

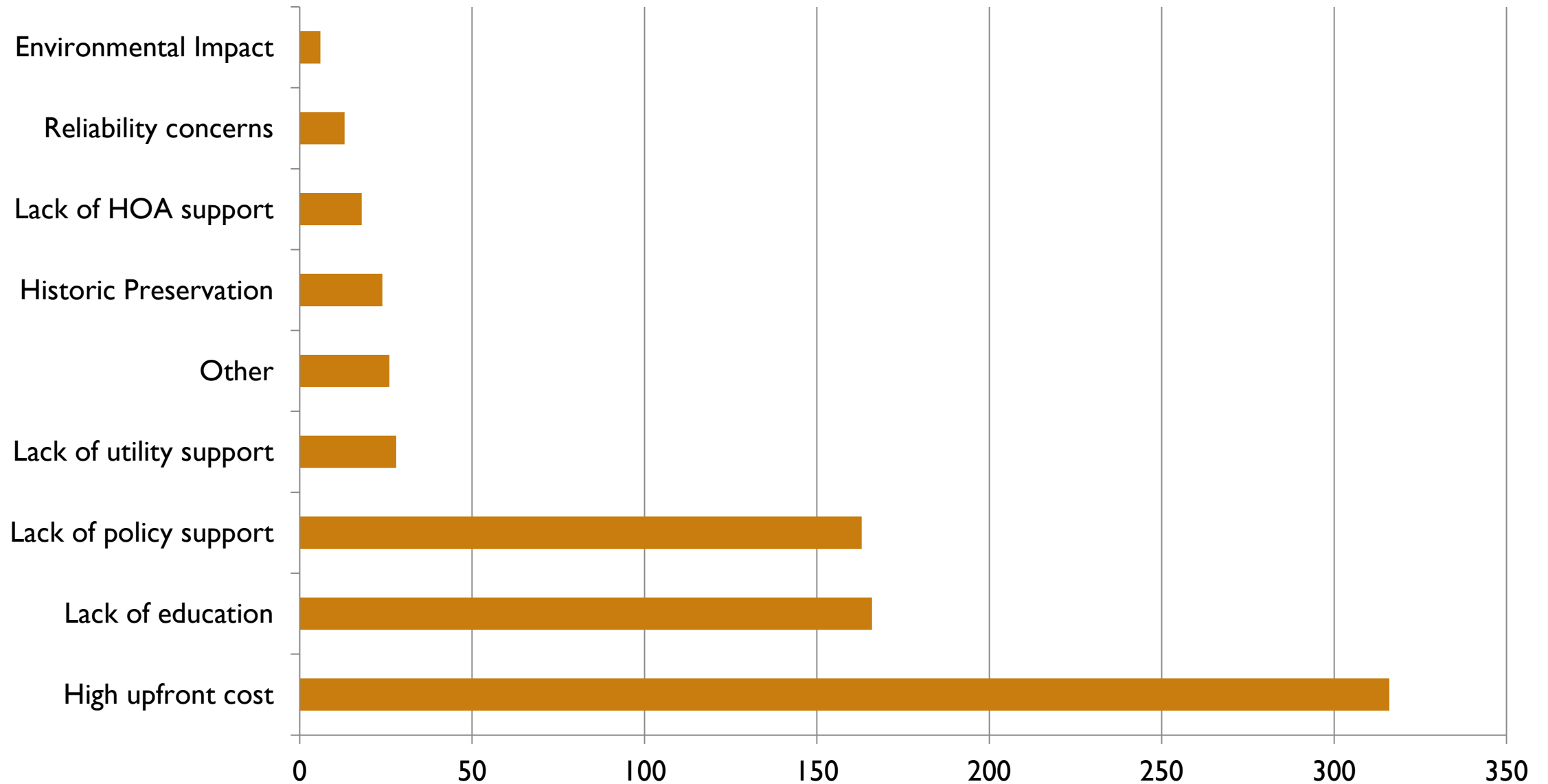


Solar Powering America by Recognizing Communities (SPARC)

Philip Haddix
Program Director

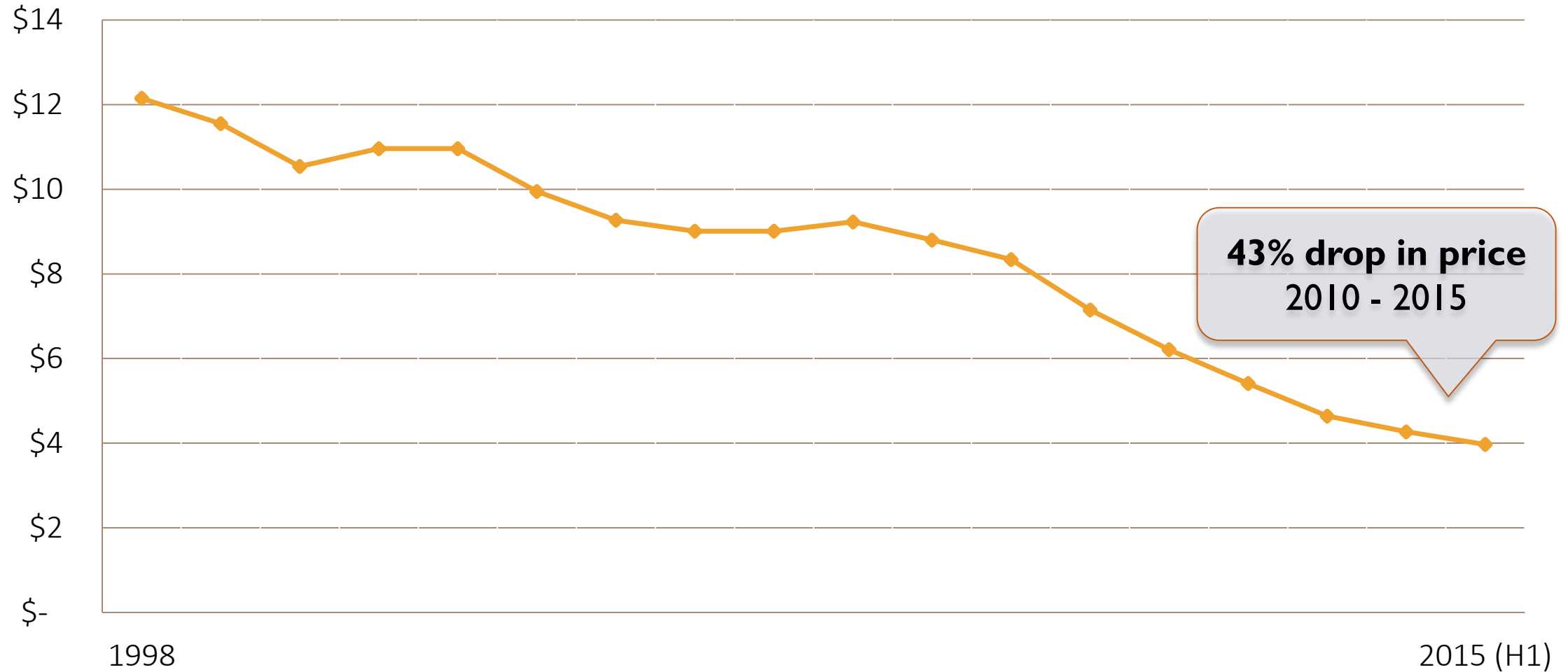
phaddix@solarfound.org
202-469-3743

Common Barriers to Solar



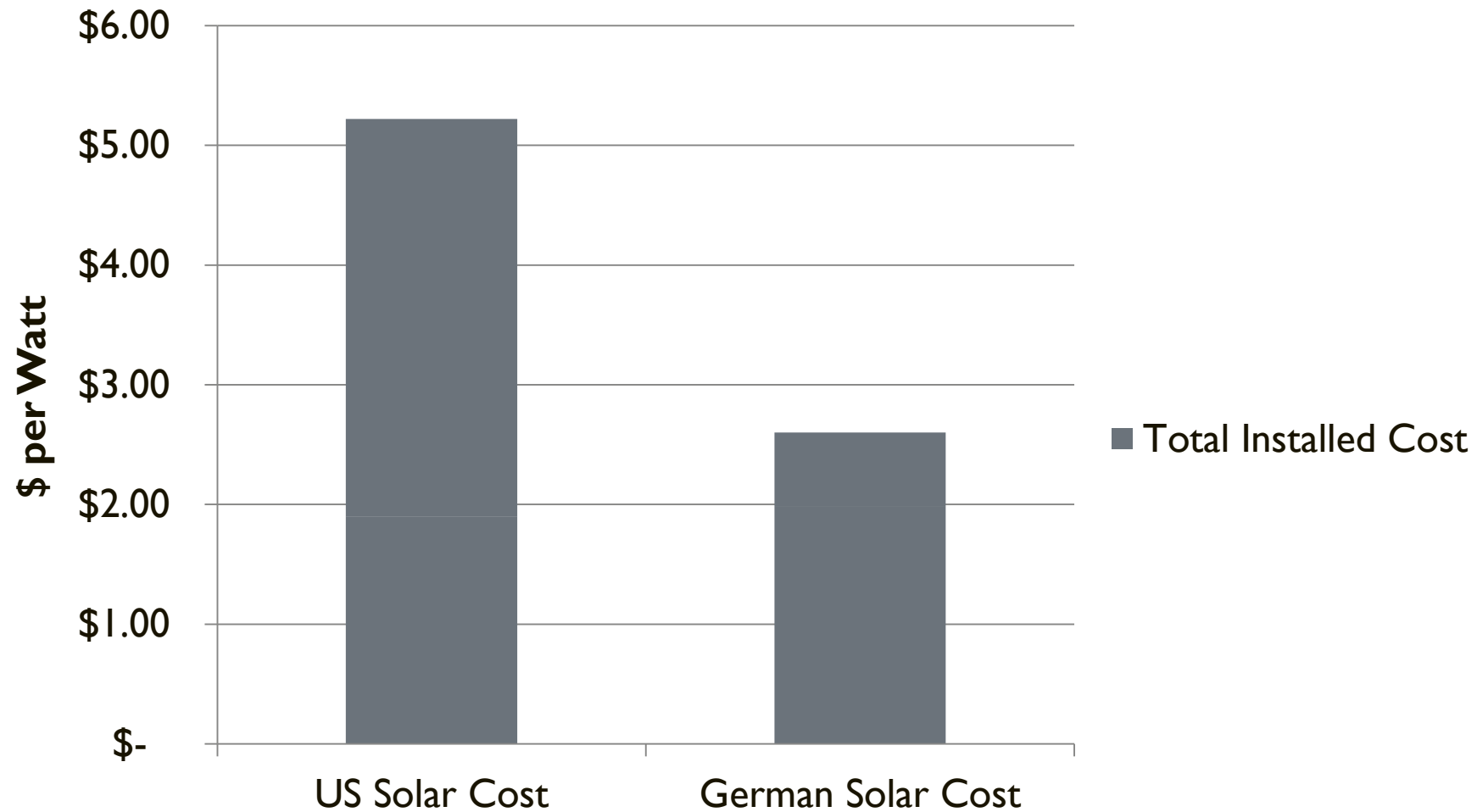
The Cost of Solar PV

US Average Installed Cost for Residential PV



The Cost of Solar in the US

Comparison of US and German Solar Costs

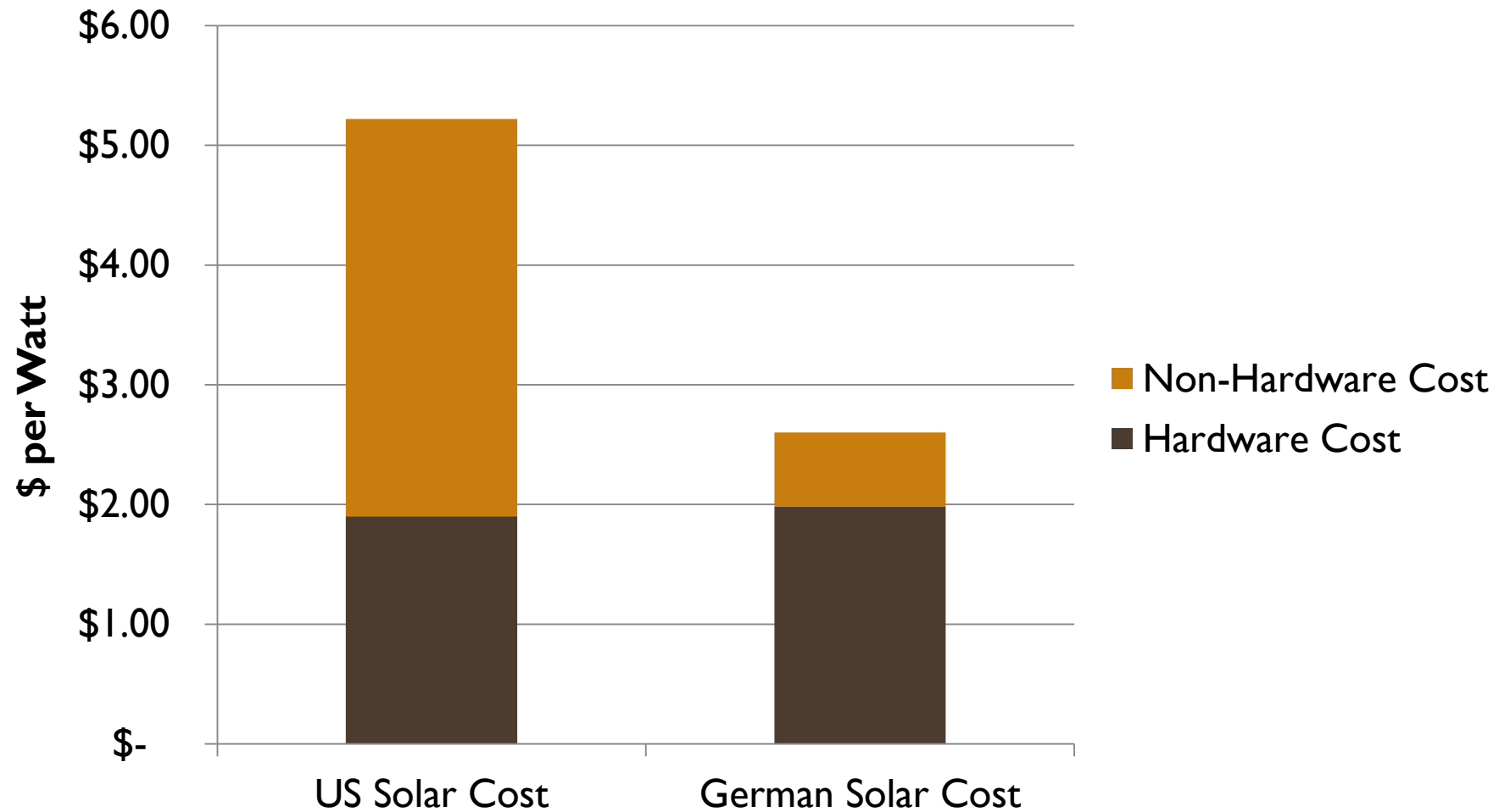


Source: NREL (<http://www.nrel.gov/docs/fy14osti/60412.pdf>)

LBNL (<http://emp.lbl.gov/sites/all/files/lbnl-6350e.pdf>)(http://www1.eere.energy.gov/solar/pdfs/sunshot_webinar_20130226.pdf)

The Cost of Solar in the US

Comparison of US and German Solar Costs

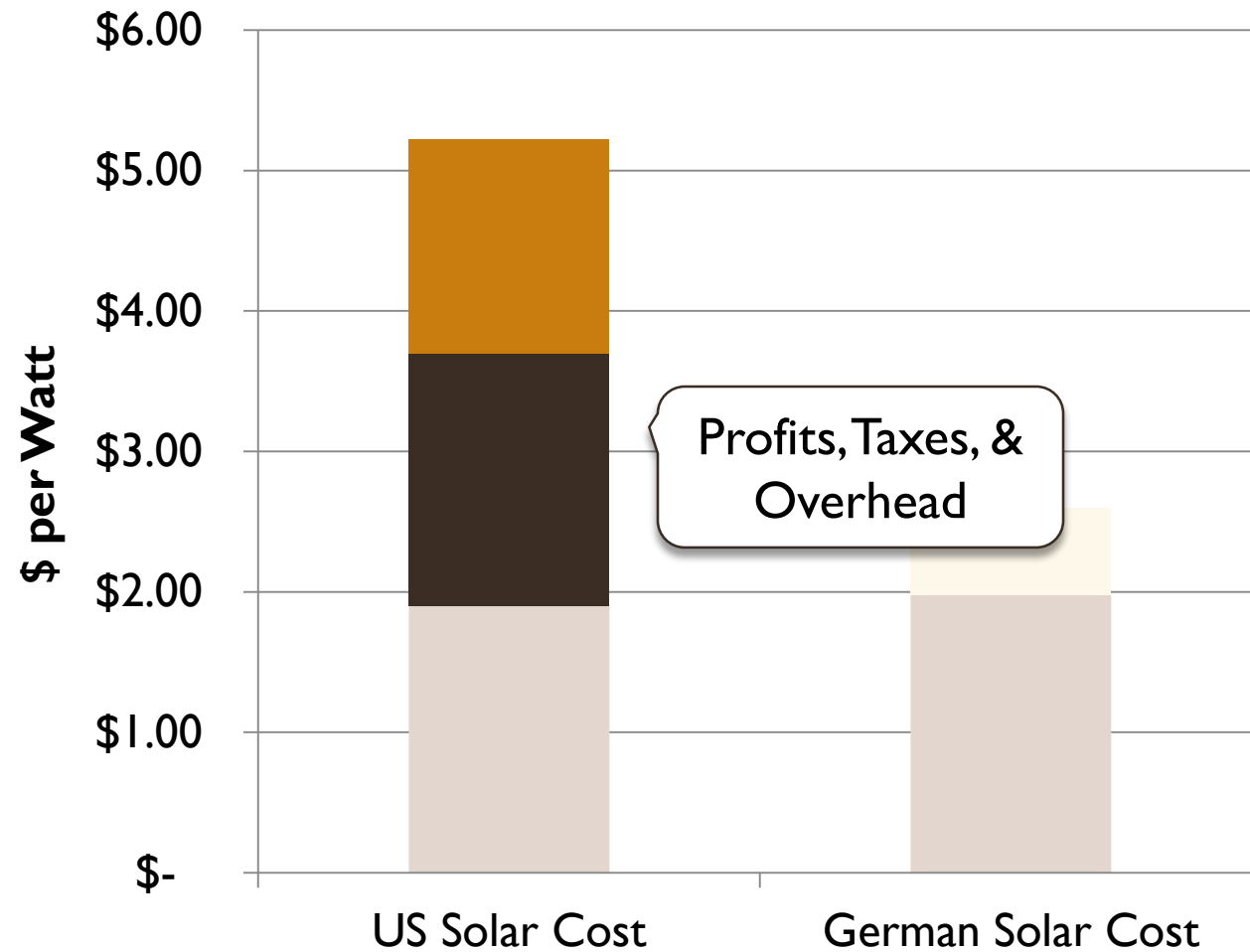


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The Cost of Solar in the US

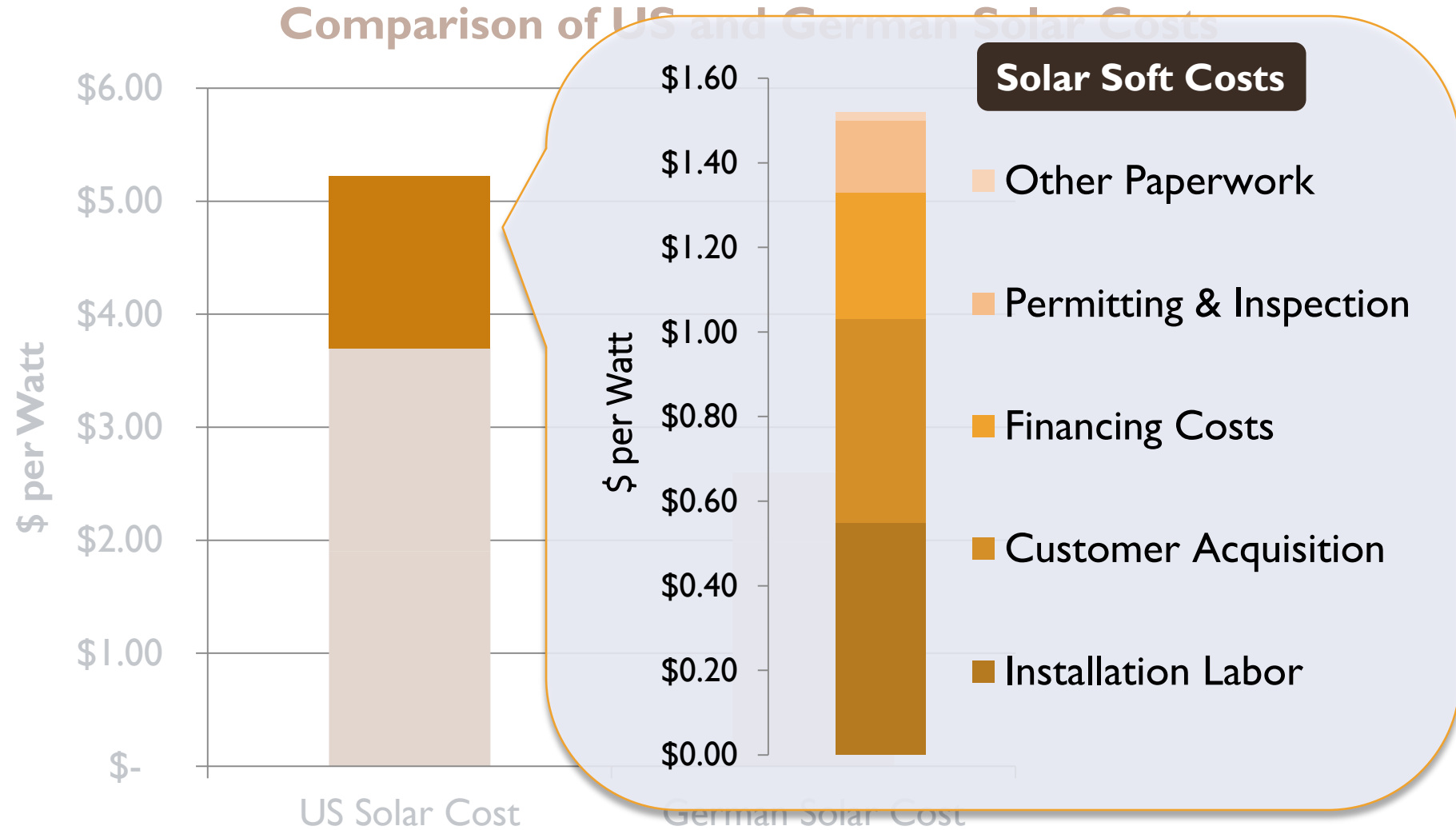
Comparison of US and German Solar Costs



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The Cost of Solar in the US



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Challenge: Installation Time



**New York City's
Goal**

100 days

from inception to completion

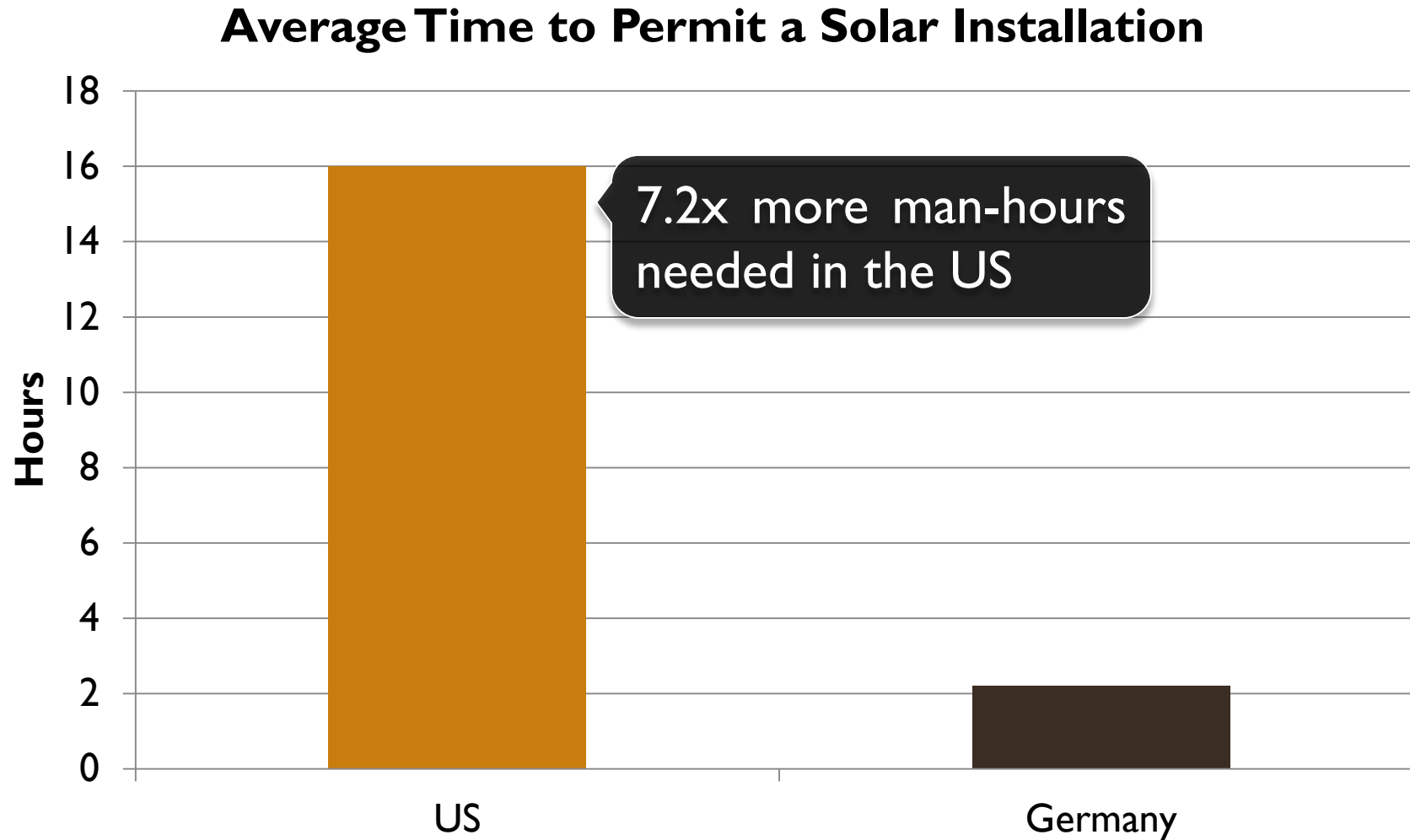


**Germany
Today**

8 days

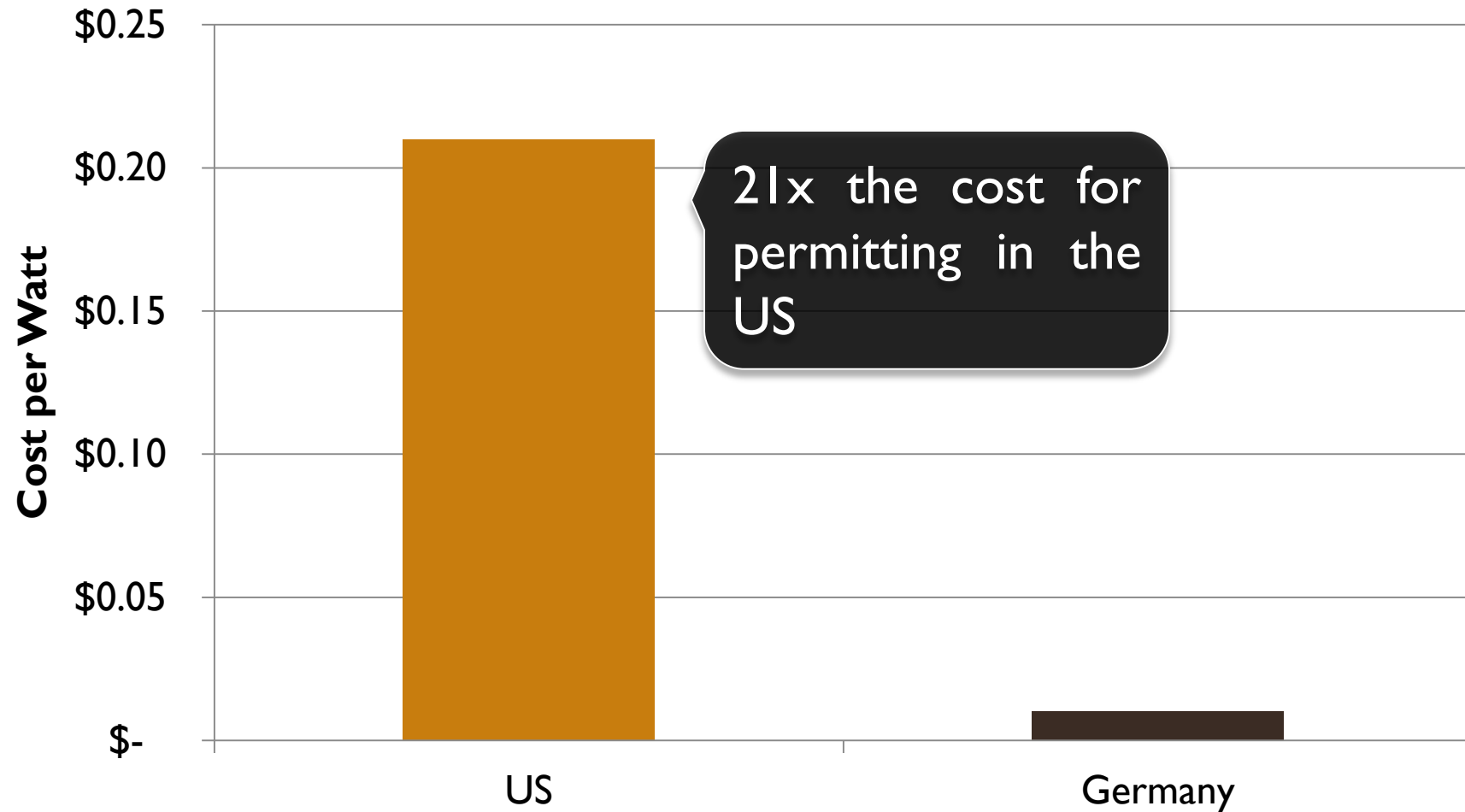
from inception to completion

Time to Installation



Permitting Costs

Average Cost of Permitting in the US and Germany



Germany's Success

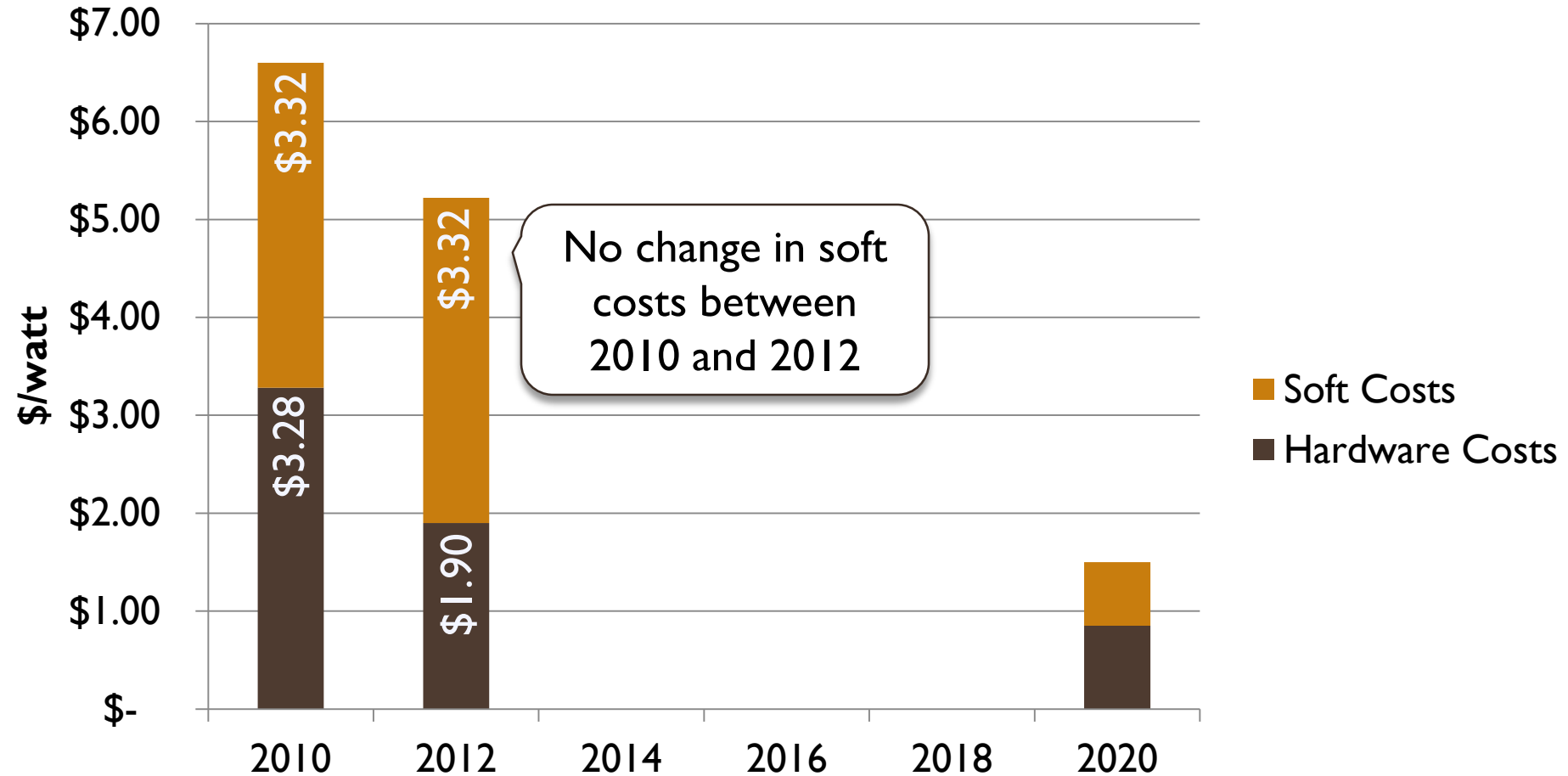
Consistency and Transparency

through

Standardized Processes

The Cost of Solar in the US

Change in Soft Costs and Hardware Costs Over Time



New Solution

Solar Powering America by Recognizing Communities (SPARC)

Community recognition program for 300 communities taking steps to reduce soft costs and promote solar locally

SPARC Program Structure

SPARC Program



TA Delivery



Designation Program Expertise



TA Pipeline

Solar Outreach Experience



Designation Program Development

- **Tiered designation program** with different levels of achievement recognized through use of separate “badges”

Ex.) DPA defines program with 10 “criteria points”; CAC determines criteria within this structure. As applicants meet requirements for each criteria point, they will receive a digital badge to be displayed on SPARC and community websites

- **Ongoing competitions** to reward success in real-time
- **Annual awards** recognizing outstanding achievement in soft cost, market growth, community engagement, other categories

**FINAL CRITERIA AND STRUCTURE AVAILABLE:
SPRING 2016**



SPARC Early Adopters Campaign

The **first 30 communities** to receive technical assistance from the SPARC team and be on track to implement a majority of its recommendations (based on national best practices) for making improvements in **key local policy categories** impacting solar by **March 31, 2016** will receive recognition as an “Early Adopter.”

Communities achieving “Early Adopter” status will receive the following benefits:

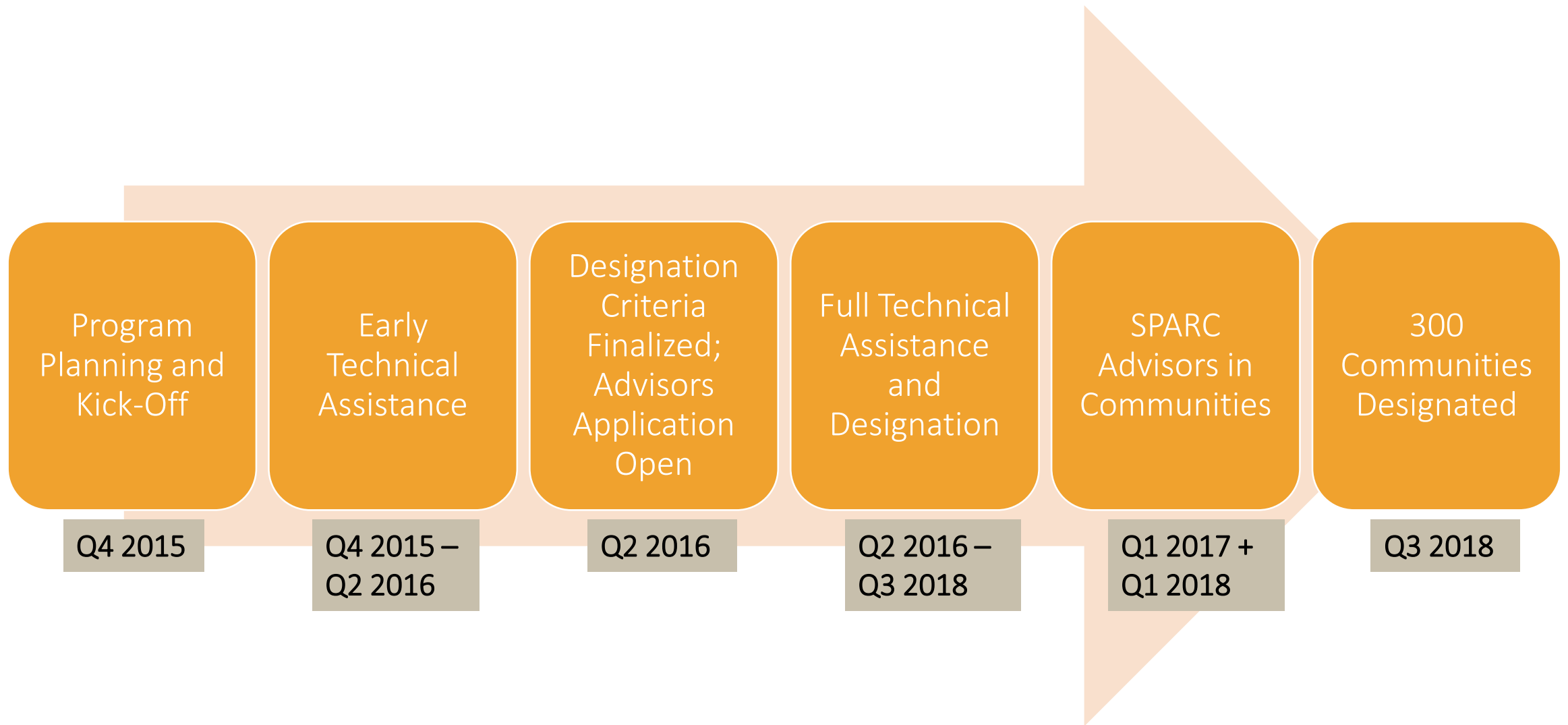
1. **Bonus points toward designation** and a unique designation “badge” on its community profile on the SPARC website;
2. “Early Adopter” status will be considered alongside other factors in **qualifying a community to host a SPARC Advisor**;
3. A small subset of “Early Adopter” communities will be selected to participate in an **exclusive media event**.

SPARC Advisors

- **Funded temporary staff** to help communities achieve designation. Communities must apply to participate in SPARC to host an Advisor.
- Advisors will **evaluate existing local government policies/processes** and **apply industry leading best practices** that will move a community toward designation.
- SPARC Advisors will assist communities through **engagements lasting up to six months**.
- There will be **two opportunities** for a community to be chosen as a SPARC Advisor host, and these will occur through a highly competitive process.

FIRST ROUND OF COMMUNITY SELECTION BEGINS: April 2016

SPARC Timeline



More Information

Visit www.gosparc.org

Email or Call

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