

Recognition and Technical Assistance for Growing Local Solar Markets

WHAT is SolSmart?

SolSmart is a national designation program designed to recognize cities, counties, and small towns for encouraging solar energy growth. Communities pursuing SolSmart designation, regardless of their level of solar energy experience, receive no-cost technical assistance from a team of national solar experts.

SolSmart designation at the Bronze, Silver, or Gold level provides high-profile, national recognition for communities that have made it faster, easier, and more affordable for residents and businesses to go solar. Achieving designation signals that a community is “open for solar business,” helping



SolSmart communities attract economic development and create new jobs.

All municipalities and counties nationwide are eligible to join the SolSmart program. Regional organizations can also achieve designation through the SolSmart Regional Designation Pathway.

SolSmart is led by the International City/County Management Association and The Solar Foundation. It is funded by the U.S. Department of Energy Solar Energy Technologies Office.

How SolSmart Helps Communities

Unique Benefits

- Earn a nationally recognized designation from the premier solar program for local governments.
- Access no-cost technical assistance via national solar experts.
- Showcase your community's achievements via the SolSmart website, media opportunities, and public events and announcements.
- Receive special awards for exceeding basic requirements and further distinguish your community from its peers.

Jobs and Growth

- Send a signal to solar installers and project developers that your community is solar-ready.
- Foster local solar market growth that can support American businesses and create American jobs.
- Grow and develop your community alongside the local solar market. One MW of installed solar — equivalent to about 200 typical residential systems — creates 28 jobs and \$3.2 million in economic output on average.

Efficient Government

- Make local processes more efficient, thereby better managing limited taxpayer resources.
- Harness solar energy on public lands or facilities to meet municipal electricity needs while reducing energy costs.
- Support your community's goals for sustainability, renewable energy use, and/or climate change action.

Make Going Solar Simple & More Affordable



Goshen, IN (SolSmart Gold)

The cities of **Goshen** and **South Bend, Indiana** launched Solarize campaigns that allow residents to come together to install solar on their homes at a discounted cost.

The city of **Louisville, Kentucky** created a solar landing page on their website, including a new solar permit checklist, resources for people interested in installing solar, and guidelines for solar-ready construction.

Orlando, Florida provides PACE financing to residents, and informs its residents about other forms of solar financing.

Spur Local Solar Growth & Economic Development



Orlando, FL (SolSmart Gold)

Pima County, Arizona developed a "remote inspections" process that provides same-day approval on solar projects.

The city of **Brownsville, Texas** adopted a zoning ordinance to help facilitate the growth of new solar projects.

Beaverton, Oregon provides development incentives that integrate solar PV into building plans.

In Their Own Words



Metropolitan Mayors Caucus Illinois Cohort

"Solar permits issued by the county in 2018 were up nearly 20% since receiving the SolSmart Gold designation in 2017."

— **Jabez Meulemans**, Sustainability Coordinator, Jefferson County, Colorado

"We are always looking for ways to enhance our services for the residents of Franklin County. The outside expertise from SolSmart helped us improve what we do and to make it easier for our residents and businesses to go solar."

— **Marilyn Brown**, Commissioner, Franklin County, Ohio

"This is all part of the city's long-term initiative to become more sustainable through advancing opportunities for job growth and healthy living in the local economy."

— **Sven Peterson**, City Administrator, Perry, Iowa

"I'm proud that Evanston is being recognized for its commitment to supporting solar. Evanston has a long history of leading in climate action by reducing carbon emissions through the purchase of renewables, installing solar, and increasing energy efficiency."

— **Stephen Hagerty**, Mayor, Evanston, Illinois



Jordan, MN (SolSmart Bronze)

Get Started at [Solsmart.org](https://solsmart.org)

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