



Solar Ready II

TALKING POINTS

SOLAR INDUSTRY

PROJECT IDEA & GOALS

Southwest Florida Regional Planning Council (SWFRPC) is partnering with the National Association of Regional Councils, the Mid-America Regional Council, Meister Consultants Group, the Council of State Governments, and eight regional councils on the U.S. Department of Energy SunShot Initiative Rooftop Solar Challenge Solar Ready II Project. Through this award, SWFRPC is striving to implement solar best management practices, training materials, and additional proven implementation strategies in the SWFRPC region. Together, with support from our local governments, SWFRPC will achieve more streamlined and standardized solar practices, resulting in measurable improvement in SWFRPC's solar market conditions. The project will ultimately achieve measurable improvements in solar market conditions, will engage 40,000 residents nationwide through online consumer market research panels, and will provide new solar market access for ten million people across the U.S.

TALKING POINTS

THE SOLAR READY EFFORT

What is the Solar Ready team doing in your region?

- Streamlining permitting processes and eliminating unnecessary regulatory barriers while continuing to uphold the safety, health, and welfare of your community.
- Expanding the availability of financing options for solar projects.
- Lowering adoption costs to make it even more affordable to install solar.
- An installation cost of \$2.86 per watt in your region makes solar competitive with retail electricity prices. Your region can reach this cost by reducing residential soft costs by 11.54% and non-residential soft costs by 4.12%.

INSTALLER SUPPORT

How can you help?

- **Help us benchmark costs:** The Solar Ready II Team will be working with the National Renewable Energy Laboratory to distribute a survey to installers in your region to better understand your costs. Filling out this survey will help us address regulatory inefficiencies, benefiting the installer community.
- **Provide additional feedback on your experience:** We'd like to hear about any regulatory challenges you are currently facing in your region.