Solar Market Development Through Process Streamlining

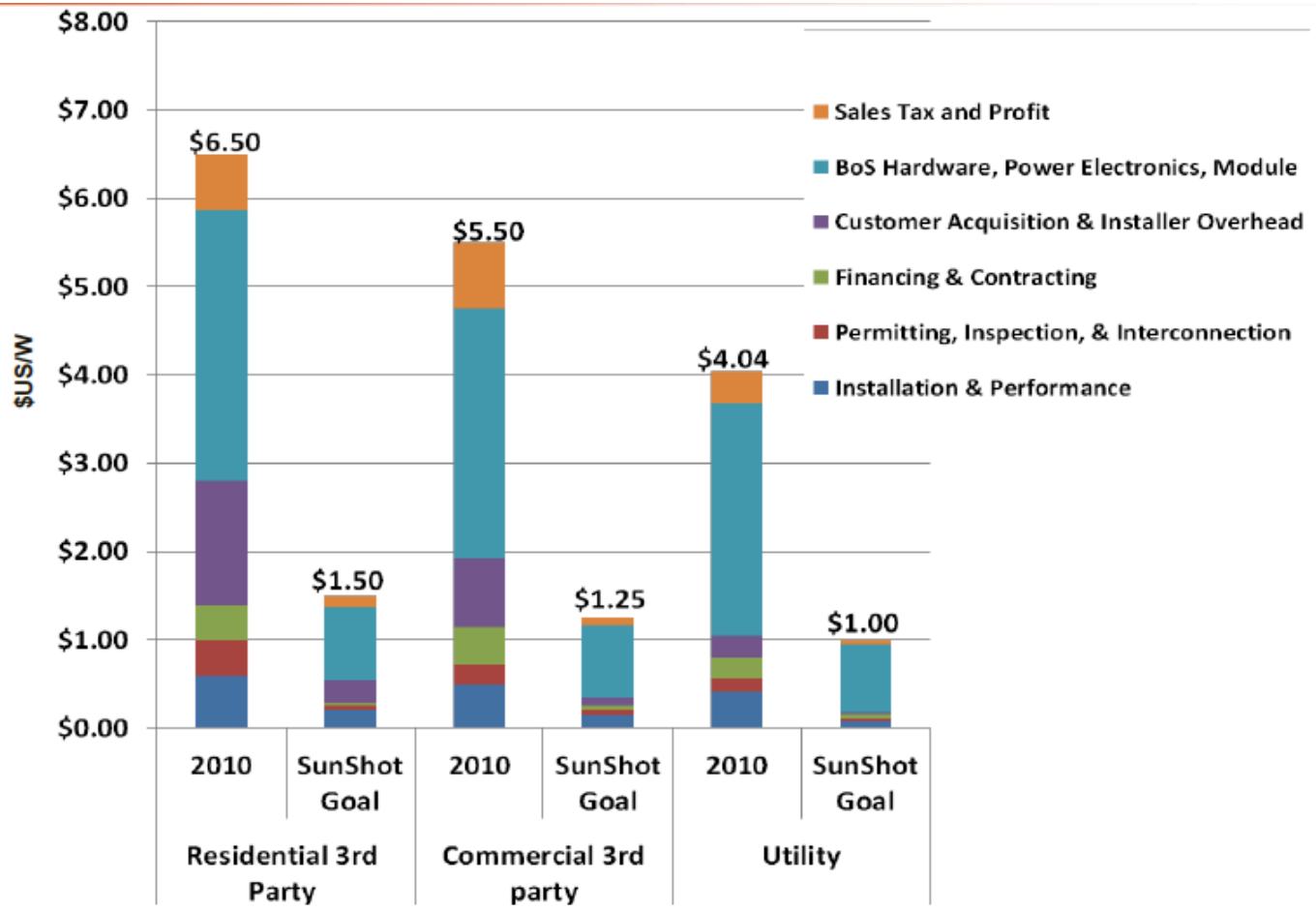
Ben Foster

SVP, Optony Inc.

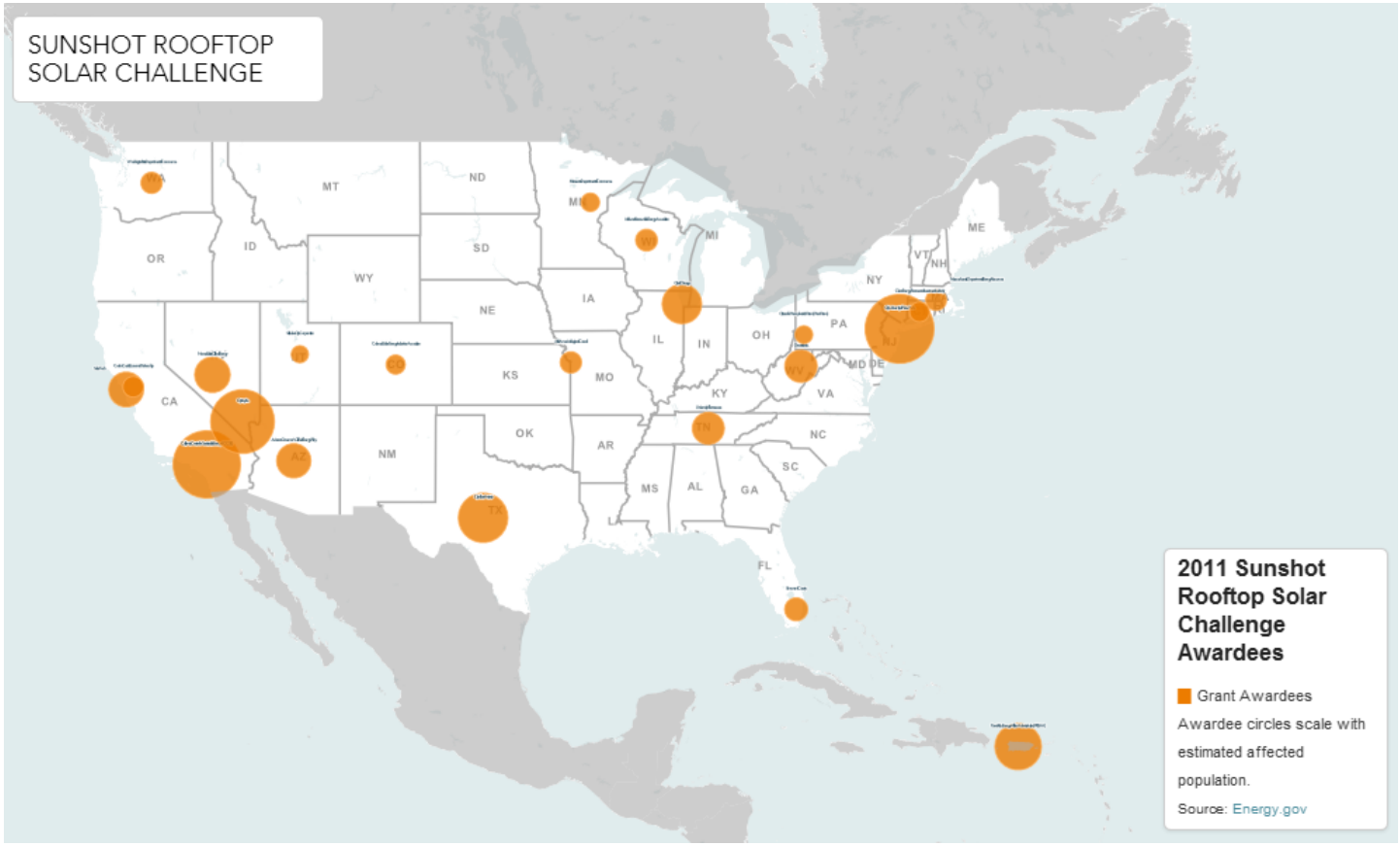
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OPTONY
Solar for Life™

Solar Market Cost Drivers



Southwest Solar Transformation Initiative (SSTI)



SSTI Participants

- 71 Organizations across 4 states including:
  - 38 municipal agencies
  - 15 local utilities
  - 4 State Energy Offices
  - 7 Regional partners
  - 7 Program collaborators and supporters

www.solarroadmap.com

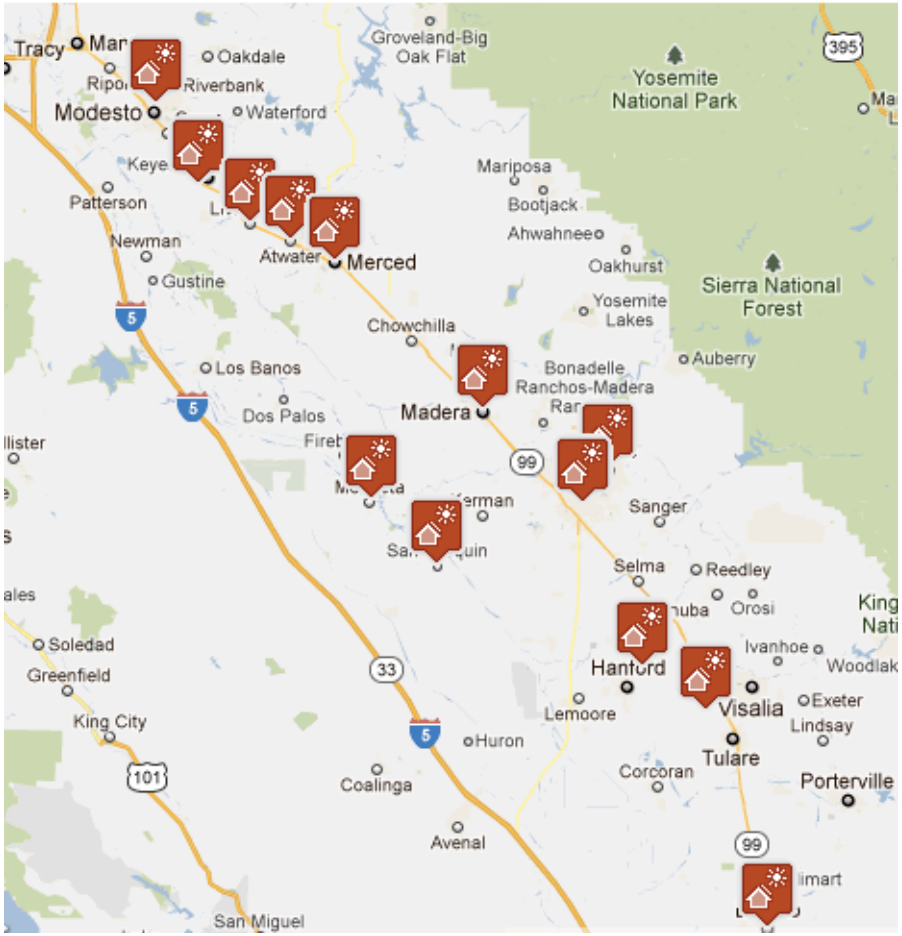


Southwest Solar Transformation Initiative

Strategic Energy Innovations

OPTONY Solar for Life™

San Joaquin Valley Participants



Southwest Solar Transformation Initiative

Strategic Energy Innovations

OPTONY Solar for Life™

Process Streamlining Goals

- Improve / streamline / standardize:
  - Permitting
  - Interconnection
  - Net metering
  - Zoning and planning
  - Financing options
- Support local, regional and statewide solar market transformation
- Unlock full solar potential within cities, counties and regions

SSTI Deliverables

Project Deliverable	Participating Jurisdictions
Report solar potential	✓
Assess current solar processes	✓
Provide best practice resource library	✓
Create roadmap to achieve best practices	✓
Quantify benefits of adoption	✓
Support rollout with training and resources	✓
Engage vendor community, regional outreach	✓



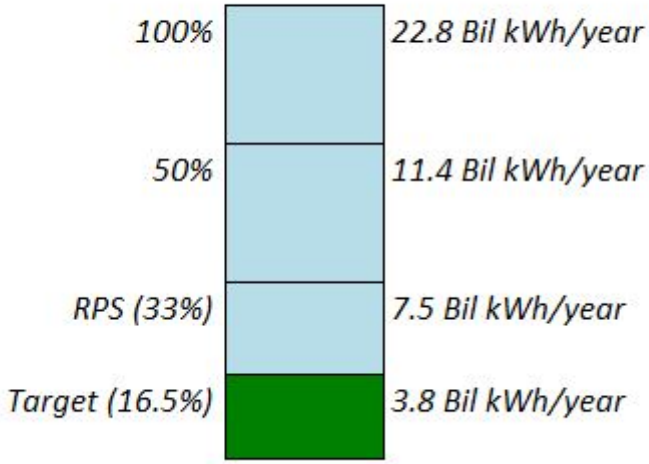
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Solar Market Potential

Electricity Usage Estimates - 14 SJV Jurisdictions

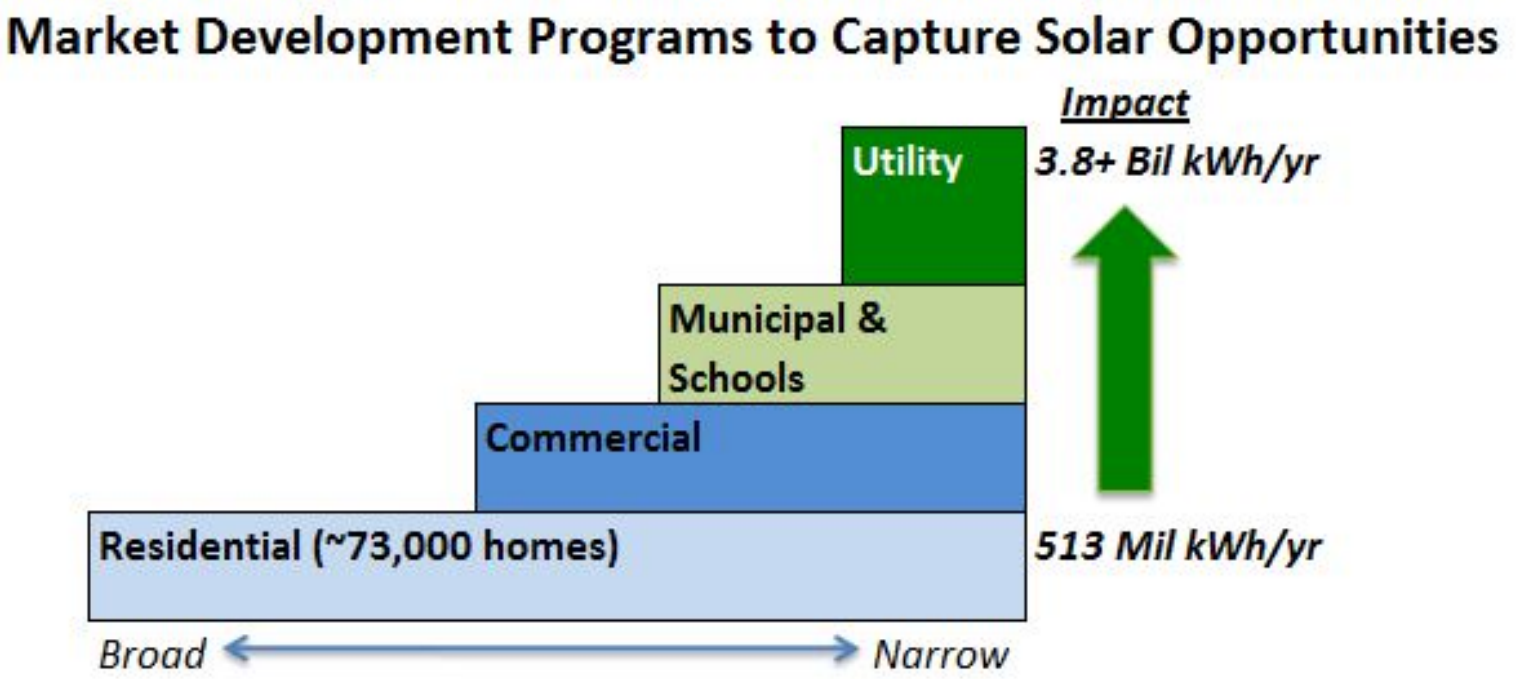


5 Year Regional Economic Impact Forecast

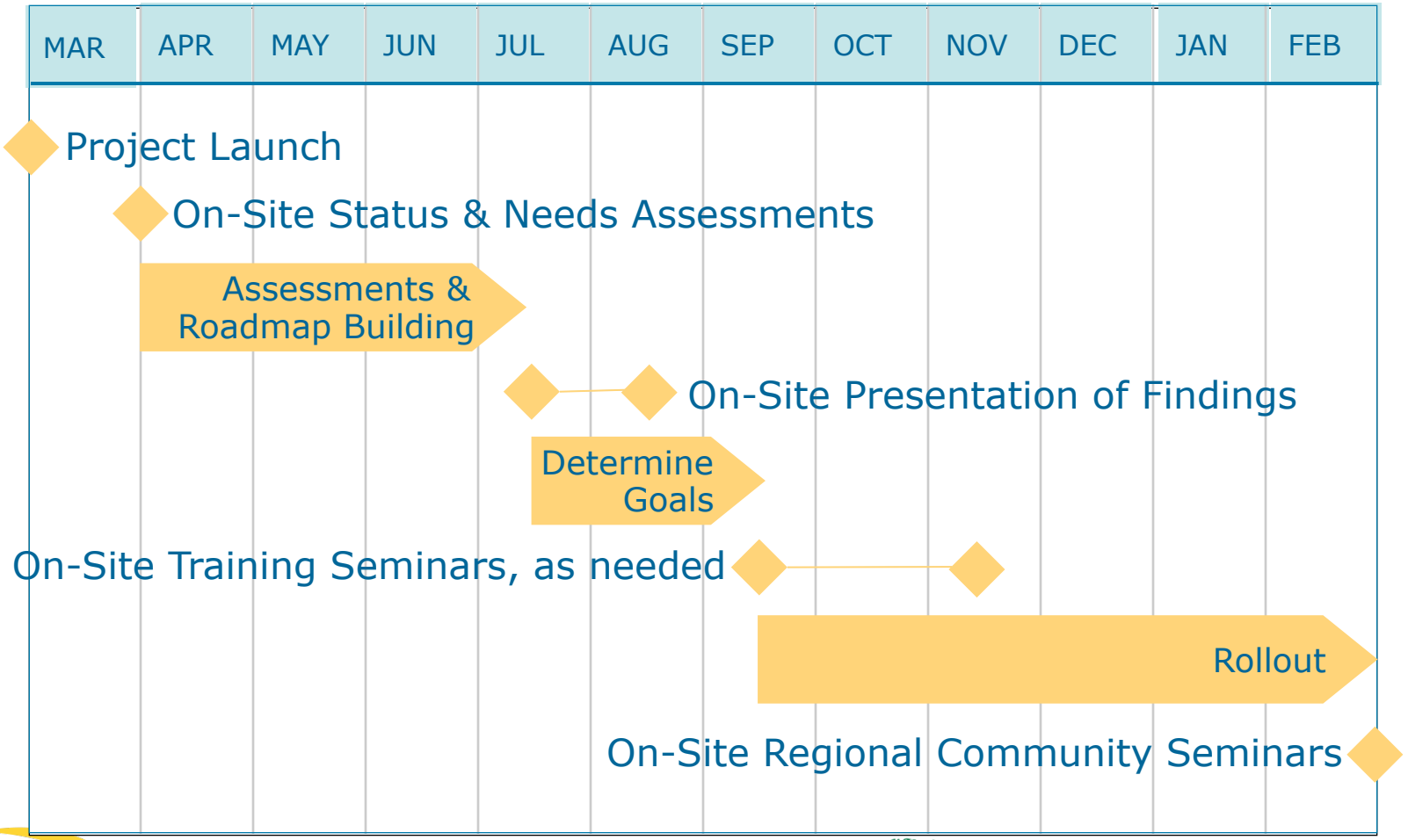
$5+ Billion in economic activity
2,700 MW in installed solar capacity
26,000 Jobs



Programs to Drive Growth



SSTI Timeline



Thank you!

For more information, please contact:

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Thomas Yurysta – thomas.yurysta@optony.com

www.solarroadmap.com

www.optony.com



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