



## IMPROVING THE SOLAR MARKET IN THE TAMPA BAY REGION

One Bay Livable Communities Working Group

February 7, 2014



# NATIONAL PROGRAM

U.S. Department Of Energy SunShot  
Initiative Rooftop Solar Challenge



# SOLAR READY II REGIONAL PARTNERS

**CNY RPDB** Central New York Regional Planning and Development Board

**DV RPC** Delaware Valley Regional Planning Commission

**MAG** Maricopa Association of Governments

**MW COG** Metropolitan Washington Council of Governments

**MARC** Mid-America Regional Council

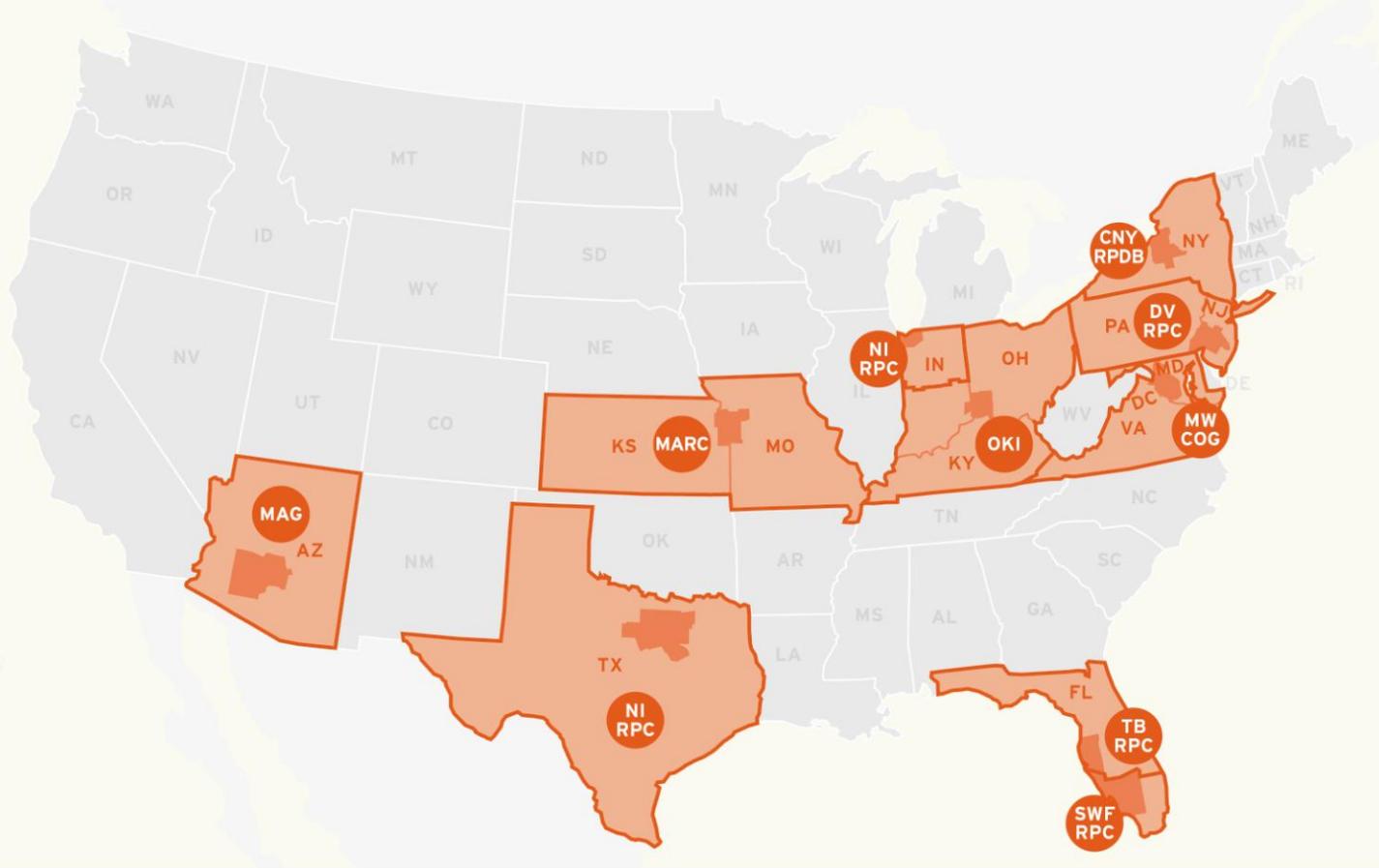
**NCT COG** North Central Texas Council of Governments

**NI RPC** Northwestern Indiana Regional Planning Commission

**OKI** Ohio-Kentucky-Indiana Regional Council of Governments

**SWF RPC** Southwest Florida Regional Planning Council

**TB RPC** Tampa Bay Regional Planning Council



# SOLAR READY FLORIDA PROGRAM

- ✘ Local government participation
- ✘ Stakeholder engagement
- ✘ Convene working groups
- ✘ Identify solar best practices for the Tampa Bay Region
- ✘ Provide training opportunities through our project partners
- ✘ Research the region's solar market conditions



# PROGRAM GOALS

## Remove barriers

Reduce “soft”  
costs of solar  
PV installs

Increase  
access to  
financing

Promote solar  
adoption

# REDUCING “SOFT” COSTS

- ✘ Permitting: Streamline the process, evaluate fee structures, pre-qualify installers
- ✘ Planning, zoning, and building codes: Look for potential improvements, develop model ordinances

# IMPROVE ACCESS TO FINANCING

- ✘ Conduct a survey of installation costs
- ✘ Engage local lenders
- ✘ Investigate solarize program implementation
  - + Solarize: Group purchasing for residential solar PV projects



# WHAT'S NEXT? (or "What's First?")

- ✘ Does your local government want to participate?
  - + Who should we talk to?
- ✘ Stakeholder engagement
- ✘ Convene an initial working group meeting late February/early March

# CONTACT US

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