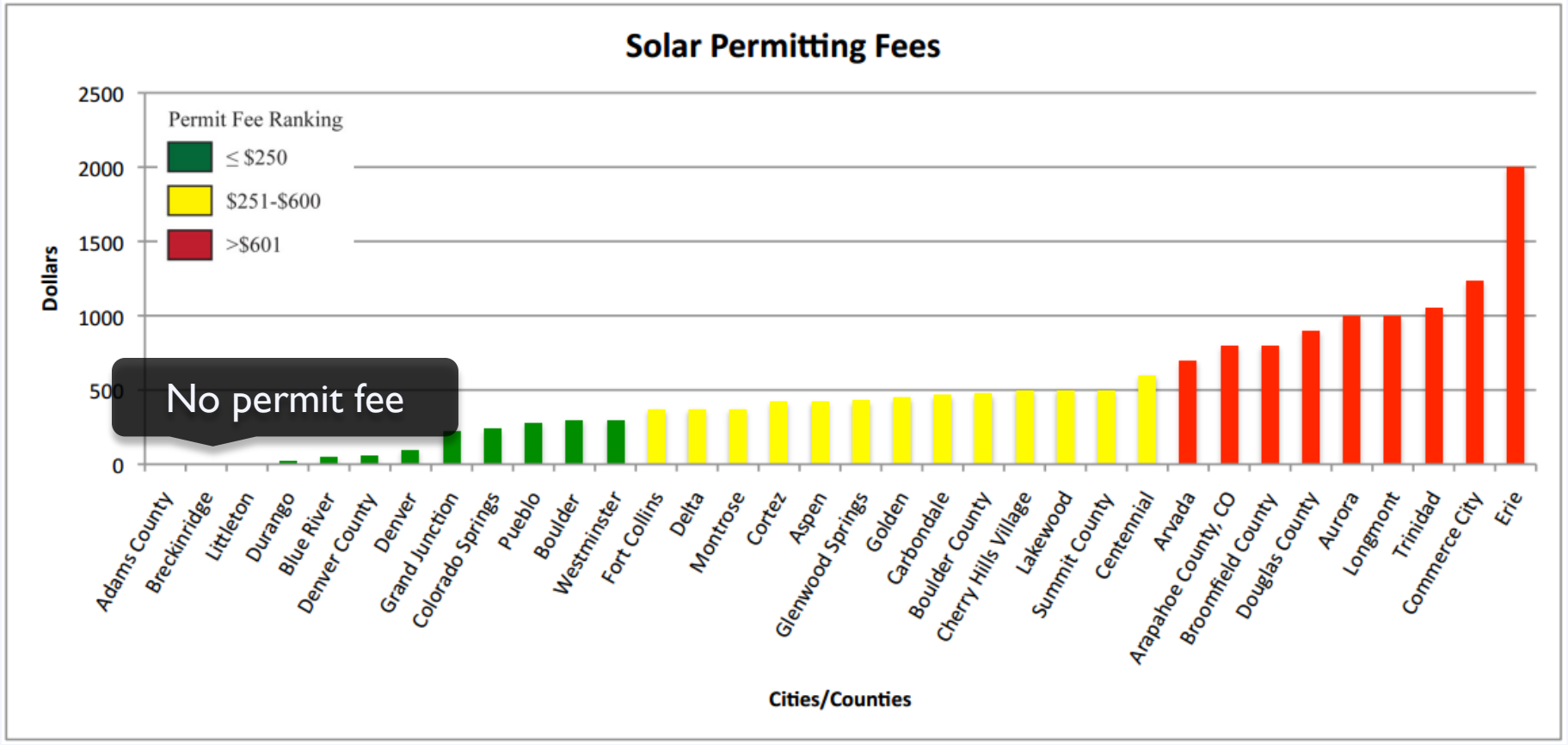
U.S. Department of Energy

Source: Wikipedia

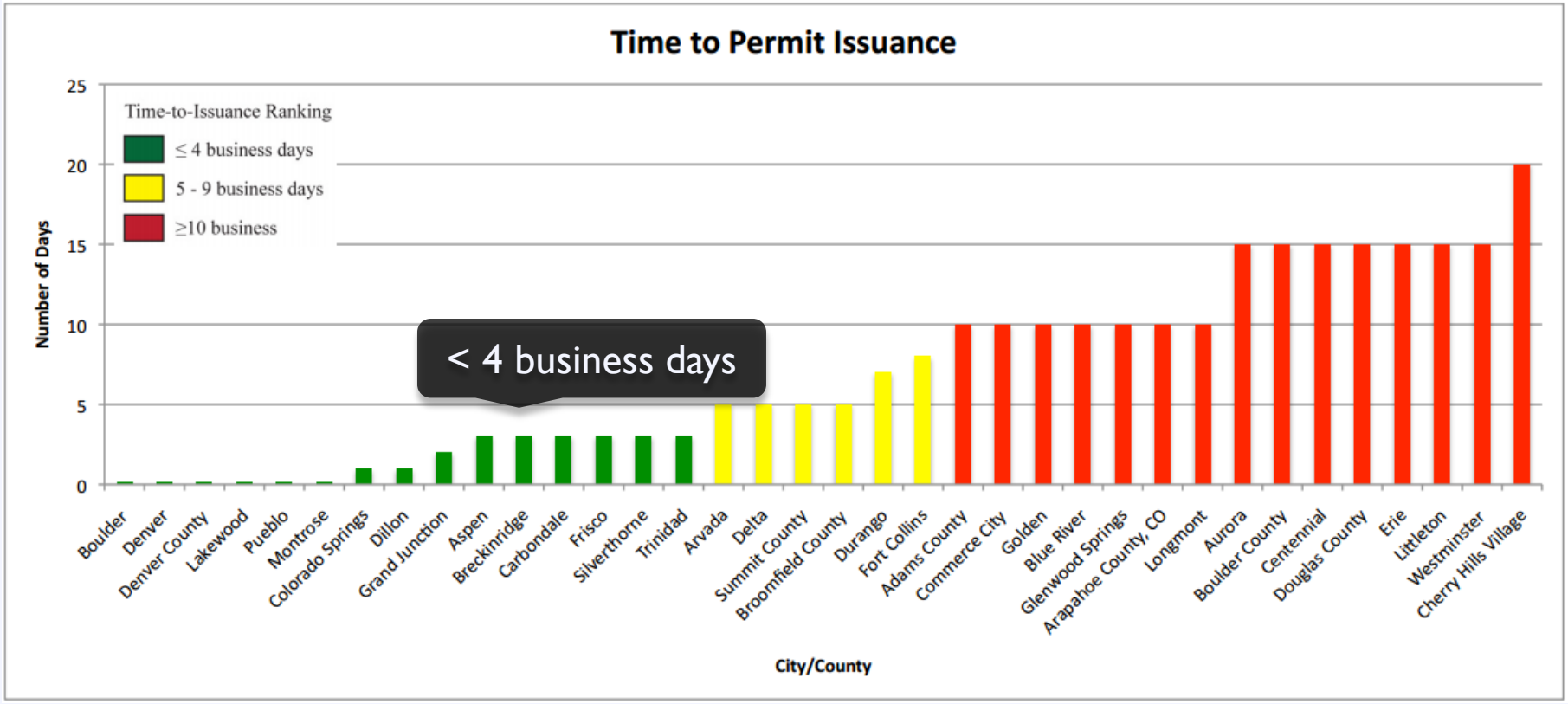
Expedited Permitting: Case Study

Breckenridge charges no fees to file for a solar permit



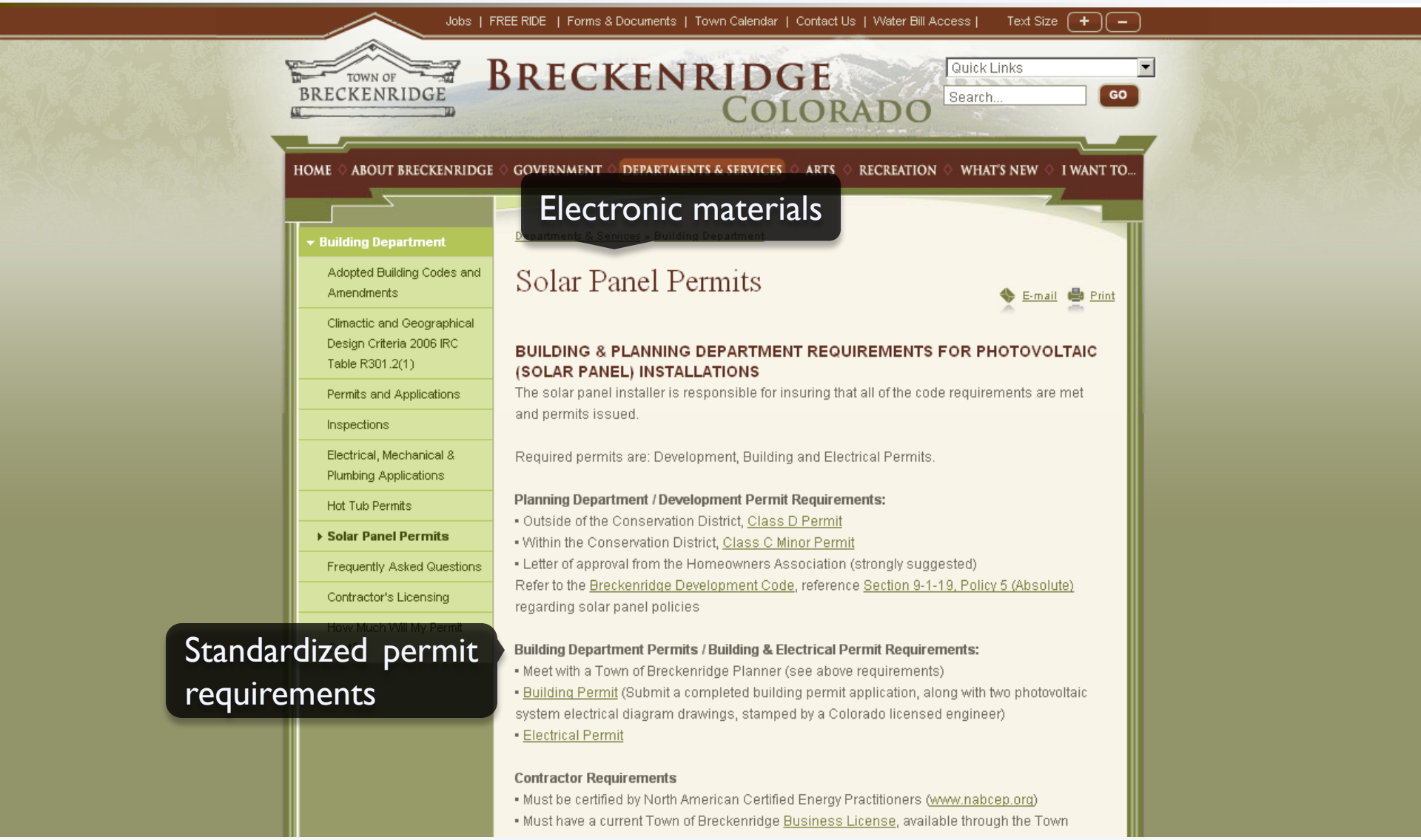
Expedited Permitting: Case Study

Breckenridge offers a short turn around time for solar permits



Source:Vote Solar (http://votesolar.org/wp-content/uploads/2011/03/COPermitReport.pdf)

Expedited Permitting: Case Study



Powered by SunShot
U.S. Department of Energy

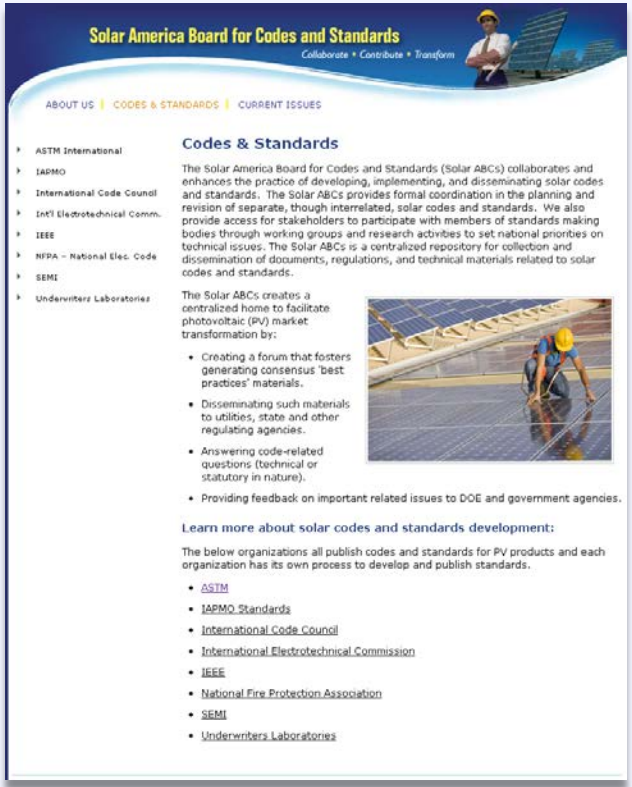
Source: Breckenridge, CO (http://www.townofbreckenridge.com/index.aspx?page=694)

Expedited Permitting

Resource **Solar ABCs**

Expedited Permitting:

- Simplifies requirements for PV applications
- Facilitates efficient review of content
- Minimize need for detailed studies and unnecessary delays

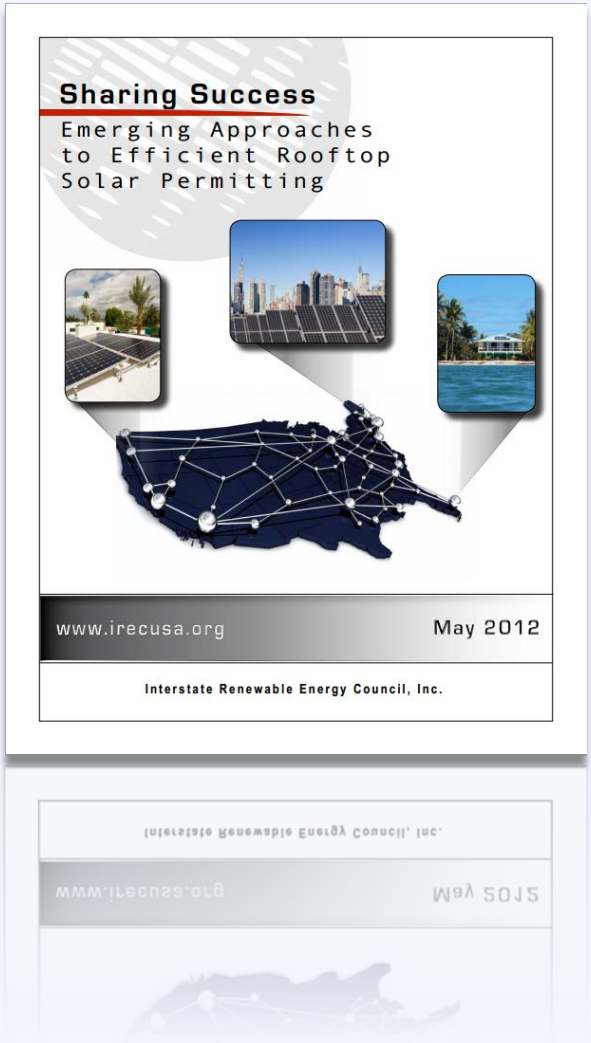


Expedited Permitting

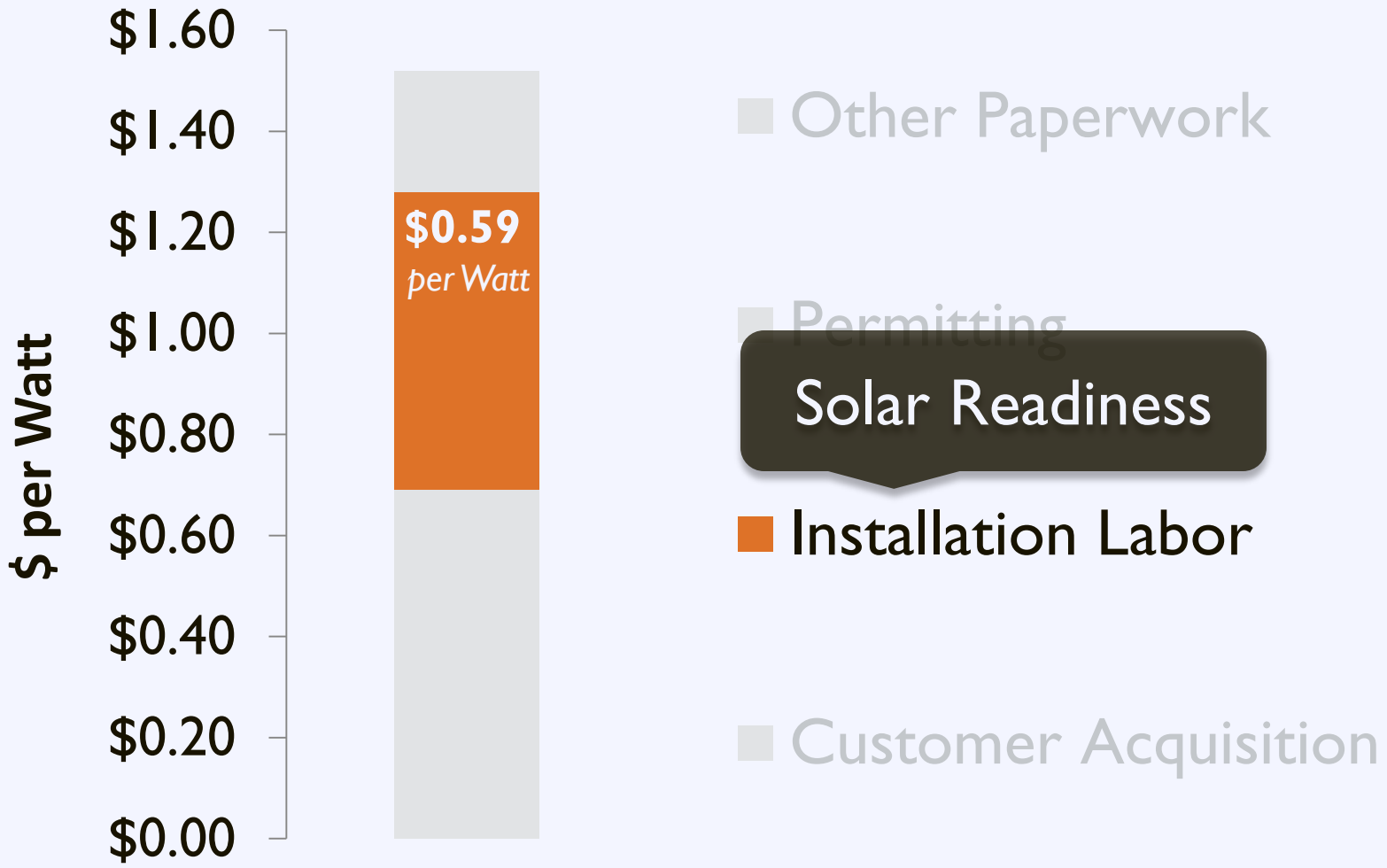
Resource **Interstate Renewable Energy Council**

Outlines emerging approaches to efficient rooftop solar permitting

www.irecusa.org



Mitigate Soft Costs



Powered by SunShot
U.S. Department of Energy

Source: NREL (http://www.nrel.gov/docs/fy12osti/54689.pdf)

Solar Readiness

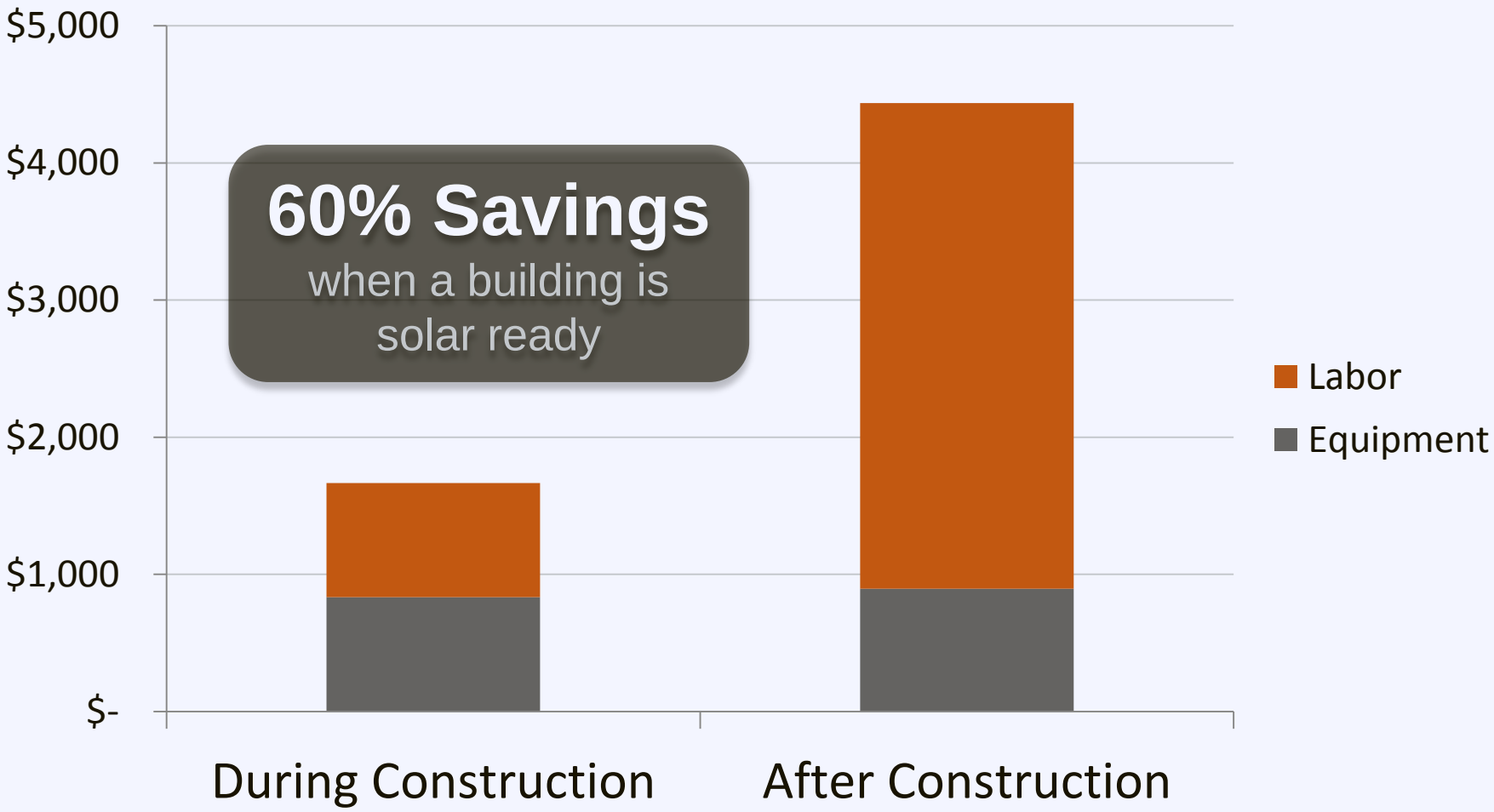
Creating solar-ready guidelines and promoting energy efficiency at the outset can help make future solar installations easier and more cost effective.

Solar Readiness

Require builders to:

- ✓ Minimize rooftop equipment
- ✓ Plan for structure orientation to avoid shading
- ✓ Install a roof that will support the load of a solar array
- ✓ Record roof specifications on drawings
- ✓ Plan for wiring and inverter placement

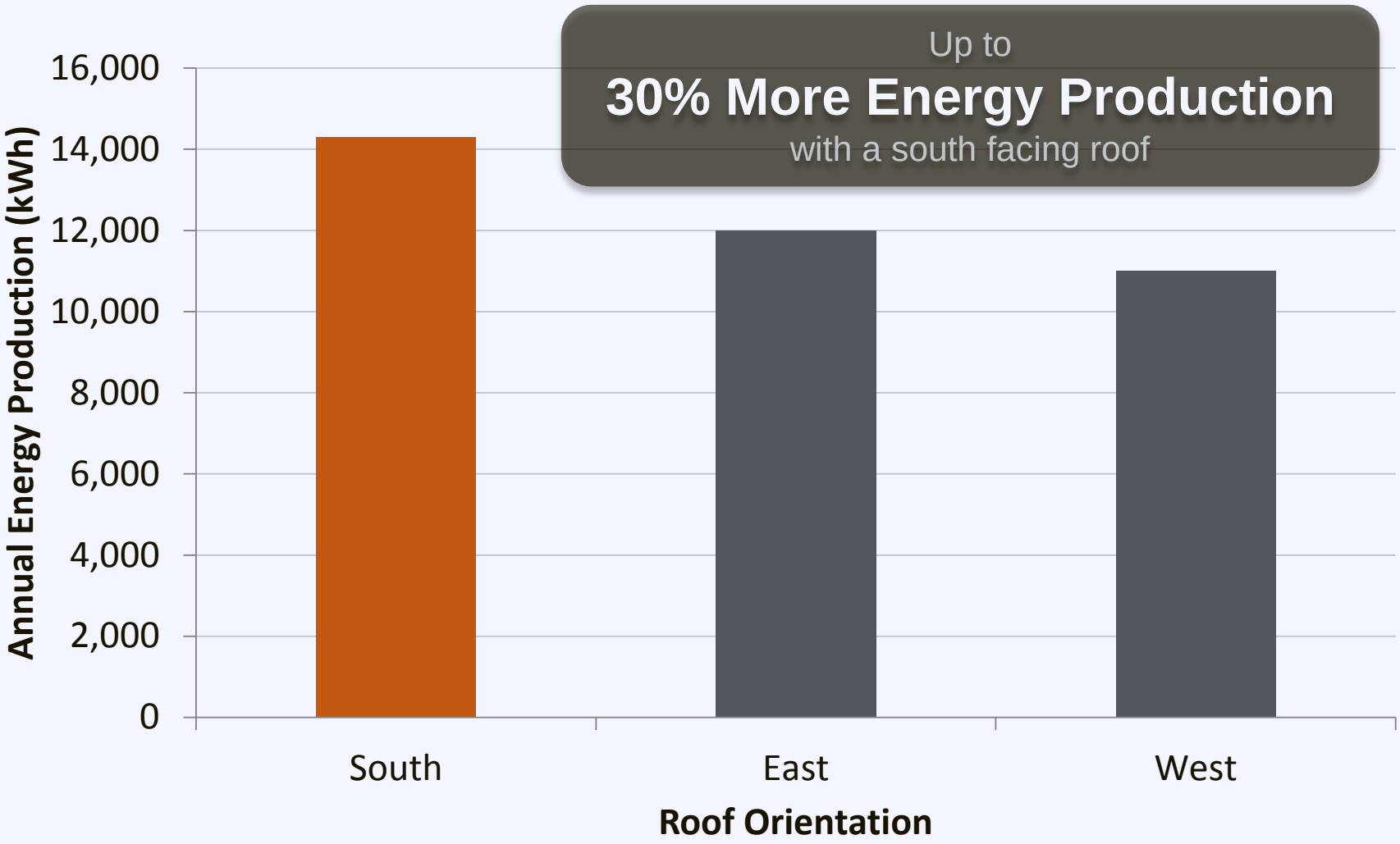
Solar Readiness



Powered by SunShot U.S. Department of Energy

Source: Solar Ready: An Overview of Implementation Practices [Draft]. NREL, Feb. 18, 2011.

Solar Readiness



Powered by SunShot
U.S. Department of Energy

Source: Solar Ready: An Overview of Implementation Practices [Draft]. NREL, Feb. 18, 2011.

Solar Readiness

Resource **NREL**

Creating a solar ready guide for buildings:

- Legislation
- Certification programs
- Stakeholder Education

www.nrel.gov

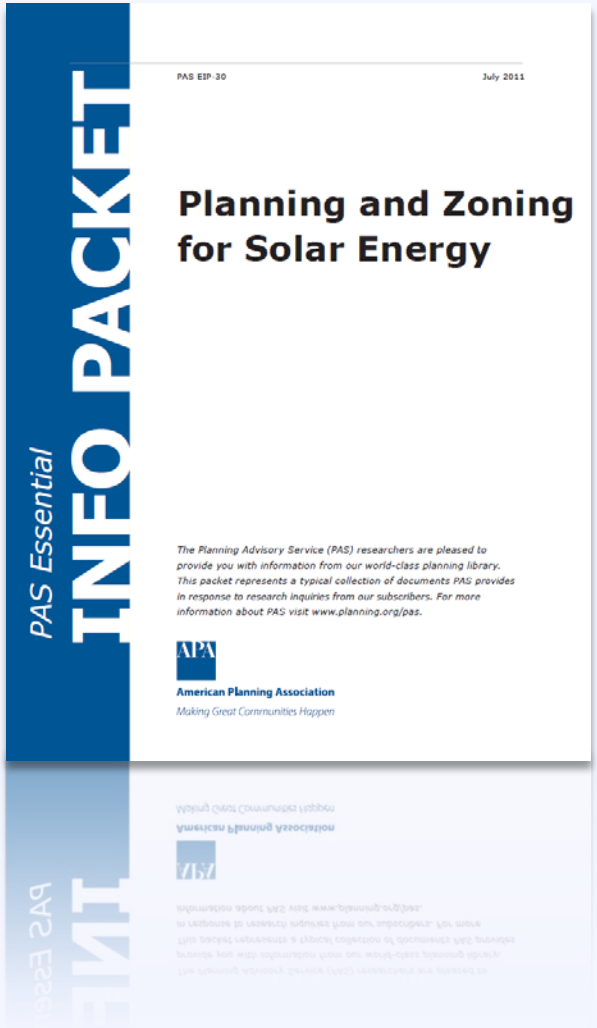
Source: NREL

Solar Readiness Model Ordinance

Resource **American Planning Association**

Includes references to ordinances requiring solar-ready homes in select communities.

www.planning.org/research/solar



Source: APA

Q & A

Agenda

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The Solar Equation

Cost

+ Installed Cost

+ Maintenance

- Direct Incentive

Benefit

+ Avoided Energy Cost

+ Excess Generation

+ Performance Incentive

The Solar Equation

Cost

+ Installed Cost

+ Maintenance

- Direct Incentive

Benefit

+ Avoided Energy Cost

+ Excess Generation

+ Performance Incentive

Net Metering in Oklahoma: Rules/Applicability

- Applies to all investor-owned utilities and some electric cooperatives
- However…
  - Municipalities are not required to offer net metering.
  - Net metering is only required for systems under 100 kW or 25,000 kWh/year, whichever is less (although OG&E allows for up to 300 kW).
  - Customers may ask for their utility to purchase their net excess generation, but utilities are not required to purchase it.
  - Purchase is only permitted at the avoided cost (wholesale) rate, not at the retail rate.

Source: Database of State Incentives for Renewables and Efficiency (DSIRE). Available at: http://www.dsireusa.org/incentives/incentive.cfm?Incentive_Code=OK01R&re=0&ee=0

The Solar Equation

Cost

+ Installed Cost

+ Maintenance

- Direct Incentive

Benefit

+ Avoided Energy Cost

+ Excess Generation

+ Performance Incentive

Incentives

Federal

Investment Tax Credit

Accelerated Depreciation

State

Production Tax Credit

Incentives

Federal

Investment Tax Credit

Accelerated Depreciation

State

Production Tax Credit

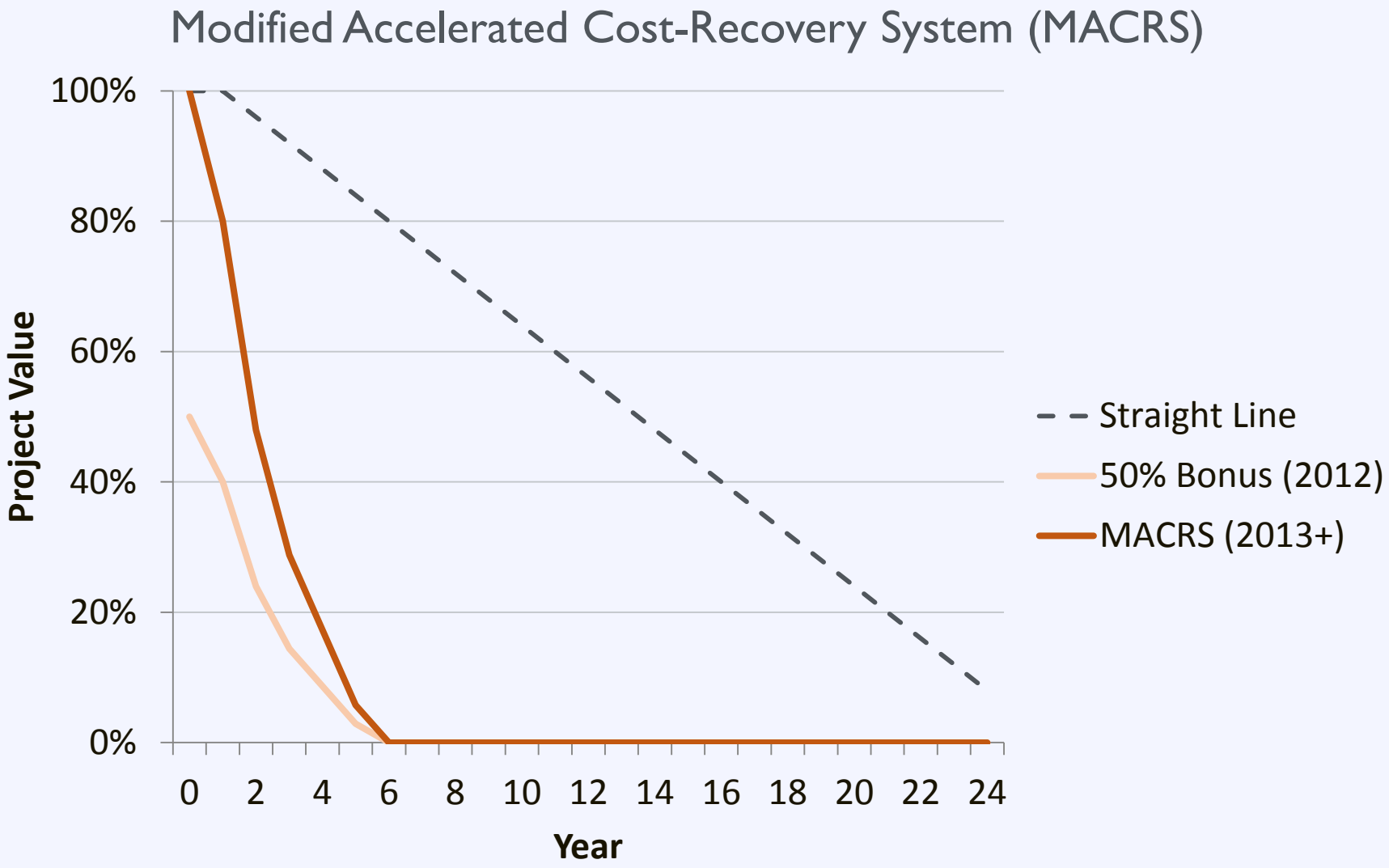
Investment Tax Credit

Type: Tax Credit

Eligibility: For-Profit Organization

Value: 30% of the installation cost through 2016 (10% thereafter)

Accelerated Depreciation



Incentives

Federal

Investment Tax Credit

Accelerated Depreciation

State

Production Tax Credit

"Zero-Emission Facility" Production Tax Credit

Type: Production Tax Credit

Eligibility: All "zero emission" (including PV) systems **over 1 MW**

Value: $5/MWh (or 1/2 cent/kWh) until 1/1/2021

Prerequisite: "Facility construction and operation must not result in the creation of pollution or emissions harmful to the environment."

Source: Database of State Incentives for Renewables and Efficiency (DSIRE). Available at: http://www.dsireusa.org/incentives/incentive.cfm?Incentive_Code=OK02F&re=0&ee=0

Solar Financing Options

Solar Financing Options

Direct Ownership

Third Party Ownership

Direct Ownership

Direct Ownership: Debt

Pathway Lending Fund:

- $50 million fund
- 10 year loan
- 5% interest
- Partners: TVA, Pinnacle Bank, State of Tennessee

Source: www.pathwaylending.org

Direct Ownership

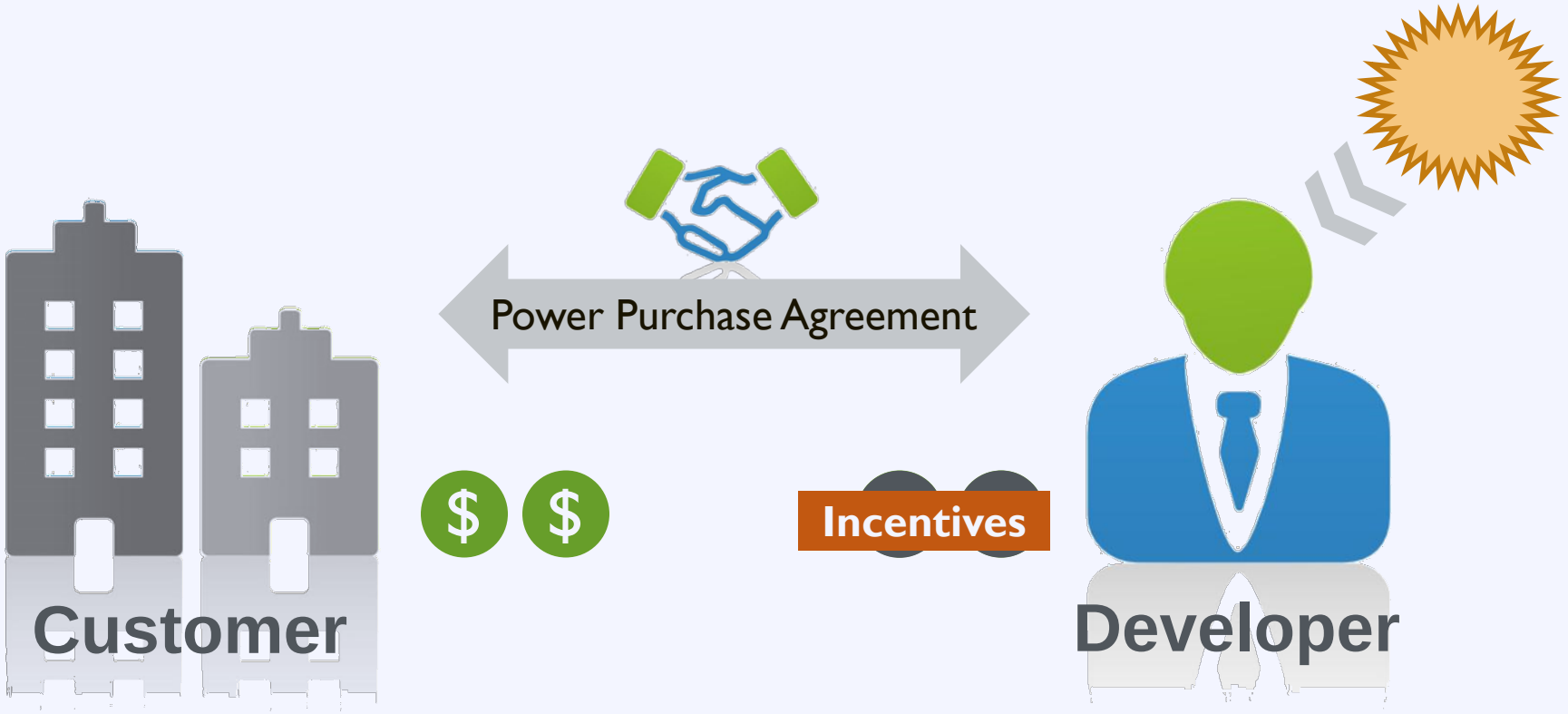
Pros

- Low – cost electricity
- REC revenue
- Full ownership

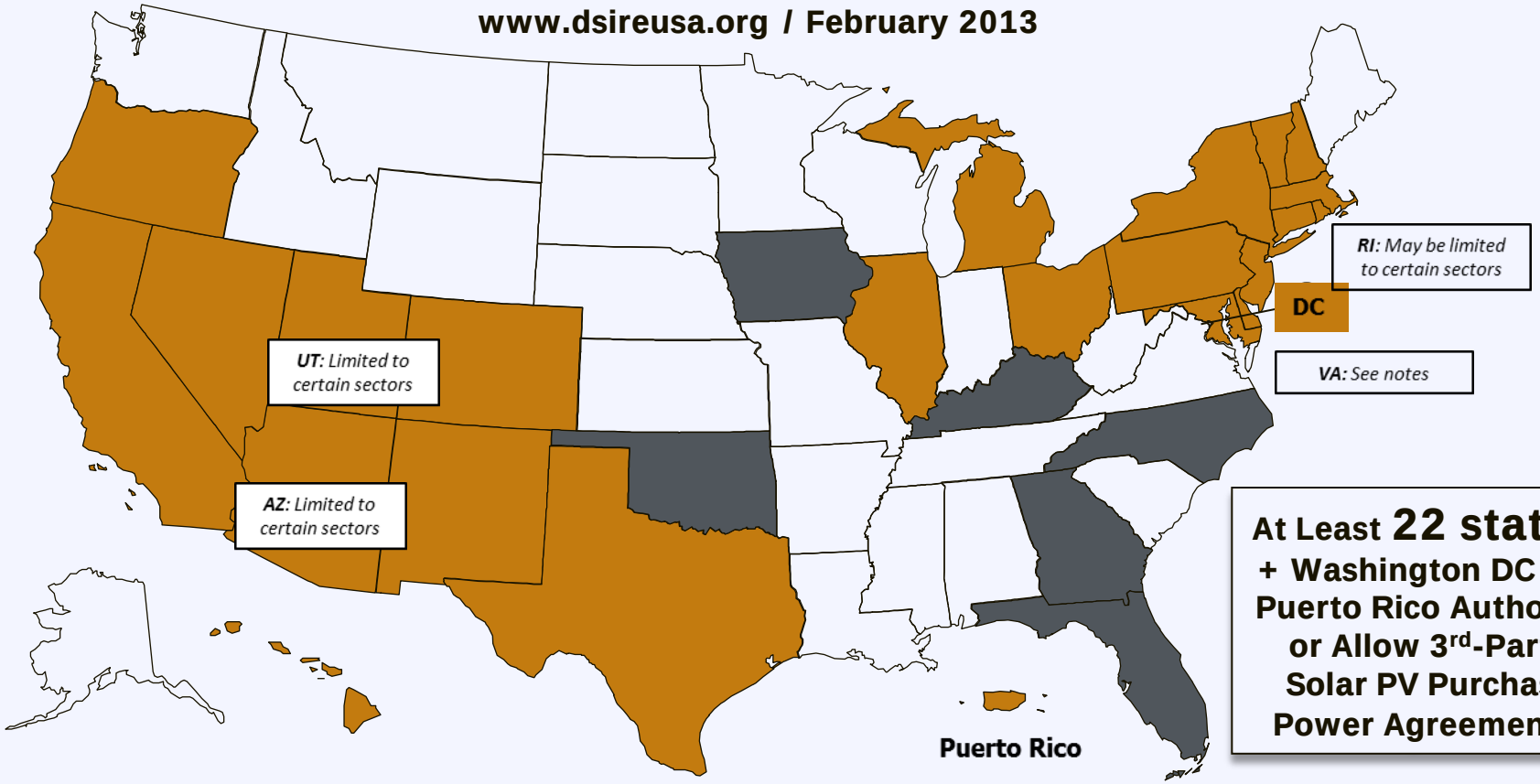
Cons

- Large upfront cost
- Long term management
- Can't take tax benefits
- Development risk
- Performance risk

Third Party Ownership: PPA



Third Party Ownership: PPA



Authorized by state or otherwise currently in use, at least in certain jurisdictions within in the state

Apparently disallowed by state or otherwise restricted by legal barriers

Status unclear or unknown

Note: This map is intended to serve as an unofficial guide; it does not constitute legal advice. Seek qualified legal expertise before making binding financial decisions related to a 3rd-party PPA. See following slides for additional important information and authority references.

Third Party Ownership

In the top 5 solar markets

60-90%

of new installations use third party ownership

Powered by SunShot
U.S. Department of Energy

Source: NREL (http://www.nrel.gov/docs/fy12osti/54689.pdf

Third Party Ownership: PPA

Pros

- No upfront cost
- No O&M costs
- Low risk
- Predictable payments
- Tax benefits

Cons

- Not supported in all states
- Don't keep RECs

Third Party Ownership: Lease

Third Party Ownership: Lease

Pros

- No upfront cost
- No O&M costs
- Low risk
- Predictable payments
- Keep incentives

Cons

- Can't take tax benefits

Solar Financing Options

Direct Ownership

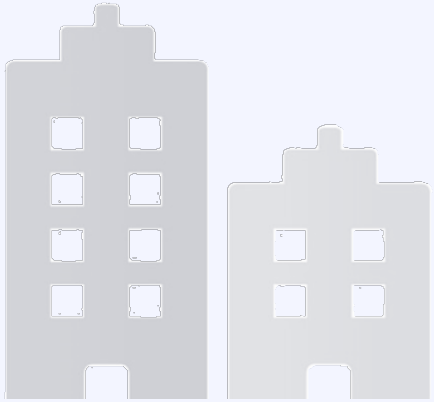
Direct Ownership

Third Party Lease

Direct Ownership

Options for Solar Programs

Solarize



QECB's

Solarize

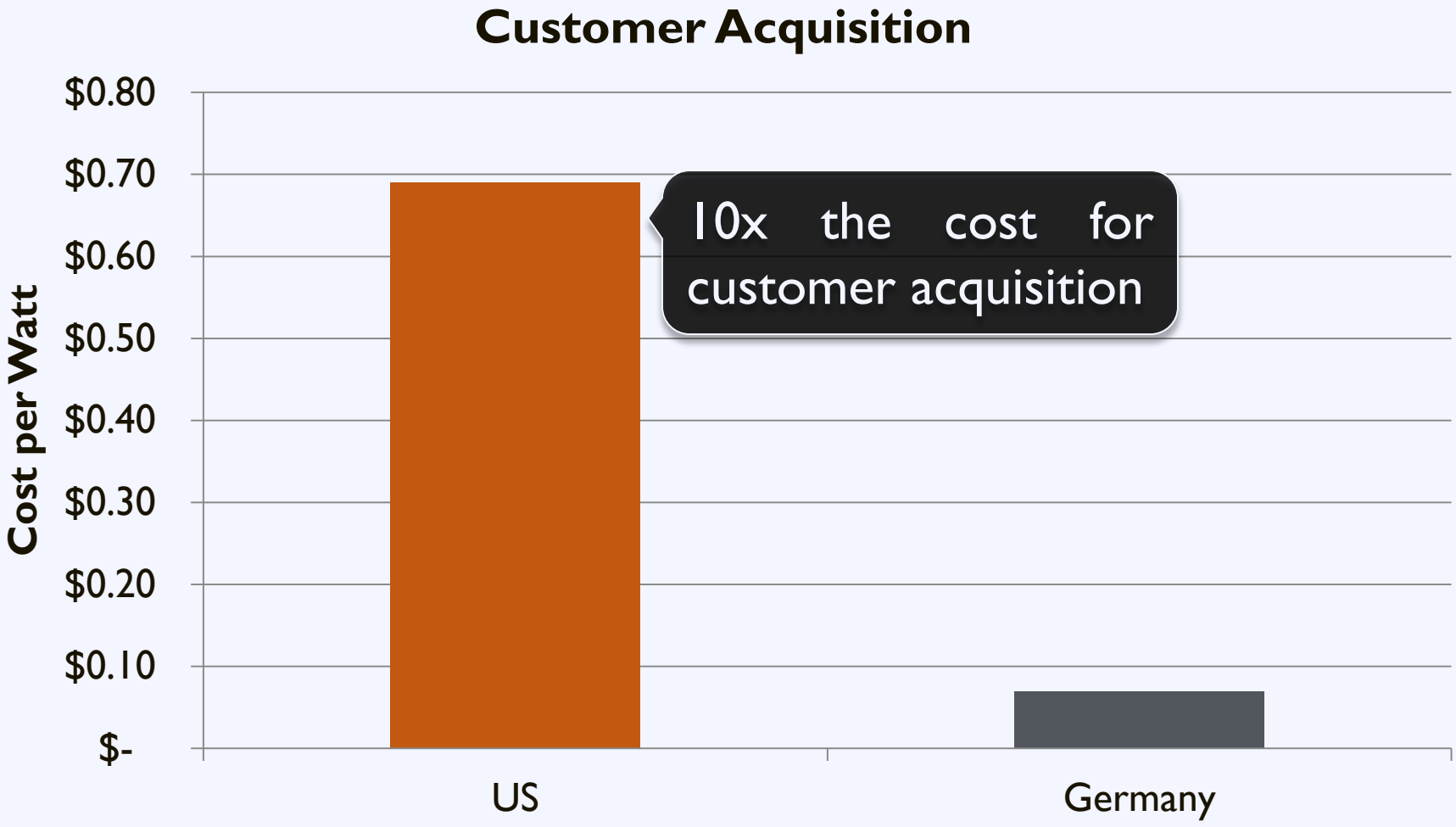
Solarize

Group Purchasing

Solarize: Advantages

Barriers		Solutions
High upfront cost	→	Group purchase
Complexity	→	Community outreach
Customer inertia	→	Limited-time offer

Solarize: Advantages



Source: NREL, LBNL

Solarize: Advantages

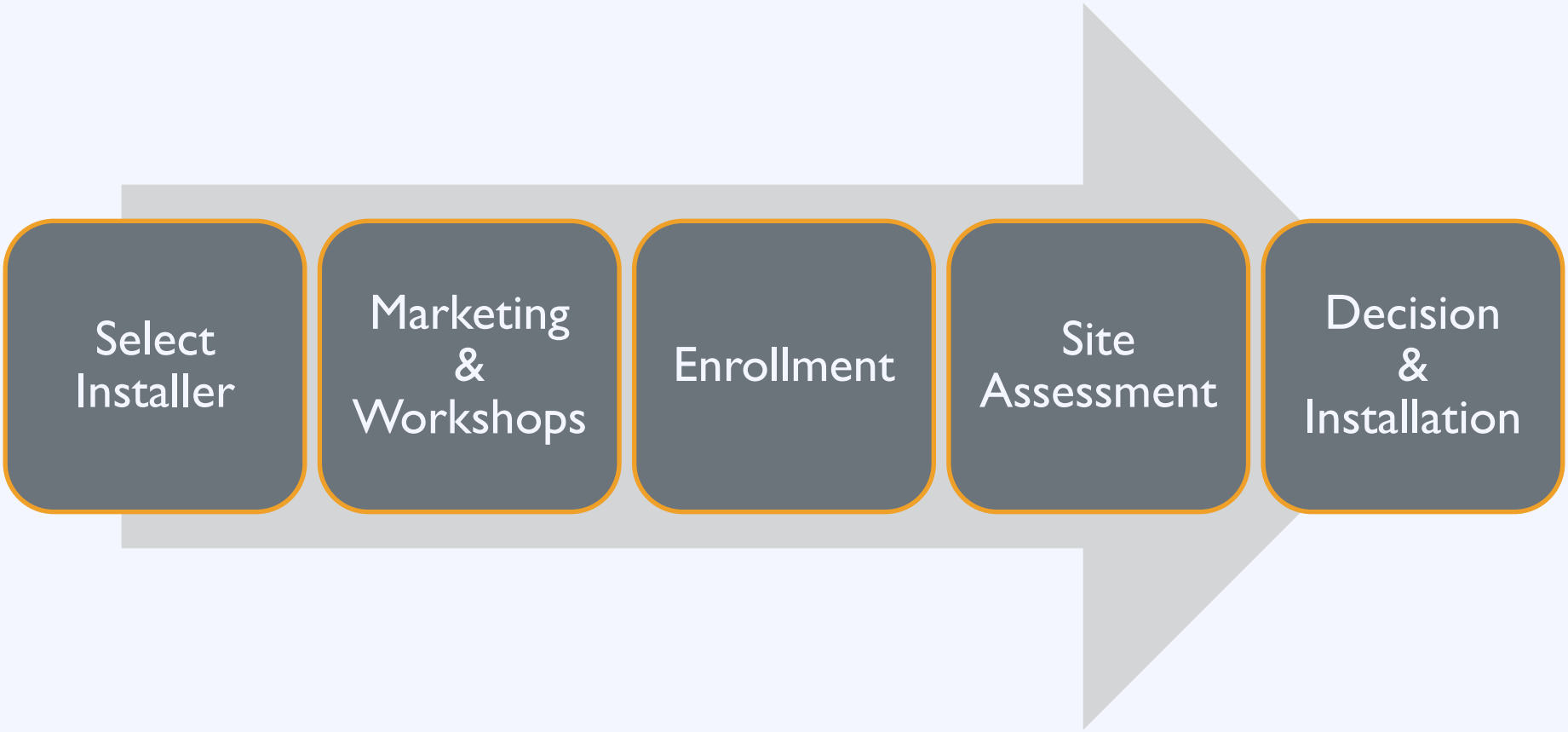
Benefits to Local Government:

Low upfront cost: $5,000 - $10,000 + Labor

Quick turn-around: 9 Months

Long-term impact: Sustainable ecosystem

Solarize: Process



Solarize: Case Study

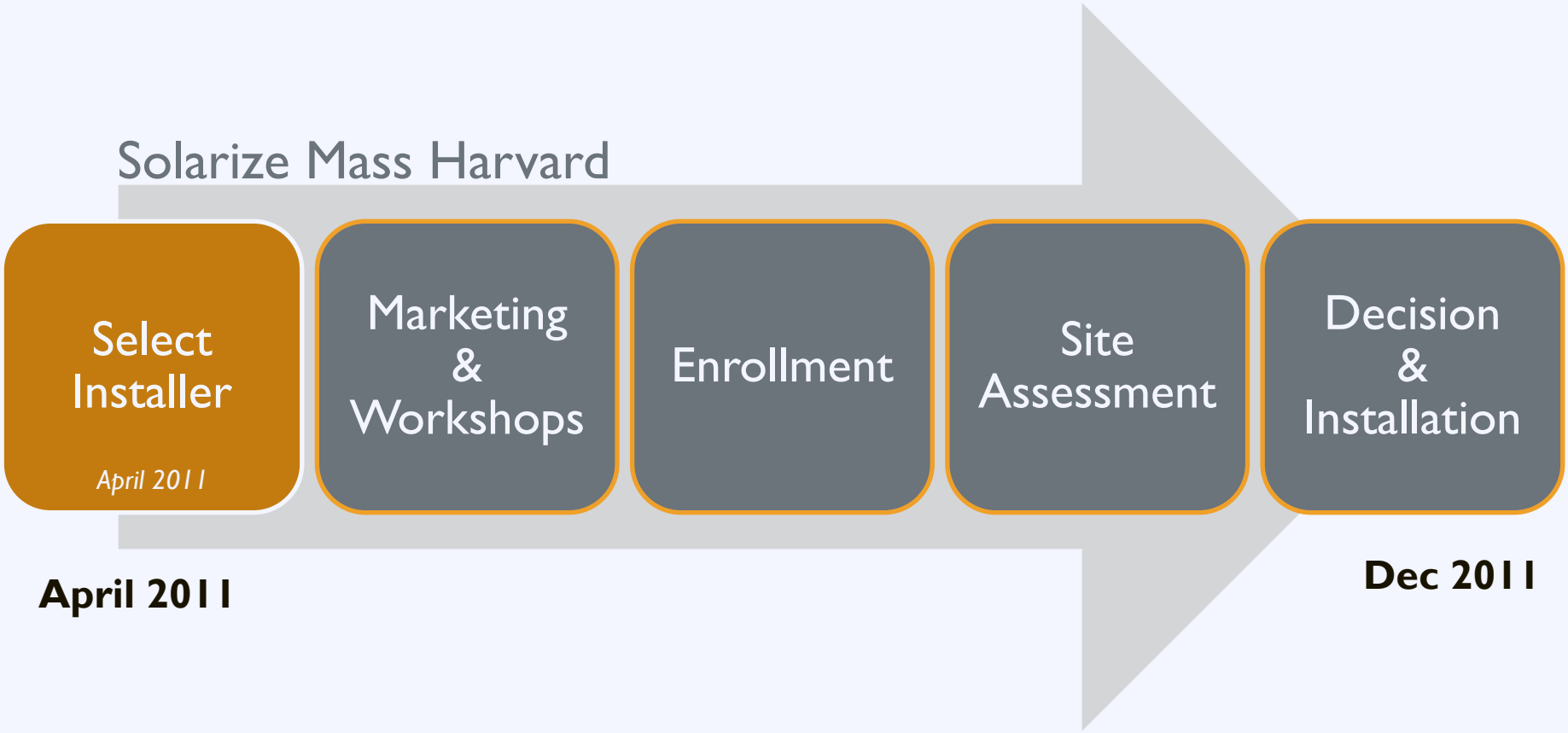
Harvard, Massachusetts

Population: 6,520

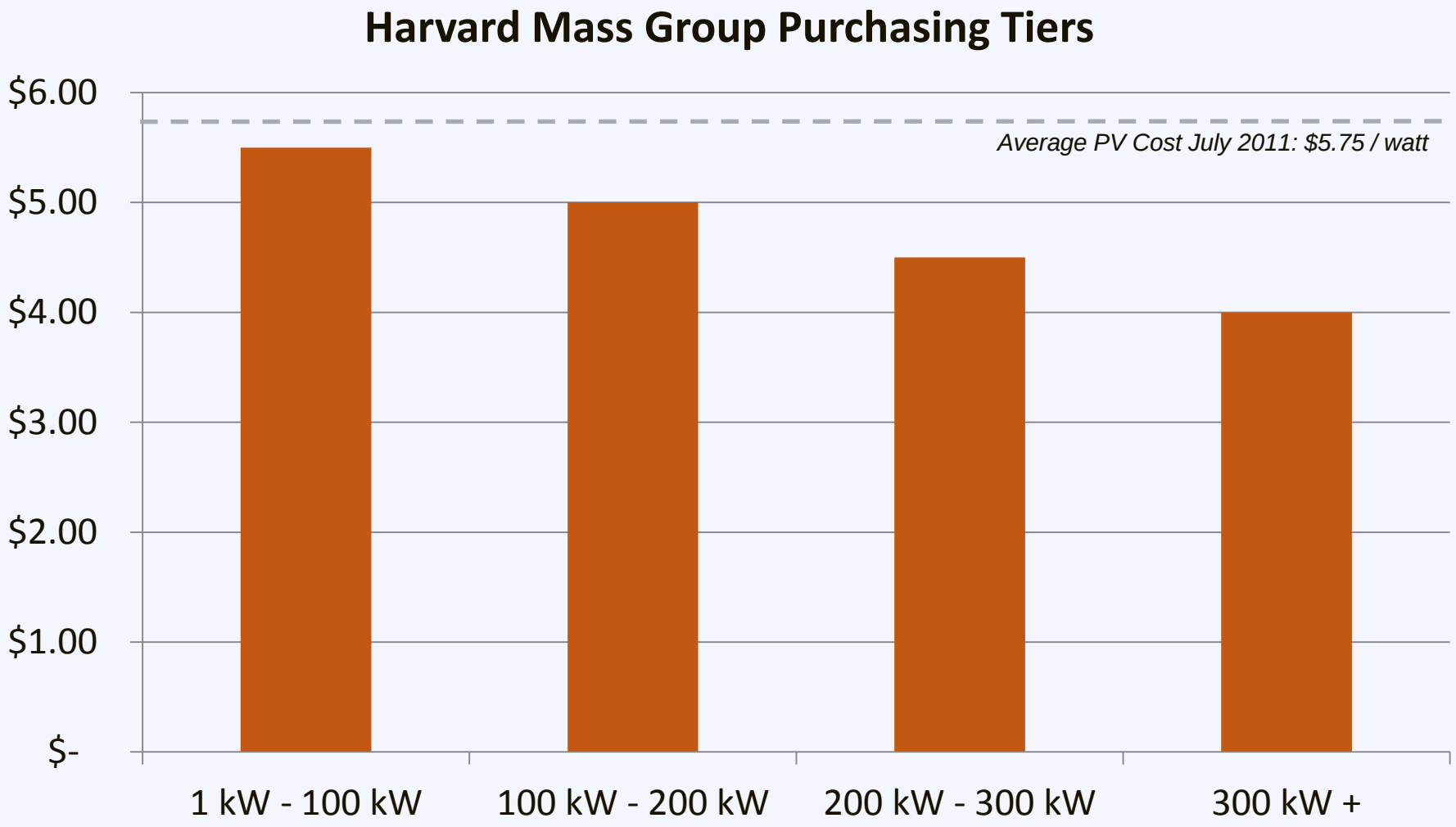
Powered by SunShot
U.S. Department of Energy

Source: Wikipedia

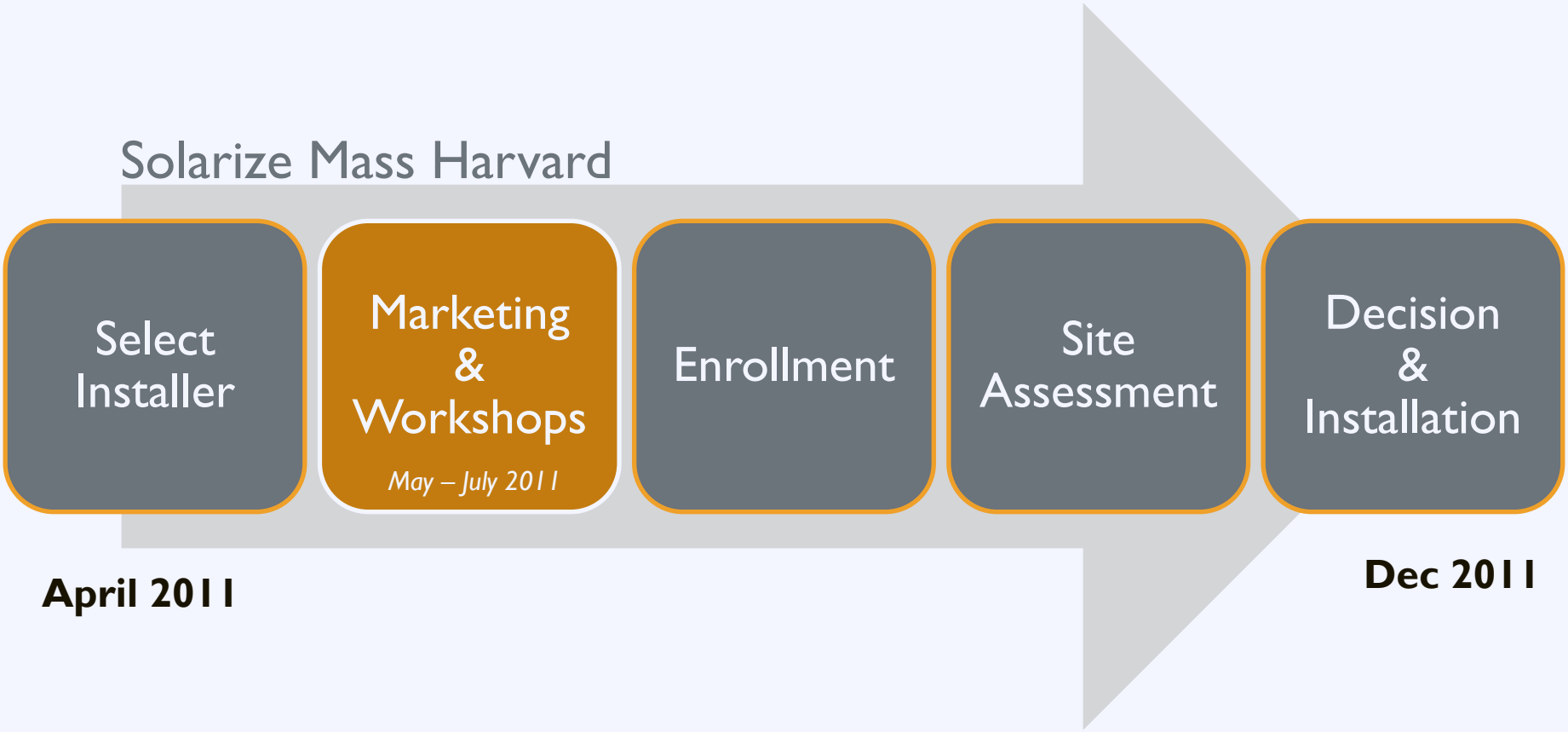
Solarize: Case Study



Group Purchasing



Solarize: Case Study



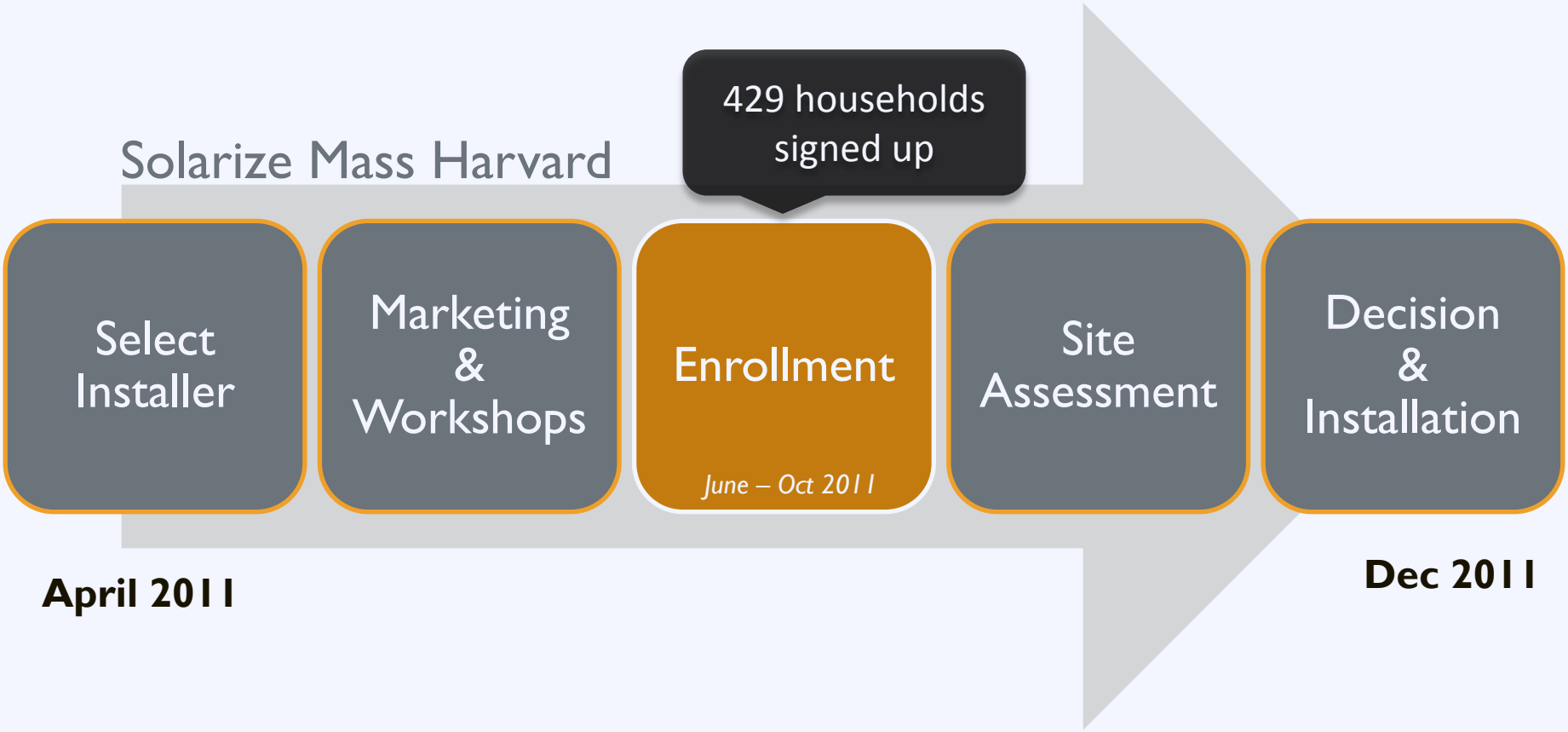
Solarize: Case Study

Marketing Strategy:

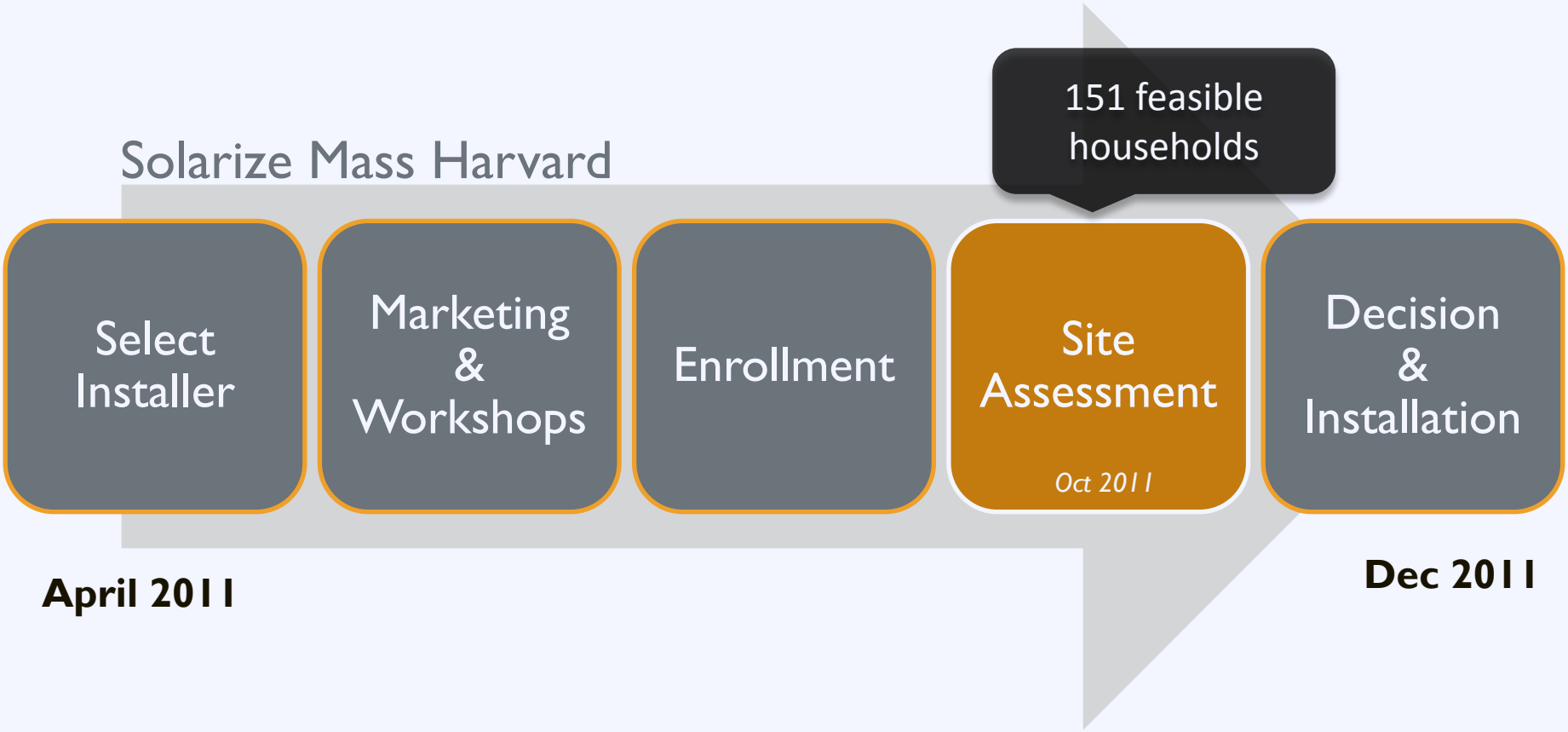
- Electronic survey of 1,100 households
- Email newsletters and direct mailings
- Float in July 4 parade
- Articles and advertisements in local newspaper
- Facebook page and online discussion board

Source: Vote Solar

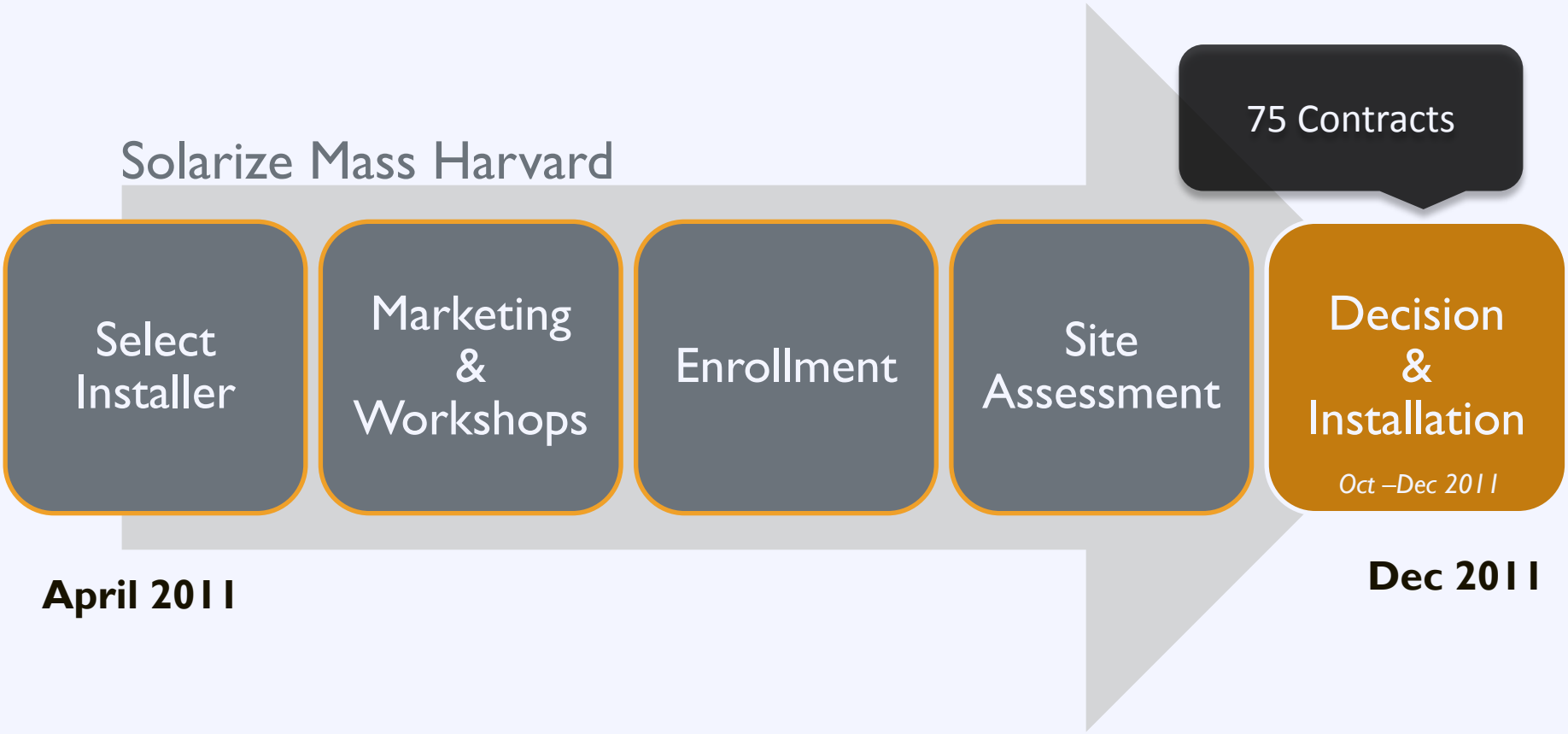
Solarize: Case Study



Solarize: Case Study



Solarize: Case Study



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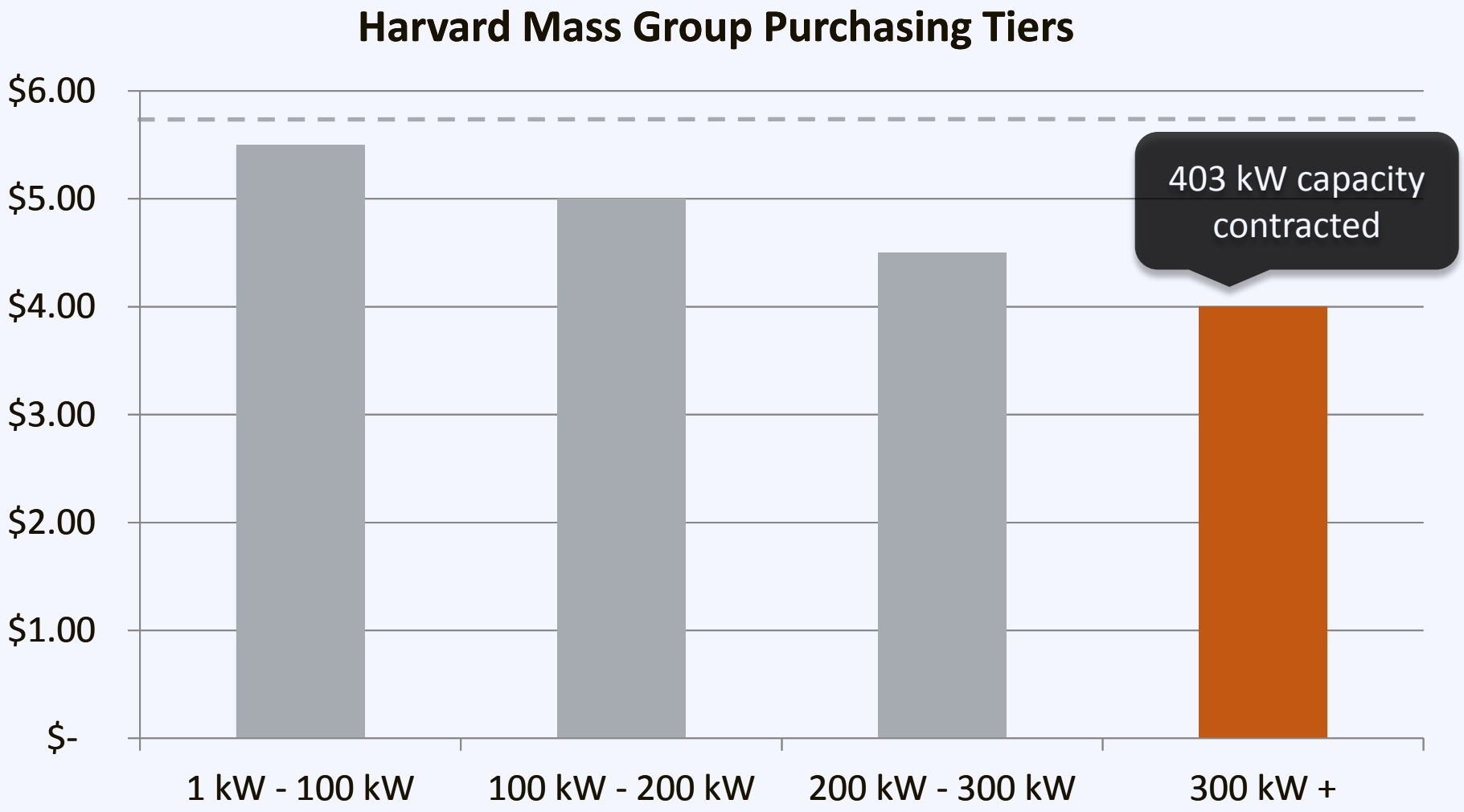


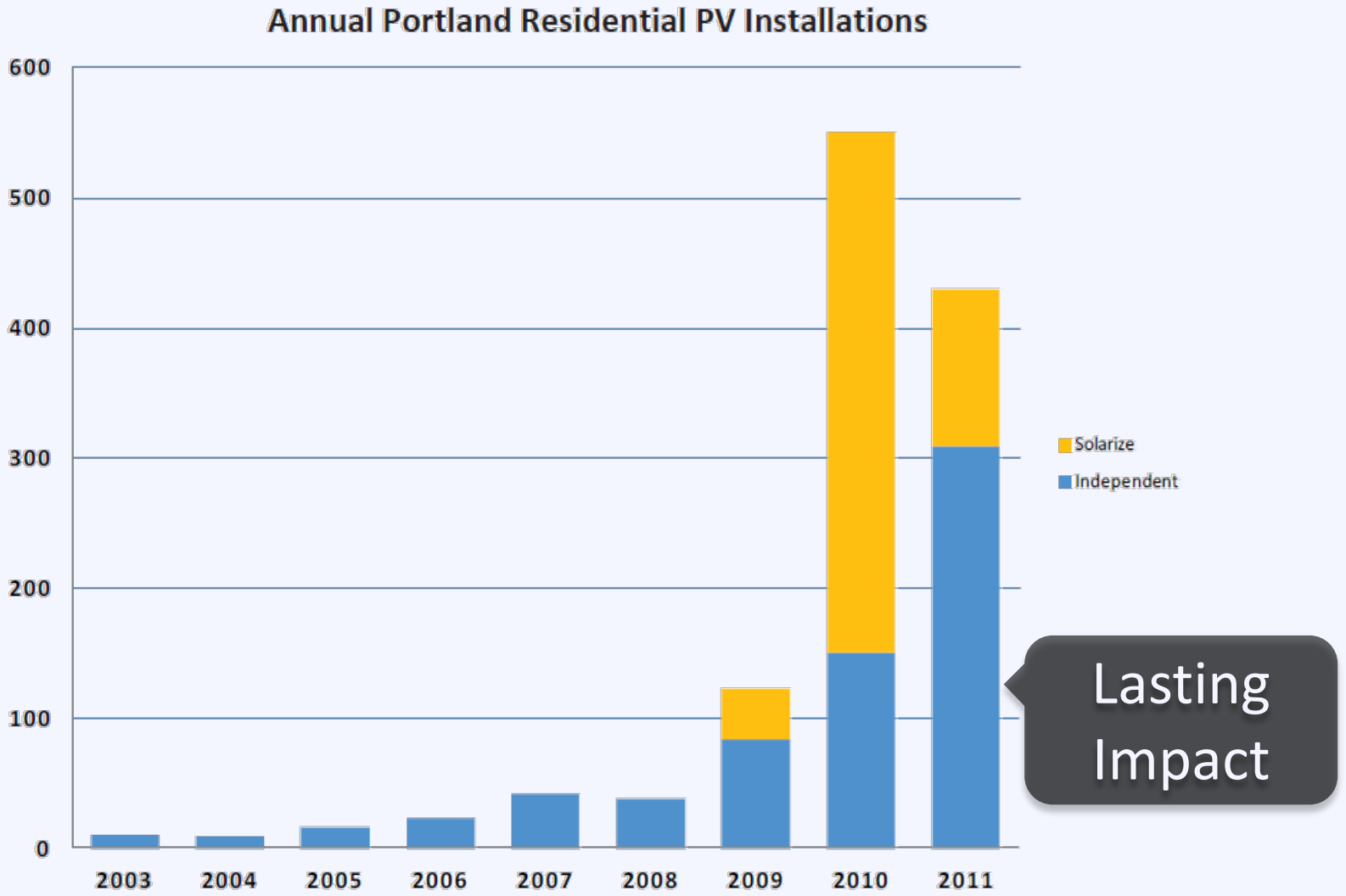
Solarize: Case Study

75 new installations totaling 403 kW

30% reduction in installation costs

575% increase in residential installations

Solarize: Lasting Impact



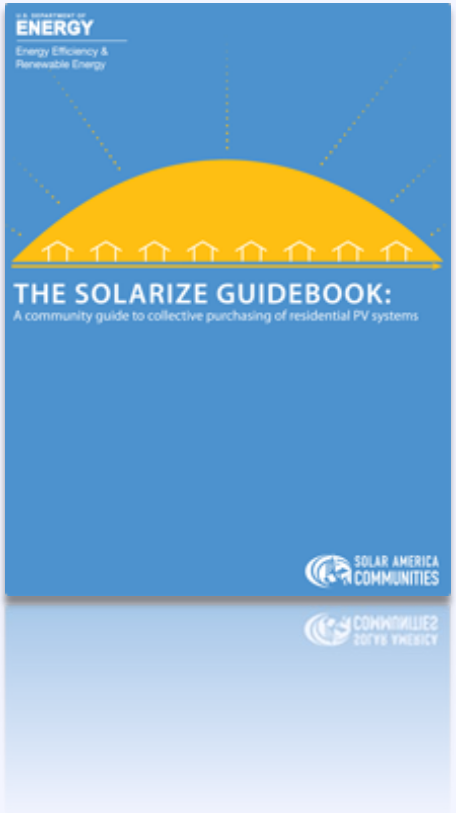
Source: NREL

Solarize: Resources

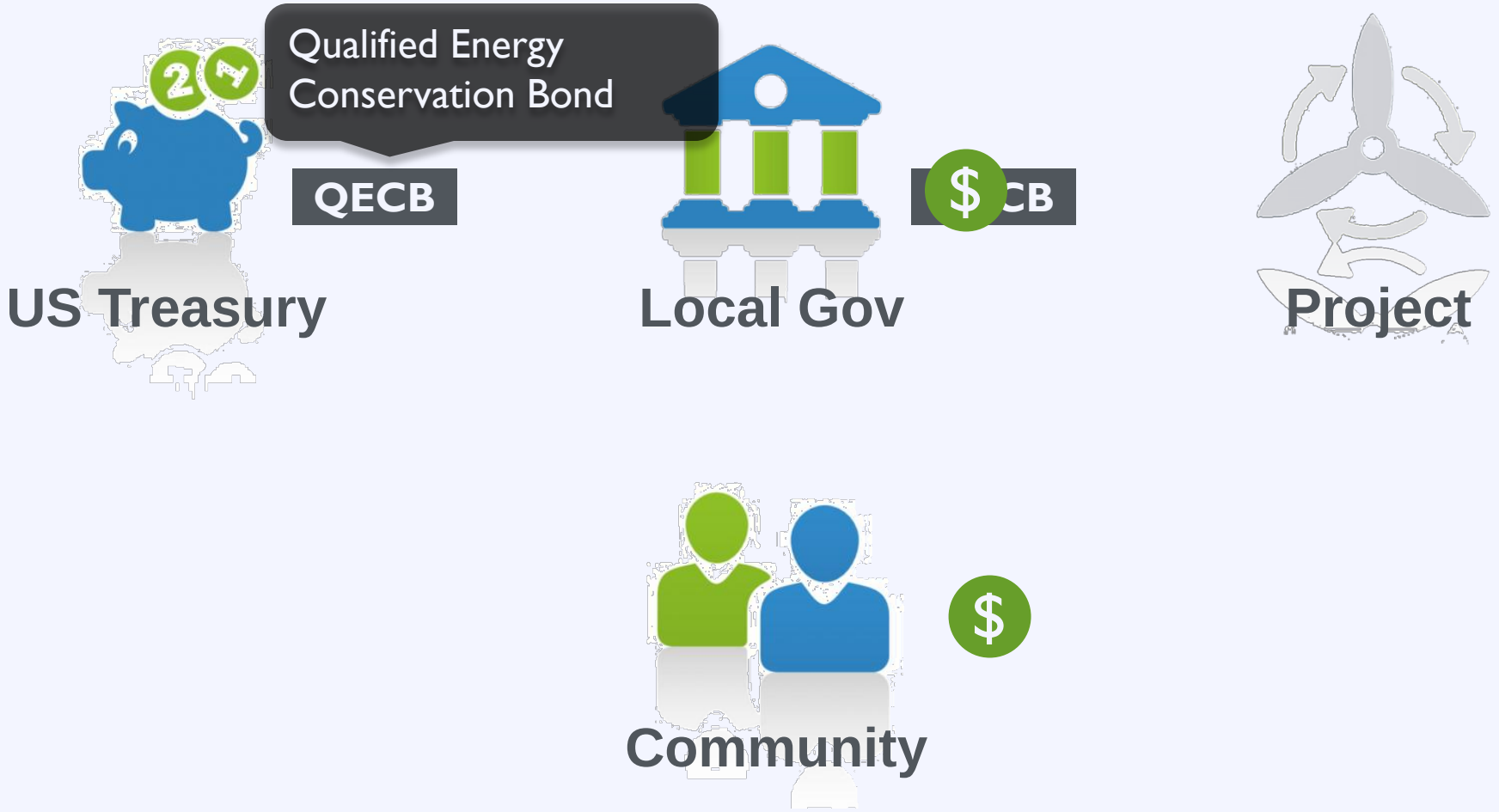
Resource **The Solarize Guidebook**

A roadmap for project planners and solar advocates who want to create their own successful Solarize campaigns.

www.nrel.gov



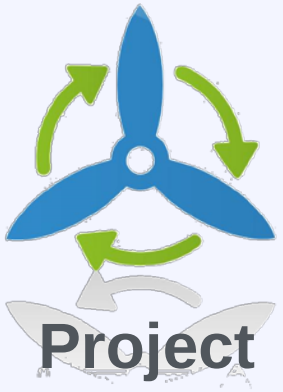
Qualified Energy Conservation Bond



Qualified Energy Conservation Bond

US Treasury

Local Gov



Project

QECB

Community

Q & A

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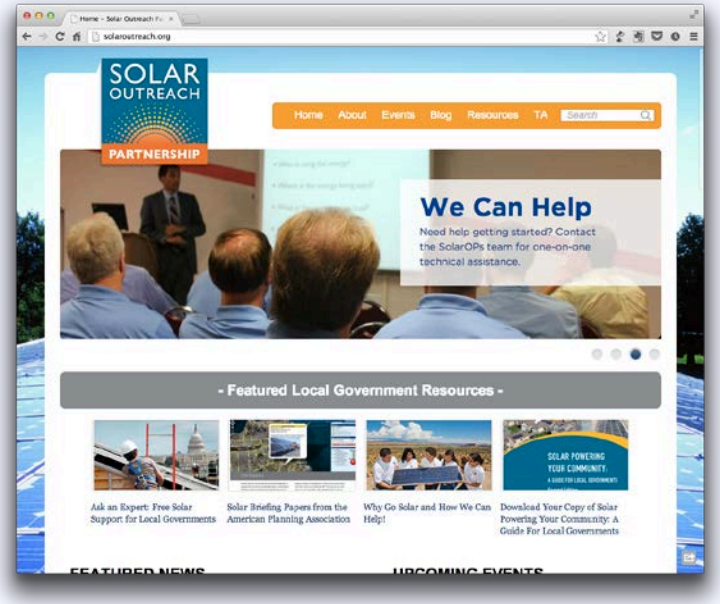
Activity: Next Steps

What do you pledge to do when you leave today's workshop? [Orange Card]

About the SunShot Solar Outreach Partnership

Technical Support

- 'Ask an Expert' Live Web Forums
- 'Ask an Expert' Web Portal
- Peer Exchange Facilitation
- In-Depth Consultations
- Customized Trainings



www.solaroutreach.org

For more information email: solar-usa@iclei.org

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U.S. Department of Energy

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