



midwest  
renewable energy  
association

# MREA Seeks to be your Community's SolSmart Advisor



# SolSmart Overview



## SunShot Initiative Goal

- Aims to reduce the total installed cost of solar energy systems to \$0.06 per kilowatt-hour (kWh) by 2020.

## SolSmart Goal

- To designate and recognize at least 300 U.S. Cities for committing to be “open for solar business.”
- Over 200 U.S. Cities already designated!

# SolSmart Recognition



## Voluntary Tier-Based Program (Gold, Silver, & Bronze)

- Permitting, Inspections and Construction Code
- Planning, Zoning and Development
- Community and Utility Engagement

## Commitment of Community's Local Solar Development

- Demonstrates support for local economic development
- Supports reduction of carbon emissions

## National Leadership Recognition

- 300 communities will be recognized as national leaders in solar

# MREA SolSmart Advisor Success



- In late 2017, the MREA was successful in serving 7 communities efforts to become SolSmart designated



## **GOLD DESIGNATIONS**

City of Eau Claire, WI  
City of Wisconsin Rapids, WI  
Johnson County, IA

## **SILVER DESIGNATIONS**

City of Ashland, WI  
Ashland County, WI

## **BRONZE DESIGNATIONS**

City of Bayfield, WI  
Bayfield County, WI

**Our goal is now to  
help your community  
achieve similar  
results!**

# SolSmart Advisor – What do We Do?



## Help Communities Go Solar

- Assist with community outreach and promotion

## Recognize Communities for Actions Already Taken

- Assist with verifying and submitting information

## Assist Communities Take Action to Reduce Barriers to Local Solar Growth

- Permitting, planning and zoning reviews
- Staff training (inspections and zoning)
- Market development and finance

# No-Cost Technical Assistance



- All communities pursuing SolSmart designation are **eligible for no-cost technical assistance** from national solar experts.
- On average, a community can expect **100 hours** of technical assistance.
- Technical assistance is designed to **help a community achieve the requirements for designation.**



**MREA wants to be  
your community's  
SolSmart Advisor!**

# How to Participate and Take Action



## MREA's goal is to serve 8 communities

- Contact Eric Rehm
  - MREA Solar Finance Manager
  - (612) 845-3467
  - [ericr@midwestrenew.org](mailto:ericr@midwestrenew.org)
- Complete and sign Solar Statement (PR-1)
  - Request copy from Eric at MREA
- Submit signed Solar Statement to MREA before **May 27 2018**

# SolSmart Solar Statement (PR-1)



Dear Andrea Fox and Zach Greene:

On behalf of **community name**, I am proud to announce our commitment to become a SolSmart-designated community. In partnership with the SolSmart team, **community name**'s dedicated staff members will work to improve solar market conditions, making it faster, easier, and more affordable for our residents and businesses to install solar energy systems. These efforts will also increase the efficiency of local processes related to solar development, which may save our local government time and money.

[OPTIONAL: SolSmart builds upon our community's participation in **relevant program(s) participation**, which resulted in **enter relevant outcomes**.]

**Community name** will leverage SolSmart to achieve the following goals:

- **Choose an item or enter a custom description.**
- **Choose an item or type a custom description.**
- **Choose an item or type a custom description.**

These efforts demonstrate that our community is committed to driving continual improvement in our solar market, and in the process of doing so, all the related areas identified as community priorities in our **relevant plans or initiatives**.

In order to measure progress along the way, **Community name** will track key metrics related to solar energy deployment, such as installed solar capacity and the number of installations across sectors.

[OPTIONAL: In these efforts, we call on our residents, businesses, non-profits, and others to get involved, and we invite everyone to stay tuned by visiting **solar landing page URL**]

Inquiries related to **community name**'s SolSmart participation can be directed to **communications contact** at **E-mail address** or **phone number**.

Sincerely,

**Signed name**  
**Printed name**  
**Title**

# SolSmart Advisor Selection Process



## June 30, 2018

- The Solar Foundation will evaluate all submitted applications - **complete by end of June 2018**

## Early July 2018

- Notification to selected SolSmart Advisors will be notified

## Late July 2018 through December 2019

- SolSmart Advisor technical assistance available

# SolSmart Program Structure



## SolSmart Program

### TA Delivery



### TA Pipeline



### Designation Program Expertise



*Leaders at the Core of Better Communities*



### Solar Outreach Experience



# Questions?

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Midwest Renewable Energy Association  
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