Solar for All: Making it Happen in Low-Income Communities

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About Vote Solar

Decreased Costs + Increased Access = Solar Scale

We target state-level opportunities for change through a combination of:

- Regulatory Participation
- Direct Policymaker Education
- Local & Diverse Advocacy Partnership
- Technical Analysis, Tools & Resources
- Public Communications & Grassroots Engagement
Overview of Low-Income Solar Policy

» The Low-Income Solar Policy Guide
» Why Act
» Barriers to Entry
» Guiding Principles
» Policy Toolkit
» Successful Models
Low-Income Solar Policy Guide

Available online at: www.lowincomesolar.org
Low-Income Solar Policy Guide

» Contents:

> Background, Why Act, Unlocking Participation
> Guiding Principles
> Policy Tools
> Successful Models
> Impact Highlights
Why Act

» Economic and Environmental Justice
» More Solar
» Stronger Clean Energy, Climate Movement
Barriers to Entry

» Cost Sensitivity
» Access to Financing
» Physical Barriers, Home Ownership and Housing Conditions
» Market Forces
Cost Sensitivity

» Less capital for purchase
» Need savings immediately and consistently
» Need to be insulated from unforeseen costs
Access to Financing

» Individuals in low-income areas have FICO score 44% lower than others
» Black Americans: 52% lower
» Latino Americans: 29% lower
» Need for credit education
» Less access to investment tax credit (ITC)
Physical Barriers

» 73-78 percent of homes not fit for solar
» Home ownership required for on-roof solar
» Master meters in low-income housing
» Housing condition and prioritization
Market Forces

» Complexity:
   > Of barriers
   > Of policies
   > Of verification
   > Of financing

» Lack of knowledge of the market

» Need for solar education in low-income communities
Guiding Principles

» Accessibility and Affordability
» Community Engagement
» Consumer Protection
» Sustainability and Flexibility
» Compatibility and Integration
Policy Toolkit

**Cost & Prioritization**
- Virtual Net Metering
- Community Shared Solar
- Direct Incentives
- Net Metering Financing
- Place-Based Programs
- Community Engagement
- Indirect Incentives
- Workforce Development
- Consumer Protection
- Community Engagement

**Physical & Locational Barriers**

**Education & Service Gap**

**Acceleration and Guardrails**
Need for Community Shared Solar

Renters 45%
Condo owners
Poor Orientation
Credit issues
Shade or other issues

20% of market remains
How Community Shared Solar Works

Subscribers/Participants

Payment for portion of solar production

Credit to Subscriber’s electricity bill for their portion of shared solar production

Shared Solar Project

Energy (+Capacity, Grid Sppt Services, etc.)

May be packaged to appear as one entity to customer (utility-sponsored program, subscriber pays for participation via utility bill)

Utility

Payment for standard grid energy

Energy
Successful Models

» Single-Family
  > CA, DC, MA, NY

» Multi-Family
  > CA, DC, MA

» Community Solar
  > CO, NY

» Workforce Development
  > CA, NY
Ongoing Campaigns

» California
» Colorado
» Connecticut
» Maryland
» Massachusetts
» New York