

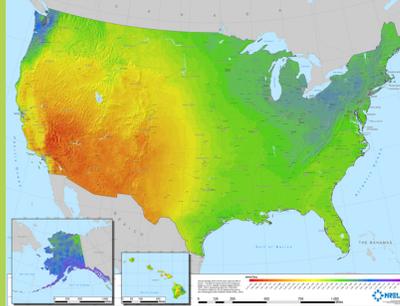
Tool #1

THE CASE FOR SOLAR

Potential

All regions have the potential for solar development.

The United States has 6X the solar capacity as Germany, world leader in solar. Even cloudy regions like the Upper Northwest, have plenty of solar potential, as illustrated in the figure.



Solar Energy Industries Association, www.seia.org.

Map source: NREL

Creates Jobs

- Solar is growing at nearly 10X faster than the overall economy and it one of the fastest growing job creation industries in America.
- As of September 2012, solar industry employed over 119,000 workers.
- 14,000 jobs were created in 2012, 86% of these jobs are new.
- 1 out of every 230 new jobs in the U.S. economy was created in the solar industry.
- On the current trajectory, the number of jobs in solar is expected to increase by nearly 300 percent by 2030.



300% INCREASE BY 2030

- While solar is expanding, the fossil fuel industry cut its employee base by almost 4% in 2012.
- Solar creates high-skilled, well-paying jobs, providing a unique opportunity for workforce development efforts to train and retrain local workforces.

Improves Local Economies

- The increasing value of solar installations has injected life into the U.S. economy. In 2012, solar installations were valued at 11.5 billion, up from 8.6 billion in 2011.¹
- Homes with solar sold 20% faster and for 17% more than equivalent non-solar homes in California.²
- Solar industry clusters serve as a valuable business development and recruitment tool for local economic development agencies.³
- Economic impact is created through industry job creation incentives, workforce training support, and manufacturing tax credits and exemptions.[†]
- Land leases and property taxes through large-scale solar installations increase the value of residential properties and revenue opportunities for landowners.[‡]
- Solar can decrease the amount of energy dollars outsourced to other states' and countries' by shifting energy investments to local sources.*
- In Arizona, \$1 spent on solar produced \$1.67 in local economic activity. This totals a direct savings of \$2.8–\$4.5 million of economic activity for Arizona communities.[¶]

¹ Solar Energy Industries Association, www.seia.org

² National Renewable Energy Laboratory, "A New Market Paradigm for Zero-Energy Homes: The Comparative San Diego Case Study," <http://www.nrel.gov/docs/fy07osti/38304-01.pdf>

³ The Solar Foundation's Solar Job Census, www.thesolarfoundation.org

[†] The Solar Foundation, State of the Solar Industry, http://thesolarfoundation.org/sites/thesolarfoundation.org/files/TSF_State%20of%20the%20Solar%20Industry_Final.pdf

[‡] The Solar Foundation's Solar Job Census, www.thesolarfoundation.org

* Solar Works for Minnesota, <http://www.solarmn.org/docs/SSHandout.pdf>

[¶] Arizona Solar Center, www.azsolarcenter.org/economics/economic-benefits-of-solar.html

By the Numbers

- Nevada has enough solar energy to power every house in Carson City, the state capital.
- There are more solar companies in New Jersey than tanning salons.
- Solar installations earned more revenue than ticket sales for the New England Patriots in 2012.
- In Maryland, the solar industry is bigger than its famous crab industry.
- If you stack all Colorado's solar panels together, it would reach 3 miles high.
- Texas has twice the solar potential of any other state.

8.6
BILLION
IN 2011
—
11.5
BILLION
IN 2012

Flexible

- Solar does not need a lot of space; it can be placed on rooftops, integrated into buildings or mounted on the ground.¹
- Solar can be placed on unused land like landfills and brownfields.²
- You don't have to tear up the street to install solar! It can be used to provide electric grid stability so you don't have to replace existing infrastructure.³

¹ Solar Energy Industries Association, www.seia.org

² U.S. Environmental Protection Agency, Repowering America's Land Program, www.epa.gov/renewableenergyland/

³ Solar Energy Industries Association, www.seia.org

Achieve Energy/Environment Goals

- Climate Change Mitigation & Adaptation
- Improve Air Quality & Public Health
- Lower GHG Emissions

States Advancing Solar, "Overview of Benefits of Solar," www.statesadvancingsolar.org/solar-101/benefits-of-solar

Solar Planning for a Better Tomorrow

Integrating solar into current local or regional planning activities affirms a community's commitment to solar, promotes strategic long-term thinking and can help secure resources and political will to accomplish solar goals.

The Solar Foundation's Solar Job Census, www.thesolarfoundation.org

Solar Energy Industries Association, Shareable Graphics, <http://www.seia.org/news/multimedia/shareable-graphics>

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Guides & Fact Sheets

[Solar Powering Your Community: A Guide for Local Governments.](#)

This guide is a comprehensive resource created to assist local governments and stakeholders in designing and implementing a strategic local solar plan.

http://www4.eere.energy.gov/solar/sunshot/resource_center/sites/default/files/solar-powering-your-community-guide-for-local-governments.pdf

[Solar Energy Industries Association.](#)

This website provides an extensive collection of fact sheets and resources advocating for solar energy development. http://www.seia.org/cs/fact_sheets

[States Advancing Solar.](#)

This website provides a comprehensive overview of the benefits solar provides to local governments.

<http://www.statesadvancingsolar.org/solar-101/benefits-of-solar>

[The Solar Foundation.](#)

The Solar Foundation produces an annual Solar Jobs Census, which provides an overview of the solar industry's labor market current conditions and its potential for growth.

<http://thesolarfoundation.org/research/national-solar-jobs-census-2012>

[A Comprehensive Review of Solar Access Law in the U.S.](#)

This guide from Solar America Board of Codes and Standards provides a review of solar access laws in the U.S., as well as suggested standards for model statute and ordinances.

<http://www.solarabcs.org/about/publications/reports/solar-access/pdfs/Solaraccess-full.pdf>

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Planning & Zoning

Planning Advisory Service Essential Info Packet 30: Planning & Zoning for Solar Energy.

This info packet provides planning fundamentals for public officials including sample ordinances of solar access, solar siting and solar energy systems.

<http://www.planning.org/pas/infopackets/open/eip30.htm>

Solar Best Management Practices Planning Improvements.

The Mid-America Regional Council created a list of planning improvements to help organize and emphasize a jurisdiction's support of a building owner's right to use solar.

http://www.marc.org/environment/energy/solar_ready_kc.html

Renewable Energy Ordinance Frameworks.

The Delaware Valley Regional Planning Commission developed frameworks to provide clear, consistent guidance on how to construct renewable energy ordinances.

<http://www.dvrpc.org/energyclimate/ModelOrdinance/solar.htm>

Resource Centers & Technical Assistance

SunShot Resource Center.

This website maintains a comprehensive collection of resources on solar technologies and best practices to implement solar on the local level. http://www4.eere.energy.gov/solar/sunshot/resource_center/

State & Local Climate and Energy Program.

This website provides technical assistance, analytical tools, and outreach support to state, local and tribal governments on issues related to energy. <http://www.epa.gov/statelocalclimate/>

The Interstate Renewable Energy Council.

This website provides detailed information on state and national energy policies and solar standards and best practices. IREC's numerous reports provide effective techniques and best practices on how to accelerate solar development. <http://www.irecusa.org/>

Freeing the Grid.

This website highlights best practices in state net metering policies and interconnection procedures and grades each state in detail based upon their respective policies. <http://freeingthegrid.org/>

Database of State Incentives for Renewable & Efficiency (DSIRE).

This resource is a comprehensive source of information on incentives and policies that support renewables and energy efficiency in the United States. <http://www.dsireusa.org/>

SolarOPs Technical Assistance.

SolarOps offers complementary technical assistance for local governments to help them overcome barriers and deploy solar in their regions. <http://solaroutreach.org/ta/>

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