

# The Solar Roadmap



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 US Department of Energy and Optony, a global provider of clean energy project management services.

## Drive National Solar Market Growth

*Navigating the rapidly evolving solar power market can be a challenge and charting the right course for your individual community requires local and national knowledge. The Solar Roadmap platform helps communities overcome these issues by making it easy for government agencies, regional organizations, businesses and electric utilities to identify and implement activities to meet solar market development goals. The platform aggregates useful resources, such as global best practices, successful program case studies, templates, and educational and marketing materials, and tailors it to your specific needs. Each goal represents a positive step towards easier and more cost effective solar implementation for all participating entities.*

*Developing your community's local solar market has never been easier, since the Solar Roadmap is designed to help urban and rural communities benefit from economic development, job creation, and environmental benefits from solar. By signing on to the Solar Roadmap, you will join the largest growing network of participants transforming their communities with clean energy solutions.*



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## Focus Areas

The Solar Roadmap focuses on areas with the highest impact on market activity, including:

1. Solar Market Development
2. Project Financing Tools
3. Permitting Process Improvement
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

## What will my Solar Roadmap look like?

If you are a:

### 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 sizing and impact
- Access to market-leading 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

## Key features

- Individually tailored **interactive Roadmap** with customized goals and tools to track progress
- Public **community landing page** with resources for residents, installers and finance providers
- A local **evaluation report** on your solar market potential, as well as economic, and environmental impact
- Ability to measure your progress against others on the **Solar Roadmap Leaderboard**, and gain recognition for accomplishments
- Access to the **Solar Energy Resource Database** containing hundreds of resources, including best practices, case studies, templates, and educational and marketing materials
- Invitations to **informational webinars** on permitting, planning, finance, zoning/planning, market development, and emerging topics
- Hands-on implementation support from Optony's **expert solar consulting team**
- **Group training** for solar roadmap participants and stakeholders
- Access to models and online platform for local and regional **buyer aggregation programs**
- Support for **working groups** in the public sector, private sector, utilities and residents to take action

## Models for Solar Market Growth

*Optony has pioneered an approach to municipal sector solar project aggregation 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 access to an online solar portal 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 US Department of Energy that empowers individuals to confidently proceed with installing solar at their home or business.*



The Solar Roadmap is a tool developed to support ASTI, a program funded by the US Department of Energy and created and managed by Optony Inc.

## What is ASTI?

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

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.

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

### 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.