

American Solar Transformation Initiative

Program Overview



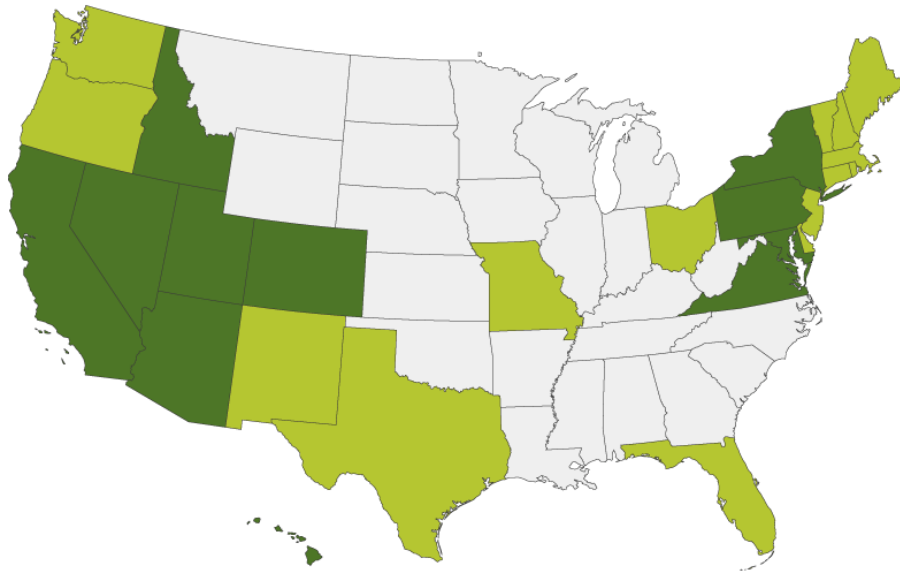
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American Solar Transformation Initiative (ASTI)

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.

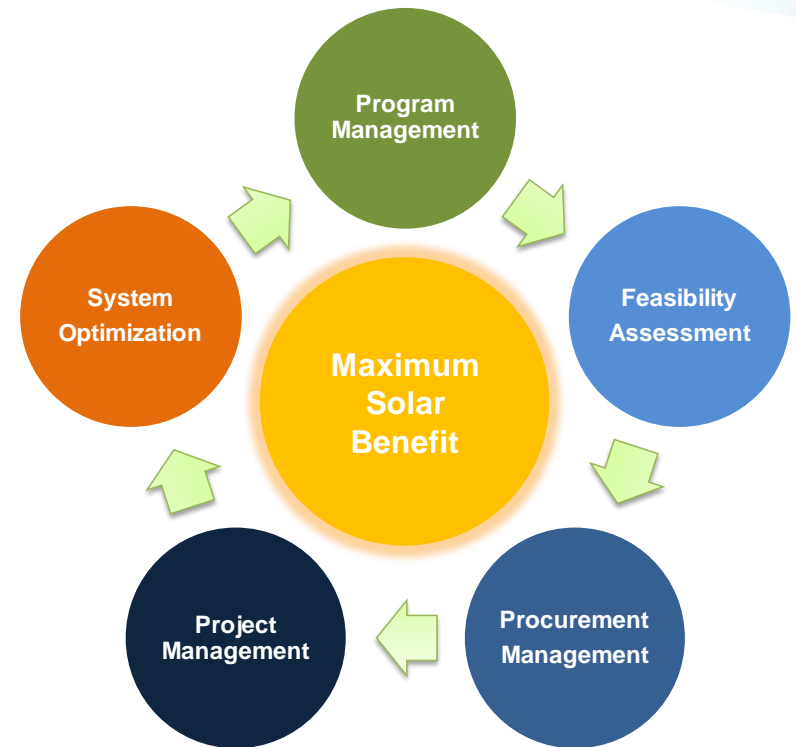


About Optony

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.

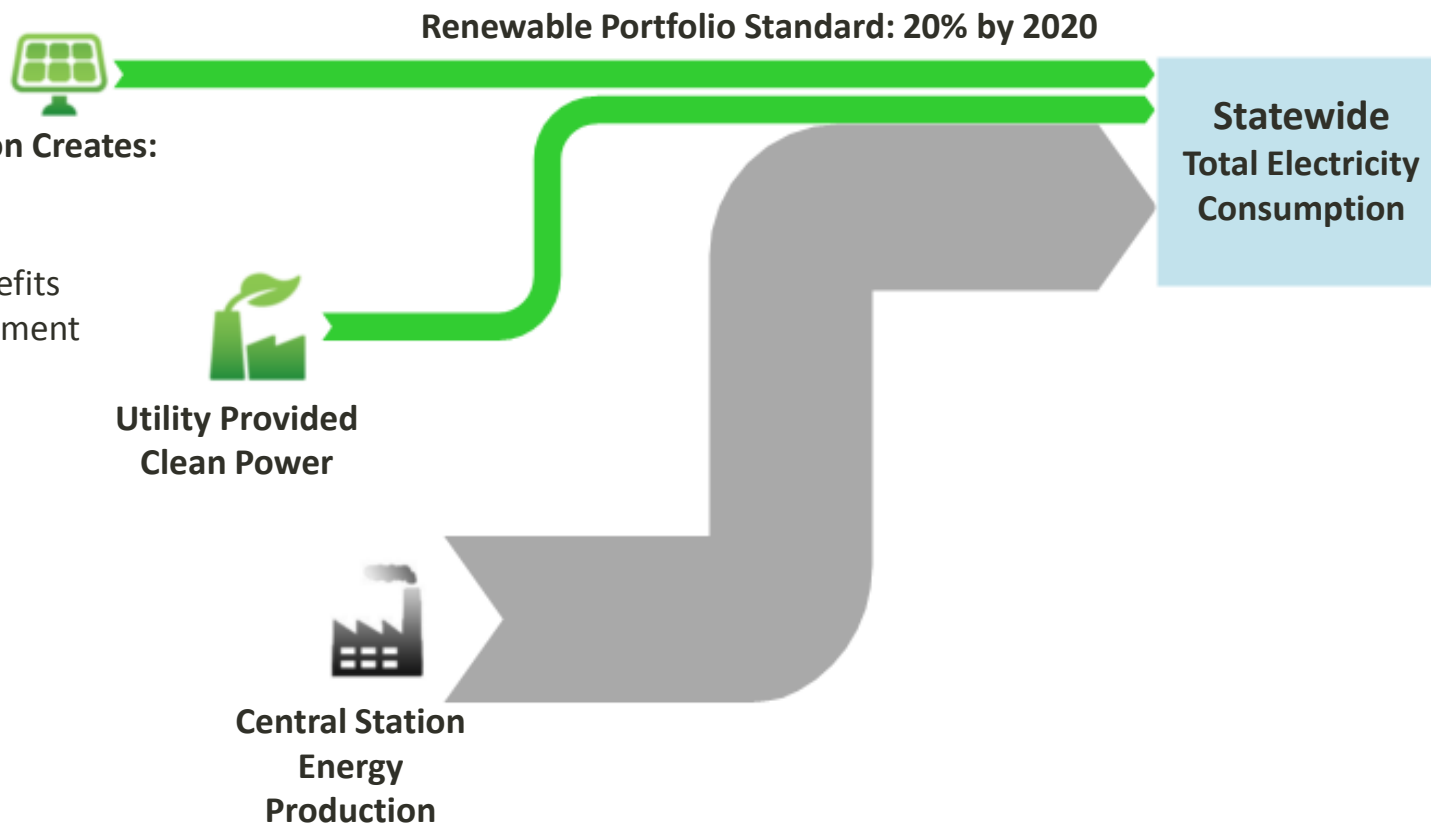
www.optony.com



“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.”



Targeting Distributed Generation Potential



Distributed Generation Creates:

- New Jobs
- Economic Activity
- Environmental Benefits
- Community Engagement



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



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



Participant View & Tools

City/County Landing Page
Community Stats & Resources

Brigham City

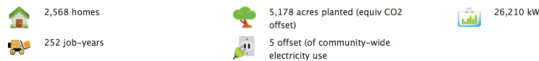
Brigham City is located in Utah's Bear River Valley on the western slope of the Wasatch Range. The City is located in an excellent area for solar due to its above average solar energy resource.

In assessing the potential for solar PV installations in Brigham City, the SSTI team considered statewide renewable energy goals as reflected in the Energy Resource and Carbon Emission Reduction Initiative. The initiative sets a goal for all utilities to produce 20% of electric power via renewable sources by 2025, to the extent that it is cost effective to do so. Though this mandate does not contain a solar specific carve-out or a local production requirement for the utilities, it represents a good and viable target. Solar power production can be pursued by all jurisdictions through local and regional solar electric projects to help the state meet its goal.

Local solar project development keeps economic and environmental benefits in the community. Targeting development of just half of the local utility renewable energy production targets through local/regional solar PV projects could produce the following impact over the next 5 years:



Residential Solar Potential



Roadmap

Permitting Process
Current Progress: 3 of 18 goals achieved
[CLICK HERE TO ACCESS ROADMAP](#)

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

Click on a community's name to visit their customized Solar Roadmap.

Progress	Name	Population	Type	Recognized Achievements
60%	City of Madera	CA 61,416	City	
70%	City & County of San Francisco	CA 805,235	County	SOLAR AMERICA CITIES
76%	City of Fresno	CA 494,665	City	
74%	Inyo County	CA 18,546	County	
65%	City of Hanford	CA 53,967	City	
64%	City of Visalia	CA 124,442	City	
62%	City of Turlock	CA 68,549	City	
61%	City of Modesto	CA 201,165	City	
60%	City of Clovis	CA 95,631	City	
60%	Esmeralda County	NV 783	County	

Customized Roadmap
Interactive & Updated Real-time

Brigham City Solar Roadmap

Roadmap Goals and Progress

The SSTI team has worked in close coordination with Brigham City to develop a customized, interactive solar roadmap containing guidance on how to transform the local solar market. Each recommendation in the roadmap is supported with relevant reports, case studies, examples, and templates to support local and regional implementation efforts.

These roadmap goals are derived from attributes of successful solar communities nationwide, along with input from industry experts. Each goal represents a step toward making solar easier and more cost effective for all residents within the community. Your specific roadmap has been customized using the attributes that are relevant at the city-level in the local solar market.

Expand each focus area below to show its related goals, and click the 'Take Action' button to access the relevant resources designed to help you achieve these goals.



Resources for Taking Action
Organized by Goal & Available for Download

Expand each focus area below to show its related goals, and click the 'Take Action' button to access the relevant resources designed to help you achieve these goals.

Permitting Process Current Progress: 5 of 18 goals achieved 28%

Planning & Zoning Current Progress: 1 of 3 goals achieved 33%

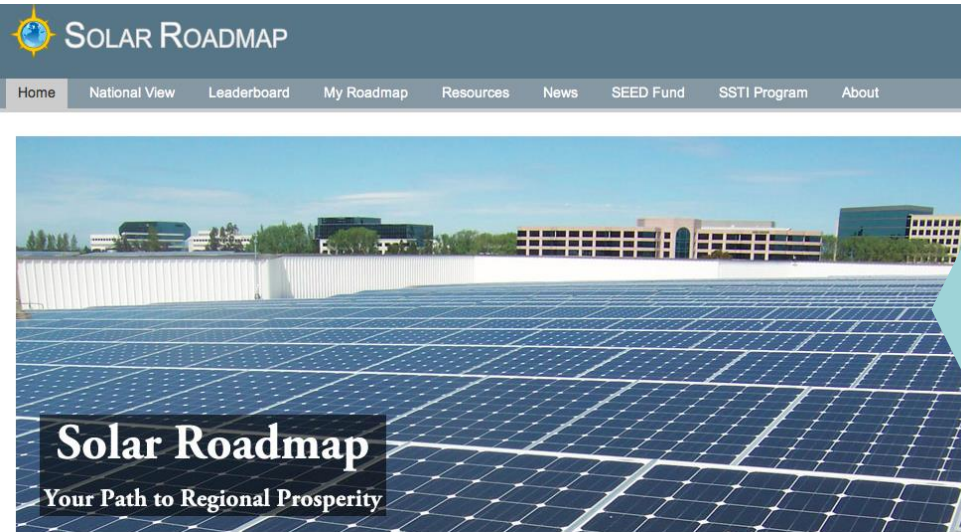
Financing Options Current Progress: 0 of 2 goals achieved 0%

Solar Market Development Current Progress: 0 of 4 goals achieved 0%

Essential Resources:

- Solar Access Barriers for Counties
Author: US Dept of Energy
- Model County Zoning Ordinance
Author: Maricopa County
- Model Municipal Planning and Zoning Code
Author: City of Madison
- Model Solar Standards for Lots and Setbacks
Author: City of Eugene
- Sample Solar Definitions for Planning and Zoning Codes
Author: Garfield County
- Sample Solar Zoning Ordinance and Design Standards
Author: City of Aurora, CO
- National Guidelines for Installing Solar Panels in Historic Districts
Author: National Alliance of Preservation Commissions
- Case Study: Building a Solar-Powered Home in a Historic Neighborhood
Author: Build San Antonio Green





The Solar Roadmap is a platform for local governments and electric utilities to implement global best practices to reduce soft costs for solar energy. Through a tailored Solar Roadmap, your community can [join others from across the country](#) that are transforming their economies with clean energy.

Learn

Build

Achieve



Consumers

Government

Industry

Hundreds of resources from all major organizations



U.S. DEPARTMENT OF ENERGY

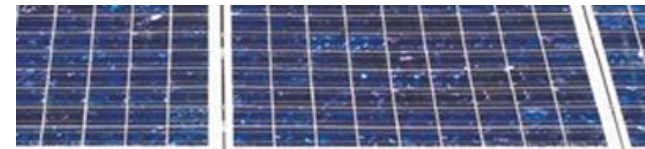


Benefits from Participation

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



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

