



Rooftop Solar Challenge

NETWORKS FOR INNOVATION AND IMPACT



Metropolitan Washington
Council of Governments



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Goals of the Program

CREATE IDEAL SOLAR MARKETS

Energy Accessibility

Empower Citizens

Create Pathways

**Foster Innovation and
Entrepreneurship**

Build the Network

*“Making solar cost competitive with
fossils”*



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What are we looking for?

SOLAR READY COMMUNITIES

PIONEERS

Who can beat San Francisco?

MOVE THE CONVERSATION

The lean start up!

“Faster, cheaper, easier”

SHORT TERM ACTIONS

Changes by 2014

BUILD LOCAL WINS

Personal interest videos in time for the Solar Summit in April



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Benefits of Participation

YEARS OF RED TAPE, YEARS OF LIVES SAVED

BE PART OF THE TEAM

National network, market survey, roadmap support,
best practice sharing

MARKET ASSESSMENT

Consultant work to document baseline conditions

ASSISTANCE IN MEETING GOALS

It's not just about permit costs. How can we move the
conversation and develop the market?

“Finding fast track models”



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National Conversation

WORKING TOGETHER TO DELIVER THE CLEAN ENERGY ECONOMY

UNICORNS AND RAINBOWS

State and local leadership is happening now.

WORKFORCE

Let's put Boots on the Roof!

TACTICS

Urban vs Rural, Progressive vs Conservative,
Rooftop vs Ground Mount: How can we all support
solar?"

PEOPLE AND NETWORKS

The most important aspect is the force multiplier from
nurturing the network.

*"The value of the network is
proportional to the square of the
number of participants"*



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Be Part of the Team

CREATE HEALTHY SOLAR MARKETS FOR THE REGION

REDUCE SOFT COSTS

Permit fees, online systems

INCREASE CERTAINTY

Increased Certainty = Lower Costs

BE A FRIENDLY MARKET

Make your community a place where solar
companies want to do business

*“Benefits for both
sides of the Counter”*



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Areas of Initial Interest

WHERE TO START

SURVEYS

Pinpoint issues – installers, consumers

EDUCATE

Government Staff Capacity

REACH OUT

Raise Consumer Awareness

SET GOALS

Build local wins this year

*“There is lots of room for
innovation and impact”*



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How you can help.

SOLAR ROADMAP AND SOLAR READY BEST PRACTICES

WORKGROUP

Participate in the conversation.

ASSESS AND RESEARCH

Help the team document current conditions in your community.

FIND THE LEADERS

Allow the team to bring you best practices from the national network.

DEMONSTRATE LEADERSHIP

Create conditions for the ideal solar market (*or at least get a foot in the door*)

*“The Optony and Meister Team
Consultants Stand Ready to
Provide Expert Assistance to the
COG Region”*



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2014 NEAR TERM MILESTONES

BUILD LOCAL WINS EARLY AND OFTEN

Month	Tasks
Jan 2014	<ul style="list-style-type: none">• Kickoff workgroup meetings
Feb-Mar	<ul style="list-style-type: none">• Identify High Impact Areas, Set Goals
April 2014	<ul style="list-style-type: none">• National Solar Summit – What will they say about our region's leadership?
End of 2014/Early 2015	<ul style="list-style-type: none">• Reach Goals, Assess progress.