

American Solar Transformation Initiative



What is ASTI?

The American Solar Transformation Initiative (ASTI) represents a nationwide team of public and private partners committed to advancing solar power adoption in participating municipalities throughout the United States. The focus of this program is to leverage Optony's Solar Roadmap to strategically drive solar market maturity via improvements across a complimentary set of focus areas from permitting processes to market development.

Through the U.S. Department of Energy's Rooftop Solar Challenge, ASTI has received funding to help reduce transaction, administrative and construction costs related to residential and commercial solar projects. The Rooftop Solar Challenge is part of the DOE's SunShot Initiative, which seeks to make solar electricity cost competitive without subsidies by the end of the decade.

The ASTI program is committed to real change at the ground level. By driving transformation in market conditions for rooftop solar in jurisdictions across the United States, ASTI will make adopting solar easier, faster, and more affordable. An improved solar business environment with lower administrative costs enables participating jurisdictions to capture the full economic and environmental benefits of solar power in their communities.

For more information contact:

Tyler Espinoza
Senior Project Manager, Optony
1410 Q Street NW Suite 1, Washington, D.C. 20009
tyler.espinoza@optony.com | 202-503-4211

Jeff King
Principal Environmental Planner, MWCOC
777 North Capitol Street NW, Washington, D.C. 20002
jking@mwcog.org | 202-962-3200



The Metropolitan Washington Council of Governments and Optony Inc. have partnered to bring ASTI to municipalities throughout the Greater Washington region. The ASTI team of local stakeholders and partners will work to achieve program objectives by targeting the following focus areas and steps to local solar market transformation:

Focus Areas

ASTI focuses on areas with the highest impact on market activity, including:

1. Solar Market Development
2. Project Financing Tools
3. Permitting Process Improvements
4. Planning and Zoning Standards
5. Interconnection Processes

Steps To Market Transformation

Participating government agencies, industry stakeholders, residents and electric utilities can:

1. Evaluate Local Solar Potential
2. Determine Market Impact and Strategy
3. Assess Current Solar Processes
4. Create a Customized Roadmap
5. Deploy Industry Best Practices
6. Implement Community Programs
7. Track Progress Nationally

Solar Roadmap

To support the ASTI team's efforts Optony will deploy the Solar Roadmap, a market-leading online platform that brings national best practices to the local level in order to drive economic activity and clean energy deployment.





The **Solar Roadmap** is the premier interactive resource for government agencies and industry stakeholders to unlock their community's full solar market potential. It is a market-leading online platform tailored to individual stakeholder needs, helping to drive local economic activity and clean energy deployment. The platform contains the largest comprehensive resource library of solar best practices and online tools entirely free and available today, brought to you by the U.S. Department of Energy and Optony, a global provider of clean energy project management services.

Key features

- **Interactive Roadmaps** individually tailored with customized goals and tools to track progress
- **Community landing page** with resources for residents, installers and finance providers
- **Local solar market potential evaluation**, as well as economic and environmental impact
- Ability to measure your progress against others on the **Solar Roadmap Leaderboard**, and gain recognition for accomplishments
- **Solar Energy Resource Database** access containing hundreds of best practice resources, including policies, case studies, templates, educational and marketing materials, and more
- **Informational webinar invitations** on permitting, planning, finance, planning and zoning, market development, and emerging topics
- **Hands-on technical implementation support** from Optony's expert solar consulting team
- **Group trainings** for Solar Roadmap participants and stakeholders
- **Bulk purchase program guides** for residential and commercial aggregation models
- **Support for working groups** in the public sector, private sector, utilities and residents to take action

Solar Roadmap FACT

70 jurisdictions and utilities representing over 1.4 million constituents across the nation already have a Solar Roadmap and are taking action.



What will my Solar Roadmap look like?

Public Entity or Utility

- Public landing page for community education
- Online Solar Roadmap with tailored guidance
- View actions and progress in real time
- Clean energy market potential evaluation
- Access to comprehensive resource library
- National peer network and leaderboard

Business or Resident

- Access to educational materials and resources
- Portal to get connected to community activities
- Request & compare local solar vendor quotes
- Tools for making informed decision about solar
- Learn about efforts underway locally and nationally to make going solar easier

Models for Solar Market Development

Optony has pioneered an approach to regional bulk purchasing for municipal facilities that consistently yields significant savings for public agencies. This approach was published in the "Best Practices Guide to Collaborative Solar Procurement" with World Resources Institute and is available to all Solar Roadmap participants.

Solar Roadmap participants will also have customized access to tools like the EnergySage Marketplace, which provides a free suite of educational, analytical, and shopping tools in an easy to use website. This platform is called the "*Expedia for Solar*" by the U.S. Department of Energy and it empowers individuals to confidently make informed decisions about installing solar at their home or business.