

# *The Importance of Soft Cost Reduction for Future Rooftop PV Market Opportunities in Inland Empire*

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# What is the Solar Outreach Partnership? ("SolarOPs")

- Collaborative partnership funded by 5-year, \$10 million U.S. DOE grant
- Provides targeted outreach and technical assistance to municipalities interested in encouraging solar PV development (and reducing solar "soft" costs nationwide).
- The NC Solar Center is a member of this collaborative partnership.
- For more information, please visit [solaroutreach.org](http://solaroutreach.org).

# State of Rooftop Market in Riverside County

- Key Market Actors
  - SCE/California Solar Initiative (CSI)
  - TPO Companies (SolarCity, Verengo, Real Goods, etc.)
- New Rooftop Capacity in Riverside County
  - CSI has driven 134 MW of new rooftop PV capacity since 2008, 3<sup>rd</sup> most in California
- Market Drivers and Policies
  - California Solar Initiative
  - Third-Party PPAs
- However...
  - Federal ITC has limited duration
  - CSI incentives are reaching final steps
  - PPAs add 2%-6% to the total cost of a residential system.

# Capitalizing on Current Market Dynamics

- Municipalities and municipal utilities positioned to lead further development
- Low- or no-Cost methods for municipalities to encourage PV from other states and reduce soft costs
  - “Solarize” group purchasing programs
  - Community Shared Solar Programs
  - PII Reform
- Solarize, as one example, has been shown to provide an installed cost discount of 25% and up.
  - If Riverside County reduced its upfront, pre-incentive costs by 25%, customer savings from CSI program EPBB incentives would have been **\$100M greater**.



# Technical Assistance Opportunities

- SolarOPs can provide a wide variety of no-cost TA engagements
  - “Solarize” group purchasing programs
  - Community Shared Solar Programs
  - PII Reform
- Local Governments We’ve Engaged With in California:
  - Foster City
  - Los Angeles
  - Santa Clara
  - Perhaps...your city?



# Questions?

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