

American Solar Transformation Initiative Program Overview

ROOFTOP SOLAR CHALLENGE
A national effort to make clean solar electricity cool-effective for your community.

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American Solar Transformation Initiative (ASTI)

Initiative to **reduce the total installed costs** of solar systems
And **increase deployment** of solar power across the USA

Focus Areas:

- Local Permitting Process
- Planning & Zoning Regulations
- Utility Interconnection
- Education and Outreach
- Financing Tools and Resources
- Innovative Deployment Programs

ASTI – Supporters and Partners

The ASTI program has broad support and is coordinating with regional organizations to ensure the maximum impact to each participating agency and relevancy to national goals.

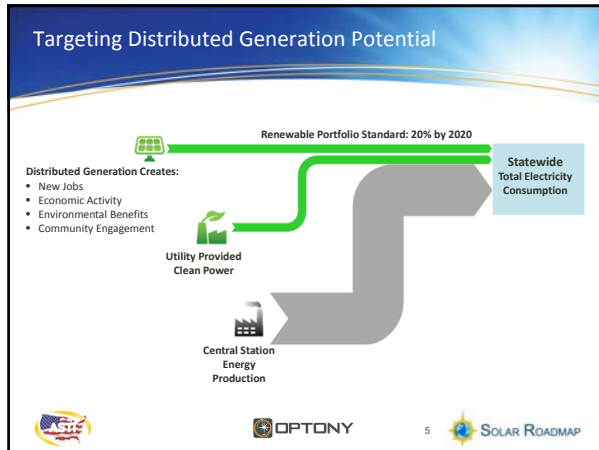
About Optony

Optony develops and deploys solar best practices across the entire solar project lifecycle for government agencies, schools and commercial organizations.

Working with clients across all phases of solar projects creates deep insight into true performance drivers which is used to reduce costs and improve performance at any stage in the process.

www.optony.com

"Optony's consulting service is a must-have for any organization considering an investment in solar. Based on Optony's comprehensive analysis and recommendations, we now have a low-risk, high-return solar strategy."



How the ASTI Program Works

Provide curated resources from around the country and expert support, coordinated regionally to enable solar market transformation and growth via the Solar Roadmap™.

Process Outline

- ☰ Assess current market conditions and potential
- ☰ Benchmark to national and regional goals and best practices
- ☰ Tailor interactive roadmap for individual situation and needs
- ☰ Convene working groups and training with experts and peers
- ☰ Take action with support from ASTI team and partners
- ☰ Be recognized locally, regionally and nationally
- ☰ Increase solar market activity and improve the local economy and environment

OPTONY 6 SOLAR ROADMAP

Solar Market Potential Example – Central Valley CA

	Solar Viable Residences	Size Potential (MW)		Solar Viable Residences	Size Potential (MW)
Arvin	1,781	9.1	Madera	7,092	36.2
Atwater	3,378	17.2	Mendota	910	4.6
Clovis	14,051	71.7	Merced	9,157	46.7
Delano	4,308	22.0	Modesto	29,002	147.9
Fresno	57,251	292.0	San Joaquin	362	1.8
Hanford	7,382	37.7	Turlock	10,616	54.1
Livingston	1,593	8.1	Visalia	18,256	93.1
TOTAL			165,138 842.2		

Regional Economic Impact: \$1.56B
Annual Clean Energy Production: ~1 Billion kWh

Additional opportunities in the commercial, government, and utility sectors

OPTONY 7 SOLAR ROADMAP

Participant View & Tools

City/County Landing Page Community Stats & Resources

Customized Roadmap Interactive & Updated Real-time

Solar Roadmap Leaderboard View by Region, Pop., Type, Progress

Resources for Taking Action Organized by Goal & Available for Download

OPTONY 8 SOLAR ROADMAP

www.SolarRoadmap.com

Hundreds of resources from all major organizations

- U.S. DEPARTMENT OF ENERGY
- IREC
- SunShot
- NREL
- SEPA
- SEIA
- USDA
- THE SOLAR FOUNDATION
- DSIRE

Learn Build Achieve

Consumers Government Industry

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Benefits from Participation

Coordinated technical assistance and resources provided to individual participating jurisdictions and regionally.

Benefits

- Provide resources to installers and consumers
- Drive engagement through educational resources
- Reduce project complexity and transaction costs
- Coordinate efforts regionally for maximum impact
- Convene solar market transformation work-groups
- Residential/commercial/municipal aggregation

OPTONY 10 SOLAR ROADMAP

Next Steps

- Review website and materials
- Sign and return the ASTI participation agreement
- Work with the team to complete "SM3" survey
- Schedule interview to start building roadmap
- Begin planning for training and information sessions

To Learn More Contact:
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Or Visit:
www.solarroadmap.com

OPTONY 11 SOLAR ROADMAP