



Steven J. Kairis, President & CEO
EVERGREEN BioConcepts, Inc.

AMERICAN SOLAR CITIES



The Genesis of a Solar City

Solar America Cities is a partnership between the U.S. Department of Energy (DOE) and a select group of cities across the country that have committed to accelerating the adoption of solar energy technologies at the local level.

Who's Participating?



Criteria of becoming a Solar City

Selection criteria for Solar America Cities included a competitive application process in which cities had to demonstrate the following:

- Commitment to integrating solar energy into urban planning and city processes**
- Demonstration of commitment through signed letters of support from the mayors, local utilities, and state officials**
- Required population of 100,000 people or more as of 2006.**



NECESSARY VARIABLES

- Rules, Regulations, and Policies
- Financial Incentives Industry
- Development Incentives
- Technical Training

RULES, REGULATIONS, AND POLICIES

- **NET METERING
& INTERCONNECTION
POLICIES**

- **BUILDING ENERGY
STANDARDS THAT MANDATE
SOLAR USE**

- **SOLAR SET-ASIDES IN
RENEWABLES PORTFOLIO
STANDARDS POLICIES**

- **PUBLIC BENEFITS FUNDS**

FINANCIAL INCENTIVES

- **Direct incentives are used to “buy down” the cost of solar systems and come in several forms, including grants, rebates, and performance-based incentives**
- **These incentives, which typically cover 20% to 60% of project costs and range from a few hundred dollars to millions of dollars, have played a significant role in encouraging solar installations**
- **Rebates are typically disbursed to customers once the project is up and running and are typically awarded on a \$/watt (W) basis**
- **Performance-based incentives, on the other hand, provide project owners with cash payments based on electricity production on a \$/kilowatt-hour (kWh) basis over a specified duration.**

INDUSTRY DEVELOPMENT INCENTIVES

- The most common industry incentives for solar are loans, grants, tax abatements, tax credits and tax exemptions, or a commitment by the state to purchase a set amount of the product
- Fourteen states currently offer incentive-based programs for industry development. Many of the loan and grant programs are supported by state-managed PBFs, some of which are receiving funding through state legislative appropriations

Technical Training & Outreach

Training for Installers and Code Officials

As markets develop within cities, the need for experienced solar installers becomes vital. Solar installers serve an essential role in ensuring quality and maintaining the legitimacy of cities' solar programs, particularly in nascent solar markets where the acceptance of solar is not necessarily prevalent.

Outreach

In order for solar energy to maximize its potential share of the energy market the public must be educated on the benefits and challenges associated with its development and deployment. Solar outreach efforts can be tailored to target a number of audiences, including consumers (homeowners and businesses), utilities, financial institutions, educators and students, policy makers and regulators, skilled labor force, and potential retailers of solar technologies (e.g. big box retailers).

Best Practices



The city of Boston, MA is currently mapping its solar resource and solar industry, actively developing solar energy projects, and exploring innovative financing options for large-scale solar energy procurement. These activities will help to overcome barriers to widespread solar energy deployment.



Through its Solar America Cities partnership, the City of Austin strengthens its existing city-wide solar energy program. The city is enhancing local education curriculum and promoting its current activities.

Best Practices (Examples)

Massachusetts's Business Expansion Initiative offers loans to support renewable energy companies entering or expanding the manufacturing stage of commercial development.

Loan amounts range from \$500,000 to \$3 million, and are available for up to 50% of capital expenses and related spending over a two-year period.

The most successful state-level standards for net metering include the following provisions:

- The maximum individual system capacity should be at least 2 MW.**
- All utilities – including municipal utilities and electric cooperatives – should be required to offer net metering.**
- All customer classes should be eligible.**
- The limit on the aggregate capacity of all net-metered systems in a utility's service territory should be at least 5% of the utility's annual peak**

What are the benefits to the City of West Palm Beach

- Identifies the City of West Palm Beach as a true advocate of renewable energy on a local, state, and national level
- Promotes West Palm Beach as a national designation city for renewable energy programs, projects and green energy summits
- Provides significant financial incentives to attract green energy companies and commerce (grants, taxes, green collar jobs, partnerships)
- Creates a national public relations campaign option highlighting the City of West Palm Beach fulfilling their “corporate social responsibility” (CSR) and stewardship of the planet

QUESTIONS

