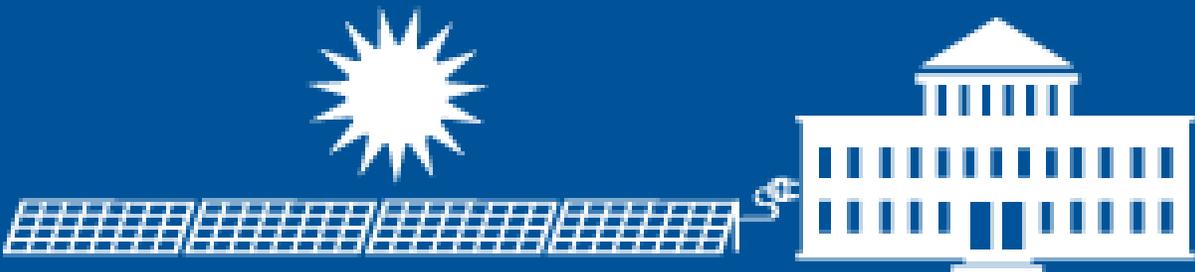


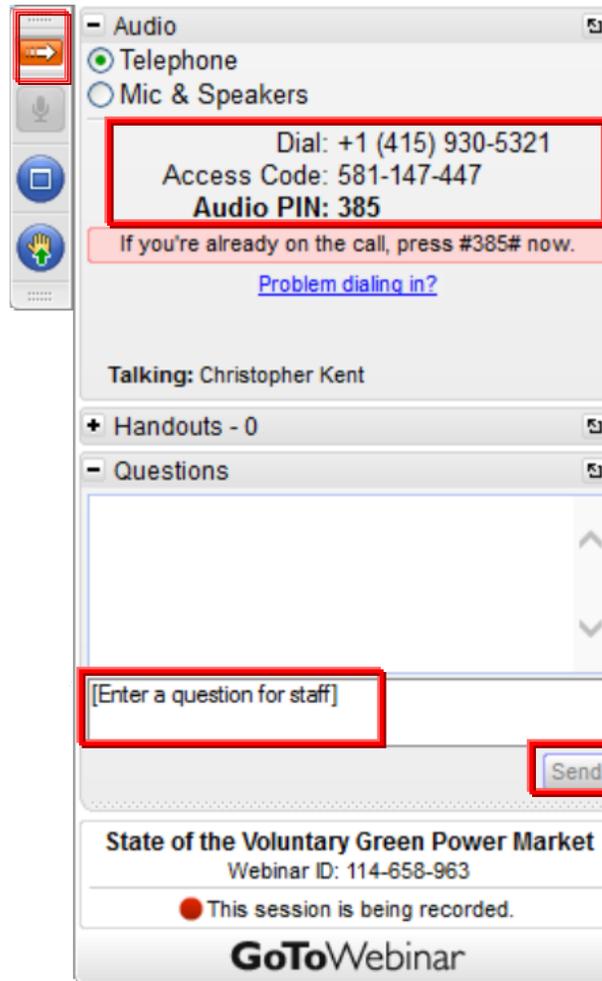
# Guidance for Setting a Renewable Energy Goal

June 27, 2018



# Webinar Logistics

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Audio is available your computer's microphone and speakers (VoIP) or telephone:

**+1 (562) 247-8321**  
**ID: 223-032-277**



Type in your questions here



Hit "send" to submit your questions



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# Speakers and Agenda

- Speakers
  - Christopher Kent & Verena Radulovic, U.S. EPA
  - Adam Hanks, City of Ashland, OR
  - Christopher Castro, City of Orlando, FL
- Agenda
  - Solar Project Portal
  - Renewable Energy Goal Setting Overview
    - Guidance Document
  - Case Studies
    - City of Ashland, OR
    - City of Orlando, FL

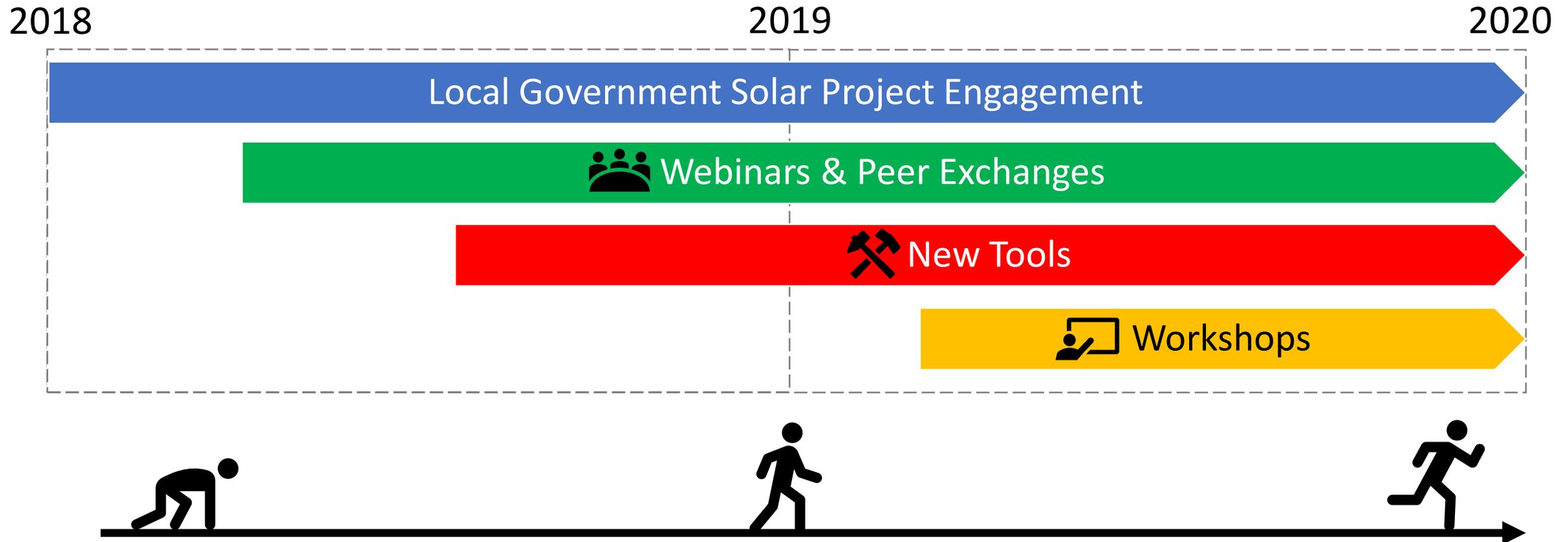


# Solar Project Portal Background

- EPA is collaborating with DOE and NREL to advance solar utilization among local governments
- **Objective:** To support municipalities in meeting their environmental, energy and economic goals through solar project development that serves municipal operations
- **Timing:** Over the next 2 years, EPA will be engaging with local governments across the country that are considering developing solar projects
- **Value:** Recognition for developing solar projects, access to valuable tools and resources, peer exchange opportunities, webinars on key solar development issues and access to in-person regional/state workshops



# General Timeline



# Currently Listed Local Governments

- City of Alexandria, VA
- City of Ashland, OR
- City of Chicago, IL
- City of Creve Coeur, MO
- City of Durango, CO
- City of Eau Claire, WI
- Town of Fairfield, CT
- Town of Fraser, CO
- City of Grand Rapids, MI
- City of Milwaukie, OR
- City of Moab, UT
- New York City, NY
- City of Orlando, FL
- City of Philadelphia, PA
- City of Roanoke, VA
- City of Sarasota, FL
- City of Urbana, IL



# Solar Project Portal Overview

- Solar Project Portal Home Page
  - Recognizes municipalities seeking to develop solar projects
  - The project list serves as a peer exchange platform where you can identify examples of milestones achieved by other municipal governments
- Project Development Pathway & Resources
  - Identifies in detail the 7 steps of project development
  - Offers key resources and tools to assist you in achieving each step
- Share Your Solar Project Experience
  - Describes how to have your municipality listed on the Portal Home Page
  - Here you will find information on how to update EPA on your progress
  - Find information regarding upcoming Peer Exchange and Workshop events
- Frequently Asked Questions (FAQ)
  - Details expert answers to common project development questions
  - Have a question? Submit it on this page and receive an answer

## Local Government Solar Project Portal

EPA invites local governments across the country to meet their environmental, energy, economic and domestic job creation goals through greater utilization of solar energy from on and off site solar projects that serve municipal operations.

Local governments will find [project development resources](#) and opportunities to [learn from industry experts](#) and their peers. To [Share Your Progress](#) and learn more about available resources and technical support, see below.

**What's New**

- [Guidance for Submitting Solar Project Progress Spreadsheet \(XLSX\)](#) (1 pg, 19 KB)
- [Solar Project Development Roadmap](#)



Click on the Map to View Individual Local Government Progress

- [Project Development Pathway & Resources](#)
- [Share Your Solar Project Experience](#)
- [Frequently Asked Questions](#)
- [Webinars & Events](#)

## Local Government Solar Project List

Local Government	Pathway Progress	Step 1: RE Public Commitment	Step 2: RE Development Plan	Step 3: Collection of Utility Data & Site Assessment	Step 4: Issued RFP	Step 5: Proposal Evaluations	Step 6: Signed Contract	Step 7: New Installed Capacity
<a href="#">City of Durango, CO</a>	<div style="width: 25%;"><div style="background-color: green; height: 10px;"></div></div>	<a href="#">Environmental Action Plan (PDF)</a> (42 pp, 1.1MB)						
<a href="#">Town of Fraser, CO</a>	<div style="width: 25%;"><div style="background-color: green; height: 10px;"></div></div>	<a href="#">Municipal Website</a>						
<a href="#">Town of Fairfield, CT</a>	<div style="width: 25%;"><div style="background-color: green; height: 10px;"></div></div>	<a href="#">Environmental Action Plan (PDF)</a> (11 pp, 859K)						
<a href="#">City of Orlando, FL</a>	<div style="width: 50%;"><div style="background-color: green; height: 10px;"></div></div>	<a href="#">Municipal Website</a>	<a href="#">Environmental Action Plan (PDF)</a> (25 pp, 1.7MB)					
<a href="#">City of Sarasota, FL</a>	<div style="width: 25%;"><div style="background-color: green; height: 10px;"></div></div>	<a href="#">Municipal Website</a>						
<a href="#">City of Chicago, IL</a>	<div style="width: 25%;"><div style="background-color: green; height: 10px;"></div></div>	<a href="#">Environmental Action Plan (PDF)</a> (40 pp, 124KB)						
<a href="#">City of Urbana, IL</a>	<div style="width: 75%;"><div style="background-color: green; height: 10px;"></div></div>	<a href="#">Council Resolution (PDF)</a> (2 pp, 67K)	<a href="#">Climate Action Plan (PDF)</a> (24 pp, 1.4MB)	✓	<a href="#">RFP at Municipal Landfill</a>	✓		
<a href="#">City of Grand Rapids, MI</a>	<div style="width: 25%;"><div style="background-color: green; height: 10px;"></div></div>	<a href="#">Municipal Website</a>						
<a href="#">City of Creve Coeur, MO</a>	<div style="width: 25%;"><div style="background-color: green; height: 10px;"></div></div>	<a href="#">Municipal Website</a>	<a href="#">Climate Action Plan</a>					
<a href="#">New York City, NY</a>	<div style="width: 75%;"><div style="background-color: green; height: 10px;"></div></div>	<a href="#">Municipal Website</a>	<a href="#">Solar Strategy (PDF)</a> (154 pp, 1.94MB)	✓	<a href="#">Bundled Rooftop Solar RFP (PDF)</a> (428 pp, 1.6MB)	✓	✓	
<a href="#">City of Ashland, OH</a>	<div style="width: 25%;"><div style="background-color: green; height: 10px;"></div></div>	<a href="#">Municipal Website</a>	<a href="#">Climate Action Plan (PDF)</a> (128 pp, 504KB)					



# Project Development Pathway

## ESTABLISH A SOLAR PROJECT DEVELOPMENT AND/OR RENEWABLE ENERGY USAGE GOAL

Establishing a publicly available solar project development and/or renewable energy usage goal helps bring clarity and focus to the process of developing solar projects. It gives your local government direction and affirms your intent to both you and your stakeholders. This is the minimum requirement to be listed on the Portal.

1

## DEVELOP A PROJECT DEVELOPMENT PLAN

One of the best indicators of project development success includes use of a solar project development plan. The plan will detail your local government's specific set of circumstances and chart a pathway. A plan is optional to be listed on the Portal.

2

## ASSESS YOUR SOLAR SITE OPPORTUNITIES, CATALOG SITE INFORMATION, AND COLLECT YOUR UTILITY DATA

It is important to understand your solar site opportunities, which starts with collecting site information and utility data. This information becomes critical when seeking project proposals from developers and is the basis for conducting site assessments to identify the most suitable sites.

3

## BUILD AND COMMISSION YOUR PROJECT

Once your project is built and generating solar power, EPA would be excited to share your success. Send us an email and provide us a photo of your new project. Email [EPASolarPortal@erg.com](mailto:EPASolarPortal@erg.com) to provide us with an update and photo of your new project.

7

## SELECT A PROJECT PROPOSAL AND SIGN A CONTRACT

You are in the home stretch! After you identify the best project opportunity, it is time to sign a contract. Once you select a project and sign a contract, be sure to let EPA know so we can share your success with your peers.

6

## REVIEW AND EVALUATE YOUR PROJECT PROPOSALS

An RFP will generally result in one or more project proposals from developers. Evaluating these project proposals objectively can be challenging, yet is critical for selecting the best project that meets your goals.

5

## DEVELOP AND ISSUE A SOLAR REQUEST FOR PROPOSALS (RFP)

An RFP is a solicitation for products and services that outlines the general terms and conditions of request from market suppliers. For solar, this can involve a wide array of requirements. If you are interested in making claims about using renewable energy, be sure to retain the Renewable Energy Certificates (RECs) from your project.

4

# How to Get Plugged-in and Recognized

- Email EPA your publicly available goal/commitment [EPASolarPortal@erg.com](mailto:EPASolarPortal@erg.com)
- Be sure to include in your email:
  - Local government point of contact information (e.g., name, phone, email, mailing address)
  - Provide a link or document that details your publicly available commitment or goal
- Your goal/commitment can be evidenced by:
  - Public webpage or sustainability report; government resolution, ordinance, or bylaw; participation in third-party commitment programs (i.e., [ICLEI's 100% RE Cities](#))



# **Guidance for Setting a Renewable Energy Goal**

# Why might I want to set a RE goal?

- Environmental & health benefits
- Local economic benefits & job creation
- Energy cost savings & budgetary risk reduction
- Energy system or infrastructure resiliency
- Community pride due to environmental leadership



# Why is it important to set a RE goal publicly?

- Influence your community's broader energy decisions
- Lead by example
- Enables you to measure progress over time
- Gets internal stakeholders on the same page
- Increases your chance of success— of accomplishing your objectives



# Quick Attendee Poll

# Poll Question #1

What is the main objective prompting your municipality to consider setting a RE Goal?

[select one]

- a) Environmental & health benefits / Env. leadership
- b) Local economic benefits & job creation
- c) Energy cost savings / long-term budgetary risk reduction
- d) Energy system or infrastructure resiliency
- e) Other (please specify)



# How might a municipality express its RE goals?

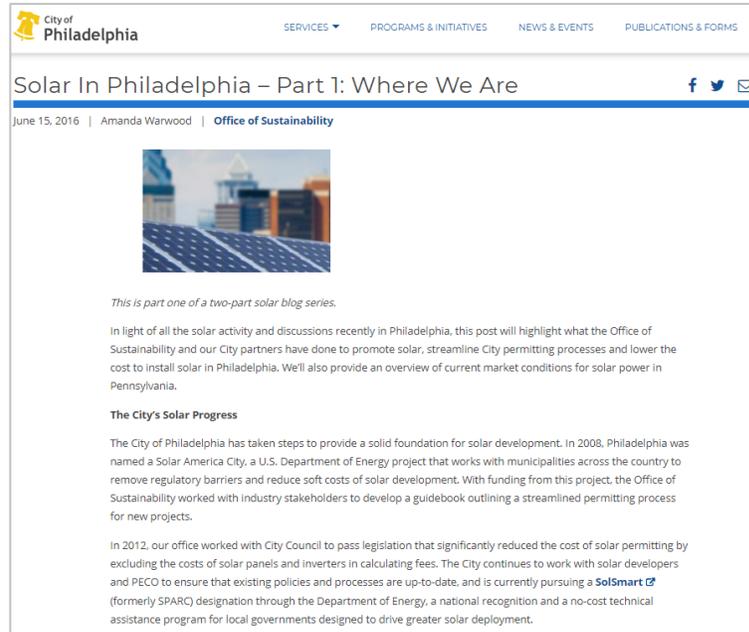
A municipality can announce a commitment publicly by:

- Posting on a municipal webpage
- Publishing an environmental action plan
- Passing a legally binding municipal resolution, which formally commits to achieving a certain goal by a certain year
- Issuing a press release as they join a third-party initiative



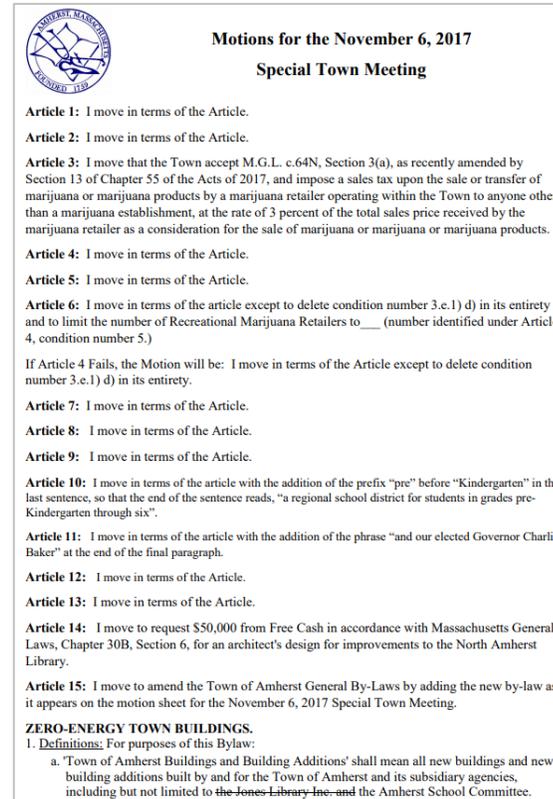
# How might a municipality express its RE goals?

## Press Release



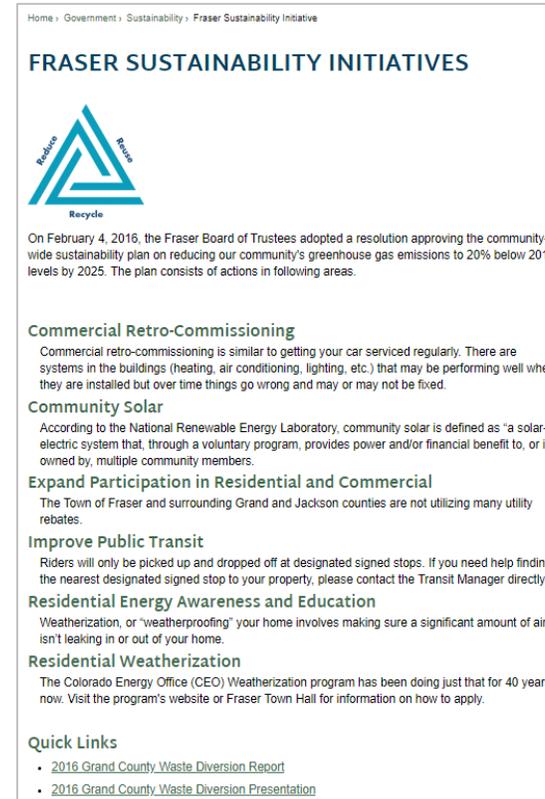
The screenshot shows a web page from the City of Philadelphia's Office of Sustainability. The page title is "Solar In Philadelphia – Part 1: Where We Are" and it is dated June 15, 2016. The content includes a sub-header "This is part one of a two-part solar blog series." followed by an introductory paragraph about solar activity in Philadelphia. A section titled "The City's Solar Progress" details the city's efforts since 2008, including the Solar America City project and the SolSmart designation.

## Municipal Resolution



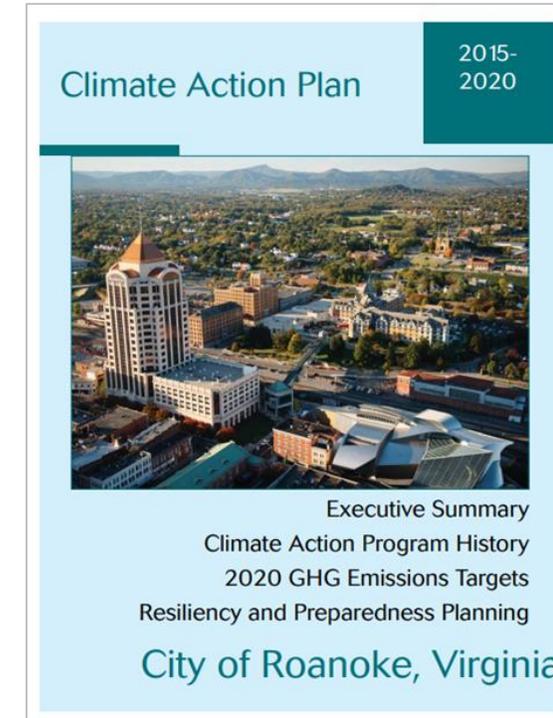
The screenshot shows a "Special Town Meeting" resolution from November 6, 2017. It contains 15 articles detailing various motions, including the acceptance of a sales tax on marijuana products, the deletion of conditions in recreational marijuana retailer regulations, and the request for funding for library improvements. The resolution concludes with "ZERO-ENERGY TOWN BUILDINGS" definitions.

## Municipal Webpage



The screenshot shows a webpage for "FRASER SUSTAINABILITY INITIATIVES" with a "Recycle" logo. The page lists several initiatives: Commercial Retro-Commissioning, Community Solar, Expand Participation in Residential and Commercial, Improve Public Transit, Residential Energy Awareness and Education, and Residential Weatherization. It also includes a "Quick Links" section with references to waste diversion reports and presentations.

## Env. Action Plan



The image shows the cover of a "Climate Action Plan 2015-2020" for the City of Roanoke, Virginia. The cover features a photograph of a cityscape and lists the following sections: Executive Summary, Climate Action Program History, 2020 GHG Emissions Targets, Resiliency and Preparedness Planning, and City of Roanoke, Virginia.



# Quick Attendee Poll

# Poll Question #2

What type of publicly available commitment does your municipality intend to use to announce a RE goal?

[select all that apply]

- a) Posting on a municipal webpage
- b) Publishing an environmental action plan
- c) Issuing a press release
- d) Passing a binding municipal resolution
- e) Other (please specify)



# What are the different types of RE goals?

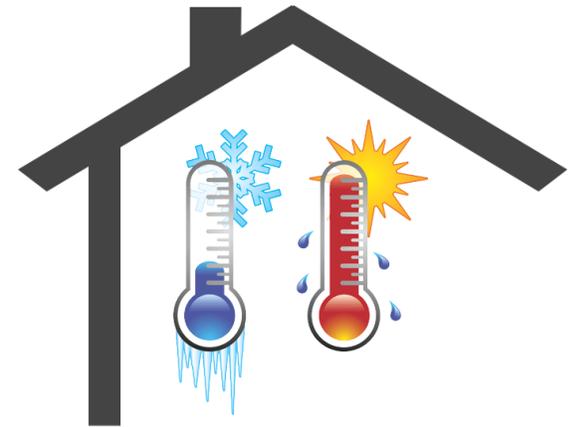
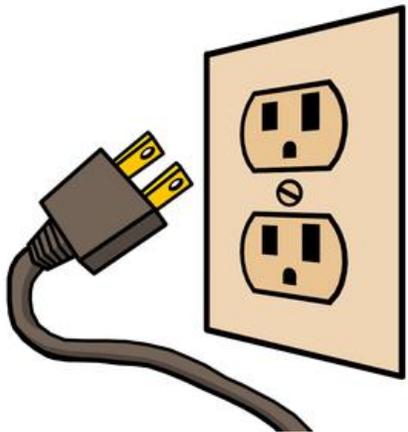
Goals are generally expressed in terms of either:

- a fixed capacity of installed solar (in kW or MW)
- a performance-based goal (in percentage of RE use)
- or in terms of percentage reduction of greenhouse gas (GHG) emissions



# Terminology Matters!

- Performance-based goals that seem similar, such as “100% RE use” and “net-zero energy use,” can actually differ in their concrete outcomes
- “Electricity” and “energy” might refer to different things in a goal



# Other Considerations

- Types of RE to include as eligible technologies
- Your current level of RE use
- Municipal resource availability
- Long-term end date, as well as short-term targets



# How can we engage internal and external stakeholders?

- Conduct a stakeholder analysis
- Get all parties at the table
- Keep the necessary parties informed and up-to-date
- Solicit multiple rounds of feedback
- See the guidance document for practical tips



# How does a state RPS affect my voluntary goal setting?

- 29 states have a Renewable Portfolio Standard (RPS)
  - Policies designed to increase RE generation by requiring utilities to sell a specific percentage of renewable electricity or to install a specific amount of RE capacity by a certain year.
- Level of your state's RPS might influence the level of goal that you set
  - Be sure to specify whether your goal includes the mandatory state RPS percentage or whether your goal is to voluntarily purchase additional RE, above and beyond the state RPS
- Many other state policies can also affect your RE project



# Worksheet for RE Goal Setting

# RE Goal Setting Steps

1. Determine why your municipality wants to use RE
2. Explore what other towns and cities are doing (See Solar Portal)
3. Assess your organizational resources and policy constraints
4. Determine who will be a part of the RE implementation team.
5. Conduct a stakeholder analysis
6. Work with internal stakeholders to set a draft goal
7. Garner support and feedback for your draft goal from external stakeholders
8. Publicize your finalized goal!



5. **Conduct a stakeholder analysis.** On the grid below, plot relevant internal and external stakeholder (e.g. specific municipal leaders, colleagues, project neighbors, etc.) in terms of their interest in the project and their ability to influence over its outcomes. See this [video](#) and the relevant considerations section above for an example of how to do so.



-Which stakeholders do I need to manage the most closely? \_\_\_\_\_

-What do I anticipate their primary concerns will be? \_\_\_\_\_

-What facts can I emphasize to alleviate their concerns? \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

# Quick Attendee Poll

# Poll Question #3

What is the biggest obstacle you face to setting a RE goal?

[select one]

- a) Lack of resources (staff time & energy, funding, etc.)
- b) Lack of knowledge about renewable supply options
- c) Internal stakeholder engagement
- d) External stakeholder engagement
- e) Environmental goals are not a priority in my town



# Next steps: Investigate what other towns have done

- Investigate what other municipalities of similar sizes or from similar regions have done
- Use EPA's [Local Government Solar Project Portal](#) to see what nearby and far-away towns have done
- On the Portal, you can sort participants by state to see what other cities in your state or nearby states have accomplished
- Get started with the RE Goal-Setting Guidance Document!



# Q&A Session

## Questions?

- Christopher Kent, U.S. EPA
- Verena Radulovic, U.S. EPA
- Adam Hanks, City of Ashland, OR
- Christopher Castro, City of Orlando, FL

Portal Website: <https://www.epa.gov/repowertoolbox/local-government-solar-project-portal>

Submit your municipal goal to get listed: [EPASolarPortal@erg.com](mailto:EPASolarPortal@erg.com)

